

# VARIETY

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72 PAGES

## BURLESQUE'S LAST STAND

**C. B. Cochran Preparing Six Plays  
For B'way; Bergner, Coward as Stars**

London, March 5.

Charles B. Cochran is preparing the biggest onslaught on Broadway made by any native or foreign producer in years. Through the coming fall and winter he will stage at least six plays there.

Shows intended for Broadway are: 'Mother of Pearl,' musical, staged at the Gaiety over a year ago, starring Alice Delysia; 'Nymph Errant,' which just terminated a five months' successful run at the Adelphi, another show in which a woman, Gertrude Lawrence, is the commanding figure; 'Conversation Piece,' with Yvonne Printemps and the author, Noel Coward, figured as a good bet for a quick clean-up after its run at His Majesty's theatre; 'Magnolia Street,' by Louis Golding, due at the Adelphi early in March, and expected to be good here for four to five months.

In the case of 'Magnolia,' although the location is Lancashire, it could easily, and may, be switched to New York's East Side, with a little free adaptation, while there has also been some talk of Max Gordon (Continued on page 67)

**U. S. C. PRODUCING A  
FULL-LENGTH FEATURE**

Hollywood, March 5.

The motion picture class of the University of Southern California is producing a feature picture as part of its course in photoplay technique.

Group had its own original prepared under title of 'The Oval Portrait,' and outlined shooting script in class. Students assigned as director, cameraman, assistants, props, and other members of production personnel.

Metro has furnished the class standing sets and necessary lighting equipment. Studio has small standing-by crew assigned to the amateurs to see they operate equipment without damage.

**No Work, Eh! So Actors  
Wreck Booking Agency**

Minneapolis, March 5.

Police suspect temperamental performers for the wrecking of the Goldie-Connell agency here.

The offenders broke into the establishment and tore it apart. They smashed a plate glass window, turned over the files, pulled clothes out of a closet, tore pictures and drapes from the wall, ripped open suitcases and wrecked things in general. But they didn't take a thing, even passing up \$250 in cash that was in the top drawer of an open desk.

The police claim some actors decided to take it out on the agency, due to the lack of work around here lately.

**Beery as McGraw**

Hollywood, March 5.

'The Little Napoleon,' baseball story by Richard Carroll based on the life of the late John J. McGraw, has been bought by Metro.

Studio has Wallace Beery in mind for the part, with Clark Gable as the college boy who makes good.

**FORD NEWSREEL  
MAY BECOME  
NATIONAL**

Detroit, March 5.

Henry Ford is bankrolling a local newsreel with an eye to expanding it nationally if it works out. This is a development which has been rumored for years with the national scope talked about off and on. Each time it has been denied.

Newsreel is strictly local in character and is the same type as financed first by the Detroit Times as an adjunct to its nabe theatre directory. After being dropped for a while the Detroit News took it up strictly as an added service. Film was shot and produced by the Metropolitan Film Co. locally.

Same comp. is now producing and all Ford gets is the title 'Ford News.' While most shots are in sound, audible comment is also made by Al Weeks, formerly dramatic editor of the Free Press.

**A. J. BALABAN BECOMES  
F&M THEATRE PARTNER**

Chicago, March 3.

A. J. Balaban returns to active show biz as a partner with Fanchon & Marco. He will be associated in the operation of F. & M. theatres with Marco and Harry Arthur and presently is making a tour of F. & M. theatres in the middle west with Marco.

In accepting the F. & M. association, the elder Balaban mixed several offers from other firms which have been after him ever since his return from abroad when he let it be known he would again become active.

The elder Balaban sold out his interest in Balaban & Katz to his brothers a few years ago. For the past two years he has been living in Europe. Prior to that he headed Paramount's talent and shorts production in the east.

A. J. Balaban temporarily retired from show business upon going on vacation, about two years ago.

**STRIPPING AND  
DIRT GOING OUT**

**N. Y. Managers Preparing  
for Final Battle in Irving  
Place Indecency Case—  
Cleaning Up Meanwhile  
—March 4 Deadline on  
Dirt Ordered for 7 The-  
atres by I. H. Herk**

**RAZING RUNWAYS**

Burlesque is girding itself for its last stand. The issue is the charge of indecency lodged against 10 performers and a manager following a raid on the Irving Place, New York, regarded by everybody in the business as the most serious censorship issue, ever to confront burlesque. The battleground will be Special Sessions court.

Meantime orders from within are to clean up all around in anticipation of the likelihood that strip stuff and the dialog that goes with it is finally on the way out.

While the general intent is to oppose a censorship blow that may kill burlesque once and for all, some of the few important managers still connected with burlesque question the advisability of staging a spirited fight. This faction feels that despite the stripping and dialog limits to which some theatres have gone, business for those houses has been none too good anyway. An abbreviation of their contention amounts to, 'If we win, so what?'

Hold up as an example by the managers who believe there's nothing to fight for is the Irving Place itself. This house, adjoining 144th street, has apparently been, until the raid two weeks ago, immune from interference from the authorities. Strip women and comedians were permitted to go further there than at any other burley house in (Continued on page 69)

**Play-of-the-Month Club  
For Chi on Book Cue**

Chicago, March 5.

Taking a cue from the book clubs the Studebaker here is planning to present a new gag: the 'play-of-the-month club.' Relying upon the slogan to sell the system to the public. Idea belonging to Horace Sistrare, is to book each play in for a full month, no more or less, no matter how strong or weak at the box-office and to plug it as the choice-of-leading-drama-showmen and critics as the play of the month.

Sistrare now has 'Elizabeth Sleeps Out' running, but is figuring to go into the new policy with the coming of Easter. Is negotiating with James Spottwood and Thomas Ross for the opener.

**Overdose of Gambling and High Prices  
Has Miami Worried About Next Season**

**Comic Shortage**

Hal Roach's talent scout is hawkhawking for comics on radio stations, musical shows, little theatres and other likely spots.

Producer says there is a decline in crop of funsters available for pictures, and only way to get new talent is to dig.

**CWA CONCEDES  
TO THEATRES'  
SQUAWKS**

Newburgh, N. Y., March 5.

The free Recreation Center in the Armory has been closed at night in order to prevent the local theatres from shutting up shop against competition they could not overcome.

The center was maintained by the CWA, City Council and School Board and was conceived to provide jobs for white collar workers.

Theater managers warned the Center was such strong opposition that the theatres would have to close, thereby depriving 37 persons of jobs. The officials decided it would be better to protect the steady workers rather than the emergency jobs.

**Titled Exhib**

London, March 5.

First titled picture house proprietor in England is the Marquis de Casa Maury. He opens the Curzon Cinema in Mayfair, tomorrow (Tuesday). It is in the most fashionable district of London, and seats only 500.

Prices will be high, but the Marquis hopes to secure paying patronage.

Initial program will have as its feature 'Unfinished Symphony,' Continental film

Miami, March 5.

This Floridian resort and Miami Beach are over-dosed with gambling. There are 38 night clubs of one sort or another and every place has its game room with every conceivable device to lure those who take a chance. In addition to the game joints, gambling accompanies the race track, jai alai, boleta and the dog tracks. Seems that every other place is a handbook stand.

Squawks that mount to a roar from shop keepers and business men are to the effect that the gambling fraternity is so greedy that visitors have little coin left for legitimate purposes. And they are worried about how that, plus the high prices, is going to affect trade next season.

Miami has also probably seen its last big prize fight.

**GENERAL FOODS' BIG  
AFTERNOON ASSAULT**

General Foods is mapping out the most pretentious campaign of matinee entertainment yet undertaken in network broadcasting. Victrola packers' idea is a daily different type of program running an hour on NBC's blue link (WJZ) each afternoon from Monday to Friday inclusive.

One afternoon would be devoted to all dance music, another to a symphonic concert, a third to a dramatic show, the fourth a variety melange, and the fifth to guest celebs from various fields of endeavor. Hookup in each instance would be from coast to coast.

**Garbo-O'Neill Play**

Garbo in an Eugene O'Neill play is a possibility for next season.

Proposal comes from Hugh Ford, close friend of the dramatist. Film star's professional appearances have been confined to the screen, but it is reported she is not entirely adverse to the stage idea.

**KATE SMITH**

**First and Foremost CBS Artiste**

**ON TOUR—MANAGEMENT TED COLLINS**



# Pix and Legit Enlisting AFL in Their War on Free Radio Theatres

films and the legitimate are hopeful of enrolling the American Federation of Labor as an ally in their fight against free radio audiences. In the meantime show business is fortifying its charges against air shows plunging into an extended investigation as to the number of theatres and auditoriums which are being converted into broadcasting show places.

Object of this additional research is not so much to prove to the Government that the box office is suffering as it is to be able to present the contention that theatres, in the hands of radio, reduces employment. As an instance the two fields have already secured detailed statistics on employment on some theatres already operating under radio control. They are citing the payroll at the Hudson during 1933 as representing \$66,000 for the 22 weeks it was occupied by theatrical companies. The contention of film men is that regardless of the rent now being paid, the Columbia Broadcasting System cannot put the same number of people to work as a regular producer.

The cutting down on stage hands is expected to play an important part in arousing the sympathies of labor.

Before the end of the week some solution to the problem is indicated since radio has started its sessions with members of the legit and film code authorities in Washington by then.

## 'Bar' at \$2

Hollywood, March 5. Warners will premiere "Wonderbar" at the WB. Hollywood, March 14, with a 42 opener.

Picture then goes into a usual price run at both the Hollywood and the Downtown.

## Agnes Anderson Loaned To Duffy's 'Men in White'

Hollywood, March 5. Metro has loaned Agnes Anderson stock player, to Henry Duffy for lead fem in latter's stage production of "Men in White". Show opens at the El Capitan here, and then moves to the Alcazar, San Francisco.

## 'STICKS FOR TISH'

Hollywood, March 5. James K. McGuinness has reached the end of his contract term at Metro, but will stick until he has completed his work on "Tish". When completing this treatment, he expects to head for England.

## Metro's 'Manners'

Hollywood, March 5. Metro will make "Manners Make the Man", by John Monk Saunders. Robert Montgomery will be starred.

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## Ratoff's Yarn Sold by Radio to Chas. Rogers

Hollywood, March 5. Although Gregory Ratoff sold his "I Love My Country" to Radio on condition he would play in it, studio has in turn sold the yarn to Charles R. Rogers for Paramount production. Yarn is based on the life of Eugene Leontovich, Ratoff's wife.

Plan of Rogers is to have Adolphe Menjou play Ratoff's part in the picture with Miriam Hopkins. Ralph Murphy will direct, with adaptation by Humphrey Pearson.

## Art Rothafel's Wild West Stuff; \$10 Fine

El Paso, March 5. Wearing a huge pistol and a cartridge belt, Arthur Rothafel, 25, who said he is a son of Roxo, was arrested in Pecos and fined \$10 for careless display of a dangerous weapon.

Apparently young Rothafel had prepared himself for a wild western trip through Texas. He said he was hitch-hiking over the country to get material for a book.

## HILL AWAITS

Can't Shoot on 'Good Earth' in Chinese Govt. Okayes Ser

Hollywood, March 5. Metro is awaiting the rewrite of sequence on "Good Earth" to conform to suggestions of the Chinese government, before Director George Hill shoots background scenes in China.

Hill and his production crew left for China several weeks ago, carrying along script of the yarn.

When he arrived there, government officials refused permission to turn a camera, pending approval of the script. So, while awaiting action, Hill shot several thousand feet of backgrounds which will be used in Garbo's next picture, "The Painted Veil".

## 'Derby Day' Based on Life of Tod Sloan

Hollywood, March 5. "Derby Day" is Monogram's contribution to the list of biographical yarns currently under way at various studios.

Story is based on the life of the late Tod Sloan, celebrated jockey. Yarn is by Tristram Tupper, who is scripting it for early production.

## Dough Diggers

Hollywood, March 5. Academy researchers at a meeting Friday (3) appointed a finance committee to dig up dough for nine projects. Committee includes Sam Brislin, Carl Dreher and Nathan Levinson.

Also appointed Gordon Mitchell manager of the Acad's technical bureau.

## Pedaling Screenward

Hollywood, March 5. Working days in "Sadie McKee" (M-G) and nights at the Clover Club, Gene Austin has bought himself a bicycle.

Singer will pedal in the mornings to take off about 10 pounds. If he loses that weight, Metro promises to use him in a picture.

## SCORING 'CIVILIZED'

Edward B. Raschbaum (Raschbaum Productions) is in N. Y. from the Coast, accompanied by Edwin Carewe, his director. They brought with them the print of their "Are We Civilized?" which will be given a musical background before being shown the trade.

## HERSHOLT FREELANCING

Hollywood, March 5. Jean Hersholt, under contract to Metro the past four years, slid off the payroll Saturday (3) and returns to "free lanceing". Now negotiating with Universal for one picture.



WILL MAHONEY

This week, March 2, Metropolitan, Boston.

The Philadelphia Daily News said: "With Will Mahoney delighting all beholders with his xylophone dance and hilarious clowning, the Fox has assembled worthy bill."

All Communications Direct to WILL MAHONEY 460 80th Street Brooklyn, New York

## Par Will Announce Own Baby Stars as Opposed to Wampas

Hollywood, March 5. Following the Wampas' decision to completely ignore the major studios in picking its baby stars for 1934, Paramount is adopting the Fox plan of three years ago in announcing six of its own starlets to be known as "Paramount Protégés."

Wampas' press agent organization, after a three weeks' attempt to get producer co-operation, voted to choose its baby stars from the freelance list. Announced this was done on the theory that girls already under studio contracts are virtually on their way to stardom and therefore have not the unknown qualifications necessary for Wampas selection.

Producer co-operation was withheld when the Wampas refused to give assurance that the girls picked would not be put on a radio broadcast.

"Paramount Protégés" will comprise Ida Lupino, Evelyn Venable, Elizabeth Young, Helen Mack, Dorothy Dell and Frances Drake. They were picked from a list of 15 girls under contract by the balloting of directors, department heads and officials.

## Delay 'Thin Man'

Hollywood, March 5. Production of "Thin Man", Dashiell Hammett mystery yarn, postponed at Metro in order to let W. S. Van Dyke direct "Manhattan Melody" ahead of it.

"Melodrama", formerly Arthur Caesar's "Three Men", has Clark Gable, William Powell and Myrna Loy in cast.

## SILVERS DUE EAST

Hollywood, March 5. Sid Silvers will not write comedy sequences for "Merry Andrew" and Will Rogers at Fox.

Silvers intends to hop east with Buddy DeSylva within the next week to prepare a New York musical for production.

## SAILINGS

March 7 (New York to London) Roy S. Knafel, Frederic P. Culbert (Olympic).

March 3 (New York to Los Angeles) Jules Levy (Virginia).

March 3 (New York to Genoa) Sidney Howard (Rex).

March 3 (New York to London) Karl Bickel, Richard Admell, Mrs. Joseph Baird (Bremen).

March 3 (New York to Paris) Hugo Bryk, Ben Blue (Champlain).

March 3 (New York to Bermuda) Howard S. Cullman (Monarch of Bermuda).

March 2 (New York to London) S. L. Knafel, Frederic P. Culbert (Olympic).

Feb. 28 (London to New York) Phil Reisman (Berengaria).

Feb. 28 (New York to London) Sergei Rachmaninoff, Elisabeth Allen, James Henle, Lynn Farnol (Manhattan).

# Tarzan Not So Hot with Weismuller; A Swimmer Who Would Like to Duck

## Radio Queries Critics On 'Alien Corn' Title

Hollywood, March 5.

Radio questioning picture critics' throughout the country for reaction to retention of the original title on "Alien Corn." Executives want to change the title, but desire outside opinion.

Edward H. Griffith, who will direct, is fighting for the original title. With neither side willing to give in, publicity decision will be left to the newspapermen.

## Coast Labor Pow-Wow Problems with Elliott

Los Angeles, March 5.

William Elliott, LATSE prez, is on the Coast confabbing with studios on problems arising out of the film code and last summer's technicians' strike. Elliott also is conferring with Pat Casey, producer labor contact, and other parties to the Basic Agreement with intention of straightening out the LA situation if possible.

Agreement coming up for renewal March 14 with Nick Schenck, Casey and Al Berres for the producers; Abe Muir, International v.p. of the carpenters; Harry Briggs, International v.p. of the electrical workers; and Joe N. Weber, musicians president, all of the Coast. Transportation union also will be represented at the coming huddle.

## SWANSON'S 3 WEEKS'

M-G Mulls Glyn's Story—Gable, Beery Lined for Cast

Hollywood, March 5. Metro is contemplating doing either Glyn's "Three Weeks", made as a silent in 1924, or Laa Swanson will come back to the screen in this production if definitely decided upon.

Clark Gable is tentatively set for the picture, with Wallace Beery, ex-husband of Miss Swanson, also listed for the cast.

## 'Harum' Character Asks \$100, Settles for \$10

Syracuse, March 5.

Ike Finn, of Cortland, sole surviving counterpart of the characters woven into Edwards Noyes Westcott's central New York "David Harum", thought \$100 an appearance would be about right when Gus W. Lampe approached him relative to an engagement at Schine's Eckel here, where the picture is showing.

Finn, the Dick Larabee of the novel, finally compromised on \$10 for a one-night engagement of two shows. And then discovered that his character had been eliminated from the screen story.

## Caliente Re-elections

Hollywood, March 5.

Joseph M. Schenck was reelected vice president and chairman of the board of the Agua Caliente Corp. at the annual meeting last week. Baron Long drew the nod again as prez and Lew Anger was reelected secretary and treasurer.

Company is slated to announce an annual dividend at a meeting today (Monday).

## Hedda Hopper Solos

Hollywood, March 5. Hedda Hopper will not join the John Zant agency. She is going to try 10 percent on her own. Miss Hopper will also continue acting when studios want her.

## Leo Morrison's Vacash

Hollywood, March 5.

Leo Morrison hopes for a three-week vacash in Honolulu Wednesday (7). Also on the boat will be Mrs. Eddie J. Mannix and her niece, Florine Mannix.

While Morrison is away Joe Rivkin will look after the office. Rivkin returns to N. Y. April 1.

Hollywood, March 5.

You have Johnny Weismuller's personal word for it. He doesn't like being that super-man, Tarzan. In fact, he's pretty tired of picture-making.

The film business isn't. He's not at all. It may be Lupe's, but it's not his forte. He used to be able to swim a 100 metre dash and come up fresh and smiling for the newspapers. But when a swimming champ turns actor, has to swing from branches all day long under the klieg sunshine and then tramp around to prizefights and night-spots, well, it kind of takes the wind out of a fellow.

While Lupe Veles, in white slacks, blue beret and sailor coat, was still capable of entering into a hectic debate with a producer and a couple of actors, Johnny, her tired Tarzan, sat in downcast mood at the table of a pop nite-spot.

Plainly, Johnny was fagged. He admitted it. And on top of it all, the waiter brought him \$2 less change than was coming to him. But Johnny knew. And he won a recount. That, on top of a hard day at the studio, disgusted him completely.

"Gees," confided Johnny, "when I signed up for pictures I figured I was going to get a lot of money in a bigger way than a professional champion swimmer could. But now I know how wrong I was. Sure, I make more; but I spend more, too."

"This isn't my business. It may be Lupe's. I'm a swimmer, not an actor."

His Hero Worship

For the hero-worship from small boys, Johnny thinks he got just as much in his pre-Tarzan days. And he supposes he's kind of modest about anything like that, anywhere. The adult male contingent doesn't think he's so interesting a celebrity now as it once did—when he was winning 60 major swimming battles in a row. He, a poor Chicago youngster, who just happened to get a chance under the aegis of the Illinois Athletic Club was drowning down the voices of the male trio with her insistence that Max Baer could beat the main-springer of that evening's fight at Hollywood stadium. She'd bet \$5 on Max, any time.

"We're going to get away from all this," Johnny's brawny arm swept the space in front of him. "We're going to Tahiti to make a picture; Lupe and I co-starring. Just as soon as I finish 'Tarzan and His Mate.' Maybe I'll even get a chance to do some swimming over there. If I can still swim."

## DODGE SCREEN PATERNITY

U Having Tough Time Filing For 'Human Side'

Hollywood, March 5. Story parent of four children for "The Human Side" has had most of the available first rank players sidestepping bids for this Universal picture and has given the studio a casting headache.

Film was slated to go into work last week under Edgde Buzzell's direction and Eph Asher's production wing, but not a single name has been signed, either for tops or in support. Leading women have slipped off the mother role because of the age implication, and ditto male candidates.

## Metro Finds That Fox Has 'Copperfield' Cast

Hollywood, March 5.

With David Selznick deciding to use a majority of English players in "David Copperfield," Metro's expected to make a wholesale loan deal with Fox to obtain necessary cast.

Fox has a number of British imports on its contract list.

## M-G Options Gable

Hollywood, March 5.

Metro has taken up option on contract of Clark Gable for another term.

Player is currently in the making personal appearances.



# Writers' Guild Prepares for Battle With Producers and Insurgent Group

Hollywood, March 5. Executive board of the Screen Writers Guild has stated that organization is prepared for war with the producers, though not forcing matters at this time.

Declaration "came in an official statement" the board, following revelation that a group of important, anti-radical Guilders are mobilizing a revolt against the current leaders.

On war preparedness, statement said:

"The policy of the Guild board has been, frankly and honestly, to equip the Guild with a powerful weapon for possible future unified action. That weapon we now have in the form of the Guild code, notably Articles 3 and 12. But to be prepared for war, if it is forced upon us by the producers, is entirely different from declaring war."

The board points to the fact that since September last, Article 3, permitting the board to prohibit members from working with non-members, has been a part of the Guild code and has not been put in operation by the board, nor has the board any intention in the immediate future of making it effective. That one fact alone should be sufficient answer to those people who, because of the genuine force of the Guild's code, have become fearful, that the board intends to bring this instrument into play under any conditions other than an extreme emergency.

Challenge  
A challenge to the insurgent element is contained in a statement that 60% of Guild membership may recall existing board, if dissatisfied, but announces body will conclude its services April 15.

As to the "rebels" the statement says the executive board has known the identity of these members for some time and claims that in their midst is a "handful" who have been trying to destroy the Guild, so as to leave the writers in Hollywood "no other organization for their protection except the outworn Academy."

Though the Guild officials would not name the so-called "rebels" their statement says they are members who have failed to appear at Guild meetings, at which the policies have been determined.

Statement then says the radicalism charge made against board members and its policies could best be answered by their record as a board.

**Rebels' Snub**  
Conservative members of the Screen Writers' Guild, following their latest undercover meeting, are set to snub the Guild's contract which would assess a fine up to \$10,000 for any member who dares resist.

Scribner's claim is that no court of law would uphold the contract signed by the members and that the \$10,000 fine is nothing more than a laugh to them.

Another conservative meeting is set for next week with rebels predicting their group will have doubled by that time.

## More 'Don Q'

Hollywood, March 5.

Alexander Korda is slated to start production on Douglas Fairbanks' first picture abroad, "Further Adventures of Don Q" soon, according to cable from Fairbanks to Robert Fairbanks here.

Korda will make interiors first at Elstree, and then take the company to Italy and Spain for locations. Fairbanks has advised his offices here that he will return to Hollywood upon completion of the picture, going back to London later in the year to make the second feature under his deal with London Films.

## SEITER'S 'CLEVER'

Hollywood, March 5.

William Seiter has been assigned to direct the screen version of the Alden Nash comedy, "And Let Who Will Be Clever." It's Seiter's last messaging obligation under his old contract with Radio.

Screen play is being written by Ray Harris and Glen Allwine will produce.

## Want 'Em Young

Hollywood, March 5.

Newest alibi for postponing a picture goes to Metro. Studio's animal picture, "Malibu," has been in production so long that the young animals in the picture have grown up. Hence, Metro says, it is necessary to postpone until spring when new four-footers will be born.

## Use Real Extras, Not Reel Ones— Says Equity Rep

Los Angeles, March 5.

Charles Miller, local Equity rep, is backing a plan to recognize players who have devoted their lives to stage and screen in the coming realignment registered extras. Claim is made that many capable workers, now forced to seek help from M. P. Relief Fund and Actors' Fund, could earn a reasonable living in support roles.

While some extras are opposed to the plan, on the contention they are likely to suffer from coming slash of Central's bulky registration, leave alone further competition from higher bracket actors, contention of Miller is that extra code provisions are to protect extras, supporting and bit players alike.

## M. P. CLUB REVISION PLAN STARTS IN N. Y.

A reorganization program for the Motion Picture Club, including reduction of dues, installation of a bar, weekly radio broadcasting and a profit-sharing plan with the landlord to cover rent, also envisages rigid rules of qualification for membership. Reorganization steps were discussed in general way at a luncheon at the club (Thursday) before a representative gathering of industry executives. Will H. Hays and Louis Nizer spoke.

The presidency will go to someone high in the industry and may be S. R. Kent. Lee Ochs, indie exhib, has been president several years since Al Lichtman walked out and interest in the club dwindled.

Originally at \$125 yearly, plus \$250 initiation, the dues now will be \$75 without any initiation fee. Membership only to persons in the industry, who must pass a stiffer test for admittance.

Rent was formerly \$12,000 a year on the premises occupied by the club in the Bond building. It will now come out of surplus, after other overhead has been taken care of. Deal with the landlord of the club, on a basis of \$13,000 a year out of surplus after overhead. Then \$6,000 annually goes toward the club's bonds and if there is any surplus left it goes to the landlord up to \$12,000.

A bar will be installed and a cocktail hour provided, with women permitted in the club after 3 p. m. Restaurant will be continued as well.

Arrangements are going forward for a broadcast once a week. An indie radio chain has offered \$10,000 a year for the program rights.

## THOMPSON DIRECTING

Hollywood, March 5.

Harlan Thompson, promoted to a directing job at Paramount, will have as his first assignment B. P. Schulberg's "Kiss and Make Up," with Cary Grant in top spot. Thompson has been on and off the Paramount writing staff for six years, and is now working on the screen play of the picture, which formerly carried title of "Cosmetics." Gene Negulesco will act as associate director with Thompson.

## ASTAIRE DUE JUNE 15

Hollywood, March 5.

Fred Astaire returns to the Radio lot June 15 for his next picture. Player hops here from London. Company has Astaire for two pictures a year for 1934-35.

## Claudette Colbert May Do Radio Commercial

Negotiations are on for Claudette Colbert to come under the Rockwell-O'Keefe banner for radio. Tom Rockwell, who is talking things over with her on the Coast, has a 13-week network commercial for her to step into immediately.

## Sen. Gore Proposes 80% Tax on Income Of \$75,000 Annually

Washington, March 5.

Without waiting for salary slashing Progressive colleagues to make out their program, Senator Gore, Oklahoma, last week disclosed an intention of attempting to put into the pending revenue bill provisions which will discourage payment of fat bonuses and other compensation.

Senate undoubtedly will debate the high salary problem in detail when the new tax bill comes from the Finance Committee, and it is virtually certain that the Progressive bloc will launch efforts to boost surtaxes on large incomes to confiscatory levels, while the House, if given an opportunity, may go for such legislation.

Gore proposal would place a levy of 80% on all incomes over \$75,000 and prohibit any deductions from this portion of individual's earnings. Amendment specifies that salaries, bonuses, rewards, and other compensation "by whatever name known" shall be subject to this tax.

Divisional Administrator Sol Rosenblatt said the NRA report on film salaries probably won't reach Sen. Hugh Johnson until the latter part of the month. Raising report also will be delayed. Reason given is pressure of other business along with need of employers for more time to dig out the facts called for in Rosy's question forms.

## Lee Tracy Mulls Trio Offer from England's BIP

Frank Joyce (Joyce-Selznick agency) from London has sent Lee Tracy, in Hollywood, an offer to do a minimum of three pictures for B.I.P.

Tracy, who finished "I Tell the World" at Universal Friday (2), figures he'll leave for Europe April 1 if negotiations are settled.

## Jack Benny for Film

Jack Benny may within the current week close with Edward Small for a motion picture. Deal, if agreed upon, will give Small an option on the comic's service for a second feature.

Angle yet to be settled is whether the filming will be done in New York or on the Coast. Metro several months ago approached Benny on a feature proposition but the discussions didn't get beyond the price offering stage.

## Helen Kane Goes East For 'Betty Boop' Suit

Hollywood, March 5.

Helen Kane sailed from San Pedro Saturday (3) for New York to be on hand when her \$250,000 suit against Max Fleischer comes up in four weeks. In addition to the quarter of a million damages sought from Fleischer and Paramount Productions for the alleged pilfering of the "Betty Boop" characterization, Miss Kane is also demanding an accounting of the profits from the Paramount cartoon releases.

Miss Kane is making the trip via the Canal zone.

## MIX, HOSSES SOUTH

Hollywood, March 5.

Tom Mix left here with 20 horses and a number of film cowboys for the Dallas winter quarters of the new "Tom Mix-Sam Dill" circus. Mix will be away from the film capital a year.

His circus season opens April 15 at Hot Springs, Ark.

## Rothafel Sails for London to Discuss Theatre Proposition; Accepts Doherty Florida Deal

### In Hiding

London, Feb. 24.

American fan mags have been frantically cabling and writing their representatives and to secure interviews, etc., with Elizabeth Bergner, but to no avail.

She resolutely refuses to see any newspapermen, or women, and cannot be persuaded to talk for publication. She is never seen publicly.

## Coast Agents Meet Labor Comm. Reps In Prelim Skirmish

Hollywood, March 5.

Considerable opposition expected to develop between officials of the California State Labor Commission and attorneys for motion picture agents. The agents, by invitation, will confer with Deputy Thomas Barker and Attorney Charles F. Lowy, of the labor board, on legal phases of proposed new rules and regulations governing agent-artist contracts. Confab listed for this Thursday (8) preliminary to a general conference of the agents.

Huddle is to thresh out current abuses in contractual relations, complained of both by agents and talent, and to arrive at a standard pact form by which player reps in future will be licensed under the state employment agency statute.

Attorney Harry E. Sokolov, representing a number of agents, has declared himself ready to combat the contention of the Labor Commission that all agent-actor controversies must first be submitted to the board to have subsequent legal standing in court. Sokolov maintains that decisions in these cases rests on judicial function which the present employment agency act has unconstitutionally sought to delegate to the Labor Commission. The attorney cites a decision by Superior Judge Lester W. Roth in the case of Joyce & Selznick agency against Paul Lukas for commissioning to gain the contention he will lay before Barker and Lowy. In that case, Sokolov asserts the court ruled on a demurrer, that agency controversies need not be submitted to the commission before being heard in court.

Another tangle spot in the agency contract situation is the dispute on whether or not the agents are entitled to commissions on engagements not directly or traceably secured. On this point the agents' attorneys are prepared to argue strenuously for retention of the commission clause in whatever new pact may be adopted.

## HAYSIAN BALLY

Coast Prepares Routine for MPTOA Meet

Hollywood, March 5.

Hays group producers are taking no chances that when the MPTOA outfit convenes here April 10 the visitors might be slighted as far as entertainment is concerned. Decision has been made that the entertainment be a comb affair with all plants participating and the program handled by Joe Breen and his staff in the Hays office.

Plans are to have visitors go to different salons each day en masse, meet the stars, and get a bite. Six matters handled at the Hotel Ambassador.

Memphis, March 5.

Ed Kuykendall will not accept re-election as president of Motion Picture Theatre Owners of America when the organization holds its national convention in Los Angeles April 10-12.

## ZIMMER'S LONG TREK

Bernard Zimmer, French play-wright, arrived in New York last Wednesday (28) and left immediately for the Fox lot on the Coast. He will write a story which Eric Charnoff will direct.

London, March 5.

Through Douglas Fairbanks, Sr., a business combination has summoned L. Rothafel here. He sailed from New York Friday (3). Rothafel has been offered a proposition that will make him the pivot of the theatre end of a newly-formed international producing, distributing and theatre organization which will headquarter in London, but also claims to have directly controlled affiliations in America.

Construction of a new theatre here, on the order of the old Roxy or the Music Hall, is among the first of the items in the plan, according to accounts. If agreed upon this construction is to be supervised by Rothafel, who also will operate the house.

unnamed Broadway deluxe house in New York is figured in the combine's exhibition scheme and an America distributing outfit is supposedly involved in the combine's releasing plans.

Rothafel is coming over to discuss terms and is due this Friday (8). Identity of local bankers concerned in the deal has not been revealed.

Besides Fairbanks, another American interested is Jack Harris, of the construction firm of Hegeman & Harris.

S. L. Rothafel sailed for London Friday (2). His sudden departure, according to information, was occasioned by a theatre proposition from London, with United Artists reported as interested.

Before Rothafel sailed he came to an understanding with Henry L. Doherty, Cities Service head and Florida land operator. Rothafel will become associated with Doherty in Florida operations, presumably for the season down there next year.

On Friday the bondholders of the Roxy theatre, which house is presently in receivership, are also known to have held a discussion with Rothafel, with United Artists operating control of that theatre. No deal was set, but indications are that the path was open for him to again assume guidance of that spot.

United Artists or Loew's, or both, are said to be interested in any plan in which Rothafel would return to the Roxy theatre.

Upon his return from abroad this month Rothafel will start on a personal appearance tour with his Gand for Paramount.

## \$60,000 FORECLOSURE SUIT VS. HOOT GIBSON

Hollywood, March 5.

Foreclosure on a \$60,000 mortgage on the Hoot Gibson Ranch, located 30 miles north of here, near Saugus, is sought in an action filed here in Superior court by the Bank of America. Action is directed against R. A. Baker and wife, original holders of a promissory note for the 60 grand executed by Gibson, the screen actor, both as a corporation and individually, First National Bank of Beverly Hills, and others.

Complaint alleges that Hoot Gibson, with Gibson as president, executed two notes on March 24, 1932, in the sums of \$20,000 and \$60,000, covered by a mortgage on the film actor's ranch property.

Both notes, personally guaranteed by Gibson, were transferred to the Bank of America, with the \$20,000 indebtedness having been paid in full, but no payment made against the \$60,000 paper.

## Jimmy Star's Sprint

Hollywood, March 5.

Jimmy Starr, local picture columnist, has turned actor, making his screen debut in a one-reeler, "Hollywood on Parade," produced for Paramount by Louis Lewyn. He interviews Charlotte Henry, who appeared in "Alice in Wonderland." Starr has also supposedly been given syndication by Hearst for his film column, replacing that of Gwynne in the N. Y. Mirror starting today (Monday).



## Columbia Stockholder Contends Firm's Prosperity a Mirage and, In Suit, Queries Co's Importance

Insitution that Columbia Pictures Corp., under the Cohn brothers' management, has been tainted by a false sense of prosperity and that the company's prosperity, so far as stockholders are concerned, was illusory, is made in a stockholder's suit against the corporation. Harry Cohn, Jack Cohn and Joe Brandt. Action has been filed in the N. Y. Supreme Court and besides an accounting being asked the plaintiff also wants to know the degree of influence which Columbia holds in the picture business.

Supreme Court Justice McGehean has granted a motion on behalf of the suing stockholder, Mrs. Emma Cohen, for an examination before trial of Jack Cohn, vice-president and treasurer of Columbia, and through him examination by deposition of Joe Brandt and Harry Cohn, and to allow the plaintiff an examination of relevant company books and records. Harry Cohn is president of Columbia, while Joe Brandt is a former president of the company. Examination of Jack Cohn is scheduled to take place March 12.

The plaintiff records herself as a holder of 215 shares of the common capital stock of Columbia and voting trust certificates representing an additional 642 shares.

The complaint charges that the defending trio, Jack Cohn, Harry Cohn and Joe Brandt, have taken the guise of salaries, bonuses and expense allowances, secretly and improperly withdrawn excessive sums from the company, so far as being comparable with any reasonable compensations they were entitled to for their services. Also, Mrs. Cohen wants to know the nature of the Joe Brandt deal when he sold out to the Cohn boys.

### Allegations

General allegations made by Mrs. Cohen in her complaint and which are denied by the defense are:

(1) That accounts of the company, under the Cohn management, have been kept in a manner to conceal the drawings made by the defendants.

(2) That, although the company had been projected as prosperous, no dividend payment was made on the common stock except during a period of less than a year and a half from July 2, 1930, to Oct. 2, 1931.

(3) That dividends ceased Oct. 2, 1931.

(4) That for the fiscal year ending June, 1931, Columbia overstated its income by \$750,000.

(5) That for the fiscal year ending June, 1932, the company apparently issued one statement to stockholders and another to the Government in tax purposes.

(6) That the defendants, without the knowledge or approval of the stockholders, had the company agree to pay the trio of defendants 25% of the company's profits in addition to their salaries.

(7) That half of the alleged total of \$452,155.66 in dividends distributed to stockholders since 1929 was arbitrarily valued.

(8) That excessively large sums are charged to certain 'contingent funds' and 'surplus' accounts.

### Cohns' Salaries

Complaint maintains that the Cohns and Joe Brandt signed a five year agreement contract with Columbia in June of 1929 whereby each was to receive equal salaries of \$1,500 weekly, but it is alleged that since that time Harry Cohn's salary has been upped to \$2,800 weekly and Jack Cohn's to \$1,600 weekly. Hence, it is pointed out, the combined salaries of the two Cohns amounts to only \$100 less than the combined salaries which both Cohns and Joe Brandt collectively received under the management deal before Brandt sold out to the Cohns.

Mrs. Cohen's suit originally aimed to have these salaries reduced to what they were prior to the management contract. An injunction was asked, when suit was first brought, to restrain Columbia from paying the defendants more than what they had received prior to the '29 management deal, but this was denied by the court last December.

In defense of the Cohn salaries.

(Continued on page 47)

### Dupont at Metro

Hollywood, March 5.  
E. A. Dupont, German director, brought over here for Universal, is now on the Metro payroll.  
He will direct a film when he can find a suitable story.

## Distributors Wake Up To Possibilities in Shorts; Push Sales

After years of indifferent sales results on shorts subjects, distributors are waking up to the necessity for pushing this branch of its film merchandise. The majors are now goading their sales forces into action, in no uncertain terms placing it squarely up to the salesmen. Fear is that if accounts are not continually pressed on shorts, the one and two reels will eventually cease to be of commercial importance.

Warner Bros., to the forefront on attention to shorts, is spending from 25 to 50% more on its one and two-reelers this year. WB with others is propagating that shorts have a distinct value.

Both Warners and Metro, with the purse strings loosened, have been making considerable color in the hopes of forcing sales. The results are reported to be encouraging, accounts here and there taking heavier commitments than before. The answer the average salesman previously got was that a theatre was better off without any shorts at all.

Cartoons still enjoy widest circulation because of their novelty and convenience features as fillers, are conceded to be doing much toward bringing shorts forward.

Paramount at present is in the midst of a shorts drive. Among other things Par has suggested is that salesmen try to get theatres to set aside a day a week for a full program of shorts, following success of one Portland, Ore., salesman in inducing a house in his territory to do that.

### Zeidman Duo Readied

Hollywood, March 5.  
Milton Krims is adapting Vicki Baum's 'I Give My Love' for B. F. Zeidman at Universal.  
Another production, Zeidman is readying for U is 'Love Life of a Sailor', being scripted by Dore Schary and Lou Foster to feature Chester Morris, Slim Summerville and Andy Devine. 'I Give My Love' is intended for Wynne Gibson.

## Radio Emphasized as Factor In Spurt of Commercial Films

Chicago, March 6.  
Industrial pictures are on the upbeat. Badly crimped in the early stages of the depression by advertising tendency to eliminate all supplementary advertising, trend of the last six months has revived profits and prospects.

Some evidence that radio has contributed to big business friendliness toward business films. Having adopted successfully one amusement medium, merchant and trader have presumably been rendered more receptive to celluloid. This thought can be corroborated by evidence up to a certain point, but is partially weakened by a mechanical fact without which the present prosperity of business films



### KEITH CLARK

The Man with 1,000 Cigarettes  
Back after year's American tour, including Earl Carroll's 'Vanities', Grauman's Chinese, Hollywood: Capitol, Roxy, Paramount, New York.

Playing G. T. C. and Moss Emmet with George Black's show, 'You've Got Everything', also Palladium, Holborn Empire. Continental tour following.  
Representative: Henry Sherek and Fosters' Agency, London.

## Rembusch Decision Leaves Majors Free Of Anti-Trust Suits

With the Frank J. Rembusch case out of the way, the Hays organization for the first time in 10 years is realizing a breathing spell from conspiracy actions by independents. Federal Judge Cox last Thursday gave the majors an admitted surprise when he signified it would be unnecessary for them to defend the suit started by the midwestern exhibitor and carried on by his son, Truman Rembusch.  
It took the Rembusch side three weeks in court to get its story on the record. During that time company heads and executives took the stand. Max D. Steuer, special trial counsel, made a motion for dismissal which was immediately granted.

## RETAKES FOR 'BOTTOMS' DESPITE O.K. VERDICT

Hollywood, March 5.  
Hays office and Fox crossed swords last week over 'Bottoms Up'. After looking at the musical film Hays reps suggested modification of certain song and dance numbers. Fox appealed, and an impartial jury comprising Emanuel Cohen, Harry Cohn and Jack Warner, looked at the picture. They decided that while a bit warm in spots film was ok as is.  
Despite this decision, Fox execs thought again and sent the picture back for retakes.

### GILLHAM TARRIES EAST

Bob Gillham has postponed his coast trip a few weeks when he will be accompanied by Bill Pine. They will wait for the takeoff until Par has tentatively lined up its 1934-'35 program.  
Gillham was west in January.

## Chi Mayor Rescinds European Riot Newsreel Ban; Cite 'Freedom of Press'

### U Beckons Indies

Hollywood, March 5.  
Universal's indie rental policy is due for a buildup with the reopening of the Royal lab on the lot March 26. Studio dropped off on indie rentals a year ago in compliance with Hays organization ukase against majors allowing indie producers to use stages, equipment, or sets.  
King Charney may return to the lot in charge of the lab to re-establish indie tieups.

## CA's Post Office Lists Show 13,500 Houses Now Open

Based on post office reports the Code Authority is convinced that only 13,500 theatres are lighted today. The C. A. had the job of canvassing all employers in the industry. This entailed a mailing list of over 18,000 destinations.

The figures are more recent and direct than those of the check-up made annually by the Film Boards of Trade. These units in January estimated approximately 15,000 lighted houses. Industry spokesmen, while making allowance for discrepancies, declare it is physically impossible to keep the list up to current accuracy. They maintain that there has been no radical darkening of theatres during the past two months.

Quite possibly, it is admitted, some of the houses which Uncle Sam found dark for the C. A. might have been lighted, or else dark and inadvertently counted in during the Trade Board survey.

In connection with the code some 5,000 theatres in non-competitive spots are figured as probably being among the main non-signers of the compliance blanks. From indications now the code will be virtually 100% effective in competitive areas, it is predicted.

## 20TH WILL MAKE MAY ITS VACATION MONTH

Hollywood, March 5.  
Twentieth Century will complete its year's program in April with Ronald Colman's 'Big Dog Drummond Strikes Back'. Organization will take several weeks off prior to launching production of maximum of eight for the 1934-'35 season for U. A. release.  
Company will resume production in June, Darryl Zanuck planning only 'specials' next year.

### DEMAND FOR WESTERNS

Signi pickup for Farmers in inn. Territory

Minneapolis, March 5.  
Better times for the farmer is reflected in a comeback for western films throughout this section, exchange officials report.

Some exchange figures indicate a 40% jump in Saturday grosses in small towns where westerns have their biggest audiences. Demand for the horse operas has increased to the extent that some exchanges have tripled and quadrupled their allotments of such pictures.

### Atwell as AMPA Prez?

The A.M.P.A. is on the move again. Recently going out of Sardi's in favor of the Paramount hotel, luncheon club of the pub, and ad men is now laying arrangements to hold weekly get-togethers at the Motion Picture club.

A new president will shortly be installed to succeed John C. Flink. Reports link Ben Atwell to the post.

Chicago, March 5.

Chicago, via Mayor Kelly, last week asserted its censorial jurisdiction over newsreels by yanking all clips of the Austrian and French turmoil off local screens, becoming the only town in the U. S. where the censor board did a thumbs-down on newsreels. But over the week-end the Mayor rescinded the order to permit showing scenes of aftermath of the trouble abroad.

Mayor Kelly called the newsreel men into his office and complained that the scenes of the European rampus were dangerous to public morals. This despite that these reels had been given official okay by the embassies involved in Washington following requests from their respective governments that the newsreels omit any scenes of rough stuff, along with which the news men complied.

Newsreels formed opposition to this decree from the Mayor's office and took the stand that the newsreels have as much right as the newspapers.

They conferred with the daily papers here, all of whom stated that they would fight the battle of the newsreels as their own battle. The freedom of the press angle added fuel to the matter and was said to have considerable to do with the order being rescinded.

All newsreels came under this ban on the Austrian pictures with the exception of Universal. Through aeroplane service U had been able to get its pictures on the screen last week. The Universal reel shows only the aftermath, such as the ruined buildings, etc.

All news clips placed under the ban were necessarily confined to the aftermath, since the newsreels conformed with the Austrian and French governments' requests to desist from using the actual riot stuff, anyway.

## N. Y. STATE PROPOSES ANOTHER 10% AMUS. TAX

Albany, March 5.

A tax of 10% on gross receipts of theatres and other amusement enterprises, to provide funds for relief purposes, is proposed in a bill introduced in the Legislature by Senator John L. Buckley of New York. Besides theatres Buckley would include boxing, wrestling and other athletic contests; baseball, bicycle, horse, dog and rabbit races; circuses, carnivals and other public places in which entertainment of any kind is staged; also bazaars, festivals, lectures, recitals, concerts, celebrations, roller and ice skating rinks, excursions and every other thing provided for entertainment, recreation or amusement at which there is an admission charge. Benefits are exempted.

Receipts from the tax would be turned over to the state relief administration until the need for it has expired. Afterwards the money would be paid into the state's general fund.

The bill stipulates that, if approved, it should become effective July 1 of this year.

The Buckley tax would be in addition to all other levies imposed by any other state, local or federal law.

## Frenke's Comedy Series

DuWorld will distribute the pictures made by Dr. Eugene Frenke starring Jimmy Savo. First, 'Girl in the Case', is ready for distribution and Frenke is in New York getting story material for the next two. Ed-die Lambert is opposite Savo.

Dr. Frenke never made films in the U. S. before. He is the husband of Anna Stein and is producing independently with his own bankroll. He also wrote and directed the first and figures on directing the rest, although he may buy stories for them.



# LATE SELLING SEEMS SURE

## Radio Board Ratifies Recent Shifts; McDonough-Cooper as Commuters

Although it was the intention of R. McDonough to spend at least a full year on the Coast in his new capacity as president of Radio Pictures, these plans have undergone change. Instead, Ben Kahane will stick on the Coast and McDonough will split his time east and west.

This came to light with a Radio board meeting in New York last Friday (2). At this gathering formal ratification was given the recent shifts in titular positions of several Radio execs. The formal acceptance emphasizes complete control of RKO executive operations as held by M. H. Aylesworth. Litter, as chairman of the Radio board, presided at the meeting.

The plan whereby Kahane remains in charge of Coast operations and McDonough splits his time between both ends marks a reversal of the company's plan which was considered more than a year ago. This was for Kahane to divide his time between Hollywood and New York. McDonough will likely spend one month on the Coast for every two months or so in the east as a normal routine.

McDonough probably will not start west before a couple of weeks. He is to linger for further consultation with company heads in New York besides the series of board meetings due this week for the various RKO companies.

The RKO picture board, at the Friday meeting, also confirmed the election of Ned Depinet as president.

(Continued on page 12)

## If Bondholders OK Deal, Skouras Out of St. Louis

St. Louis, March 5. Deal has been made whereby the Ambassador, Missouri, and Grand Central theatres, operated by the Skouras Brothers, go to Allan L. Snyder, local business man.

Means that the Skouras Brothers will be out of St. Louis theatre operation upon approval of the Snyder arrangements by the court and bondholders. Court approval is necessary because the houses are in receivership. Bondholders must also first okay the matter, but no trouble anticipated as the bondholders' committee has signed the Snyder deal.

The one open point looks to be whether Harry Koplar or Fanchon & Marco are included in the Snyder arrangement. It is known that Koplar made a bid for the three houses on his own behalf. Koplar holds a 20% operating interest in Skouras theatre affairs locally, besides also being associated with Fanchon & Marco here. Believed not unlikely that all parties will ultimately line up in the final picture as associates.

Plan goes to the bondholders Tuesday (6). Skouras Bros. are the guarantors of the bonds on the three properties, including the office buildings, amounting to \$80,000.

## Bloch Quits M-G

Bert Bloch has resigned as assistant story editor for Metro. Wants to go into legit production, but will first write an original for Anna Sten.

Bloch showed Sam Goldwyn an outline, and now has to amplify. He'll do in New York.

No one yet named to replace Bloch at Metro. Julie Hearn, his assistant, is currently in charge.

## By Comparison

Film overseers are plying over the publicity given the Federal Trade Commission's report on top salaries and bonuses of big business.

The unrivelling of incomes of key men in some 200 industries should create an impression that film industry stipends aren't so paralyzing when compared to steel, oil, etc. At least, that's the way flicker officials feel at present.

## FOX B'KRUPTCY TRUSTEES DUE IN N. Y.

Los Angeles, March 5.

Charles P. Skouras and William H. Moore, Jr., two of the three Fox-West Coast trustees in bankruptcy, are due to arrive in New York today (Mon.) for conferences with Chase Bank and Fox Film execs that are expected to pave the way for an early discharge of the estate from bankruptcy.

Trustees will seek to induce the eastern majority creditors of the coast circuit to approve the few remaining claims against the bankruptcy, which alone stand in the way of an early reorganization of the defunct circuit.

Attorney William T. Powers of the P-WC legal staff, who has been specializing on realty and leases, and Edward Zabel, circuit statistician, accompanied Skouras and Moore east, as did also P. R. Kent, F-WC v.p. in charge of real estate, who tendered his resignation—10 days ago, but which to date has not been accepted by the operating trustees. Due to the differences of opinion as to policies between Skouras Bros. and Kent, it is expected that all angles of the mixup will be discussed with Sidney R. Kent and other Fox Film execs in New York.

Well informed circles here profess to believe that the Fox-West Coast properties, when put up for sale, will be bid in by the Chase Bank interests, probably for around \$13,000,000, the valuation tentatively set by the recently appointed board of appraisers, named by Samuel W. McNabb, referee in bankruptcy.

Chase bank, with Fox Films and Wesco as the majority creditors, are seen as the logical buyers of the bankrupt estate, with those interests then determining future operation policies of the several hundred houses involved.

Skouras party expects to be away 10 days or two weeks.

## PAR MOGULS MULL PIX IN LA QUINTA SIESTA

Hollywood, March 5. Paramount producers and executives had themselves to La Quinta Friday (2) for a conference to line up stories and material for pictures to be made for the 1934-35 season.

Emanuel Cohen, production head, presided at the confabs. Later he will take the preliminary layout to N. Y. for conferences with sales execs of the company.

## SEIZNICK'S CRAWFORD

Hollywood, March 5. Metro will star Joan Crawford in 'Sacred and Profane Love.' Film will be based on the play of that title, an adaptation from Arnold Bennett's novel 'Back of Carriotta.' David O. Seiznick will produce.

## ALSO A BREAK FOR NRA BOARDS

Next Two Months Should See Zoning and Clearance Set Up—Start Ball Rolling in May

## 50 FEWER FEATURES

Another late selling season is now definitely indicated in major circles for 1934-'35 product. The week-end it was officially figured companies as a whole have yet to deliver final 20% of the product sold for '33-'34 before they can enter the new season.

While no dates for sales conventions have been officially announced it is held that most of the companies, including some of the leading independents, are setting their pow-wows with salesmen for late spring, probably in May and the first of June.

A late selling season, it is declared, will also give the NRA a break, since within the next two months the greater part of the country should be zoned according to the code.

For a time it looked that just the opposite policy would prevail, at least for several of the majors. Indie producers were worried when scouts reported to New York that some contacting for the new season is now taking place with the larger

(Continued on page 6)

## HOTCHA SCENES OK, HAYS NIX OVERRULED

Hollywood, March 5. Although the Hays office is used to pass Fox's musical, 'Bottoms Up,' on account of certain scenes, the picture will be released as is, following an impartial jury of producers viewing the picture and reversing the Hays verdict. Jury included Emanuel Cohen and Jack Warner. They were called in to sit on judgment when Fox execs protested the local Hays order to eliminate some sections.

Trio decided that while a couple of song and dance numbers were a little warm that the picture as a whole was clean and should not be changed.

## Russian Princess Wins \$125,000 In London on Metro Libel Action

March 5. Metro lost the decision in the libel suit filed here against the company by Princess Irina on 'Rasputin and the Empress.' Princess was awarded 25,000 pounds, or a bit over \$125,000.

It's understood to be about the top libel award ever handed out here. Film company will undoubtedly appeal.

Princess Irina is the daughter of Grand Duke Alexander and the wife of Prince Yussouff, who self-admittedly, among others, killed Rasputin. She sued because she claims the film in one sequence libeled her.

In New York it is believed Metro will pep up exploitation on the film over here to take advantage of the publicity.

## Report RCA Resistance to Any Fox-RKO Weld; Kent Presumed Key as Talk Becomes Negative

## De Sylva and Par?

Hollywood, March 5. Buddy DeSylva was at La Quinta over the weekend and likely that he talked a proposition of making a couple of musicals for Paramount for its 1934-'35 program with Emanuel Cohen while there.

DeSylva's contract with Fox was completed with the making of 'Bottoms Up.'

## AMPA TO FIGHT STAR CRITIC SYSTEM

Agitation against the star or any other form of rating pictures, which has flared up from time to time without resultant relief sought from publishers, is on the fire again via the Association of Motion Picture Advertisers which is going to bat on the matter.

Ben Atwell, of Columbia, is chairman of a committee to investigate the star rating thing from all angles. Committee will make a poll of theatres and, if possible, readers as a means of proving to publishers that the star or similar means of grading pictures should be eliminated.

New move through the AMPA is inspired by Columbia, with Lou Goldberg of that company's advertising department proposing it. Complaint of Col is that the N. Y. Daily News gave its 'Shadows of Sing Sing' three stars, whereas the company cannot get dates on this one, while only 2 1/2 stars were accorded its best seller of last year, 'Lady for a Day,' and its current release, 'It Happened One Night.'

In agitating against star or other forms of rating film, the AMPA committee will attempt to prove that this sort of grading kills reader interest. Contention in advance of a poll is that where a picture gets only one or two stars, or is rated as fair or poor, the reviews themselves are not read.

Star system of the Chi Tribune was finally knocked out after a survey of theatres and readers impressed publishers that this loss of reader interest was true. Balaban & Katz was instrumental in the fight against stars on that front.

both coasts regarding ity of the Fox-RKO merger, most of it negative.

Main resistance to such has been indicated as coming from RCA quarters. The RCA investment in RKO, on the books, runs to around \$16,000,000. This may be 50% or 60% above the market value of RCA's current interest in RKO, and many figure that RCA wouldn't let this investment pass out of reach at a loss if it could be prevented.

At the same time, and also on the RCA angle, comes the question as to who would dominate the operation of such a combo. RCA dominates RKO and it has been said that it would not be inclined to surrender its influence over its picture and theatre subsidiary.

It is generally supposed that S. R. Kent will be the last word on such a merger. That's through and with the Chase Bank besides his position as president of Fox. Reorganization of Fox was effected with Chase's aid under Kent's guidance. Kent has not given any official opinion in the matter and it is believed unlikely that Chase would proceed towards this meld if Kent disapproved the move despite that Chase controls the Fox stock. Reports are that Kent remains cool to the idea.

## Has Been Discussed

That Rockefeller reps have discussed a Fox-RKO merger is known. Also that the subject has been broached at Chase and with RCA. Officials of both companies

(Continued on page 12)

## Par Studio May Go All-Unit; 5 Or 6 Producers

Hollywood, March 5.

With Paramount giving William E. LeBaron a new contract for next year, indications are that this studio will go on unit production basis, with five or six producers handling entire output.

LeBaron's contract calls for 10 pictures on the 1934-'35 program. He will have a complete production setup including supervisors, directors and writers along with several stars, including Mae West. He is being financed by Paramount, the same as B. P. Schulberg, and will be given his own building in which to house his staff.

Understood that in addition to a flat sum for each picture, reported to be around \$15,000, LeBaron will draw 15% of the net profits on his films.

Deals with other producers and on a similar basis, were reported being discussed over the weekend by Emanuel Cohen and his production cabinet at their session in La Quinta.

Regarded as probable that this same deal will be made with Al Lewis and that Schulberg will obtain a renewal of his contract.

## Levy's Western Confab

Jules Levy, RKO sales chief, left Saturday (3) for a brief sizing-up visit to the Coast.

While in L. A., Levy will hold a series of sales mects, at which distributor officials from all exchanges west of Denver will be present.



Jules Levy,  
Joe Rivkin.  
John Schultz.



# Flinn Submits His C. A. Report; 389,000 Wage Earners in Pictures

The report submitted to the NRA by John Flinn, executive secretary for film code.

In Washington yesterday (Monday), deals mainly with additional employment and increased overhead. It observes that the time has not yet arrived for criticism or praise.

Some 389,000 wage earners in films are figured directly affected by the code. Since the President's hours and wage scale has been in effect theatre overhead has increased between 10 and 15%. Costs of major production are figured between 25% and 35% higher, while home office and distribution payrolls are figured to be in the neighborhood of \$700,000 higher at the close of this year than they were in '33.

Report does not deal specifically with the status of the box-office, veering from any attempt to calculate a percentage of increase. Individual instances, however, are cited. Inter-State circuit is presented as an example as to its increase of grosses since it combined vaudeville and pictures.

## Flinn's Outline

In reviewing the work of the Code Authority, Flinn touches upon the various divisions of the industry as follows:

1. Motion Picture Production: Labor. Complete classifications of studio labor other than artist labor is set forth with wage schedules, most of which are protected mutually by period contracts with labor organizations.

Artists. Standing committees, numerous in personnel and in number are appointed by the Code Authority in some instances. More than 15,000 artists ranking from classified extras to writers, directors and screen stars, are given representation in most cases equally with studio management on these committees and boards. Other relationships, heretofore governed solely by individual contracts between artists and studio employers, are subject to regulation and control under the Administrative machinery of the Code.

2. Vaudeville and presentation

actor labor: The Code provides for minimum wage scales for artists and maximum hour limitations for some artists under numerous classifications of talent, appearing on stages in vaudeville and motion picture theatres. A survey recently completed by the Code Authority reveals that more than 4,000 such artists are at present actively engaged in their profession, most of them moving weekly or more frequently from one theatre to another.

3. Distributing: More than 700 individual film exchanges are situated throughout the United States in more than 40 cities, called distributing centers. Half of these represent branch offices of national motion picture distributors. The remainder are independent territorial distributing offices. The Code makes mandatory issuance of fire protection regulations promulgated by the Code Authority applicable to all of these distributing offices. The Code provides machinery for regulation of trade practices affecting the functions of the film exchanges.

4. Exhibition: There are in active operation between 14,000 and 15,000 theatres in the United States, of which more than two-thirds are in competitive zones. The Code contains detailed schedules of these theatres and their classifications; also provisions for arbitration of wage disputes. Unfair trade practices of numerous kinds are prohibited by the Code and machinery of a volunteer co-operative nature is provided for the settlement of protests and grievance between theatres and between theatres and exchanges.

## Singers' Guild Wants to Be In on Code, Too

Hollywood, March 5. Singers' Guild, AFL affiliate, wants to be included in picture code and has filed a new brief with Charles H. Cunningham, local NRA chief, following Sol Rosenblatt's ruling to the code extra committee that singers weren't in their jurisdiction.

Singers' claim is that warbling is equivalent of acting in story lines and should entitle them to minimum of \$25 per day.

## 2 Chi Grievance Boards Set Up; 50 Cases on Tap

Chicago, March 5. Code authorities have finally appointed the two boards to settle grievances and clearance and zoning. Approximately 50 cases are understood awaiting the board's start next week. Most of the squawks will come under grievances, exhibits complaining that they are unable to secure sufficient product. This is due in the main to the overcrowding in certain neighborhoods locally. As far as clearance and zoning there is little difficulty in this territory, the present release system being admittedly the finest and most equitable in the country.

Grievance board setup has Charles Regan, Paramount exchange, as affiliated distributor; Irving Mandel, of Security, as indie distrib; James Coston, Warner theatres, for circuit operator, and W. F. Glaser, exhibitor. Love B. Mason, former state senator, is the fifth member of the board.

Zoning Setup On the clearance and zoning board are Felix Mendelsohn, Metro, affiliated distrib; Henry Herbst, Universal, as affiliated distrib; Walter Immerman, Balaban & Katz as circuit operator; Jack Rose, as independent exhibitor; Jack Miller, of Exhibitors Association, for the circuit organization, and Aaron Saperstein, Allied, for the independent exhibitors association. Outside member of this board is Judge Hugo Friend.

Wrangling over the boards have suddenly subsided on the row. Boards in both cases are agreeable to both big and small exhibitors. In fact, it's the first time in local history that both sides of the picture fence have agreed on anything.

## Par's Hub Huddle

On return from Miami of Sam Dembo, Jr., and Y. Frank Freeman in a week or so, a meeting will be held in Boston with Public New England operators and partners to discuss policies, outline home office administration, etc. It will be similar to the Atlanta, Dallas, Des Moines and Jacksonville conferences already held.

Ralph A. Kohn, Par v. in charge of theatre operation, will preside at the Boston meeting, at which another member of the advisory committee of six will be chosen. Kohn returned to New York Friday (2).

Advance is that Martin J. Mullin, veteran public operator, will be picked to join E. V. Richards, Karl Hohlitzelle, A. H. Blank and N. L. Nathanson, who were previously elected to represent their territories on the board. Sixth on the committee will probably be Barney Balaban.

George J. Schaefer, Par's distribution chieftain, is expected back in New York tomorrow (Wednesday) from Miami. He was delayed by a bad cold. Immediately on getting back, Schaefer will take up new program plans for 1934-'35.

## Trendle's Visit

George Trendle was in New York last week talking over film deals with Metro and discussing his Detroit operation with Public.

Trendle's sixth-month deal for operation of the Detroit Public houses comes up for renewal consideration in about a month.

## If All Together

Film reaction to President Roosevelt's message to the NRA code convention in Washington yesterday (Monday) was that pictures can stand fewer working hours and higher wages if all industries are so affected simultaneously.

This was also the stand taken by some of the representatives of the picture code before leaving for Washington Sunday night.

## Allied Repts Duck Rosy at Capital; Johnson's Points

Washington, March 5. Sol Rosenblatt demonstrated last week at NRA's 'field day' for criticism that he was waiting for the Allied States Association.

Scheduled to appear before conferences on code administration and problems of small enterprises, Abram F. Myers, Allied's chief counsel; Sidney Samuelson and W. A. Steffes, Myers' principal henchmen, passed up their opportunity to speak after word got around that Rosy would be present and was primed with a number of questions.

While no explanation was forthcoming from the Allied contingent about their failure to show, it was understood Myers decided that the best strategy would be to file a brief and escape any tangle with the code boss Nathan Yarnin, indie member of the code authority, likewise failed to present any views on these two problems.

General overhauling of all codes in immediate future was promised at the opening session by Gen. Hugh S. Johnson. In fact, along with other operating agreements, will be perfected to remedy these conditions. Instead of reopening codes, it is expected modifications and amendments will be made by President Roosevelt in the form of amendments to his original executive orders approving the documents.

Johnson's List Among points listed by Johnson for attention are:

Perfect means of financing code authority work to prevent gouging and racketeering.

Further shortening of hours and raising of wage scales to increase purchasing power and expand employment.

Uniform method of providing government representation.

Greater voice in administration to both labor and the consuming public.

Better means of insuring compliance with code provisions and for strengthening power of authorities.

Greater protection for small enterprises and prevention of major domination.

## Figure Exhibs from Three Angles on C. A. Costs; Estimate 300G Budget

When the Code Authority meets on March 12 it expects to dispose of the last of its work on field forces and get

the business of determining how filmdom is going to be taxed to keep the NRA functioning. From indications in codistic ranks, the exhibitor is slated to carry a goodly share of the burden in administrative costs.

As viewed by code workers, the most feasible of many taxation plans up for consideration is one wherein producers and distributors, as a single group, would contribute a percentage of their intake, much as Hays members pay dues.

Colloquy from the exhibitor is the knotty problem. Codists are mindful that intricate or fancy systems, requiring checkers, might send code costs sky-high. Also, that the method must not involve any angles which might kick back with charges of unfairness.

Accordingly, the theatre owner

## Drastic Code Changes Are Not Anticipated in Wash. This Week; Allied Wants Kuykendall Off C.A.

### 200 DUD COMPLIANCES BEING RECEIVED DAILY

The Film Code Authority is daily receiving corrected blanks in a batch of 200 dud compliances. These were submitted with qualifications inserted by various signers. They were automatically rejected, as the code must be accepted without qualification.

The C. A. in such instances again has to inform such signers of error and to close new blanks for their signatures.

### Expect Dictator To Be Appointed By Allied Out in N.W.

Minneapolis, March 5.

As a 'Mussolini' to dictate to the territory's independent exhibitors what films they shall buy and what prices they shall pay for them, Northwest Allied States is expected to appoint F. W. Murphy, attorney and Democratic leader, as general manager, with full power to act in all matters.

At the largest attended meeting in the organization's history, a committee of six was appointed to devise a better plan of functioning and to select the 'Mussolini'. Committee comprises Eddie Ruben, Joseph Friedman, Abe Kaplan, Bonnie Benfield, H. B. Smoots and Will Glaser. Murphy was recently engaged by Northwest Allied as general counsel and legal adviser.

W. A. Steffes, president of the organization, confessed that the body had been ineffective and said that he was a 'failure' as a leader. Other exhibitors complained that the northwest was the country's sap territory as far as film prices are concerned and that its exhibitors pay much more for films than those in the Chicago and Milwaukee districts. The organization expressed the determination to handle no more pictures on a percentage basis.

One member announced his intention of personally checking on any fellow exhibitor who signed a contract to pay 40% of the gross on any picture, and declared he would see to it that such exhibitor didn't 'cheat' on the producer.

Organization went on record unanimously in opposing the new industry code and in refusing to sign it. Six of the more than 300 exhibitors present said they had signed, but announced they would withdraw their assents. Answers to questionnaires sent out indicated that 36 of 280 exhibitors in the state had signed, Steffes said.

ing the NRA code.

tion week in Washington which opened yesterday (Monday), major codists were confident that so far as indom is concerned there is little on the code record to provide any material changes in the set-up at this time. Reason is that the formula cannot be considered effective until zoning and grievance boards have had an opportunity to test the provisions of the code itself. Therefore, they see slim chance of any general reopening of the code this week.

Before the end of the week, however, certain of the codists believe that besides the fight precipitated over the weekend by Allied Exhibitors' release of a schedule of attack, the 10% cancellation clause may bring about a clash between the major companies and the government.

On Saturday (3) it was being reported that when this clause was conceded by the majors in Washington last fall the understanding was that only film contracts made after the code had been signed would be affected. This issue is likely to be raised in any foray over Divisional Administrator Rosenblatt's subsequent ruling.

### Believed Too Hasty

the same time some of the more neutral members of the Code Authority Board are expressing the belief that a few of the majors are being a little too hasty in their expectations; that private check-ups of contracts understood to have been made during the past week, reveals hundreds of agreements now existent which will not be affected by the eliminations clause since they do not represent 100% bookings of the product of various producers.

Price fixing, the bane of the average industry, is reported to have caused no concern whatsoever in pictures. Competition is regarded by film men as too highly geared to let this matter become an issue in filmdom.

The fact that the film industry has finally agreed to all of the field machinery, and that this may likely be put into motion before the end of the month, will silence most charges of plot and stallions, coming of the codists, believe. The committee which had the job of appointing bureau members met 14 times and devoted approximately 84 hours to this undertaking alone, according to John Flinn, the Authority's secretary, who was personally present at most of these sessions. Realization discloses further hours would avail them little, and that the CA can at any time exercise its prerogative of removal, is reported to have convinced the committee that more time in closed sessions would be a waste and that changes, if necessary, can be made later after the machinery has had a chance to operate.

### What Allied.

Among eight changes sought by Allied is one for the removal of Ed Kuykendall, head of the MPFOA, from the Code Authority because of his 'bias and unfitness to serve by inopportune public utterances and by his conduct as a member of the Code Authority. It is believed that the minority reported filed by Mr. Yarnin will disclose this fact.'

Kuykendall in his reply on Saturday said, 'I can show that for every independent exhibitor on their roster I have nine on my own. Allied at the start tried to keep me off the Authority. And they have opposed the NRA, their general counsel, Abram Myers, urging exhibitors at one time not to sign unqualified assents. Nate Yarnin, their representative on the Authority, is sore because I put him on the spot. Allied doesn't want men on the zoning and grievance boards unless they are members of its own organization.'

Allied also wants several of the changes to have powers equivalent to those of Rosenblatt, an enlarged authority and additional indie representation in the field force.

Mrs. Barnhardt Asks Divorce Joliet, Ill., March 5.

Mrs. Irma Barnhardt, daughter of Louis M. Rubens, president of the Royal Theatre Co., Joliet, Ill., has filed suit for divorce from C. Barnhardt, alleging desertion. They were married in 1930. Barnhardt is employed by a Joliet mortuary as an embalmer.



# L.A. Gives 'Nana' Excellent \$12,000; 'Mandalay' \$14,200 Day-and-Date; Lombardo on Stage Repeat, 17C

Los Angeles, March 5. State tax, income tax, Lent and rent were the elements that sort of threw a kink into the general box office take this week. That goes for the neighborhoods as well as the first run group of houses.

Paramount is the leader of the deluxe contingent with 'No More Women' on the screen and Guy Lombardo outfit on the stage. But the State, not a waft factor at all, 'Nana' with heavy campaigning, got around \$3,000 on first two days at the United Artists, and though not what expected, will last two weeks at the house.

Both Warner houses doing oke hit 'Mandalay', with Hollywood running ahead \$200 ahead on the week over Downtown. Chinese at new policy holding up in neat shape and looks as though 'Queen Christina', now in fourth week, will last longer, a little more, followed by 'Rothschild'. 'Devil Tiger', in second week at Four Star, holding up in better style than expected, at \$14,200. 'Fanny' at RKO, started off at good pace to week of around \$6,500.

**Estimates for This Week**

Chinese (Grauman) (2,028; 55-11.10)—'Queen Christina' (MG) and stage show (11th week). Chinese unusually heavy and looks like an easy \$11,000. Last week stanzza just fell hundred short of \$14,000.

Downtown (WB) (1,800; 25-35-40-55)—'Mandalay' (FN). Started off at fair clip and will come home with \$7,000. Last week 'Fashion Follies' of 1934 (WB) kind of the clip figured with \$6,500 take. Spent plenty to sell it.

Four Star (Fox) (900; 50-75)—'Devil Tiger' (Fox) (2d week). Hold-up, up in very good shape, will wind up with around \$2,900 which is profit. Last week first stanzza breezed in with plenty at \$4,500.

Hollywood (WB) (25-35-40-55)—'Mandalay' (FN). First day was not hot but picked up on second and looks like around \$7,200. Last week 'Fashion Follies' (WB) not as torrid as calculated but showed house profit at \$7,600.

Los Angeles (Wm. Fox) (2,800; 15-25)—'The Cat and the Fiddle' (East) and 'Cross Country Cruise' (U) split. Kind of off here and will come home with around \$3,200, not enough. Last week 'The Morning After' (Grauman) and 'Mystery Limer' (Monogram) fair trade at \$3,800.

Pantages (Pan) (2,700; 15-25-40)—'You Can't Buy Everything' (MG) and 'Sleepers' (Fox) split. Playing to lot of people but not enough to turn red to black. Do around \$3,100. Last week 'Fugitive Lovers' (MG) and 'Poor Rich' (U) was tough sledding to hit \$3,200.

Paramount (Partmar) (3,595; 25-40)—'No More Women' (MG) and stage show. With Guy Lombardo band that is helping house plenty to hit \$17,000 which is oke for house but not helpful to band on split of gross. Last week 'Bolero' (Par) picture on its own was responsible for a smash take of \$15,000.

RKO (2,950; 25-40)—'It Happened One Night' (U). Will turn out at around \$6,500. Last week 'Lost Patrol' (RKO) second and final week for this one hopped up bit at end to wind up with \$6,000.

State (Loew-Fox) (2,024; 25-40)—'The Cat and the Fiddle' (MG). 'Pretty tough going for this one that will come home with around \$10,000. Last week 'The Cat and the Fiddle' for nine days sojourn came through with \$16,000 which is plenty good trade.

United Artists (Grauman) (2,100; 25-35-40-55)—'Nana' (UA). Looks as though it will hit around the \$12,000 mark, excellent. Last week 'Moulin Rouge' (20th Century) for first five days, 'Nana' came home with \$5,600 which is oke.

**'CAT FIDDLE' TOPS MONTREAL, \$10,000**

Montreal, March 5. Nothing outstanding. Third week of Lent seems to offer no surprises in grosses currently, with Capitol showing 'Cat and Fiddle' as the pick of the bunch. 'The Cat and Fiddle' outlook is for mild temperatures for week-end. Theatres packed for cheap showings and not so good for top prices.

'Cat and Fiddle' has had couple of weeks' publicity due to repeat of Garbo pic and should get a little extra on that, but best guess not

likely exceed \$10,000. Palace showing 'Six of a Kind' and 'Search for Beauty', which should collect \$8,500. Loew's has been holding up lately and has 'Four Frightened People' and usual yarn with ball background. Looks like \$9,500. 'Let's Fall in Love' and 'East of Fifth Avenue' at Princess should be good for \$7,000. Imperial comes back to pick with 'Madame Sans-Gene' for about \$1,500, and Cinema de Paris repeats for the seventh week of 'Fanny' still holding up at \$1,200.

**Estimates for This Week**

Palace (FP) (2,700; 50)—'Six of a Kind' (Par) and 'Search for Beauty' (Par). Good average 'pix for this town and with better weather should gross around \$8,500. Last week 'Carolina' (Fox) and 'Jimmy and Sally' (Fox) grossed fair \$3,000. Capitol (FP) (2,700; 60)—'Cat and Fiddle' (MG). Had plenty publicity with stars locally popular and should top town at \$10,000. Last week 'Christina' (MG) repeat got a nice \$10,000.

Loew's (FP) (3,200; 65)—'Frightened People' (Par) and vaude. This should hold grosses up around \$9,500. Last week, 'I Am Suzanne' (Fox) and vaude did well at \$10,000. Princess (CT) (1,900; 50)—'Let's Fall in Love' (Col) and 'East of Fifth Avenue' (Col). Princess standard and 'pix which ought to gross up to \$7,000. Repeat of 'Nana' (UA) last week grossed a nice \$7,000. Imperial (FP) (2,700; 60)—'Cat and Fiddle' (MG). Back to French 'pix with chance for \$1,500. Last week no pictures.

Cinema de Paris (7th week). This looks like being fixture all Lent with grosses stable around \$1,000-\$1,200.

## 'Bolero' 15G's; Over-Dualled Buffalo So-So

Buffalo, March 5. Better business seems to have subsided with a lull at the box offices evidenced in most quarters. Theatres seem to be marking time with little to excite business either currently or in the offing.

Double feature policy at the Hipp, with vaudeville yanked after many years. Looks as if the double feature policy is being played to death. Four downtown houses operating on double policy and distributing business about even among them.

Weather has modulated heretobefore which may give box offices chance at recovery after the coldest February in local history.

**Estimates for This Week**

Buffalo (Shea) (8,000; 30-40-55)—'Bolero' (Par) and stage show. About average business to start and should bring for something under \$15,000. Last week 'Queen Christina' (MG) and stage show. Held up to expectations and somewhat better. 'Bolero' feature highly spoken of but weather nipped the opening days of run. Got \$16,000.

Hipp (Shea) (2,400; 25-35)—'Meaneat Gal in Town' (RKO) and 'Eight Girls' (Par). Another double feature program, but prospects look like figures under last week's business. May go to \$6,000. Last week 'The Cat and the Fiddle' (MG) and 'Six of a Kind' (Par). Very much flopped at \$5,500.

Century (Shea) (3,400; 25)—'Hold That Girl' (Fox) and 'Women in His Life' (MG). Started slow and will probably fall under last week's figures. Neither feature calculated to excite much at the box office. May get \$5,500. Last week 'The Cat and the Fiddle' (MG) and 'Cradle Song' (Par). Well balanced program bettered estimates at \$6,000.

Lafayette (Ind.) (3,400; 25)—'It Happened One Night' (U) and 'Before Midnight' (Col). May go \$7,500. Last week 'Chance at Heaven' (RKO) and 'Fog' (Col). Picked up neatly and with well rounded show was able to get near \$7,000.

## TACOMA HOTCHA

All 3 Houses Doing Well; 'Nellie' and 'Number' \$5,000 at Roxy

Tacoma, March 5. Chic Sale in person, with pay, in the first four days at Hamrick's Music Box pepping up the b. o., while fair attractions help the situation at the Blue House. Moderate weather also proving aid to biz this week.

**Estimates for This Week**

Music Box (Hamrick) (1,400; 25-35)—'I've Got Your Number' (WB) four days, with Chic Sale on stage; 'Hi Nellie' (WB) for three days. Combo ought to get \$5,000. Last week, 'Roman Scandals' (UA) fine \$4,900.

Roxy (J-VH) (1,300; 25-35)—'It Happened One Night' (Col). Headed for \$5,000, okay.

'Let's Fall in Love' (Col) held only three days, \$1,400 sold; then 'You Can't Buy Everything' (MG) good five days, \$2,900, for 8 day total of \$4,400, okay.

Blue House (Hamrick) (650; 15-25)—'Big Shakedown' (FN) and 'Madame Spy' (U) split, expects \$2,000, okay. Last week, 'Massacre' (FN) and 'Invisible Man' (U) split, \$2,000, good.

## Stage Shows Oke In Prov.; Albee 13G; State Same

Providence, March 5. Stage shows have the edge once more here. Four different spots sporting fresh new attractions, and with plenty of emphasis. Opposish from the straight picture houses virtually all as bills are tepid.

So far RKO Albee appears to have the advantage over all competitors with 'Midway Nights on Stage' and 'The Poor Rich' on the screen. House is cashing in on the money caused by row over advertising the bill. Ads plenty sexy, papers registering no kick until squawks started to flow in from clubmen. RKO judges by the daily here threw out the ads and replaced with less objectionable copy.

Mayor gave theatre more publicity, with the result that he and gave them a story to the effect he had instructed police censor to clean up the show. Mayor has no authority to pass upon theatre programs, but used his official position to bring weight.

Laugh was on 'hizzoner' and the old gals who came to see. The show was given a clean bill of health by police censor who claimed it one of the tamest productions he had ever seen. Judge by the opposition pace gross should be well over \$12,500.

Loew's State is ahead of Albee on gross, but business not comparable. Loew's vaudeville is about the best house has had in months, and with this dandy support, 'Mystery of the Stage Show' should have a difficulty in tilting at least \$12,500.

Fay's has 'I've Got Your Number' on the screen and 'Jane and Katherine' on the stage. Stage show. Gross will be around average at \$6,500.

Majestic and the Paramount will have mild week, judging from the present pace. Bills just ordinary, and not enough drawing power.

**Estimates for This Week**

Fay's (2,200; 15-25-40)—'I've Got Your Number' (WB) and 'Jane and Katherine' (MG). Stage show. Gross will be around average at \$6,500.

It's the sudden switch this spot (Continued on page 27)

## Denver Brags About Mild Winter; 'Bolero' \$7,000; 'Nana', \$8,500, Very Nice

Denver, March 5. Weather for the past winter unheard of for Denver. Delightful most of time and only cold few days. Four brief snowstorms best reasons for grosses holding up most of winter. Usually there's at least three months' cold weather, with plenty of snow and several weeks below zero, at least at night, but Denver has had only one or two zero all winter. Orpheum did better Saturday than other recent big week when Sally Rand was here. That week she got plenty of the credit for the business, but this week it's the picture that's dragging them in.

Last week the worst blizzard of the winter hit on Saturday, June 1st, through Sunday, and gave Denver the lowest temperature of the season, and hurt every theatre in town. The Orpheum felt it less than any other house. Last week Sunday at 2:30, the Paramount had its first holdout in months and

## 'Devil Tiger' \$20,000; 'Hips' \$14,000; 'Nana' \$14,000 at Aldine, Philly

months. Folks evidently just had to see 'Sons of the Desert', regardless of the blizzard.

**Estimates for This Week**

Aldine (Huffman) (1,500; 25-40)—'Beloved' (U). Fair with \$4,000. Last week, 'I Am Suzanne' (Fox), did only an average \$3,500. Picture plugged strongly as a story of puppeteers, and Denver, not caring for that sort of entertainment, stayed away, although the house apparently drew its regular clientele through the week, regardless of the storm.

Danham (Hilborn) (1,500; 25-30-40)—'Bolero' (Par). Around \$7,000. Last week, 'Good Dams' (Par), with a smooth-running stage show, Henry Santry and his 'Soldiers of Fortune', started off for the next to the best business ever done by this house, but the snowstorm, Saturday and Sunday, stopped it, although the house was comfortably filled most of those days. House had holdouts every day but those two, and finished with \$2,000, 60% above normal.

Denver (Huffman) (2,500; 25-35-50)—'Nana' (UA). Very nice \$8,500. Last week, 'Moulin Rouge' (UA), finished with an average week. Film pulled fairly steady all week, and barring the snowstorm, should have done a third more. Took in \$7,500. Orpheum (Huffman) (2,500; 25-40-50)—'It Happened One Night' (Col) and stage show, with Al Lyons. Around \$14,000. Last week, 'This Side of Heaven' (MG) continued the draw, and was under \$12,000 way at the Orpheum the past two weeks, but still finished with \$11,000.

Paramount (Huffman) (2,000; 25-40)—'Sons of the Desert' (MG) and 'Massacre' (FN) split. 'Sons' held over from three days on previous week and 'Massacre' will be held three days on next week. Only \$6,000 in gross running from Sunday to Sunday; \$3,500. Last week, 'Easy to Love' (WB) and 'Sons of the Desert' (MG), split, did average because the latter picture pulled the house only at the end of the week, with \$2,500. 'Sons' gave the house the only holdout it has had in many a moon, and that in the middle of the snowstorm.

Popular with most picture fans in Denver.

## 'HARUM' \$30,000 AT FOX, 'CAT' \$27,000, DET.

Detroit, March 5. Three outstanding attractions all making a bid for business this week with warmer weather helping.

Fox looks like the best bet with 'The New Yorkers' on stage and 'David Harum' on screen. United Artists with 'Queen Christina' is hoping for a run after a series of disappointing one-week stands. The Michigan is enjoying itself with 'Cat and Fiddle' and 'Blackbirds' on the stage.

State goes into a cheaper policy without stage shows and dual bills.

**Estimates for This Week**

Fox (Inde-RKO) (5,100; 15-25-35-40-55)—'David Harum' (MG) and 'The New Yorkers' (U). Will do swell \$30,000. Last week 'It Happened One Night' (Col), \$30,000.

Michigan (Par) (4,045; 15-25-35-40-55)—'Cat and the Fiddle' (MG) and 'Blackbirds' unit. Good \$27,000. Last week 'Good Dams' (Par) mild \$17,000.

United Artists (Par) (2,018; 15-25-35-40-55)—'Christina' (MG). Up for pleasant \$15,000. Last week 'Nana' (UA) mild \$8,500.

Fisher (Par) (2,750; 15-25-35-40-55)—'This Side of Heaven' (MG). Feared enough at \$5,000. Last week 'Six of a Kind' (Par) \$5,000.

Downtown (RKO-Inde) (2,665; 15-25-35-40)—'It Happened One Night' (U) and 'Easy to Love' (WB) moved over from Fox and about \$5,000. Last week 'Meaneat Gal in Town' (Fox) and 'Sleepers' (Par) mild \$3,500.

State (Inde) (3,000; 15-25-35-40)—'No More Women' (Par) and 'Six of a Kind' (Par). Dual bill with 'Six' having played Fisher last week; will be near \$4,000. Last week 'Like It That Way' (U) and stage show mild \$4,500.

Philadelphia, March 5.

Of the new batch of pictures, the much-heralded 'Nana' with Anna Sten at the Aldine looks to be the most likely for big trade. This one opened strongly in the face of mean weather and with rapidly rising temperature, should click for a nice run, especially since the house, ever since U.A. took it over in the early fall, has been gathering a stronger and stronger clientele as the week went by. Looks as if \$14,000 will be reached and perhaps more.

Fox has the Loughran-Carnera fight picture for Tomweel popularity here in his home town makes this a really big drawing card. This film wasn't on program when regular Friday change was made, but went in Monday.

'Devil Tiger' won good notices, but stage show headlined by Lita Grey Chaplin in a tab version of the First Little Show, didn't click so strongly.

**Estimates for This Week**

Aldine (1,300; 40-55-65)—'Nana' (UA). Fine start, despite weather with critics praising star, but not show. Three weeks expected. Fine \$14,000. Last week 'Search for Beauty' (Par) and vaude. Belle Baker headlined, \$16,000, pretty good.

Arcadia (600; 25-40-50)—'Dinner at Eight' (MG). This local show ought to gross strong \$2,500 and held for more than six days, although Garbo's 'Queen Christina' slated for Thursday. Last week 'Going to the Sun' (MG) and stage show. \$2,000.

Boyd (2,400; 40-55-65)—'Journal of a Crime' (FN). Not so hot from first pace, about \$9,500 estimated. Last week, 'Cat and the Fiddle' (MG) and stage show. \$9,000.

Earle (2,000; 40-55-65)—'Hips, Hips, Hoorsay' (RKO) and vaude. No names on stage. \$14,000 estimated. Last week, 'Search for Beauty' (Par) and vaude. Belle Baker headlined, \$16,000, pretty good.

Fox (3,000; 30-40-60)—'Devil Tiger' (Fox) and stage show. Lita Grey Chaplin in 'First Little Show' tab. Also Loughran-Carnera fight pictures, around \$20,000 not unlikely. Last week, 'Search for Beauty' (Par) and vaude. Belle Baker headlined, \$16,000, pretty good.

Grand Union (MG) (2,000; 25-40-55)—'You Can't Buy Everything' (MG). No more than \$3,000 forecast. Last week, 'His Double Life' (Par), despite ravages only \$2,800. 'Poor Rich' (U) and stage show. \$2,500.

Kelley (2,000; 25-35-40)—'Hold That Girl' (Fox) and vaude. First run film for a change. Not very promising, \$6,500. Last week 'Carolina' (Fox) and vaude got \$8,000 in seven days.

Stanley (3,700; 40-55-65)—'It Happened One Night' (Col). Holds for at least part of second week. If come in, should get \$9,000. First week had \$14,500.

Stanton (1,600; 30-40-55)—'This Side of Heaven' (MG). Raves, but not much biz. Unusual. Last week 'I've Got Your Number' (WB) \$7,000—so-so.

Walnut (1,500; 25-50)—'Sin of Nora Moran' (Maj) and stage presentation. Last week, 'Broken Dreams' (Mono) and 'Parisian Fantasies' as stage presentation. \$5,000 in seven days.

## 'NANA' MAKING P'LAND TURN OUT FOR \$6,500

Portland, Ore., March 5. Nice weather continues to give the theatres a break, although Lent still accounting for a slight decrease in grosses. United Artists has the much heralded Anna Sten and 'Nana' which the Columbia work for several months has 'Narcotic'.

Ned Lynch and his players are giving 'Across the Divide' and free beer at the old American.

**Estimates for This Week**

'This Side of Heaven' (MG) and 'Bombay Mail' (U). Double bill given good publicity and should return good \$4,500. Last week 'Chio Sale' and 'Madame Spy' (U) did excellent \$6,000.

United Artists (Parker) (1,000; 25-40)—'Nana' (UA). Anna Sten given lots of advance notice and 'Nana' will be a big draw. Last week 'Christina' (M-G), second week, an okay \$4,400.

Paramount (FWC) (3,000; 25-40)—'Devil Tiger' (Fox) and stage show. 'Beauty' (Par). This dual a fair \$4,000. Last week 'Six of a Kind' (Par) and 'Sleepers' (East) (Fox) \$3,800.

Music Box (Hamrick) (1,400; 25-35)—'Got Your Number' (WB). Fair \$2,900. Last week 'Hips, Hips' (Radio) a neat \$3,800.



# London Still Likes Garbo, 60G's Empire's Biggest in Years; Marx Brothers, 'Catherine,' 'Women' Okay

Shortage of big films is still continuing, but with the British Industries Fair on, the picture houses are grabbing plenty. The long awaited Garbo picture is this week's outstanding; 'Duck Soup,' at the Carlton, is giving the Marx fans a treat; 'Catherine the Great,' the London Films-Elizabeth Berger pic, is not duplicating the 'Henry VIII' sees at the Leicester Square theatre, but is still doing well.

Trouble seems to be among the arty picture theatres who specialise in foreign products. With Germany practically out, only ones left are French and an occasional Russian. Result is these houses are playing repeats, which is not helping any.

(Approximate grosses herewith, quoted at \$5 to the pound.)

**Academy**—'Let's Sing Love Songs' (6th wk.). Still doing around \$3,000, which is fair. Will stay a little longer due to shortage of foreign pictures.

**Capitol**—'Sealed Lips' ('After Tonight' (Radio)). Finished week to \$4,000, which is pretty bad. Constance Bennett no longer a draw, but must have to play on to get her over. House has been very unlucky for some time, and bad break looks like continuing. 'As Husbands Go' (Fox), now, but likely to leave after a week.

**Carlton**—'Duck Soup' (Par) (3d wk.). Doing pretty well. Averaging over \$15,000. Marx boys are essentially men's favorites. That is why afternoon shows are light, but evening always capacity. Picture will stay four weeks at least.

**Cinema House**—'Le Rosier de Madame Husson' ('Virtuous Isidore') (French). Here on a return visit. Expected to linger around \$15,000.

**Empire**—'Queen Christina' (M-G). Opened to smash hit, with first week's grosses equaling record established by 'Broadway Melody' at this house some five years ago. \$50,000 for week's intake makes house look like a Broadway deluxer. Expected to stay three weeks, and could stay a month, but Metro does not intend to milk it.

**Leicester Square Theatre**—'Catherine the Great' (London Films) (3d wk.). Still doing pretty well. Which is pretty good. Will probably stay for six weeks, but not likely to hold up for 10, as anticipated.

**Marble Arch**—'Parade' ('Constant Nymph' (G-B) (2d wk.). Staying the second stanza after scoring \$5,000 first week. Good going for this house. Might even hold over third week.

**New Gallery**—'Gallant Lady' (U. A.). Was not liked, but managed to gross \$7,500, which is not good enough to hold over. 'I Am Suzanne' (Fox) now current. Good for a fortnight at least.

**Place**—'All of Me' (WB) and 'Female' (WB), double feature program, with films not voted very good. But George Raft, Miriam Hopkins, Fredric March, Ruth Chatterton and George Brent managed to pull 'em in. Did \$20,000, and no holdover. The Queen's Affairs' (B. L. D.) and 'Foot Lighted Shoes' (Par) now current. Might force three weeks.

**Regal**—'Little Women' (Radio), opened to smash grosses. First week \$20,000, second week \$25,000. Dropped third week to under \$20,000, with fourth and last week nearer \$15,000.

**'Ever My Heart'** (WB) and 'Killer Murder Case' (WB) in for one week, with 'Footlight Parade' (WB) following for at least a four weeks run.

**Rialto**—'Blue Light', another of the continental repeats to around \$2,000. 'La Rue Sans Nom' (French) repeating.

**Rivoli**—'Invisible Man' (U), stayed scheduled month to good business. After doing \$20,000 first week, with very little loss the opening days, it closed to \$15,000. 'Jack Abby' (G-B) replaced. Likely to hold up for three weeks, with 'Only Yesterday' (U) to follow.

## NOTHING BUT VAUDE DOES BIZ IN LINCOLN

Without a real sock on the whole row of marquees about town, and with last week's big bammed and floored by the opening days of frigid winter, blizzard and snow, the present two weeks bit isn't going to be shouting stuff. Weather, again, finds no entertainment incentive to 'end' out.

Stuart's been doing some consistent selling of 'Christina,' but the

public eye hasn't evinced a flicker of interest thus far. Lincoln starting off Culbertson's bridge shorts, which attract a bit of trade to 'Six of a Kind,' but doubtful. The only standup bit comes with the Orph's last halves and vaude. Crowds have been milling around there plenty, increasing in size from week to week. Otherwise, blah.

**Estimates for This Week**  
**Capitol (Livingston)** (850; 10-15) —'Ever in My Heart' (WB); Just so-so \$1,000. Last week 'By Candlelight' (U) and 'Eight Girls in a Boat' (Par), split, nice at \$1,200.

**Colonial (LTC)** (750; 10-15) —'Ever Since Eve' (Fox). Average \$300. Last week 'Son of Kong' (Radio) and 'Lost Patrol' (Radio), split, gathered \$1,400.

**Lincoln (LTC)** (1,500; 10-15-25) —'Six of a Kind' (Par). Looks fabulous. Plugging Culbertson shorts with equal billing, trying to get 'em enthused. Maybe \$2,000. Last week 'Hips, Hips, Hooryay' (Radio); \$3,100, okay.

**Orpheum (LTC)** (1,200; 10-15-25) —'Damaged Lives' (Weldon). Should do something about week half here. Last halves 'Gold Digger Girl' (Fox) and vaude. Week should shape to nice \$2,500. Last week 'Emperor Jones' (UA) and 'Four Frightened Men' (Fox), split.

**Stuart (LTC)** (500; 10-15-25) —'Right to Romance' (Radio). Expected a fair \$800. Last week 'One Man's Journey' (Radio) was so-so at \$1,000, okay.

**Stuart (LTC)** (1,900; 10-15-40) —'Queen Christina' (MG). Looks to make the week a complete smear. With a strong opening, might get \$2,300, fair.

**Scandals' (UA)** came in with the only snow and zero weather this winter. Substantial bite into first two days means \$4,100, very good, however.

## Bal'more Spring! 'Fiddle' and Unit Bang with 17 1/2 G

Baltimore, March 5.

Spring's here! With overcoat coats turned down and the merric soaring, the natives have ceased sitting on stoves and are venturing downtown.

Exhibits are celebrating the apparent end of the month of frigidity by regaling the folks with some ace attractions that started off on all cylinders on a local rostrum.

Big money drafter in at the Century, where 'Cat and the Fiddle' mates with the first unit ever unfurling a banner for 'Color and Progress.' Particularly strong pic for this house and if mild weather holds, over the top with \$17,500.

Stanley (Loew-UA) (2,450; 25-35-50) —'Gallant Lady' (UA). A natural and on week-end gate activity, with \$14,000.

Last week, 'Fashion Follies of 1934' (FN) derailed by weather but slipped out with oke \$12,000.

**Estimates for This Week**  
**Century (Loew-UA)** (3,000; 25-35-50-55-66) —'Cat and Fiddle' (M-G) and 'Century of Progress' unit. Pic is essentially strong and unit helping, coming in on heels of hefty advance bally and presenting Faith Bacon as first fanner ever unloosed on a local rostrum. Very good \$17,500. Last week 'Miss Fane's Baby Is Stolen' (Par) and 'Artists and Models' tab, so-so \$15,700.

**Hippodrome (Rhapsody)** (2,500; 25-35-40-55-66) —'It Happened One Night' (Col) and vaude. Oke at \$15,500. Last week 'Two Alone' (Radio) and five acts, a fluttering \$9,000.

**Keith's (Schanberger)** (2,500; 25-35-40-50) —'Search for Beauty' (Par). Opened supper show Friday (O). Hipped up by lack of marquee illumination. Doesn't look to better than indifferent \$4,000, despite heavy ad outlay. Last week, 'Bolero' (Par) fanned off with fancy \$7,000 in nine days.

**New Mechanic** (1,800; 25-30-35-40-50) —'David Harum' (Fox) opened yesterday (4). Rogers name potent here. \$4,000, fair. Last week, 'I Believed in You' (Fox) shaded \$3,000, flabby.

**Stanley (Loew-UA)** (2,450; 25-35-40-55-66) —'Gallant Lady' (UA). A natural and on week-end gate activity, with \$14,000.

Last week, 'Fashion Follies of 1934' (FN) derailed by weather but slipped out with oke \$12,000.

## NEW HAVEN BRIGHTER

\$5,500 for 'Bolero' at Par and Poli  
May Get \$3,000

New Haven, March 5.  
After mauling up boxoffice figures for two weeks, weather finally called it a day. But there's still Lent to worry about.

Roger Sherman cuts current bill to six days to use house Wednesday (C) and trade preview on new product.

**Estimates for This Week**  
**Paramount (Public)** (2,348; 35-50) —'Bolero' (Par). Stood 'em up over weekend and looks like best week in some time; possible \$5,500. Last week 'Good Dame' (Par) and 'Woman's Man' (Mono), oke around \$5,000.

**Poli's (F&M)** (3,040; 35-50) —'Cat and Fiddle' (M-G) and 'Hold That Girl' (Fox). Headed for nice \$5,000. Last week 'Nana' (UA), slightly below expectations at \$7,700, not bad as a single.

**Roger Sherman (WB)** (2,200; 35-50) —'Tve Got Your Number' (WB) and 'Crosby Case' (U). Just average \$5,200 on six days. Last week 'Bismio' (M-G), steady at \$6,800.

**College (Fox)** (1,565; 25-40) —'Devil Tiger' (Foll) and 'Orlando Express' (Fox). Looks week to \$2,700. Last week 'This Side of Heaven' (M-G) and 'I Like It That Way' (U), made a profit at \$4,200.

## SALLY RAND HELPS PAR, B'KLYN, \$28,000

Brooklyn, March 5.

Spottiness in business at the theatres in the downtown vicinity, aires in the downtown vicinity. Kay Francis in the lead.

At the Albee are helping these houses to better showings this week. Sally Rand at the Paramount getting a billing and a goodly bit of exploitation. Pic is 'No More Women' (Par) with McLaughlin and Lowe doing mild jobs.

**Estimates for This Week**  
**Paramount (Par)** (4,000; 25-35-50) —'No More Women' (Par) and stage show featuring Sally Rand, fan dancer. Exciting ad copy on fan dancer is bringing oke in business. In vicinity of \$28,000, okay. Last week, 'Death Takes a Holiday' (Par) same.

**Fox (F&M)** (4,000; 25-35-50) —'Lone Lost' (Radio) and stage show with Peggy Healey and Berrens orch. Barrymore name means something here. A fair \$13,500. Last week 'Devil Tiger' (Fox) did good \$15,000.

**Albee (RKO)** (3,500; 25-35-50) —'It Happened One Night' (Col) and vaude. Benny Rubin and Phil D'Onofrio on the bill and getting enthusiastic response. A big oke. \$12,000. Last week 'Caroline' (Fox) \$20,000.

**Loew's Metropolitan (Fox)** (2,400; 25-35-50) —'Queen Christina' (MG) and vaude. Garbo not drawing as much as the street's 'Nana' (UA), \$18,000, weak.

**Strand (WB)** (2,000; 25-35-50) —'Mandaly' (WB) Kay Francis in this one. Contented \$5,000. Last week 'Big Shakedown' (WB) \$5,000, mild.

## Boston All Smiles; 'Lost Patrol' And York-King Unit Smash 29G's

Boston, March 5.

That queer weather complex that this sector has, bringing a breath of spring, but with slush unfoot, started off like a lack to normalcy impetus that all spots felt. Current high grosser is RKO Boston, smashing all its records for week-end.

**Orpheum (RKO)** (3,900-30-40-50) —'Cat and Fiddle' (MG) and vaude; headed for \$14,500; superb. Last week 'Moulin Rouge' (UA) and vaude, through to \$12,500, better than pretty good.

**State (Loew)** (3,000-30-40-50) —'Mystery of Mr. X' (MG). Pleading all hands, but not likely to hit higher than \$10,000, which has thin veils 'Nana' (UA) was sweet at \$11,000; handsome.

**Met (M&P)** (4,330-30-40-50-65) —'Mandaly' (WB) and Will Mahoney knocking 'em silly on the stage. Such a show-stopper, bill is long it ended past 3 hours. Film tepid and stage revue only fair, but Mahoney should 'pull' house up to \$33,000.

**Paramount (M&P)** (1,900-35-45-55) —'Tve Got Your Number' (WB) and 'Devil Tiger' (Fox). A winning combination, and probable \$3,500 in sight; nifty. Last week 'No More Women' and 'Sleepers' (East) (Fox), \$9,000; quite nice.

**Loew's Metropolitan (Fox)** (2,400; 25-35-50) —'Queen Christina' (MG) and vaude. Garbo not drawing as much as the street's 'Nana' (UA), \$18,000, weak.

**Strand (WB)** (2,000; 25-35-50) —'Mandaly' (WB) Kay Francis in this one. Contented \$5,000. Last week 'Big Shakedown' (WB) \$5,000, mild.

At the Albee are helping these houses to better showings this week. Sally Rand at the Paramount getting a billing and a goodly bit of exploitation. Pic is 'No More Women' (Par) with McLaughlin and Lowe doing mild jobs.

# Spring Fever New B'way Alibi; 'Wonder Bar' Socko 50G's; 'Palooka' Heavy \$43,000 Are Only Standouts

Springlike weather Sunday and yesterday (Monday) contrasted sharply with the snowstorm of a week ago which caused severe damage to box offices all around. Like the blizzard, the unusually warm weather in a lesser degree also hurt. After so much winter, spring fever came quick and had the tendency of keeping people outdoors for a change.

Except for two outstanding attractions, 'Wonder Bar,' at the Strand, and 'Palooka,' at the Rivoli, the current week will not dish up business to write the country's exhibitors about. Attractions on display generally are not of such stout timber as they have been recently and for most theatres the results will not be over fair.

Al Jolson's first picture since his fatal 'Hallelujah, I'm a Bum' is riding high for a certain \$50,000 on its first week. It started out on a fast gallop, dragging down a mighty \$44,000 the first two days, beating average picture of recent years.

Wall street catatylism. Indications are for a run of at least four weeks. House spent its weekday scale to \$8c and spent \$9,500 on an ad campaign.

Jimmy Durante is a name that's being put to an acid test at the Rivoli and draw is not found wanting. 'Palooka,' based on the comic strip of the same name, has a smart takeoff and on its first seven days the picture is pointing its way to a fine \$43,000. Should get four weeks, at least.

Up at the Capitol, Greta Garbo's 'Queen Christina' is matching itself against the two stronger attractions down the street. Garbo is not what it used to be, but she is still a star and while \$35,000 or more isn't bad, it's a long way from the grosses this star could always be depended upon to achieve in the past.

Indications are for a two-a-day run at the Astor, either.

Over at the Music Hall, the house is fighting a hopeless fight with Will Rogers' latest, 'David Harum.' Indications are film will get only \$65,000, red ink.

House fell off sharply last week with 'It Happened One Night,' which despite a holiday start (Washington, D. C. was higher) ended at around \$75,000. The Gable and Colbert names twinned up in that picture held the gross from dipping lower.

'Death Takes a Holiday' and Phil Baker on the stage dropping off to \$42,000 on the week. Picture had started out good, but looked like it would hit over \$50,000, maybe going to as much as \$55,000. On the hold-over, it will just make the safety zone at \$35,000 or more.

Of the week-end on the street's showshows, the State appears in best shape with 'Nana,' which should attract about \$18,500 worth of business.

This house has been doing consistently well right along, going into First week was \$15,000.

**Rivoli (LTC)** (2,200; 35-55-75-85) —'Palooka' (WB). Jimmy Durante is proving the worth of that name in no mean manner. It is box office to the extent of a big \$43,000 the first week, and for support, and on first week, 'Palooka' is in for a nice run here, probably four weeks anyhow.

**RKO Center** (3,525; 25-40) —'Caroline' (Fox) and 'Nana' (UA), three days. This doubleton looks better than average, possibly \$13,000. Last week 'All of Me' (Par) and 'Meanest Gal in Town' (Radio), \$10,000, not so good.

**Roxey** (6,200; 25-35-55-65) —'Ninth Guest' (Col) and stage show. Doesn't look for support, and on first week, 'Ninth Guest' is in for a long time. Last week Hips, Hips, Hooryay' (RKO), was better despite the blizzard.

**Strand (RKO)** (3,555-75-85) —'Wonder Bar' (WB). Al Jolson again proves mighty box office, aided by being a man anything, and on first week it all should mean an easy \$50,000, probably more. Last week on holdover of 'Mandaly' (WB) picture, 'mean anything,' and on first week it all should mean a very definite feather in the cap of Kay Francis.

**State** (2,200; 35-55-75) —'Nana' (UA) and vaude. Anna Sten film, trend of business pointing to a probable \$18,500 or better. Last week 'Hi Nellie' (WB) held its own, and 'everything'—winding up at \$15,000.

**WB SETS JAMES BUSH**  
Hollywood, March 5.

James Bush, who played opposite Dorothy Wilson in 'Eight Girls in a Boat,' has been headed the juve in 'My Family' (WB).

Alfred E. Green directing.

nice profit weeks even with product that has gone floppo at the Capitol. It has been seriously hitting the Palace, which also plays vaudeville, but for a long time now has been getting no place.

Rialto finished its first week of 'Dark Hazard' Thursday (1) at \$15,000, and retains picture for portion of a second week. Goes out tonight (Tuesday), 'Heat Lightning,' another Warner booking, opening tomorrow morning (Wednesday). Final six days of 'Hazard' will be about \$9,000.

'Catherine, the Great' continues to hold up stoutly at the Astor, where it ends its four weeks' run, all it was intended to have, on March 13 or 14. United Artists' 'House of Rothschild' then, also for four weeks. First seven days of 'Catherine' was \$20,100, second week \$17,200.

**Estimates for This Week**  
**Astor** (1,012; \$11.10-\$15.55-\$20) —'Catherine, the Great' (UA) 3d week). Very sturdy two-a-day attraction despite that it has run into bad weather. After a \$12,500 the first week, it got \$17,200 last week, although its carriage trade was diminished seriously by the blizzard.

**Capitol** (5,400; 35-75-85-\$110) —'Queen Christina' (MG) and stage show. Garbo hasn't got the speed 'Death' opened big, then fell off. Garbo will be lucky to get more than \$35,000. Last week Clark Gable on the stage with 'Mystery of Mr. X' (MG) was \$45,000, but got profit at \$45,000.

**Mayfair** (2,200; 35-55-65) —'Orlando Express' (Fox). Ended a week's run last night (Monday), getting \$5,500. Last picture, on preview last night (5) was \$1,000, but Warner Bros., 'Bedside.'

**Palace** (1,700; 35-40-55-75) —'It Happened One Night' (Col) and vaude. Picture faces strong opposition from 'Nana' (UA) and 'Nana' at the other film-vaude combination on the street, the State. Maybe \$15,000. Last week 'Caroline' (Fox), did well \$15,000.

**Paramount** (2,664; 35-55-75-99) —'Death Takes a Holiday' (Par) (2d week) and stage show. A puzzler. Last week, 'Death Takes a Holiday' (Par) sharply to \$42,000 on its week and now, with aid of much publicity and exploitation, is holding okay for a second week.

**Rail City** (Mar) (5,945; 40-60-85-115) —'David Harum' (Fox) and stage show. Will Rogers again weak, and at \$45,000, if getting that red ink will be needed. Last week 'Death Takes a Holiday' (Par) in spite of the Gable-Colbert names, fell down badly, ending with \$75,000.

**Rialto** (2,000; 35-40-65) —'Dark Hazard' (WB) (2d week) and 'Nana' (UA) on the holdover and maybe \$9,000 for that period. First week was \$15,000.

**Rivoli** (LTC) (2,200; 35-55-75-85) —'Palooka' (WB). Jimmy Durante is proving the worth of that name in no mean manner. It is box office to the extent of a big \$43,000 the first week, and for support, and on first week, 'Palooka' is in for a nice run here, probably four weeks anyhow.

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# Loop Booms; 4 of 6 Spots Go Flesh; Oriental \$22,000 on New Policy;

## 'Spitfire' 26G; 'Fashion' \$33,000

March

Happy days again here's a zest and hop to showmen in the loop as competition gets hotter and attractions get bigger. The old lethargy has been kicked in the alley and everybody's yipping it up. Four first-run houses in the loop are now playing flesh and there's heavy likelihood of still another addition to the increasing number of stage shows. Chicago: Palace, State-Lake and Oriental are all giving vaude and picture bargains and instead of the competition hurting it's helping all around. Loop showmen are learning that the trick is to get the people show-interested enough to hike it for the downtown spots. Once the crowds are milling at every theatre, getting its share.

Oriental went to vaude-presentation Friday and had its first hold-over on a matinee in months. Retail looks set to settle down to steady business once the booking problems are straightened out. This B. & K. house is playing same policy as the Jones. State-Lake, vaude-presentation with subsequent release pictures at 40c top. Higher priced houses have little to fear. Despite the competitive opening of the Oriental, the Palace currently, with a top of 83c, is getting its share of trade with the world premiere of the Hepburn flick, 'Spitfire'.

Same goes for the Chicago, where 'Fashion Follies' and the Duncan Sisters tab on the stage are doing okay. McVickers is playing its last so-so b.o. flick with 'You Can't Buy Everything.' Next week starts super houses as the ace picture house of town.

### Estimates for This Week

Chicago (B&K) (2,940; 25-45-75) —'Fashion Follies' (WB) and 'Topsy and Eva' tab on stage. Tab comes in here after six weeks of mediocre legit run at the Apollo. Managing to pick the gross up more than five grand above previous take and goes on the right side of the ledger at an indicated \$33,000. House is getting into fine shape with the Oriental going to the sequel, run, giving the Chicago a chance to grab off some of the better product. 'Fashion Follies' was originally carded for the Oriental. First week was pitiful for 'Bolero' (Par) at \$27,700. Notices okay but simply one of those things.

McVickers (B&K) (2,284; 25-35-65) —'You Can't Buy Everything' (MG). Last of the one-weekers in this house. Starting next week with 'David Harum' (Fox) house will strive to regain its standing as the prime picture spot in the town. 'Everything' looks okay enough at \$7,000. Last week 'Four Frightened People' (Par) went at \$5,200. Oriental (B&K) (2,000; 25-35-40) —'Eight Girls in a Boat' (Par) and vaude. Playing six acts and stage band now, opening with new policy on Friday (2) to stand-out trade. Hurry-up but house looks ready to go places. By going flesh B&K not only takes this house out of the red but gives the rest of its loop spots a chance to make money. First week was pitiful for 'Bolero' (Par) at \$27,700. Notices okay but simply one of those things.

Palace (RKO) (2,532; 40-60-83) —'Spitfire' (RKO) and vaude. Sent this one away with a wide and handsome advertising campaign about a 'world premiere.' Picture is all Katharine Hepburn on the screen approximately 99% of the time. Biz on the up with a week and likely to touch \$26,000, sky high. Last week 'Hips Hips Hooryay' and 'Downey' unit helped the cashiers keep busy nicely to \$22,600 tune.

Roosevelt (B&K) (1,600; 25-35) —'Death Takes a Holiday' (RKO) and vaude. After eight days, Oriental sale. Looks ready for at least a week of good trade, which means \$6,000. Spot. Is becoming the hold-over house of the loop. Last week 'Cat and Fiddle' (Par) moved over from the Chicago for good \$7,200.

State-Lake (Jones) (2,700; 25-30-40) —'Bombay Mail' (U) and vaude. House has established its patronage

## UNIT AND 'SUZANNE' \$14,500 AT FOX, WASH.

Washington, March 5.

All right this week and Fox has queer mixture, but ought to come out on top. Working in 'Artists and Models' unit with 'I Am Suzanne' gives Fox the edge.

### Estimates for This Week

Fox (Loew) (2,434; 25-35-60) —'I Am Suzanne' (Fox) and vaude. 'Artists and Models' unit present and week should get \$20,000. Last week 'Cat and Fiddle' (M-G), plus Ramon Novarro in person, clicked to nice \$25,000.

Earle (WB) (2,424; 25-35-40-60) —'Ninth Guest' (WB) and vaude. Mae Questel getting some air fans. Pic drawing mystery followers and ok with \$16,000. Last week 'Bolero' (Par), \$16,500.

Keith's (RKO) (1,830; 25-35-60) —'It Happened One Night' (Col). Second week best second of 'Christina' (M-G) a good \$14,000. Last week, counting midnight show, near \$14,500.

Palace (Loew) (2,363; 25-35-60) —'Carolina' (Fox). Looks like nice \$19,000. Last week second of 'Christina' (M-G) a good \$14,000.

Rialto (U) (1,853; 15-25-35-50) —'Beloved' (U). Second week doing satisfactory business, \$4,000 worthwhile. Last week same pic had stiff opposition so \$7,000.

Met (WB) (1,583; 15-25-35-50) —'Search for Beauty' (Par). Heavy exploitation gave it nice start, but easing a bit; week should get \$5,000, satisfactory. Last week 'Last Round-Up' (Par); fair, \$4,000.

Columbia (Loew) (1,263; 15-25-35-50) —'Sleepers East' (Fox). Fair, with possible \$3,000. Last week 'Lone Cowboy' (M-G), nice \$4,500.

## 'Bolero' \$8,500; 'Palooka' 7G's; 'Number' \$4,200

Cincinnati, March 5.

'Bolero' is pacing the pix pack along the principal paths this week. Close behind are 'Good Dame' and 'It Happened One Night' switched from Palace to Capitol, both RKO, for continued first run and breezing on momentum engendered first seven days. Biz by and large nothing to ring laughter from exhibs, for which the weather works is chiefly to blame. During past several months only a few weekends have been attended by favorable b. v. climatic conditions. Last week opened with a nice day and 'Bolero' took the lead. Last week followed the now usual Saturday and Sunday headaches occasioned by rain, snow and severe cold, and then slush, more rain, etc.

### Estimates for This Week

Lee (RKO) (3,800; 35-44) —'Bolero' (Par). Headed for \$8,500, fairly good. Last week 'Moulin Rouge' (UA), with turnaway for midnight opening on strength of personifying by 'Moulin Rouge' caricature, sliding during steps of cold and snow and landed \$12,000.

Palace (RKO) (2,600; 35-44) —'Good Dame' (Par). Rialto March 5. 'Palooka' (Fox) is the motto and lauded by cricks for wrestling good entertainment from superficial carney love theme. At least \$7,500 on sight. Last week 'It Happened One Night' (Col) bested elements by drawing up to \$12,000, fine.

Capitol (RKO) (2,000; 35-44) —'It Happened One Night' (Col). Continued first run by transfer from

with good solid family trade, vaude and pictures. No snout and plenty for their money. Is the motto and working out steadily to \$14,000 pace that's profitable. Last week, 'Counsellor at Law' (U) excellent at \$15,100.

United Artists (B&K) (1,700; 25-35-60) —'Moulin Rouge' (UA). Plenty of United Artists pictures waiting in line for a chance at the screen. 'Rouge' goes out after a good two week stay at the box office, \$19,100 for opening session and likely to collect \$9,000, fair enough for current and final haul. 'Palooka' (UA) slated to hit in here on Wed. (7).

Palace. Around \$8,000. Last week 'I Believed in You' (Fox), \$3,800, so-so.

Lyric (RKO) (1,394; 35-44) —'Palooka' (UA). Supported by special campaign and wham Joe Palooka cartoon coloring contest in Times-Star, with news and office plugs for six days, getting \$7,000. Durable haymaker. Last week, 'Girl Without a Room' (Par), \$4,000, tame going.

Keith's (Libson) (1,500; 30-40) —'I've Got Your Number' (WB). Joan Blondell the selling angle. Melodrama trade coming for \$4,200. Last week, 'Mandala' (WB), \$4,500, nice.

Grand (RKO) (1,025; 25-35) —'Queen Christina' (MG), second run, and 'Long Lost Father' (RKO), first showing, split. Should reach \$2,000, all right. Last week, 'Sea Killers' (Indle) with personal appearance of Capt. John D. Craig and 'Carolina' (Fox), second run divided, \$1,800.

Family (RKO) (1,000; 15-25) —'Reform Girl' (Mag), and 'Midnight' (U), separate. These are strong with \$500. Last week 'Speed Wings' (Col), and 'Sleepers East' (Fox), split, \$1,400.

Franklin (U) (1,200; 25-35) —'Poor Rich' (U), and five acts of vaude, \$2,400, fair. Last week, 'Beggars in Erin' (Mono), and vaude, \$2,100.

## Plenty Competition In Ind.; Kate Smith, 'Number' Oke 124G

Indianapolis, March 5.

Keen competition this week among the downtowners with every house offering strong bills. Kate Smith and her show on the stage at the Indiana are out in front with \$15,000 indicated. Will Rogers is holding his own at the Apollo as usual with a nifty \$5,800.

### Estimates for This Week

Apollo (Fourth Ave.) (1,100; 20-25-40) —'David Harum' (Fox). Rogers always good at this spot, no matter what he has to buck. Nice profit at \$5,800. Last week 'Palooka' (UA) not so good at \$2,400.

Circle (Katz-Feld) (2,600; 25-40) —'It Happened One Night' (Col). Should be good \$5,250. Last week 'Bolero' (Par) moderate at \$3,800.

Indiana (Katz-Feld) (3,100; 20-25-40) —'I've Got Your Number' (WB) and Kate Smith's revue on stage. First local appearance of Miss Smith, aided by low admission prices, helped this act out to the top. It's been in. Business is no more than good at \$12,500, which isn't as smashing as had been looked for.

Circle (Olson) (2,000; 20-25-40) —'Poor Rich' (U) and 'Bottoms Up' on stage. Opposition cutting in this week, but still will hit \$6,000, not bad. Last week 'Advice to a Lover' (UA) and 'Words and Music' on stage plenty okay at \$7,000, due to strong stage show.

Loew's State (Loew's) (2,800; 35-40) —'Cat and Fiddle' (MG). Lugging somewhat on this one. Looks no better than a mediocre \$4,900. Last week 'Moulin Rouge' (UA) was satisfactory at \$4,400.

## 'Nana' Opens Slow, Climbs in Newark

## 'Death Takes a Holiday' \$14,000—Sunday Opera New Competition

Newark, March 5.

Break in the weather is sending people out, although postponed shopping kept some from the theatres the end of the week. 'Carolina' at Proctor's got off to a nice start, and, with arctic weather remaining away, should be near \$16,000. 'Nana' at Loew's did not open so well, but pulled up Saturday and should be around \$10,000. 'Death Takes a Holiday' broke nicely at the Newark on opening, and should be over \$14,000. The Branford is doing well with 'Mandala' and 'Cross Country Cruise,' and should beat \$10,000.

Rialto, continuing its aggressive policy, is adding a youngsters' show to the stage for Saturday matinees. Broad is still packing 'em in for legit entertainment and, despite the weather, had several sell-outs on Saturday. Sunday opera, running two shows with International Opera Stars Co. at 99c to 35c.

### Estimates for This Week

Branford (WB) (2,966; 15-65) —'Mandala' (U). Should do well and beat \$10,000. Last week on eight days beat the storm with 'Nelle' (WB) and 'Can't Buy Everything' (U) at a good \$12,000.

Capitol (WB) (1,200; 15-25-35-50) —'Eskimo' (MG) and 'Wine, Women and Song.' House not going very well. Last week 'Cat and Fiddle' (MG) probably not beat \$4,000 by much. Last week 'Big Shakedown' (FN) and 'Let's Fall in Love' on eight days week at \$3,800.

Little (Franklin) (289; 30-40) —

## Pitt All Tangled Up in Weather; 'Bar' \$19,000, Good; Delmar Unit \$8,200

## CARBO HEALTHY \$9,000 IN SEATTLE; 'ROUGE' 5G

Seattle, March 5.

Big week at the Orpheum, with Magician Blackstone the reason, is followed this week with radio-stage show billed as Wen Niles band and radio revelers. Artists are from KOL, local CBC station, and include some good talent. If idea clicks at b. o. may hold until March 22 when the 'Jazzman' unit opens for week.

Paramount is getting along with vaude on bargain prices, getting great biz Fridays, Saturdays and Sundays, then tapering off, but doing okay at that, and apparently steady, which is something. Matinee biz is up at Paramount for the early show, due to 'revival' booking daily at 12 o'clock of a well known picture, run only at that time.

New shows at both Hamrick houses. Flits is making whoopee over the return of Greta Garbo, in Queen Christina, which is doing the town's real biz.

### Estimates for This Week

Blue Mouse (Hamrick) (950; 25-35) —'Man of Two Worlds' (Radio). Making much over edevor, but pic is not drawing. Likely \$8,000, bad. Last week, third of 'Roman Scandals' (UA) okay with \$3,500.

Coliseum (Evergreen) (1,800; 25-35) —'Son of a Sailor' (FN) and 'Orient Express' (FN) first half dualing; 'Advice to a Lover' (UA) and 'Female' (WB) last half dualing, \$3,850 anticipated for week, about average. Last week, 'Dancing Lady' (MG) and 'As Husbands Go' (Fox) dual, good, a big \$4,800.

Fifth Avenue (Evergreen) (2,400; 25-35) —'Queen Christina' (MG). Big advance campaign and plenty of the ball for Garbo, expected to garner a neat \$9,000. Last week 'Carolina' (Fox) was fair with \$5,500.

Liberty (J-VH) (1,900; 25-35) —'It Happened One Night' (Col) (2d wk.). Fine \$6,000. Last week, picture from same name, \$5,000.

Musical Box (Hamrick) (900; 25-35) —'Moulin Rouge' (UA). En route to a big \$5,000. Last week, 'Hips Hips Hooryay' (Radio) good at \$4,100.

Orpheum (Oldknow) (2,700; 25-35) —'Long Lost Father' (Radio) and 'Devil's Playground' (Prin.) dual, with 'Wendell Smith' (Evergreen) on stage, anticipates \$4,500, fair. Last week, 'Dark Hazard' (FN) and Blackstone, Magician, on stage, split, well, with lines forming on last day. Week end \$11,000.

Paramount (Evergreen) (3,100; 20-30) —'No More Women' (Par) and stage show, heading for a good \$7,000. Last week, 'Can't Buy Everything' (MG) and stage show, owing to change date moved up to Thursdays in for only six days, and fair \$5,600.

Palace (Loew's) (2,800; 25-35-60) —'Nana' (UA). Opening disappointing after all the New York publicity and extra space over here, but same name Saturday. Maybe \$14,500. Last week 'Cat and Fiddle' (MG) and 'Midway Nights' on stage fought storm pretty well and was near \$10,000.

Newark Adams-Par (2,248; 15-99) —'Death Takes a Holiday' (Par) and Showland unit. Opening pretty and should beat a good \$14,000. Last week 'Cat and Fiddle' (MG) and 'Midway Nights' on stage fought storm pretty well and was near \$10,000.

Proctor's (RKO) (2,300; 25-35-40-55-60-75-85) —'Carolina' (Fox) and vaude. Janet Gaynor opened as if her firm would top the town this week with about \$16,000. Last week 'Suzanne' (Fox) and Greenwich Village Follies or stage okay considering with \$13,800.

Terminal (Skouras) (1,900; 15-25-40) —'Ninth Guest' (Col) and 'Ever Since Eve' (Fox), with 'Right to Romance' (RKO) and 'Rex King of Wild Horses', split. First half expected to bring something, but second not counted on. Maybe \$3,000.

Two Brothers (RKO) and 'Rainbow-Over-Broadway' (FD), with 'Man's Castle' (Col) and 'Straightaway' (Col) split, had nothing to recommend the weather, and week at \$3,100.

Pittsburgh, March 5.

Week before last, a severe blizzard. Last week it was a snowstorm. This week it's a downpour that looks like the beginning of the worst flood this burg has had since 1897. Keeping 'em in the outlying districts where highways are flooded and treacherous. Just an indication of what the theatres have been through.

Both Penn and Stanley are back to straight pictures this week, former with 'Moulin Rouge' and latter with 'Wonder Bar'. Looks like a money-maker. Both first-run films lined up opening day despite the weather and should collect \$19,000 on the opening session, probably assuring a hit. Those marquee names, with a responsible, with Dick Powell, especially, a local fav.

Penn had an idea 'Rouge' could stand in for one, but management has found out otherwise. A stage show, in addition, wouldn't have hurt to offset the Stanley competition because present indications point to a feeble session for the Bennett picture, with not more than \$9,000, if that, looked for.

Absence of stage shows in both de lusers is naturally a boon to Pitt, where there's a first-run, Harry Delmar's 'Revels', to uphold the stage end. Small-seater should not encounter any difficulty rolling up \$5,200, fine.

Otherwise, however, pickings everywhere.

### Estimates for This Week

Davis (WB) (1,700; 25-35) —'Easy to Love' (WB) and 'Bombay Mail' (U). Duals apparently not solving the heavy weather problem. Last week, more than house did with singles. Last week, 'Tillie and Gus' (Par) and 'Beside' (WB) about the same.

Shawnee (Shawnee) (1,750; 15-25-40) —'Son of the Desert' (MG). Doubtful if it will get \$3,200. That's on the wrong side. Last week, 'Should Ladies Behave' (MG), ranked at \$2,000.

Penn (Loew's-VA) (3,300; 25-35-60) —'Moulin Rouge' (UA). Continuance of the first-run, \$15,000 to much business locally, regardless of theatre or picture. This one at \$9,000 will be slightly below her usual average. Last week, 'All of Me' (Star) and 'Century' to the Revue in the red plenty at \$14,000.

Pitt (Shaffer) (1,600; 15-25-40) —'Pog' (Col) and Harry Delmar's 'Wonder Bar' (WB) first-run, together with fact that Pitt has town's only flesh this week, should make it soft pickin'. A neat \$8,200 in prospect. Last week, 'Sweetheart of Sigma Xi' (Par) and 'Broadway Peek-a-Boo' all right at \$7,300.

Stanley (WB) (3,600; 25-35-60) —'Wonder Bar' (WB). Expects \$19,000, which is a lot to momentum in light of conditions and weather. Opening drive probably assures this one the originally contemplated second week. Last week, 'Search for Beauty' (Par) and 'Broadway Peek-a-Boo' all right at \$7,300.

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# L.A., First Pop Domicile of Duals, Beginning to Show 'Em in Triplets

Los Angeles, March 5. Los Angeles, where double bills first became popular and where approximately 95% of the houses in the territory are using more than one feature to a program, is now trying out triple bills.

First house to adopt a three feature straight policy is the Knoll, nabe, with a 16c top. Management takes the stand that it is within its rights to show triple feature programs as any number of the established dual houses will slip in one, two or three so-called previews weekly, giving their patron three full-length pix, plus shorts, for a single admission.

Major distributors in the L. A. territory have become pretty much convinced that double features cannot be eliminated and have, for some time to come, and whereas a few months ago a few of the top majors were loudly protesting that they would not permit their outstanding films to be dual matter has now simmered down to a point where anything the exhib wants in the way of product is provided regardless of how it's shown.

Only houses in this district not doubling are the few first runs in the downtown sector, and Warner's Hollywood, with Grauman's Chinese not figured because of advanced prices and two-day policy.

Certain downtown exhibs have been openly disregarding the dual bill prevalence by screening out-standing pix individually, but in most instances value or draw of features has made no difference with house policies.

Argument is advanced that if each major distrib would designate eight or 10 features for single showing the widespread prevalence of double bills would be speedily overcome, and only mediocre or just fair product would then be available for dual programs.

## Mono Convention Will Decide Production Site

Hollywood, March 5. Possible scam by Monogram from the ERFI operated Metropolitan lot is up to the annual convention of the company late this month. Question of new production quarters is bound up with coming decision on sound to be used in future production. Tallman and Pathe lots mentioned as prospects in the event of a move.

Trem Carr, Mono president and production chief, this week denied there was any rift between himself and the ERFI management of the lot. Trouble reported following supposed favoritism shown the Harold Lloyd company.

## Klein's Fox Return

Hollywood, March 5. Fox has signed Philip Klein to write screen play of 'State vs. Elliott Norton,' by Mary Roberts Rhinehart. Film will be produced by the Fox-Warner unit, with Hamilton McFadden to direct. Klein returns to Fox after a two months' vacation. He resigned as story editor at this studio last December.

## Garyn-Kleinert's Indie Pic

Pat Garyn and Edward Kleinert, both formerly with National Screen, are preparing to produce a picture independently with release arrangements on the fire with Monogram.

## KING RETURNS

Hollywood, March 5. Director Henry King returns from the Panama Canal zone this week. He hopped to Central America several weeks ago to look over atmosphere and backgrounds for his next picture at Fox, 'Marie Gallante.' Spencer Tracy and Kitti Gallian head the cast which also includes Stepin Fetchit and Hugh Williams.

## TEVIS-GRANGER SHORTS

Hollywood, March 5. Carroll Tevis and Dorothy Granger will be bracketed in a series of six two-reelers at Radio. Comedies will carry the series title of 'Blondes and Redheads.'

## Filmless

Los Angeles, March 5. One year, minus a few days, since the Long Beach quake finds the neighboring towns of Compton and Lynwood still without picture houses. Slim prospects of cinema entertainment for either town for some months to come.

Houses in both towns, owned and operated by Al Hanson, were demolished beyond repair.

## Scenarist Sues

Los Angeles, March 5. Alleging that her reputation as well as her business has been damaged to the extent of \$30,000 through unauthorized use of her name as a member of its staff by Universal Scenario Co., Mary Turner Downey has filed suit in Superior court here asking that amount plus punitive damages of \$25,000.

Complainant charges that since May 6, 1933, at which time she left the employment of the scenario concern, the defendant company has been using her name in connection with its business of handling scenarios and short stories.

Harry K. Cohen and A. Edward Nichols are attorneys for the plaintiff.

## 'WANA' MINUS ANNA

N. Y. House Digs Up films With and Without Mi

Proctor's Fifth Avenue, N. Y., tried cashing in last week on Sam Goldwyn's local 'Nana' advertising spurge via a French-made picture bearing the same title but minus Anna Sten. Booked by Jack Stern, operator of the indie house, the film, according to him, does not bear the name of the producing company.

Current week this house is showing 'Yellow Ticket,' a picture featuring Miss Sten made in Russia by Megavopon Film. It has one of those 'What every girl should know' plots. Both films have previously been seen over here.

## 'Little Man' Starts

Hollywood, March 5. With a skeleton cast set to support Margaret Sullivan and Douglas Montgomery, Frank Borzage's 'Little Man, What Now?' goes into work at Universal today (Monday). DeWitt Jennings and Kathryn Doucet in cast after scores of tests. Adaptation is by William Anthony McGuire, with Norbert Brodine cameraman.

## WB Wants Jory

Hollywood, March 5. Warners is negotiating with Fox to get Victor Jory for two pictures. Jory is due to start one at Fox March 15, but Warners is trying to work out an arrangement by which the Fox feature may be postponed.

## WILLIS KENT'S TWO

Hollywood, March 5. W. Kent resumes production with a western, 'Lawless Valley,' this week. Original by Oliver Drake with Lane Chandler starred and J. P. McGowan directing. Next week Kent puts in a melodrama, 'The Museum.' E. B. Crosswaite original which Mel Shyer will direct.

## TUCHOK PACTED

Hollywood, March 5. Wanda Tuchock draws a new contract at Radio calling for both writing and directing. New pact follows her direction of 'Finishing School' which she megged while under a writing agreement.

## Tri Replacement

Hollywood, March 5. H. A. McDonnell, studio manager for Erpi on the Metropolitan lot, was replaced without notice on Saturday (3) by J. Maurice Ridge.

## Organizing 2d Trailer Outfit as Biz Better

Los Angeles, March 5. Improved conditions has Bill Arms sending his Pacific coast mobile picture road show into Canada and organizing a No. 2 outfit for western territory.

Tour is made with a truck and trailer carrying sound equipment, projection machines, etc. Arms hopes to have four units working by late summer.

## IATSE-IBEW SQUABBLE RENEWS ON NEW SCALE

Hollywood, March 5. The IATSE-IBEW soundmen scrap broke out anew last week with the knowledge that the major producers had negotiated a classified scale with IBEW. IATSE officials charge the setting up of the scale as a 'flagrant and illegal attempt by a minority to negotiate for a majority' wired a protest to Divisional Administrator Rosenblatt in Washington.

Rosenblatt has not yet answered the yelp. Previously he had refused to get in the middle of this six months old squabble claiming it was jurisdictional and not a question for NRA.

IA claims the accepted IBEW scale is lower than the scale it has with independents and which it claims Rosenblatt acknowledged as 'the prevailing scale of the district' and thus to be recognized under code provisions.

The IBEW scale, effective as of Feb. 26, follows:

Mixers: \$2 an hour for six hours; \$3 an hour after the minimum, six.

Recorders: \$1.50 an hour for six hours; \$2.25 thereafter.

Stage men, stage engineers, boom men, microphone and cable men, \$1.16 a hour for six hours; \$1.75 thereafter.

Construction, maintenance, repair and installation men, \$1.16 an hour for six hours; \$1.75 thereafter.

On location trips, no limitation of hours but studios agree to furnish free room and board with the following scale:

Mixers, \$24.50 a day, \$145.50 a week; recorders, \$18.25 a day, \$109.25 a week; class C, \$13.75 a day, \$81.75 a week.

## Roach Darkens

Hollywood, March 5. Roach studio went dark today (Monday) to remain off production for two weeks.

Only execs will be on the lot for a week and then the writers return, taking only a week layoff. When production resumes lot will get busy on the last 13 shorts of the current year program.

## BERNSTEIN ON 'BREAD'

Hollywood, March 5. Isadore Bernstein has been set as production manager on King Vidor's 'Our Daily Bread,' producer-director's indie feature being readied at the General Service Studio for probable United Artists release. Bernstein is given a furlough by the Seven Seas Co., with which he has a similar spot, for the duration of 'Bread.' He replaces Ed Ralph, who resigned from the Vidor unit to negotiate a production deal of his own in Washington, D. C.

## Remake 'Lost Lady'

Hollywood, March 5. Kathryn Scola is collaborating with Gene Markey on adaptation of Willa Cather's 'Lost Lady' (WB) which starred Irene Rich when silent. New version intended for Kay Francis.

## 72 'Widow' Dancers

Hollywood, March 5. Albertina Rasch starts this week picking the dancing contingent for 'The Merry Widow' (MG). Figures on using 72 girls.

# Exhibs Have Permitted Equipment To Deteriorate to Such an Extent Damage to Prints Is a Worry

## Educating Manager

Detroit, March 5. Friends made Ben Cohen, operator of the Roxy, all night grind, get up at 4 A. M., and sit through a picture they particularly disliked. Said that it might help to improve some of the pictures he was showing.

## Fire Dept. Drive

Long Beach, Cal., March 5. Drive by fire department to end overcrowding local houses had its climax in the arrest, after repeated warnings, of Charles Bowser, manager of the F-WC Egyptian. Previous violations of the city ordinance prohibiting standees in theaters has cost local exhibs as high as \$50 fines with warnings that repetition of the offense would be construed as grounds for cancellation of permit.

## HEARING ON 'RAW'

Injunction Restrains Western Film Lab from Public Sale

Los Angeles, March 5. Hearing on a temporary injunction, issued by Presiding Judge Collier in Superior court, restraining Western Film Laboratories from proceeding with the sale of a positive print of 'Nature in the Raw,' has been set for Wednesday (7). Injunction secured by Far East Productions, Inc., on the eve of a proposed sale by the lab of a feature print, ownership of which has been in dispute for months. Temporary restraining order is directed against the laboratory, and David Welts, president, and N. McDermott, secretary.

Complaint filed alleges that a lien of \$1,728.30 claimed against a positive print of 'Nature in the Raw,' also known as 'Beast of Borneo' and 'Tamber,' is without foundation, by reason of an agreement entered into with Lewis W. Physio, lab superintendent for the defendants by which he holds a 10% interest in any profits of the feature in return for furnishing two positive prints without cost, only one of which has ever been delivered. Far East Productions comprises Harry Carson, Philip A. Van Dusen, William Faris and Fred Murray. Public sale of the undelivered print had been advertised for March 1, with Western Lab having in view a plan to distribute the subject as its own property.

## Par's Coast Short

Hollywood, March 5. Paramount is producing a musical short featuring Bob Crosby with Anson Weeks and his band. George Arthur directs, with Lou Diamond, head of the Par short dept., taking charge of the musicker. It's the first short made on the local Par lot in a long time.

Los Angeles, March 5. Curtailment of even necessary repairs in Southern California picture houses is costing Los Angeles film distributors thousands of dollars in replacements of mutilated prints. With similar conditions said to exist in every exchange center, that will spell the annual loss to hundreds of thousands of dollars.

Principal complaint of local distributors is that projection equipment has been allowed to deteriorate to such an extent that the average life of a feature production print presently has been reduced so that replacements are necessary every few weeks, after the first four-five screenings.

Prints are constantly being returned to local distributors in a more or less state of mutilation, with the blame laid on a penny wise, pound foolish attitude of exhibitors in failing to keep their projection equipment in proper shape.

Figuring the print cost of an average seven reel pic at around \$150, and with major exchanges, particularly using 8-12 prints each release, the cost of replacements has been roughly estimated as easily running around \$1,000 a week in this territory alone.

Reports indicate that even in the deluxe pic houses, equipment has reached such a stage that scratched films are now the rule instead of the exception. So stringent have the buying regulations become in some of the houses in this territory that operators have been instructed to cheat on carbons and oil, with the result that frequent complaints are being heard from patrons.

Film distributors, mostly, are covered by insurance for mutilation films, but where the replacements are in small amounts it is hard to collect anything by reason of the numerous patches and added clips that are required.

Prints which in previous days could safely be shown for 15-20 consecutive engagements are now lucky if they come out whole after three or four runs.

Where the distributors are particularly hard hit is that when prints are mutilated after the first and second run it becomes necessary for them to book the print for three or four additional dates to compensate them for the cost of replacements to the original negative.

Sporadic attempts are made by the distributors to collect for print damage from the exhibs at fault, but rarely are they successful without going to the extent of prosecution, and such action seldom is taken.

## B&K Loop Garrick

Ready by April 1

Chicago, March 5. B. & K. rapidly remodeling the loop Garrick and expects to have it ready for pictures by the end of Lent or April 1. Slapping on a new marquee and redecorating the interior.

## Presnell's New Ticket

Los Angeles, March 5. Robert Presnell has been handed a new two-year ticket as associate producer at Warners with a substantial salary boost. New tenure effective May 14. Presnell currently has three films in production and four in preparation.

## CALIN ON 'DELMONICO'S'

Hollywood, March 5. James M. Calin is at Metro working on the script of 'Duchess of Delmonico' with Harvey Gates. Calin, a former N. Y. World reporter, wrote the book, 'Postmen Always Knock Twice.' Nacio Herb Brown and Fred are on the music.

## Change Powell's Plans

Hollywood, March 5. Metro has switched plans for William Powell who will now appear in 'Three Men' before he makes 'Thin Man' opposite Myrna Loy.

# New Par Midwest District Setup; Platt in K. C., Toledo, Chi Oriental

## Chicago, March 5.

Rearrangement of Paramount divisional setups in the Midwest takes Nate Platt, former Detroit supervisor, off the B. & K. northwest group to handle a new division comprising the Newman and Royal in Kansas City, the Paramount in Toledo and the Oriental in Chicago. Abe Platt returns as supervisor of the B. & K. northlands houses. In the loop Dave Wallerstein switches from suping the Oriental to McVickers, besides continuing with the ace Chicago and his southside neighborhood division. Dave Bala-ban retains the loop Roosevelt and his neighborhood district.



## Americans Prepare Offensive For French Film Biz; Radio's Expansion Plans for All Europe

Paris, Feb. 24.

Large scale offensive for sale of American films in Europe is being plotted by a collection of American export executives, who are now here independently but with similar ideas.

Biggest plans are being made by Phil Reisman, foreign sales manager for Radio, who after three weeks in and around Paris has sent two alternative schemes for distribution in France, Belgium, Switzerland, Italy and Spain to the head office.

First layout, which Reisman personally prefers, involves setting up of a big RKO organization in those countries, with all the works, including dubbing outfits, sales forces and everything needed for distribution.

Fear that dough may not be forthcoming, however, led him to propose another arrangement as second choice; giving the RKO concession to established distributors already in the field. He has had offers during his trip here from several first rate concerns in the countries mentioned, says Reisman. "I have seen a lot of people who have been Radio's method in the past, as opposed to most majors, who do biz directly."

J. H. Seidelman, foreign sales manager of Columbia, is here, too, working on a similar idea. Columbia is still in the negotiating stage, but seems to be directed toward a deal with a local distributor. Columbia is much more conservative, as opposed to most majors, who do biz here now.

### icks' Move

John W. Hicks, Jr., head of Paramount International, is stirring up the Par outfit here to greater efforts. His problem is different, for he has a big organization for distributing which has been in existence for many years, and all he has to do is meet new top executives to replace the larger which selected Paramount's troubles and shifts in America.

Fox managers all over the Continent are back, full of ambition from the huddle in New York over the year end, and Universal's Paris outfit is eagerly awaiting the return of Walter Friedland from the United States, where he is reported to have laid out development schemes with the Laemmles. As for Metro, Arthur Loew is expected here soon, with news then.

All producers seem to be basing their hopes for sales on the scarcity of European films. "The German output has been badly short since the advent of Hitler, and French production, due to the bad financial condition of the industry, is scarcely better. Cheapness of the dollar compared to the franc also makes American production costs look lower when viewed from over here and make competition on a price basis possible."

### Reisman's Idea

RKO's outfit here, when as and if set up, will be 100 percent native in each country, Reisman says. Even the top exec in France will be French, and the same for Italy, Belgium, Switzerland and Spain. Plenty of film men here with much experience and ability as anyone in America, he says, arguing that if you want to take profits out of a country you may as well leave salaries behind. Anyway, it takes a native to handle a native, according to his idea.

Radio's hopes from the European market are so big that it is running its coast studio now with one eye over here, Reisman says. There will be a rep. from the sales or production departments here all the time, studying the public's taste, and Harry Leasim, permanent Paris representative, will continue to send a stream of European stories over for consideration.

Public here wants action stuff, as well as good musicals, in Reisman's opinion. Over sophistication and too much clever dialog, such as recently was the Hollywood vogue, are no good any more, he says, and films, to get an international market, must go back to the idea of being moving pictures—pictures that move.

"Half the people in America couldn't understand the legs they used to put on the screen, with all the action in one room and

a thin plot spread out in wise conversation," he said. "How do you expect foreigners to get entertainment out of that sort of stuff, after it's been dubbed, or shown with titles in their own language for the only explanation?"

### Prospects

It is enough which has been made by 'King Kong' over here has impressed the RKO execs. They expect big European results from a new pic based on the 'Last Days of Pompeii' and another on the life of Cecil Rhodes, South African diamond king.

"They want the same thing in America as they want in Europe, they don't know it yet," said Reisman.

He is not worried about the possibility of the French film quota gumming up his plans, and expressed confidence in the future of France and her commercial friendliness for the United States.

RKO will take over some local makes to help out its imported biz, and Reisman even suggested that it might go into production on this side. He differs on that view with other American execs on the spot. "Seidelman, when his suggestion was made that Columbia might make some pics here, said 'Heaven forbid!'"

Both Reisman and Seidelman have left for London. Both will probably be back shortly—Seidelman first, it seems likely, because his plans for local distribution are less definite than Reisman's, and he has a lot of talking to do here still. Hicks is staying on a little while before doing Central Europe. Bow Dowling, who was with Reisman for a while, is in London, where he will make his headquarters permanently as RKO European director.

## ARGENTINE'S FIRST CENSORSHIP MOVE

Buenos Aires, Feb. 15.

Mayor of the city has ordered the immediate formation of a commission to control pictures, working with the Inspector General of Amusements on censorship and other problems.

Commission will be presided over by a member picked among themselves. It will consist of the Inspector General of Amusements, who will be a sort of secretary; a representative each from the Health department, the Public Assistance Bureau, the Cooper producers and the film distributors; and two reps each from the Department of National Education and Ministry of Justice and Public Instruction.

Group will classify pictures, picking out those suitable for children only, censoring some completely, etc.

It's the first serious and official attempt to get picture censorship in this territory.

### Radio Shifts Ok

(Continued from page 5)

dent of the RKO Distributing Corp. This title was formerly held by Kahane, but voluntarily relinquished by him because of studio matters. Another appointment made by the board include the election of Jules Levy as vice-president of RKO Distributing and Phil Reisman as v-p of RKO Export Corp. Levy left by boat for California on Saturday (8). While there he will hold confab on distribution with the studio and the Coast sales force.

Reisman, "abroad for the company, is due back from Europe tomorrow (7). Kahane gets a new deal from RKO. Company has given him a two-year contract, first he has held with the company in his 14 years of association with the firm. His salary gets upped and, additionally, he is to get percentage of profits on production.

### Oh, Sir

Sydney, Feb. 1.

Sir Ben Fuller is interested financially in a locally made picture. Asked for his opinion of the picture, the showman said:

"Speaking as a distributor I think it's a grand production. As a showman, I think it's lousy."

## End of Year Survey Finds Czechs Losing By Fight with U. S.

Washington, March 5.

Commerce department reports that during 1933 the Czechoslovak motion picture market continued to suffer from the unfavorable influence of a restriction on imports. In 1932 the Czechoslovak Government decided to add domestic production of films by putting quotas on imports, and the market has been suffering badly ever since.

In view of the high Kontingent fee, American companies continued their policy, adopted in 1932, and did not import or release new productions in 1933. American companies consider the quota system to be a discrimination against the United States, for it does not differentiate between the earning power of German and English dialog pictures. Offers to bring in American pictures in German were refused, because the Import Commission insisted on having American pictures only in the English language. A few indie American films went into the country during the year, but not enough to materially alter the status.

Shortage of American pictures was not general, but it became more noticeable. Complaints from owners of picture theatre and from the public began to pour in, and most of the newspapers in the country, without regard to political standing, began to insist that the question of American pictures be adjusted. In the public mind might see quality pictures again. Negotiations have been taken up several times between the American companies and the Ministry of Commerce, but to no avail.

Association of Motion Picture Theatre Owners, especially the section of first-run houses, is also doing its best to induce the Government to come to an agreement with the American companies, on the ground that they are suffering heavy losses by being unable to plan their business ahead. They claim that under present conditions many of the theatre owners do not know even two days before a picture is scheduled to be shown whether it will be available or not. In many cases they have to change programs at the last minute and lose the time spent in advertising a picture which proved to be unavailable.

Another complaint of theatre owners is the high rentals charged for Czech pictures and for features imported under the present regime of heavy fees. Czech newspapers are complaining against the flooding of the country with films having German dialog. They also claim that the quality of German pictures is far under average and are constantly suggesting that American pictures be reintroduced on the Czechoslovak market.

### Resist RKO Merger

(Continued from page 5)

have also talked of the possibility together.

How big a part the Rockefeller would play in the plan were launched is problematical. The Rockefellerers are the largest stockholders in Chase and outside of RCA are the top individual stockholders in RKO. The Rockefellerers also have a stock interest in RCA.

There would be many points to be clarified should the move get under way. How much of part Mr. J. Meehan is to play in RKO's reorganization is one angle, and how RKO would settle its Orpheum Circuit situation is another. Then there's Radio City, so far as RKO and the Rockefellerers are concerned.

Fox, on the other hand, has the Fox-West Coast theatre reorganization bearing completion. Fox Film has around a \$10,000,000 investment in F-WC and upon completing that reorganization Fox Film is looking toward clear sailing.

## Doyle Stands Against Anzac Quota; Sir Fuller to Build Another House

IC GORRICK

Sydney, Feb. 1.

Stuart F. Doyle, m.d. of General Theatres and Cinesound, is not in favor of the government introducing a quota for Australian pictures. Doyle says that a quota would naturally be necessary if and when local producers could prove that an attempt was being made by any exhibitory organization to prevent locally-made films from being screened. He believes, however, that the introduction of a quota now would tend to create a number of mushroom organizations financially floated on the strength of the operation of a quota.

Cinesound, Doyle said, hopes to turn out about 14 pictures a year by 1935. He (Doyle) was quite satisfied that his studio could turn out pictures of such high merit that no quota would be necessary to guarantee exhibition by G.T. or any other exhibitor.

### Biz Okay

"I Was a Spy," (G-B) is a solid hit here and well set for an extended run. "Dancing Lady" (M-G) and "If I Were Free" (Radio) look like going into the money class. "The Way to Love" (Par) goes into its second week and should stay around four.

Trade all around has been pretty good and current attractions include, "Right to Romance," "Invisible Man" (U), "Before Dawn," "Love Nest," "White Woman," "Ever in My Heart," "Golden Harvest."

In Melbourne business is great with "The Masquerader" and other attractions pulling well. These include "A Ticket in Tatts," "Love on Wheels," "You Made Me Love You," "Successful Calamity," "Berkeley Square" (Fox) and "Narrow Corner."

Attractions doing well in New Zealand include, "Invisible Man" (U), "Cavalcade" (Fox), "Paddy" (Fox), "Hayseeds," and "The Good Companions" (G-B).

### Fuller to Build

Ir Ben Fuller states that his organization will go ahead and build a new theatre in Melbourne at an early date. Plans call for a house seating over 3,000 together with a hotel, containing 400 rooms. Sir Ben says the entire building will be the most palatial in Australia, when completed.

Since Sir Ben's return from America he has hardly had a minute to spare, working day and night to keep one jump ahead of the other fellows, which means a lot of jumping.

### Fishery Due

Robert Flaherty, maker of "Good Companions" and "I Was a Spy," is reported due to visit Australia to make a picture dealing with the life of the Australians.

Visit of such a noted director will give the local producing game a big uplift, it is predicted.

### Favors to Fox?

Some distributors say they are sore at General Theatres because Fox pictures have been given the best holiday dates in the G.T. ace theatres. Officials of G.T. deny that Fox has always copped the best playing dates stating that certain pictures were dated into theatres simply because type of picture was suited to the holiday period. "Paddy" played over Yuletide and did smashing business.

Distributors say Fox is given preference because of its big holdings in Hoyts, whilst the regular distributors have to sit out in the cold and take the leavings.

### Bowden Promoted

Harold Bowden has been appointed general manager of W-T, replacing Charles B. Westmacott, who resigned recently after years of service with the organization.

Bowden was for many years principal booker for W-T in London and New York and was recalled some months ago to prepare for the present position.

### Howe Dies

W. J. (Bill) Howe, one of Australia's foremost figures in the picture world, has died. Howe had been connected with the motion picture industry in this country for many years and at the time of his

death was a director Olympe Pictures, Ltd.

United Artists, by arrangement with Paramount, is running its ace attractions at the Capitol, Melbourne. First break was made with "The Masquerader" and business has hit the high spots.

Other U.A. attractions will follow on an extended run plan.

Joe McCurdy, Columbia rep, in Australia seeking an outlet for his company's picture. McCurdy is having difficulty in locating a theatre.

## AUSTRALIAN PIC PROBE SPREADS TO N. ZEALAND

Sydney, Feb. 1.

Probe Australia is beginning to mean nearly as much as code does in America.

Following on the present film code in New South Wales, it looks as though the quiz idea will spread as far as New Zealand. Stated that the government there will do a probe into picture affairs covering their territory. Other governments in Australia are watching closely the operations in the Mother State, and it is believed that a Royal Commission will be the next step.

Inquiry now in force is really getting nowhere except that it is costing the taxpayers a pretty penny. The average man-in-the-street doesn't seem to care how many theatres are operating and is only concerned with being able to pick the best spots for his entertainment.

### Board of Control

R. W. G. Mackay, attorney for Greater Union Theatres, British Empire Film and Cinesound, tendered a proposal to the Film Commissioner providing for the setting up of a board of five members to control the picture industry in Australia.

Personnel of the proposed board would consist of representatives of exhibitors, city, state, and country exhibitors and producers of Australian pictures. A chairman is to be appointed by the governor of the state. Parliament would be asked to draft a bill for an act to provide for the setting up of the proposed board.

Principal functions of the board of control would be: Determination of admission charges to theatres; price for film hire; right of rejection by exhibitors of films made under contract, and to what extent; settle the uniform style of picture film to be used by exhibitors in the hire of pictures; lay down the nature and extent of any quota for Australian and British pictures; to control and regulate the issue of further theatre licenses.

Board shall report to minister of parliament, and minister may direct that no exhibitor's license be issued for a locality where board has satisfied itself another theatre is not required, and that the erection of such a theatre would result in unreasonable economic waste.

Board is also to control any disputes within the industry.

Known around the city that Stuart Doyle will bid for the appointment of chairman should the government allow such a board of control to come into being. But in high official circles this is strongly denied, and stated that Doyle will remain co-head of the G.T. organization.

Every since the inquiry began Doyle has been accused of being the person responsible for the probe in the first place.

### SPANISH LIKE MAE

Barcelona, Feb. 26.

Ist Mae West picture to be shown in Barcelona opened Feb. 16 at the Coliseum and is showing to packed houses. Spaniards like her curves.

Local theatre named a Miss Mae West in a contest, and gal is to have a chance in a Spanish picture.

### Geraghty's Fall

London, Feb. 14.

Tom Geraghty is confined to Douglas Fairbanks' house under the care of a nurse.

He fell, straining his back, and will be laid up for about a fortnight.



## 10% Tax on All Foreign Income May Chase Yanks Out of Paris

Paris, Feb. 24. Americans working here in all branches of show business and films may be driven out of the country if a 10% tax on foreigners' salaries, passed by the Chamber of Deputies, gets through the Senate as well.

Move is simultaneous with agitation by Union of French Film Production Personnel to get rid of foreigners in their ranks. Union contends that the law restricting number of aliens employed in the industry is not enforced, and promises to denounce publicly the firms it alleges are violating it.

Anti-foreign rule is not confined to films, however. It is general, and will hit American music hall and circus acts, booking agents, cabaret performers, musicians, etc. It is not aimed at Americans so much as at German exiles who are flooding the market here in all fields, but fact that the aim is elsewhere doesn't soften the blow.

Ten percent tax provision was slipped into the revised bill by Chamber finance committee as a rider. Principal author is Maurice Peché, former under-secretary of finance, and committee says its object is to force employers to replace foreign workers by French unemployed.

It is to be paid by employer on the salaries he pays.

Few of the Americans here may get by on the ground of ten years or more of local residence, but there are not many such. American concerns are not going to pay the tax in many cases, so that if the bill becomes law most of the expatriates in show business will have to go home and see what the American market has to offer them.

Film companies, such as Universal, which has many skilled Germans as well as some Americans on its local payroll, will be doubly hit. Radio, in announcing that in its proposed continental distributing organization it will employ only natives, hit the right note for present conditions. American newspapermen here feel that they will be able to get by on the theory that there is a permanent "insufficiency of French labor" in their profession, since Frenchmen can't possibly do their work at all. They count on special degrees to exempt them.

Farmers are exempt from the tax, so that Americans who don't want to go home can go back to the soil right here in France.

Union of French Film Production Personnel, in announcing its anti-foreign drive, says it is preparing evidence to show that the French film industry is slowly falling into foreign hands. Says it will reveal reports which have been suppressed by functionaries and politicians and will publish lists of foreign personnel employed in studios.

Fair proportion of cameramen and technicians in French studios have long been Americans. American sound men are still preferred. Since the closing of German studios to Jews a lot of men have come here from the Reich, especially to work on artistic angles of production. On the average French, lot, French, English, and German are spoken interchangeably with a little Russian sprinkled in for good measure.

Union says it is resolved to chase foreigners from distribution as well as production in France. They not only want enforcement of the present laws, but also for the passage of new regulations to further restrict foreign workers and they promise to fight for it.

### Rio's 2,200-Seater

to de Janeiro, Feb. 20. Rex, to de Janeiro's largest and only air-conditioned motion picture theatre, has been opened. Theatre has a seating capacity of 2,100, and occupies the first two floors of a recently completed 22-story office building located in the heart of the theatre district.

Sound equipment is of local manufacture, while the air conditioning installation is of American origin. Acoustical qualities of the house are unusually good and sound equipment installation inferior.

### The King Liked Films

Paris, Feb. 24. Harold Smith, local Hays man, went to Brussels at the head of an American Legion delegation attending the funeral of King Albert. Color guard of six accompanied him. Smith is commander of the Paris Post, American Legion.

King Albert used to attend cinemas incognito on his visits to Paris, and always insisted on paying his way and sitting in the orchestra with the rest of the audience. Liked it, because he never got a chance to see a film in comfort in Brussels.

Sometimes he spent most of his day in Paris seeing pictures, going from one theatre to another.

On one occasion, accompanied by Dr. J. M. Lee of the American hospital, his throat specialist, he saw a newsreel of himself inaugurating a bridge near Antwerp. Audience, unaware of King's presence, burst into applause when King pressed Le Mée's arm in the darkness.

### Lots of Diff Between First Runs and Nabs, French Pic Men Learn

Lots of difference between what a high-class Parisian audience will pay to see in English, in a showcase, and what the general public, which pays mass admissions all over the country, will swallow. American distributors here are learning.

Mass French public wants slapstick and action, and the highbrow stuff doesn't go in sticks. In a showcase, for instance, with which Universal broke a world's record in its first run, is not doing so well in the bushes. Had a bad break, of course, in that the prints were turned loose during the riots, but even aside from that it is proving a disappointment.

In one case a customer made a typographical error and went in because he thought 'Back in Back Street' was Bach, local slapstick favorite actor. When he found out, he wanted his money back.

### RADIO SNATCHES IRISH DELUXER FROM PAR

London, Feb. 24. Walter McNally, Irish Free State manager for Radio Pictures, has leased the Capitol, Dublin, a 2,000-seat deluxer, from James Fleming. Partners in the deal are Jack McEntagart and Jack Tallin, local exhibitors.

House was formerly leased by Paramount on seven years with option at \$60,000 a year. When Paramount was asked to take up the option, it offered \$50,000. A few days after expiration of option, Paramount wired for renewal at the old rental, but it was too late. The others had stepped in.

#### Artists as Li

When George Arliss comes over here next summer for his annual holiday, he may appear in the Parisian company, Ily Films, in the lead of 'Hungarian Rhapsody,' directed by A. E. Dupont. Story is based on the life of Franz Liszt.

#### retentious Cast

One of the most pretentious casts ever assembled for a picture will be that gathered for the film adaptation of 'Belle Dora.' It will be headed by Cedric Hardwicke, Mary Ellis and Conrad Veidt, and in addition includes Frank Vosper, Benita Hume, Gerald du Maurier, Mary Clare, Eva Moore, Francis L. Sullivan, Halide Wright and Henry Hewitt.

'Little Women' (Radio) will be withdrawn from the Regal after a four weeks' pre-release run, Feb. 22.

### Reisman's Indisposition Chases Him Back Pronto

London, March 5. Phil Reisman suddenly grabbed the Berengaria here for New York last Wednesday (28), which will get him into New York tomorrow (Tuesday).

Radio foreign head had expected to stick around Europe a couple of weeks or so more to complete a lineup for new offices all around, but suddenly felt himself ailing and thought it best to blow before the docs got to work on him.

### Par's Brit. Chain May Be Sold; Two Leading Bidders

Two important picture theatre concerns are quietly seeking to acquire Paramount-Astoria (theatre chain), each being unaware of the other's activities.

Arthur Segal, head of several companies, is interested in about eight cinemas in the provinces, is one. The other is E. E. Lyons, director of National Provincial Picture Houses, Ltd., and British Cinema Construction Syndicate, Ltd.

Segal originally owned the Paramount-Astoria in conjunction with the Lesser Brothers, wealthy merchants, and sold them to Paramount five years ago. Understood price was around 1,000,000 pounds, which in those days was about four million dollars. He made a handsome profit on the deal.

Lyons is an old-timer in the racket, has made several fortunes, and lost some. He built the Astoria, in the West-End, and was head of a chain of suburban theatres under name of Carreras Picture Theatres. Now he is in full force and has three new ones in the provinces, Purley, Brighton and Worthing, with several more to follow.

There are four Paramount Astorias, situated in very important suburban spots in London. All of the super type, and despite hefty overheads are earning well, due largely to the able management of Earl St. John.

Paramount would like to sell, especially with the rate of exchange in its favor. If the company could get back its 1,000,000 pounds it would be making \$1,000,000 profit at the current rate of exchange.

Another bait given to Par is that the new owners would play Par pictures, which would secure Par releases in important spots.

Gaumont-British would not be averse to such a sale, but it is doubtful it had a chance, as it is opposition to this case circuit.

### NO LIKE FLIP CRITICS

London Exhibs Trying to Go After Wise-cracking Film Scribes

London, Feb. 24. London and Home Counties branch of Cinematograph Exhibitors Association has approached the Kinematograph Renters Association to find a way of stopping lay press from flippancy in film criticism. Most of the scribes are youths with very little experience of the film industry whose sole aim is to wise-crack, irrespective of the merit of the picture, they claim.

Has been found this gag is having an adverse effect on the grosses, and it is likely concerted action will be taken to stop advertising in papers that are biggest offenders.

### Mojica May Quit Pix

Hollywood, Marc. Jose Mojica, Spanish star, may soon retire from pictures for a year or two, and perhaps for good.

Concern for his mother, whom he is taking to Mexico City to be with relatives and where she will be permanently at home, is responsible for the move.

Retirement to Mexico City will immediately follow the completion of two pictures he is contracted to do for Fox. Next one, 'Don Cosack,' in Spanish, is slated to go into work around March 15. Final one set for July.

## Souhami Out of Paramount in Paris; Question of Salary Payoff in Dollars

### He Came, He Saw

Paris, Feb. 24. Riot story: Lone customer strayed into Metro's Madeleine Cinema night of Feb. 6, when Mobile Guards were shooting rioters down two blocks away at the Concorde. Paid his dollar and sat solitary in middle of orchestra.

Management offered him his money back, but he said they advertised a picture show and the law said they had to put it on for a thousand people or for one. If they didn't, he'd sue 'em. So they ran the show just for him, with guns popping outside.

### Talk Novelty Wears Off in China; U. S. Pics 80% of Market

Shanghai.

Novelty of talking pictures is apparently waning in China, and native theatre patrons now show a definite preference for Chinese films.

American pictures are getting more than 80% the trade here. There is very little competition from French or German sources. More British pictures are getting in, however, and are getting a better break in the local market than they or anyone outside of Americans, ever had.

Talking pictures in the English language have to depend almost entirely on receipts in Shanghai and Hongkong for profits, as the receipts are very minor in other centers where foreigners reside, even in the capital, Nanking, there is now not a single house left which shows exclusively non-Chinese films.

Programs are of mixed foreign and Chinese productions, there being an insufficiency of the latter to maintain a constant supply. If there were more local pics available they could have pretty nearly the whole thing.

There are approximately 250 picture theatres in China.

### 197 FILMS IN GERMANY DURING '33; DROP OF 12

Berlin, Feb. 24.

Germany ended the year 1933 with fewer pictures shown than the year previous, although not as many fewer as had been expected because of the political upheaval. Managed to make up with 197 films as opposed to 208 the year previous. Difference was mostly in home production, country's filmers turning out twelve less pictures than they did a year ago; foreign imports were up one.

Twenty-one films were brought in during 1933; as opposed to 20 in 1932. Division among the world countries is pretty much the same as it was, France suffering the biggest loss, and smaller countries getting the break. American imports were up three.

Films imported were from:

|                          | 1933 | 1932 |
|--------------------------|------|------|
| U. S. . . . .            | 46   | 43   |
| France . . . . .         | 8    | 15   |
| Austria . . . . .        | 6    | 7    |
| Italy . . . . .          | 3    | 0    |
| Czechoslovakia . . . . . | 3    | 1    |
| Hungary . . . . .        | 4    | 2    |
| Denmark . . . . .        | 1    | 2    |
| Japan . . . . .          | 1    | 1    |
| Totals . . . . .         | 71   | 70   |

### Fox Snubs Showcase, Starting Some Row

Paris, Feb. 24.

Management of Eclair 77. Fox showcase, is annoyed because Fox didn't give it 'Cavalcade' and now is putting several important future releases in other theatres.

Report spread that Fox would have to find another house to play its run-of-the-mill pics, but Carlo Cavetta announces he's signed up the Eclair for three more, thus assuring the connection for another month and a half, at least.

Paris, March 5. David Souhami, is out as Par's boss of Latin Europe. He has been with company important executive capacity for more than 10 years and his departure is causing considerable chatter in the film colony here.

It's one more move in John Hicks Jr.' determined effort to clean house for his company. Hicks is Paramount's foreign company head and only two weeks ago accepted the resignation of Ike Blumenthal, who had been in charge of all Europe for the company for 14 years.

Souhami was a big figure in French film circles, being v.p. of the Film Board of Trade (Chambre Syndicale). No one named to replace him yet, and probably won't be until Fred Lange, new Par chief for Europe, makes an appointee of his own.

Hicks left for Berlin Friday (2) with Gus Schafer, Par's German rep, who is to be here for a week conferring with him. Hicks has not yet made up his mind about Germany and may decide on his current look-see to give that territory up completely and close Par's offices there.

Still no completely credible story here as to the reason for Paramount's housecleaning activities, with most constantly mentioned story being that Blumenthal, Souhami, Schafer and others tried to get their salaries adjusted because of the dollar drop. All had been, or are being, paid in dollars rather than foreign currency and felt they had been getting a good deal less than contracted for. Par's h.o. couldn't see salary modification, it's said.

## CONTROVERSY IN INDIA AS 'HENRY' IS BARRED

PHILLIP GREAVES

Calcutta, Feb. 1.

'The Private Life of Henry VIII' is not considered suitable for showing in Bengal. Announcement that the Bengal Board of Film Censors has suspended the certificate for its exhibition has raised a controversy in local film circles, especially as it was passed for showing in Bombay. It is understood, however, that when it was officially viewed in Calcutta, exception was taken to its moral tone and to some of the dialog.

Upon its arrival in Bombay the film, before release for public view, was seen by the local board of censors and a large body of professors from the schools and university, and was passed without a single cut. First question of its ban in India, was raised in the House of Commons in November by Sir Frank Sanderson, and Sir Samuel Hoare stated that he would make inquiries.

ing Ceylon

Production unit which arrived to take films in Ceylon under the auspices of the Ceylon Tea Propaganda Board, left to make a preliminary tour of the island. Still photos will be taken and movie tests, before the unit returns to Colombo to make arrangements for the production of eight films dealing with life in Ceylon, ranging from historical remains to modern activities.

Four films will be made with sound accompaniments and four will be silent.

films in Calcutta

Viceroy and Lady Willingdon were present at the New Empire theatre to view 'Was a Spy' (G-B), which is drawing crowded houses at every showing. It rivals in popularity 'Dinner at Eight' (M-G), just finishing a most successful and extended season at the Globe.

Other draw films now in Calcutta include 'The Great Dictator' (Fox) with Lillian Harvey, 'So This is Africa' (Col), 'Tarzan the Fearless' (Principal), 'The Vagabond King' (Par), 'Doctor X' (WB), and 'The No Angel' (Par).



## Miniature Reviews

DAVID HARUM

|  |                   |
|--|-------------------|
| Fox production and release, starring Will Rogers. Directed by James Cruze. Walter Woods adaptation of Edward L. Dwyer's "Cott's" novel. Cameraman, Hal Mohr. |                   |
| Radio City Music Hall week March 1.  |                   |
| Running time, 82 mins.   | Will Rogers       |
| David Harum.   | Paul Jessner      |
| Ann.   | Evelyn Vessner    |
| John.  | Kent Taylor       |
| Syvester.  | Steph Feinicht    |
| Walter.  | Ray Brierley      |
| Edwards.   | Roger Imhof       |
| Elwin.   | Frank Meltonton   |
| Duncan.  | Charles Middleton |
| Walter.  | Frederick         |
| Sir.   | Lillian Stuan     |

An audience satisfies the ought to do smacko business. In addition, David Harum 'will help Will Rogers plenty. Story travels entirely in the last decade of the 19th century. Two main conflicts carry through the story. One is between David Harum, small town banker, bachelor, grammarian and horse trader, makes a series of horse deals with the stingy, hard-bitten, usury-exacting church deacon. Altona, 'y ach bests the deacon. Second conflict is between Harum's city-bred woman-disillusioned bank teller (Kent Taylor) and a daughter of comfortable wealth (Evelyn Venable) who is unable to marry him because of her love because of his pride and property.

Underneath the bright modern surface of the story the 1895 school of playwrighting is discernible. Those wise in the theatre will be a trifle amused at the familiar plot devices culminating in a trotting race for the third act solution to all difficulties. The hero has \$4,500 on the nose at 10 to 1 on the inner, and that makes him simultaneously a partner in the bank and matrimonially inclined.

As the natty and also slightly nutty Knobby Walsh, Durante takes Erwin away from the farm and his ma to make him a fighter. In his first bout he forgets to duck, but in his second he wins the title when the champ comes in drunk and walks into a wild swing. From there on it's a job for Durante and the boy's mother to keep him away from booze and Miss Velez; and Miss Velez wins all the rounds until eliminated rather abruptly at the finish.

Durante breaks through a department store window while stewards sit down at the display piano and sing 'Dinka-dinka-do.' This is one of several comedy highlights. Picture ends with a laugh, when 'baby' with the Durante phiz gets close-up.

Of the casting, apart from the picture being Jolson's, Cortez is effective as the light heavy and M. Del Rio is most agreeably spotted as the tango dancer. Young Power continues his up 'n' coming place as the affable juv. Miss Francis plays the faithless wife role with a superb silliness and condescension n' keeps her keying with the assignment Hal Roey is but fleetingly seen. A tap specialty but his brief chore is effectively effective.

As an essential technical requisite for the Forbstein batoning, is full knowledge of the camera's range of focus, aperture and color; the camera hyper-sensitivity in its grasping of all details; and all the other contributory elements toward the skillful montage. The Forbstein is more than passively adequate in view of the international renown of the original stage source. Its foreign market value should probably exceed the native market's yield. It's Jolson's comeback picture with every respect. With 10% of the gross due him, he's in for some fancy gravy besides. Abe

# PALOOKA

Reliance production and United Art release. Jimmie Durante, Lupe Velez, Stuart Erwin starred. Directed by Benjamin Stoloff. Story by Gertrude Purc Jack Jevne and Arthur Kober, based on Ham Fisher's comic strip. Dialog by Ryan and Murray Roth. Arthur Eder photog. At Rivoli, New York, commenced Feb. 28. Running time, 80 mins.

|               |                |
|---------------|----------------|
| Knobby Walsh  | Jimmie Duran   |
| Nina Madero   | Lupe V         |
| Joe Palooka   | Stuart Er      |
| Mayme Palooka | Marjorie Rambo |
| Pete Palooka  | Robert Armist  |
| Anne          | Mary Car       |
| Al McSwatt    | William Cas    |
| Trixie        | Thelma T       |
| Doc Wise      | Franklyn Ar    |
| Whitley       | Tom Du         |
| Slats         | Guinn Will     |
| Blacky        | Stanley F      |

When a comedy contains so many laughs that they run into and overlap each other, it's in. Overlapping audience yells haven't occurred often in talkers, and mostly in the Marx Bros. films. In the manner that induces the customers to laugh, 'The Looka' is the nearest approach to a Marx picture that's been around

Because it has to do with prize fighters and fighting, 'Palooka,' with all pug pictures, must bring down probable femme resistance. For the men it need not duck the issue. Its chances with the women rest with the comedy, because the comedy's so bright the chances are likewise.

For Durante this is his best film to date; in fact, the first real breakthrough since Hollywood elected him No. 1 punch-hitter and flop picture-saver. It got to be that any time a player looked about dead in the sixth or seventh inning, the fans would cheer for him in walked Durante, who always reached first base. This time he was regular, and slapping the apple over the lot. The part of Knobby Walsh, manager of the comic restaurant created by Ham Fisher, Durante so well it couldn't have been written with anybody else in mind.

## ORIENT EXPRESS

Fox production and release. Features  
Heather Angel, Norman Foster, Ray  
Morgan, Herbert Mundin, Una O'Connor.  
Directed by Paul Martin. From the novel  
by Graham Greene. Paul Martin, C.  
Hovey, Oscar Levant, screen play; W.  
Conseimann, dialog; Geo. Schneiderman,  
story. Released by Fox, New York, commencing  
Feb. 26. Running time, 71 mins.

|                    |                 |
|--------------------|-----------------|
| Coral Musker.....  | Heather Angel   |
| Carlton Myatt..... | Norman Foster   |
| Dr. Czinner.....   | Ray Morgan      |
| Mr. Peters.....    | Herbert Mundin  |
| Mr. Martin.....    | Una O'Connor    |
| Janet Pardoe.....  | Irene Wodehouse |
| Mabel Warren.....  | Dorothy Burgess |

Another of those Grand Hotel wheels ideas, very elaborately produced from a technical angle, but rather wanting in story punch. Good programmer, but unlikely to show above average anywhere along the line. There is story and some suspense toward the close, but rather too much story all of a sudden. Auditors may be lulled quiet by the easy, non-exciting ear-

the route of the express from the coast of France to Constantinople, then a change to the harbor at Odessa with the English boat coming from the Black Sea. I am sure that it will convince many that the story must have been produced abroad. This holds good or will follow. It doesn't look like Holbein's style in the scene at the train stops in the scenery, which flashes past the car windows. The interior of a French corridor train is convincing and really helps to hold me to the train. Photographically the scene is well handled, with the stage with a number of interesting angles developed.

Interest is divided between Heather Angel, as a dancer, going to fill an engagement, and Ralph Morgan, revolutionist, returning in disguise to attempt to raise money for the Balkans. Secondarily, a Norman Foster, young diamond merchant, who falls for the girl, Roy D'Arcy, still smiling, as a murderer, Dorothy Burgess, as a newspaper reporter who precipitates the denouement, and Herbert Mundin and Una O'Connor, married couple in for comic relief, and not much of a relief.

In an effort to give atmosphere to the side business is rather overdone as when a wedding party is lugged into the picture. The picture has no value. Where they like the picture hard and fast, this will not do so well, but it should prove interesting to many clientele because of the smoothness of the action and the good production.

There is an underdeveloped character, he little to do but overwork her face. Morgan gets personality into his bit, but does not get a chance to win sufficient sympathy to carry suspense when he is threatened. All of the others get a chance to show their talent. At the time, but the characters and their aspirations are too diverse to maintain for a well-knit continuity. **Chic.**

introduction of Lillian Russell. So, as usual is 'David Harum' studying the salient points of comedy. The picture is certain to get strong word-of-mouth and likely to finish stronger than it starts. There are a few things to be noted. The comedy provided by the lazy-gates of Stepin Fetchit, who is getting another whirl by Fox. Charles Middleton's sour deacon is an ideal sparring partner for the character. The picture hands in a first-rate performance. Fans will like Taylor and Evelyn Venable as a team of lovers. He is handsome and full of character. She plays with a soft, womanly appeal. It's all down stuff for the eye.

In the trotting race sequence comedy is developed when the horse, Cupid, a previous baler, is told to be handsome only to the music. Rogers must perform, as he drives the tandem. Cupid goes well to 'Down Went McGinnity', but strides fastest to the strains of 'Ta-Ra-Ra-Boom-de-Ay.' The finale of the final heat Cupid lags because of the near lack of an unmusical monotone. Heroine rushes in, gets the band playing and ultimately the whole crowd singing 'Ta-Ra-Ra-Boom-de-Ay,' and Cupid takes wing for first place. Musical

Selection of exteriors and the sets were all tied-in for a flawless technical approximation of ye old times. For laughs and symbolism the people are taking panic and depression (1892). Crises that precede the story so that the leishurelness of 40 years ago is suggested even while the action suffices to hold modern standards.

'David Harum' will probably make lots of money. It's one of the finest of the retrospective efforts from Hollywood. *Land,*

**Waltzes from Vienna**  
(BRITISH-MADE)  
Gaumont-British release, produced by Tom Arnold. Directed by Alfred Hitchcock. In cast: Fay Compton, Jessie Matthews, Edmund Gwenn, Esmond Knight, Frank Vosper and others. Running time, 95 mins. Previewed Prince Edward theatre, London, Feb. 15.

Adapted from the play of the same name done last year at the Alhambra, this production features two Strauss composers (father and son) as the basis and driving force of the plot.

Story concerns young Johann's struggle against the dominating conceit of his father, whose latent jealousy at the possibility of being supplanted in public favor blinds him to the genius in his son's work. Johann is a gifted pianist, and his youth, who has walked out of his father's orchestra rather than submit to parental gibes and taken a job in a pastrycook's run by his mother, is now back in the orchestra when he put some of her verses to music, causing jealous outbursts by the father.

(Continued on page 27)

(Continued on page 27)



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# SPRING

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**MONA BARRIE**

**NIGEL BRUCE**

**WALTER CONNOLLY**

**HENRIETTA CROSMAN**

**JIMMY DURANTE**

**JACK DURANT**

**JAMES DUNN**

**SALLY EILERS**

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**SUZANNE KAAREN**

**FRANK MITCHELL**

**HERBERT MUNDIN**

**PAT PATERSON**

**WILL ROGERS**

**SID SILVERS**

**SPENCER TRACY**

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CAROLINA



Robert Young • Richard Cromwell  
Henrietta Crosman • Mona Barrie  
Stepin Fetchit

From Paul Green's "The House of Connelly"  
Directed by Henry King

Produced by  
WINFIELD SHEEHAN







# A COMMAND PERFORMANCE!

**America's biggest male box office star  
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- The millions who chuckled over the story classic demanded our Will in the movie... so that millions more could chortle • Picture him (said they to FOX) as the shrewd but chivalrous... keen but kindly horse trader... swapping wisecracks as he drives sharp bargains... breeding thoroughbreds while he fosters romance
- And when he drives his prize trotter to a hairbreadth win... it's laughs, thrills and heart-throbs all in a split second
- Another "State Fair" for box office!

# Will ROGERS DAVID HARUM

**Louise Dresser • Evelyn Venable  
Kent Taylor • Stepin Fetchit**

*From the novel by Edward Noyes Westcott*

*Directed by James Cruze*

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# THE SHOW OF 1,001 WONDERS!

Produced with a magnificence, magnitude and imagination unapproached in show history  
Dazzling beauties . . . blazing splendor . . .  
moving novelty . . . myriad surprises . . . laughs,  
drama, wonder, romance, tears  
and every emotion known to human kind.

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NICK FORAN • LUCIEN LITTLEFIELD

"SKINS" MILLER • NIGEL BRUCE

MITCHELL & DURANT • STEPIN FETCHIT

Produced by WINFIELD SHEEHAN

Story and Dialogue by Lew Brown, Don McPherson, Lynn Fawcett, and Ray Katz. Lyrics by Lew Brown, Don McPherson, Lynn Fawcett, and Ray Katz. Music by Lew Brown, Don McPherson, Lynn Fawcett, and Ray Katz. Idea Suggested by Bill Rogers and Philip Klein.

1,000 DAZZLING GIRLS! 5 BANDS OF MUSIC!

SYMPHONICAL CHORUS OF 500! 5,000 COSTUMES!

1,000 WILD ANIMALS! 1,000 PLAYERS!

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5 Wondrous Spectacles!

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1. "Let's Get It On! Night Together"
2. "Baby Take a Bow"
3. "The Foxes"
4. "Broadway's Gone Hil Biry"
5. "Out of the Red"



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*Story by Richard Aldington*

*Directed by George Fitzmaurice*

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**THREE JOVIAL ROGUES  
 AND A BEAUTIFUL GIRL**  
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MARKED FOR BIG MONEY EVERYWHERE! Tantalizing girls and tunes... musical spectacle... a super show in themselves. PLUS a rollicking frolic of laughter and romance. Three down-and-out pals team up with an up-and-coming Corn Belt curie... pose as nobility... impose on movie aristocracy... scheming... kidding, hoping, winning. The girl gets her dream man... the trio land in clover. **JUST WAIT TILL YOU HEAR THOSE SONG SENSATIONS!**

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Guaranteed hit by the team which made "Sunny Side Up":  
 B. G. DeSylva, David Butler.



**SPENCER TRACY**

**JOHN BOLES**

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**HARRY GREEN • THELMA TODD**

Story and screen play: B. G. DeSylva, David Butler, Sid Silvers. Songs by Harold Adamson and Burton Lane, also Richard A. Whiting and Gus Kahn.

Directed by DAVID BUTLER

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From Vera Caspary's story "Odd Thursday"

Directed by James Flood

An AL ROCKETT Production



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● Surpassing George White's greatest successes. More romance . . . bigger stars . . . greater spectacle . . . more catching melodies . . . faster fun . . . peppier dancing . . . more dazzling girls—including a trainload of 300 genuine George White Scan-dolls from Broadway. With George White, himself on the screen . . . putting on his show of shows. Gentlemen, IT'S TREMENDOUS!



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Story direction by Thornton Freeland

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BARRYMORE IN "CAROLINA" WITH  
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TWELVETREES, MONA BARRIE

JANET GAYNOR, CHAS. FARRELL  
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WARNER BAXTER IN "TOO MANY  
WOMEN" ROSEMARY AMES  
ROCHELLE HUDSON



**MORE PATRONS THAN YOUR HOUSE CAN HANDLE**











# PARAMOUNT, B'KLYN

Sally Rand is at the Brooklyn Paramount this week. There are four other acts and plenty of film for a two-hour and 55 minute show, but Miss Rand's five-minute flouter seems to be all that counts this week. She is the star, apparently bringing in plenty who do not usually go to the theatre. Not a stag audience, though the ratio is about seven men to three women, the latter of all ages and including austere dowagers who are probably pillars of their churches.

Apparently some people had the bright idea to come early and get front seats, with the result that at six o'clock the front half of the orchestra floor was solidly packed. By the time the dancer came on, most of the lower floor was preempted, but this did not prevent most of the late-comers from marching down the aisles to the orchestra pit and then walking slowly back in the hope of detecting some seat in a section where close inspection would be possible. The rush, but they were outnumbered and those in the side sections had their view of part of the stage almost continuously interrupted. Practically everyone wanted front seats and would not take the ushers' word there were none. Plenty of room at the nine o'clock show.

Miss Rand is one of the most interesting examples of current mob psychology. All last summer she danced at the Century of Progress. She was by no means the nudest attraction. There were girls who posed in the raw for the art students from the corn belt, Venuses, and whatnot. These were rumbas and tangos that called for salacious costumes. Both as a stripper and a dancer she was outclassed. Yet she was the most talked about act on the grounds. Just as in "At Little Egypt," apparently an Algerian, was the knockout.

When she went into vaudeville her press agents arranged to have her arrested after every show the first day. The gag was a boom-erang when the case came before the wrong judge, but the prison sentence didn't hurt any, and probably helped a lot.

And so, from a night club entertainer, Sally became a salary and percentage proposition. Generally she reaches the percentage. If she doesn't, she doesn't starve.

Faith Bacon, four or five years ago, got the same build-up for the same style of dance when she was arrested out of a Carroll Vanities. And the best she got out of precisely the same was a few floor dates and a chance to get in over on the dates Miss Rand cannot take.

From another angle there is a Minsky burlesque house not 150 feet from the Paramount. Until the pre-election stir-up there could be seen twice daily ten times as much nudity. Some of the girls were more shapely, many were prettier and a few were more graceful than Miss Rand. On the complete strip they had to stand still, on the police theory that no one ever saw a dancer in motion, but standing still they gave far more of an eyeful. And the best Brooklyn did about it was to yelp for the police, with business generally pretty poor. And most of the kickers are at the Paramount this week to satisfy their curiosity.

There is little dancing and not much nudity to Miss Rand's work, though she does offer an eyeful as she climbs the steps at the end of the

turn. The audiences take her stolidly and without audible or visible signs of appreciation or disapproval. They know, look at her and go back home.

Show starts off with a tableau ostensibly posed from "Mignon," with Stella Powers contributing the Polish. It is rather metallic, coloratura and the house ballet doing a minuet. There is a newsreel and then the girls are back against a new landscape for a dance in bright red wraps. It's a smart coloring and a great background for the Three Cossacks, skating act.

Roy Smek's is next, working against a bare drop and only a stool on the stage, his change of instruments being handed up from the pit. Working without a microphone gives him a better tone and only a softer playing seemed to get all over the house. He was given a nice hand by an apathetic crowd. But Gordon and his femme etage had harder going. Some laughs, but not many. And Bill Aronson found the way still rockier. None of the usual smacks of applause as he was given. They were recognizable, but not until he switched from red to green light to profit by his color-absorption make-up was there any stir.

Girls come back for a dance in more red costumes, pseudo Hungarian, and a male solo dancer for a bit, then into the Rand act. "Film was 'No More Women' (Par). Newsreel, a 'Paramount on Parade' a 'Fetorial' and a Spotlight. Too close to three hours to be comfortable and the shorts might have been better. C/k.

# HIPP, BALTIMORE

Baltimore, March 2.

With the sure-fire patronage aroused by the b. o. sock impregnated in "It Happened One Night" (Col) on the screen, management sought but satisfactory rostrum close to three hours to be comfortable and the shorts might have been better. C/k.

Four acts: that's the lay-out, and brought in by the orchestra, due to unusually long reelage of pic. Initialer, 6 Lucky Girls (they deserve better tag), dishing a welter of hoofery that extends through gamut of widely varied pedal maneuverings. Opened with quintet on classic toe for hunting routine; then, successively, a single actor tapping, trio foot precision dance, single lass strut on toe, duo in contortive control work, single toe-tap, then the sextet group for a very "I Got Rhythm" vocal rendition, and finally a fan-dance maze of prancing footies. Large wardrobe on exhibit, each bit in different togs.

Then, Chas. deuces and shades 10 minutes with his familiar pantomimic ways stuff. Taps the mob's laugh reservoir with his prophagous routine, plus linen, floral and paper masterpieces. Does a fan-dance travesty, and closes clad in Roman toga whilst hoofing Russ' dance.

Masters and Grays' the girl ultra brief. Comes chatter with the man straightening and the gal drawing the chuckles. Off with novelty song and acro dance. Mild effect.

Radio Rubes, quartet with either two guitars, fiddle and harmonica. Work into mike. Earbe a chain of "Walking Cane," "Never Leave Dixie," "Golden Stars," et al, in that hilarity. Rasal manner that who has done much to popularity. Boys do plenty of risibility-nudging and had the mob on a leash from the first four musical bars onward, built nicely and garnered enough applause to lean against at close. One of the Rubes, Rufe Davis, contrive load of side humor by his sheepish, shy nudges and deportment. Also drew solid recognish with harnyard imitations and sibilations akin to r.r. train noises.

# ALVINE'S 'CLEVER' PIC

Hollywood, March 5.

Billie Burke goes back to Radio for a spot in "Let All Who May Be Clever."

Picture will be supervised by Glen Alvine, William Seiter directing.

# MEDRANO, PARIS

Paris, Feb. 24.

Veteran Joe Jackson is back in Paris for the first time in five years with his classic tramp-and-bicycle number. Headlined at the Cirque Medrano, he is pulling a capacity house nightly at a \$1.50 top and making a big name for himself. Jackson hasn't changed his act a particle. Medrano is the Parisian type of intimate one-ring circus, and the ring is blacked out for his entrance, just as the stage was darkened for his old-time vaude appearances. He begins with a gentle chuckle as he hoists himself up something from the floor, and little by little he works the crowd up to a long continuous belly laugh with his timid adventures with the bicycle he discovered in the ring. Turn takes barely 10 minutes, including Jackson's exit with the lights going up and down on him, and he gives no rest to the act, but was obviously what the crowd came for.

Featured on the same program, and also acting a big hand, is a troupe of American roller skaters billed as the 4 Finks Ayres. Finks gives them something new for France in the act, carrying his three partners in a special contraption he discovered in the ring. Medrano is one type of show that is holding up under adverse circumstances prevalent in Paris now. It's real popular entertainment. Beside featured acts, including animal tamer, circus, and a comic.

French circuses may prove the way out for certain American acts stranded here in the depression which have enough of a ring character to get by. No puns and no acro dance numbers can make it, however. Stars.

# PALACE, CHICAGO

Chicago, March 2.

Time out should be taken to make a note of the Palace pit orchestra and to give it a vote of thanks for the performers and the audience. Headed by Maybey Evans, it is an orchestra that is 50% of the show, making the poorest of acts look good and building standard acts to top pitch. It would be unfair to pick out any one act, but the band for special mention in working with a sure feeling for the needs of the performers, because it's the band alone that is deserving of the praise.

With the return of vaude enthusiasm in this part of the country some close attention on part of the management of the Palace to their pit orchestra. Some of the pit bands in this town are not as good as they might be. A few hours watching this Palace orchestra would be worth more than a flock of lectures.

George Beatty this week can thank the band plenty for the way he got across. Most of this material and style in the Beatty turn, but that band helped him build it into a stable act. Vaudeville has grown weary of the simple routine of sitting up against the footlights and telling jokes. It demands a snapper style. However, the type of audience in here for this is a person turn, and they pay big returns in applause and satisfaction.

This act has caught the swing of the new standards of variety, cutting down to nothingness, and hopping the turn along from number to number without giving the audience a chance to slump back into their seats at any time. Speed and color are the big notes of this 15-person turn, and they pay big returns in applause and satisfaction.

Perceval and Hunter in deuce and followed by Howard Marsh, the warbler. Act is dressed and presented extremely well. Instead of working with a single piano player in one, or without piano at all, the custom is to have two musical performers, Marsh has wisely spread his act to a "three-set," using two femmes at two pianos and backed by a special drop. Marsh has a flash that means much toward selling this act. Marsh is toning nicely from radio legit score while the gals have a special number to themselves.

particularly a radium-glove sequence that's impressive.

After Beatty in next-to-closing came the great Gertie on the lace show and doing the same routine here closer to the ground. Better than regular wire workers, their big number being the three-high balance sequence.

Palace should take a bow for playing such an act in the closing spot. With the coming of sound pictures vaude houses rejected all their closing spots. At this house they managed it nicely by bringing up the house for a moment and using the time as an exit march. Audience didn't notice the slight pause in continuity before the feature started.

Business was capacity at the last show on Friday. Gold

# FOX, BROOKLYN

With Sally Rand doing the real fan dance at the Paramount, a black away it's brass bippity and the Fox to attempt one, especially with a line clad in long flowing gowns that twine around the legs of the girls and hinder their awkward kicking styles. That the girls are made to do those kicks at all is questionable. Just one of those hocus means things about Fox presentations. Business as seen Saturday night, the best night of the week, makes it apparent the Fox isn't going anywhere this week with the b.o. Just a dud.

Doesn't rate much additional mention. Roy Sedley, assisted by pretty Muriel Sharkey, dancer, and a comic, has had considerable power, tries hard but finds matters difficult currently. The comic had used to m.c. at Horowitz's Village Nut Club. But it's easier to get on at the Lowrie and Andrea, who open the performance. Also a comedy and dancing act.

Foggy, singer who gets lined as a Paul Whitman band annex, trots on with the announcement she has a cold, but she sings okay just the same, and satisfies dances like a group in an endurance contest, sizes to be a stage-hand's paradise. Looks like the house has the producer hogtied and money pinched. Trying to make three acts look like seven is impossible for anybody, which the Fox management ought to know by this time.

Also, it doesn't help to have the band leader always within the view of the audience, in front of acts and sideways. The Sedley act, were the band hidden from view, could easily work to better reaction. Also, when that instrumental number including a singer is taken from the band for a down front specialty, there's no good reason for Berrens to be down behind the band. Berrens from front center. Distracts from recovery. Looks like this house could stand a couple of weeks of good talent shows. This week the mixed chorus is back in Sextette from "Lodia," against the band back ground and atrocious lighting. The second tenor sounded silent.

There is every indication that the producing brains in charge are attempting something, but apparently held down. Maybe it's the budget. Even the band platforms draped with velvet shows remains of lettering on a couple of platforms, that couldn't be rubbed out. Its evident that his can't be attracted by what's offered. Usual band numbers interrupt between acts. The Curdell Sisters do a mirror dance without mirrors and then chime in the general fan dance number with the line. "Long Lost Father" (RKO) on the screen plus the Universal newsreel and a couple of shorts. Show runs under an hour and yet seems long, which tells the story. Shan.

# Coogan Filmsters Get 25% of Labor Funds

Hollywood, March 5.

Cast and technical help employed by I. A. Allen Productions on a Jackie Coogan film, will receive an immediate payment of 25% of their claim, as result of a hearing before Deputy Commissioner and Attorney Leo L. Schaumer of the State Labor Bureau.

Claims aggregating \$1,850 were filed with the bureau after actors and workers were told no funds were available to pay them for dubbing the picture after work had been done.

Agreement reached was that if an when picture is completed and sold and there are any profits, balance due the complainants will be forthcoming.

# Set David Manners

Hollywood, March 5.

David Manners gets lead in Universal's "Black Cat," featuring Boris Karloff and Bela Lugosi, which went into production Friday (2) under Edgar Ulmer's direction.

Also cast are Jacqueline Wells and Lucille Lund, latter the "All American Girl" brought out from Northwestern U. for a spot in "Saturday's Millions."

# Wm. Nigh's Next

Hollywood, March 5.

"Numbers of Monte Carlo," to go into production Wednesday (7), will be the fifth directed for Monogram within the past six months by William Nigh.

Previous four were all brought in by Nigh under budget and schedule. No cast yet for "Monte Carlo."

# MORAY'S TOUR

Los Angeles, March 5.

Norman Moray, Vitaphone sales manager, heading to the Coast from New York.

Due in Denver March 15, and will be met by N. H. (Jack) Brower, WB western sales chief, for a tour of the Pacific territory.

# Mank's Dialog

Hollywood, March 5.

Herman Mankiewicz will write dialog for "Manhattan Melodrama" (M-G).



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Pete the famous Our Gang canine dog is the vaudeville headliner, entirely stealing the hearts of every canine loving audience. Few Hollywood comedians have so much to offer underlings as Pete.  
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# HOW "WONDER BAR" TOPPED ALL PAST MUSICALS SHOWN IN HOUR-BY-HOUR PHOTO REC- ORD OF B'WAY PREMIERE!

**9.2%** over "42nd Street" figures!

**5.4%** bigger gross than "Gold Diggers"!

**4.1%** more cash than "Footlight Parade"!

## And such reviews

"Magnificent musical. Don't miss it. Surpasses '42nd Street' and 'Gold Diggers' in splendor. 'Goin' to Heaven on a Mule' number worth the whole price of admission."

—N. Y. Mirror

"From any angle it's popular entertainment. Different from the usual in such vehicles. Step right up to this 'Wonder Bar.'"

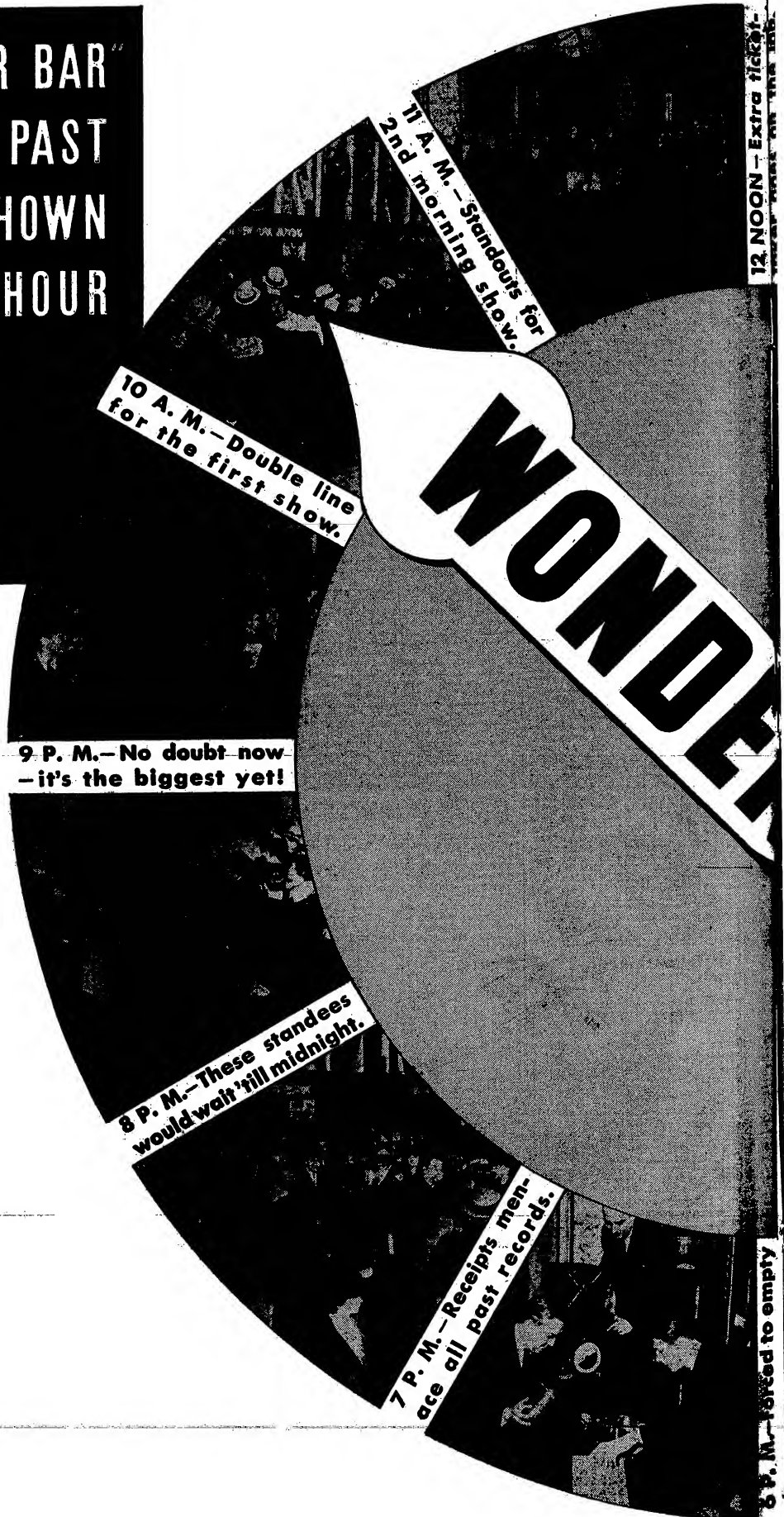
—N. Y. American

"Glow with bright stars. Rich in entertaining elements."

—N. Y. Daily News

"From the point of eye-spectacle it would be difficult to think of a more lusciously exciting picture than 'Wonder Bar.' Distinct relief from the usual run of screen musicals."

—N. Y. Eve. Post





1 P. M. — And the line's still growing! . . .

2 P. M. — Stoodees waiting for third show.

3 P. M. — The boys crave box-office action.

4 P. M. — "Gold Diggers" 1st-day figures passed.

5 P. M. — Mobs like this for the supper show.

packed ticker-chopper.

KAY FRANCIS  
AL JOLSON  
DICK POWELL  
DOLORES DEL RIO  
RICARDO CORTEZ  
HAL LEROY  
GUY KIBBEE  
HUGH HERBERT  
RUTH DONNELLY  
FIFI D'ORSAY  
LOUISE FAZENDA  
MERNA KENNEDY  
ROBERT BARRAT  
HENRY O'NEILL  
HENRY KOLKER

in  
**THE BIG SHOW FOR  
EASTER WEEK**

Directed by Lloyd Bacon. Numbers created and directed by Busby Berkeley. A First National Picture, Vitagraph, Inc. Distributors.

**AROUND THE  
CLOCK WITH  
WARNER BROS.  
SHOW OF THE HOUR  
AT LAST WEDNES-  
DAY'S NEW YORK  
STRAND DEBUT!**



*Al Jolson wishes to thank, for  
their cooperation and courtesy,  
all those who had anything  
to do with "Wonder Bar"*



# EXPLOITATION

By Epes W. Sargent

## Silent Auction

Exhibitor who believes that it pays to help church and other organizations, made a clean-up recently with a silent auction for a church society. The money was applied to him for help, but they had no ideas to offer. Exhibitor told them to go out and promote contributions from the stores, advertising the fact that they should be attractive in appearance.

Society accumulated about a dozen articles ranging from a radio set to a string of pearls. Each was on display for two weeks in the window of the donor, with a card stating that it was one of the articles to be silent auctioned. No further details, but a reference to the lobby of the theatre on certain dates.

A week before the auction the articles were brought into the lobby with a card explaining that these would pass to the highest bidder at an auction to be held the opening night of a picture that needed help. Each bid had to be placed in a sealed envelope and marked with the name of the article bid upon. If the bid was the highest and the bidder in the house, that bid took the article. If the high bidder was not present it went to the next highest bidder.

Envelope was opened on the stage on the night announced, and a nice sum was realized by the society while the house had capacity for a second attraction. With a gift talker to m.c., the event proved really exciting. Small town stuff, but good for the nabes.

## Stage Specials

Exhibitor who has tried most everything found he could not put over a midnight matinee in his town. Plenty of people to object to the girls being out that late and the suggestion was frowned down. Then he came up with a little idea of his own, a stage Saturday night special. House regularly closes about 10:45, so the special was scheduled to start at 11. Carefully advertised, the show would be precisely the same as that offered earlier in the evening, but the fact stressed that there would be no women present to bother the menfolk, who could sprawl out to make themselves comfortable.

Plenty took no stock in the same show announced as before. The manager had an ace up his sleeve, and the house was well filled for the first stage. But the show was precisely the same, with added attractions other than that on the way out the men were offered hot dogs and a choice of beer or coffee as a midnight snack. The show ended at 12:45, with the local restaurants closed by then.

Mostly the older men came back to the second stage, but they like it so well it seems to be a permanent. Now the woman are clamoring for a hen special and the manager is trying to figure some scheme to reserve the last regular show for them one night a week, with tea and cakes instead of dogs and beer.

## Sign Material

Neighborhood V & X store recently created a sign for candy store by utilizing letters of the candy itself against a backing of silvered oiled cloth. Drops were rather large and with their sugar covering suggested jewels rather than candy drops. Pinned to the ground cloth with the evident idea of putting the goods back in stock. For a theatre display it was a good idea, with protection, but it makes an effective sign if dark colored candy is used.

Another home-made effect was obtained with the gruelated paper in which Spanish grapes come packed. Slewed to remove the fine dust and gone over to remove pieces of excessive size. Remainder was sprinkled on a smooth surface of which the varnish had almost dried. When completely dry it was sprayed with gold or silver paint. Lettered with cardboard and the effect was green for the gold. Highly effective under the spot.

## Blowing for Kate

Indianapolis. Strollers during the moon down were started last week to hear the strains of "When the Moon Comes Over the Mountains" coming down out of the sky. Trumpeters were on top of downtown office buildings lustily blowing the familiar theme song in connection with the personal appearance of Kate Smith at the Indiana theatre. Last night Tom Long's Indian publicity agent

## Cast Letters

Managers who like to get something different for their lobby displays could experiment with cast letters. Not as much trouble as the sounds and with a little practice will produce unusual results.

Essentials are a large sheet of glass, some putty and something to cast. Putty is spread evenly on the glass to a thickness of about half an inch, with the surface either smoothed or left slightly rough. Before the putty hardens the letters are cut into the surface, but in reverse. Excess putty is removed and any fusible substance poured in.

The letters may be resin, paraffin, beeswax, printers' roller composition, lead, cement or plaster of Paris, and most of these substances can be given color by the addition of aniline dyes or the colors sold by hardware stores for cement.

If a large plate is not available the letters can be cast singly. If the plate is large enough for the entire title, the sign can be cast in a block by building a putty wall around the edge to permit pouring to the depth of about an inch. A good effect can be had if the letters are poured in one color and the base made of similar material, but of a different color. Where white or similar material is used, it is possible to sprinkle color on after the mould has been removed from the mould.

## Looks Like a Contest

Where contests have not been done to death, Paramount's "Strange Holiday" offers a good contest point for a second attraction. With the entrant has every spent. Can be worked as an ad lib or the contestant can be required to be prepared to read and write in the event of a win.

From another slant the contest can be on the sort of novel vacation the contestant would like to enjoy. This gives more room for the imagination and may possibly lead to a hook-in with railroads, bus lines and other vacation agencies. The contest can be reached through the medium of the transportation service.

Generally a contest requires a newspaper advertisement, but a small house can work it solo if there is room to post the most likely entries. A committee weeds out the impossible and the others are affixed on the walls with votes given with each ticket, or the judging can be done and the winners then posted. For a small house, the contest is so much the better. Use the window and get a wider circulation.

## Saves Space

Lobby or window sign that gets plenty of attention and carries a double message is made in a paper on which is painted a sales message in light transparent colors. Back of this is another sheet of paper or glass, on which is painted in black opaque letters the title of the play the sales copy seeks to put over. Slow flasher button with a strong light throw the solid letter effect when the light is on. When it's off the sales copy is easily read. Simple to make and maintain, and decidedly effective.

Another adaptation of the idea is good for crime plays and mysteries. Here the outside sheet shows a window or door. When the back light is on a figure can be seen. A variant is merely to show a brick wall, with the crime enacted on a second sheet.

In a third treatment the message can be written as a whole with the title or star dropped out in the front sheet. Here the entire message should be in opaque. All three are useful.

## Paris in Cleveland

One of the Loew theatres in Cleveland (the press department does not indicate which one) made a display 120 feet long for "Moulin Rouge" recently. This was a profile of a Paris street against what appeared to be a picture of the city. The display was back lighted. All in miniature, which makes a nice perspective. Topped by the picture's title in five foot cutouts. The cutouts on one side. On the other is a line of French shoppes, but no detail as to whether or not they were stocked with goods.

In the center is a Moulin Rouge shop in which was dispensed malted milk and toasted cheese sandwiches. The display was with a milk concern. Place was kept filled all day at show times. Too elaborate for most places, but the street idea can be cut down to fit any lobby ten feet wide or more, and the effect can be heightened by cutting out and illuminating the window cases used for the lobby, but even better for the marquee.

## Baseball Next

Next on the regular program is the baseball season, and it's up to the theatre to make as much as it can out of the game while permitting the baseballers to take as little as possible from the theatre.

If there is material handy a house team is a good bet, either in the twilight league or a Sunday afternoon aggregation. A losing team is worse than nothing, so unless a reasonably good nine can be picked it is better to lay off. With some good boys it's worth while making a noise. People are bound to see ball games. If they can be reminded of the theatre, they may come to the shows, too.

Broadening the idea, it should be possible to form a league of six or eight teams to play through the season. Each team should represent a section, trade other identifying connection, and with the interest worked up the league games can be proper holds for the theatre capitalizing the players through their evening visits and special events. It is even possible to sell tickets for the games. One house sold a double ticket for the game and show and made money. It does no good to start out with a whoop and fold in the middle of the season. The result will be against the house, no matter how profitable the early games may have proven.

If nothing else is done, there can at least be a league started in the kid club.

## Trick Letters

Manager who had a lot of colored foil for his lobby signs got tired of seeing it look the same every week. He had a chat with his sign writer and they worked out an idea. Letters were cut from the foil and the house sold a double ticket for the game and show and made money. It does no good to start out with a whoop and fold in the middle of the season. The result will be against the house, no matter how profitable the early games may have proven.

Another effective letter was made by cutting them from odd bits of the compboard, giving them a sort of varnish, and then sprinkling with powdered glass when the varnish was tacky but not quite dry. If put on too soon the varnish will cover the small and dull the reflecting surface, so it pays to take a little time. Colored glass will not work, since the color is mostly on the surface and can be rubbed off. Lights concealed in the frame. All of the card will take some color, but the glass will reflect more than the dead white surface. In making the letters, sprinkle the edge as well as the top. The thicker the card the better the result.

# BEHIND the KEYS

Los Angeles. Simon Lazarus, now sole operator of the Mirror, Hollywood, having taken over the interest of his partner, Harry Vinecoff.

George L. Sanders has taken over the Mirror, L. A. from Peterson & Moore.

Detroit. Price war on between the Madison and the Adams, each offering double bills for 15c. The Adams is an indie-house owned by Harry Balaban, and the Madison is operated by Par. War includes a pact to buy all available product with the competition getting hot. Both are downtown grid houses.

Northfield, Vt. Norwich University is considering operating a public film theatre in the college Army. Building needs only sound equipment installation.

Chicago. Ray Thompson goes over from the B. & K. Oriental to the loop McVickers as treasurer, making the shift as Ben Bloomfield switches to the loop from the Oriental to McVickers.

Dyersville, Ia. H. V. Lippert has the place and will continue its operation, Joseph Heiring to retire.

C. L. Spencer, Des Moines, has acquired the Palace Extra, Ia., from Les McAnis, bringing house up to date for modern operation.

Rochester. Farewell dinner for manager Harry Royster of the Century Tuesday (6). He has been in Rochester for the past five years, as p.a. and district manager for Public.

## New Identification

Usual identification contests with picture stars had gone over so well a small town was moved to try a local identification. It worked even better, as it should in any town up to 10,000.

Local photo was contacted to make a set of 20 prints of reasonably well-known localities, 10 each men and women. When the idea boss got the set it looked too easy, so he cut out all the heads, excluding any suggestion of costuming, and the gallery looked very different.

He advertised the stunt in the newspaper and in the lobby, but the frame containing the cutouts was placed in the foyer and a card was given each patron. Assured was even that all of the pictures were those of local people, and all made within the past 24 months, but even at that they looked so different that the manager added the photographer's assurance to his own.

Three or four shots were quickly spotted by almost everyone, but the winner paid off on 17 identifications, since no one hit all 20.

When the prizes were awarded, the originals of the pictures were all given back. In itself made a big drawing card.

## Chaplin in Japan

That Japan is up there in front when it comes to up-to-date exploitation can be seen in the new circuit gadget used by ace theatres here. For special exploitation on openings one theatre is using an 80 inch high figure of Charlie Chaplin, the idol of Japan, fashioned as a balloon and floated high above the low house-tops of this city.

The eyes and mouth blink, while the mouth is hooked up to a high-powered p.a. system which keeps spouting fast and furious copy and then current traction. It is particularly effective since, because of low buildings of this city, the balloon man can be seen from any part of town.

## In Society

Lincoln, Neb. Ly Culbertson's bridge shorts were given a society sendoff at the Lincoln theatre here, where Pat Culbertson, house manager, acted as host to a matinee party opening day. Had the local Culbertson expert on hand to deal out some technical advice and tied up with the local sheets which have been running the Culbertson syndicated material.

Patchen also drew considerable comment at the Stuart with the pasting of a Garbo 24-sheet to the lobby door plugging "Christina." Selecting a paint job which made a distinct clash with all surrounding in color scheme, it caught the eye of every patron going in and out to see Cantor's "Scandals."

Syracuse. 'Prince' Michael Romanoff turned up in Syracuse to exploit 'Catherine the Great' (U.A.), opening at Keith's Friday. 'His Highness' is booked solid for luncheon club appearances.

Birmingham. The Martin circuit in Alabama and Georgia is building a new house seating 800 at Sylacauga.

The Amusu, at Mude, Miss., has been reopened by Calvin and Claude McGehee.

Memphis. Three Little Rock theatres, the News, Roxy and Prospect changed ownership. T. W. Sharp, who operated the houses for 12 years, sold them to S. E. Brady, Henry Sanders and Joseph E. Wheeler, all of Cape Girardeau, Mo.

Los Angeles. Now reconstructed, the Sunbeam, near Hollywood, will open March 10 earthquake. Will reopen week March 18. House is operated by Benlo, Inc., under supervision of Ben N. Bernstein.

San Francisco. Fox Virginia, Vallejo, will darken end of month for 30 days to allow remodeling.

Port Wayne. Family theatre, which had a fire around the holidays, reopened with films, and vaudeville in for three days a week. Fred Tangeman's band in pit.

Denver. Cost of doing business will be increased for exchanges if the proposed increase in license fees is passed by the city council.

Fee is now \$10 a quarter, and proposed ordinance would make it \$100 a year.

## Warners Denies

Warner Brothers has sent out a letter denying any mutual tie-up with the makers of Coca-Cola. The denial is occasioned by the sending of a charge to the newspapers that Warners has contracted to swap publicity with the soft drink firm.

Warners publicity recently arranged a tie-up with the drink people whereby, in return for permission to use star cuts, the picture concern was assured sufficient advertising publicity to pay it for the privilege. It is denied that the arrangement is reciprocal in the sense that the W-B and First National pictures will employ the screen in behalf of the fountain fluid.

In other words, Warners merely agrees to take advertising in lieu of cash for the advertising use of its stars' pictures.

Additional explanation is made that the recent use of Coca in "Heat Lightning" follows the play in which mention is made merely for local color.

## Estes Cops \$100

The south copped Par's \$100 prize for the best house front, fashioned from a group of 15 selected stills, on "Cradle Song," award going to Joe M. Estes, manager of the Tudor, New Orleans.

## Studio Placements

### Hollywood, March 5

Ann Ronnell, writing musical number, "Down to Their Last Yacht," Radio.

Cliff Thompson, "Twentieth Century," Col.

Eugene Pallette, Kathryn Sersava, "Friends of Mr. Sweeney," WB. Gene Marky, adapting "Lost Lady," WB, with Kay Francis probably for title spot.

Earl Dancer's negro chorus, "Murder at the Vanities," Par.

Ted Healy and stooges, "The Big Idea," MG short. Sam Berwitz produces.

Mankiewicz checked in Metro writing dept. No assignment yet. Porter Hall, "Thin Man," MG.

Belle Daube, "Operator 13," MG. Charles Levinson, "Twentieth Century," Col.

Donald Reed, "Uncertain Lady," U.

Warren Hymer, Sam Hardy, John Kelly, "Little Miss Marker," Par.

John Miljan, "It Ain't No Sin," Par. Ann Ravers, Clint Tapley, "Double Door," Par.

Gran Mitchell, George Baxter, "Thirty-Day Princess," Par.

Sidney Blackmer, Sidney Foxe, "Down to Their Last Yacht," Radio.

John Corcoran, "Dark Tower," WB. John Eldridge, "Dark Tower," WB. Jean Arthur, Donald Cook, Dick Cromwell, "Most Precious Think in Life," Col.

William Collier, Sr., "Thirty Day Princess," Par. Schulberg.

George Irving, "World Moves On," Fox.

Clarence Hummel Wilson, "Now I'll Tell," Fox.

Luis Alberni, "Black Cat," Universal.

William Augustin, Frank Conroy, "Too Many Women," Fox.

Tom Dugan, "Sawdust," Warners. Russell Hardie, "Operator 13," Metro.

Robert Geckler, "Now I'll Tell," Fox.

John Meehan, Jr., scripting B. F. Zeidman, "Too Many Women," Fox.

Frank Conroy, "Too Many Women," Fox.

Harry Holman, "Mailbu," MG.

John Swift, scripting "Sea Girl," Radio.

Billie Seward, "Twentieth Century," Col.

Al Rogell, directs "Hot Cat," Col. Fred Niblett, Jr., Adele Buffington, scripting "Hell Cat," Col.

Clark Gable, "Manhattan Melodrama," MG.

Gene Markey, "Candy and Coco," Lou Brock short, Radio.

Francis Faragoh, stays on Radio, scripting untitled yarn.

Erving Pyle, "Too Many Women," Fox.

Maureen O'Sullivan, Isabel Jewel, "Thin Man," MG.

Otto Kruger, "Treasure Island," MG.

Russ Powell, "Firebrand," Cent.

Clifford Jones, "Murder at the Vanities," Radio.

Ralph Remley, "Double Door," Par.

Shirley Grey, Ward Bond, Bradley Page, Clifford Jones, Vincent Sherman, "The Sign of the Cross," Par.

Ed King, Alden Chase, Frank Mills, Helen Eby Rock, "Murder in the Studio," Col.

Bobby Watson, "Strictly Dynamite," Radio.

Kay Johnson, "Of Human Drama," Radio.

George H. Wainwright, Rolf Sedán, "Stingaree," Radio.

Mary Kornman, Bobby Watson, "Strictly Dynamite," Radio.

Richard Allen, "Murder at the Vanities," Par.



# HEPBURN

*Katharine*

in  
"Spitfire"

**RADIO CITY**  
EXTENDED  
ENGAGEMENT

STARTS THURSDAY

WITH  
**ROBERT YOUNG**  
**RALPH BELLAMY**  
**MARTHA SLEEPER**

From the play "Trigger"  
by Lula Vollmer  
Directed by John Cromwell  
**RKO-RADIO**  
**PICTURE**  
A Pandro S. Berman Production  
Merian C. Cooper  
Executive Producer

QUEEN by right of  
her blazing genius!...

Today she reigns over Star-  
dom!... Again the amazing  
Hepburn... superb in a role  
completely and daringly different!

... as the fighting, thieving, loving  
spitfire of the hills! A wildcat girl who  
stole men's hearts and prayed for their  
souls! Only Hepburn would dare such a role.



# CALENDAR OF CURRENT RELEASES

## Harold Auten

Office: 1540 B'way, N. Y. C.

**Melo (German).** Sensitive study of psychological difficulties. Elisabeth Bergner. Dir. Paul Canner. 33 mins. Rel. Feb. 6. Rev. Feb. 6.  
**Mirages de Paris (French).** Adventures of a girl who wants to be a star in Paris. Jacques Etchecopar. Roger Thellier. Dir. Fedor Ozep. 32 mins. Rel. Dec. 23. Rev. Jan. 9.  
**Poll de Carotte (Red Head) (French).** A story of adolescence. Robert Lynen. Dir. Julien Juviler. 36 mins. Rel. Dec. 20 and May 30.  
**Savage Gold.** Commander Dyott's thrilling adventures with savage hunters. Comm. Dyott. Dir. Commander George Dyott. 67 mins. Rev. Aug. 8.

## Chesterfield

Office: 1540 Broadway, New York, N. Y.

**Dance, Girl, Dance.** Musical drama. Alan Dinehart, Evalyn Knapp, Ada May. Dir. Frank Strayer. 69 mins. Rel. Sept. 1. Rev. Oct. 31.  
**In the Money.** A prize fighter and his affairs with women. Lois Wilson, Skeets Gallagher, Warren Hymer. Dir. Frank Strayer. 66 mins. Rel. Nov. 7. Rev. Jan. 14.  
**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. Rev. Nov. 14.  
**Murder on the Campus.** Mystery with a college background. Shirley Grey, Charles Starrett and J. Farrell McDonald.  
**Quitter.** Human interest story. Charley Grapewin and Emma Dunn. Ir. Richard Thorpe. 65 mins.  
**Rainbow Over Broadway.** Musical romance. Grace Hayes, Joan Marsh, Lucien Littlefield. Dir. Richard Thorpe. 72 mins. Rel. Dec. 23. Rev. Dec. 27.  
**Stolen Sweets.** Dramatic romance. Sally Blane, Charles Starrett. Dir. Richard T. 79 mins. Rel. March 15.  
**Together Again.** Father and son story. teens, Lila Lee, Dickie Moore.

## First Division

Office: R.K.O. Bldg., New York, N. Y.

**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 Markey. 78 mins. Rel. Sept. 15.  
**Beggars in Ermine.** Lionel Atwill, Betty Furness. Dir. Phil Rosen. 70 mins.  
**Broken Dreams.** A father's devotion to a young girl. Randolph Scott, Martha Sleeper, Beryl Mercer, Buster Phelps. Dir. Robert Vignola. 65 mins. Rel. Dec. 1.  
**By Appointment Only.** A physician couldn't make up his mind which of two women was the most. Lew Cody, Sally O'Neill, Marceline Day. Dir. Frank Strayer. 66 mins. Rel. Nov. 1.  
**Cross Streets.** Young doctor, flirts by the woman he loves, ruins his career, until daughter, a woman falls in love with him, years later. Rel. Jan. 22. Dir. Frank Strayer.  
**Dance, Girl, Dance.** Musical of backstage life. A small-time vaudevillean becomes a night club star. Evalyn Knapp, Gloria Shea, Alan Dinehart, Eddie Nugent, Ada May, Mae Busch. Dir. Frank Strayer. 69 mins. Rel. Nov. 15.  
**Devil's Kate.** A condemned man, on the verge of execution, is mysteriously murdered. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 66 mins. Rel. Sept. 1.  
**Fort 'Em Alive.** Jungle super thriller. 66 mins. Rel. Feb. 1.  
**Forgotten Men.** Collection of uncensored war film, taken from government archives of 14 warring nations. Rel. April 1.  
**Fugitive.** The secret service agents of the traitor let a half-million dollar man rob. Rex Bell, Cecilia Parker. Dir. Harry Fraser. 68 mins. Rel. Sept. 15.  
**He.** French production of a de Maupassant story. Dubbed in English. A village paragon who lost his virtue. 65 mins. Rel. Dec. 25. Rev. Jan. 9.  
**He Couldn't Take It.** Inside story of a process server who makes good with his summonses and gets his man. Ray Walker, Virginia Cherrill, George E. Stone. Dir. Wm. N. C. 64 mins. Rel. Jan. 15.  
**He 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. R. T. 69 mins. Rel. Oct. 1.  
**In the Money.** A goofy family suddenly bop pin their hopes on a Shakespearean-minded prize fighting champ. Skeets Gallagher, Lois Wilson, Warren Hymer, Sally Starr. Dir. Frank Strayer. 67 mins. Rel. Jan. 15.  
**Man of Sentiment.** Playboy son marries a poor girl against his wealthy family's wishes. Wm. Bakewell, Helen Foster, Helen Crawford. Dir. Richard Thorpe. 68 mins. Rel. Nov. 1.  
**Murder on the Campus.** Mystery with college background. Shirley Grey, Charles Starrett, J. Farrell McDonald. 69 mins. Rel. Feb. 6. Dir. Richard Thorpe.  
**Mystery Liner.** Noah Beery, Astrid Allwyn. Dir. Wm. Nigh. Rel. Dec. 19.  
**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, Wm. Dillaway, Rochelle Hudson. Dir. Richard Thorpe. 74 mins. Rel. Oct. 15.  
**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, Ronald Dillaway, Russell Hopton, Will and Gladys Aherne, Jackie Searl. Dir. E. Mason Hopper. 65 mins. Rel. Aug. 25. Rev. Nov. 21.  
**Phantom Broadcast.** A radio crook attains phoney fame when his accomplice secretly does his singing for him. Ralph Forbes, Vivienne Osborne, Pauline Garon. Dir. Phil Rosen. 71 mins. Rel. Aug. 1.  
**Quitter.** The father with the wanderlust returns home long enough to straighten out his affairs on the grounds. Helen Foster, Barbara Weeks, Billy Bakewell, Charles Grapewin, Emma Dunn, Glen Boles. Dir. Richard Thorpe. Rel. March 12.  
**Rainbow Over Broadway.** Musical romance of an ex-musical comedy star of twenty years before who makes a sensational overnight comeback in a Broadway night club. Joan Marsh, Grace Hayes, Frank Albertson, Lucien Littlefield. Dir. Richard Thorpe. 72 mins. Rel. Jan. 15.  
**Road to Ruin.** Innocent girl finds shame through ignorance and neglect of modern play. Wm. Nigh, Helen Foster, Allen Vincent, Allen Page, Neil O'Day, Glen Boles. Dir. Mrs. Wallace Reid and Melville Shyer. 68 mins. Rel. Feb. 17. Rev. Feb. 20.  
**Sensation Hunters.** Famous girl finds herself stranded in Panama. Arline Judge, Marion Burns, Preston Foster. Dir. Charles Vidor. Rel. Sept. 15.  
**18teen Fathoms Deep.** Sponge diver thriller. Sally O'Neill, Creighton Chaney. Dir. Armand Schaefer. 60 mins. Rel. Nov. 17.  
**Skyways.** Adventures of a hot-tempered aviation pilot who gets into one scrape after another. Wm. Nigh, Helen Foster, Helen Crawford, Lucien Littlefield. Dir. Lew Collins. 72 mins. Rel. Sept. 15.  
**Sweetheart of Sigma Chi.** College musical comedy-romance. Based on the famous campus fraternity song. Buster Crabbe, Mary Carlisle, Sally Starr, Florence Rice, Ted Rio and band. Dir. Edwin L. Martin. 73 mins. Rel. Dec. 15. Rev. Nov. 7.  
**Throns of the Gods.** Travel in the Himalayas. 56 mins. Rev. Dec. 27.  
**Woman's Man.** Hollywood inside story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Luddy. 68 mins.

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, 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 it is given in the fullest degree of accuracy. 'Variety' will appreciate the co-operation of all managers who may note discrepancies.

## Columbia Sues

Los Angeles, Mar. Seeking to establish the liability of stockholders, Columbia Pictures Corp. has filed suit in Superior court here against W. J. Fahey, Llewellyn Bixby and William M. Cook to collect \$7,380 for Columbia product contracted by the Long Beach Theatre Co. on July 13, 1931, plus 10% attorney fees. Complaint charges that on July 9, of that year the three defendants were stockholders of the theatre company, and that on the same date it entered into a contract whereby it agreed to supply the theatre with its 1931-32 feature product, consisting of 24 pix. to be played a full week each.

## BILLBOARDS SEEM DOOMED

Frisco Case Will Decide Fate of California Signs

Los Angeles, March 5. Theatre managers who go in for billboard advertising view with alarm a campaign being staged by the California State Department of Public Works to destroy sign boards along public highways. Managers pin their hopes on a court test to be argued today (Monday) in the Supreme Court in San Francisco. Board has been removed from those allegedly violating provisions enacted into law last August with six months grace allowed to enable property owners to voluntarily remove the offending signs.

Principal objections listed in the new act are signs located too close to highways or intersections; obstructing views and boards imitating warning, stop or danger signals.

## Parent-Teachers Quit

Frisko's M.P. Council

San Francisco, March 5. Bustup of the local Motion Picture Council looms in the withdrawal of the Parent-Teachers' Association from that body. Council has been giving thought to picture censorship, causing local managers to stir strong views and boards imitating warning, stop or danger signals.

Withdrawal of the PTA makes it likely that the entire council may disintegrate.

## Pix in Death Valley

Los Angeles, March 5. Talking pix have invaded Death Valley for first time. Civilian Conservation Camp at Furnace Creek, Calif., lowest spot in the U. S., now gets a weekly screen program, sponsored by the federal government, and provided by Standard Talking Pictures of this city. Weekly shows are free to all members of the CCC camp.

## LYON IN 'CORN'

Hollywood, March 5. Radio has secured Ben Lyon opposite Ann Harding for 'Alien Corn'. E. H. Griffith directs. Lyon set by the Selznick-Joyce office.

**Havana Widows.** Two girls in Havana searching for suckers. Joan Blondell, Glenda Farrell, Guy Kibbee, Ruth Donnelly, Frank McHugh and Allen Jenkins. Dir. Ray Enright. 64 mins. Rel. Nov. 18. Rev. Nov. 28.  
**I Loved a Woman.** Based on novel by David Karpner. 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.  
**I've Got Your Number.** Comedy, rollicking story of the telephone trouble hunter who finds out. Joan Blondell, Pat O'Brien. Dir. Kay Wright. 67 mins. Rel. Rev. Feb. 6.  
**Mandalay.** Adventure in the Indies. Kay Francis, Lytle Talbot, Ricardo Cortez. Dir. Michael Curtiz. 65 mins. Rel. Feb. 13. Rev. Feb. 20.  
**Massacre.** Drama of the modern Indian and his conflicts with the white men. Richard Barthelmess, Ann Dvorak. Dir. Allen Crosland. 70 mins. Rel. Jan. 13. Rev. Jan. 23.  
**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, Jean Muir, Frank McHugh, Johnny Mack Brown and Theima Todd. Dir. Lloyd Bacon. 70 mins. Rel. Dec. 22. Rev. Dec. 29.  
**Wild Boys of the Road.** Story 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.  
**World Changes.** The An epic drama of a family through four generations. Paul Muni, Aline MacMahon, Mary Astor, Donald Cook, Margaret Lind say, Jean Muir, Patricia Ellis. Dir. Mervyn LeRoy. 95 mins. Rel. Nov. 26. Rev. Oct. 21.

## Fox

Office: 444 West 66th St., New York, N. Y.

**As Husbands Go.** When Ladies Meet with the sexes reversed. Warner Baxter, Helen Ineson, Warner Oland. Ir. Hamilton MacFadden. 65 mins. Rel. Dec. 29. Rev. Jan. 5.  
**Berkeley Square.** From the stage play of the same title. Turn back the years type of play. Leslie Howard, Heather Angel. Dir. Frank Lloyd. 67 mins. Rel. Nov. 13. Rev. Nov. 19.  
**Carolina.** From Paul Green's stage play of last season. Janet Gaynor, Lionel Barrymore, Robt. Young, Henrietta Crosman. Dir. Henry King. 82 mins. Rel. Feb. 2. Rev. Feb. 20.  
**Charlie Chan's Secret.** Another adventure of the Chinese sleuth. Warner Oland, Heather Angel. Dir. Hamilton MacFadden. Rel. Sept. 15. Rev. Oct. 10.  
**Coming Out Party.** Original done by the Lasky unit. Frances Dee, Gene Lockhart, Marion Shriver. Dir. John Hyson. Rel. Mar. 2.  
**Devil Tiger.** Wild animal yarn made in Asia. Marion Burns, Kane Richmond, Harry Woods and natives. Dir. Clyde E. Elliott. 60 mins. Rel. Feb. 15. Rev. Feb. 15.  
**Doctor Bull.** From the novel. The Last Adam. Will Rogers, Louise Dresser. Dir. John Ford. 78 mins. Rel. Sept. 22. Rev. Oct. 10.  
**Frontier Marshal.** The familiar theme of the unknown cleaner-up. John Wayne. Dir. Lew. Siller. 66 mins. Rel. Jan. 13. Rev. Feb. 9.  
**Good Companions.** The British made. From the British novel of an English comedy couple. Jessie Matthews. Dir. Victor Saville. Rel. Sept. 8. Rev. Oct. 17.  
**Heir to the Moor.** From an old stage hit by the late Paul Armstrong. Robert Preston, Foster Rich. Cromwell. Dir. Frank Lloyd. 85 mins. Rel. Nov. 20. Rev. Dec. 5.  
**I Am Suzanne.** Novelty story with puppet sequences. Lillian Harvey, Gene Raymond, Piccoli Marionettes. Dir. J. R. Lee. 99 mins. Rel. Feb. 20. Rev. Jan. 23.  
**I Believed in You.** Original story. Rosemary Ames, Victor Jory, John Boles. Dir. Irving Cummings. Rel. Feb. 23.  
**I Was a Spy.** (British). Based on the story by Marthe MacKenna. Herbert Marshall, Madeline Carroll, Conrad Veidt. Dir. Victor Saville. 83 mins. Rel. Dec. 15. Rev. Jan. 16.  
**Jimmy and Sally.** James Dunn, Claire Trevor. Dir. Jas. Tinling. Rel. Nov. 24. Rev. Dec. 13.  
**Last Trail.** The Jane Gray story. Geo. O'Brien, El Brendel, Cl. Ire Trevor. Dir. John Ford. 70 mins. Rel. Aug. 25. Rev. Jan. 23.  
**Mad Game.** The Spencer Tracy, Claire Trevor. Dir. Irving Cummings. 73 mins. Rel. Oct. 27. Rev. Nov. 14.  
**Mr. Sketch.** From the story "Green Dice." Will Rogers, Zasu Pitts, Rochelle Hudson, Harry Green, Eugene Pallette. Dir. Jas. Cruze. Rel. Dec. 22. Rev. Dec. 27.  
**My Lips Betray.** Lillian Harvey's second O. S. release, but the first made from the play by John Bickerton. Lillian Harvey, John Boles, El Brendel. Dir. John Hyson. 70 mins. Rel. Nov. 10. Rev. Nov. 7.  
**My Weakness.** Musical. Lillian Harvey, Lew Ayres. Dir. David Butler. 74 mins. Rel. Sept. 23. Rev. Sept. 26.  
**Olsen's Night Out.** El Brendel's first feature. Barbara Weeks, Walter Catlett. Dir. Clair. 70 mins. Rel. Nov. 17. Rev. Jan. 9.  
**Paddy the Next Best Thing.** From the stage play. Janet Gaynor, Warner Baxter. Dir. Harry Lachman. 85 mins. Rel. Sept. 8. Rev. Aug. 22.  
**Pilgrimage.** Mother love from a new angle. From the L. A. R. Wiley story. 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 flashbacks. Spencer Tracy, Colleen Moore. Dir. Wm. K. Howard. 87 mins. Rel. Nov. 24. Rev. Nov. 24.  
**Shanghai Madness.** Magazine story by F. H. Brennan. River pirates on a Chinese stream. Spencer Tracy, Fay Wray. Dir. John Hyson. 63 mins. Rel. Aug. 4. Rev. Sept. 26.  
**Sleepers East and West.** From the novel by Fredk. Nebel. Wynne Gibson, Preston Foster. Dir. Kenneth MacKenna. 69 mins. Rel. Jan. 25.  
**Smoky.** From the novel by Will James. Victor Jory, Irene Bentley, Francis Ford. Dir. Eugene Forde. 66 mins. Rel. Dec. 15. Rev. Jan. 24.  
**Wall to Wall.** From the novel. Sally Eilers, Norman Foster. Dir. Kenneth MacKenna. Rel. Oct. 13.  
**Worst Woman in Paris.** The Lasky production for Fox. Title in explanation. Benita Hume, Adolphe Menjou, Helen Chandler. Dir. Monta Bell. 75 mins. Rel. Oct. 13. Rev. Nov. 24.

## Freuler Associates

Office: R.K.O. Bldg., New York, N. Y.

**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.  
**Love Past Thirty.** A woman's struggle against the lure of youth for the man she loved. Allen Pringle, Theodor von Eltz, Gertrude Messinger, Phyllis Lee. Rel. Feb. 73 mins. Rel. Feb. 73 mins.  
**Marriage on Approval.** Novel. The conflict between the old generation and the new in the realm of love and matrimony. Barbara Kent, Donald Dillaway. Dir. Howard Higgin. Rel. Nov. 20.  
**War of the Ranges.** Frontier western. Dir. J. P. McGowan. 60 mins. Rel. Sept. 22. Rev. Dec. 12.  
**When a Man Rides Alone.** (Monarch). Tom Tyler does a modern Robin Hood with a gold mine. Dir. J. P. McGowan. 55 mins. Rev. Dec. 21.

## Gaumont-British

Office: 226 West 62nd St., New York.

**Channel Crossing.** Drama. Matheson Lang, Constance Cummings. Dir. Milton Rosmer. 68 mins. Rev. Oct. 31.  
**Falling for You.** Comedy drama. Jack Hulbert, Cicely Courtneidge. Dir. Jack Hulbert. 73 mins. Rel. Nov. 13. Rev. Nov. 13.  
**Ghoul, The Thriller.** Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 1. Rev. Jan. 30.  
**Orders is Orders.** Comedy of American making film in British army. James Gleason, Charlotte Greenwood. Dir. Walter Ford. 70 mins. Rev. Aug. 18.  
**Majestic.** Office: R.K.O. Bldg., Radio City, New York City.  
**Charming Deceiver.** The. (British made). Romantic drama of Cinderella type. Constance Cummings and Frank Lawton. Dir. Monty Banks. Rel. Dec. 15.  
**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. Rev. Feb. 13.  
**Morning in Africa.** A mix-up of international spy systems. Ben Lyon and Sally Eilers. Dir. Allan Dwan. Rel. Jan. 1.  
**Sing, Sinner, Sing.** Torch singer marries a millionaire. Paul Lukas, Lella Sinauer. Dir. Howard Christy. 74 mins. Rel. Aug. 1.  
**Sin of Nora Moran.** The. Woman is framed to be a thief. John H. Goldstone. Rel. Dec. 12. Rev. Dec. 19.

(Continued on page 36)



# CALENDAR OF CURRENT RELEASES

(Continued from page 35)

**Unknown Blonde.** From the novel "Collusion." The divorce racket. Edward Arnold, Helen Jerome Eddy. Dir. Robert Henley. Rel. March.

**You Made Me Love You.** (British made). Farce comedy of the taming of a splittie wife. Thelma Todd and Stanley Lupino. Dir. Monty Banks. Rel. Nov. 24.

**Studios: Culver City, Calif. Metro** Offices: 1540 Broadway, New York, N. Y.

**Beauty for Sale.** Ralph Baldwin's Beauty. Otto Kruger, Madge Evans, Una Merkel, Alice Brady. Dir. Rich. Boleslavsky. 85 mins. Rel. Sept. 19.

**Bombshell.** Jean Harlow as a harassed picture star with Lee Tracy her publicity man. Franchot Tone, Frank Morgan, Ted Healy, Una Merkel. Dir. Victor Fleming. 88 mins. Rel. Oct. 12.

**roadway to Hollywood.** Three generations in a stage family. Alice Brady, Frank Morgan, Madge Evans, Russell Hardie, Eddie Quillan. Dir. William Mack. 63 mins. Rel. Sept. 8.

**Cat and the Fiddle.** From the successful musical play by Jerome Kern and Otto Harbach. Ramon Novarro, Jeanette MacDonald, Frank Morgan, Charles Butterworth, Jean Hersholt. Vivienne Segal. Dir. William K. Howard. Rel. Feb. 9. Ray. Rel. 10.

**Chief The.** Ed Wynn as a simperton of the gay nineties. Dorothy Mackall, William (Stage) Boyd, Effie Ellsler, C. Henry Gordon. Dir. Charles Reisner. 63 mins. Rel. Nov. 4. Dec. 5.

**Dancing Lady.** Jeanette MacDonald's Saturday Evening Post story. Joan Crawford, Clark Gable, Franchot Tone, Fred Astaire, Winnie Lightner. Ted Healy. Dir. Robt. Z. Leonard. 90 mins. Rel. Nov. 24. Dec. 5.

**Day of Reckoning.** Based on Morris Lavin's story, "Hall of Justice." Richard Dix, Madge Evans, Fred Astaire, George Zucco. Roadshow length 110 mins. Rel. Jan. 12. Rev. Aug. 29.

**Inner at Eight.** From the stage play. All star cast headed by Marie Dressler and Jack Benny. Dir. Geo. Cukor. Roadshow length 110 mins. Rel. Jan. 12. Rev. Aug. 29.

**Eski.** C. Love and hate in the Icelandic. Native cast. Dir. W. S. Van Dyke. Roadshow length, 120 mins. Rel. Jan. 13. Rev. Nov. 21.

**Five Lovers.** Robert Montgomery and Madge Evans as the lovers in a story most popular throughout the world. Nat. Pendleton, C. Henry Gordon, Ruth Selwyn. Dir. H. Boleslavsky. 84 mins. Rel. Jan. 5. Rev. Jan. 15.

**Going Hollywood.** Deems changes a radio crooner to the studio. Marion Davies, Bing Crosby. Dir. Raoul Walsh. 75 mins. Rel. Dec. 22. Rev. Dec. 26.

**Her Sweetheart.** Christopher Bean. The Broadway play by Rene Fauchais and Sidney Hill. Marie Dressler, Lionel Barrymore, Helen Mack. Dir. Sam Wood. 50 mins. Rel. Nov. 17. Rev. Nov. 28.

**It Happened One Day.** Based on the novel by Marjorie Bartholomew Partridge. Lionel Barrymore, Fay Bainter, Mae Clarke, Mary Carlisle. Dir. W. K. Howard. Rel. Oct. 12. Rev. Nov. 14.

**Laughing Boy.** Ramon Novarro in the title role. Based on the Pulitzer Prize winning novel by Oliver La Farge. Lupe Velez. Dir. W. S. Van Dyke. Rel. Feb. 9. (Cont.)

**Meet the Barons.** Barlow brings his radio characterization to the screen. Jimmy Durante, Zasu Pitts, Edna May Oliver, Ted Healy and his stooges. Dir. Walter Lang. 70 mins. Rel. Oct. 20. Rev. Oct. 31.

**Men in White.** Plurization of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, Jean Hersholt. Dir. R. Boleslavsky. Rel. Feb. 16.

**Mystery of Mr. X.** Based on the Crime Club novel by Philip MacDonald. Robert Montgomery, Elizabeth Allan, Lewis Stone. Dir. Edgar Selwyn. Rel. March 2. Rev. Nov. 14.

**Night Flight.** 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. Selznick. 89 mins. Rel. Oct. 12. Rev. Nov. 14.

**Old Hantail.** May Robson as a Wall Street manipulator. Lewis Stone, Jean Parker. Dir. C. Reisner. Rel. Jan. 26.

**Pantheuse.** Arthur Somers Roche. Cosmopolitan serial. Warner, Baxter, Myrna Loy, Mae Clarke. Dir. W. S. Van Dyke. Rel. Sept. 8. Rev. Sept. 12.

**Prizefighter and the Lady.** Max Baer, heavyweight contender, and Myrna Loy in the title roles. Primo Carnera, Jack Dempsey, Walter Huston. Dir. S. Van Dyke. Rel. Nov. 14. Rev. Nov. 14.

**Queen Christina.** Greta Garbo as the seventeenth century queen who was brought up as a boy. Lewis Stone, Jan Keith, Elizabeth Young. Dir. Rouben Mamoulian. 90 mins. Not yet released. Rev. Jan. 2.

**Shout Ladies.** "Shout Ladies" novel of "The House of Mirth." Lionel Barrymore, Alice Brady. Dir. Harry Beaumont. 89 mins. Rel. Dec. 1. Rev. Dec. 19.

**Solitaire Man.** Crook story with plenty of punch. Herbert Marshall, May Robson, Elizabeth Allan, Ralph Forbes. Dir. Jack Conway. 62 mins. Rel. Dec. 22. Rev. Sept. 26.

**Sons of the Desert (Hal Roach).** Laurel and Hardy attend a fraternal convention. Dir. Wm. A. Seiter. 65 mins. Rel. Dec. 29. Rev. Jan. 3.

**Stage Mother.** From the Broadway play of stage life. Alice Brady, Maureen O'Sullivan, Franchot Tone, Phillips Holmes. Dir. Chas. R. Brabin. 85 mins. Rel. Sept. 29. Rev. Oct. 3.

**This Side of Heaven.** Domestic drama from a novel. Lionel Barrymore, Fay Bainter, Myrna Loy, Ralph Brown. Dir. Wm. K. Howard. 78 mins. Rel. Feb. 2. Rev. Feb. 13.

**Tugboat 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 loses his past. Lee Tracy, Mae Clark, Peggy Shannon. Dir. Edgar Selwyn. 80 mins. Rel. Aug. 25. Rev. Oct. 12.

**Viva Villa.** Wallace Beery as the famous Mexican bandit chief. Fay Wray, Stuart Erwin. Dir. John Ford. 82 mins. Rel. Aug. 25. Rev. Oct. 12.

**Women in His Life.** The Criminal lawyer, deserted by his wife, sends to the chair the man who stole her. Otto Kruger, Una Merkel, Ben Lyons. Dir. Geo. B. Seitz. 74 mins. Rel. Dec. 3. Rev. Jan. 30.

**You Can't Buy Everything.** Story of a domineering old woman. May Robson, Jean Parker, Lewis Stone. Dir. C. H. Reisner. 72 mins. Rel. Jan. 26. Rev. Feb. 6.

**Studios: 6048 Sunset Blvd., Hollywood, Calif. Monogram** Offices: R. K. O. Building, Rockefeller Center, N.Y.C.

**Avenger.** The vengeance in prison. Ralph Forbes. 60. Adrienne Ames. Dir. Ed. Marsh. 72 mins. Rel. Aug. 26. Rev. Oct. 10.

**Beggars in Ermine.** Lionel Atwill, Betty Furness. Dir. Phil Rosen. Rel. Black Beauty. Horse story. Alex Kirkland, Esther Ralston. Dir. Phil Rosen. 70 mins. Rel. Aug. 10. Rev. Aug. 29.

**Broken Dreams.** From a French play. "Two Little Arms." Martha Sleeper, Randolph Scott, Buster Phelps, Beryl Mercer. Dir. Robert Vignola. 68 mins. Rel. Nov. 15. Rev. Nov. 28.

**Devil's Mate.** The convicted murderer who dies in the electric chair amid the shrieks of the mob. Preston Foster. Dir. Phil Rosen. 66 mins. Rel. Aug. 15. Rev. Sept. 26.

**Fighting Texas.** Old country story. Rex Bell, Luana Walters. Dir. Armand Schaefer. 55 mins. Rel. Aug. 5. Rev. Aug. 1.

**Fugitive.** The story of a man who escapes. Rex Bell, Cecilia Parker. Dir. Harry Fraser. 64 mins. Rel. Aug. 10. Rev. Sept. 26.

**Gallop, Romeo.** Western story. Bob Steele. Dir. R. N. Bradbury. 64 mins. Rel. Sept. 1. Rev. Oct. 1.

**He Couldn't Take It.** Story by Dorc Scharg. Inside story of process serving racket. Ray Walker, Virginia Cherrill, George E. Stone, Dorothy Granger, Paul Porcasi. Dir. William Nigh. Rel. Dec. 11.

**Lucky Texan.** The Western story of a man accused of the murder of his pal. John Wayne. Rel. Aug. 15. Rev. Feb. 13.

**Mystery Loner.** Noah Berry, Astrid Allyn. Dir. William Nigh. Rel. Dec. 19. Rev. Nov. 28.

**Rainbow Ranch.** Adventures of the waterwheel champ of the Pacific West. Rex Bell, John Barker. Dir. Harry Fraser. 69 mins. Rel. Aug. 25.

**Rangers Code.** Texas tale. Buster Phelps, Bob Steele. Dir. R. N. Bradbury. 65 mins. Rel. Sept. 15. Rev. Sept. 26.

**Iders of Destiny.** Western scrap about water rights, with some big flood stuff. John Wayne. Dir. R. N. Bradbury. 88 mins. Rel. Oct. 10. Rev. Dec. 12.

**Sagebrush Trail.** The Lone Star western. John Wayne, Nancy Shubert. Dir. Armand Schaefer. 63 mins. Rel. Dec. 15. Rev. Jan. 9.

**Sensation Hunters.** Society high life. Arline Judge, Preston Foster. Dir. Chas. Fidor. 75 mins. Rel. Sept. 26. Rev. Jan. 6.

**Sixteen Fathoms.** Under the sea. Sallie O'Neill, Creighton Chaney, Russell Simpson, Maurice Black. Dir. Armand Schaefer. 59 mins. Rel. Jan. 1. Rev. Jan. 23.

**Swing-Away.** Aviation pilot's ship-to-shore line. Ray Walker, Kathryn Crawford. Rel. Aug. 15. Rev. Feb. 13.

**Sweetheart of the South.** Chita College musical. Mary Carlisle, Buster Crabbe. Dir. Ed. Marsh. 80 mins. Rel. Oct. 1. Rev. Nov. 14.

**West of the Divide.** Lone Star western. John Wayne, Virginia Brown Faire. Dir. R. N. Bradbury.

**Womans' World.** Hollywood inside story. John Halliday, Wallace Ford, Marguerite de la Motte. Dir. Edward Luddy.

**Studios: 5851 Marathon St., Hollywood, Calif. Paramount** Offices: 1801 Broadway, New York, N. Y.

**Alice in Wonderland.** The Carroll story visualized. Charlotte Henry and most of the Par. stars. Dir. Norman McLeod. 76 mins. Rel. Dec. 22. Rev. Dec. 27.

**All of Me.** From the stage play, "Chrysalis." Fredric March, Miriam Hopkins. Geo. Raft. Dir. Jas. Flood. 70 mins. Rel. Jan. 26. Rev. Feb. 6.

**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. Aug. 18. Rev. Oct. 3.

**Boleto.** Story of a gigolo who started in Hoboken. Geo. Raft, Carole Lombard, Sally Rand. Dir. Wesley Ruggles. 83 mins. Rel. Feb. 23. Rev. Feb. 27.

**Cradle Song.** Dorothea Weick's first Hollywood "production." Mother love of nun for a founding in a Spanish convent. Evelyn Venable, Sir Guy Stubbins, Louise Dresser. Dir. Itchell Leisen. 78 mins. Rel. Nov. 10. Rev. Nov. 21.

**Death Takes a Holiday.** Death takes a holiday to learn of life. From the stage play. Fredric March, Evelyn Venable. Dir. Mitchell Leisen. 79 mins. Rel. March 30. Rev. Feb. 27.

**Design for Living.** Adapted from Noel Coward's play. "Fidelity Match." Gary Cooper, Miriam Hopkins, Ed. E. Horton. Dir. Ernst Lubitsch. 90 mins. Release not set. Rev. Nov. 28.

**Duck.** Comedy. The nonsensical. Raquel Torres, Margaret Dumont. Dir. Leo McCarey. 69 mins. Rel. Nov. 27. Rev. Nov. 28.

**Eight Girls in a Boat.** Love in a girl's school. Douglas Montgomery, Kay Johnson. Dir. Rich. Wallace. 85 mins. Rel. Jan. 5. Rev. Jan. 16.

**Four Frightened People.** Mixed quartet in the jungle. Claudette Colbert, Her. Cortez, Mary Boland, Wm. Gardner. Dir. Cecil de Mille. Rel. Jan. 16. Rev. Jan. 30.

**Girl Without a Room.** Americans in Paris. Chas. Farrell, Chas. Ruggles. Geo. Jones, Wm. Slavens. Dir. Walter Wolf. Dir. Ralph Murphy. 72 mins. Rel. Dec. 8. Rev. Dec. 12.

**Golden Harvest.** Story of the middlewestern farms and Chicago wheat pit. Rich. Arlen, Chester Morris, Genevieve Tobin. Dir. Ralph Murphy. 71 mins. Rel. Oct. 12. Rev. Oct. 17.

**Heil and High Water.** Waterfront story with a U. S. Navy background. Rich. Arlen, Judith Allen, Chas. Grapewin, Sir Guy Stubbins. Dir. George Jones. 69 mins. Rel. Dec. 19.

**His Double Life.** (Dowling.) Light comedy. Lillian Gish, Roland Young. Dir. Arthur Hopkins. 63 mins. Rel. Jan. 12. Rev. Dec. 10.

**I'm No Angel.** Mae West original. Mae West in tight as a lion tamer. Geo. Raft, Edw. Arnold, Hal Harold. Dir. Wesley Ruggles. 87 mins. Rel. Oct. 12. Rev. Oct. 17.

**Last Roundup.** The Western with a Zane Grey title and a new story. Randolph Scott, Monte Blue, Barbara Adams, Fred Kohler. Dir. Henry Hathaway. Rel. Jan. 26.

**Lone Cowboy.** The Western with Jackie Cooper as the hero. From a Will James story. Dir. Paul Sloan. 68 mins. Rel. Dec. 1. Rev. Dec. 6.

**Midnight Club.** The London jewel thieves. Geo. Raft, Clive Brook. Guy Standing, Alison Skipworth. Dir. Geo. Sommes and Alex Hall. Rel. Rel. Oct. 12. Rev. Oct. 17.

**Miss Fane's Baby Is Stolen.** Farical play. Dorothea Weick, Alice Brady. Dir. Alex. Hall. 67 mins. Rel. Jan. 12. Rev. Jan. 23.

**One Sunday Afternoon.** From the stage play. Loves in a small town. Gary Cooper, Fay Wray, Niles Hamilton, Frances Fuller. Dir. Louis D. Lighton. 88 mins. Rel. Sept. 2. Rev. Sept. 8.

**Search for Beauty.** The Pseudo-physical training yarn to display winners in Par's international beauty contest. Buster Crabbe, Ida Lupino, Toby Ann. Chas. Gleason. Dir. Eric Kenton. 77 mins. Rel. Feb. 2. Rev. Feb. 13.

**Sitting Pretty.** Backstage story smartened up. Jack Oakie, Jack Haley, Ginger Rogers, Thelma Todd, Gregory Rattoff. Dir. Harry Joe Brown. 80 mins. Rel. Aug. 24. Rev. Aug. 25.

**Take a Chance.** Roland & Brice production of the stage musical. Jas. Dunn, Cliff Edwards, June Knight, Lillian Roth. Dir. Lawrence Schwab. 80 mins. Rel. Oct. 27. Rev. Nov. 28.

**This and That.** Comedy of the children against politics and gangsters. Chas. Bickford, Judith Allen. Dir. Cecil de Mille. 82 mins. Rel. Aug. 25. Rev. Aug. 29.

**Three Corners.** From the stage play. Domestic problems of a mildly insane child. Claudette Colbert, Rich. Arlen, Mary Boland. Dir. R. Hott Nung. 70 mins. Rel. Aug. 4. Rev. Aug. 15.

**Thundering Herd.** The Upper class western with the usual ingredients. Randolph Scott, Elizabeth Allan, Buster Crabbe, Noah Berry, Ray Hatton. Dir. Henry Hathaway. 82 mins. Rel. Nov. 24.

**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 and the children of the children against politics and gangsters. Dir. Francis Martin. 57 mins. Rel. Oct. 15. Rev. Nov. 14.

**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. 1. Rev. Sept. 8.

**Torch Singer.** The Unwed mother doubles as a cabaret hotcha and a radio mother talker. Claudette Colbert, Ricardo Cortez, David Mannes, Lydia Robert. Dir. Alex Hall and Geo. Sommes. 70 mins. Rel. Sept. 8. Rev. Oct. 19.

**Way to Love.** The Chevalier, incognito, finds romance with a French carnival troupe. Ann Dvorak, Ed. Everett Horton, Minna Gombell. Dir. Norman Taurog. 70 mins. Rel. Oct. 20. Rev. Nov. 14.

**White Women.** Tragic story with a brutal 12 men on an island colony. Chas. Laughton, Carole Lombard, Chas. Bickford. Dir. Stuart Walker. 66 mins. Rel. Nov. 3. Rev. Nov. 21.

**Jaws of Justice.** Kazan, the dog, in a melodrama of the Northwest Mounted Police, with Richard Terry and Ruth Sullivan. 54 mins. Rel. Nov. 15.

**Ferocious Pal.** Kazan, the dog, in a thrilling mystery-melodrama of the sheep-raising country. Ruth Sullivan and Robert Manning. 50 mins. Rel. Feb. 1.

**Thunder Over Mexico.** 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. R.K.O. Radio** Offices: R.K.O. Bldg., Radio City, N.Y.C.

**Ace of Aces.** A pickoff goes to war and becomes a great aviator with a tug for killing. Richard Dix, Elizabeth Allan, Ralph Bellamy. 78 mins. Dir. J. Walter Ruben. Rel. Oct. 20. Rev. Nov. 14.

**After Tonight.** A beautiful Russian spy falls in love with an Austrian spy but they place duty to their countries above love. Constance Bennett, Gilbert Roland. Dir. George Archambaud. 72 mins. Rel. Nov. 10. Rev. Nov. 7.

**Aggie Appleby.** Maker of Man. A woman reforms two of the men in her life among the gentlemen of the playland and a rowdy of the gentleman. Wynne Gibson, Charles Farrell, William Gardner, Zasu Pitts. Dir. Mark Sandrich. 73 mins. Rel. Nov. 3. Rev. Oct. 24.

**Allen Carter.** A popular musician rises after a series of disappointing love affairs that love and a career won't mix and chooses career. Ann Harding, John Boles, Margaret Hamilton, Arnold Korff. Dir. Edward L. Heifetz. Rel. May 25. Rev. May 25.

**Ann Vickers.** From a Sinclair Lewis novel. Irene Dunn, Walter Huston, Conrad Nagel. Dir. John Cromwell. 75 mins. Rel. Oct. 13. Rev. Oct. 3.

**Bed of Roses.** A girl of the streets reforms because of her love for a Mississippi boat man. Constance Bennett, Joel McCrea, Pert Kelton, John Halliday. Dir. Gregory Laava. 87 mins. Rel. July 14. Rev. July 4.

**Before Dawn.** Taken from Edgar Wallace's last mystery novel. Stuart Erwin, Dorothy Wylie, Warner Oland. Dir. Irving Pichel. 61 mins. Rel. Aug. 4. Rev. Oct. 4.

**Blind Adventure.** Adventures in London during one foggy night. Robert Armstrong, Helen Mack, Roland Young, Ralph Bellamy. Dir. Ernest B. Schoedsack. 75 mins. Rel. Aug. 15. Rev. Oct. 10.

**Chance at Heaven.** The rich city girl who dazzles the country boy and marries him only to send him back to his small town sweetheart. Joel McCrea, Ginger Rogers, Marion Nixon. Dir. William Selter. 72 mins. Release Oct. 12. Rev. Oct. 17.

**Crime Doctor.** A famous detective, jealous of his wife who no longer loves him, plans the perfect crime. Otto Kruger, Karen Morley, Nils Asther, Judith Wood. Dir. John Robertson. Rel. April 20.

**Deluge.** The story of a man who after a second deluge. Peggy Shannon, Lois Wilson, Sidnee Blackmer, Matt Moore. Dir. Felix B. Feist. Rel. Oct. 10. Rev. Oct. 10.

**Double Harness.** A girl who got her man. Ann Harding, William Powell. Rel. May 11. Rev. May 11.

**Dover Road.** An eloping couple have a break-down in their car and spend the night in an unusual hotel where the host, a philosopher, shows them the error of their way. Clive Brook, Diana Wynyard, Reginald Owen, Eileen Herlihy, Alan Mowbray, Gilbert Emery. Dir. J. Walter Ruben. Rel. May 11. Rev. May 11.

(Continued on page 39)

# COMPETISH IS SURE TUFF IN SAN JOSE

San Francisco, March 5.

San Jose, in the prune and ranching district 100 miles from here, has 11,000 seats for a 50,000 total population, and things are so tough that the top general admission is 30c, and kids' prices have been cut to a nickel in several theatres.

Each of the nine showplaces is double billing on split week shifts, except the Fox Mission, which gets 20 and 30c for first two weeks of product. All these bookings range in 33 pictures a week to fill the calendar, leaving some of the boys without much in the way of product, and therefore throws them into a dynamiting policy.

Chief dynamiter is the 900-seat Jose, owned by the Harvey Bros., who have a stage band with vaude acts; two subsequent runs at 15 and 25c, free parking, and kids 5c anytime. Gets a lot of people in, but small capacity and low prices, especially for young 'uns, limits gross to \$55 and \$60 on big days.

Victory, with 2,000 seats, is another one making it tough on competition. Offers two ptx at 15 and 25c, and plenty of gift nights, even on Saturdays, when a 'free kitchen' gift for every lady is advertised. A pair of big balconies can swallow and do swallow up a lot of 15c business.

Padre, operated by Marco, Harry Arthur, et al., has 900 seats and a policy of getting 15c until 6 p. m., when it tilts to 25 and 30c, mostly 25c. Hester is another split week double biller, occasionally, but seldom, going single ptx with second and third runs at 15 and 25c. Liberty is another admitting kids for 15c, and nicking adults 15c anytime for second run showings of Paramount product on double bills. American, with 2,000 chairs, is 15c anytime, and throws in free parking along with two ptx, while Wilklow Glen, a neighborhood, sells its 450 seats for 15 and 20c for double bills.

# THEATRE BIZ IN N. E. BEGINNING TO LOOK UP

New England, hardest struck section of the country by the depression, is beginning to stage what looks like a real revival in the opinion of theatre operators. Distributors see this locality peeping over the trenches by summer if theatre weather is favorable during the spring months.

Sam Pinanski, co-receiver with Martin J. Mullin of the Public holdings in New England, brought encouraging reports of the outlook on his last week's trip to New York.

# Local Newsreel Only One to Get Pitt Wreck

Pittsburgh, March 5.

Only newsreel man on hand at train wreck here last week of Pennsy line, in which 10 passengers lost their lives, was Charlie Stanton, owner of Atlantic Film Corporation outfit. Stanton got there 10 minutes after the tragedy and next day Stanley and Warner theatres had shots on the screen.

Understood Stanton later disposed of his footage to Paramount News for around \$500.

# INDIE T. C. IS NO MORE

Lincoln, March 5.

Indie Theatre Corp. is ended. The last holding of the almost extinct corporation went overboard when the Swan, Columbus, Neb., had the lease broken by the owner of the house. C. C. Hard, in charge of ITC settlements, attempted to negotiate for the house on his personal list as he did the Rialto here when the ITC lost it, but he was unsuccessful.

William N. Youngblood, Madison, Neb. operator, secured the house. Bard brought Bob Fulton, Swan manager, to the Rialto here. Bard himself will do the booking and will live in Omaha.









**Magic words . . . Soon NORMA SHEARER in "RIPTIDE" from M-G-M**



# CALENDAR OF CURRENT RELEASES

(Continued from page 36)

**Inish School.** A young boarding school girl becomes involved with a young doctor. Ginger Rogers, Frances Dee, Bruce Cabot, Billie Burke, Dir. Walda Tuckoch and George Nichols, Jr. Rel. April 27.

**Laming Gold.** Adventure in the old fields of Memphis. Bill Boyd, Mae Clark, Pat O'Brien. Rel. Ralph Ince. 63 mins. Rel. Sept. 29. Rev. Feb. 20.

**Flying Devils.** Triangle in a flying circus. Arline Judge, Bruce Cabot. Dir. Russell Birdwell. 60 mins. Rel. Aug. 14. Rev. Aug. 28.

**Flying Down to Rio.** Musical extravaganza which takes place in the air above Rio de Janeiro. Dolores Del Rio, Gene Raymond, Ginger Rogers, Fred Astaire, Raoul Roulien. Dir. Thornton Freeland. 89 mins. Rel. Dec. 29. Rev. Dec. 27.

**Goodbye Love.** A butler and his master both become involved with gold diggers. Charlie Huggles, Verree Teasdale, Mayo Methot, Sidney Blackmer, Phyllis Barry. Dir. by H. Bruce Humberstone. 66 mins. Rel. Nov. 10.

**Keep 'em Rolling.** One man's life-time devotion to his loyal army horse. Walter Huston, Frances Dee, Robert Shayton, Frank Conroy, Dir. George Archainbaud. Rel. March 2.

**Ips, Hips, Hoorsay.** Musical girl show. Bert Wheeler, Robert Woolsey, Ruth Etting, Dorothy Lee, Thelma Todd, George Meeker, Phyllis Barry. Dir. Mark Sandrich. Rel. Feb. 2. Rev. Feb. 27.

**I Were Free.** A modern romance of two people, disappointed in marriage, who meet and try to find happiness together in their way. Irene Dunne, Olive Brook, Nils Asther, Henry Stephenson. Dir. Elliott Nugent. 66 mins. Rel. Dec. 29. Rev. Jan. 13.

**Little Women.** Talker version of the Louisa Alcott story. Katherine Hepburn, Joan Bennett, Paul Lukas, Frances Dee, Jean Parker, Edna Mae Oliver. Dir. George Cukor. 117 mins. Rel. Nov. 24. Rev. Nov. 21.

**Long Lost Father.** Comedy-drama. George Forman, John Barrymore, Helen Chandler. Dir. Ernest B. Schoedsack. 62 mins. Rel. Jan. 13. Rev. Feb. 27.

**Lost Patrol.** The detachment of British soldiers lost on the Mesopotamian desert and attacked by unarmy Arabs with dramatic results. Boris Karloff, Victor McLaglen, Wallace Ford, Reginald Denny, Alan Hale. Dir. John Ford. Rel. Feb. 16.

**Man of Two Worlds.** An Eskimo, his illusions shattered by a glimpse of London civilization, returns to his own people and is brought back to reality by his infant son. Francis Lederer, Ellina Landi, Henry Stephenson, Walter Byron, Steffi Duna, J. Farrell MacDonald, Sarah Padden. Dir. J. Walter Ruben. 75 mins. Rel. Jan. 13. Rev. Jan. 13.

**Secret Gal in Town.** Farce comedy love in the beauty parlor. Zasu Pitts, El Brendel, Pert Kelton, James Gleason. Dir. Rich. Schayner. 61 mins. Rel. Jan. 12. Rev. Feb. 20.

**Idishman Jack.** Annapolis story. Faye Cugat, Frank Albertson, Arthur Lake, Betty Furness. Dir. Christy Cabanne. 70 mins. Rel. Sept. 29. Rev. Nov. 21.

**Morning Glory.** Backstage story of a country girl's rise and fall. Katherine Hepburn, Doug. Fairbanks, Jr., Arline Judge, George E. Stone, George E. Stone. Dir. Mervyn LeRoy. 70 mins. Rel. Aug. 18. Rev. Aug. 22.

**No Marriage Ties.** From an unproduced play. Satire on advertising agencies. Richard Dix, Elizabeth Allen. Dir. J. Walter Ruben. 75 mins. Rel. Aug. 18. Rev. Aug. 8.

**Of Human Bondage.** A poignant story of a man who faces life as a partial cripple. Leslie Howard, Bette Davis, Reginald Denny, Reginald Sheffield, Alan Hale. Dir. John Cromwell. Rel. June 1.

**One Man's Journey.** Country doctor achieves fame. Lionel Barrymore, May Robson, Joel McCrea. Dir. John Robertson. 72 mins. Rel. Sept. 8. Rev. Sept. 6.

**Rafter Romance.** A story of Greenwich Village. Ginger Rogers, Norman Foster, Geo. Sidney, Laura Hope Crews, Robert Benchley. Dir. Wm. Selzer. 75 mins. Rel. Rev. Sept. 13.

**Right to Romance.** The famous woman-beauty specialist decides to go on a spree and becomes involved in a series of exciting adventures. Ann Harding, Nils Asther, Sari Marjory, Irving Pichel. Dir. Alfred Santell. 67 mins. Rel. May 13.

**Ring and Like It.** Gangster takes a Broadway show and makes sure of good reviews by furnishing special escorts for each reviewer. Zasu Pitts, Pert Kelton, Edward G. Robinson, Nat Pendleton, Ned Sparks. Dir. William Selzer. Rel. April 13.

**Son of Kong.** Further adventures of Carl Denham, the director who brought King Kong to civilization, this time with the Son of Kong. Robert Armstrong, George E. Stone, George E. Stone, George E. Stone, George E. Stone, Ernest B. Schoedsack. 69 mins. Rel. Dec. 22. Rev. Jan. 22.

**Spiritfire.** A powerful story which deals with a beautiful mountain "witch" whose naïveté, temperament and personality combine wickedness and immaculate beauty. George E. Stone, George E. Stone, George E. Stone, Martha Sleeper, Sidney Toler, Louis Mason, Sara Haden. Dir. John Cromwell. Rel. March 30.

**Stingaree.** Notorious Australian bandit of the "Robin Hood" type with a hair for the color of life. Irene Dunne, Richard Dix, Conway Tearle, Mary Boland. Dir. William Wellman. Rel. May 18.

**Strictly Dynamite.** A poet becomes a gag writer for a famous radio comic. Jimmy Durante, Lupe Velez, Norman Foster, Marian Nixon. Dir. Elliott Nugent. Rel. May 18.

**Success Story.** The ruthless rise to power and wealth of a boy of the New York telephone district. Douglas Fairbanks, Jr., Colleen Moore, Genevieve Tobin, Frank J. Walker. Dir. George E. Stone. Rel. March 30.

**The Man in the Moon.** To preserve her marriage a young wife virtually buries her husband into the arms of his first love. Irene Dunne, Constance Cummings, Ralph Bellamy, Kay Johnson. Dir. John Cromwell. Rel. April 6.

**Two Alone.** An orphan girl and a young boy who escaped from a reformatory fall in love and try to escape the inhuman farmer who keeps them enslaved on his farm. Jean Parker, Zasu Pitts, Tom Brown, Arthur Byron, Nydia West, George E. Stone, Richard Robertson, Emerson Treacy. Dir. Elliott Nugent. Rel. May 13, 1934.

**Wild Cargo.** Frank Buck's expedition into the Asiatic jungles to capture wild animals. Frank Buck. Dir. Armand Denis. Rel. March 14.

## United Artists Offices: 725 Seventh Ave., New York, N. Y.

**Advice to the Lovelorn.** Romance and adventures of reporters who edit a agony column and eventually expose the drug racket. Dir. Alfred Werker. Rel. Dec. 1. Rev. Dec. 19.

**Bitter Sweet.** (British made). Noel Coward's operetta. Romance of wealthy English beauty who elopes to Vienna with her music teacher. Anna Neagle, Frances Dee and Graevoy. Dir. Herbert Wilcox. 93 mins. Rel. Sept. 22. Rev. Aug. 29.

**Good Money.** The ball bond racket with a love angle. Geo. Bancroft, Frances Dee. Dir. Rowland Brown. 66 mins. Rel. Nov. 17. Rev. Nov. 21.

**Beverly.** The 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. Rev. Oct. 10.

**Broadway Through a Keyhole.** Walter Winchell's story of Broadway. Constance Cummings, Russ Columbo, Paul Kelly. Dir. Lowell Sherman. 50 mins. Rel. Nov. 13. Rev. Nov. 13.

**Catherine the Great.** The story of Russia's greatest ruler. Douglas Fairbanks, Jr., Elizabeth Bergher, Frances Robinson, Gail Jones. Dir. Paul Czinner. 83 mins. Rel. Feb. 1. Rev. Feb. 13.

**Emperor Jones.** Ellsler'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.

**Gallant Lady.** An unwed mother who pays the price of silence in order to be near her child. Deanna Durbin, George E. Stone, Ann Harding, Olive Brook, Otto Kruger, Tullio Carminati. 82 mins. Rel. Jan. 5. Rev. Jan. 23.

**Henry VIII (British made).** Henry and his six wives. Chas. Laughton. Dir. Alex. Korda. 83 mins. Rel. Oct. 16. Rev. 17.

**House of Rothschild.** The story of the famous family of financiers. House of Rothschild. The story of the famous family of financiers. Dir. Al Werker. Rel. April 6.

**Looking for Trouble.** Thrills in the lives of telephone linemen, with a couple of love stories. The Starliner. Grace, Jack Oakie, Constance Cummings, Arline Judge. Dir. Wm. Wellman. 77 mins. Rel. March 9.

**Maskerade.** The Based on John Hunter Booth's adaptation of Katherine Cook Tharston's novel. Cousins of identical appearance change places with intrigues and love. Results. Ronald Colman, Elsie Leland. Dir. Richard Wallace. 75 mins. Rel. Sept. 13. Rev. Sept. 13.

**Moulin Rouge.** A talented wife proves her ability by a clever impersonation ruse. Dir. Sidney Lanfield. Constance Bennett. Franchot Tone, Tullio Carminati. 70 mins. Rel. Jan. 19. Rev. Feb. 13.

**Nana.** Adapted from the Zola novel with Sam Goldwyn's new star, Anna Sten. Phillips Holmes, Mae Clark, Lionel Atwill, Rich. Bennett. Dir. Dorothy Arzner. 87 mins. Rel. Mar. 2. Rev. Feb. 27.

**Palace.** The son of a prizefighter for his father's footsteps. Dir. Ben. Jamin. Rel. Durante, Stuart Erwin, Lupe Velez. Rel. Jan. 26.

**Roman Scandals.** A town tempest transported in a dream back to the grandeur that was Rome. Dir. Frank Tuttle. Eddie Cantor, Ruth Etting, Gloria Stuart. 91 mins. Rel. Dec. 23.

Sorrell & Son. An epic of the love between father and son. H. B. Warner, Peter Penrose, Hugh Williams, Winifred Shotter. Dir. Jack Raymond. Rel. April 20.

**Studies: Universal City, Calif.**

**Beloved.** Musical. Bole. Gloria Stuart. Dir. V. Schertzinger. Rel. Jan. 29. Rev. Jan. 30.

**Bombay Mail.** Edmund Lowe Production. Dir. Ed. Marin. Rel. Jan. 1. Rev. Jan. 9.

**By Candlelight.** Sophisticated comedy-drama. Paul Lukas, Ellina Landi, Nils Asther, Esther Ralston. Dir. James Whale. 70 mins. Rel. Dec. 13. Rev. Jan. 9.

**Counselor at Law.** Drama. John Barrymore, Ir. Wm. Wyler. Rel. Dec. 25. Rev. Dec. 12.

**Count of Monte Cristo.** Drama. Fay Wray, Paul Lukas, Paul Page, Carmel Meyers, Reginald O'Neil. Rel. March 19.

**Cross Country Cruise.** Comedy-drama. Lew Ayres, June Knight, Alice White. Dir. Eddie Buzzell. 78 mins. Rel. Jan. 15. Rev. Jan. 23.

**Cresby Case.** The. Drama. Wynne Gibson, Onslow Stevens, William Collier. Rel. March 9.

**Glameur.** Comedy-drama. Constance Cummings, Paul Lukas. Dir. William Wyler. Rel. April 9.

**Gun Justice.** Western. Ken Maynard. Rel. Dec. 18.

**Her First Mate.** Comedy. Summerville-Pitts. Dir. Wm. Wyler. Aug. 3.

**Horse Play.** Comedy. Summerville-Pitts. Dir. Ed Sedgwick. Rel. Nov. 27.

**I Like It That Way.** Musical. Roger Pryor, Gloria Stuart. Dir. Harry Lachman. Rel. Feb. 12.

**I'll Tell the World.** Comedy. Lee Tracy, Gloria Stuart, Roger Pryor. Rel. April 9.

**Invisible Man.** Mystery-drama. Claude Rains, Gloria Stuart, Henry Travers, Una O'Connor. Dir. James Whale. 70 mins. Rel. Nov. 13. Rev. Nov. 21.

**King for a Night.** Comedy-drama. Chester Morris, Alice White, Helen Twilvetrees. Dir. Kurt Neumann. 78 mins. Rel. Oct. 20. Rev. Dec. 13.

**Ladies and Gentlemen.** Comedy. Broady story. June Knight, Niel Hamilton, Sally O'Neill. Dir. E. A. du Pont. 60 mins. Rel. Sept. 25. Rev. Dec. 6.

**Let's Be Ritz.** Comedy-drama. Lew Ayres, Patricia Ellis, Frank McHugh, Isabelle Jewell, Hedda Hopper. Dir. Edward Ludwig. Rel. March 26.

**Little Man, What Now?** Drama. Margaret Sullivan, Douglas Montgomery. Dir. Frank Borzage. Rel. May 7.

**Love Birds.** Comedy. Slim Summerville, Zasu Pitts. Dir. Wm. Selzer.

**Love, Honor and Oh, Baby.** Comedy. Slim Summerville, Zasu Pitts, Lucille Gleason, Verree Teasdale, Donald Meek. Dir. Eddie Buzzell. 68 mins. Rel. March 9.

**Madame Spy.** Drama. Fay Wray, Nils Asther. Dir. Karl Freund. 70 mins. Rel. Jan. 8. Rev. Feb. 13.

**Midnight.** Drama. Sidney Fox, Henry Hull, Heggie. Dir. Chester Erskine. Rel. Rev. 27.

**Myra.** Comedy. Musical. Myrtle Vall, Donna Domerli, Eddie Foy, Jr., Ted Healy, Grace Hayes, J. Farrell MacDonald. Dir. Al Boasberg. 66 mins. Rel. Dec. 11. Rev. Jan. 23.

**Only Yesterday.** Dramatic love story. John Bole, Margaret Sullivan, Reginald Denny. Dir. John Stahl. 105 mins. Rel. Nov. 6. Rev. Nov. 14.

**Saturday's Millions.** Football story. Robt. Young, Lella Hyams, Johnny Mack Brown. Dir. Edw. Sedgwick. 78 mins. Rel. Oct. 13. Rev. Oct. 13.

**Secret of the Bismarck.** Mystery-drama. Lionel Atwill, Paul Lukas, Gloria Stuart. Dir. Kurt Neumann. 61 mins. Rel. July 20. Rev. Sept. 19.

**S.O.S. Isleberg.** An Arctic expedition is stranded in Greenland. Rod LaRocke, Gilbert. Dir. Robert Reichenstein. Dir. Tay Garnett. 117 mins. (road show). Rel. Sept. 26.

**Strawberry Roan.** The story of a wild horse and his conquest. Ken Maynard, Ruth Hall. Dir. Alan James. Rel. Oct. 26. Rev. Dec. 12.

**Poor Rich.** The. Comedy. Edna May Aliver, Edward Everett Horton. Dir. Frank Borzage. Rel. Feb. 26.

**Trail Drive.** Ken Maynard western story of a cattle drive. Dir. Alan James. 69 mins. Rel. Sept. 4. Rev. Jan. 9.

## Warner Brothers Offices: 121 W. 44th St., New York, N. Y.

**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. 18. Rev. Aug. 22.

**College Coach.** A football story with a new twist. Dick Powell, Alan Dvorak. Rel. Nov. 4. Rev. Nov. 14.

**Disraeli.** Political drama of England. George Arliss, Joan Bennett. Dir. Alfred Hitchcock. Rel. Dec. 14.

**Easy to Love.** A frothy farce. Adolphe Menjou, Genevieve Tobin, Mary Astor, Guy Kibbee, Edward Everett Horton. Dir. William Keighley. 61 mins. Rel. Jan. 28. Rev. Jan. 28.

**Ever in the Heart.** A love 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. Rev. Oct. 17.

**Finger Man.** A city gangster finally breaks away from his gang. James Cagney, Mae Clark and Leslie Fenton. Dir. Roy Del Ruth. Rel. Dec. 8.

**Footlight Parade.** Gala musical with backstage locale. James Cagney, Joan Blondell, Ruby Keeler, Dick Powell. Dir. Lloyd Bacon. 129 mins. Rel. Nov. 13. Rev. Oct. 10.

**From Headquarters.** A crime drama with a murder committed right in headquarters. George Brent, Margaret Lindsay and Eugene Pallette. Dir. George Marshall. Rel. Oct. 28. Rev. Nov. 13.

**Havana Widows.** Comedy of two burlesque queens on the make in Havana. Joan Blondell, Glenda Farrell. Dir. Ray Enright. 62 mins. Rel. Nov. 18.

**Hi, Nellie.** Comedy-drama of a newspaper "love" columnist. Paul Muni, George Carroll, Kathryn Bergava. Dir. Mervyn Le Roy. Rel. Jan. 29. Rev. Feb. 6.

**House on 56th Street.** Drama of a gambling lady. Kay Francis, Ricardo Cortez, Gene Raymond, Margaret Lindsay and Frank McHugh. Dir. Robert Florey. Rel. Dec. 14.

**Kennel Murder Case.** A drama depicting the unusual solution of an unusual murder. William Powell, Mary Astor, Helen Vinson, Ralph Morgan and Eugene Pallette. Dir. Michael Curtiz. 75 mins. Rel. Oct. 28. Rev. Nov. 13.

**Lady Killer.** Jimmy Cagney bats 'em around again. Jas. Cagney, Mae Clark, Leslie Fenton. Dir. Roy Del Ruth. 67 mins. Rel. Dec. 8. Rev. Jan. 2.

**Son of a Sailor.** Comedy of a frivolous sailor. Joe E. Brown. Dir. Lloyd Bacon. Rel. Dec. 14.

**The Man from Monterey.** Western drama. John Wayne, Ruth Hall. Dir. Mack V. Wright. 67 mins. Rel. July 22. Rev. Aug. 23.

**Voltaire.** Life of France's celebrated wit and philosopher. George Arliss. Dir. John Kanyon. Margaret Lindsay. Dir. John Adcock. 72 mins. Rel. Aug. 5. Rev. Aug. 22.

## Miscellaneous Releases

**Before Morning.** (Greenblatt.) From a stage play. Police official eventually traps a murderer. Leo Carrillo, Lora Baxter. Dir. Arthur Hoerl. 66 mins. Rel. Nov. 2.

**Big Chance.** (Greenblatt.) Prizefighter-socialist story. John Darrow, Merna Kennedy. Dir. Al Herman. 63 mins. Rel. Sept. 6.

**Carnival Lady.** (Goldsmith-Hollywood.) Carnival background for a triple love story. Boots Mallory, Vincent Allen. Dir. Howard Higgin. 67 mins. Rel. Dec. 14.

**Criminal at Large.** (Halber.) Edgar Wallace mystery story, British made. British cast. 74 mins. Rel. Dec. 27.

**Dawn to Dawn (Duword.)** Rural story in 35 mins. Rel. Nov. 13.

**Enlighten.** Thy Daughter. (Exploitation.) Warning to parents. Remade from a silent. 75 mins. Rel. Jan. 15. Rev. Feb. 20.

**Faithful Heart.** (The Halber.) British made. Romantic story of a faithful love. British cast. 64 mins. Rel. Aug. 28.

**Film Parade.** Musical. Old clips and new material assembled by J. Stuart Blackton. 52 mins. Rel. Dec. 27.

**Gloigoettes of Paris.** (Equitable.) Gold digger story in Parisian locale. Madge Bellamy, Natalie Moorhead. Dir. Alphonse Marlet. 69 mins. Rel. Dec. 14.

**Hell's Holiday.** (Superb.) Compilation of war scenes. 30 mins. Rel. July 13.

**Her Forgotten Past.** (Mayfair.) Society girl marries her chauffeur then wed a lawyer believing her first husband dead. Monte Blue, Barbara Kent. Dir. Wesley Ford. 55 mins. Rel. Nov. 7.

**Her Sins Are Progressive.** Studio girl impersonates a star in Hollywood. Lillian Bell, Beryl Mercer, Theo. von Eltz. Dir. Ralph Black. 60 mins. Rel. Nov. 14.

**Important Witness.** (The Tower.) Story with a gangster touch, but mostly done in a courtroom. Noel Francis, Donald Dillaway. Dir. Sam Newfield. 63 mins. Rel. Sept. 28.

**Laughing at Life.** (Mascot.) Story of a run-running adventure. Victor McLaglen, Conchita Montenegro, Ruth Hall, Dir. Ford Beebe. 71 mins. Rel. July 14.

(Continued on page 71)

## NO MORE WOMEN

(Continued from page 27)

highly melodramatic for the finish. It does not merge. The result is an only moderately entertaining comedy-drama that does not appear to be headed for respectable grosses. It might have been better had the parts been assigned other players with a strong drama in mind. As usual, McLaglen and Love are rivals, this time deep sea divers on competing craft. The boat on which McLaglen works is inherited by Sally Blane, who moves in and takes possession of the captain's cabin. The rivalry flares when, in an effort to stave off failure, the captain adds Love to his diving staff.

The two men get in a row at an amusement park and in the light McLaglen falls out of a roller coaster into the ocean. He hides and permits it to be assumed he is dead. The police arrest Love for his murder. A good ship sinks and is abandoned by the underwriters (though it seems an easy salvage job). Two boats rush to claim the ship. One from the other ship agree to a 50-50 split. A second diver is sent down by the rival ship and cuts the airline on his own ship's diver. Love is saved by McLaglen. Both need hospital treatment. In their cot they are still arguing over Miss Blane when she breezes in to inform them she is going to marry the captain.

The basic story is flat and fails to arouse proper suspense, but now and then a sequence stands out. The fight in the roller coaster is pure mechanical punch, but it does win thrills. The undersea fight chills the blood and there is a capital bit where a diver is charmed to see a shark getting the money for McLaglen's insurance, only to have him bob in through the window. Here and there a gag stands out and with other leads this would pass for drama. Disappointment rather than dissatisfaction may militate against the result. It is what's expected from the competition.

Production is very well done, with a tank for the underwater stuff tipped over by the roller coaster of pure mechanical punch. Still, it looks convincing and hold interest. The above-water bits are better, though direction errs in permitting the camera to wander around and reach the ship before getting into divers' dress, though need for speed is emphasized.

The story is very poor. Some third degree stuff is tiresome and many bits are permitted to run too long. Ten minutes out would make it much smarter.

The stars do the best they can to cover up, but they are not given the material they need. Miss Blane is colorless as the girl, though she plays comedy with George Arliss as the tough girl, is really given the best chance and she stroups it to the limit. Her part should have been fattened.

**CHIC.**

## THE NINTH GUEST

Columbia production and release, featuring Donald Crisp, Genevieve Tobin, George E. Stone, William Natoli. Screenplay by Garnett Weston, from stage play by Owen Davis. Directed by Owen Davis and Bruce Manning. At Ritz, N. Y. week March 2. Running time, 105 mins.

Jim Moran.....Genevieve Tobin  
Jean Trent.....Genevieve Tobin  
Tommy.....Genevieve Tobin  
The Cronin.....Edward Ellis  
Jason Osgood.....Edwin Maxwell  
Andreas.....Edward Ellis  
Sylvia Ingelby.....Helen Flint  
Dir. Red.....Samuel S. Flinn  
Margaret.....Helen Flint  
Butler.....Sidney Bracey

Better than average mystery film, somewhat incredible but okay. It isn't geared for smash business but ought to get a neat return in most spots.

Owen Davis wrote this play from a novel some years ago and it did pretty well on the stage. It's got all the necessary elements of the shivery-spine school of fiction, except that it's a bit lacking in humor.

Eight people get mysterious invitations to attend a dinner party, none of them knowing who the host is. When they arrive the radio begins talking, telling them the ninth guest is dead and they'll find out who it is by one during the night. No way out of the house and they're locked in. One by one, on the stroke of each hour, they die. Just the boy and girl and another boy are left. By then it's a cliché the boy and girl are gonna be saved, so no surprise when the other two turn up.

It works out cleverly and almost logically. Genevieve Tobin as the girl and Donald Cook as the boy are in it all the way. Harold Alt, Edward Maxwell and Tim Cronin are oke in character bits. Vince Barnett is dragged in for comedy as a butler, but doesn't have much to do.

**RAV.**

## HACKETT-GOODRICH RENEW

Hollywood, March 5.  
Albert Hackett and Frances Goodrich stay at Metro on another year's writing contract.  
Team, at M-G a year and a half, are currently scripting "Thin Man."



## Columbia 56% Over Best Previous February with \$1,387,832 Gross; NBC Tally 26% Over Feb., 1932

For the second successive month this year CBS has bettered what had previously been the web's record figures. Columbia last month grossed \$1,387,832, or 56.7% over the tally from time sales that prevailed for February, 1933. Represented in this margin is the biggest monthly jump scored in the history of the network.

In February, 1932, the old high for CBS, the billings came to \$1,159,414. During the parallel month for 1933 they dropped to \$884,977. Columbia's March outlook is equally bright. Indications are that the coin from facilities turnover this month will not only figure over 50% above the 1933 total of \$1,016,102, but set a new March record. In the third month of 1932 CBS garnered \$1,436,050. Among the

new ones slated to start on Columbia this month are Grigsby-Gronow (Minneapolis symphony) and Gold Medal flour (Abe Lyman-Helen Morgan-Everett Marshall).

NBC's time revenue for February came to \$2,197,297, or 25% better than the 1932 gross, which was \$1,742,784. Network's February high was attained in 1932. For that month NBC piled up \$2,571,609. Scheduled for unveiling during March on this web are General Foods' Beatrice Fairfax show for LeFranc washing powder, Colgate's Saturday Night Party, A. C. Spark Plug's revival of the Cookoos and the new Palmer House series.

Breakup of NBC's February figures gives the web \$1,284,871 on the red (WEAF) link, and \$916,602 on the blue (WJZ).

## Chain Income from Time Sales

|          | 1934        | 1933        | 1932        | 1931        |
|----------|-------------|-------------|-------------|-------------|
| January  | \$2,373,923 | \$1,869,885 | \$2,636,447 | \$2,026,860 |
| February | 2,197,297   | 1,742,784   | 2,571,609   | 1,924,778   |
|          | \$4,571,220 | \$3,612,669 | \$5,207,056 | \$3,951,638 |

|          | 1934        | 1933        | 1932        | 1931        |
|----------|-------------|-------------|-------------|-------------|
| January  | \$1,405,948 | \$941,465   | \$1,348,842 | \$892,114   |
| February | 1,387,832   | 884,977     | 1,319,414   | 750,821     |
| Total    | \$2,793,771 | \$1,826,442 | \$2,668,256 | \$1,442,935 |

## SHORT WAVES ATTENTION IRKS WEBS

Radio departments of several New York dailies have come to recognize the wide spread of public interest in combination long and short wave receiving sets. Special space is being given to program listing and comment on short wave programs. New York Journal now not only carries a daily listing of foreign stations, but advises on how to locate them on the short wave dial. Extensive info. on this phase of broadcasting is also to be found in the Saturday Issues of the New York Sun. Radio section of the World-Telegram, gives a daily resume of short wave reception conditions.

What has proved a boon to the set manufacturer has the networks worried. Growth of interest in world-wide pickups by the general run of loudspeaker fan means but one thing to the webs, and that is the proportionate loss of listener attention when it comes to their own commercial broadcasts. What has aggravated the concern is the move on the part of the dailies to cater to this short wave interest.

## Kuhl Produces Shell, Others on West Coast

Los Angeles, March 5. H. Calvin Kuhl, of the J. Walter Thompson office, transferred here from New York will handle the future production of the Shell Show, the Chase and Sanborn, Burns and Allen and other transcontinentals emanating from here. He will be assisted on this activity by Sam Moore and Richard W. Moore.

Fred H. Fidler has been transferred back to San Francisco.

## Harry Knowles Quits

Philadelphia, March 5. Harry Knowles resigned suddenly Monday as manager of WTEL. Carlton Van Tuze from WNAC, Boston, Yankee network station, comes in as program director.

## Quit KTAB, Frisco; Blame Woman Program Director Who Stays

San Francisco, March 5. Shakeup of the indie KTAB wherein half dozen execs, announcers and artists walked out, claiming they didn't like the new femme program director, Mrs. Irene Sorenson, has wound up with Wesley I. Dumm, president of Associated Broadcasters, station owners assuming office of general manager as well.

Dumm succeeded Frank Galvin, manager, who ankleed out with Grant Pollack, chief announcer, Walter Sullivan, staff accompanist, Newell McMahan, continuity writer, Earl Sanderson, announcer, Harold Peary, special program artist, and Chubby Coleman, also an artist. Pollack has already landed on KFRG as a singer.

Let Rumsey has been installed at KTAB as chief announcer, Mrs. Sorenson is in as program director, Frank Wright remains in Oakland as manager of branch studios there where Dumm's son, Robert, is also an announcer.

Banking senior has been in the banking business, at one time owning seven or eight banks throughout the state. His inception as KTAB manager is first time he has been in the radio biz.

## Ben Bernie's Guests

Hollywood, March 5. Dixie Lee (Mrs. Bing Crosby) will be the guest artist on the first Ben Bernie program from here March 13.

Program will go on each Tuesday twice a night in order to hit the country virtually at the same hour. Ralph Farnum is lining up a different guest for films for each broadcast.

## Previn Band on Real Silk

Chicago, March 5. Charles Previn orchestra goes on the Real Silk show on NBC on April 1, replacing the Ted Weems band.

Previn selected for his classical and jazz background, having sold himself when he guested as impromptu director for the Real Silk program last month with George Gershwin.

## CHI COMPETITION

Express Rivalry in Hot Ping-Pong Tournament

Chicago, March 5.

Forgetting about one-minute announcements for the time being and what rats the other stations are, the local transmitter outfits locally have gotten together in the tremendous, all-Chicago radio ping-pong tournament. Boys are neglecting to call on agencies while they practice the back-hand slice. In the melee are WJJD, KYW, WBBM, WCFL, WLS and CBS.

Standing of the teams thus far has WJJD in the lead with the team of Joe Allabough, Ralph Atlas, Bub Pickard and Dell Sharbut. KYW foursome is Charlie Wagner, Charles Barber, Jim Fallis and Rex Maupin. For WCFL Patrick Patton, Bob Hawk, Ralph Parker and Bill Shaw. For WBBM Holland Engle, George Sherman, Henry Wiltaker and Lewis Thompson. Baiting for WLS are Al Rice of the 'Maple City Four', Fritz Meisner, Red Foley and one-to-fill Columbia Broadcasting System's honor at the ping-pong table is being defended by Jack Brooks, Truman Bradley, Don Maddox and Harlan Gregg.

After WJJD comes KYW in the deuce, while thus far CBS takes the cellar with five losses and one winning marker. In individual standings Ralph Atlas takes the cellar with two games lost and no wins. But Atlas doesn't worry, since both of his stations, WJJD and WBBM, set new revenue highs in February.

## Chi NBC Names Kaney As New Editor-in-Chief Over All Its Continuity

Chicago, March 5. Radio takes another step in a new direction. NBC office here has appointed CBS Kaney as editor-in-chief of all continuity and copy. It will be Kaney's duty to scrutinize all copy, both commercial and sustaining, to see that what goes on the NBC wires is fit and proper. Follows a number of kickbacks to NBC, as indie stations following thoughtless copy. Kaney starts on this job March 12.

## BARNUM TO AGENCY

Pete Barnum has quit CBS' production department for a producing assignment in the Young & Rubicam agency. Program that he will concern himself with primarily is Colgate's 'Saturday Night Party' on NBC.

## Code Talent Fact-Finding Lags

### Report on Radio Technicians, However, Ready for NRA This Week

Washington, March 5. Report on radio code inquiry into working conditions of radio technicians probably will go to the NRA the latter part of this week, but recommendations for solving radio artist problem will not be ready for some time yet.

This week came from C.A.A. members Saturday (3) as week-end session was held in anticipation of Gen. Hugh Johnson's general code confab this week. James Baldwin, executive secretary, explained that, while preliminary report on technicians has been prepared, little has been done toward getting facts together about artists.

Attention has been concentrated, Baldwin, explained, on the technician problem as deadline was set by Johnson for submission of this report. Assembly of facts and figures has proven difficult task because of slowness with which broadcasters have returned questionnaires.

C.A. will discuss ways and means of collecting data about artists and performers and map out procedure to be followed. Little preliminary information is at hand, Baldwin pointed out, although results of Equity survey have been gone over thoroughly for ideas and suggestions. Publication of report on techni-

## 50% of Sponsors Known 50% of Time In Product-Conscious Indianapolis

Several requests from advertising agencies have been received by VARIETY asking to have additional programs included in VARIETY's sponsor identification survey. VARIETY is unable to grant these requests as the questionnaires have been in the hands of its correspondents for some time.

VARIETY continues its series of weekly summaries of answers received, city by city, to a questionnaire which asks in substance, 'Do fans know sponsors?' This week's tally is based on 98 replies gathered in Indianapolis, proud metropolis of a state with steel mills on one end and cider mills on the other. Amos 'n' Andy romp 'n with the Indianapolis lead. Out of 90, persons 88 know about Pepsi-Cola. Joe Penner makes his best showing to date in point of public familiarity

with his bankroller. Of 25 programs it will be noted that 12 programs were known by 50% or better of all those quizzed.

Such seemingly difficult to name sponsors as those of Casa Loma, Easy Aces, Edgar A. Guest and the Metropolitan Opera, did better in Indianapolis than in cities previously tabbed by VARIETY.

Five citizens of Indianapolis wrongly identified Jack Benny's sponsor as Past Blue Ribbon Malt marking a plain state of confusion between Benny and Bernie because of name similarity. Nine of the 14 wrong identifications for 'March of Time' are the obvious mistake of naming 'Time' magazine. Easy Aces suffered six wrong guesses on the basis of former sponsorship. Clara, Lu and Em in Indianapolis as in other cities are widely associated with a variety of soap products other than the correct one. Next week: Des Moines.

## Program Sponsor Identification

### INDIANAPOLIS

Questionnaires tabulated from the following: Housewives, 16; salesgirls, 12; stenographers, 10; dentist, 1; druggists, 2; lawyers, 3; managers, 6; civil service, 7; clerks, 11; jeweler, 1; buyer, 1; beauticians, 2; machinists, 4; reporter, 1; salesmen, 13.

(90 REPLIES)

|                      | Sponsor Correctly Named | Sponsor Wrongly Named | Sponsor Not Known |
|----------------------|-------------------------|-----------------------|-------------------|
| Amos 'n' Andy        | 88                      | 12                    | 0                 |
| Ed Wynn              | 76                      | 15                    | 9                 |
| Eddie Cantor         | 75                      | 15                    | 10                |
| Maxwell Show Boat    | 72                      | 17                    | 11                |
| Rudy Vallee          | 63                      | 27                    | 10                |
| Jack Benny           | 63                      | 27                    | 10                |
| Joe Penner           | 58                      | 32                    | 10                |
| Wayne King Orchestra | 57                      | 33                    | 10                |
| Will Rogers          | 57                      | 33                    | 10                |
| Bing Crosby          | 49                      | 41                    | 10                |
| Burns and Allen      | 49                      | 41                    | 10                |
| Myrt and Marge       | 48                      | 42                    | 10                |
| Paul Whiteman        | 43                      | 47                    | 10                |
| 'March of Time'      | 40                      | 50                    | 10                |
| 'Rise of Goldbergs'  | 33                      | 57                    | 10                |
| Olsen and Johnson    | 31                      | 59                    | 10                |
| Boake Carter         | 28                      | 62                    | 10                |
| Easy Aces            | 27                      | 63                    | 10                |
| Casa Loma Orchestra  | 26                      | 64                    | 10                |
| Jessica Dragonette   | 24                      | 66                    | 10                |
| Phil Baker           | 22                      | 68                    | 10                |
| Metropolitan Opera   | 22                      | 68                    | 10                |
| Edgar A. Guest       | 22                      | 68                    | 10                |
| Clara, Lu & Em       | 22                      | 68                    | 10                |
| Harry Horlick        | 22                      | 68                    | 10                |

## MRS. RUBINOFF ASKS \$169,000 ALIMONY

Dave Rubinoff's former wife, Blanche Moreland, has filed suit for back alimony against the conductor. Amount she claims he is in arrears is \$169,000, or a fourth of what she estimates his income has been since, she alleges, he stopped making payments, in late 1932. Rubinoff was served with a summons of his ex-wife's action last week at the Roosevelt where he holds the dance combo assignment.

Divorce took place October, in Minneapolis, after Rubinoff and the former showgirl had been married three years. Grounds were cruelty—and the agreement stipulated that he pay her 25% of his income until she married. She is still unmarried. The ex Mrs. Rubinoff is being represented on the New York end by Maurice Rose. He's acting for Henry H. Bank, her Minneapolis counsel.

## WRAM May Move

Charlotte, N. C., March 5. A group has been organized at Durham to purchase WRAM, now located at Wilmington, and move it to Durham for location in the 15-story Washington Duke hotel. WRAM broadcasts now on day-light time at 1,000-watts-and-almost on 500 watts.

## BEBE DANIELS CHARISING

Hollywood, March 5. Bebe Daniels will be interviewed by Louella Parsons on the 'Charis' program, Wednesday (7). Following week Kay Francis will be the chatterer's victim.



# CRY BABY STATIONS

## Gene and Glenn NBC Affiliation Keeps Gillette Discs Off WNAC

Boston, March 5.  
Even after the Yankee network had gone to the expense of having a research bureau make a listening survey of Boston stations it didn't get the Gillette spot business for this town because John Royal objected to the releasing of recorded versions of Gene and Glenn over a CBS affiliate. When the agency on the account, Ruthrauff & Ryan, threatened reprisals for this attitude NBC arranged to switch its programs on WEEI, Boston outlet for the red (WEAF) link, so that the blade maker's series would be provided for.

In soliciting the Gillette account for its WNAC the Yankee string offered to have a test made to prove its contention that it had more listeners at the time required than any other outlet in Boston. Ruthrauff & Ryan took up the offer and arranged to have a pop from its New York office on hand for the test. Between 6 and 6.30 of an evening the Ross Federal Service with the co-operation of the Boston telephone company put through 525 calls with the operators asking all those who answered what, if any station were they listening to at the moment. Results of this query gave WNAC, 37.1%; WEEI, 32.5%; WAAB, 14.2%; WBEZ (operated by NBO), 8.3%; WHDH, 3.7% and WLO, 2.3%.

When it came to turning over the recordings to WEEI, Ruthrauff & Ryan found that RCA Victor would not okay their use on a CBS station unless it was amenable with John Royal. NBC's program manager rejected the request, holding that it was his policy not to permit Gene and Glenn to work on other than NBC outlets.

Contract given by Gillette to WEEI, which is indie operated, was for six times a week over a period of eight weeks.

## CROSLLEY NO. 2 STATION REVAMPS RATE CARD

Cincinnati, March 5.  
Crosley Radio Corp. has engaged Edwin Freshney as sales manager of its smallest WSAI station, the rates for which have been sliced about 35% as a bid for local biz. WSAI has a strength of 3,500 watts during the day and 1,000 at night, having recently increased from 1,000 watts during the day and 500 watts at night.

Freshney assumed the position March 1. He lately was director of advertising and conventions for the Hotel Gibson in this city and formerly was connected with the advertising departments of the Enquirer and Post, local dailies.

## PURNELL-GOULD AT WFBZ

Baltimore, March 5.  
Purnell Gould new commercial manager of WFBZ, going into office today (4). Replaces Jack Stewart, who leaves to enter advertising business.  
Gould comes over from WBAL, where he has been on staff past two years. Previously he served on adv. staff of mag 'Time', and more recently was editor of Tallahassee 'Democrat'.  
Also originator of 'House That Jack Built' ether series idea, which he inaugurated at WBAL and later sold to many indie stations throughout the country.

## FREE-SLEININGER ADD

Chicago, March 5.  
Free and Sleininger, special rep outfit, make two additions this week. First means the entry of Austin Joseclyn into their New York office as assistant to J. Preston Peters.  
Second is the new lettering on the door for CKLW, Windsor (Detroit).

## Theatre Man., Ex-Musiker Heads Advertising Agency

Portland, Ore., March 5.  
George McMurphy, former Columbia recording orchestra leader and Paramount-Public and Fox-West Coast theatre manager and publicity man, is now engaged in the operation of his own advertising agency in Portland.  
McMurphy is Oregon and Southern Washington representative for Chet Crank, Inc. Los Angeles agency in charge of advertising for the Gilmore Oil Company and in charge of advertising for 200 Ford dealers in the Pacific Northwest Ford division.

## BOWEN LOSES H. S. MEIGHAN

Howard S. Meighan, regarded in the trade as one of the outstanding authorities on spot broadcasting, last week resigned as vice-president of Scott-Howe-Bowen, Inc., following a disagreement with Bowen over organization policy. Move takes effect at the end of this week.

Meighan joined Bowen about two and a half years ago, coming from the J. Walter Thompson agency, where he had helped establish the radio department now headed by John U. Reber. While with Thompson Meighan was instrumental in creating a radio committee in the American Association of Advertising Agencies. He served as one of the original members of this committee.

## Mexican Gov't Shuttles Doc Brinkley's Station

Mexico City, March 2.  
Government has made good its threat to close for 30 days Doc Brinkley's loud speaker at Villa Acuna because the American allegedly infringed on the general communications law. Doc is seeking an injunction against the ruling.

Villa Acuna civic fathers and several citizens are all for the Doc; they've petitioned the governor of Coahuila state, in which the station is located, to act toward getting the ban lifted.

## Floods Menace KDKA

Pittsburgh, March 5.  
With flood-threatened Pittsburgh making hasty preparations to cope with high waters from Allegheny and Monongahela rivers, KDKA faces possibility of having its studios cut-out of service.

Phone company has arranged re-routing so that broadcasts can continue. Will continue to produce station's transmitter, or other emergency points. Cables from Saxenburg to studios cross the two rivers and therein lies the danger.

## Chester Miller's Job

Chester R. Miller has assumed charge of the production department of Jean V. Grombach, Inc., operators of a recording studio and indie producers of network commercials. Miller has been with Grombach for over two years, coming from the radio department of the Erwin, Wassey agency. Prior to that he was Chicago office manager of the Judson Radio Program Corp., a CBS affiliate.

Donald MacFarlane, who recently resigned as the firm's dramatic director, will continue to produce 'Earl X Days and Nights', backed by Health Products Corp. on NBC by Grombach.

## NO FRC MOTHER TO GUIDE THEM

### Administration Policy Which Seemingly Dooms Federal Radio Commission Opens Up New Aspects of the Washington Night- mare and Points Attention to Some of the Habits Developed Under FRC

### ROYALTY IDEA

Nobody knows at present just exactly what may happen in Washington to the Federal Radio Commission as an institution or its members as individuals. But it's likely that the commission will be abolished or absorbed and that the present commissioners will be dropped or reassigned. In any event a bigger, witer, and probably differently constituted and motivated authority is apt to step into the broadcasting set-up.

Until the government reveals its detailed intentions the great Washington nightmare of all broadcast stations will go on. Greatest blessing that could be conferred on the industry, it is generally felt, would be a new system of leases whereby stations could have some assurance that their investment was protected and not subject to license renewal every 30 days.

Some stations even feel that it would be worthwhile to pay the government a royalty for the use of the air as such payment would presumably confer upon the stations at least the moral equivalent of property rights in the air channel occupied. At present the stations are at the mercy of the FRC if the government agency chooses to decide, as in the WIBO case, that a certain wavelength would be better used by someone other than its incumbent licensee.

System of which the present Federal Radio Commission is the crux and pivot has been subject to much criticism and from different sources for different reasons. One aspect all too often overlooked has been the FRC's tendency to reduce stations to the role of perpetual supplicant for favors. Especially are the small stations at a disadvantage with lawyer fees and trips to Washington being the luxury they are.

Existing under the shadow of possible official disapproval at all times many stations have fallen into the habit of complaining about the Federal Radio Commission in accents of pain and bitterness yet reversing themselves and running to the commission to settle their pique and difficulties.

### Competition

With the FRC as combination policeman and kindergarten teacher to the stations the result of the system all too often has been the encouragement of what may be described as cry baby stations. These bawling thought the FRC should protect them and sock the other fellow whose aggressive business tactics or showmanship was deemed uncomfortable.

Cry baby stations have been too ready to run to FRC and point an accusing finger at some business rival. It got to a point where some stations were almost devoting more time to stopping the other fellow than to doing their own job. They dragged the government into all

## Columbia Section

A special advertising section devoted to the Columbia Broadcasting System will be found on pages 45-52.

## Sniff-Sniff Gelatine Test Something No Scholar Should Mention—Knox

### Vallee's Ambition

Rudy Vallee didn't say he would like to head the consolidated wire-radio commission that President Roosevelt has asked Congress to okay. What he did say was that he would like to be the Will Hays of radio.

First was the version that the Associated Press got after a talk the warbler delivered on NBC's Farm and Home Hour Wednesday afternoon (28). Second was what the news combine found out Vallee did express as his ambition when it checked up on the report through the network.

Manufacturer of the Knox brand of gelatine is preparing to launch a radio campaign primarily primed to controvert the sales copy that Royal Gelatine, a Standard Brands product, has been using on its Wednesday night session over NBC. Before letting loose with a nationwide slapshot at its competitor Knox is testing out the counter sales idea it has in mind on several local stations.

Advertising angle about the Royal brand's copy that Knox assails as unethical has to do with the query which asks whether the housewife has, in the process of preparing the product of competitive gelatine makers, ever noticed the disreputable odor that arises when the hot water is poured into it?

### So's Your Id Shln!

By putting this question to the public Standard Brands declares Knox has taken advantage of a point that no gelatine maker would presume to argue about in the open. For years the manufacturers have been trying to overcome among consumers this very antipathy to the product. All gelatine is derived from the anatomy of cattle and naturally when hot water is brought in contact with dried bone an odor none too detectable to the nostrils is bound to arise.

## NBC-WGN TALK REUNION PACT

Negotiations are on for WGN, Chicago, to return to the NBC fold. Network is anticipating the scheduled move of KIWI to Philadelphia, while the Tribune mouthpiece favors the reaffiliation because of the day-time sustaining programs it will make available.

NBC and WGN severed relations after the web had taken over WMAQ from the Chicago Daily News. In November, 1931, WGN became a CBS affiliate on time-buying arrangement which guaranteed it \$5,000 a week from the network. Contract terminated last fall and the Trib outlet has been free-lancing it since.

## 2nd Local Commercial Test for Vic and Sadie

Chicago, March 5.  
Vic and Sadie dramatic show again readying to go commercial on a local test. Though on locally for commercial, show will stick on the network as sustaining at another hour.

Program went off the network some months ago when Jelle products took it for a local ride and went back to network sustaining when Jelle backed out of going network with the program.

## Dawes Explains Expo

Chicago, March 5.  
Rufus Dawes, front man for the Chicago World's Fair, will announce the laydown for the second year of the expo in the Palmer House commercial program tomorrow (Tuesday) at 10 p. m. over the WJZ link. This is the program that Ray Perkins aeroplanes in from New York every week to fill. Perkins is on WOR, Newark, at 6:45 Monday night and then takes wing westward.

sorts of strictly competitive quarrels.

Multipled protests from stations brought increased dominance of Washington over the affairs of broadcasting. The cry babies were egocentric. The world revolved around them and the FRC was the mother of the brood.

Permission to do almost everything had to be obtained from FRC and permission could be postponed or stopped by protests from other stations. Every effort of a station to expand its service, wattage, or move its studios, transmitter or primary coverage so much as a block and a half was immediately challenged. Initiative in the other fellow was always conspiracy to the cry babies.

## SPAIN TO HEAD ALL RADIO STATIONS

Madrid, Feb. 24.  
Government is getting set to take over all radio stations here. Bill read in parliament revealed government plans to purchase all stations, devoting \$257,650 annually in the budget for that purpose until purchase price, so far not revealed, is completely paid off.

Stations would be under control of the direction of telephone and telegraphic communications which would be empowered to concede the program handling to national organizations, if it so desires.

Publicity on the air would be limited, while all radio listeners would chip in monthly. Owners of sets of less than three tubes would pay 50 centimes (about 5 cents); three-tube sets, one peseta (12 cents); and larger sets, two pesetas.

## Pabst Theatre Pickup

Omaha, March 5.  
Ben Bernie's regular Tuesday night Pabst Blue Ribbon program will be broadcast from the stage of a theatre—the Omaha Orpheum for the March 6 broadcast through WOW.

Playing the week's engagement with Bernie will be the most popular radio act of the three local studios—WOW, KOIL-KFAB, WAAW—which was selected in a poll of the fans. This act will also be included in his Pabst broadcasts as the winner of the local audition.

Tuesday theatre broadcast was engineered by Manager Joe Rosenfield of the Orpheum and John Gillin, boss of WOW, in conjunction with the Pabst people, who bought a large section of seats for the evening for their local and nearby out-state dealers.

### Rotate KHJ Leaders

Orchestra leaders for 'California Melodies', KHJ program for the CBS network will be rotated hereafter, instead of being handled exclusively by Ray Paige.

Frederick Stark takes the baton at tomorrow's (6) program. Eddie Kay handles the following week and then Ray Paige. Future batoning will follow in that order.



## CARNERA-LOUGHAN FIGHT

Sam Taub, Angelo Palange  
COMMERCIAL  
WMAA, New York

A broadcast of a heavyweight championship fight, crudely done. Radio, in this case, was broadcast exclusively in the metropolitan area by WMAA offered limitless possibilities to the program's backers, Adam Hats, but the chances were dashed by poor announcing and a series of between-the-rounds spolia that were presented as badly as they were written.

Under the circumstances, and considering that WMAA at the moment was probably being dined in by one of the largest audiences ever enjoyed by an independent station, the way that would have been a prudent spotting of the advertised product. Even bare mention of the advertiser and its hats would have been better than the Palange ranting of "between the rounds" and prize that would have done justice to a Rembrandt, let alone a straw skimmer.

Taub's blow-by-blow description of the fight was bad enough, but Palange's commercials were even worse. For the first three or four rounds both were sad. Later they became funny. The result for the advertiser was ridicule, rather than favorable exploitation. This was generally noticeable the next day among those who had tuned in.

Taub impressed as a press agent for the Madison Square Garden more than as an impartial observer and reporter. He was all for Carnera, and the big boy's lapses into the rabbit-punching class, which all the sports writers mentioned the next morning, were entirely overlooked by Taub.

Taub's forte is making a ballet dance sound like an Indian massacre. A weakness is his limited vocabulary. He is in fact a man of no expert knowledge of fistfights to a radio audience. He knows the difference between a left jab and a pair of tight, but he can't seem to differentiate between an other and a fan who wants an impartial account of a fight and a sucker who believes everything he hears. After all, this is a commercial broadcast, and if Taub's description was hard to believe, how could the advertiser expect its ad copy to be accepted as the whole truth and nothing but?

Bigs.

## SOMIO MELODY MASTERS

15 Mins.  
COMMERCIAL  
WLVW, Cincinnati

Standard Oil of Ohio is back on this 50,000-watt after an absence of eight months. Former series ran long and was played in Cleveland. It featured Gene and Glenn as "Jack and Lena" in pop tunes and chatter with a wooden-shoe thine, blasted six evenings weekly. New scheduled, which began March 5, is a studio presentation and calls for airings Tues., Thurs., and Sat. nites at 7:30 and on Sundays at 5:45 p.m. Account handled by McCann-Erickson, Cleveland.

Present offering is a darb for music lovers and seems a cinch to line up a large and steady audience. Rhythm is played and music is created wholly by strings and reeds. Class atmosphere is adhered to by the announcer, Eddie Lehn, who soft-voices the brief, limited and perfectly timed commercial plugs. Themer is "Beautiful Ohio." Numbers used on program reviewed were "Soft Lined and Sweet," "One Morning in May," "Hold Your Man," "Just a Song at Twilight" and "Old Spinning Wheel."

Only solo vocalism was by a male whose whiplash and gasping delivery whispering betwix tenor and baritone. It happened on a chorus of "One Morning in May." That and the group harmony of "Hold Your Man" were the standbys. High calibre of instrumentation and arrangements merits improvement in song section.

Good evening and pleasant morning sign-off adds to highly pleasing taste left with auditors.

Kolling.

## THE NEWLYWEES

Mary and Johnny Lee  
Songs and talk  
15 Mins.  
COMMERCIAL  
WOKO, Albany

This is a Felix-Naptha Soap local talent program. It is aired at 11:15 a.m. on Wednesdays and Fridays. Mary and Johnny Lee are the newlywees who are beset by problems of housekeeping, etc. Both sing and Johnny Lee plays the piano, with pop songs waiting naturally out of the dialogue, which is replete with situations calculated to show what a new married couple is up against, such as Johnny trying to wash the dishes and dropping a handful to smithereens and making bad breaks that bring tears to his amateur housewife.

Skits are written in such a way as to develop interest into what's going to happen next. This local talent offering is a radio lot better than some of the transmissions, an independent station gets in lieu of a hookup from a central point. "The Newlywees" script is written by Dr. Royden N. Rand, WOKO dramatic director.

## JACK WHITING

With Jeannie Lang, Jack Denny  
"Musical Powder Box"  
30 Mins.  
COMMERCIAL  
WABC, New York

Jack Whiting comes close to filling in the requirements of what a radio matinee idol ought to be. He starts with the varied experience of half a dozen seasons in \$5.50 mandarin roles. He has a mild-mannered experience in the varieties with its more exacting needs for speed and punch. On top of that his voice always is good, or better, than the must comedy romantic lead average which comes across the kilocycles.

This, however, should be qualified to the extent that Whiting needs careful song selection because of his low register and doesn't sound so well on certain types of tenor melody. And, too, a number of his songs, such as "Jeannie Lang would probably be a better combination.

But more than any mere question of vocal ranges as a singer, and of course his no candidate for opera, is his authoritative manner. The years of good stage direction he has enjoyed are reflected in his manner. He is one man who is in command at all times. He combines a romantic personality and vocal manner with enough aggressiveness to stand out. It is not the self-pushing, so offensive in some comedians, for example, but rather the show-wise background that steps in.

Whiting is on the Richard Hudnut program over CBS getting strong musical support from Jack Whiting, a program that is apt to appear, though some confusion in the sponsor's mind is reported. No particular criticism of Miss Lang. Simply a matter of type.

Whiting is using lots of window displays and other follow-through devices so that the combination of good show and good showmanship should result in a winning copy carried by the program itself is restrained in length and in claims, stressing the phrase "mirror-free" and recommending the Hudnut powder as holding to midday's cheeks longer.

Numbers are handled in production style, with several samples of "Jeannie Lang" and "Jack Whiting and Miss Lang. Love is the prime sentiment and romance, orange blossoms, and sweet day, dreams the stuff of which the program is fashioned. "Jeannie Lang" is from "New York" from Columbia's Radio Playhouse (nee Hudson theatre) where 1,100 persons can be accommodated. The program is more likely to become a radio matinee idol because in musical comedy he was aces with the girls and, since he is a man, he can't help but be the ladies to "see as well as hear, the set-up is enhanced. Hudnut requests invited audience to reserve applause until the end of the show, due to the larger unseen audience.

Good deal of conversation has gone on the chimneys in the last couple of weeks. The need of, and simultaneous lack of, an equivalent to matinee idols. Of course the original lure of Rudy Vallee, who has been a radio star since entertainers had a good deal of this element of acclaim. Jack Whiting seems to start with a lot of what he has, and he is right in it. He has a guess that he'll climb. His voice and manner are unlike anybody else's on the air.

Land.

## PURE OIL DIXIE MINSTREL

Clair Shadwell and Lee Everett, producers, with A. C. Lockman and Irwin Setzer, and George Fraser's 10-piece minstrel band.  
Old Time Dixie Minstrel  
30 Mins.  
COMMERCIAL  
WBT, Charlotte, N. C.

Four years ago Shadwell and Everett, with the Dixie Minstrel, moved to New York and ran the half-hour show weekly for two years under the sponsorship of a baking company. The program is strictly speaking, a revival of this show, after an absence from the air of two years. It recalls the best of the minstrel talent from the other side of the Atlantic. Irwin Setzer, with years of troping experience in minstrels, and a new band.

Pure Oil show makes good with and improves on WBT's reputation established with the former minstrel. Studios and hallways packed with spectators, and scores of girls and boys lined the show on its first broadcast Feb. 27. It will run each Tuesday night from 8 to 8:30 o'clock. The program, fruition of hard work and much more rehearsal time than some of the best air programs get, is likely to click big.

Shadwell is intercomedian. Soloists are Al Garr, Bill Elliott, John O'Daniels and Cecil Vene. These, together with Charles Little and other vocalists, make up the chorus.

Pure Oil Company of the Carolinas, sponsors, are pushing the show hard, with newspaper space and thousands of pieces of advertising. The program is a 22-man radio minstrel show. A new sort of minstrel parade through the streets of Charlotte preceded the opening program, with Purl trucks decked with signs.

## POLA NEGRİ

Talk and Song  
Under the Elliott Program  
COMMERCIAL  
WABC, New York

Pola Negri, who remains a picture 'name' despite having been away from pictures for a long while, filled brief spots as guest star on the Underwood-Elliott show (CBS) Thursday night (1). She started with a few moments of singing, then sang a highly praised America as the land of her adoption, and then hummed and sang her recent vaude stand-by, "Paradise."

No hits, no runs, no errors. Bi

## BERGHOFF and BEAVER

Songstress, Piano  
15 Mins.  
Sustaining  
WOWO, Fort Wayne

This is a station move to inject some class into morning hours. No. 10, which is a radio matinee idol, instead sticks close to program-billing "words and music." It also marks return of Mary Berghoff and Constance Beaver to radio after a long absence. First has a rather deep voice which registers well and is flexible for both popular and classical offerings. The latter an interest in a new style of singing in the middle which also leans toward the modern school.

On once a week but may be added to other schedules. Duo has been doing of one another arranging but professional coach might do a lot of good.

## SUNNY SIDE UP

Variety Review  
30 Mins.  
Sustaining  
WGAI, Philadelphia

Basic idea of this CBS network show from Philly is the use of the Warwick Sisters trio as m.c.s., singing introductions to numbers in cute rhyme. The trio includes a soprano, a mezzo, and a tenor. A number, a show tune, in a lyric voice too dramatic for the medium. The Knickerbocker, male trio, follow with a neatly arranged song which pleases and leads into a single by Marie Carlisle, who apes the Ramona style, but swallows her low notes in a few places that make the words unintelligible. A duet by the Buddie gal and George Johnston, a tenor, gets the next spot, but the girl can't match Johnston's snare. The duo is followed by the song "Mason's house band fills the first 15 minutes.

The show's last half, although continued on the air, is not so good. The show is a half-hour, and is repeated half an hour later. Incongruously, the second act topped the first by a wide margin, particularly through the efforts of the Warwick trio, who demonstrate the best female harmony they've done to date. Also, the latter stanza has more free action than the first.

Outstanding trouble with this program is the desire to spot too much talent into one show. Paul Mason's band, for example, is rarely used to relieve the monotony of Buddie's number. Another program piece is greatly handicapped by the constant use of the girl trio to introduce numbers; better idea, to have the trio stop in for a short time about four times during the show, instead of just opening and closing. Present set-up crams talent into a single hour, and eliminates spots. Elimination of an act or so would not hurt.

Program airs weekly; each Thursday at 11 a.m., over a nation-wide hookup.

## WINTERS and WEBER

Old Time Dixie Minstrel  
Sustaining  
15 Mins.  
WGTV, Savannah

Fair broadcast a program of pops one afternoon weekly over WGTV and the NBC network. Announcer states that they are playing from their studio, overlooking Times square. Boys manipulate the stops skillfully, playing well in unison and producing a smooth, jazzy type of music. For contrast, it might be well to include one or two semi-classical numbers on the program. Various semi-singles were with Winters and Weber, doing pops to organ accompaniment. For an afternoon, one this wings home okay. Jaco.

## THE LOVE RACKETEER

Myrtle Boland  
Songs and Talk  
15 Mins.  
Sustaining  
WOR, Newark

For mid-afternoon Myrtle Boland's act makes a perfect fit. It's a smoothly balanced cycle of songs restricted to pop ditties of the romantic genre and delivered in the subdued manner. Her voice combines a fine sense of melody with flair for giving a Tin Pan Alley verse an authentic touch of meaning. The songstress' style all around makes her a natural plug for the publisher's fraternity.

Piano does all the accompanying. For her type of act that's all she should require. Program is clocked for 2 p.m. Tuesday, Thursday and Saturday.

Odco.

## Air Line News

By Nellie Revell

New Lucky Strike show will consist of Al Goodman and his orchestra, Robert Simmons, Helen Ward, the Pickens Sisters and the Songsmiths vocal group. Howard Caney will return as Lucky announcer, with Harold Hackett on production. Show is expected to start as soon as NBC can clear the time after March 31, when the Metropolitan Opera ends under Lucky.

## Vallee's Escalator

Rudy Vallee Xmas program is good for a rise. Radio performers regard it as a good stepping stone to radio and commercials as a sustaining, with performers eager to audition, four to 10 acts trying weekly. Program has also contributed a number of name acts to the air, including Joe Penner, Gertrude Niesen, The Scamps and the Sizzlers.

## Late Winter Items

Laryngitis is exacting its toll among performers. Last week Morton Downey's broadcast from Chicago was cancelled because of this throat condition. Col. Stoopsage (Chase Taylor) just about struggled through his Camel broadcasts and was forced to postpone his "Meet the Artist." Kate Smith has recovered from it after a stay at Hot Springs, Ark., and is now continuing in vaudeville in Indianapolis.

## Knight Spi

Agai

Frank Knight, former CBS announcer, is likely to make a return to network announcing on NBC, as announcer on the Nonesup show. Knight edited last week with Roger Wolfe Kahn and his orchestra and Audrey Marsh, vocalist. Since away from CBS Knight has been doing dramatic work and independent announcing.

## Double Sustaining Sessions

NBC is doing the unusual, beginning Friday when sustaining acts will be given two spots on certain nights, one for the regular network and another for a southwestern hookup. The Scamps being the first sustaining act so booked. Broadcasts to emanate from New York replace shows formerly going out of Washington, D. C. Several other acts will be similarly set soon.

## Radio Mamas Clubs

Two corners of NBC studio floors, on the 8th and 8th, are getting reputations as "Mothers' Corners." In both these places are daily continuing on page 53.

## SIMMONS BEDS

With The Jesters  
Dio.  
15 Mins.  
COMMERCIAL  
WOR, Newark

This is a series of radio discs made by Simmons beds, but credited in each locality to the furniture store handling the goods. In the case of WOR the sponsor-mentioned name is Abraham & Straus. Admittedly, judging from a single example, the discs are a bit of poor stuff. No unity to the programs. After the initial explanation about the following program being a "radio disc," the vocal number is rendered. Program is not identified in advance, either, as belonging to Abraham & Straus or Simmons Beds.

Continuity is ragged and unsatisfactory, and small-time radio devices. For example, the anonymous feminine speller, called Sally Simmons, begins her act with the last message but doesn't put any point across. Instead, she says, "but before we go into that, let's listen to the boys again."

When Abraham & Straus says something about itself it's apropos of a \$100 suite of furniture, about having the benefit of expensive interior decoration and about a permanent wave that apparently goes with every furniture purchase. But it doesn't tie in clearly with the store's name. The store's local copy give a clear message on its own behalf. A program deliberately calculated to spread confusion and befuddlement could scarcely be achieving more conclusively than this one.

Behind the Simmons end of the tie-up is the central thought, a plausible one, that good sleep is better than all other beauty secrets put together. Answer to good sleep is a good mattress, etc. That's intelligible and intelligent, so far as goes. Sub-billing of the series is "First Ladies of the Air," and a group of prominent women, such as Amelia Earhart, Lady Wilkins, Kathryn Dougherty and Mrs. Lowell Thomas, are recorded as guest commentators on the importance of sleep in beauty. Mrs. Edna Chase, editor of "Vogue," spilled on the program reviewed. The cultured lady with a Women's Club Wednesday afternoon manner. Mrs. Chase fitted nicely except that to top off all the others it was a good sleep. The recording left plenty to be desired.

Abraham & Straus neglected to give its street address, and with WOR listeners scattered throughout the metropolitan area, it was impossible to know whether the store was in Newark, Manhattan or Kew-Forest. Copy from the standpoint of bringing in new customers who possibly never heard of the store.

All in all, the Simmons Bed product, an object lesson in bad radio showmanship.

## GOVERNOR JOHN G. WINANT

Talk  
15 Mins.  
Sustaining  
WGTV, Savannah

New Hampshire's only three-term Chief Executive and mentioned as a possible candidate for President in 1936. Governor Winant gave a 10-minute

peace talk as guest on the Woman's Radio Review over the NBC radio network. Address was billed as "Peace and Poverty," but Governor Winant remarked that "Peace and Poverty" would be a better title for it.

Talk with a reasoned appeal for peace, for American co-operation with the League of Nations, and for restoration of this country's export trade. Governor Winant contended that the question of peace had a direct bearing on the fortunes of every citizen, and that laboring man. From the tenor of his talk, it was evident that he is an intellectual liberal, in sympathy with the New Deal.

Governor Winant is not an orator—at least in the studio. He read the address in a clear voice, but at times had difficulty in following the manuscript. The Governor appeared under the auspices of the International X. M. C. A. Jaco.

## IRVING CAESAR

Talk and Song  
COMMERCIAL (Fleischmann)  
WEAF, New York

Irving Caesar is a lyricist, not an actor, although he has been on the stage for years. It might be best for him to figure his radio venture on the Fleischmann show Thursday (1) as a lark, rather than a serious effort to get somewhere as an other performer.

Out of his element just by going on at all, Caesar made it worse by trying Hebe Rebackian with Rudy Vallee in the local KFRO studios of cross-fire that didn't even get a rise from the pushover Fleischmann studio audience. He finished "Rain" and started, singing one of his own songs.

## OLD GOLD

With Ted Fiorito's Orch. and En. and the Bob Powell  
30 Mins.  
COMMERCIAL  
KFRC, San Francisco

Old Gold is one of the latest sponsors to come West for its cross-country show, like White Owl and Pontiac, choosing this end of the CBS chain as its source. Show is being broadcast from the KFRO studios of the Don Lee network and continues here until March 8, when it will emanate from KHJ with Fiorito moving from the Hotel St. Francis to the Florio Grove, in A. J. Florio goes heavily for those novelty arrangements, his favoring of reeds serving as a distinct trademark. Band impresses throughout being smartly routine and paced and cannily directed for best effects. Entertainers: Muzzy Marcellino, Dick Erickson, Ray Hendry, and the "Don Lee" vocal assignments nicely.

Sponsor, however, doesn't seem to be taking full advantage of Dick Powell, who flies up from Warner studios weekly, along with Kenneth Niles, KHJ announcer, who also commutes. Powell got a WB okay for this show, in return for which the studio gets a free plug but since he is a name and has capabilities, listeners might naturally expect to hear more from him.

Instead, he is confined chiefly to "straight" announcements and two songs, but there is so much chanting. (Continued on page 50)



# SHEPARD FIGHTS PRESS

## George Storer Heads WMCA, New York

### First Step in Contemplated Network—Adams as Vice-President

George Storer, whose aim it is to have a third national chain in operation by October 1, yesterday (Monday) took a step nearer to that objective when he became a substantial stockholder and operating president of the Federal Broadcasting Corp., which has WMCA under a three to five year lease. Confirmation of Storer's status for the minutes will take place Wednesday (tomorrow) at a meeting of the FBC directorate with former Governor Alfred E. Smith, chairman, presiding.

With Storer's entry Jack Adams, who brought the Whitney-Ryan group into Federal, resigns his post as president of the holding corporation and takes the title of vice-president. Adams' new contract is based on three month periods. He leaves this week on a vacation.

Storer's conduct of the station as well as outlets' policies will, however, be subject to agreement with Donald Plamm, owner of WMCA and licensee of its way-length, and Allen Ryan, Jr., as head of the group of Wall Street acorns that took over the station's operation last fall. No changes in personnel are contemplated for the immediate future.

In addition to his buy-in into the Federal Broadcasting Corp. Storer's broadcasting interests consists of his ownership of CKLW, Detroit-Windsor; WSPD, Toledo, and WWVA, Wheeling, W. Va.

## ADVANCE PROGRAMS WAXED FOR STAFF

Chicago, March 5. Before hitting the air on March 20 with their new Wade Booth and Dorothy Day show for 'Blue Jay,' the Bauer & Black firm will let their salesmen in on the program script by sending them test recordings.

Through the Needham, Lewis and Brorby agency here, with every radio disc studio in town climbing over each other's backs to lose money on the recording deal by offering the job at cut-rate prices.

## CRC PARDONS CKK

Inaction Flareup Smoothed Over

Toronto, March 2. CKCL and the Canadian Radio Commission have kismet and made up after the latter had recommended that the station's license be suspended as punishment for broadcasting the Ford Motor program after being expressly forbidden by the commission to carry the CBS program when CFBT, that network's outlet here, found itself with no overtime for the American program.

Henry Gooderham, president of CKCL, reportedly apologized for his station's disobedience, and Hector Charlesworth, chairman of the commission, has withdrawn his recommendation for the license suspension. Closing of the station would have left 33 jobsless.

## Sports-Minded Oil Co.

San Francisco, March 5. Until next football season rolls around Associated Oil is keeping its finger in the radio advertising pie by sponsoring minor sports on indie stations around here. Ad Chief Harold Dale has signed for the six-day bike races starting at the Civic Auditorium March 11 and will put them on KTAB with Ernie Smith describing 'em twice daily.

Associated also is paying for 17 broadcasts of Stanford-California Pacific Coast Conference basketball games aired by KLX, Oakland.

## SOUNDS LIKE PUBLICITY

Vocal Coach to Wild Ducks Criticizes Penner

Minneapolis, March 5. Prof. Oscar Quam, the northwest's greatest authority on duck calling and who conducts a school of duck quacks where city hunters may learn the ducks' language to lure them to slaughter the better, has written an indignant letter to Joe Penner, informing the latter that his duck call used on the radio is—perhaps, unknowingly—what the mama and papa ducks wouldn't want their little ones to hear.

Under separate cover Prof. Quam shipped Penner a phonograph recording of his own official renditions of the more proper ducks, so that the comedian won't commit the error again.

## WGN COMBINING DISC AND FLESH

Chicago, March 5.

Latest wrinkle in radio now is the combination of an ether disc and studio talent on one program. Ironized Yeast is now using that angle in order to get preferred time on WGN.

Yeast is sending in a regular five-minute disc and using the studio orchestra for an additional 10 minutes to build the program into standard length.

On three times weekly and placed through the New York Ruthrauff and Ryan agency.

## Albany News Shifts

Albany, March 5.

New radio-news agreement brought changes in the broadcasts of the three Albany papers.

Knickbocker Press—Evening News (Gannett) 10-minute programs are supplanted on WOKO by flashes from CBS. Immediately after the CBS 10:30 a.m. period Charles Lathrop, from the News mike, gives five minutes of spot, local and promotion items. Ditto by Byron Snowden for the Press following the 11:15 p.m. CBS flashes.

Times-Union (Hearst aft) continues with its broadcasts at WGY, but omitting national news. Aircaster gives two or three spot local items.

## Taking Radio Seriously

Charlotte, N. C., March 5.

Rivalry between three broadcasters—who conduct programs over WBT for rival brands of radio sets—also culminated in a free-for-all in the station's reception room, until members of the staff separated the three.

Grady Cole, who conducts a news events program for Stewart-Warner, Ted Doolittle, who presents 'The Village Nutsmith' for Atwater Kent, and Philco Phil, mystery singer on the Philco program, met and were discussing the three lines of radios, each holding out for his own. A three-cornered argument followed, then hot words, and finally they were taken off in three different directions just as the fists were about to fly.

## KFWB'S NEW BRASS

Hollywood, March 5.

KFWB shook up its staff orchestra and replaced 12 of the 17 tunes. Most of the changes were in the brass section.

## DAILIES-RADIO WAR IN BOSTON

### Yankee Network News Service Gets Plenty of Run-around from Beantown Politicians—Press Room Given Lock and Keys.

### GOES ON AIR

Boston, March 5. Dick Grant, the editor-in-chief of the Yankee Network News Service, after WNBC last week denounced the Boston police department for its treatment of one of Grant's reporters.

Elmer John Shepard, president of the Yankee web, in lieu of the former news periods broadcast over its lines by four Boston papers, has set up a news agency of his own. Grant has run into plenty of difficulty in lining up staff and facilities for gathering news. In endeavoring to place his reporters at strategic points where news originates, Grant quickly became aware that efforts were being made to close news sources, chiefly at police headquarters.

Yankee Network applied by letter last week to Commissioner Hultman for the same privileges for its news reporters as are given to reporters of the daily press. In a conference with Hultman's secretary, August J. Gill, the assurances were given Grant that the privileges would be given, including access to police teletype reports and other matters of public information, but a reporter sent to headquarters in less than an hour speedily found that his presence was unwelcome.

Lock Press Room. After hours of bargaining back and forth between Superintendent King's office, the office of Leo Schwartz, Hultman's legal advisor, and network offices, the reporter returned to Grant with the story that beginning the next day the press room at police headquarters would be closed entirely to the network organization through the furnishing to the newspaper representatives of individual keys by the police department.

Grant went to the State House and conferred with Gov. Ely. "I asked the Governor to make up his mind to give the web the same chance to serve the public as is freely accorded to newspapers. The Governor's final answer was: 'I don't want to get mixed up in this thing.' He did say, however, that he was willing to admit the radio reporter to his own conference with the press—provided he observed the same conditions by which the press reporters are bound.

Grant is fighting the press-dominated politicians over the air. In one broadcast he said: "The next place where we have encountered difficulty, although we had reason to believe that none would be forthcoming from that direction, was at City Hall, where Mayor Mansfield has not been able to make up his mind about co-operating with us on the same basis as he does with the newspapers."

"Where do you suppose the pressure is coming from that is so strong?" that public officials charged with the administration of your affairs seem to be afraid to move when a perfectly legitimate request is made by a perfectly legitimate news service that will serve in the neighborhood of ten million people? (Continued on page 44)

### H. J. MAXWELL'S JOB

San Francisco, March 5. Reversing a previous decision to keep vacant the assistant to the western manager's post vacated by C. L. McCarthy, Don Gilman, NBC vice prez and western proxy, has named H. J. Maxwell to the post.

Effective immediately, Maxwell steps up to the new job from the desk of office manager and auditor, where he is replaced by F. V. Deltett, former assistant auditor.

## Patterson Thinks Liberal Policy on Booze Will Follow FRC Demise

### PLAGIARISM CHARGE

Plough Too Close to Cutex Sez Thompson Agency

J. Walter Thompson has complained to NBC that the Plough medicine show on the red (WEAF) link Wednesday nights has copied the routine of the Cutex affair with Phil Harris, which is released over the same loop Friday evenings. Thompson agency wants the network to call this to the Plough Co.'s attention and prevail upon to adopt another continuity frame for its program.

In its plaint to the web Thompson pointed out that the Cutex stanza has for the past 24 weeks billed itself as the 'Musical Cruise' and during each continuity assigned nautical titles to the various persons in the cast. Tag assumed by the Wednesday night session is Plough's Musical Cruiser with the background described as 'board ship' and terms such as 'captain,' 'first mate,' etc., used in addressing members of the cast.

### Earnshaw-Young Not Contacting Sponsors Directly Any More

Earnshaw-Young's new operations policy removes this program producing concern from the field of competition to ad agencies. From now on the E-Y group will not contact advertisers direct but do all business through the latter's agencies. Same method will apply when local stations are involved.

Earnshaw-Young has opened a branch in Chicago and placed Norman Bauch, formerly with the Wesel Co., in charge.

### WPTF TRANSMITTER

Charlotte, N. C., March 5. A site has been selected for miles from Raleigh for the erection of a new 5,000-watt transmitter for station WPTF. Early approval of the site by the Federal Radio Commission is expected.

Station is now operating on extended time at night as an experiment to see if it interferes with reception of a California station on the same wave length.

### Here and There

Five stations in Alabama hooked together for first time Feb. 20 for Bibb Graves, candidate for governor. An innovation in the South as heretofore politicians have preferred to meet voters face to face.

United Drug has switched agencies and will use over 200 stations in plugging its spring ice sale. Previous station setup supported by the drug combine tallied 184. Like the others the new series consists of five-minute parties.

Lal Chand Mehra, who plays Hindu parts in motion pictures, is on three times a week at KMTB, Hollywood, talking on 'practical philosophy.'

Bull Connor, sports announcer at WBRC, Birmingham, is a candidate for the Alabama Legislature.

Edith Evans, warbler, has been renewed for five weeks on the Shell Hour, Los Angeles.

Mohawk Carpet Mills through B. D. & O. has picked two-week 15-minute spots on NBC's red (EAF) link for a musical affair starting March 20. Hookup involved 19 stations.

WJR, Detroit, has the necessary sanction from the FRC and will move its transmitter to new site ready to use June 1.

San Francisco, March 5.

Likelihood that the networks may take liquor accounts when the administration's radio is completed, was expressed by Richard Patterson, Jr., NBC executive vice-president, here on a swing around the western division. Patterson spent two days here with Don E. Gilman, western chief, then hiked off to Los Angeles with him for a brief stay there.

Patterson cited recent which he and M. H. Aylesworth had with the President some weeks ago in which Roosevelt the intention of supporting those mediums aiding the legitimate manufacturer and dealer, who should be favored instead of the bootlegger. With formation of the new federal communications control system, the Federal Radio Commission, which has been against liquor broadcasting, will pass out of the picture, the President indicated.

Networks have been giving much serious thought to liquor accounts, Patterson said, though fearing that their acceptance might offend many dry ears. That same fear of offense has resulted in NBC's turning down more laxative accounts, Patterson said.

Exec also predicted the beginning of sponsored international broadcasts, stating that NBC is working on at least one account now, which, before the year is out, might become the first international broadcast for a bankroller.

Los Angeles, March 5.

Richard C. Patterson, Jr., exec. v.p. of NBC, left here Friday (2) for the east after an inspection tour of coast chain outlets. He was in Los Angeles three days, spending most of his time at the NBC studio on the radio lot.

He went from here to Phoenix, Ariz., and plans to take in stations in Texas and the Southern Atlantic states before arriving back in New York in time for the NBC board of directors' meeting, March 16.

## GAS BUGGY COMPANY EYES DETROIT ACTS

Detroit, March 5.

One of the national automobile manufacturers is known to be giving the local stage shows a weekly inspection with an eye to uncovering talent that might be used on his national radio program. While Ford is rumored it might be either General Motors or Chrysler.

Ford is rumored as the interested party as he is supposed to be contemplating expanding his current program over CBS to include guest stars. And, while playing the Fox Theatre here were offered \$16,000 for two broadcasts, but Pepsihold holds an exclusive radio claim upon their services.

### TITLE SIMILARITY

Can't Be Two American Broadcasting Systems, Is Warning

Los Angeles, March 5.

Charging infringements of its name, American Broadcasting System, which has headquarters here, has served notice on the American Broadcasting System recently announced in New York, requesting that the latter change its title or court legal entanglements.

Notice to cease was served on behalf of William M. C. East, showman, who claims priority to that title since June, 1913, during which time intervening campaigns have been conducted in numerous western and midwestern states by means of etherizing and loud speaker programs.



## Paley in Annual Report Deprecates 'Straightjacket' for Broadcasting; Air Voluntarily Censors Programs

In his report, which he submitted to the CBS board of directors last week William S. Paley issue with those advocating censorship and more stringent regulation of broadcasting. Radio, he said, has proved itself capable in the few years of its existence of regulating itself and it was his opinion that the medium could go on working out its own problems in the public interest without having the "throttling" of too rigorous regulation laid upon it.

Like the press broadcasting business, opined Paley, will thrive best all around when left free of censorship. As for over-regulation there is a "rigidity that retards growth," Paley asserted that if those urging a governmental "straightjacket" on broadcasting's operations only knew of the energy, the thought, and sacrifice that are going into the medium's effort to improve itself they would agree that censorship is an unnecessary evil which should never be allowed to be substituted for the editorial rather than censorial function radio voluntarily exercises.

Columbia, he said, has persistently, despite "temptations of added revenue," declined to take programs which it felt would be contrary to the public's interest. He declared that he knew that the public would be astonished if it knew of this income, sacrificed by the leading broadcast enterprises in the interest of good taste, good morals and honest business.

## Hartford, Radio's Dog Town, Gets Another 2-Way Program Test

Hartford, March. Hartford has again been chosen by the Radio Cooking School of America as a test city for its experimental schools in a huge auditorium and broadcast at the same time.

Cooking school will open the first of its sessions in Post Guards Hall on April 2 and continue through to April 6 with displays and demonstrations in the huge arena. Two hours of time has been purchased on WDRG when the series will be broadcast. The school, supported by the larger national advertisers and managed by the American Stock of Baltimore, is called the two way cooking school.

## GOLD MEDAL ON CBS WITH 4-NAME SHOW

Talent set-up for Gold Medal's Saturday Night Party, which starts March 26, will include Abe Lyman's combo, Helen Morgan, Jean Sargent and Everett Marshall. Program, plotted for an hour, will take 36 stations on CBS.

It will be the first night-time ballyhoo for the Gold Medal brand of four, Entry of Pilsbury, with the Minneapolis Symphony, on the evening list had something to do with Gold Medal's move.

## CAN'T CAST PROGRAM

WBT Sets Stunt, but Human Fly Had No Understudy

Charlotte, N. C., March 5. WBT secured a sponsor last week for a novelty stunt and then couldn't go through with it. Stunt was for a human fly to climb the outside of the 10-story building in which WBT has its studios. On the way up, by means of a lapel mike, the human fly would keep up a running comment for which an advertiser was willing to pay.

With the deal closed, WBT sent for Daredavid Wood, professional building-climber, but found he had tired of waiting and left town. WBT didn't have an understudy or a mountain climber on its staff.

## Radio Literacy Test

Fort Wayne, March 5. All applicants for jobs on WVOO and WGL studio staffs must pass an intelligence exam, as compiled by F. C. Zieg, head of the station. In addition to the general routine of such questionnaires, one's knowledge of geography, history, agriculture and mathematics is also taxed. Ideals behind it is to be able to catalog person's ability immediately.

## John Shepard Fights

(Continued from page 43)

"We have the assurance of E. W. Preston, publisher of the Boston Herald and Traveler, that every reporter, editor and other employee of his organization has been instructed to be strictly neutral in any controversy involving the Yankee Network News Service and its employees. Certain evidences have reached us, however, that would seem to indicate that this injunction is not being followed out to the letter. As for any other influences in Boston that may be working against us we have had no contacts that would indicate whether they have a definite policy in the matter."

## Asks Help

"Now to get back to Mr. Schwartz. He is the man who is feared by every subordinate officer in the police department and for a good reason. For Mr. Schwartz has had a large part in arranging police transfers within the department and if you know anything about police work you will appreciate the meaning which the phrase 'being sent out in the sticks' conveys to the average policeman."

"Mr. Schwartz has been a stormy petrel in Boston municipal affairs since he was a member of the City Law Department, when his actions on frequent occasions met with the displeasure of his superiors. Since he became the station's adviser, he has continued to antagonize people with whom he has had contact. Grant wound up his radio pleas by asking listeners to help the network fight for news broadcasts by writing to the Governor and the Mayor."

On Thursday, March 1, the Yankee Network News Service started to operate over the web on the following schedule: WNAO at 7:15 a.m., 12:20, 6 and 11 p.m. and over WAAB at 8 a.m., 3 and 7:45 p.m. In addition, two periods are radio-cast to the Yankee Network exclusive of Boston stations, for those stations whose program commitments prevent them taking the other schedules. These periods are at 1:30 and 6:30 p.m.

As before, there are thirty-word flashes given during the station breaks at every half hour. This continues all during the day and evening.

Only paper in Boston that is continuing its news broadcasts is the Christian Science Monitor. All other papers have discontinued their radio news affiliations. The Monitor's broadcast is of a commentative type and is not affected by the radio-press act. It will continue to be as usual except that in harmony with the general agreement it will use none of the news which it receives from the press organizations.

American is going to continue its feature period at 11 a.m. every day over WAAB. On Monday, Wednesday and Friday this will consist of Martha Lee's cooking school, on Tuesday a fashion period, on Thursday the home institute, and on Saturday their feature forecast.

Boston Publishers Association, of which every Boston newspaper is a member, met Feb. 28 and voted that no broadcast of local news would be made effective the next day. They also agreed to make no mention in their program listings of any period that could by any stretch of the imagination be regarded as devoted to news.

Various commentators such as Lowell Thomas, Boak Carter, Edwin

## Lehn & Fink to CBS

Lehn and Fink's Sunday night Hall of Fame session will switch networks as well as agencies April 8. Columbia gets the half hour show after the April 1 broadcast on NBC. Later in the week the program handled through the Rutland and Ryan agency. For the next 13 weeks Leannen & Mitchell will do the supervising.

NBC is currently clearing the show at 10:30 p.m. over the red (WEAF) link. Niche it will fill on CBS Sunday 9:30 to 10 EST, which means taking over half of the hour now held by Link.

## I. D. LEVY GIN SHOWS SHARE SALES %

Philadelphia, March 5. Arrangement which I. D. Levy, as head of the Radio Promotion Corp., has on Silver Wedding Gin with the Schenley interests is the first of its kind in broadcasting. Levy furnishes the time and the entertainment and pays all bills entailed and from the liquor combine collects a stipulated amount on each case of the S. W. brand sold in the areas covered by the broadcasts. Levy's promotion tie-in embraces Pennsylvania, New York, New Jersey, Delaware and Louisiana, which he figures covers 43% of the legally wet market.

On his own station, WCAU, Philadelphia, Levy uses his station, while on the outlets from which he buys time the program consists of recorded sports spels by Boake Carter.

C. Hill and the rest found their names left out on March 1. Also dated were the outlets of persons devoted to weather forecasts, these, in the opinion of the publishers, being news.

Mention of the shopping services on the various stations were omitted. Programs which the newspapers were obviously in doubt about were listed simply as "records," regardless of whether these programs comprised live talent.

Lincoln, March 5. Foster May, KFOR newscaster, has accumulated a lot of interest in his 15 minute period from 6:30 to 6:45 p.m. each weekday except Saturday and listening attention becomes pretty generally concentrated on the small 250-watt station during those periods.

May covers the police station, city hall, state capitol, university and a few family scraps to spice it up. KFOR is the only station in this area which has a news period sponsored directly by the station. Program was started just about a month ago. Spot in the daily program catches the town on a full stomach, just leaning back from the dinner table.

Chicago, March 5.

Newspaper-owned stations appear little inclined to relinquish natural advantages in the matter of new broadcasts. WGN, owned by the Chicago Tribune, is in the van of such stations. Apparently a chief objection to the news bureau set up under James Barrett by the networks is that big outlets dislike offering the public the same 600 words of stilted news comment that is available to any and all stations for \$12.50 a month.

Provisos setting 9:30 a.m. and 9 p.m. as the earliest hours for officially sanctioned news flashes is creating a situation whereby individual stations seek to broadcast exactly on the minute it's legal whereas the networks because of across-the-board commitments to commercials can't get on the air until an hour later when they must follow with the same material used by rival stations.

Los Angeles, March 5.

Guy Earl, president of KNX, left here Friday (3) for Chicago for conferences with independent radio station operators from various parts of the country, to launch the proposed indie national air news service.

Earl goes as representative of 20 or more western stations. Conferences are being held today (5).

## Artist Bureau Reasons

By RALPH WONDERS  
(Mgr. Columbia Artists Bureau)

Actors Equity had a lot to say recently about talent representatives who "rendered nothing but commissions." According to Equity, as artists' representatives, they don't deserve much. But at Columbia, we render a type of service not available elsewhere.

For instance—we know radio showmanship. Columbia knows the technique of making stars. Our experience and advice—plus their own good work—have done a lot to put on the top rungs of the ladder such stars as Kate Smith, Morton Downey, the Boswell Sisters, the Mills Brothers, Edwin C. Hill, Isham Jones, Gertrude Niesen, Little Jack Little, Col. Stoopnagle & Budd, Nino Martini, Tony Wons, Charles Carlie, Tito Guizar, Fernan, Casa Loma, Orchestra, the Elton Boys, and a score of others. Remember the recent World-Telegram poll of radio editors throughout the country, which gave so many honors to Columbia stars.

These stars are not only on the top rungs of the radio ladder; they are at the top of things in practically all other branches of the entertainment world.

We don't want to appear to be taking all the credit for their success. You know that unless they were good at the start they wouldn't have gotten there. But the wrong kind of advice and almost any kind

of mismanagement in these days of competition would land even a fine artist back of the eight ball.

That's why we say we render more than commissions.

When an artist needs it, we assign some one of Columbia's staff to his side. We work with a newcomer's material and experiment with different styles of programs in order to get the best effects. We watch out to get the most favorable air spots we can get for all of our people. We put in back of them the resources of one of the best publicity departments in the field. We contact the advertising agencies constantly on behalf of our artists and we give them complete representation in every branch of the entertainment business. The sum total of all these things is beyond the power of the ordinary agent to give his attractions.

Many of the agents are able to book their artists only after a build-up in one of the entertainment fields. Because Columbia can give an artist the finest kind of radio build-up, it is, therefore, unlike any other talent bureau. It does something the ordinary manager cannot do—it gives before it gets. It often gives for months before it gets any return at all.

More than commissions? You can be sure Columbia renders more, and then some more, than commissions—and always will.

## Announcers Pinch-Hit As Storm Keeps WSJS Off Columbia Network

Winston-Salem, N. C., March 5.

Sleet and hail forced WSJS off the air for 24 hours last week when all telephone and power lines in this section of North Carolina were put out of service. WSJS is still off the Columbia Broadcasting chain, unable to get a wire in from New York.

Station has been using records and pressing announcers into service as entertainers to weather the enforced perforce off the chain. Telephone company promises wire by Monday (6).

Johnny Miller, announcer, has been going over the ether as a baritone crooner and Walter Haislip, announcer, has been doing a little piano soloing to fill in between programs. Station been signing off two hours in afternoon and an hour at night to take care of loss of Columbia program. Lights went off Sunday, February 25, after Ford program and nothing has come in over wire since.

## 'Little Italy' and Coal Season End April 1st

Blue Coal has set April 1 as the folding date for the 'Little Italy' series on CBS.

Script show made its debut on a Tuesday and Thursday night schedule the first week in October last.

## CBS DIRECTORY

|                     |                   |
|---------------------|-------------------|
| WABC New York       | WEAN Providence   |
| WABC Chicago        | WEPH Syracuse     |
| WABC Cincinnati     | WFBM Indianapolis |
| WABC Minneapolis    | WGLC Cincinnati   |
| WABC Washington     | WGR Buffalo       |
| WABC Cincinnati     | WGRB Springfield  |
| WABC Louisville     | WMAZ Louisville   |
| WABC St. Louis      | WMOB Rochester    |
| WABC Lincoln        | WHP Harrisburg    |
| WABC Kansas City    | WIBW Des Moines   |
| WABC Wichita        | WICC Bridgeport   |
| WABC Spokane        | WIDR Gary         |
| WABC St. Paul       | WISN Milwaukee    |
| WABC San Diego      | WISN Pittsburgh   |
| WABC Los Angeles    | WKBR La Crosse    |
| WABC Dallas         | WERN Youngstown   |
| WABC Kansas City    | WLAN Nashville    |
| WABC St. Paul       | WLBZ Bangor       |
| WABC Reno           | WMAZ Springfield  |
| WABC Portland       | WBR Dallas        |
| WABC Seattle        | WMBG Richmond     |
| WABC Omaha          | WBRB Rochester    |
| WABC St. Louis      | WMT Waterville    |
| WABC Salt Lake City | WNAO Boston       |
| WABC St. Paul       | WBR Dallas        |
| WABC Houston        | WODX Mobile       |
| WABC St. Antonio    | WBR Dallas        |
| WABC Tulsa          | WORB Rochester    |
| WABC Tacoma         | WOWO Ft. Wayne    |
| WABC Spokane        | WQAM Miami        |
| WABC Waco           | WRSB Memphis      |
| WABC Albany         | WRSB Memphis      |
| WABC Greensboro     | WRSB Memphis      |
| WABC Hartford       | WRSB Memphis      |
| WABC Columbia       | WRSB Memphis      |
| WABC Baltimore      | WRSB Memphis      |
| WABC Tampa          | WRSB Memphis      |
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| WABC Ft. St. John   | WRSB Memphis      |
| WABC Palm Bay       | WRSB Memphis      |
| WABC Melbourne      | WRSB Memphis      |
| WABC Ft. Pierce     | WRSB Memphis      |
| WABC Vero Beach     | WRSB Memphis      |
| WABC Ft. St. John   | WRSB Memphis      |
| WABC Palm Bay       | WRSB Memphis      |
| WABC Melbourne      | WRSB Memphis      |
| WABC Ft. Pierce     | WRSB Memphis      |
| WABC Vero Beach     | WRSB Memphis      |
| WABC Ft. St. John   | WRSB Memphis      |
| WABC Palm Bay       | WRSB Memphis      |
| WABC Melbourne      | WRSB Memphis      |
| WABC Ft. Pierce     | WRSB Memphis      |
| WABC Vero Beach     | WRSB Memphis      |
| WABC Ft. St. John   | WRSB Memphis      |
| WABC Palm Bay       | WRSB Memphis      |
| WABC Melbourne      | WRSB Memphis      |
| WABC Ft. Pierce     | WRSB Memphis      |
| WABC Vero Beach     | WRSB Memphis      |
| WABC Ft. St. John   | WRSB Memphis      |
| WABC Palm Bay       | WRSB Memphis      |
| WABC Melbourne      | WRSB Memphis      |
| WABC Ft. Pierce     | WRSB Memphis      |
| WABC Vero Beach     | WRSB Memphis      |
| WABC Ft. St. John   | WRSB Memphis      |
| WABC Palm Bay       | WRSB Memphis      |
| WABC Melbourne      | WRSB Memphis      |
| WABC Ft. Pierce     | WRSB Memphis      |
| WABC Vero Beach     | WRSB Memphis      |
| WABC Ft. St. John   | WRSB Memphis      |
| WABC Palm Bay       | WRSB Memphis      |
| WABC Melbourne      | WRSB Memphis      |
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| WABC Ft. St. John   | WRSB Memphis      |
| WABC Palm Bay       | WRSB Memphis      |
| WABC Melbourne      | WRSB Memphis      |
| WABC Ft. Pierce     | WRSB Memphis      |
| WABC Vero Beach     | WRSB Memphis      |
| WABC Ft. St. John   | WRSB Memphis      |
| WABC Palm Bay       | WRSB Memphis      |
| WABC Melbourne      | WRSB Memphis      |
| WABC Ft. Pierce     | WRSB Memphis      |
| WABC Vero Beach     | WRSB Memphis      |
| WABC Ft. St. John   | WRSB Memphis      |
| WABC Palm Bay       | WRSB Memphis      |
| WABC Melbourne      | WRSB Memphis      |
| WABC Ft. Pierce     | WRSB Memphis      |
| WABC Vero Beach     | WRSB Memphis      |
| WABC Ft. St. John   | WRSB Memphis      |
| WABC Palm Bay       | WRSB Memphis      |
| WABC Melbourne      | WRSB Memphis</    |



# THE ARTISTS BUREAU... OF THE COLUMBIA BROADCASTING SYSTEM

presents the following artists  
under its exclusive management

Rhoda Arnold  
Boswell Sisters  
Connie Boswell  
Elizabeth Barthell  
Taylor Buckley  
Marion Bergeron  
Charles Carlile  
Crane Calder  
Abram Chasins  
(Radio only)  
Morton Downey  
Do Re Mi Trio  
Emery Deutsch  
and his Gypsy Violi  
Mary Eastman  
Eton Boys Quartet  
Evan Evans  
Sylvia Froos  
Fray and Braggiotti  
Five Spirits of Rhythm  
Fred Feibel  
Tito Guizar  
Connie Gates  
Arthur Godfrey  
Edwin C. Hill  
George Jessel  
H. V. Kaltenborn  
(Radio only)  
Roger Kline  
Kennan and Phillips  
Little Jack Little  
Ann Leaf  
Edith Murray  
Evelyn MacGregor  
Melodeers Quartet

Lon McAdams  
Gertrude Ni  
Gypsy Nina  
William O'Neal  
The Playboys  
Earl Palmer  
Bill Perry  
Phil Regan  
Reis and Dunn  
Carson Robison  
and his Buckaroos  
Claude Rees  
Charles Robi  
Kate Smith  
Col. Stoopnagle & Budd  
Bob Standish  
Vera Van  
Alexander Woolcott  
Tony Wons  
Mark Warnow  
Frederic William Wile

## SPECIAL ANNOUNCERS AND ACTORS

Andre Baruch  
Hugh Conrad  
Paul Douglas  
Stephen Fox  
Ted Husi  
Ken Roberts  
David Ross  
Harry VonZell  
Davidson Taylor

Bert Parks  
William Randol, Jr.  
Carlyle Stevens  
William Brenton

## ORCHESTRAS AND CONDUCTORS

Howard Barlow  
Ray Black  
Leon Belasco  
and his Orchestra  
Jeno Bartal  
and his Orchestra  
Charles Barnett  
and his Orchestra  
Glen Gray and his  
Casa Loma Orchestra  
Jimmy Carr  
and his Orchestra  
Benny Carter  
and his Orchestra  
Emery Deutsch  
Eli Dantzig  
and his Orchestra  
John C. Diehl  
and his Orchestra  
Jerry Freeman  
and his Orchestra  
Felix Ferdinand  
and his Orchestra  
Johnny Green  
George Hall  
and his Orchestra  
Claude Hopkins  
and his Orchestra

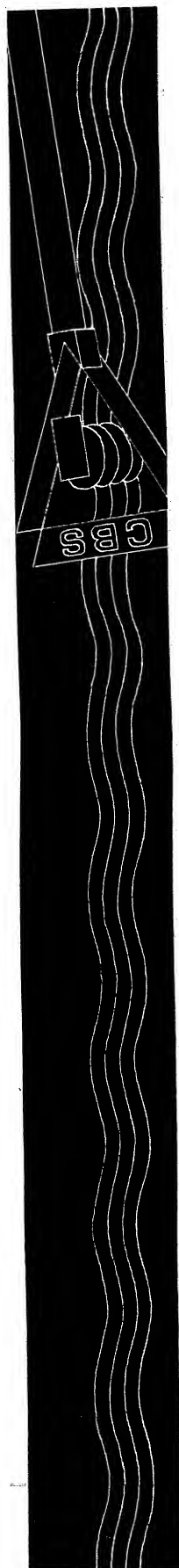
Billy Hays  
and his Orchestra  
Isham Jones  
and his Orchestra  
Andre Kostelanetz  
Albert Kaveli  
and his Orchestra  
Little Jack Little  
and his Orchestra  
Enoch Light  
and his Orchestra  
Allen Leifer  
and his Orchestra  
Frank La Marr  
and his Orchestra  
Richard Messner  
and his Orchestra  
Ozzie Nelson  
and his Orchestra  
Pancho  
and his Orchestra  
Freddie Rich  
and his Orchestra  
Jacques Renard  
and his Orchestra  
Louis Russell  
and his Orchestra  
Sam Robbins  
and his Orchestra  
Mischa Ruginsky  
and his Orchestra  
Leith Stevens  
Harry Simeone  
Vincent Travers  
and his Orchestra  
Fess Williams  
and his Orchestra

The Artists Bureau also offers the concert and opera artists under the direction of the  
COLUMBIA CONCERTS CORPORATION OF COLUMBIA BROADCASTING SYSTEM, INC.

THE ARTISTS BUREAU OF THE COLUMBIA BROADCASTING SYSTEM  
485-MADISON AVENUE; NEW YORK CITY  
WICKERSHAM 2-2000

## STAFF:

Ralph J. Wonders, Manager • F. Leroy Wilson, Business Manager • Peter DeLima, Assistant Manager • Paul Ross, Theatre Bookings  
Al Zugsmith, Orchestra Bookings • Neil Conklin, Orchestra Bookings • Maxine Freeman, Club Engagements • Edmond Supple, Publicity





## Press with No Direct Revenue from Baseball Grumbles as Stations Seek To Commercialize Season's Games

Chicago, March 5.

Another rumble between newspapers and radio is in the making over the increasing tendency of the etherites to invade the baseball field. Radio is making every effort to turn the tide of baseball away from night games to daylight in the hope of selling them as commercials.

Radio has found baseball profitable, and so have the stations. But there is a constantly decreasing supply of baseball as the minor league parks shift from day to night ball games. And for radio there is no possibility of evening broadcasts because of the competition and right-of-way the big network shows.

Newspapers are starting to get their backs up again over this new phase of competition. Newspapers have never made any direct money from baseball, other than from a circulation standpoint. And there's no question that the newspapers

have made baseball the great national pastime. From sandlots right up to the World's Series baseball gets more free space than any special feature in newspaperdom.

### Which Way to Turn?

Baseball itself is still largely skeptical of radio and feels etherizing might hurt attendance.

In New York, radio is absolutely taboo. Likewise in Pittsburgh and this year in St. Louis though that town had radio broadcasts last season. The Cleveland club is keeping radio out by asking \$7,500 for the radio rights. In one town last year, after barring radio, the ball club appointed a quartet of guards to see that no radio man got into the park and if they did get in not to allow them to get to a telephone, no matter what excuse.

However, this doesn't worry radio as much as the night ball games are concerned. Radio figures that as long as the games are daylight radio will get a crack at them, if not this year then next.

This worry is particularly annoy-

ing in the small town situations where night games are the rule. For instance, the Wheaties company, having some additional coin to spend decided to use baseball in several towns. And then ran into difficulties. Because of the night situations, Wheaties was able to locate only two spots for sponsorship, Des Moines and Buffalo.

Portland, Ore., March 5.

Exclusive rights to broadcast games played this season by the Portland baseball club has been granted to station KEX. This was announced by Thomas L. Turner, president of the club, following the signing of a formal agreement.

Terms of the agreement specify that KEX will release not only the games played out of town, as has been done by local radio stations in previous years, but all games played in Portland as well. Present plans by KEX call for covering the seventh, eighth and ninth innings of all home games. The agreement also provides for telegraphic coverage of games played out of town. The announcer will be "Fruit."

The first game KEX will broadcast will be the opener, April 8, at Los Angeles. The first home game will be April 17, with Hollywood playing at Portland. To stimulate interest in baseball and baseball broadcasts KEX announced plans to form a baseball school. Sessions will be released over the air. There will be two classes, Class A for boys old enough to be prospective players for the Portland Club and Class B for boys of grammar and junior high school age.

Cincinnati, March 5.

While Powel Crosley is the principal owner and proxy of the Cincinnati Reds baseball company, the business affairs are handled by Larry McPhail, gen. mgr. Latter

## Petrillo Bans Chi Musicians from Simultaneous Broadcast-Recording

Chicago, March 5.

Jimmy Petrillo, president of the Chicago Federation of Musicians, last week cracked down on all radio discing taken simultaneously with broadcast and recorded directly from the broadcast wires. Has ruled that radio platterizing is a separate function and industry and therefore must be conducted entirely separate from ethering. This ruling, of course, holds as long as

there are any musicians on the program.

Under the previous arrangement radio discs could be taken off the broadcast wires on the payment of an additional stipend of \$30 per man per disc. With the new order in effect no direct off-the-wire recording is permissible despite additional coin for the job. Recorded shows must now be turned out either before or after the broadcast.

Chicago rates as the first town thus far to insist upon this flat and distinct cleavage between broadcasts and recordings. Petrillo this week will hold a meeting with Jos. N. Weber, president of the American Federation of Musicians, upon further development of this ruling.

Last week called representatives of Cincy's five stations together for a discussion of rates covering this year's radio concession. McPhail explained that Crosley is maintaining a hands-off policy and placed him entirely in charge of whatever settlement is agreed upon. McPhail set \$4,000 as the price for exclusive rights—\$2,500 apiece for two stations and \$2,000 apiece for three stations. These figures guarantee a minimum of 85 games for broadcasting, only 13 of which are to be home games. And for the out-of-town games the station or stations pay the wire charges. Additional compensation for the ball club is demanded in the form of five announcements each day, between 10 a. m. and 2 p. m. for home games, and frequent noon and evening programs in the course of the season, on which are to be heard talks by Reds and visiting players. McPhail also reserves the right to say how many commercial accounts may be linked with the baseball broadcasting.

McPhail set another meeting of the broadcasters for this week, when he asked them to submit acceptances or counter proposals of his scale.

Gillette Safety Razor Co. has placed minute recordings on a twice daily scheduled for 25 week days through March on 111 stations. Discs produced and time booked by the World Broadcasting System. Ruthrauff & Ryan is the agency.

Marmola Co., Chicago, through the Kaster Agency has placed on KMBC, Kansas City, and KMOX, St. Louis, for 13 weeks 15 minute recordings, 'Lovemaking Incorporated,' at the rate of two a week. World Broadcasting produced cleared the series.

LYN MURRAY and

## the FOUR SHOWMEN

Wed. 11:15 A.M.

CBS

## 'X MARKS THE SPOT'

Sold to National and Local Accounts BETWEEN 6 and 10:30 P. M.

• indicates available time

Proof That ADVERTISERS PREFER

**WDRG**

1000 WATTS

FULL TIME 16 HOURS DAILY

The Advertising Test Station in the Advertising Test City Base CBS • Associate Yankee Network HARTFORD CONNECTICUT

| Mar. 1934 | 6P.M. | 7P.M. | 8P.M. | 9P.M. | 10P.M. |
|-----------|-------|-------|-------|-------|--------|
| SUN.      | •     | •     | •     | •     | •      |
| MON.      | •     | •     | •     | •     | •      |
| TUES.     | •     | •     | •     | •     | •      |
| WED.      | •     | •     | •     | •     | •      |
| THURS.    | •     | •     | •     | •     | •      |
| FRI.      | •     | •     | •     | •     | •      |
| SAT.      | •     | •     | •     | •     | •      |

# PERSONAL RADIO-THEATRICAL-SCREEN MANAGEMENT

## THOMAS LEE ARTISTS BUREAU

BOOKING REPRESENTATIVE FOR DON LEE BROADCASTING SYSTEM

**TED BRAUN**

Manager

ELLIS LEVY

J. C. LEWIS, JR.  
Associates

ROBERT BRAUN

SAN FRANCISCO OFFICE  
STATION KFRC

LOS ANGELES OFFICE  
STATION KHJ

Hello Everybody

# BOAKE CARTER

Speaking

STATION WCAU PHILADELPHIA

*Radiating Congratulations*  
**TO COLUMBIA**

Radio's tallest self-supporting vertical radiator joins all stations of the World's greatest network in extending heartiest congratulations to Columbia's officials whose foresight and ability have been so ably demonstrated.

"OVER 3,200 PROGRAM ORIGINATIONS FROM KMBC TO COLUMBIA'S WESTERN NETWORK SINCE OCTOBER, 1931."

ARTHUR B. CHURCH,  
Vice-President and  
General Manager.

MIDLAND BROADCASTING CO.  
Station KMBC Kansas City, Missouri  
New York Office: 17 East 46th Street  
Phone: Eldorado 5-1078

*First*  
IN THE HEART OF AMERICA  
**KMBC**

**THE CADETS QUARTETTE**

4:45 P. M. Week Days  
(Sendal)  
CBS Mon. and Thur. Nite

**FRED FEIBEL**

ORGANIST

Broadcasting daily weekdays on CBS  
Organist, Paramount, New York



GLEN GRAY

*and his*

CASA

LOMA

*Orchestra*

Camel Caravan for  
William Esty & Co.,  
WABC-Columbia  
Broadcasting System,  
Tuesdays and Thurs-  
days, 10-10:30 P.M. EST.

Nightly in the Colon-  
nades, Essex House  
Summer Season 1934,  
Glen Island Casino,  
New Rochelle, N. Y.

Winter Season  
1934-35, Essex House

BRUNSWICK RECORDS

Personal Management  
F. C. O'KEEFE

THE  
MILLS  
BROTHERS

*Four Boys  
and a Guitar*

Woodbury Hour for  
Lennen & Mitchell,  
WABC-Columbia  
Broadcasting System,  
Mondays, 8.30-9 P.M.

"Operator 13" for  
M-G-M, "Hot Air" for  
Warner Bros., "Strictly  
Dynamite" for RKO

Opening May 7th, Pal-  
ladium Theatre and  
Mayfair Hotel, London

BRUNSWICK RECORDS

Personal Management  
THOMAS G. ROCKWELL

**ROCKWELL-O'KEEFE INC. ARTISTS' REPRESENTATIVES**

RKO BUILDING · ROCKEFELLER CENTER · NEW YORK CITY · CIRCLE 7-4886



# RADIO CHATTER

## New York

Sisters of Skillet and Joe Penner did cutie guesting for Paul White-man at Biltmore.

Herbert Kerkow off "Sales Management" and now in Detroit.

George Jessel returns from Florida March 12.

NBC points out that President

Roosevelt in his first year in office spoke 26 times over the air, or once every fortnight.

Gertrude Berg played her 1,000th script for Pepsodent and NBC on March 2.

George Jessel raised \$2,000 for his pet charity with a Florida benefit performance.

Frank Novak and Frank Banta form a piano team under the title "Octopus of the Piano".

Anthony Frome plays that postponed Paramount N.Y. date March 9.

Charles Previn goes to Chicago for a commercial after eight months leading Paramount theatre orchestra.

Whitney Bolton's reaction to his first broadcast over WNEW inspired him to an imaginative article comparing the experience to Sing Sing with Announcer Ted Webbe as his executioner.

Groucho Marx family is motoring in from California to join the comico who is now a radioite.

Vera Van goes back with the George Jessel CBS sustainer on March 17.

CBS has added a Wednesday night spot to Edith Murray's schedule making it two a week in all.

## JIMMY KEMPER

THE MEXICAN MINSTREL

## TITO GUIZAR

Mid-day Serenade Sunday 11:30; Thursday 6:30 P. M.—WABO  
Management—COLUMBIA ARTISTS BUREAU

Colonel Stoopnagle afflicted with laryngitis all last week but did both his Camel shows.

Molle hands renewals as of this week to the Jesters and Shirley Howard.

Colgate's Arthur Boran, dialect comico, goes into Roxy, New York, week of March 19.

A press's incumbency at the St. Moritz hotel appropriately celebrated Tuesday (6) by Leon Belasco.

Phil Spitalny has lost social standing since becoming a Kentucky colonel.

John Royal went along with NBC's contingent of talent for the White House Correspondents' dinner in Washington.

Niela Godelle, Buddy Roger's warb standby, stays on in New York for a make contract.

Jack Davidson, Ruthrauff & Ryan's network program contact, may switch to Briscoe & Goldsmith, talent and literary booking office.

Modern Screen Review affair on WMCA, New York, and WPRO, Providence, has been renewed, with Robert Landrum, Sam Taylor and Conrad and Tremont retained.

Jack Denny wouldn't take a cut on the American Oil which on CBS unless it was for 21 weeks.

Proposition no go either way and Freddie Martin replaced Denny.

Maxwell House no want Annette Hanshaw to take elocution lessons.

Tom Luckenbill, J. Walter Thompson producer recently moved in from Chicago, has been assigned to the Royal Gelatine, Jergens and the New York end of the Chase & Sanborn shows.

Eddie Fesbody has been added to Pure Oil's Saturday night sessions over WJZ.

John J. Troun, reader for book

publishers, told 'em over KNEW last Tuesday (27) something about the inside of the publishing business.

Leo Reisman has Thelma Nevins, who hails from Washington, D. C., back on his Philip Morris show.

## Philadelphia

Irv Strassman, WDAS chief engineer, left the station last week to connect with RCA as microphone technician.

True story about Jerry Crowley, WIP program manager, is that Crowley really had that offer to go into the Russian Embassy, but turned it down.

Jerry studied at the Foreign Service School while at Georgetown, before coming to Philly.

John Hays subbed for Andy Stanton, WIP sports aleraster, while the latter journeyed to Florida for the heavyweight go, with Ray Fabiani, dean of Philly's wrestling promoters.

WCAU cooking school receiving a temporary setback while its conductor, Elsie Carroll, takes time out for a bad case of mumps.

Comely Doris Chalfonte, WCAU blonde hostess, leaves the studio for an advertising connection with the McKee Albright Agency.

WIP aired the 51st annual banquet of the class of 1883 of Philadelphia's Central High School—one of the oldest schools in America.

Ellis Gimbel, of the department store family, who is president of the class, acted as the program's master of ceremonies.

WFI planning local build-up for Anthony Cudde's act, "Tony and Dandelion". Show is town's only comedy, recently imported from Chicago.

Three Roberts Brothers in town for a night club show. First got their start on WIP.

Mrs. George Strawbridge, spouse of partner in Strawbridge and Clothier store—which owns WFI, never went on the air until asked to do so recently by Helen Grey, the outlet's press agent.

Adams Chickets making promotion tie-up for newspaper advertising in Philly and New York by featuring pictures of other stars. Locals used were Helen Warwick, Carlotta Dale and Larry Tate—who each got a box of gum for the promotion.

All Philly newspapers, always down on space for radio, may be loosening up. Most sheets viewing prospective short-wave feature with kindly eyes. Only columns in district are Dot Love's on the "News", and "By Gosh!" in the Courier-Post.

## Mid-West

Harry Shaw has been elected chairman of the Iowa state advisory board to the national emergency council to assist in the affairs of the national recovery administration in Iowa. He is president of the Waterloo Broadcasting Co.

WMT, and one of three members of the national code clarification commission under the federal radio commission.

Diana DuGuard, Chatterbox dancer on Lester Spencer's "Question Box" hour over WGL, Fort Wayne, and telling of her experiences as extra in some of those big Hollywood extravaganzas.

Bob McGrew and Hotel Fort Des Moines orchestra started a new 6:30 p.m. series March 4, every Sunday with guest artists from all sections of the state to feature programs, bolstered by vocal team and Garnette Arrick, harpist, over Central Broadcasting company outlet WHO-WOC.

KSO, Register-Tribune, Des Moines, Iowa, outlet, clicked on a musical potpourri Sunday night feature 8 to 8:30 and will continue indef. Features Bernie Lowe's orchestra, Brooks and Pierson, the Happiness Lads, the Three Jays-Jean, Joan and Jerry—Harmony trio, and Lloyd Hundling, tenor.

Wife of Edwin J. Ellis, auditor of the Crosley Radio Corp., Cincinnati, died March 1 at their home, following a brief illness.

## East

Sammy Kaye's orchestra, playing at the Hendrick Hudson Hotel, Troy, N. Y., broadcast over WGY a program dedicated to Ohio State University and its president. Ohio U is the alma mater of every member of the band.

WGLC, Hudson Falls, N. Y., has increased its use of Columbia programs after having curtailed them for the last two months. Dick O-

(Continued on page 52)

# ROGER WHITE

## ORGANIZATION

RKO Building  
Radio City, New York

## Current Productions

LIMIT 7-STAR REVUE  
OHRBACH PROGRAM  
KARO SYRUP  
KREMEL  
MAZOLA  
LITTMAN PROGRAM

## Artists Featured:

|              |                  |
|--------------|------------------|
| Ernie Hapke  | Frank Parker     |
| Ferde Grofe  | Fedre de Cordoba |
| WM Osborn    | Ben Alley        |
| Elmo Marcial | Betty Kay        |
| Sam Frohman  | Vagabonds        |
| Ted Hasting  | Leaders Trio     |
|              | Ed. Cashman      |

## Are You Listenin'?

When I spend money for an Ad I want it to do good. So I hope this one will encourage some artist who is panned by would-be critics and is discouraged about it.

**Listen!** On May 1933, "Variety" handed Tony Wons this bouquet:

"When Tony Wons was red hot as a radio name there was a better reason for a stage turn by him than now. He's no longer the star that he was in radio, where he belongs, which lessens his value for the stage, where he doesn't belong."

**Now, ord.** Since that brilliant observation Tony Wons has,

Landed a year's commercial on 50 CBS stations; broadcast 150 times; played in leading theatres throughout America; received 200,000 letters; sold thousands of Scrapbooks; made money for radio station; his sponsor, the actress and himself—the best year of his career; and is at present rehearsing a new show.

All of which, my fellow artists, proves that some of the critics may be wrong most of the time.

GOOD LUCK

**Tony Wons**

CBS

# DON LEE BROADCASTING SYSTEM WESTERN UNIT OF THE Columbia Broadcasting System

Currently being released from our California Studios to the entire Columbia network are the following programs:

General Cigar Company.....Guy Lombardo—Burns and Allen  
Woodbury Soap Co.....Bing Crosby—Gus Arnheim  
Old Gold Cigarettes.....Ted Fio Rito—Dick Powell  
Pontiac Automobiles....."Surprise Party"—Raymond Paige  
Charis Company.....Louella Parsons—Raymond Paige  
California Melodies.....Raymond Paige and Movie Celebrities  
Catherine the Great.....Historical Drama.

HEAD OFFICE

**KHJ**

LOS ANGELES

A RECORD BROADWAY ENGAGEMENT—THREE YEARS SOLIDLY AT THE HOTEL TAFT, NEW YORK

## GEORGE HALL

and his

## COLUMBIA BROADCASTING ORCHESTRA

Exclusive Management COLUMBIA ARTISTS' BUREAU

# MYRT and MARGE

3rd Year Columbia Broadcasting System; Chicago



# RADIO SHOWMANSHIP

(Merchandizing Stunts and Program Tieups)

## OUTSTANDING STUNTS: PAN-AMERICAN EXPRESS (Station WSM, Nashville)

Nashville. Every afternoon at five o'clock the Pan-American Express, crack train of the Louisville and Nashville railroad is heard in actual reproduction over Station WSM as the flyer zooms by a certain point. WSM has a mike in a booth built alongside the track and as the express roars down the steel boulevard the mike picks up the whistle which the engineer prolongs for the benefit of the radio. Mike remains alive as the cars click over the rails and are lost. It takes only a minute or so but there's an atmosphere of authenticity, excitement, and romance about it. A short commercial announcement about the Louisville and Nashville's passenger service follows. Stunt is memorable and brings the express into the lives of radio listeners in much the same manner as it enters the lives of farmers living

adjacent to the railroad tracks. It's something to set clocks by.

## WDAS' Sports Club Philadelphia.

Neat idea being started here by "V." sports commentator of WDAS. For some time this nightly program has favored the kids, getting a tremendous response; so I. W. has organized a Sports Club of the Air for the purpose of creating open parks for the youngsters, im.r.ving playgrounds and possibly tie-up with a summer camp. To date the club totals a membership of 2,000. Meetings are held monthly in a local theatre and well-known athletes have already joined in the effort to put this thing across. Howard Perry, former Penn grid grad, as honorary head, has accepted membership from Jerry Nugent, owner of the Philly Nationals. Harry Struhdrer, football coach of Villanova; Connie Mack, Big Bill Tilden, Mickey Cochrane, Bing Miller, and famous representatives from all fields of sports. In joining the kids are required to fill out a questionnaire listing their favorite

pastimes and interests; and from these tabulations the club has been able to secure prizes and offered as awards during frequent contests, with a local aviation school giving a \$500 scholarship to be won in open contest. Although the club is not directly sponsored by the station, but by the sportcaster instead, the outlet has found the organization coming into such prominence that sponsorship may result. The okay of the mayor, city officials and big names in sports has afforded the air future loads of news space in publicity. No fees are charged the kids for membership, and prominent people are donating liberally.

## sets Emergency Hartford.

For two weeks this city and most towns in the vicinity have been beset by huge snow storms which inflicted heavy losses on the county. WDRC, with a small staff, turned over its facilities to the populace with broadcasts every fifteen minutes for three solid days on news, flash news, postponements of meetings, schools' closures, road conditions and other news bits that arose during the day. When calls came in seeking national and foreign news Hartford newspapers sent staff reporters into WDRC and WTIC with regular broadcasts for fifteen minutes at a time. Efforts for these stations brought favorable comments from listeners and civic organizations and for the first time in many years the newspaper really gave some space to the good work radio can do.

## is By Ir New York.

Stunt that Grapenuts (General Food) had arranged to pull during the Byrd expedition broadcast of the previous Saturday (25) went askew because the physician involved found that the Academy of Medicine would frown upon his participation. Rather than risk censure from this source he bowed out at the last minute.

Through one of the wireless messages received from the Antarctic General Woods learned that one of the men in the crew had seriously wrenched his back. Account then obtained Dr. C. L. Crampton to do a diagnosis by shortwave during the course of the program and also suggest a remedy. The medical exchange was to be a part of the regular broadcast over the radio. Time was allowed for this in the script prepared for the broadcast and the withdrawal of the physician required a hurried revision of the entire broadcast just an hour before the hour of release.

## Oxydol's Dish Mop Chicago.

Prize contest for the naming of a dish mop was worked into the script of the Ma Perkins' Oxydol sketch, over NBC, members of the cast making direct appeals to listeners to enter the affair. 210 cash awards offered.

## Without the Cod New York.

Health Products commercial copy on behalf of their strawberry-flavored codliver oil pellets is a gem of its kind. Codliver oil as manufactured by the humble North Atlantic deep sea denizens is described in language that a small boy, given a Harvard vocabulary, might endorse. It is, says the script from McCann-Erickson, "a thick, fishy-smelling, nauseous fluid." But all that has been changed. Codliver oil now is available in pills that, one is persuaded to believe, are something like a lover's delight sundae.

## Street Corner Yodeling Charlotte, N. C.

For a Washington's Birthday 'Man on the Street' program, over WBT, passers-by joined in the mass singing of patriotic songs instead of the usual interviews on pertinent questions of the day.

Stunt was tried Christmas with well and Grady Cole handled the broadcast, with a brass quartet

furnishing the background for the singing. The program originates on a busy street corner near the studios. While most folks seem to speak their mind better than they raise their voices in song, it made a good novelty.

## Alert Printer. Pittsford, Mass.

Synopses of the operas broadcast by Lucky Strike are being offered to the public by the Eagle Publishing Company, which prints the Berkshire Evening Eagle. The price is 15 cents.

## Raps Court Pick-up San Francisco.

Beginning a thrice weekly series of broadcasts direct from the courtroom of Municipal Judge George Steiger, KJBS has run into protests from the Frisco Bar Association, which claims the broadcasts are undignified.

Radio hookun was engineered by Ralph Brunton, manager of the indie station, who put the mike into the chambers for half hour periods each Monday, Wednesday and Friday morning. Judge Steiger started first show off with a brief resume of what was to follow, and the prosecuting and defending attorneys, if any, and the plaintiff and defendant alike each had a crack at the mike.

Daily papers, in a town where there's a close spirit of co-operation between sheets and stations, largely

because of affiliations, didn't pan the enterprise as was expected. Instead they played it up, carrying pix and stories. Only one, Hearst's p.m. Call-Bulletin, quoted barristers and other jurists on the idea, most of them decriing such a policy.

But after two broadcasts S. F. Bar Association adopted a resolution calling upon the State Judicial Council, the Supreme Court and the State Bar to cause the discontinuance of the broadcast. No further action has been taken and remote control continues.

## WCAX After Students Burlington, Vt.

WCAX is trying to round up all the local youngsters studying music into a club. Selected members will be given an opportunity to broadcast once a month. Another come-on for youngsters, is a letter writing contest on music appreciation with prizes for the best compositions. Plan may eventually work into a tie-up of some kind with local music schools.

## Conservative Philly Philadelphia.

Local department of education, usually trigid toward the ether, is going in for air tieups in a big way. With the okay of Dr. Edwin C. Broome, superintendent of the Philly public schools, WIP is airing a series of weekly programs under the sponsorship of the city's education. (Continued on page 50)

## A Music Publisher Commends the Columbia Broadcasting System

- ...for the many courtesies which it extends the members of the publishing profession.
- ...for the splendid feeling of co-operation which has been created between CBS and the music publishers.
- ...for its recognition of the fact that the music publishing industry is an all-important factor in the success of Broadcasting.

*Jack Robbins*

ROBBINS MUSIC CORP.

# GEORGE JESSEL

Acknowledges

The Sensitive Understanding of

RALPH WONDERS  
JULES SEABACH  
JEAN HIGHT  
FREDDIE RICH

and

THE COLUMBIA  
BROADCASTING SYSTEM

Personal Representative  
ROBERT MILFORD

Management  
COLUMBIA ARTISTS' BUREAU

Columbia Broadcasting System

# MARK WARNOW

Musical Director, WABC, New York

BORDEN'S "45 MINUTES IN HOLLYWOOD"—Saturday, 8-8:45 P. M.

"Presenting MARK WARNOW," Monday, 10:30-10:45 P. M., Coast to Coast

Sponsored Programs 1933—Postum All American Football Show, Vicks, and Others

MANAGEMENT COLUMBIA ARTISTS' BUREAU



## Free Broadcasts, Paid Concerts Dual CBS Policy at Hudson, N. Y.

Columbia broadcasting System plans a departure in the policy and conduction Hudson, N. Y., which recently taken under rental for a year, renaming it Columbia's Radio Playhouse. House will be used for recitals by artists of the Columbia Concert Corporation in which CBS has a 50% interest. Admission will be charged for the concerts but the recitals will not be broadcast.

That will give the house a dual policy, broadcasting being conducted with no admission charge as heretofore. There have been but half a dozen broadcasts weekly, considerably under the number planned. It was these free broadcasts along with others that roused no little comment among showmen, who pointed to the radio Code Authority. Staff at the Hudson has been considerably reduced and instead of 17

people on the payroll, three ushers and one superintendent are retained.

Concert arm of CBS has been conducting recitals at the Guild theatre. However, with the broadcasting schedule reduced, the theatre has become available for the concerts and means a considerable saving in their presentations. Admission scale for recitals will probably be the same as at the Guild and other auditoriums.

Contracts between the ad agencies and the air chains generally stipulate that no admission can be charged for any broadcast. That provision has been something of a problem with Ed Wynne, on tour with his own show. Up to now there have been no Tuesday show performances but starting March 20 Tuesdays will be included, the regular performance being played and the broadcast given without extra charge.

Wynne's tour started badly, bad

weather being partly blamed. Taking three days in Boston totaled \$3,000, which was 50% of the expected gross. Takings in other stands are being watched with some interest because of the theory that Wynne's broadcasts may have affected his theatre draw, the contention being that air fans won't pay \$2.75 to see the comic in action. Wynne's show costs \$12,000 weekly to operate.

## Radio Reports

(Continued from page 42)

ing by the Florio entertainers that any buildup for Powell is destroyed. Program can stand considerable more comedy than at present and possibly less: extraneous chatter, such as those lines about Powell's golf game which didn't belong.

Bankrolter and agency deserve a back pat for commendable style in which advertising is handled. Consists chiefly of the theme song, 'You're an Old Smoothie,' pertaining to the elgic, and no fear or force psychology involved. Simply 'Try an Old Gold some time; you'll like it' idea, and it's a pleasure to the ears. Kenneth Nile the announcer, and he, too, does a good job.

Review is written after hearing several of the shows, and each was an improvement over the other, being snapped and tightened up considerably.

Back.

### WOKO PLAYERS

'Joan of Arc'  
30 Mi.  
Sustaining  
WOKO, Albany, N.Y.

In the WOKO Players, this Albany station has a stock company of exceptional quality and versatility. Featuring biographical dramas on an early Sunday night spot, the players leaped in one week from George Washington to Joan of Arc. Inventors, as well as other important figures of history, form the basis of the presentations. A cast of 14 competent players has been assembled under direction of Dr. Royden N. Rand, WOKO drama director. Dr. Rand also writes the continuity.

'Joan of Arc' was given a vivid portrayal with the various sequences providing a rapidly shifting panorama of the highlights in the life of the maid of Orleans. Sound effects heightened the scenes.

Wisely limiting his comments to bare essentials to build up the background, Dr. Rand, as narrator, set the stage and brought a class to the program that not even a plug for horseradish could erase.

As Joan of Arc, Geraldine O'Brien Gleason exercised admirable restraint in a role that easily could be overdone by excessive dramatics; just a straightaway characterization without any frills.

Others in the cast were Harold Stephen Cole, Al Kellert, Grenfell Rand, William Winne, Harold D. Alexander, George F. Kehn, Mildred Irene March, Ethel Robinson Cole and Carl Playford.

WOKO has been presenting these biographical dramas for almost six months and they are a bright spot among the station's local programs.

### Radio Showmanship

(Continued from page 49)

tion bureau... Time being used is the popular kid's period with Uncle Wip, daddy of children's houses.

Idea is to use orchestras, dramatic groups and talks by students and instructors of all the local high schools, and marks the first time the board has actively approved anything like this present set-up.

iveaways.

Chicago.

Penetro company, which has the 'Musical Cruiser of the Air' show on NBC with the Vincent Lopez band, is running an auto giveaway contest on letter writing. But is asking for two sales instead of one. Letter writer must enclose empty cartons of the two products, Penetro Salve or Drops and the St. Joseph Aspirin carton.

Prize weekly is choice of Plymouth, Chevrolet or Ford.

Window Display

Baltimore.

In connection with the NBC (WJZ) program, 'Art of America,' which WBAL transmits, the local station has secured a front window of the newly-erected Public Library,

## Wire Charge Scheduled to Go Off As Pacific Coast Production Tonic

and, along with a placard plugging the broadcast, has set up as eye-catchers, a display of 2, 5, 50 and 250 watt tubes and a 10,000 watt water-cooled vacuum tube that WBAL uses at its transmitting station. Also an inscribed carbon mike on a stand.

Library has contributed a score of volumes to the widow, tones concerned with or surveying 'American Art' from beginning to close of Civil War. Tie-up represents the first locally between either station and municipal institution.

instrel Parade

Charlotte, N. C.

Immediately preceding the inaugural broadcast over WBT of the new Dixie Minstrel program (once weekly) a minstrel parade was staged through the streets of Charlotte in the form of a fleet of trucks of the Pure Oil Co. calling attention to the program.

Newspaper space, heralds, handbills, etc., also used to whoop-up attention.

NBC may effectively by April eliminate entirely the telephone line charges for commercial shows picked up from Los Angeles. Toll for this service as it now stands is \$225 if originated from the RKO studios Hollywood and \$235 if KFI, Los Angeles, is the source.

In return for advertisers are expected to forego a half minute from the beginning and ending each of their programs to allow for the ordinary line switch-over by the A. T. & T. traffic department. If NBC goes through with the contemplated removal of wire reversal charges it is expected that CBS will follow suit.

Lifting of the west to east charges, say ad agency men, will result in a hefty increase of programs originating from the Hollywood sector.

## Something New About FREDDIE RICH

MUSICAL DIRECTOR for the  
COLUMBIA BROADCASTING SYSTEM

### RADIO'S MOST IMPORTANT PROGRAM

ing to a Nation Wide Poll of Radiators in 'Radio Stars'

1—\* \* \* \*—FREDDIE RICH ENTERTAINS...  
"fast, skillful, competent air-fare"

2—\* \* \* \*—FLEISCHMANN HOUR WITH RUDY  
VALLEE...

The only two five-star features selected, an unusual tribute from a definite authority

Some of The Sponsored Programs Conducted by Freddie Rich:  
Mennen's, Vitality Shoe, Chrysler, Veedol, Necco, Postum,  
Weed Chains, La Palina, Vitaphone, Tydol, Squibbs, Rit

Some of the STARS for whose Radio Show FREDDIE RICH was selected as conductor

WILL ROGERS  
MARIE DRESSLER  
EDDIE CANTOR  
GEORGIE JESSEL  
BING CROSBY  
MORTON DOWNEY

KATE SMITH  
HELEN MORGAN  
FANNIE BRICE  
BETTE BAKER  
SOPHIE TUCKER  
BOSWELL SISTERS

GINGER ROGERS  
GERTRUDE LAWRENCE  
FRANK FAY  
BARBARA STANWYCK

Management

COLUMBIA ARTISTS' BUREAU

## CBS BILL AND GINGER

Arthur Q. Bryan Scripting

Mueller Macaroni Products

Mon., Wed., Fri.  
10:15 A.M.

## KAY THOMPSON COLUMBIA BROADCASTING SYSTEM KHJ

## Johnny Green

Musical Director

### OLDSMOBILE Program-WABC

Tuesday and Friday, 9:15 EST, Coast to Coast  
COLUMBIA NETWORK

COMPOSER OF

"BODY AND SOUL"

"I'M YOURS"

"OUT OF NOWHERE"

"I WANNA BE LOVED"

"I COVER THE WATERFRONT"

ALSO MUSICAL SCORE FOR  
Jack Buchanan's "MR. WHITTINGTON"  
Currently Hippodrome, London

THE DRAMATIST OF SONG

## EDITH MURRAY

Recently Returned from  
London Lead in  
"Good News"

Now Stopping Shows in Metro-  
politan Theatres and Clubs

Heard Several Times  
Weekly  
CBS—Coast to Coast



Exclusive Mgmt.  
CBS Artists' Bureau

Personal Representative  
Irvin Z. Grayson

## FRANK WILSON

EVANS FUR CO.

Monday to Friday, 11:45 A.M. - 1:00 P.M.

Sunday, 4:30-5 P.M. CST

COLUMBIA BROADCASTING SYSTEM  
CHICAGO

# VOICE of EXPERIENCE

Columbia Broadcasting System  
Coast to Coast Network Daily



## New Business

### NASHVILLE

**Cain-Sloan Co.**, Robin Hood Shoe tie-in announcement (19 times), February 23rd through May 4th, 5:30 P. M. Tuesdays and Fridays. WSM.

**Ironized Yeast Co.**, 5 minute electrical transcriptions, March 5th through May 2nd, Monday, Wednesday, Friday, between 6:00 and 9:00 P. M. Agency, Ruthrauff & Ryan, New York. WSM.

**Walker Remedy Co.**, one minute announcements, begin March 10th for 26 times, 6:45 A. M. Agency,

**Weston-Barnett, Walker Remedy Co.**, Waterloo, Iowa. WSM.  
**Dorothy Perkins Co.**, St. Louis, Missouri, 15 minute electrical transcription, Fridays, 7:00-7:15 P. M. Begin February 23rd for 13 times. Agency, Ridgway Co. WSM.

**Reliance Mfg. Co.**, Chicago, Saturday, 10:30-10:45 P. M., 'Big Yank Southerners', begin February 17th for 13 times. Agency, Carroll Dean Murphy. WSM.

**Armand Company**, Des Moines, Iowa, four 15-minute programs, 3:00-3:15 P. M. Sunday—March 18th and 25th and April 1st and 8th. Electrical transcriptions. Agency,

**Reincke-Ellis-Younggreen & Finn.** WSM.

**Central Shoe Co.**, 15 minute electrical transcriptions, Tuesdays and Fridays, 5:15-5:30 P. M. Begin February 6th for eight weeks. Agency, Jim Daugherty, Inc. WSM.

**Earl Ferris Agency**, 1 minute announcement daily except Sunday, begin Feb. 19th for 13 weeks, between 6:30-6:45 A. M. Agency, Lessing Adv. Co. WSM.

**Quensboro Tobacco Co.**, Owensboro, Ky., Saturdays 6:45-7:00 P. M. Delmore Brothers, begin Feb. 10th for 13 times. Direct. WSM.

**Pratt Publishing Co.**, 7:45-8:00 P. M. Saturday, The Vagabonds, began Jan. 27th for 13 times. Agency, Rhodes and Lisenring, Chicago. WSM.

**Olson Rug Co.**, Saturday, 7:00-7:30 P. M., began Sat., Jan. 20th, for 10 weeks. Olson Sixtieth Anniversary Jubilee, Agency, Philip O. Palmer & Co., Chicago. SM.

series of 61 announcements and two programs to be divided between KJR and KOMO between Feb. 26 and Mar. 10.

**Carter Medicine Co.**, one weekly announcement for 52 weeks over KJR.

**F. S. Land Mfg. Co.**, 26 15-minute programs, studio quartet, starting March 6. KJR.

**New Haven Co-operative Ass'n.**, three announcements weekly over KOMO and three over KJR for one month; started Feb. 28.

**Campbell Cereal Co.**, series of 26 five-minute discs, three weekly, on KJR, Feb. 18-April 18.

**Son Marche** (dept. store), announcements over KOMO, March 10-13.

**R. E. Morgan** (adv. counsel), 15-minute talk, March 12.

**Fred Fear & Co.**, four announcements plugging egg dyes; March 26-30. KOMO.

### WINSTON-SALEM, N. C.

**Roger Cox Music Studio**, spot announcements daily for one month. Placed locally. WSJS.

Quality Service Stores,

minute programs twice each week for two months, leading up to food shows on May 1. Placed locally. WSJS.

**Eleanor Shop**, spot announcements daily for one month. Placed locally. WSJS.

**Kam**, spot announcements twice weekly for indefinite period. Placed locally. WSJS.

**Bowen Piano Company**, spot announcements daily for one month. Placed locally. WSJS.

### HARTFORD

**General Baking Co.**, 13 weeks, 15-minute transcriptions of Terry and Ted, five nights a week, 7:15-7:30 P. M., children appeal for Bond Bread. Placed by Batten, Barton, Durstine and Osborne. WDRC.

**Waters and Genter**, advertising Toastmaster, 13 spot announcements. Placed by Cramer-Krassett of Milwaukee. WDRC.

**American Coal Company**, advertising fuel oil products. Electrical transcriptions of Coconut Grove Orchestra and Donald Novis, third.

(Continued on page 53)

Reprinted from Variety, July 14, 1926

### RADIO AS SHOWBUSINESS

Radio as part or branch of the showbusiness, as it has been looked upon, is emphasized through an advertisement (elsewhere in this issue) of Edward B. Husing, chief announcer of WRC, The Radio Corporation of America station at Washington, D. C.

It is the first advertisement received by 'Variety' from an announcer on radio. Previous to the Washington assignment Mr. Husing was announcer of WJZ, New York. In Washington Mr. Husing has announced all radio 'appearances' of the president and members of Congress.

Headling for Columbia since 1927

THANKS TO WILLIAM S. PALEY

## THE THREE RHYTHM KINGS CBS

Recently at the Coconut Grove, Los Angeles. Heard on "California Melodies" and "Woodbury's". Now Sponsored by General Motors on the

"PONTIAC SURPRISE PARTY"

Agency, THOMAS LEE ARTISTS BUREAU

## CLAUDE HOPKINS

and His Orchestra

"Harlem's Serenade," WABC-CBS  
Tuesday, 11 P. M., EST  
Management Rockwell-O'Keefe, Inc.  
RKO Building in Radio City, New York

## ACE BRIGODE AND HIS VIRGINIANS

Many Thanks to Ralph Wonders, Walter Preston and Howard Newmiller  
KENNAWAY ATTRACTION OTTO SIELOFF, Personal Mgr.

### NEWARK

**U. S. School of Music**, renewal for 13 weeks, starting March 3, five minute recordings, Saturdays.

**Dr. Miles Laboratories, Inc.** (Alka Seltzer), renewal for 10 weeks, beginning March 1, Sundays, Tuesdays and Thursdays, recordings, 'Comedy Stars of Hollywood'. WOR.

**American Grocery Stores**, quarter hour program Friday A. M. WNEW.  
**New Four Tower, Inc.** (restaurant), 30-minute programs, Halsey Miller's orchestra, five days a week. WNEW.

### CHICAGO

**U. S. School of Music**, 15 mins. once weekly for 13 weeks. WGN.

**Kempfer Bird Food**, 15 mins. three times weekly, with Allan Grant, pianist. (C. Wendell Munch Agency, Chicago.) WGN.

**Allen Wrisley Co.**, for Olivio soap, 15 mins. at 8:15 on Wednesday nights. (Behel and Walde Agency.) WBBM.

### ATLANTA

**Woodford Oil Co.**, 13 weeks, 15-minute programs, local talent, Bernice Johnson, T. Stanley Perry, Perry Bechtel's band. Placed through Freitag agency. WSB.

**R. L. Watkins & Co.** (Dr. Lyon's toothpaste), 30-minute recordings until May 1. Placed through Blackette-Sample-Hummert. WSB.

**Ironized Yeast Co.**, five minute transcriptions, from March 5 to May 2. Through Ruthrauff & Ryan. WSB.

### BALTIMORE

**Gillette Safety Razor Co.**, 24 15-minute programs. Placed by Ruthrauff & Ryan. WEBR.

**True Confessions Magazine**, pair of spot announcements. Placed by Critchfield, Graves Co. WFBR.

**Sherwood Bros.**, spot announcements, twice daily, 13 weeks. Placed by Vance & Duhale. WFER.

**Hauschild Bakery**, daily spot announcement, 2 weeks. Placed by Emory Adv. Co. WFBR.

**J. S. Tyre Chemical Co.**, of N. Y., disc, 15 minutes, twice weekly, 6 weeks; beginning March 8. Placed by Huslaur & Thomas. WFBR.

### BOSTON

**Knox Sparkling Gelatine**, 26 one-minute announcements, starting March 7, through Federal Advertising Agency, New York. WEEB.

**Dr. Miles Laboratories**, 31 15-minute programs, started Feb. 26, through Wade Advertising Company, Chicago. WEEI.

**Cuthbert Company of Malden, Mass.**, 26 15-minute programs, starting March 11, through Atcherton & Currier Company, New York. WNAO.

### SAN JUAN, P. R.

**R. L. Watkins & Co.** (Dr. Lyon's toothpaste), 13 quarter hour programs with Rosa Maria Berrios, soprano. Placed through the Conquest Alliance Co. WKAQ.

### CARACAS, VENEZUELA

**Zonite Products Corp.** (Zonite and Porhans toothpaste), 13 weeks. YVIBC. Placed through the Conquest Alliance Co. YVIBC.

### SEATTLE

**Nidena Products**, one announcement during Carnival Hour program, daily except Saturdays and Sundays; started Feb. 28. KOL.

**Kenneth C. Doss**, 15 minutes each Wednesday, Feb. 28-May 28. KOL.

**Hood Canal Courier**, series of 15-minute travelogue programs to be divided between KOMO and KJR; to start April 3.  
**Seattle Automobile Dealers Ass'n.**



## ABE LYMAN and His Californians

FAVORITE BAND OF MOVIELAND

Third Successive Year WABC  
**Phillips Dental Magnesia**  
COLUMBIA BROADCASTING SYSTEM

## EVAN EVANS

Columbia Broadcasting System

FIFTH YEAR COLUMBIA BROADCASTING SYSTEM.

## ANN LEAF

Chief Organiste

2 P. M. EST—Monday, Thursday, Saturday—3:30 P. M. Saturday

Columbia Broadcasting System Presents

# ISHAM JONES

CONDUCTOR - COMPOSER

Management COLUMBIA ARTISTS' BUREAU

ISHAM JONES, 1614 Broadway, New York



## Radio Chatter

(Continued from page 48)

good, program director, busy working out the new schedule, which began only 12 hours after completion of negotiations.

WOKO, Albany, has a new Sunday feature with Floyd Walter broadcasting noon organ recitals from 'Warners' Madison theatre. Another Sunday organ program is provided by Dr. Frank Sil Rogers from St. Peter's Church.

A film projection machine, except for lamphouse, has been installed in the Albany WOKO control room for the forthcoming broadcasting of 'Pathe Newsreel of the Air.' Sound on film will be used but the film is bare except for the sound track.

Frank E. Crisp, general manager of the Gannett newspapers, personally interviewed Lowell Thomas over WESG, Elmira, N. Y., when the globe-trotter lectured in that city.

WCAX, Vt., is now

broadcasting organ music from the pit of the Flynn theatre.

Middlebury (Vt.) College has completed its 'Campus Glimpses' series, which have been broadcast from Mead chapel through the facilities of WGY, Schenectady.

Additional telephones are being installed in the studio of WCAX, Burlington, Vt., to handle the increase in requests.

George Gebow's 'Old Fogies' are making a personal appearance tour in Vermont theatres.

Debates between the University of Vermont and visiting college teams are now being put on the air by WCAX, Burlington.

Pauline and Mary Jane Lang, harmony duo, recently with Felix Ferdinand's and Johnny Johnson's orchestras, broadcasting three afternoons weekly over WGY. Girls originally worked over local stations in Toledo, O.

Irving Gellers, long pianist with

Phil Romano's orchestra and for a time last fall head of a unit of his own, has been substituting for Johnny Johnson, band leader and keyboard artist, over WGY. Johnson in the Middle West.

Isham Jones and ork Sunday-nighed at Ritz, Bridgeport.

Spencer's shortened walkathon broadcasts from Stamford, via WICC, Bridgeport, ended with wind-up of endurance test.

New additions to WICC, Bridgeport, sustaining roster: Edmond Neary, tenor; Margaret Morris, pianist; Boris Lang, pianist.

Dolores Hanford, one-year making music with WICC, Bridgeport.

WICC studio force covering local news for Yankee web's independent flash service.

### Chicago

'Barnacle Bill' show with Cliff Soulier, due for March 6 start, is cancelled because of an already stiff schedule for Soulier on commercials.

Rig A. Awater, former columnist, slated for a spot in the NBC continuity department.

Niles Trammel hopped down to Miami on the General. Fire show setup and broke the hearts of at least five NBC execs who thought they were going to get the trip.

Don McNeil, Morin Sisters and Harry Kogen on the new Purty Bakery show on WENR.

### Boston

Newcomb Thompson, radio editor of the Boston American is working on a dramatization of the just published Charles Dickens story, the 'Life of Our Lord,' which will be aired over a local station within the next week.

Ranny Weeks, Cocomat Grove bandman, starts this week over WEEI, having made arrangements with Charlie Burton in about five minutes over the phone.

Nick Parkyakakas has returned to the air with a local sponsor, Joe Rines and his Cascades Roof orchestra provide the music. Several Sundays ago Nick was head with Eddie Cantor on the coffee program.

WEEI's Del Castillo, who has kept his fingers nimble throughout the winter with an electric sun lamp, left Boston the other day for a sojourn in Florida with his family. He expects to be back with a good coat of tan in time for the second WEEI cruise on the Public Garden swan boats. During his absence, Chester Brigham, will preside at the WEEI studio organ.

Noboru Marumo, chief engineer of the Osaka Division of Broadcast Corporation of Japan, which operates Nippon's only network, was a guest at the local NBC station here this week. He told WEEI officials that the station was frequently heard in Japan.

### Pittsburgh

Nancy Martin, newcomer from Martinsville, W. Va., is getting a regular build-up over KDKA. She's a singer, accompanies herself and now doing a quarter-hour or songs and patter five nights weekly.

Tommy Wilmet, dramatic actor and continuity writer for WCAE, making stage debut for Pittsburgh Civic Playhouse in Luigi Pirandello's 'Naked.'

Pete Weldy, musician at WCAE and husband of one of the Slater sisters, formerly on same station, died here last week of monoxide poisoning.

Jesse Kaufman, now vacationing in Florida, still nominal head of WCAE until a successor is named. When Kaufman returns, he'll join Hearst Radio Service in New York.

Vilma Rafael, 23-year-old Pittsburgh singer, was the winner last week in Ben Bernie's local auditions.

Girl had trials with two Pittsburgh stations, WCAE and WWSW, recently but didn't make the grade. Lately she has been a soda clerk in a downtown drug store.

Dutch Hald, WWSW, Pittsburgh, announcer, in his morning 'Coffee Club' program, is making an appeal for funds with which to send 28 kids to fresh air farms for a month this summer. The first day brought in \$22. The second was even better.

### Baltimore

Morris Lazaron will return to the ether, via WBAL, March 11.

Hammond Brown, News radio ed., back at the desk after three weeks illness.

Misha Bessoff's ork, from Russian Village nitery, picked up by WCBM for new thrice-weekly series. Ork's specialists include Vova Prozenko, Dena Larena and Nathan Warton.

Howell Griswold, proxy of Walters Art Gallery, aired address over WBAL, inviting general public in for a gander at the objects d'art.

John Elmer of WCBM in Washington currently for conference of Code Authority, of which he is vice-chairman.

George Shaeffer, the 'Uncle George' of WCBM's Kiddie Club, now member Fourth Estate, Pens a thrice-weekly ether-doin' column in The Post.

Helen Patterson, with folding of Auditorium stock, lingers in town to become ingenue of WBER's drama group.

Bob Maslin, Jr. back from Florida with a two-weeks tan.

### South

Russell Brown, the Three Rosa Buds and Dorothy Perkins, is a new combo presented by WSM, each Friday night at 7 o'clock.

Delmore Brothers, Alton and Rabin, Zeke Clements with Texas Ruby Owens, Smoky Hermonson, Slim Smith and Curley Clements, over station WSM, Nashville, in connection with the Grand old opry in its eighth year of a regular Saturday night show.

Uncle Dave Macon WSM every Saturday.

Station WLAC, Nashville, takes World's Broadcasting System's new library service two hours daily.

Hilo Hawaiians of station WLAC, with Jimmie Dearing and Marvin Frech, will be heard each Sunday at the hour of 5:30 p.m.

Federal authorities at Lawton, Okla., arrested John R. Wilson on charge of operating a radio station without a license. Wilson pleaded not guilty and was released under \$1,000 bond pending a hearing.

Four nationally famous members (Continued on page 55)

Radio's Newest Sensation

# EMILE BOREO

RETURN ENGAGEMENT AS GUEST STAR

MARCH 12

**"THE BIG SHOW"**  
WABC, MONDAY EVE 9:30 P. M.



My Compliments! And I Salute

Mr. METZ, My Radio Sponsor, Mr. RALPH WONDERS  
and Mr. DAVID FREEDMAN

## LYONS & LYONS

1501 Broadway, New York

COLUMBIA ARTIST

# AIDA WARD

Tuesday, 10:45 P. M.

WABC

COTTON CLUB, NEW YORK  
(nightly)

## MISCHA RACINSKY

And His Concert Orchestra

APPEARING AT THE

HOTEL EDISON, NEW YORK

WABC—Mon., 1:30-2 P.M.—Wed., 12:30-1 P.M.—Sat., 4:30-5 P.M.

## EARL HOFFMAN

AND HIS ORCHESTRA

CAFE DEALEX, Chicago 'ROUND THE TOWN' Program

WGN 12:30-1 A. M. CST

## 'Eton Boys' | 'Do-Re-Mi'

DIRECTION  
RAY BLOCH—CBS

That Dynamic Personality

# BLANCHE CALLOWAY

The Queen of Jazz  
and Her Orchestra



COLUMBIA BROADCASTING SYSTEM



NOW ON TOUR

DIRECTION  
HARRY D. SQUI

MANAGEMENT  
SAM H. STIEFEL

# RAYMOND PAIGE

Musical Director

Columbia Don Lee  
Broadcasting System

Transcontinentals

'OUT OF THE WEST TO YOU'



CALIFORNIA MELODIES - PONTIAC CHARIS

# VIRGINIA CLARK

"HELEN TRENT"

CHICAGO

# ENOCH LIGHT

And His Hotel Governor Linton Orchestra

Featuring MARY DAVIS

HOTEL GOVERNOR CLINTON, NEW YORK  
Management COLUMBIA ARTISTS BUREAU

# HARRY SOSNIK

## And His Orchestra

NOW  
PLAYING

SWIFT REVUE  
With Olsen and Johnson

EDGEWATER BEACH HOTEL  
Marine Dining Room

VICTOR RECORDS  
"Sosnik Records Best Sellers"—Variety

CBS COAST-TO-COAST NETWORK







## WEEK OF MARCH 5

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); (Friday); Sa (Saturday).

**RUBY  
NORTON**

**JACK CURTIS**

**CURTIS and ALLEN**

Palace Theatre Bldg, New York

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**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.



# 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 full-time independent stations—WOR and WMCA. Data obtained from "Radio Log" compiled by Accurate Reporting Service.

| Title                             | WEAF<br>WJZ<br>WABC | WOR<br>WMCA | Total |
|-----------------------------------|---------------------|-------------|-------|
| 'Let's Fall i                     |                     | 18          | 39    |
| 'Car!                             |                     | 12          | 25    |
| 'There Goes y Heart               |                     | 17          | 31    |
| 'Without That Certain Thing       |                     | 19          | 30    |
| 'This Little Piggy Went to Market |                     | 15          | 30    |
| 'In a Shelter From a Shower       |                     | 15          | 29    |
| 'Wagon Wheels                     |                     | 8           | 27    |
| 'Coffee in the Morn               |                     | 12          | 25    |
| 'Over Somebody Else's Shoulder    |                     | 11          | 25    |
| 'Old Spinning Wheel               |                     | 10          | 24    |
| 'Smoke Gets into Your Eyes        |                     | 23          | 24    |
| 'The Valley of Yesterday          |                     | 22          | 22    |
| 'Do You Miss Me Tonight?          |                     | 21          | 21    |
| 'I Just Couldn't Take It          |                     | 21          | 21    |

## HYLTON MAY SUE MILLS ABROAD

Irving Mills and his Cab Calloway called for London, without any injunction hanging over them through N. Y. Supreme Court Justice Shientag having denied the injunction, filed by Jack Hylton against Mills, et al. Instead, Hylton may continue the injunction petition against Mills, Calloway, etc., when they reach London. does not halt the damage suit which is still pending. Hylton, among other things, also, asked for \$50,000 damages on his alleged exclusive contractual arrangement with Mills.

Bernie Miller, acting for some of the along with S. J. Russell on Mills behalf, also agreed with J. T. Abalos Hylton that Mills Bros. Tommy Rockwell be dropped as co-defendants in view of Mills-Rockwell, Inc., having split their original partnership prior to the suit having been started. After Justice Shientag rejected Hylton's move for a temporary injunction involving the acts booked by Irving Mills and Thomas G. Rockwell, counsel for the latter asked that the London handman be ordered to put up a bond for \$450 as security for trial costs. Motion was granted.

Justice Shientag held that the cause of action did not justify restraining any of the acts involved from making appearances abroad and that the injunction could wait until the facts of the case had been aired through the regular trial. Named in the temporary injunction process that Abalos submitted to the court were, besides Calloway, Duke Ellington, the Mills Blue Rhythm band, ing Crosby, the Four Mills Bros., and Ruth Etting. Last three acts Rockwell took along with him when he withdrew from the partnership with Mills and organized Rockwell-O'Keefe, Inc.

In opposing Abalos' request for an injunction pending trial, Mills' counsel contended that Calloway's services were owned anyway by the Cotton Club management and that the latter had been responsible for the current European bookings. It was also argued that even if Hylton's contract made him a bona fide beneficiary of any overseas booking closed before or on Jan. 17 by Mills-Rockwell, Inc., the agreement became automatically void with the dissolution of that corporation several months ago.

### RE-ELECT ROBBINS

Jack Robbins was re-elected a director of the American Society of Composers, Authors & Publishers. Extension of his term took place at the Feb. 28 meeting of the board. Period involved is the balance of 1934 and represents the unexpired term of E. F. Bitner, who resigned last summer.

## BILLY ARNOLD BACK

Music Agent Returns Native Land

Billy Arnold, American band leader who has sojourned in Paris for 14 years, back to re-head-quarter in New York now that the franc is 15 to the dollar as against the 25 parity before. Arnold left his brother Henry in Paris to continue his Thursty talent agency which is the sole American-entrusted booking agency in France. It handled all the Arnold dance bands at the various Mediterranean resorts and elsewhere besides sending acts to America. Walter Batchelor and Stanley Rayburn are the N. Y. reps for Transvariety.

While en route to America, Arnold's father committed suicide in his Paterson, N. J., home, induced by illness. This cemented Arnold's decision to remain in N. Y. His standing on the Continent as a favorite with American tourists to Paris and Cannes, Juan-les-Pins, etc. is w.k. in and out of the trade.

## MUSIC NOTES

Jack Mass replacing Mickey Hester on Coast for E. B. Marks Music Co. Set by Bill Weinann.

Selda Castle, torch singer, and Ann Graham, blues warbler, are appearing with Happy Felton's orchestra aboard the Paradise Ship, Troy, N. Y.

Mike Bonelli's unit now at the St. Moritz, Lake Placid.

Gene Sawyer, sax soloist of recording standing, has his own band now.

Hal Raymond's combo signed for the Allen, leveland, starting late in March.

Contracts have been signed by Kaimar and Ruby to write an original script and the music for the next Wheeler and Woolsey comedy at Radio on the coast.

Syndicate operating the Cafe de Paris, New York, has taken over the Manhattan Casino for conversion into a dine and dance emporium of the Paree type. Operators figuring on opening it in three weeks, with Billy Rose responsible there also for the floor show.

Abe Lyman will be located at the Chicago World's Fair this summer.

Chick Webb has replaced Don Redmond at the Cafe de Paris, New York.

Witmark has put to press an Eddie Cantor song and joke book, 52 pages, containing the five songs from the 'Roman Scandals' score, gags culled from the Chase & Sanborn scripts, and caricature illustrations.

Bobby Gross, formerly of Santly Bros. prof. staff, now handling the Los Angeles area for Mills Music, Inc.

Jacques Krakauer, 2nd, is responsible for the incidental music in the new edition of the 'Sunday-Nights-at-Nine' at the Barbizon Plaza, New York.

## UNION WARNING

802's Ultimatum On Broadway Cafe Underscoring

Governing board of the New York musicians' union (802) has launched a campaign to enforce payment of the union scale among restaurants, cafes and nite clubs in the Broadway sector. Notice has been served upon the operators of the dine and dance spots involved that they have until April to straighten their individual situations.

Union has declared itself as prepared to adjust working conditions in spots requiring it, but that under no circumstances would the underscoring be tolerated. As part of the campaign the members of each band playing a Broadway spot are being called in by the 802 board and quizzed about the contents of their weekly pay envelopes.

## Juryman Makes a Speech—Mistrial In Mayer's Action

Trial of Max Mayer's \$125,000 anti-trust action against the Music Dealers Service, Inc. and some 20 associated publishers ended 45 minutes after it started Thursday (1) when Judge Bryant in the New York Federal court granted a motion for a mistrial. that the jury be dismissed was made by the defendants' chief counsel, S. Gilbert. Summoning a new panel was set for today (Tues.).

Break-up came with dramatic suddenness. Maurice Richmond, Mayer's former partner and now general manager of the MDS, was the first witness called. For 45 minutes David Podell, counsel for Mayer, had devoted himself to leading Richmond through a technical explanation of how the MDS functioned when a jurymen broke into the direct examination with a remark that he would like to question the witness himself on a point. The query had to do with the way the song sheets came wrapped from the printer.

After a brief exchange of questions and answers on the matter of printing costs, the jurymen said that he himself had been in the printing business and that he doubted whether things were as Richmond explained them. The jurymen also remarked that if Richmond was going to testify that way he (the jurymen) would be against him from the start.

With that Gilbert popped out of his chair and declared that this jurymen had revealed enough prejudice to warrant calling a mistrial. The judge replied that the situation could be solved by withdrawing this juror and proceedings with 11 men in the box. Gilbert insisted upon dismissing the entire panel and starting all over with a new set of jurymen.

Mayer filed his suit in the fall of 1932, alleging the organization of the MDS constituted a conspiracy in restraint of trade.

## Publishers Are Battling Over Songs Composer Once Sold for \$5 Apiece

With 'Last Round Up' and 'Spinning Wheel' as successive song hits to his credit, Billy Hill is due to find his moniker on a deluge of releases that various publishing concerns are readying for the counter. Practically all of these songs have recently been dug out of the safes and dusted off and are reminiscent of the not so long ago when Hill was peddling them around for \$5 apiece or whatever he could get. In almost all instances the songs were outright buys.

Litigation over this exhuming of the Hill works is already threatening Shaprio-Bernstein, publisher of the 'Round Up' and 'Wheel' numbers, has notified Schuster-Kornheimer that it must put, in releasing 'Prarie Lullaby', credit Hill on the title-page as being the writer

## Gershwin's \$66,000 Total Gross for 28 Stands in 28 Days at \$2.75 Top

### Let's Talk It Over

Mental telepathy. In reverse, among the tunesmiths. In 'Harold Teen' Warner Bros. has a lyric titled 'Simple and Sweet'. Remick is publishing. Included the score of George White's Scandals' is the ditty 'Sweet and Simple'. Sam Fox publishing.

## Pittsburgh Citizens Cite Grove Cafe as Nuisance

Pittsburgh, March 5. First Pittsburgh night club to be threatened with loss of its state liquor license is Coconut Grove, against which several complaints have been filed recently. People living in the neighborhood of the cabaret charge that the spot is a common nuisance, that it operates until all hours of the night in direct violation of a city ordinance, and insist that it be closed.

Court hearing is slated for next week. If charges are substantiated, booze license can be revoked under present regulations and spot will be forced to operate, if at all, as an ordinary restaurant.

Coconut Grove is operated by Art Farrar, who also has the band there, and his mother, both of whom won attention here several years ago as partners in a marathon dancing contest. While it has been going for more than a year, club has hit the black consistently only since arrival of repeal.

## GREEN SUES MCA

Avers Band Agency Lured Noble Sisile Aways

Suits for \$30,000 and \$25,000, respectively, against Music Corporation of America and Noble Sisile were filed in New York Supreme court by Charles E. Green of Consolidated Radio Artists.

Green alleges MCA induced Sisile to leave him and place his band under MCA's management, despite the existence of a managerial contract between Sisile and Green. Contract has 15 months of an original two years' term to go, Green claims.

Attorney for Green in both actions is Harry Berman.

## Jay Whidden Pays

Los Angeles, March 5. Fined \$500 each on two counts of underpaying bandmen at local hotels, Jay Whidden, Coast orchestra leader, kicked in with the \$1,000 to Musicians' Local 47.

His prompt payment of the fines avoided expulsion from the union, which had been threatened.

## Cohn with Jones

Solly Cohn, whose connection with Leo Feist, Inc., represents close to 22 years, has quit that firm to go with the Isham Jones Music Publishing Co.

With Jones Cohn will function in the capacity of general professional manager.

George Gershwin's tour of 28 stands in 28 days, from the east to Iowa, grossed more than \$66,000 at \$2.75 top. Total is regarded as big for a first time around, but the profit was under expectations because of operating expenses.

Average weekly gross was \$16,600 with high spots, being Boston, Toronto and St. Paul. The gate approximated \$5,000 in each of these cities. Weakest engagement was Brooklyn where the final concert was given to less than the cost. Band of nearly 40 pieces cost close to \$5,000, while James Melton, vocal soloist, was in for \$1,000 weekly.

Harry Askin, who represented the late John Philip Sousa, booked the tour, handled the press and managed the attraction.

## BRYK RETURNS TO EUROPE, MUSIC OK

Hugo Bryk, European rep of the American Society of Composers, Authors, and Publishers, left for his headquarters in Paris Saturday (3) after a six-day stop in New York.

Theatrical conditions on the Continent are tough, in general, he said, although the ASCAP is doing pretty well for its members over there due to a shortening of music output in Europe. Outside of Emmerich Kalman in Budapest, Franz Lehár in Vienna and Willy Stoll in Berlin, he says, composers there are not producing much of world-wide merit.

Bryk's offices were moved during the past year from Berlin to Paris. He says this was not especially because of political situation, but because he found it easier to conduct business outside of Germany, where the money embargo made it difficult for him to pay off various ASCAP members, without recurring to a lot of political maneuvering.

Legit and films are in very bad shape throughout the continent, he reports, although British legit is doing fairly well.

## Claims Telegram Wasn't Delivered, Sues for \$2,800

Dallas, March 5. Alleged failure of Western Union to deliver a telegram, thereby causing loss of two playing contracts in Florida, was the basis of a \$2,800 suit filed here against the company by Les Ainsley and his orchestra.

Sol Hoff, leader of the band, had arranged for two eight-week dates at the Club Alcazar and Flamingo Park theatre, in Miami, wiring from there to his Dallas players for confirmation on Jan. 3, the petition sets forth. Failure of Hoff to receive an answer caused him to cancel the contracts, only to learn later that his telegram had not been delivered, the suit states.

## Give Tunesters Chance

Hollywood, March 5. Members of Musicians local 47 who are playing steady or seasonal engagements of four days or more outside of picture studios are now working under regulations which prohibit them playing at any studio either for rehearsals, tests, recording, side line or atmosphere. Regulations were promulgated several weeks ago, and became operative last week.

## Lombardo's Dixie Dates

Chicago, March 5. Guy Lombardo's band moves in from the Coast to open at Galveston on April 13 for a two-weeks stay and then into the Club Forest in New Orleans for a fortnight. From the south band heads for a vaude tour on a trip back to New York, where it will pick up further air-dates.



## Inside Stuff—Music

Jimmy Hanley may have an accidental song hit on his hands, due to Charlie Bayha, manager of The Sizzlers, air act. Hanley plays a song-writing game with his kids, contriving original jingles which he lullabies them to sleep with nightly. One of these was "The Three Little Igs Are Pork Chops Now". Bayha guested at the Hanleys' Long Island home one night and thought it a cute number for the Sizzlers to do. The reaction was big and Harms took the publishing rights.

In connection with last week's commentary on the Hollywood studio maestros who contribute so importantly to screen musicals, Warners has an orchestrator in Ray Heindorf who assists Leo E. Forbstein. Latter is the general musical director at the Burbank studios.

Fox announcement that none of its "Stand Up and Cheer" (ex-Movietone Folies) music would be pre-released via disc or air believed to be forerunner of general shutdown by all musical producers, due to squawks by exhibitors. Letter have charged that producers were actually cutting off b.o. dollars, through belief advance expose of numbers was good exploitation. Reverse is held to have been true, with most of punch taken from pictures through hit numbers being stale by time public heard them in form in which they were intended for first hearing.

Management of the Coronades of the Essex House avers that it has no objection to visitors to the Camel broadcasts which originate from this fine and dance spot. Not only are the cig account's guests welcome, say the Coronade operators, but they are prepared to increase this special seating arrangement from 75 to 150 seats, if requested.

Lanny Ross (Maxwell Show Boat) is getting special advertising copy build-up by Paramount pictures in film trade papers in connection with the picture, "Melody in Spring".

## Lake George Showboat Overboard for \$75,000

Glens Falls, N. Y., March 5. The Showboat, which made a plunge on Lake George last summer, using name orchestras and catering to diners and dancers, was launched with actual cash capital of \$500 and closed the season owing \$75,184.62. This was revealed at the first meeting of creditors of the bankrupt company before Referee Homer Borst here.

Frederick L. Kavanaugh, son of former State Senator Frederick W. Kavanaugh, general manager of the Lake George Transportation company, operators of the Showboat and other lake vessels, was absent from the hearing. His father said he believed the son was in Springfield, Mass., but his attorney, Harold Turner of Troy, said later that the younger Kavanaugh cannot be located.

Showboat, besides charging for meals, collected \$1 cover and played to an average of 500 each night during the summer.

### SCHULMAN'S COTTON CLUB

Spokane, March 5. Cotton club will be opened early in March by Harry Schulman, who closed his other spot, Embassy club, this week. Embassy was six miles from the city.

Cotton club has a downtown location. A colored girls' band will provide the dance music and a floor show will augment.

The Pines, night club, 18 miles from Nashville on the Harding road, taken over by Slim Easkow.

## Metro's Music Changes

Culver City, March 5. Metro is giving its music department more room to work in and also two assistants to aid Jack Churlock, head of the department, in casting. Spacious building has been cut into offices to handle about 30 functioning heads. Henry Higwater has been assigned to assist Churlock in the vocal casting chores, with Dave Friedman on the dancing task. Change takes all musical casting away from the general offices presided over by Ben Piazza.

### RESUME FRISCO CONCERTS

San Francisco, March 5. Harkening back to an old favorite form of Frisco entertainment, Orpheum began a series of Sunday morning musical concerts this week (25), with Gino Severi directing. Union gave Fanchon & Marco a concession on men for a few weeks, until theatre can get a line on public response, which at one time was very big for that type of thing. Radio has cut in seriously last five years.

### Ellington's Short

Hollywood, March 5. Here for Paramount's "Murder at the Vanities," Duke Ellington's band will also be a short for Radio. Two-color will be one of the "Headline" series.

### Green Lantern Reopens

Schenectady, March 5. Green Lantern on the Schenectady-Saratoga (N. Y.) Road has reopened. Playing a floor show and the Band of Rhythm.

ISHAM JONES MUSIC CORP.  
1619 Broadway, New York City

I Take Great Pleasure in Announcing That

**SOLLY COHN**

Is Now Associated With Me and Will Act as  
General Professional Manager of the

**ISHAM JONES MUSIC CORPORATION**

*Is Sham Jones*

## Boys Go Antique

Inspired by the success of "The Old Spinning Wheel," the vogue for research among Colonial Americana is hotter than ever in Tin Pan Alley. Some of the follow-up tunes already set for release are: "Grandfather's Clock," "By the Old Wheel Pump," "The Old Covered Bridge," "My Old Fashioned Girl," "The Old Fashioned World," "The Old Trunk in the Attic."

## New Business

(Continued from page 55)  
program feature, Joannette Creamers Cooking School. KGW.  
Porter-Scarpelli Macaroni Company, two months' announcement service on Cooking School program. KGW.

Crazy Water Crystals Company, one month announcement service, local branch office. KEX.

Manikin Tea, five minute broadcasts Monday, Wednesday and Fridays, through MacWilkins and Cole agency. Listed as Dorothy Dodd-Manikin. KEX.

Master Music Makers (Sylvester L. Cross), one year studio programs, listed as "Songs of Tomorrow," each Tuesday evening. KEX.

### CHARLOTTE, N. C.

Charlotte Hudson-Essex Co., four announcements. WSOB.

Eureka Photo Co., 28 announcements. WSOB.

Pressley's clothing store, 13 announcements. WSOB.

Black and White Tosi Co., 13 announcements. WSOB.

Efrid's (department store), six 15-min. programs. WSOB.

Green Gables (beer garden), 52 announcements. WSOB.

Byers Motor Co., three 15-min. programs. WSOB.

Dorothy Perkins Co., New York City. Series of 13 15-min. transcription programs on Mondays at 8 p.m. beginning March 5, 1934, placed locally. WBT.

Hoppe Motor Co., Charlotte, N. C., local Chrysler dealers. Series of 21 announcements, beginning Feb. 29, 1934, placed locally. WBT.

Merriell Johnson Co., Des Moines, Iowa. Series of 28 one-min. announcements daily, except Sunday, beginning Feb. 28, 1934, placed by Radio Sales, Inc., Chicago. WBT.

Ironized Yeast Co., Atlanta, Ga. Series of 26 five-min. transcription programs at 6:45 p.m., Monday, Wednesday and Friday, beginning March 6, 1934, placed by Radio Sales, Inc., New York City. WBT.

M. L. Owen & Co., Charlotte, N. C. New series of 52 one-min. announcements, beginning March 9, two each day, placed locally. WBT.

Glasgow Albee Co., Charlotte, local Albee-Kent distributors. First series of 15-min. programs, beginning March 1, 1934, placed locally. WBT.

Robbins Music Corp. will publish Don Bestor's folio of pieces he's written in the past with these including "Down by the Winegar Works" and "Doodle Doo Doo."

## South

(Continued from page 52)

of the American College of Surgeons heard over KOMA, Oklahoma City, during the medical convention.

Bascom Hopson, president WAPI, Birmingham, is the father of a baby boy.

Seasley Smith, orchestra director WSM, Nashville, has formed a trio captioned "Three Music Makers."

Harry Stone, manager of WSM, Nashville, celebrated his 36th birthday with a party given by Lassies White and wife. About 40 members of the staff attended.

Bill Conner is getting ready for the baseball season by doing a program three times a week over WBRB, Birmingham, with Sarah and Sue Bryson.

One of the worst storms in history seriously interfered with radio in North Carolina on February 28 and 29, when stations WJZ, at Greensboro, and WSJS, at Winston-Salem, among others, were off the air for a time.

A combination hurricane and sleet storm tore down miles of power, telephone and telegraph lines and left several cities sitting in darkness and silence for the greater part of two days.

A check of the places of birth of members of the staff of WBT, Charlotte, N. C., reveals a cosmopolitan list. Points of birth include China (he isn't), Chianman, Massachusetts, Arkansas, Ohio, Virginia, Georgia, New York and South Carolina, with only three of the 15 regularly employed members natives, or born in North Carolina.

Arthur Wenige and the Raymond Brothers, talent for the RCA-Victor program over WBT, Charlotte, N. C., were used on February 26 to entertain 200 North and South Carolina dealers for the Southern Radio Corp. at the Charlotte, at a banquet and sales conference.

Several instruments have been added to Billy Knauft's band, WBT, Charlotte, N. C.

Tony Hadgi, staff musician with WBT, Charlotte, N. C., has been selected to play the viola in the North Carolina Symphony Orchestra, a state organization drawing from the musical talent of the entire state.

Ted Doolittle, who is making a hit with his Village Nutsmith, over WBT, Charlotte, N. C., says that he lived by stealing peanuts from the squirrels in Central park, New York after the Armistice, with which he was associated, folded.

An announcer for WBT, Charlotte, N. C., reading an announcement for a new automobile just appearing on the market, unhappily substituted the name of the city for the name of the car, making it read: "See Charlotte's knee action tomorrow!"

Claire Shadwell out one week with carbuncle.

WVNC, Asheville, N. C., celebrated a very quiet birthday last week. The station is seven years old. G. O. Shepherd, director, put on a radio broadcast to mark the program: "Random Recollections of a Station Directors." He compared the four hours a day broadcast time six years ago with the 11 hours now. Other comparisons were made.

Station WVNC, Asheville, N. C., led all NBC stations in the southeast and south-central groups in fan mail records for 1932, the station announces.

Helen Flanagan, Miami, Fla., soprano, who has sung for stations in various sections of the United States and Canada, sang the lead in "Spanish Moon," presentation of the Asheville Kessel Club.

Doris Terry Andrews, of the Andrews Sisters, Sunday afternoon act over WBT, Charlotte, N. C., is at home after an appendicitis operation. Mary, the oldest sister, is doing solos until Doris is well.

## West

Archie Presby, program director of KGW and KEX, told how the public market was held over the air on KGW, at a meeting of the Portland Advertising Club. Showalter Lynch, of MacWilkins and Cole Agency, and Jean Hall, actress on KGW and KEX staff, assisted in recreating a broadcast for entertainment of ad chiefs of the city. Idea is to tag commercial plug as announcer thrash up and down the aisles with fem stooge.

"Chic" Sale was welcomed to the city of Portland, and interviewed over the Oregon station KEX when at the Broadway.

WOWO had special hook-up on Golden Glove tourney during the Port Wayne preliminaries.

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 1655

## CONSOLIDATING TWO MUSIC CODES

Code the publishing industries has decided to consolidate the popular and standard music codes into a single document. Another NRA coterie in Washington several months ago ordered them separated.

Purpose of returning the covetants to the merged state is for economy. With separate codes the pop and standard factions of industry would each be shouldered with the expense of administering individually. With a single code for both the administration cost will be clipped in half.

Authority expects to have merged version ready for submission to the publishers' code committee by the end of this week.

approved, the document will be announced in Washington as ready for a public hearing.

Payson Irwin, administrator for the publishing industries, has, however, assured Irwin, A. Edelman, counsel for the wholesaler and jobber interests, that no final action would be taken on the code while the latter has been working with the trial of Max Mayer's anti-trust suit against Music Dealers Service, Inc.

## NIGHT CLUB REVIEW

### Club Victor, Seattle

Seattle, March 3. With the burg full of nite spots where beer flows and dance bands play, class nite clubs are few in number. Club Victor alone in the top ranks makes a bid for a floor show and gives the patrons a chance to relax, sip and sup.

There is but one in two sections, the last half winding up about 2 a. m. Clark Beldin is m. c. and does a turn or two of dancing, which are present. Band has Art Kloeth as leader, with June Love as featured soloist.

Richardson Twins get their best returns from a "gootus" dance turn. Clever local gals sing along with some of their soft shoe. Willow, Mays and Boots are a comedy dance team, while Joan and Virginia Brandt are a nice harmony team.

Robert E. Larson is manager for Vic Meyers, who is the state's Lieut. Gov. and who spends his spare time greeting the guests and taking the bator at times. It isn't every club that can have a real "gow" in the flesh (tray) and a real "gow" in the help make this the pop club of the burg with biz rating right along.

Manager Larson brings wide experience to his job. He knows wines and was a former band leader on his own.

Club is now starting to book clubs, groups, etc. for special nights, which brings in a block of "outlets" money on slow nights weekly. Floor handles 150 couples at a time and is largest of the type in town. Tables for 700 persons.

Victor had a club in Portland, same name, which he recently sold, to devote his full attention to the Seattle spot, plus his political job and aspirations. Trepp.

### An Old Friend

#### HENRY BUSSE

still broadcasting great music via CBS from the Chez Paree in Chicago.

Henry, a smart tune-picker, for a long time has been a "go good" were in a difficult spot. Leona Linsler follows in a rhumba.

"WE'LL MAKE HAY WHILE THE SUN SHINES" "I JUST COULDN'T TAKE IT" "DANCING BABY" "THE MOONLIGHT WALTZ"

"THAT'S WHAT MAKES THE WORLD GO 'ROUND"

**ROBBINS MUSIC CORPORATION**  
799 SEVEN AVENUE  
NEW YORK



# NATAR Revising 'Code' to Permit Commish Splitting Among Members; AFA Rejects, Circuits Won't Talk

As a result of official and unofficial reaction to its 'code of ethics,' National Association of Theatrical Artists Representative (agents) has decided to make some revisions. One change decided on by the board of governors at a meeting last week removes the restrictions from the original ruling against splitting of commissions, practically destroying the main theme of the original document.

None of the circuits made an official statement one way or the other in reply to the NATAR's request for an opinion on the 'code.' The one actor group heard from was the American Federation of Actors (AFA), which stated it 'could not accept the code in its present form.'

**Silent Treatment**  
Circuit execs stated, unofficially that they didn't regard the 'code' either as practical or workable. For that reason, the circuit people dropped their original intention of taking concerted action. Their present attitude is to give the strictly silent treatment.

William Morris office, NBC and CBS artist bureaus, Simon agency and Romm, Bestry, Meyers Scheuing continued to decline to join the agents' organization. They are the largest of the agencies still outside the NATAR ranks.

Change in the commish splitting clause of the 'code' will permit NATAR members to split with other NATAR members, without the uniform contract by which the agents retain sole rights to acts they represent will be used.

**Splits Nullify Strength**  
The no-splitting regulation was the underlying theme of the whole 'code,' since this rested on the plan of the NATAR to show that Arthur Lyons to make all agents the exclusive reps of their own acts only, and abolish the present system by which an actor has a different agent in each branch of the business. At the same time it would have abolished booking office franchises and 'ins.'

Another change recommended in the 'code' by the board members will extend the five-year apprenticeship requirement to recognize service in any booking or producing capacity in the business as qualification for an agency permit. It had been pointed out that the five-year rule, as originally written, would force any booker or showman to go to work for an agent for five years before being eligible to become an agent on his own.

The change will be presented to the NATAR membership as a mass meeting at the Astor hotel Thursday night (8).

## PITT DELIVERS BACK TO STRAIGHT PICTURES

Pittsburgh, March 5.  
Both Penn and Stanley are back to straight pictures currently after several weeks of presentations. Penn is playing 'Moulin Rouge' while Stanley has 'Wonder Bar' in for two weeks.

This Friday (9) Penn resumes stage shows at least temporarily, with Joe Penner in at \$3,750. Last time Penner played here was at the Stanley for \$900.

Following Penner, Penn reverts to straight pictures and resumption of shows problematical. As for Stanley, nothing at all in sight for stage.

Returning presentations after two years, both houses have been hitting tough sledding. Toughest kind of weather breaks the past month and expected increase in business hasn't been near expectations. Meanwhile, small-seat Pitt, playing nameless units on a percentage basis, has been consistently turning a neat profit.

## Carrillo for Personals

Loew's is trying to get Leo Carrillo for an eight week personal card. Figure using him for 'Viva Villa,' in which he appears, when it opens at the Capitol.

Other seven weeks to be played in eastern Loew houses with the pic.

## Builder-Upper

If nothing else, the have at least saved a hotel.

Shortly before the Rivoli, Hempstead, L. I., became the showing spot for the short-revues, the Colonial Hotel in that town was about to fold. Now the 35-roomer is grossing about \$125 weekly from actors alone.

# Marco Name Hunt For Orph, 'Frisco, Means F-WC Fight

Los Angeles, March 5.

Mike Marco returned Saturday (3) from Denver where he has been straightening out his stage shows.

Announces a stage-name policy for the Orpheum, San Francisco. He is making a strong effort to substitute stage for screen pull in this house, convinced it is the 'only method of offsetting the lack of screen product, which he claims is denied him through Fox-WC tying up all available features.

Marco intends to use names at the Orpheum to overcome the inertia of patrons, regardless of the effect of this policy on the regular Fanchon & Marco stage units playing the Fox Warfield there.

First draw name will be the Mills Brothers, opening at the Orpheum March 15 for two weeks. Others in treaty for the spot are Ted Lewis, Duke Ellington and Kate Smith, all coming in rapid succession.

Expectation here is that the breach between F-WC and Marco will widen rapidly and come to a head by a split if he persists in his determination to use names at the Orpheum.

## HENRY CHESTERFIELD'S SHEET OFF; NO DOUGH

NVA Theatrical News, supposed to be sponsored by outside dough, is off.

Announcement by Henry Chesterfield stated the paper was off due to 'conditions over which this organization has no control.' There are no funds in the NVA Benefit Fund.

A throwaway the NVA had been publishing was discontinued about five weeks ago in anticipation of the outside-fostered house organ. This cost the actors' benevolent club about \$500 weekly.

## 'The Big Snow

For once the New York weather bureau's reports were correct—and for once nobody believed them.

It was a ski jump from the Paramount to the Capitol—if you could get to the Paramount.

Four chislers were snowed-in at the Palace lobby and touched each other for nine hours to keep in trim. Then they played poker, a different kind of touch.

One mugger sat through three shows in a B-way house and then asked an usher to have dinner sent in. So the usher sat down and shared the frankfurter.

It began to look bad for units when three producers were marooned on Long Island. When the big thaw came, and the producers escaped, the units looked worse.

What an alibi it was for husbands.

## HOLTZ AT 4G

Capitol His First Stage Booking on B'way in Year—\$3,500 Cut

Lou Holtz, at \$4,000 net, opens March 16 at the Capitol, New York, for two weeks. House has an option for a second two. Curtis & Allen set the deal.

It will be Holtz' first regular Broadway weeks' stage bookings in more than a year, or since he commenced asking \$7,500.

Capitol date won't interfere with his Sunday evening m.c'ing at the Casino de Parée.

# DURANTE AT N.Y. CAPITOL ON PCT.

Jimmie Durante is latest of the Metro picture names booked for a week's stage appearance at the Capitol, New York. The Schmo goes in week of March 16 as a single.

Following the Capitol date Durante goes away on a two months' vacation. Booking was made suddenly over the week-end. Jack Harvey, Durante's material writer, was on the way to the Coast when advised at Chicago of the deal. He took a train back to New York.

Terms for Durante at the Capitol same as with the other Metro players there—studio salary plus percentage. House is negotiating with Jack Benny for the same week.

## BERLE IN ORIENTAL 4 WEEKS AT \$3,000 PER

Milton Berle will m. c. the first four weeks of stage shows at the Oriental, Chicago, which goes vaude March 30.

Berle, who was getting \$450 two years ago, will reach his highest salary mark to date at the Oriental. He'll get \$2,500 net, plus transportation from New York and return, which, plus commish, brings the figure to about \$3,000. Charlie Morrison set the deal.

## Navarro for B&K Acker As 'Horses' Deal Fades

Chicago, March 5.

Last-minute hitch in proceedings killed the chances for this week's booking of 'Hold our Horses' show as tab into the B. & K. Chicago. Instead, B. & K. acer has secured Ramon Navarro as headliner.

'Horses,' which last week completed a seven-week stay at the Grand, was pencilled in at \$9,500 net. B. & K. was agreeable and had signed the contract, but the Shuberts in New York had to 'beg off' when they couldn't get together with the cast on salaries.

## F&M's Import

Los Angeles, March 5.  
Leah Sonneborn has been brought to the Coast from New York by Fanchon & Marco and will be assigned to stage the dance routines of the F&M shows spotted in the Warfield, San Francisco. She replaces Alice Goodwin, who goes into the F&M studios to instruct in dancing, replacing Reva Howitt, who left last week to be married.

In addition to her 'Frisco duties, Miss Sonneborn will commute here weekly to discuss production and dance ideas with Fanchon.

## Arkansas Booking

Little Rock, March 5.  
Marvin, Indiana, booking office in the state of Arkansas, has been organized here by Eugene T. Oliver, former theatre manager.

M. Robert Bailey, Ted Bailey, L. N. White and Carl E. Bailey are in on it.

## N.T.G. Producing

Nils T. Granlund and Harry Romm are producing a unit, 'Paradise Beauty,' starring Harry Puck, opening at Fox's, Philadelphia, Friday (9).

N.T.G. will not appear in the show.

# N. Y. License Commissioner Serving Summonses in Drive to License All Agents; Moss To Address Meeting

## That Means No

Offered three weeks by Fanchon & Marco, the Kitaros, Jap troupe, sent the following wire from St. Louis to its agent, Matt Kell:

'I am very happy to play that three weeks but railroad fare hurt me very much. Just example is this week if I am go back to New York from here I think I lose my shirt. I am cold feet. Kindly explain to Mr. Kay.'

'Please explain to Mr. Kay if this okay kindly send me tickets because I have St. Louis blues.'

# SPECIAL CODE BD. FOR VODE SQUAWKS

A special field force to handle vaudeville complaints will probably be organized by the Code Authority immediately after it sets up grievance and zoning boards for flimdom. The grievance boards, which will handle picture squawks, are without authority under the code to include vaudeville matters within their scope. Only the Code Authority, right now, has that privilege.

Vaude bureaus, according to authority informants, will likely not exceed four or five throughout the entire country. They will probably be centered in such cities as New York, Boston, New Orleans or Atlanta and either in San Francisco or Los Angeles.

Unless such committees are set up with a degree of permanency, the C.A. reserving the same right it does with the film units of replacing members at will but retaining the board structure, could set where the Authority will be in a state of bedlam most of the time over matters which should be disposed of by lesser bodies.

## RKO CALLS INDIE ALLEN, CLEVELAND, 'OPPOSISH'

RKO's booking office has notified some of the agents and producers that the indie Allen, Cleveland, will be considered opposition and to guide themselves accordingly.

Allen opened with stage shows Friday (2) playing the Count Berni Vici unit. Marty Forkins' 'Bottoms Up' (Rae Samuels) is set for next week (9). Arthur Fisher is booking the show for New York.

The opposish declaration was reported aimed chiefly at unit producers and agents. Allen will mostly play units.

## F.&M. Remaking 'Chance' With Olsen & Johnson

Fanchon & Marco will produce a re-make of 'Take a Chance' as a unit on the Coast with Olsen and Johnson.

John Schultz will supervise production leaving for the F. & M. Hollywood studios Friday (9).

## Hollywood Unit

Hollywood, March 5.  
'Hollywood Tattle Tales' is being readied here by Lee Robinson, Inc., for a 10-week tour starting March 10 in San Diego. George Mayo, Ethel Clayton, Pearl Regay and five other acts are in the cast.

## Right Off the Boat

Condos Bros. went into the Music Hall Friday (2) immediately on their arrival in New York from England. Phil Bloom set the deal. Hoofers had originally gone to London for a two-week engagement and remained two years.

License Commissioner Paul Moss is going ahead with his plans to license and bond every agent and booker in New York.

Despite the fact that he has promised to meet with the agents' association Thursday night (9) to work out plans for closer operation between that organization and the city ment, Moss is showing no leniency and his inspectors are still serving summonses.

Of the 300 odd agents in New York City selling talent for all phases of the show business, Moss stated yesterday (3) that only 12 had applied for licenses since he announced two weeks ago that they would have to pay the \$25 fee applicable to all employment agencies and undergo bonding ranging from \$500 to \$1,000, depending upon the type of agency. Those who had applied obtained licenses.

It had been supposed that Commissioner Moss would set a deadline date for the licensing until such time when the three agents' organizations, NATAR, Entertainment Managers' Association and Equity Agents' Association, could ask agents to join their membership of law. Commissioner Moss, however, pooch-pooched the idea, saying that it was a law that waits upon nobody, and that all unlicensed theatrical agencies were now operating illegally.

**Fingerprints**  
In accordance with the rules and regulations of licensing selling and employing theatrical agencies, all applicants must be fingerprinted, with the prints later filed at police headquarters.

Arthur S. Lyons and other members of a NATAR committee, along with counsel Julius Kendler, called on Commissioner Moss last week and agreed that the licensing and bonding of agents would be of material help in keeping the people in their business 'straight.' Lyons asked Moss to incorporate the agents' code in the city ordinance affecting licensing of agencies. Moss said that he would consider it and also address the agents on the matter at their meeting Thursday night (8) at the Astor hotel.

City ordinances which Commissioner Moss regards as applying to everybody concerned with the employment of actors, doesn't differentiate between agents and bookers. Agents had escaped the licensing up to now by calling themselves 'personal representatives,' but Commissioner Moss declares that this is exempt regardless of technical classification.

The NATAR was originally formed a few weeks ago to fight the Wald bill presented to the State Assembly, which would have forced agents to pay a \$25 yearly license fee as well as be bonded for \$5,000.

# PUBLIX CLOSES WITH ROTHAFEL

S. L. Rothafel's stage bookings with Publix are all set. Deal reported closed on a basis of \$10,000 weekly for the showman and a supporting company of around 40 people. Rothafel sailed for London Friday (2), and confirmed the booking. Publix is understood to have Rothafel and his show booked for 12 weeks commencing March 30 in Boston. The Paramount, New York, and Chicago, Chicago, are each holding open two weeks.

Later last week Loew's issued an announcement that it was not participating in the deal through Publix. Publix to do its talking in the original negotiations. Rothafel will return a week before opening his tour.

## Renard on Own

Nat Renard has split with Bert Rome to do a new three-people act.

With Renard in the new one are Frank Hurst, formerly Hurst and Wact, and Eleanor Garnier.



## UNIT REVIEWS

## DELMAR'S REVELS

(PITT, PITTSBURGH)

Pittsburgh, March 2.

Vaude veteran, Harry Delmar, has fashioned a little unit that rates ace high. Packs an hour of brisk, solid entertainment, and stands up well near the top among nameless shows that have been hitting this spot of late and should go places.

Talent list is headed by Ray, Ellis and LaRue, Grace DeFaye and Manny King, comedian. All of them look after their end in brilliant fashion but important thing about 'Revels' is its pace. Delmar has sacrificed almost everything for speed and the pace is a real one in slap-bang fashion all the way through. Routining could hardly be improved upon, with sock after sock following any approaching sign of let-up.

This doesn't mean that Delmar has lost sight of production end. He hasn't. It's more than adequate, distinctive without being flashy. What's more indicative of showmanship in 'Revels' is the inspired spotting of unit's highlights in these production splashes. First of these is that understated ballet as a build-up for cracker-jack adagio of Ray, Ellis and LaRue, winding up in gals' backdrops from what looks like a height of 15 feet. It's a breath-taker and the threesome makes it look even better. Later they come out in a Parisian sidewalk scene for a swell ballroom routine that has swank and grace. They got great hands here on both appearances and deserved them.

Delmar waves himself into and out of the show casually, wisely abandoning any m.c.'ing to give layout its brisk tempo. Only one getting an introduction is the DeFaye girl, who it's done unobtrusively by three Michael Sisters in unison recitative form. That DeFaye control number makes 'em sit up. She's got everything, as in when she's bent up like a pretzel. Done in one, it's a punch number, and she had to beg off.

Comedy is ably handled by diminutive Manny King, who errs only in his opening sketch, Bert Lahr's old 'Flying High' bit in the doctor's office. It gives him too much of a hurdle to overcome later. That he overcomes it, however, is to his credit, for the mob took to him in his 'next' appearance and strung along all the way through.

Chorus is well-drilled and energetic. 16 gals dancing as if they really enjoyed it. They're on often and advantageously. One of them, an attractive red-head, steps out for a dance specialty that's plenty okay, and she also acquires herself nicely in a sketch or two.

'Revels' big novelty number is a rain scene, water coming down in front of girls but lights, giving the effect of girls dancing in the center of the downpour.

Special songs and production numbers were written by Ken Nichols and add a lot to the unit's smartness.

In addition to the principals mentioned, house billing also carries names of Paddy Cliff, Lucille June, Jack Starr, Bobby Moore, Joe Cowan, Patsy Dell, Ken Nichols, Chickie Dodge, Betty Croake and Dolores Weeks. Impossible to identify any of them. Nevertheless they all help give Delmar a piece of property that looks valuable. *Cohen*

## Soldiers of Fortune

(ORPHEUM, LINCOLN)

Lincoln, March 2.

Quality of fresh attractions in this house has constantly gone up with a sizable jump into highly satisfactory entertainment fields made currently by Henry Santrey's 'Soldiers of Fortune.' Unit is clearly better, so much out of the class of other stage shows in here as to production, running time and principals, that it can't be hard for the house to get over with a weaker bill, which is sure to follow.

Besides Santrey and the band, not as hot as of old, but flashy enough, talent includes Loretta Gray, Edith Rogers, Marsh Sisters, Estelle Fratus, Williams and Walker, Dudley Brothers and 'Wee Willie' Richardson Morgan.

Santrey m.c.'s the show, putting nonchalantly at a cigar, and never calls an act back for a bow by milking the mitching has to be there first. Opens the show by trouping the band down the aisle from the back of the house and brings Loretta Gray, hotcha dance-singer, right on after a couple of gags with the boys. Deuce goes to the Marsh Sisters, acrobatic dancer and lookers. Edith Rogers, introduced as the original Camel-aid girl, gives imitations of Garbo, West and Jean Harlow. Plays a niddle and is a swell flash from out front. Estelle Fratus, featured tapper, once in a Carroll 'Sketchbook' gets the most time on doing for her gag and dances. Had to take two bows, do an encore and three bows more. Unheard of here.

Here the show changes color with Williams and Walker, ebony lads, doing some 'hot' hoofing, followed immediately by the Dudley Brothers, who have learned several of the Mills Bros. records by heart. The show's rock, saved for the last, is Richard Morgan. Although it looks like a gag, he goes and dances. Had to take two bows, do an encore and three bows more. Unheard of here.

Finale is unusual with each character coming out dressed for the street, shaking hands with Santrey and waving goodbye, walking up the main aisle of the theatre, and then, for the unit stopped here was that it was facing a two week layoff.

Unit is 'Four Frightened People' (Laurie). Business still upping and prices jacked to 40c top for this show. *Barney.*

## CONTINENTAL REVUE

(ORPHEUM, MEMPHIS)

Memphis, March 2.

Break-in engagement of Dave Apollon's 'Continental Revue' was okay at the Orpheum. It's a smart show on costuming, decor and talent, and the best this house has presented in months.

Opens with a brilliant cast chorus before a white velvet curtain and closes with Apollon's spins.

Produced in Chicago, show was in good shape here. Apollon is the core around which the show is built, but its rapid progress is also due to Nora Williams, blues singer; Harold Aloma, mandolin playing songster; and Bob Ripa, juggler. (Last two exceptionally well.) Jean Ruth and Gail, and Duffin and Draper, all dancers, also connected. Apollon's string orchestra and his dancing with the cast, and chorus background the running order. It's good entertainment. *Botto.*

## B'WAY GAMBOLES

(RIVOLI, HEMPSTEAD)

Hempstead, L. I., March 2.

Although opening cold here Friday, here is one unit that requires little in the way of doctoring.

Revamping would be minor and should include elimination or substitution of a couple bits, notably one in which Roy Cummings walks in on Janet Roeder's first song number, to engage in a brief talk session about, asyums, etc. The bit has little, if any, comedy meaning and could be either dropped or substituted for something carrying a laugh.

Novelty of production and a stager's job that carries with a touch of finish, together with scenery and costuming that reflects more than the average expenditure, make 'Broadway Gambols' 55 minutes of first class entertainment. It's the only one of the kind in the area, the originality, aside from the routines of Pat Rooney and Roy Cummings, which 'shall excite no argument on that score, is in the title of the show. It's a flash act, other 10-20-30 flash act.

Harry Puck, is the producer of the unit. He has built a show around the Rooney, Pa. and sons, Roy Cummings and his pretty foil, Florence Roberts; Janet Reade and a line of 12 girls that looks like valuable property. A dance team, Marie and Eliza, on twice in clumsily executed numbers, are the only drawback, if remaining.

Rooney and Cummings, veteran performers, whose work still takes the house, are the regular routines as well as mix into the show frequently at various points, including the working of several bits. In 'The Rooney, Pa. and sons' is a little lull just before he goes into his song bit, prior to Miss Roberts' exit. This it would seem, could be easily remedied.

Audience reaction, while up the Cummings nuttery, quite up includes some new laughs with the aid of a drop in which is painted a couple crabs.

As has always been true of Rooney and Rooney, Jr., the Cummings act is as surefire as could be wanted. Between these two turns and Miss Reade, who is a real singer, there's some real backbone to the unit. Miss Reade may not be a Galli-Curci on voice but she's in perfect command of her well trained group, are on four times.

Theatre is running a trailer to the effect that not enough of the act has been produced to provide two a week. As a result the second halves here are straight film. Although the vaude men of better judgment and taste would agree that the unit look like the real substitute for vaude, producers are slow in turning them out, mostly in fear of the investment against lack of coordinating and paying with code requiring the girls be paid off on layoffs, if any.

All of me (Pat) picture with this unit. Business good Friday night. *Char.*

## TOPSY AND EVA

(PALACE, MILWAUKEE)

Milwaukee, Feb. 23.

They've done a good job in the concentrating of this full-length act. The unit is a 75 minute show, the entire three acts are in, yet without noticeable crowding. What has been left out was not in question about entertainment and during the short interims between their appearances the pace of story is enough to keep the ball rolling smoothly.

Rosetta today is a surefire femme comic and Vivian looks as fresh as ever and a neat foil for her sister's blackface clowning. The girls have always gone along with their own material.

Show is carrying 34 people, a chorus line of 12 and a flock of characters. One dancing act remains in the unit as a male trio with lock-step and precision routines. They serve for entertainment in 'one' for the change in sets. These three dancers have made great advances since caught in the legit version and it's indicated that the four-act grind has given them plenty of practice and polish.

On its long-time rep this show can get by in any town as more than just another unit and with the hooded Sisters in first song number of the

## NEW ACTS

## CONRAD THIBAUT

Singing.

10 Mins.; One

State, N. Y.

Doubling between the Maxwell House either commercial and vaude, Conrad Thibaut is setting himself up as a stage personality with the visual audiences as well as the invisible. There is plenty in him to make Thibaut a b.o. factor in time, for he's got everything in his favor voice. The latter is a baritone of mellow pitch and extremely strong when delivered into a mike. How would sound without the p.a. system has not been revealed, but the odds are in his favor.

In the last few years Thibaut has established himself as a strong program standby, especially in the little over a year he has been on the Maxwell Sunday nights hour. Now, all he needs is about six months stage experience to give him smoothness of action in front of the foots and producers, will probably begin clamoring for him as a romantic leading-man type for musicals.

Worked here without piano accompaniment in front of a house drop, and hugged the mike all the way. One hand was almost continuously in his coat pocket, something that can and should be rewarded. Thibaut, on the other hand, the sure-fire 'Old Man River,' and bowed off to strong applause. He received a nice reception coming on fourth in a six-act layoff on the Thibaut. Thibaut worked most every picture house in the Broadway sector in the past six months or so. The fact that he's been repeated in the neighborhood act, clearly speaks well in his favor, but hardly enhances the ability to judge his drawing power right now.

## LEW PARKER &amp; CO.

Comedy

15 Mins.; Two

Academy.

Whoever arranged the material for this turn first slipped his mitt into a grab-bag and left the results to what his paw came up with. 'Arranged' must be correct, for it certainly can be said that this act is a grab-bag. Not an original gag in the entire turn; not even an original twist in the delivery.

Lew Parker is the pacer of a mixed pair of stooges on the stage, and two male hecklers in the audience. Seldom funny and then only when dirty. And they get too dirty too often, especially in the crossing of the audience's mug. The only deviation from the chatter and stooge-skip routine on her toes. This is the only original gag in the act. Nothing ahead or behind this to shade it.

Burlesque in the gab almost all the way, the act also goes burly in sight stuff toward the finish in a French Revolution scene. Here the blonde is to be shot by a firing squad, but this is halted when she strips the cape to display an ample physique adorned by nothing more than a brazz and shorts. It's strictly for the men and they just gaze.

Deuced at this 14th-streeter.

time it can guarantee entertainment.

## Otto Gray Cowboys

(PALACE, AKRON)

Akron, Feb. 24.

Otto Gray and his Oklahoma Cowboys: better known to the theatre than to theatre-goers, have a pleasant routine of hillbilly music, singing and dancing for their first stage appearance in this territory six several years, as a unit show at the Palace. While the show failed to cause any great flurry, it had an appeal to the devotees of this sort (Continued on page 54)

## J. FRED COOTS and OLIVE SIBLEY

Songs

10 Mins.; One

Palace

J. Fred Coots, pop song writer, who frequently ventures into vaude, makes it rather difficult for Olive Sibley, his new partner, with his introduction. He describes Miss Sibley as 'gorgeous and divine,' and then tries to join him for a final chorus. Her two changes of costume stamp her as a good dresser. *Bige.*

Miss Sibley is a tall prima donna specialist. Joining the high notes. Coots is still a pop composer, despite the full dress suit. Combination doesn't blend.

Coots sings the gorgeous and divine introduction, Miss Sibley follows with two songs, Coots sings a medley of his own tunes ('and then I wrote...') and Miss Sibley returns to the stage for a final chorus. Her two changes of costume stamp her as a good dresser. *Bige.*

## MERMAN &amp; BRONSON REVUE (5)

Dancing

9 Mins. In Full

Orpheum, N. Y.

Lots of fast footwork gives one-marked possibilities for the nubes. Billing refers to Flo Merman and Cecil Bronson, couple of experts in their particular 'terry' fields. One has a smart way about her in spreading the buck and wing while the other plays a toe idea on the diaphanous togery, should make a favorable reaction on the average eye.

Arthur, however, derives its more spectacular touch from the Three Pale Bros., each a hard-hitting specialist in the eccentric tap. Theirs is a style of mixer, who with the ankle twisting that makes up for suavity and finish with clatter and dust raising, but it passes as hot stuff with the customers.

While the turn is on it keeps moving at an ever increasing momentum, but it could use a more effective finish. Act's only dressing is a 'blue' backdrop, with the head of a girl plus a smouldering cigaret done in luminous paint. *Odece.*

## TOMMY MACK &amp; CO. (3)

Comedy; Songs; Danc

15 Mins.; In One

Orpheum, N. Y.

Last time that Tommy Mack played this spot, which was just a few months ago, it was as a stooge for Jack Pepper. Now Mack not only has his own act, but he has a couple of stooges working for him. And the pair, Eddie Young and Eddie Cassell, do yeoman duty in helping make this a walloping hake comedy act of the kind. The Mack mugg and grir, cing is as grotesque as ever, the second pair of pants are still appended to his back and his nasal slaughtering of the slangue packs the stuff that spells heavy damage to the misdirections.

From the comedy quarter the turn is rounded pretty much along the lines that Pepper had it. The two, Eddie make a neat job of the warbling department, while Mack's shoeleather interlude provides him with another cause for a bow. When caught the Mack menage put a pronounced halt to the proceedings. *Odece.*

Just Finished 26th Week of  
Count Time  
Not Included in Pictures

## 'WHITEY' ROBERTS

Thanks to  
Sid Grauman  
La Roy Fling  
Alexander Fantages  
Bert Levey

## "THERRIEN"

"THE PAINTER OF SONGS"

"IS THE BEST SINGER EVER TO APPEAR ON LOEW'S STAGE IN THIS CITY"

Says A. Mackie in the Jersey Journal,

At the Pi, LILLIAN JAY

Loew's State, Providence, This Week (March 2)

JOHNNY HYDE

FOR LOEW

ILTON LEWIS

FOR RKO

## JESS LBNAL TRO

With BOB and AVIS

DANCING-SPEED-RHYTHM

This Week (March 2) B&K ORIENTAL, CHICAGO

Many Thanks to MR. LOUIS LIPSTONE

# Marcus Loew BOOKING AGENCY

General Executive Offices

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160 WEST 46TH ST.

BRyant 9-7800 NEW YORK CITY

J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER



# Burlesque's Last Stand

(Continued from page 1)

the country. The reason always spoken of was that the family of former District Attorney Crain owned the property. The political angle attached to the Irving Place raid gives the case its chief significance and is the reason for the importance attached to it by the trade.

## Press Gestures

Burlesque raids are not uncommon in New York. They invariably happen upon changes in the city administration or the installation of a new police commissioner. The new officials' first censorship move, usually for newspaper attention, has always been the lowering of the cleanup lid on burlesque.

But in the instance of the Irving Place there's more than the usual motive. License Commissioner Paul Moss personally accompanied the raiding party. Moss is a Fusion appointee. Crain was a Tammany D. A. A conviction will set a precedent that may prove fatal, the majority of the managers feel.

Actors pinched were June St. Claire, Ruth Tieper, Ruth Rose, Margie Hart, Nancy Bohn, Mickey Markwood, Martin Bohn, John Cook, Floyd Halcey and Bert Marion. Also arrested was Abe Potal, house manager of the Irving Place, which is operated by Max Wilner. All were held in \$100 bail when arraigned in Night Court after the raid. At the hearing in 67th street magistrate's court Thursday (1) they waived arraignment. (2) They transferred the trial to Special Sessions.

Probability is that Potal and the actors will be tried separately. Actors to be represented by their Burlesque Actors' Association, will disclaim responsibility under the New York State law which absolves actors in indecency arrests.

Calling the Irving Place show 'raw,' Commissioner Moss, brother of B. S. Moss and himself a former legit producer, added that, 'I've seen quite a few shows and I should know.'

The cleanup order within the business was issued by I. H. Herk as president of the managers' National Burlesque Association, and was to have gone into effect in seven New York burlesque houses Sunday (4). By Herk included the wearing of brassieres by the principal strip women while on the move and a general cleansing of talking bits by the comedians. Stripping of the chorus girls for posing purposes was okayed.

Theatres agreed to do away with the runways and keep the shows entirely on the stage. The seven New York houses affected are the Republic, Eltinge, Central, Irving Place, Oxford, Werba and Gotham.

## By Degrees

It is agreed all around by burlesque people that the stripping can't be discarded at once since it's now the foundation of all burlesque shows. Plan of those who are still in the business is to salvage in to discard the strip strip gradually and replace the strippers with real talent, also to lift the comedians out of their present status of being but animated stage waits between strip numbers.

But it's also agreed that this will take time and financing, since a new type of clientele must be educated. The slim public that has been retained by burlesque in recent years has manifested that the substitution of the name 'burlesque' with something else is generally accepted now.

The fact that a drastic change in the nature of burlesque entertainment may necessitate the substitution of the name 'burlesque' with something else is generally accepted now.

After receiving reports from Herk as to the extent to which Minsky's Republic on 42d street has followed the NBA's cleanup order, a Variety reporter caught the show there Friday night (2). The runway was missing, the principal strippers were wearing brassieres—transparent, but brassieres—and the comedians were almost clean. Only nudity displayed was presented by the chorus girls in the Minsky manner of obtaining chorus revenue is to advertise for girls, stating that no experience is necessary.

The Republic's principal strippers were merely making passes at complete disrobing Friday night, but they consumed most of the running time, leaving it still ob-

tensively a strip show. By dropping its double runway, the Republic gained about 40 seats. They weren't needed, and the customers expressed audible dissatisfaction over the girls' wearing of brassieres.

lost

March 5.

Sudden closing of Park theatre by the Boston censor board on account of complaints about the strips resulted in the burlesque spot's putting up an enormous sign out front in Washington street to tell the news. This is how it reads:

'Reserve seats now for the grand opening, Monday, March 19, burlesque, bigger and better than ever! Due to agitation by the Watch & Ward Society, this theatre has temporarily closed until Monday, March 19. 100 people were thrown out of work and left destitute. We will do our utmost to re-employ all these people when the theatre reopens. 175,000 people have enjoyed our shows in the past 3 months—can they all be wrong?'

Sign got so much attention traffic was jammed.

Closing followed hearing in private office of Mayor Fred W. Mansfield. Censor board consists of the mayor, Chief Justice Wilfred Bolster of Municipal court, and acting police commissioner Martin J. Connelley.

Witnesses were police, members of mayor's staff, and agents of Watch & Ward society. All said they had heard no obscenity or indecency words, but objected to the stripping. Said house had been warned several times, especially about more covering for the women.

## License Suspended

Eddie Weinstein, as head of the Park Entertainment Co., Inc., and others protested, but board voted to close house immediately as punishment by suspension of permit. Vote was made at 7:30, just an hour before the evening show. Suspension is to last until March 17.

The theatre had two warnings to clean up, and didn't, so the order stands for immediate closing,' said Mayor Mansfield.

Weinstein said his theatre had been discriminated against and that he would sue the Watch & Ward Society for \$200,000. Last year the old Howard felt the censor board's displeasure, being closed for 30 days.

## Otto Gray Cowboys

(Continued from page 58)

of entertainment and business was satisfactory. Mutual covers took up the entire time allotted the stage show.

Comedy note is injected by the Rodeo Rubes, as greens apparently by their suits, who scored considerable success with awkward posing and tall stories.

Songs that have been voted the most popular by the lovers of mountain music are featured among the repertoire. String instruments provide their music, which is enlarged with songs, which is enlarged with songs, which is enlarged with songs.

Continued laughs were won by the 'hicks' in their brief skit and the audience was generous in its applause for the instrumental novelty, but in general was stirred neither to approbation nor approval.

Unit ran less time than most of the recent presentations, a good thing since the routine, always much the same, gets tiresome after the first 20 minutes. Little attention given to staging, with cowboy garb predominating throughout.

Unit probably will click better in the smaller towns, near radio stations which have broadcasted its programs. Outfit is traveling in its own caravan of autos and trailers.

Mack.

## Fanton Unitless

Joe Fanton has shelved his 'London Crazy Show' unit and is back doing his acrobatic act. He opens for RKO at the Prospect, Brooklyn, this week.

'Crazy Show' played a week and a half.

## NEW MORAN AND MACK TEAM

Hollywood, March 5.—George Moran, remaining member of the blackface vaude team of Moran and Mack, known as 'Two Black Crows,' has teamed with Al Hergan. The pair are now rehearsing for local dates.

They will continue to use the Black Crows title.

## Pittsburgh Tries Again

Pittsburgh, March 5.

After a week's shutdown, Variety, local burlesque house, reopens today (5) with an entirely new stock line.

Principals include Georgia Sothorn, Diana, Reggie White, Arline Milburn, Buster Marco, Wilma Horner, Georgia St. George, Joe Di Rita, Happy Hyatt, Abe Sher, Frank Penny, Al Golden, Cliff Carr and Jimmy Gerard. Eddie (Nuts) Kaplan still producing.

Management has also brought on 24-girl chorus from New York. Previously line was composed exclusively of local gals.

Business at Variety lately has been way off and unless improvement is noticed shortly, house may have its earliest folding in years. Middle of May usually closing date.

## 'Name' Headliners Shortage May Bar Casino Str. Vaude

respective straight-vaude policy at the Casino, New York, looked cold last night (Monday). The operators, Jack Slapfro, Harling & Rosenthal and Harry Schiffman, through Arthur Fisher, booker, could not find a suitable headliner and show for the opening week, which is supposed to be March 16.

Fisher and the operating group were anxious to get a big 'name' to possibly play on percentage.

Casino was intended to open at \$1. top with a \$10,000 to \$15,000 weekly stage budget. The house, formerly the Earl Carroll, seats 2,500.

## Late Selling

(Continued from page 5)

circuits, especially in Boston and Detroit.

Major spokesmen immediately discredited the reports, saying they were only having an official season for signature-gathering. They conceded, however, that some of the large companies, as is customary at this time of the year, are looking over the first run box office territory.

## Percentage

The percentage method of selling will prevail, according to spokesmen. These predict 50% will be top while under 20% any percentage deal will also have to be accompanied with a guarantee on the part of the exhibitor.

By April 1, from indications, all majors will be set on their 1934-35 programs, with announcements expected to start rolling early in May. Advance is that fewer features will be scheduled than last year.

This likelihood follows a year of higher quality in film merchandise and with it an abatement in the serious film shortage which existed up to last summer. Contention in line with a leaning toward fewer features this year is that a lower number of pictures, turned out with care, goes much further than a greater number at the same budget that are ground out haphazardly.

Sales proponents of fewer but better pictures are expected to battle for more compact programs this year on the ground that a

## Chances of Another Pantages Vaude Try Regarded by Bookers as Slight

## RAYMONDS DROP BURLY WHEN CENTRAL FOLDS

Lease held by the Raymond family on the Central, New York, expired Thursday (1) at midnight, but the landlord permitted the stock going the remaining three days of last week and also keep the change.

The Raymonds, who had given up the Star and Galety theatres in Brooklyn early this winter, dropped from the burlesque field upon relinquishing the Central. It is the first time in 17 years that Sam Raymond, father of the family, has not been actively involved in burlesque.

According to his eldest son, Harold, the family's absence is only temporary.

Central has been taken over by Quiner & Mar of the Max Rudnick outfit. They closed it Sunday night with intentions of reopening in two weeks.

## Beatty's Serial Film Under Way at Mascot

Hollywood, March 5.

'Lost Jungle,' Nat Levine's first Mascot serial, on the new season's program, is in production at the Mack Sennett studio, with David Howard and Armand Schaefer co-directing and Alvin Wykoff at the camera. Cecelia Parker set as fem lead.

Clyde Beatty, animal trainer, about whose exploits the film is built, arrived March 1. Lions, tigers, leopards, pumas and Himalayan bears to be used by Beatty have arrived from the Hagenback-Wallace and Al G. Barnes circuses.

Wyndham Gittens, Barney Sarcey, Al Moran and Sherman Lowe, together with the directors, scripted the jungler.

## Clowns Get Quickie

Three Dornos, European clown act which arrived last week on the Bremen, got quick action from American bookers.

Opens March 9 at Loew's Valencia, Jamaica.

## Eddy Replaces Wolf

Rube Wolf leaves the Roxy, after an eight week stay, at the close of the current week Thursday (8). Probably will stay in New York for radio work. Wesley Eddy goes into the Roxy on Friday.

Wider range of sales possibility and circulation becomes possible with smaller blocks of product.

This is true of every major, since if all were to minimize their output every account would have to patronize a greater number of distributors in order to fill out 52 weeks of playing time. At present two distributors with big lists of features can hog certain accounts between themselves.

The possibility is for a total of around 300 major features this year, an average of under 50 for the seven big producers and distributors in the field, Paramount, WB, Metro, Fox, RKO, United Artists and Universal, all of whom operate theatres of their own.

## Inside Stuff-Vaude

Coast bookers of stage shows for film houses are encountering an unwillingness of name acts to accept the salaries which would be the far west territory are offering for attractions. Plethora of names available but their asking salary is such that bookers are forced to throw up their hands in despair.

An instance was a Fanchon & Marco offer to book Mitzi Green into Denver for a week. Called off when the young miss' parents demanded \$25,000.

Lack of showmanship and failure of managers to take advantage of opportunities afforded to sell stage attractions, blamed by many Coast booking agents as one of the reasons why so little vaude or unit time is available in that area. Managers, according to reports compiled by the bookers, give stage bookings nothing beyond a bare newspaper announcement to build up trade.

Most of the unit shows traveling on the Coast are well supplied with paper, heralds, cuts and other material but unless an active agent is ahead practically no paper is posted and only perfunctory advance exploitation attempted.

Managers are constantly complaining that they don't do biz with stage shows, but they don't get out and hustle, point out the bookers.

Chances of another vaudeville try by Alexander Pantages are now regarded as slim. On this premise, Arthur Fisher, George Hamid and Billy Diamond have their bookings relations and again strictly their own. They don't expect any action from Pan, but have been assured by him that they will book his shows in the event he does try again.

Pan is now confining himself to his Hollywood theatre gees, which his son Rodney is managing.

shows direct coast spots, which Pan obtained and reopened last straight pictures or dark.

Scarcity of film product and inability to route shows from the east were the difficulties confronting Pan in his last attempt. New York booking office's problem was to buy acts for a 3,000-mile jump with little or no time to break the hops.

Hamid and Fisher split some time ago, each moving back to his own office, but their agreement was kept intact on Pantages' insistence that he would stage another try. But last week their show was mailed officially from the Coast that the deal is definitely off 'for the time being'.

## SMALL HOPE FOR VAUDE CODE REVISION

Washington, March 5.

Outlook for vaudeville managers on the NRA code situation appears dim at present. Little action is being taken and it is generally indicated the NRA has no intention of reopening the film pact in the immediate future.

Admitting the recommendations of managers have reached his desk, Divisional Administrator Sol Rosenblatt said Saturday (3) that the government wants to wait and see how provisions of the new agreement work out before taking any steps to revise the exhibitors' portion or promulgate a separate vaude code.

Rosy is known to feel that the vaude crowd missed its opportunity when the film code was under consideration and that prolonged conferences were held on the subject of vaude performers and presentation houses.

'The recommendations are being studied,' Rosenblatt said, 'but no arrangements have been made for calling hearings on the proposal submitted recently. The NRA desires to observe the working of the motion picture code for a longer time before taking any action to reopen or revise its provisions.'

## 20 UNITS HELD UP BY CODE AUTHORITY

About 20 units are hanging in abeyance until the status of the vaudeville section of the Motion Picture Code becomes definite. Producers maintain they cannot take the chance of producing expensive shows with the threat of the per layoff day for chorus girls still hot.

The couple of producers who are going ahead with new units, such as Nick Agneta and Harry Romm and Nile T. Granlund, are hoping there won't be layoffs.

## Mills Bros. Avoyage

Hollywood, March 5.

After finishing in Radio's 'Strictly Dynamite' Mills brothers hop to London.

Will fulfill contracts in England on personal appearance and vaude tour.







# VARIETY

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## 15 YEARS AGO

(from VARIETY and Clipper)

Ed Wynn was angling for a picture contract.

Old heads of the Patents Co. trying to revive the old machine, but it was too dead.

Morris Gest had some picture people interested in a series of super-features. Then he got over to the money and they lost interest. Too much coin needed.

Legit managers reported to be contemplating a dip into burlesque, attracted by the large profits in proportion to the investment.

Figured that picture stars and directors would pay income tax on about \$3,000,000. Salaries not so large then.

Final appraisal of the estate of the late Charles Frohman revealed only \$452. Gross was \$319,383, but debts took most of it.

'The Dancer' in trouble in Providence. Towns objected to a young married couple kissing in bed, so obscenities out.

Papers complaining at the prevalence of bedroom dramas which followed Al Woods' successful lead. Public liked 'em. Woods cleared \$40,000 on 'Twin Beds' the previous season.

Management of Bryant Hall, largely used for rehearsals, had posted a list of delinquents and demanded cash in advance in future. Sums ranged from \$1.50 to \$37.

## 50 YEARS AGO

(From Clipper)

Salmi Morse, who had been prevented from doing his Passion Play in New York and who had flopped in Frisco, found dead in North River.

Maurice Grau had two troupes in Cuba, grand and opera bouffes.

Edwin Booth announced that owing to ill health he would cut down the length of his future tours.

Edward Harrigan, recently elected treasurer of the Actors' Fund, tossed the job. Said it took too much time and should be a paid position.

Living skeleton playing the museum got an injunction against a Philadelphia paper, restraining it from publishing mash notes sent him. He fascinated some women.

Lilly Langtry had been so successful at Niblo's Garden she planned to return for another three weeks.

Henry E. Abbey took a vow never to fool with Italian opera after the season closed at the Metropolitan. At it again the following year and for some time thereafter, but a strong leaning toward the Wagnerian school.

Harlem saloon keeper took over a small theatre and installed the girl friend as star. She broke the engagement when the house flopped.

Allentown, Pa., had its own little theatre movement—Genteel standard plays done in 'Pennsylvania Dutch.' Local newspaper man did the translations. A distinct dialect.

Cincinnati correspondent wrote that following the flood gas had been turned on for the first time in 10 days and 'theatres gladly shelved the electric light.' Scenery not painted for electricity.

## Inside Stuff—Pictures

One of two reorganization moves looms in placing the RKO theatre chain free from the receivership under which it now operates. While no estimates are in, receiver quarters are to just how soon this may be expected, it isn't far off, maybe six months.

It may be on a basis of exchange of new paper to creditors and bondholders in lieu of obligations, providing a clean slate on the ledger books when the receivership ends. Or another company may be organized to take over the assets of RKO, as in bankruptcy. There is nothing under the equity receivership regulations which preclude the purchase of a company's assets, the only step which can be taken in bankruptcy except where assets return to the point that all claims can be satisfied in full. This is rare.

The RKO receivership has been in existence since January, 1933, slightly over a year now, with the Irving Trust in charge of the estate.

Just as Fox is engaging freelance players on a picture basis, instead of negotiating on the established weekly salary system Warners also during the past few months has been buying a great many freelance players for short parts on the same basis. WB has been taking people who would normally work three days in a picture and giving them a lump sum for the part which with rehearsal would run five or six days. In this way it is claimed that many people who figured on a screen flash found their parts built up in rehearsal and were more satisfied with their performance than if they had to be closed out after a rush three-day job.

This plan of casting has been prevalent with the indie producers due to budget requirements and it is likely that should it work out successfully at Fox the other major plants may function along the same lines.

Exception was taken by the L. A. Better Business Bureau to the use of male help wanted columns for an advertisement of the Hollywood Casting and Publicity Registry, on the ground that the ads are misleading. BBB called in W. Ross McClure, one of the operators of the bureau, to explain. Advertisements are in connection with a search for screen talent. Prospects have been instructed to go to a local photographer for a dozen pictures and then after leaving nine of the prints at the bureau, are told they will receive further notification.

BBB has the stand that these ads are misleading, in that they do not offer employment directly, and that their inclusion in the help wanted columns is contrary to accepted standards. Associates of McClure are given as Sidney Forbes and William Schenk.

When a former cameraman was stranded in Sweden he sold a blonde venus the idea she was another Garbo, and then made the necessary touch to return to the States. Meanwhile, the discovery waited word to come to Hollywood.

Nothing happened for six months, so the girl crossed the pond anyway and by accident ran across the cameraman in a New York drinkery. All the girl wanted was the \$700 she had loaned him, but in a semi-coma the startled man blurted, 'Did you get that \$5,000 I called you?' Girl almost fainted, became puffed, wept and before the session was over the lad borrowed another \$300. The woman is now working as a servant girl and the police are searching for the cameraman.

When Harry Cohn was in London last year he bought a BIP picture, starring Bebe Daniels, for which he paid \$35,000. But after he bought it Cohn found that the film had already been shown in the U. S. in German under the title of 'Das Lied Ist Aus'.

Subsequently BIP cleared out the U. S. music and story rights for the film by paying Max Goldberg, American distrib of the original, \$2,000 out of Columbia's \$35,000. But Columbia may still not be able to show the film as Goldberg has discovered that one entire reel, a marionette sequence, was duplicated from the original German film, the rights to which, in the U. S., still belong to Goldberg.

Investigation being conducted in southern California by operatives of the U. S. Bureau of Investigation, in connection with complaints filed months ago by exhibitors in the Los Angeles territory alleging violations by Fox-West Coast of the Federal consent decree of 1928, is reported making slow headway. Many independent exhibs have been questioned, but so far they have been of little help, as most of the conditions previously complained against are of the past.

Exhibs say that Federal action has resulted in an elimination of the old grievances but that new grievances, in which the Government apparently is not interested at this time, continue to crop up.

Preview routine in Los Angeles reached another extreme when three major companies picked Sunday, the best night in the week for picture house attendance, to unveil new productions. With double features scheduled at all three nabe houses slipping in of previews spelled plenty of loss at the b.o., by reason of being able to give only one complete evening performance.

While exhibs generally are trying to fight shy of previews on Saturday or Sunday nights, particularly when they have strong screen attractions, they are forced to acquiesce to studio demands in order to maintain amicable relations to insure occasional advance showings.

Columbia's negotiations for the Criterion, N. Y., for a supposed two-day run of 'Greater Glory', is being viewed by film men as a gag to try and force the Music Hall to a better deal than usual for this company. Same idea was broached on 'Lady For a Day' back in September and is said to have worked.

Argument in connection with Columbia's talk of going into the Criterion is that negotiations for the house are anything but direct with the lessor. The Music Hall has only chosen to play two Columbia pictures this season despite that house's first crack at all Col. product.

Grab-it-and-scream apostles of writing ethics in Hollywood are shaking their collective head dolefully over the precedent Gene Fowler is setting in his current job of adapting 'The Great Barnum' for 20th Century.

The assignment could have been completed in two weeks, according to the speed writers, but Fowler accepted the job only on condition that he might do it leisurely and to his own satisfaction, even if it required two months. Pay check is the same, whether it's two weeks or two months, being a lump sum.

Columbian on the Los Angeles Times took a crack at Paramount studio publicity department for a two paragraph blurb on a player sent out in press copy. He used the quotation as an example of the junk dispensed by picture companies.

Blurb was originally written by a Times interviewer two years ago, and first appeared in that sheet. Paramount press department filed the clipping, and when checking back to repeat on old yarns, dug out the Times paragraphs for a rebroadcast, figuring none would recognize the copy.

Among other assets, heiress Janet Snowden, about to delete a Prince and wed William S. Gill, Hollywood agent, owns one-third of the only potash deposit in the U. S. The stuff's located at Carlsbad, N. M., and operated under lease by an English syndicate. When in Arizona recently, Miss Snowden decided to see what a potash deposit was. So she and Gill drove up to the fenced-in, heavily-guarded portals. Guard

## Inside Stuff—Legit

Reason for Max Gordon turning down two reputed offers of \$100,000 for the film rights to 'Dodsworth' before it opened in New York, is probably explained by the interest of ERPI in the new hit. Latter is said to have put up \$35,000 backing, that approximating the cost of production.

It was figured that because two authors figured in the show—Sinclair Lewis wrote the book and Sidney Howard made the adaptation—that the producer's share of the picture rights might be less than 50%. Gordon states he owns that percentage of the film coin with the other 50% split between the authors.

Because of ERPI's interest the picture will probably be made at Astoria. Only a bigger bid would give the rights to a major film firm.

Harry went into 'All the King's Horses', Imperial, N. Y., last week replacing Andrew Tombes now spotted in the cast of 'Annina.' Latter show will star Maria Jerizta. Understood Tombes preferred to remain in 'Horses' but Mlle. Jerizta insisted he be in her supporting company.

Tombes is under contract to the Shuberts who are producing 'Annina,' having been loaned to Cort and Abramson for 'Horses' with it being stipulated the show book with the Shuberts.

'Annina' has been in preparation since early winter. prior to Broadway.

roup Theatre has had a tough time finding a lead for 'Gentlewoman' which it hopes to bring to Broadway, March 19. Lloyd Nolan, who was engaged for the part last week, coincidentally, happens to have been the Group's original selection for the role. But obstacles prevented Nolan from taking the job when first offered.

Since that time, the Group picked at least four actors for the only to have something arise to prevent their acceptance. These were Alexander Kirkland, Richard Montgomery, Richard Wharf and Walter Coy. Then back to Nolan.

Walter Huston was given his first legit part by rock Pemberton 'Mr. Pitt', the manager giving the actor extraordinary exploitation the time.

Huston's sister, Margaret Carrington, coached and proposed him for 'Pitt', in which she is said to have bought an interest. Miss Carrington is now the wife of Robert Edmond Jones, the scenic designer. Prior to his legit debut, Huston appeared in vaudeville with his first wife, Bayonne Whipple (Whipple and Huston). He is now wed to Nan Sutherland, also in his present show, 'Dodsworth'.

'They Shall Not Die', Royale, N. Y., rehearsed five weeks and due to which the Theatre Guild guaranteed Equity that the engagement would not be less than six weeks. Rules permit four weeks rehearsals for dramas after which salaries must be paid.

Guild advised Equity that 'They' required more time because of its large cast and asked for a concession. Equity assented to an additional week with the stipulation that the show play a week beyond the Guild's subscription period of five weeks.

The Chanins are now in the likker business, having taken over a distillery in Havana with a stock of some 700,000 gallons. They are also operating a brewery in Pennsylvania.

The Chanins still have a Broadway contact, operating the Biltmore theatre (currently lighted for 'Big Hearted Herbert') for the bondholders' committee.

barred them, whereupon Gill said, 'Tell whoever runs this place that Miss Snowden, who owns a third of it, would like to see her property.' On his return the guard was almost trampled to bits by a dozen or so British execs rushing to do the honors for Miss Snowden.

Ah Lee, seven years old, gets a second break in pictures because of his performance and sporting behavior in his first, 'Devil Tiger'. When Clyde E. Elliott goes back to the Orient to make 'Yellow Waters' for Fox, Ah Lee will again be signing pretty as an actor who takes direction in the face of danger. Last time he was mascot to the No. 1 safari man in the jungles, and was enriched with gifts of a bicycle and other contraptions by the delighted director and troupe.

On its tie-in with United Press, Universal will exploit the news service in its newspaper film, 'I'll Tell the World', in return for future Universal breaks in the UP newsletters.

UP will be mentioned by name throughout the picture and its headquarters in New York will play a photographic part in the film. Head Randan, general business manager of the news service, has been in Hollywood to lamp the picture's script.

One of the rarities in the Par bankruptcy is that after a year the trustees are still examining officials, one of the first routine jobs all receivership trustees undertake in sizing up what happened prior to bankruptcy.

How long this will continue remains open. The next date on which someone is to be examined, either a present Par official or an ex-officer, is March 14.

Jumble over two versions of George White's 'Scandals' (Fox) on the Coast was the result of Robert Kane assuming position of exec producer on the picture. Kane took his preview version to Oakland while White went to San Diego with his.

White stated later that he does not recognize Kane producer or anything else insofar as his film is concerned.

Sounds phoney but when Lou Ostrow, and other Monogram execs, were recently looking for some small town girl to play an ingenue bit in 'Loud Speaker' they encountered Ruth Romaine of Kendallville, Ill., in a restaurant. Spotted as a prospect, Miss Romaine told a romantic episode in her own life which almost matched the script scene designed for the part. Girl landed the part and proved okay, no kiddin'.

Mae West stalled Ben Levin, father of Bob Lord, around for six months on taking out an annuity. Then along came threatening letters after the court trial of Edward Friedman for sticking her up. Forthwith Levin was summoned and a \$100,000 policy was taken out by Miss West and Jim Timony, her manager, not wanting to be out of the swim, took one for \$30,000.

For its front page story of salaries and bonuses paid officers and directors of large companies as compiled by the Federal Trade Commission, the Los Angeles Examiner listed income of Warner, Paramount and Columbia execs, also Nicholas M. Schenck as president of Loew's.

Examiner ignored the incomes of officers of Metro-Goldwyn-Mayer, Loew picture subsid, which releases Hearst's Cosmopolitan productions.

Newest angle on the talent school idea is a scheme by an organization (Continued on page 69)







# AUTHORS WANT FILM COIN

## See Early Dickstein Bill Passage In House; Senate Another Story

Washington, March 5. Early House passage of the Dickstein alien actors bill was forecast today as Chairman Dickstein announced the measure will be called up for debate under a special rule as soon as the more important appropriation bills have been cleared away. Fight to block final enactment of the restrictive measure transfers to the Senate, where the Immigration Committee is said to be more thorough-going and open-minded.

All suggested amendments and changes in phraseology were dumped in the wastebasket as Chairman Dickstein applied the heat to dubious colleagues, but an arrangement was made to permit offering of amendments on the floor when the bill comes up for debate and vote.

Equity's amendment permitting entry of complete foreign companies, providing regulations require departure of all members at the end of stated periods, was rejected because it needs more study, Dickstein said. Same fate met the proposals of legit producers, who objected to definition of an actor as a person of "distinguished merit" and "superior talent."

Committee decision followed wind-up of hearings last Tuesday and Wednesday (27, 28) when Labor and State Department officials and a few tardy legit spokesmen were on the stand.

Brock Pemberton, appearing for League of New York Theatres, argued against passage of such restrictions, while Emily Holt, of Chorus Equity demanded protection against foreign competition. Labor Department officials explained how the bill would be administered, promising to create, if necessary, a special review division to look into submitted applications for entry permits.

Bill placing same barriers in the way of importation of foreign singers was approved and will be taken up by the House at the same time.

## 'SAILOR BEWARE' CAST REFUSES SALARY CUT

Players in 'Sailor Beware,' Lyceum, N. Y., refused to accept a cut in salaries as suggested by the management. They were asked to slice 30%, but at an indignation meeting Saturday (4) night company unanimously signed a protest, nor did the actors accept the claim from the management that the show did not make money last week. Understood 'Sailor' betters an even break at around \$6,000, with the estimated takings last week being \$9,000.

'Sailor' was a surprise hit early this season. Shortly after it opened Courtney Burr, who presents it, is said to have voluntarily raised salaries back stage and in the front of the house. Show is in the Lyceum on a four walls rental basis and with actors' salaries modest is reputed to have earned \$150,000 in the 23 weeks it has been running. A company sent to Chicago failed to make the grade, its failure being laid to the casting. That outfit, however, was principally owned by James Thompson, a N. Y. attorney. Picture rights to 'Sailor' are said to be on a sliding scale arrangement. Terms of the contract are reported calling for an engagement of 30 weeks before the top price of \$75,000 is payable. Plan to cut salaries was made in the absence of Burr, but with his knowledge. He is on the way back from Nassau, B. I.

## Jewish Guild Dinner

Jewish Theatrical Guild's dinner, which will have George M. Cohan and Sam H. Harris as honor guests, is dated for April 8, at the Astor. Waldorf-Astoria was first mentioned getting the affair. Tickets will be \$7.50 per person.

## ARNO'S BUCK TOPPER

Plans Coast Musicals with Morton

Hollywood, March 5. Peter Arno is producing 'Shim Shams of 1934' in association with Moe Martin at the Music Box, and is casting for an April 1 opening. Arno is writing the book and designing sets, with music by a flock of tunesmiths, including Buddy De Sylva, Gordon Clifford, Sammy Fain, Irving Kahal, Burton Lane, and Harold Adams.

Dave Gould is stage Bonny Baker, comic, cast.

Plan is to duck service passes and similar gadgets for \$1 top.

## ONLY 24 ALIEN ACTORS NOW ON B'WAY

Charges before the congressional committee which conducted hearings in Washington on the Dickstein anti-alien actor bill, to the effect, that Broadway is 'full of English actors,' have been proven to be exaggerated. There are only 24 British actors appearing in current Broadway shows and a very few more out of the city. Total number of principals on the New York boards is 405, the percentage of aliens, therefore, being less than six %.

One tabulation places the number of alien actors at 49, but Equity stated the estimate was erroneous because resident aliens—mostly Britishers who have been here for about 10 years but have not taken out citizenship papers, and who have senior Equity rating—were included.

Average number of aliens on Broadway recently was 15, nine more being added when 'The Shining Hour,' 'The Wind and the Rain' and 'Richard of Bordeaux' opened. 'Hour' is virtually an English unit show, the other two having one or two alien actors each.

## FRANK M'CORMACK NOW HEADS CWS LEGIT END

Another change of executives in charge of the Civil Works Service, which is in charge of the free legit shows being played in New York high school auditoriums, was made over the week-end. Frank McCormack is now in charge of the drama department, succeeding Earle Boothe, who withdrew after two weeks to accept a permanent berth elsewhere.

There have been no further changes in the CWS shows nor their casts, but there are 200 actors' names on the lists, these actors being cast for shows to be given, if and when obtained. There is difficulty in securing other plays without royalties, which stipulation is paramount to the CWS program and there is some danger that the schedule of performances may be curtailed.

Other difficulties are being encountered and it is reported that neighborhood picture exhibitors have filed complaints with the CWA, charging that business has been affected by the free performances. CWS stated it was aware of the complaints but did not comment on the chances of the free show plan being affected.

Charges from professionals that aliens were among those appearing in the CWS were not substantiated and were withdrawn.

## START FIGHT IN AUTHORS' LEAGUE

Faction Led by Shipman Wants Agreement Altered to Permit Picture Financing—Financing Without Exclusive Rights Sought by Second Group—Committee Picked to Settle It

### CITE EVASIONS

ispute is on in the ranks of the Author's League on the matter of picture money, which threatens to split the league up. A special committee has been named to go over all angles of the argument and get available evidence, with an open meeting likely afterward to iron out the situation.

Group of prominent members of the league has decided that alteration of the minimum basic agreement and contract is necessary in so far as it forbids acceptance of money from motion picture concerns for financing of plays.

Group feels that play production has in some instances been hindered or completely lost because of this clause.

Another strong group within the league and in the Dramatists' Guild feels, on the other hand, that picture companies should not be allowed to finance play production except under terms of the league contracts, which would not give them exclusive picture rights even though producing. Thought here is that film companies would gain too strong a stranglehold on legit unless restricted.

Special committee to fight the situation out comprises Owen Davis, Marc Connelly, A. E. Thomas and George Kaufman. There may be some additions. They haven't met on the matter yet, but will before the week is out.

### Shipman Starts It

Fight is understood to have been precipitated by Sam Shipman, who is adamant on what he terms 'the unfairness' of the clause. His play, 'Lady Detained,' could have been produced last year, he says, if he had been allowed to accept money for production from a film company. He had an offer of that nature, but the Authors' League contract restrained him from accepting it. He couldn't find a producer with enough cash of his own to put it on. Result is that the play is still on the shelf.

There have been numerous such instances, claims Shipman, and several other members of the league. On the other hand, legit was told by several of the recalcitrant dramatists that in the few known instances where film companies did finance plays no harm was done to the author or anyone else. With film money involved, it's argued, the production is likely to be given greater care and assured of a longer run.

Another argument brought up against the rule is that it is not in fact accomplishing anything, except necessitating a lot of cheating. Several charges of this sort have been made and the league is now investigating.

In one instance, the league was told, a prominent dramatist made a film synopsis of his play and sold that to a film company. Then he got picture money to produce the play, it going into the books as a play adaptation from a scenario idea already owned by the film company.

Film Co.'s 'Bond' In another instance mentioned, and for which there are affidavits in the Dramatists' Guild files, a legit producer sold the film company an option on his play, with the filmer putting up a cash bond 'in good faith.' Bond was used for actual production. Argument made here is that obviously a big film company (Continued on page 69)

## Fireworks Due When Legit Men Meet in Wash. on Code Revision; To Take Up Troublesome Angles

### Gordon Acting Again

Hollywood, March 5. Leon Gordon, now writing at Metro, goes into his old play 'White Cargo' for two weeks at the Hollywood Playhouse, using some members of the original cast of the play, which Gordon acted for 1,400 performances.

In order not to disturb his scenario work there'll be no matinees, with Gordon turning over play royalties and cut for acting to the Motion Picture Relief Association.

Besides starring, Gordon will direct the show.

Fireworks are due in Washington during the month of the projected code hearings, and that goes particularly for the legit code. Managers want to insert provisions for arbitration of all controversies with stage unions. It is authoritatively stated that the stage hands will oppose arbitration, with the musicians' union taking the same stand.

Of the several stage unions only Equity employs arbitration in adjusting differences between its members and managers. Up to now the stagehands and musicians have used direct methods in dealing with the managers, with the latter never satisfied on results.

Nor has the code in its present regulations solved the problems that were expected to be promptly cleared up. With the season more than half over, no new contract has been agreed on with the stagehands, latter using the same force as for the last two seasons and under the same working conditions which the managers are seeking to change.

## CAL. NRA NIXES CUTRATES ON COAST

Los Angeles, March 5. Discontinuance of the service charge—passes freely used during recent months by at least three local legit houses, has been ordered discontinued immediately by NFA County Administrator Cunningham, following instructions from Washington that these throwaways constitute a direct violation of the legit code. Houses that have been using the service charge duets freely are the Mayan, Edward Belasco operated; George K. Arthur's Hollywood Playhouse, and the Mason Opera House, during the two weeks run of 'The Hairy Ape' revival, terminating last Saturday night.

Fight against the practice was waged largely by Henry Duffy, El Capitán (Hollywood) operator, with his sole campaign finally bearing fruit, although Belasco and Curran are on record with the local NRA execs as having always been opposed to the practice, and willing to eliminate the use of the service passes as soon as it was 100% enforced.

Practice in the downtown legit was to issue these service passes in wholesale lots, and collect 40c for each ticket at the box, with the buyer getting a \$1.50 or higher-priced seat coupon in exchange.

Closing of the Mayan and Mason last Saturday night (3) automatically ended the service racket at these houses, with the Playhouse understood ready to fold next week-end, through inability to exist without that type of admissions.

## KIT CORNELL ON % OR 2D RUNS, TAKES FILMS

Syracuse, March 5. Terms submitted today (Monday) by management for Katherine Cornell stood as an apparently unmountable barrier to a local presentation of 'Barrett's.'

To appear at the Empire for two nights, May 11-12, Miss Cornell wants a percentage sharing arrangement which would have given the theatre 25%. In addition the lessee, Mitchell Fitzer, faced a 5% booking charge. To move the production in and out, the theatre would have to employ 14 stagehands and retain 10 to work the show.

Weighing it all, Fitzer decided to stick to subsequent runs at 10-15-20-25.

Periman Co-Author William J. Periman is co-author of 'The House of Remsen' with Nicholas Soussanin, who will produce.

Play will bring James Kirkwood back to Broadway legit.

Legit code will be virtually rewritten at the open hearing March 21, when representatives from all branches of show business will be on hand with proposals of revisions. Some suggestions may be offered in advance this week in Washington during discussions over codes generally.

Legit code was the sixth to be signed by the President, and is about 200 codes in existence. NRA concedes that it has learned more about how codes should operate than when the agreements were first framed.

Code Authority will seek, if not possible, the passage and enforcement of the legit code. No secret that the CA is disappointed because its decisions in cases of violations have been tabled for most part by Washington.

Managers have been watching the dispute between Equity and the other unions over what is and what (Continued on page 71)

## Actor-Agent Contracts Reciprocal, Court Rules

Supreme Court Justice Shientag, on Tuesday (27) rendered a decision that has an important bearing generally on contract relations between agents and talent, in a refusal to grant Jack Curtis an injunction restraining Everett Marshall from performing in the current 'Follies.' Was asked for alleged violation of an agreement between the singer and Curtis.

Judge Shientag held that while it is within the sound discretion of the court to grant relief in matters of equity in action of this character, that discretion will not be ordinarily exercised unless the contract contains definite reciprocal obligations which are enforceable. It was alleged by Curtis that Marshall, who is presently receiving \$850 for his engagement in the 'Follies,' had signed a contract with him making him Marshall's sole and exclusive manager, and that in working for the Shuberts, without consent of Curtis, Marshall had violated his agreement.

Curtis introduced affidavits that he and his associates had expended much time, effort and money to promote motion picture tests and other employment for Marshall, which Marshall refused to accept. Marshall entered a denial to Curtis' allegations.

Court-favored Marshall on the additional ground that the plaintiff, Curtis, by said contract with Marshall, was not obligated to employ the defendant, Marshall, or even furnish employment for him for any period of time. Curtis' court held, therefore, did not stand in the relation of employer to Marshall.



**New Operetta**  
'Bedded on Roses,' last operetta by Jarmir Weinberger, had its premiere at the Velke Operetta-theatre. Music not particularly original reminding too much of old Vienna examples. Staging was brilliant choruses and ballets up to date.



# 3 Stocks Ready to Make Up Chi Road Show Lack; Skinner \$10,000

Chicago, March 5. Loop is getting hot for stocks again as the road dies down and fails to provide enough shows to take care of the regular legit demand. Studebaker was first to the line, with its current 'Elizabeth Sleeps Out'. Others due include Guy Ben Phillips, who is slated for the Blackstone shortly after Lent with 'Wednesday's Child' as the initial play.

Shuberts are readying a stock season for the Selwyn. 'Ten Minute Alibi' there currently, is not included in this stock plan despite the slice to \$150 top. Show continues under regular standard production contract. However, the cast was forced to take a hefty salary advance, accepting code minimums as salaries up to a gross figure of \$3,500 after which mark the cast collects its regular contract wages.

Horses' show with Joe Cook, bowed out of the Grand after several last-minute holdovers. Switched down to the National in Washington with some wonder here why the Shuberts jumped the show way down there when such towns as St. Louis and Detroit are in okay shape right now and hungry for legit attractions.

Negotiations for tabbing the show for B. & K. at \$9,500 fell through when the principals refused to accept salary offers for the first day run. B. & K. had signed their side of the contract, but the Shuberts couldn't come through.

Cornelia Otis Skinner stowed away a hearty heart at the Selwyn, even being pressed to add another matinee to satisfy the femme afternoon clubs.

**Estimates for Last Week**  
'Elizabeth Sleeps Out', Studebaker (C-1,280-\$150) (7th week). Still holding around the \$2,000 mark which is in the money for this low coster. Horace Sistrare around now with a new stock plan under a subscription setup.

'Hold Your Horses', Grand (M-1,202; \$275) (7th week and final). Closed here on Saturday (3) and jumped all the way to Washington. Finished at \$16,000.

Cornelia Otis Skinner, Selwyn (C-1,040; \$220). Made plenty of coin in the one week of impressions, with particularly good results on the number of matinees. Excellent at \$10,000.

'Ten Minute Alibi', Erlanger (D-1,318; \$220) (2d and final week). After two weeks at the Selwyn, the Selwyn at \$150 for the Shuberts. Announcement of the move at cheaper prices cost this house at least \$5,000 and was forcing it to be satisfied with a take of \$7,000 for the final session. American Theatre Society up in arms at the Shuberts on the move. Nothing yet set for the next American Theatre Society play, 'Double Door', which had been scheduled to open here this week and was cancelled following closing in Boston.

'The Curtain Rises', Cort (C-1,100; \$220) (8th week). Going along in its cheap set-up at \$3,000 and still on the right side. More a long time to go yet before getting winded.

**Other Attractions**  
'Meadows in Uniform', Blackstone. Charles Freeman moving his Jewish Peoples Institute play, 'The Loop for a Legit' on March 11.

## RETRIAL ORDERED ON 'BAT'S' STOCK MONEY

Albany, March 5. Court of Appeals has granted a new trial of the action of Hopwood Plays, Inc., against Collin Kemper and others to recover approximately \$12,000 which it is alleged Kemper, or his predecessors, improperly deducted as expenses from the amounts due under a production agreement.

Hopwood Plays, Inc., is the successor in interest to Mary Roberts Rinehart and Avery Hopwood, joint authors of 'The Bat'. There were two contracts with Wagenhals & Kemper for the production of the play. During the original run of the play the authors were to receive as royalties certain guaranteed percentages of the gross box office receipts. When the play was to become available for stock and pictures the authors were to receive one-half of these gross receipts.

Statements and remittances were received without question until February, 1930, when the plaintiff objected to the deduction of expenses. Chief Justice Cuthbert V. Pound, writing the Court of Appeals opinion, said the complaint had been 'improperly dismissed by the lower court.'

## Two Quick Flops But 'Crocus' Gets Neat \$5,000, L. A.

Los Angeles, March 5. Two legit bowed out Saturday night (3), after slim pickings for two weeks each. To offset the local situation, Eva LeGallienne opens a two week's sojourn at the Biltmore tonight.

Dramas calling it quits were 'Double Door', at the Mayan, and 'Hairy Ape', at the Mason. A musical burlesque, which also got under way at the Hollywood Music Box 10 days ago, also folded, after five days of brutal biz.

Only holdovers are 'Autumn Crocus', entering its seventh and final week at the El Capitan, and 'McLeod', the Duke, going into its fifth stanza at the Hollywood Playhouse.

**Estimates for Last Week**  
'Autumn Crocus', El Capitan (8th week) (C-1,571-\$11.65). With last two weeks announced, Francis Lederer open picked up slightly on its sixth week and the extra matinee copied close to \$5,000, which is mighty sweet. One more week to go, then 'Men in White'.

'Double Door', Mayan (2d final week) (D-1,492-\$1.65). Nance O'Neill prestige, plus superb supporting cast and a stellar production didn't mean a thing for this heavy drama. Second and final week garnered around \$2,500, which meant little. House weak until 'Memory' is ready.

'Hairy Ape', Mason (2d final week) (CD-1,551-\$1.10). Attempt of F. P. Choate to revive the O'Neill play a big disappointment. Although house rent paid for four weeks, drama did a complete fold at the end of the second stanza. Nothing in sight. Second week's take was less than \$2,000.

'McLeod', Duke, Hollywood Playhouse (4th week) (C-1,452-\$1.65). Managing to hold on, though the end is near. Lucky if it takes last week's top of \$1,800, and most of this on service charge passes.

## Boston Dark

Boston, March 5. Only opening this week is Jeritza in 'Annina', next Saturday evening, being switched from the uptown Opera House to downtown Shubert theatre. Only show current is 'Dangerous Corner' (Hollis) which closes next Saturday, to be followed Monday by 'Autumn Crocus'.

At the Plymouth, 'The Perfumed Lady' suddenly folded Saturday (3) after two weeks and one week on stage. Recasting is due later, and opening on Broadway apparently is indefinitely postponed. Understood here that the author, if he is here, that is, the producer of the show, will in the meantime direct Helen Gahagan's new play, announced as 'Bronte', and expected to open here Easter Monday night.

## Plays in Rehearsal

'Moon Born' (Busbar and Tuerk), layhouse.  
'One ore Honeymoon' (Nicholson and Brown), 33 W. 42d street.  
'Annina' (Shuberts), Shubert.  
'Sweet Be' (Bennett and Traub), Illott.  
'Pure in Heart' (Aldrich and de Liagre), Longacre.  
'Gentlewoman' (Group atre), Broadhurst.  
'Fresh Face' (ham-Vanderbilt).  
'Beloved Rival' (Stiefel-Lewis), Selwyn.

## NAGEL'S 'GBYE' BIG AT \$8,000 IN PHILLY

Philadelphia, March 5. Philly's legit situation is still featured by the cut-raters. Broad and Erlanger continue to be traded by use of pit system of half-pricing a section of unreserved seats and also with 40% tax passes. Even better weather hasn't been able to hamper these houses. Some nights the demand for half-price tickets at 7:30, when they go on sale, has been so strong that those presenting 40% tax-passes have been turned away.

Broad's show last week and this is 'Goodbye Again', with Conrad Nagel, and he's getting plenty of work for his own. With Forum guaranteeing the house Wednesday and Thursday nights, last week's gross was \$8,000 even with the check scale. Erlanger had 'Autumn Crocus' moved up after a week at the Broad and hitting on all cylinders. This week Erlanger has 'Three and One'.

The Coburns' revival of 'The Yellow Ticket', billed as produced by Clayton Hamilton. It's in for two weeks with a \$2 top and under the auspices of the Art Alliance, for whatever that's worth. No cut-rating or wholesale papering will be done.

Shuberts are getting off the picture until the 19th, when both the Forrest and the Chestnut reopen, former with 'Annina', operetta with Fred Martin and the latter with 'Races', new Guild piece.

Other bookings include 'The Dark Tower' with Leslie H. Laidlaw, to the Broad next week and 'Life Insurance', at the Erlanger, on the 19th. 'Easy Pickins', this year's Mask and Wig show, will play at the Garlick, its usual house, and not the Chestnut, as first announced. Date is March 31.

## Engagements

Queenie Smith, Leon Janney, 'Every Thursday'.  
Lloyd Nolan, 'Gentlewoman'.  
Harvey Stephens, Clarence Derwent, 'Races'.  
Florence Edney, Clyde Franklin, 'Sweet Bells Jangled'.  
Ara Gerald, 'The Pure in Heart'.  
Spring Byington, No Questions Asked.  
Pierre Watkins, Much Paity.  
Robert Emmett Keane, 'Olivia Bows to Mrs. Grundy'.  
Maria Teriza, Allan Jones, Andrew Tompkins, Louise Mele, Manart Kippen, Harry Mestayer, Jack Good, Robert Lee Allen, Henry Rabke, Jules Epally, Nathaniel Wagner, Elizabeth Crandall and Raymond O'Brien, 'Annina'.  
James Kirkwood, Francesca Brunning, Albert Van Delden, Ben Starckie, Virginia Curly, John Hendricks, Leota Diesel, 'The House of Remsen' (complete cast).  
Harry Tighe for Andrew Tombs, 'All the Kings Horses'.  
Andrew Tombs, 'Annina'.  
Hans Hansen for Jules Epally, 'Brooksticks, Amen'.  
Dorothy Hall, James Bell, Tom Powers, Ara Gerald, Harold Vermylie, Frances Langford, Joaquin Southern, Owsen Martin, Janet Young, Scott Moore, Larry Bolton, Zelma Tiden, Charles C. Leatherbee, Joseph Allenton, C. H. Davis, Charles S. Howard and the Donah, Jr., 'Pure in Heart' (complete cast).

## Future Plays

'The Great Roman', drama about elder Titus by Jules Eckert Goodman, will be done this spring by Arthur Lubin.  
'Every Thursday' by Doty Hobart, will come to Broadway after a Jackson Heights opening.

# Weather Nicks B'way Again; 'Saints' Building to Good \$15,000; 'Die' 8G

Second heavy snowfall early last week did all the damage to legit box offices that was indicated. Lowest grosses of the winter by nearly all the leaders was the result, the drop being heavier than the usual seasonal slide following Washington's ltridday and the start of Lent.

Drops of \$5,000 and even more were recorded, sparse attendance mostly noted during the first three days. Weather moderated later and the thaw cleared the streets. Saturday business pulled a come-back with capacity registered by most of the hits. Monday (5) it was spring-like and box offices reported lively trade.

For the weather alone, re-vented capacity for 'Doddsworth', which is definitely tabbed as a hit. It got \$19,000 for the first full week at the Shubert, with come-backs Friday and Saturday. Premiere card last week was cut to two shows, both flops. 'Ragged Army' staggered into the Selwyn Monday (26) at the end of the blitzard and was taken off the next night. 'When in Rome' drew a heavy panning after debuting at the 49th Street, stands little chance.

There were two exceptions last week to the general decline, 'As Thousands Cheer' being affected only in the number of standees and 'Four Saints in Three Acts' going upward against the trend. With a gross of \$15,000 the show, announced for two weeks, is now indefinite at the 44th Street. 'They Shall Not Die', the Guild's propaganda play at the Royale, got \$8,000 for its first full week. It is attracting attention and strong balcony support.

'Yellow Jack' was postponed and opens at the Beck tonight (5). 'The Green Bay Tree' will call it a date at the Cort this Saturday. Due in next week per 'Fresh Faces' 'Vanderbilt' 'The Pure in Heart' Longacre; 'Gentlewoman', Cort, and probably 'Beloved Rival', house to be chosen.

**Estimates for Last Week**  
'Ah, Wilderness', Guild (23d week) (CD-914-\$3.30). Figures low for engagement; last week because of second heavy snow; topped \$10,000 and should come back.

'All the Kings Horses', Imperial (6th week) (M-1,468-\$3.30). Moderately paced musical making some coin; off with the field last week, with the takings around \$10,000.

'As Thousands Cheer', Music Box (23d week) (R-1,000-\$4.40). Only show that was capacity all last week; standees even on storm nights; \$25,500.

'Big Hearted Herbert', Biltmore (10th week) (C-991-\$2.75). Parties helping, and looks set well into spring; last week estimated around \$6,000.

'Brooksticks, Amen', Little (5th week) (D-534-\$2.75). The 'Amen' part of title being dropped; little coin; last week rated at \$2,000.

'Doddsworth', Shubert (2d week) (CD-1,387-\$3.30). Looks definitely like new hit; grossed \$19,000 first full week, despite blizzard.

'Follies', Winter Garden (10th week) (E-1,400-\$4.40). Extra space ads calling attention to reduced matinee prices; revue still leads list as grosser; \$30,000 estimated.

'Four Saints in 3 Acts', 44th St. (8d week) (C-1,323-\$3.30). Engagement extended and may be indefinite; hearty jump, considering weather, gross going to around \$15,000.

'Green Bay Tree', Cort (21st week) (CD-1,024-\$3.30). Final week; business dropped to around \$5,000; not enough; engagement moderately successful.

'The Master's Voice', Plymouth (20th week) (C-1,100-\$3.30). Has been easing off; last week approxi-

mated \$5,000; lead players on centage and profit earned.  
'Mary of Scotland', Alvin (15th week) (D-1,357-\$3.30). Affected by blizzard last week and panned, but came back and approximated \$20,000; best among drama grosses.  
'Men in White', Broadhurst (24th week) (C-961-\$2.75). Dramatic stand-out took it on chin with others last week, but turned profit at around \$11,000.

'Under the Vanities', Majestic (26th week) (R-1,776-\$3.30). Claimed to be bettering even break and aimed for Easter; estimated around \$8,000 last week.

'The Ladies', Morosco (7th week) (C-961-\$2.75). Drawing excellent business, with class audiences predominating; grosses around \$14,000.

'Pursuit of Happiness', Avon (22d week) (C-830-\$2.75). Parties last week made up for slack, and the gross of \$5,500 was satisfactory; indefinite.

'Ragged Army', Selwyn. Withdrawn after second night; opened Monday last week and panned.  
'Roberta', New Amsterdam (16th week) (M-1,717-\$3.30). Among Broadway's winners; weather accounted for drop last week to about \$23,000; should finish out season.

'Richard of Bordeaux', Empire (4th week) (D-1,975-\$3.30). Doubtful of sticking after last week's drop to \$4,000; parties will help this week, however.

'Sailor, Beware', Lyceum (24th week) (C-923-\$3.30). Supplied to about \$9,000 last week, lowest gross to date but still profitable.

'She Loves Me Not', 46th St. (24th week) (C-1,413-\$3.30). Lowest gross since opening, about \$5,000 for a total of \$15,000; should recover.

'Sing and Whistle', Fulton (4th week) (C-710-\$2.75). Supported by cut rates; four person cast show operates at small money; \$2,500 estimated.

'The Shining Hour', Booth (4th week) (D-708-\$3.30). Importation holding to strong trade this far and should stick into spring; approximately \$11,000.

'The Wind and the Rain', its (6th week) (D-918-\$3.30). Not much money but some profit at approximately \$5,000; supported by cut rates.

'They Shall Not Die', Royale (3d week) (D-900-\$3.30). Balcony drawing badly; business spotty but supported by subscriptions (Guild), with last week's gross around \$8,000.

'Tobacco Road', 48th St. (14th week) (D-959-\$3.30). Grosses somewhat under-estimated recently with takings topping \$8,000 and actual figure week before last quoted at \$2,000 plenty for this show.

'Too Much Party', Masque (1st week) (C-789-\$3.30). Presented independently; written by Hiram Shusterman; first night at Masque at Sutton place; opened Monday (5).

'When in Rome', 49th St. (2d week) (C-710-\$2.75). Dropping general panning and doubtful of continuing.

'Yellow Jack', Martin Beck (1st week) (D-1,214-\$2.75). Premiere postponed from last week after several private performances; opens tonight (6).

**Other Attractions**  
'Peace on Earth', Civic Rep theatre (14th Street); final two weeks announced.  
Ballet Russe, St. James; repeat date starts Friday (2) with premiere of '3 Corned Hat'.

## Dayton's One and Only Legit, 'Pastures,' Okay

Dayton, March 5. 'Green Pastures' played three performances to standing room only here.

It was and will be the season's only legitimate attraction in Dayton.

Syracuse "Post Standard" Syracuse, N. Y.

... James Barton, the comedian who dances and sings, is the main part of 'Strike Me Pink', on the Keith stage this week, but even the versatile Jimmy has to work hard to keep his red headed girl friend, COLLETTA LYONS, from the show from falling flat. He's funny, but she has the same ability to produce laughs and works it for all she's worth. Those two keep the Revue from falling flat."

# COLLETTA LYONS

ON THE OPENI ILL

B&K ORIENTAL, CHICAGO (Week March 2)

Personal



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## NEW NON-SMARTING TEARPROOF Maybelline

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**Serialization Pro and Con**  
Advantage or disadvantage of magazine serialization prior to book publication is now very much in discussion, having been brought to a head by the Sinclair Lewis book, 'Work of Art', which Doubleday Doran managed to snatch prior to its being cut up in a magazine. It's a best seller, with much credit going to the fact that D-D can boast on the jacket of it's first publication.

Similarly, Scribners has a mention on the jacket of Ludwig Lewisohn's new novel, 'Altair', the 'Field', to the effect it has never been serialized in a magazine.

On the other hand, mention is made that Dashiell Hammett's 'Thin Man' was printed in toto in a magazine's single issue for a quarter, despite which it is now among the best sellers at \$2. Excuse given in this case is that a single issue printing does not hurt as much as serialization, which is spread over several months.

Consensus of opinion is that serialization actually helps sales of unimportant writers, but hurts the topnotch gang. It will take several more books tried both ways before publishers can completely make up their minds, however.

**ratt in Book Bi**  
Latest of the educational institution book publishing adjuncts, which have become a prominent factor in the book biz, is that to be instituted by Pratt Institute. Unlike the others, however, the Pratt publishing branch will not be named after the institution fostering it. Will be called the Bookman Press.

Establishment of the Bookman Press made possible by a gift from Harold I. Pratt, treasurer of the board of trustees at the Pratt Institute. Pratt has named Edward F. Stevens to direct the Bookman Press, which will be a non-profit affair.

**Margaret Crolius Passes**  
Margaret Mann Crolius, 61, one of the top Chicago newspaper women, died of heart disease in Chicago Feb. 27.

Until her retirement about a year ago, she had been with the Chicago Daily News for 24 years as dramatic and woman's-page editor. Previous to the News Mrs. Crolius had been on the staffs of the old morning Times and Record.

She is survived by her husband, former mayor of Joliet. Burial in Chicago.

**Another Bawl Streeter**  
Call again out for contributions to the annual number of the Bawl Street Journal, burlesque take-off on the Wall Street Journal, with a total of \$1,000 to be paid for contributions accepted. Material required ranges from feature stories, up to 1,000 words in length, to financial ads. Must be burlesques on the contents of the Wall Street Journal. Bawl Street Journal will be issued by the Bond Club, which has sponsored the kidding sheet in the past. John A. Straley, Bond Club member in charge, will judge the contributions.

**Self Praise**  
That new book publishing concern, called the Lone Voice Publishing Co., said to be operating with William Guggenheim money for the sole purpose of issuing books strictly by or about William Guggenheim. First of the Lone Voice books, 'William Guggenheim: The Story of an Adventurous Career,' by Gatenby Williams and Charles Monroe Heath. Second will be 'The Writings of William Guggenheim.'

**Chi Reporters Switch**  
Ken Robertson who has been doing the Chicago American news flashes over WGNR is now assigned to writing and thinking up continuity for all Chicago radio promotional stunts in Chicago.

Judson Hendry moves from the Chicago Herald-Examiner sports department to the editorial picture desk of the Chicago Daily News.

**Drive on President's Book**  
Largest ad and exploitation campaign attempted by a book company in years is being plotted by John Day for the new book by President Franklin D. Roosevelt. Forty-five hundred dollars will be spent during the first two weeks. Book will be entitled 'On Our Way' and is due for publication April 12. First edition will be given a \$5,000 order. That's more than 'Looking Forward', President's last book, sold.

**Aimed at Lawes**  
The radio, picture, and literary activities of Warden Lawes, of Sing Sing, would be curtailed if a bill recently introduced by Assemblyman Daniel J. O'Mara (R), of Rochester, N. Y., were enacted into law. The measure, which Assemblyman O'Mara admits is aimed in part at Warden Lawes, provides for the removal from public office or employment of any person who produces, publishes or utters, whether under his own or an assumed name, and whether in print or by radio broadcast or otherwise, any speech, article or broadcast which, in its content or by intent, dramatizes or eulogizes individually or as a class, and criminal person or persons, fictional or real.

The proposed ban on speaking or writing does not apply where prison officials either voluntarily, upon request, or under subpoena submit information to state or local legislative bodies, courts, etc.

**Abbott's New Spot**  
Fred Abbott, veteran Paris news agency man, has gone to the Associated Press Paris bureau. Abbott was in the film business before the war, and directed about a dozen pictures.

He was head of the International News Service here for years, until Bill Parker was sent over to run the bureau. Abbott stayed, working under Parker, until last fall, when they had a row and Fred got out from under. Since then he has spent most of his time playing bottle with the gang in Pershing Hall, headquarters of American Legion, of which he is an active member. Even thought of going back into the film business until the A.P. opening came.

**L. A. Actors' Mag**  
Screen Actors' Guild on the coast will publish a monthly magazine, first issue of which is due March 15. Actors hope to eventually get a general circulation for the publication.

Magazine, containing news about the guild and articles contributed by members and outsiders, will be a 16 page, nine by 12, with the cover in three colors.

Editorial board for the publication comprises Ann Harding, Fredric March, Robert Montgomery, Lucile Gleason and Kenneth Thomson.

**Competition in Cheapies**  
Modern Library of the have competitor in a similar undertaking by W. W. Norton & Co. Norton concern will call its special books the White Oak Library and, like the Modern Library volumes, they will be thin and less than regulation book size.

Type of book to be issued under the White Oak imprint will be those on American literature and culture. Reprints from all publishing houses will be used.

**Unknown But Popular**  
Considerable interest attaches to the name of Paul Engle, a young American poet currently at Oxford, England. Only 24, and unknown here, word has gotten around of his ability and capacity to a greater extent than ever previously on an unknown.

So much go that several publishers tried to get Engle's work. Random House missed signing him by an eyelash. Doubleday-Doran grabbed his first book of poetry a couple days ago.

**John K. Winkler Jailed**  
John K. Winkler, tycoon debunker, was arrested on charges of drunkenness and breach of peace in Westport, L. I., where he lives.

Winkler's encounter with the law follows complaint that he crashed his first story window in a stranger's home and entered the house as an unwelcome guest. Spent night in jail and released on own recognizance. Case scheduled for March 6.

**Winkler's latest** is 'The First Illusion'; he fired away at Morgan, Rockefeller and Hearst before.

**Dennen on Jews**  
'Jews in Russia' is nearing completion by Leon Dennen for publication by Alfred H. King.

Dennen, now in New York, was formerly assistant editor of the Moscow Daily News. He has been a frequent contributor to the social science mags.

**On the Profession**  
Thomas H. Uzzell, who compiles best short story annuals and things, turning mag publisher with a monthly devoted to the writing craft. Title of the publication is 'The Blue Pencil.' Uzzell has held editorial posts on some of the country's leading mags.

## Best Sellers

Best Sellers for the week ending March 3, as reported by the American News Co., Inc.

'Anthony Adverse' (\$3.00).....By Hervey Allen  
'Work of Art' (\$2.00).....By Sinclair Lewis  
'Modern Times' (\$2.00).....By Phyllis Bentley  
'State vs. Elmer Norton' (\$2.00).....By Mary Roberts Rinehart  
'Oll for the Lamps of China' (\$2.50).....By Alice Tisdale Hobart  
'Postman Always Rings Twice' (\$2.00).....By James M. Cain

### Non-Fiction

'Native's Return' (\$2.75).....By Louis Adamic  
'Brazilian Adventure' (\$2.75).....By Peter Fleming  
'100,000,000 Guinea Pig' (\$2.00).....By A. Kallet and F. J. Schlink  
'Ulysses' (\$3.50).....By James Joyce  
'Life Begins at Forty' (\$1.50).....By Walter B. Pitkin  
'Timber Line' (\$3.00).....By Gene Fowler

### Police Card Committee

Mayor La Guardia has appointed a special committee to handle the police card minimization, consisting of Frank House of the News; Victor Ridder of the Staats-Zeitung; W. W. Williams of the Brooklyn Times Eagle; George Clark of the Mirror; Deputy Police Commissioner Harold Fowler and Lester Stone, representing the mayor.

Thus far only 2,041 cards have been issued as against 5,599 a year ago. Of the 2,041, only 1,237 are actual working press cards, with the remaining 804 being for special or emergency use only. That's inclusive of photographers and means a reduction of about 60% all around.

### Pantages Subbing

Lloyd Pantages, who has been syndicating the column 'I Cover Hollywood' in the Hearst eastern papers, broke into the Los Angeles Examiner Monday (6) for three weeks. His material is being used in the absence of that supplied by Jim Mitchell who is ill.

## LONDON SHOW WORLD

(Continued from page 54)

be the order of the evening. Original proprietor's son was born on the premises and now presides.

**Rita John's Flop**  
Rita John, retired actress who, some time ago, inherited something like \$300,000, has produced another show following the 'Tops' pattern, failed to draw the crowds. Second one is a revue titled, 'Yours Sincerely,' and is much worse. At the eleventh hour, Billy Caryl was requisitioned to replace Seymour Hicks, who withdrew. Piece opened at Daly's, Feb. 19, and gives every promise of being a dire flop.

**Kimberly's Idea**  
Kimberly and Page just back from an Eastern tour after two months. Intended to stay out for much longer period, but internal trouble with company and booking arrangements shortened trip.

Kimberly maintains possibilities for such a tour are almost unlimited and is all set up about it. His little experience, although not a commercial success, has taught him many things, and will make him succeed in such a venture; one must line up many sight acts. An all-English-speaking company is useless and sure to come a cropper.

He is so confident of the territory that he is lining up a new aggregation, and will give another tour in about four months. This time it will be purely his own venture, with all acts coming on a straight salary.

### 'Crazy Show'

Palladium 'Crazy' season is definitely set for May 21. Slight changes being made in the usual gang. Billy Caryl and Hilda Mundy are out. Flanagan and Allen return.

Newcomers are George Jackley, local comic, and Three Bonos, Italian acrobats, now on Loew circuit in the U. S. Americans are very well represented in Ruth Munn, Vern Hillman, Will Demarest and Enrico and Novello. Looks like management does not want the gang to monopolize the comedy as formerly.

### 'Must've Been a Leak'

Rumor current in West End recently that Bud Flanagan (Flanagan and Allen) dropped dead while playing at the Palladium. After rumor had been floating around for three hours, a couple of reporters picked it up and began phoning George Parry, house manager. He strenuously denied the rumor, but boys insisted it must be true.

To prove they were wrong, Parry switched their call through to George Black's box, where a 'mike' is attached, and asked them to listen in to Flanagan on the stage. Thus another 'story' went wrong.

### Chatter

Robert Whyte returning to the publishing biz with a partner, Carl Monroe Saunders, and will publish a mag.

Leane Zugsmith, who used to help arrange luncheons for authors while at Liverights, got one herself the other day because she's a writer now.

Fannie Hurst will have a new novel published this month, 'Antara's Dance.'

Thames Williamson to Arabia.

J. B. Priestley coming over again. Jacques La Gleron has joined the editorial staff of Robert M. McBride.

William C. Lengel has written a play.

Practically every publishing house in town getting ready to issue a book on 'Naziism'. And not a single one is favorable to the cause.

Scribbler who will be most represented on the book lists this season is Arthur Pound. Will have three books brought out by as many publishers.

Wilhelmina Blinn, who was in Vienna at the time of the shooting, will use the event as the basis for a new novel.

Louis Kronenberger not reading Knopf submissions this week because he's on jury duty.

John Farrar in Washington for a week or so.

Kenneth Reed to California.

Sydney Cox Howard to Italy.

U.P.'s boss, Karl Bickel, to Europe to look over the bureaus.

Mrs. Joseph Baird off to join hubby, who's in charge of the U.P. bureau in Moscow.

Bertram Perkins, head of the Fairchild Publications bureau in Europe, is in for a New York or Italy.

William Dewar, publisher of the Sun, back at his desk after vacationing on the Italian Riviera.

James Henle, head of Vanguard Press, off to London to chatter with British scribblers and publishers.

Berrie Mathieu, Paris correspondent of the New Yorker, in town.

Fred Fisher, news editor of British United Press, here for h.o. confabs.

Hugh Walpole, who's been in the U.S. ten days, going back to his Northumbria Lake cottages.

Ed Churchill has sold his novellette to a pulper.

Tay Garnett's, Par director, first novel, 'Great Guana,' comes to light via Macaulay's.

To the growing list of poetry magazines will be added another this summer, Poetry Digest.

Lee Posner has quit his nite life column on the N. Y. Telegraph.

Gedfrey N. Nelson, secretary of the New York Times, is an authority on income tax matters and bylines the Sunday edition on the subject for the Sunday edition.

Gabriel Paul, former sports writer, is the new secretary of the Rochester, N. Y., baseball team.

### Frisco Reporters' Union!

San Francisco scribes are discussing details anent the Frisco chapter of the National Newspaper Guild, which is already organized in New York.

Scribblers want privileges of collective bargaining and seek to eliminate tyros working for nothing, and cub reporters remaining in that classification for more than a year.

Some 50 staff members of four Frisco sheets have signed up as members to date. There have been numerous previous attempts to organize there before, most successful one being that of Newswriters Union some 15 years ago, when affiliation with A. F. of L. was secured.

### Farmer Quits

Zack J. Farmer has severed his connection as co-publisher and editor of the L. A. Post-Record, eve sheet.

## Book Reviews

### Woolcott Burns Rome

While Rome burns, Alexander Woolcott fiddles. That's the intimation of his newest book of sketches, 'While Rome Burns' (Viking; \$2.75). Ought to be a pretty good seller; it has a lot of amusement and meat.

Woolcott is probably the ace raconteur of the day. Even though he is mistaken about Dorothy Parker, he knows most of his fellow-men. He can tell stories with such insouciance that he can make even present-day journalists. They're funny or blood-curdling, but always effective and believable.

In this book Woolcott has gathered a good number of his magazine pieces and a few of what seem to be new things. None of the stories are more than three or four pages long while most of them will last a long time. Good to have lying around to pick up for a few minutes of reading here and there. Except that, lying around, it's one of those books that will be borrowed frequently or will disappear.

### Lewisohn At Best

Ludwig Lewisohn, despite healthy library and important background, is under-estimated. In American literature, it's likely that his newest novel, 'Altair in the Fields' (Harper; \$2.50), will prove a surprise to a number of people. It's one of the finest novels of contemporary life yet and should get the attention it deserves.

Lewisohn is most remembered for his revealing non-fiction book 'Upstream'. As a fictioneer, there are those who recall 'Stephen Ascott'. Actually, his best book of fiction, for honesty of viewpoint, was 'Case of Mr. Crump.' This new book comes mighty close to that and in some ways exceeds it.

It's a heart-breaking story of the world and its sick children. About a married couple who should be perfectly happy and healthy, but they've been brought up to think they're modern and sophisticated and try to live that way. It almost breaks them. Probably not enough action here for film or theatrical purposes, but the book will be a hard one to forget by those who read it.

### Toughest Of All

There are getting to be quite an assorted mob of tough guys in the literati world. Probably the outstanding figure among the tough guys so far has been Dashiell Hammett, although Norman Klein and Raoul Whitfield have not too far behind. Now comes a new member of the company, James M. Cain, who moves right up to the head of the class.

Cain's book 'The Postman Always Rings Twice' (Knopf; \$2.50) is well stiff and tougher than anything yet. Cain is not as good a story-teller as Hammett, his murder story isn't a mystery yarn, but he can give Hammett a two-trick handicap and beat him for sheer tough action and language.

### Depilatory Drama

Lewis Graham, who's Lou Goldberg, plc pres agent when he's not authoring, tied into '100,000,000 Guinea Pig' with 'The Guinea Pig Turns' (Macaulay, \$2). He has produced a readable novel of the popular type and much ahead of his recent excursion into the truly rural.

His chief characters are a shady pseudo-scientist who uses rat poison in a depilatory, a beautiful girl who is the figurehead of his concerns, and a high-pressure advertising man who promotes the nostrum; falls in love with the beautiful girl, and turns on the outfit when his own sister becomes a victim to the preparation. Smooth reading, mounting suspense and ideal picture material. The propaganda is not permitted to intrude too much.

### Nudist Comedy

If there were only a bit more weight to 'Nuder Gender' (McBride; \$2.00) it would make a grand comedy film and answer a long-sought problem—how to handle the nudist thing in films without getting into trouble with censors. But the book is too thin; not enough happens.

It's an amusing, the light, book. Joseph Hyatt Smyth knows how to write this type of stuff, even though he goes in too much for very obvious puns, as note the title. He manages, here, to tell a simple love story that gets mixed up with a nudist camp in a clean way; that's something!



# Among the Women

By The Skirt

Best Dressed Woman of the Week:  
MISS ENRICA  
(Enrica and Novello—State)

## Women at the State

Honey Family is the name of the opening act at Loew's State this week. Three women and the same number of men. Men in white, women, in short pink skirts with bolero bodices edged with silver. The heads were covered with hoods of the same color. Two girls with Harry Burns. One is in a blue satin dress and matching velvet three-quarter coat with a neckpiece of white fox. Slippers blue and hat white. The same dress is worn with a red sort of pajama top. And finally the whole gown is shown and has steel shoulder capes. The other miss was in a pink mulle with ruffles set in points in the skirt. A cape was ruffled to match and the hat and muff were of blue flowers. She showed a print ensemble and for no reason plays a uke with bare legs and an exaggerated short tan outfit.

Gloria Gray, with Hal Jerome, is wearing a white gown made with a diamond bertha which surrounds the low back. A long end of the material forms a sash at the back. Slippers are green as also is the kerchief and costume jewelry. Enrica, of Enrica and Novella, does her dancing in two exquisite gowns. The first is a shimmering pink material with a lot of silver in it. The full skirt had at the hem a thick edging of petals and the neck was outlined in a heavy jeweled band. The sleeves were tiny puffs. The second dress was of chattruene satin fitting the figure closely. The full skirt was gored in many places to give it fullness. The top had long sleeves slashed on the shoulders and several places at the back. A necklace of gold beads held the bodice together at the throat. Silver slippers were worn and the red hair of this miss was in a coronet braid. "Nana" is the picture.

One thing about the State, if the show doesn't please, stop in the lobby with the blue and red macaw and watch its stunts.

## A Good Picture

"Wonder Bar" is without doubt Al Johnson's best picture. But it isn't the story, despite that Mr. Johnson had such faith in it he bought it for pictures. It turns out a swell job by all concerned.

Busby Berkeley did the numbers and although there were but two, these are marked for their novelty and beauty. Dolores Del Rio does a waltz number in a white gown smothered in feathers and when the chorus comes on it is an inspiring sight. The girls, and there must be 100 of them, are in white skirts with black bodices edged with black poppies. There is a man for every girl and they are in white trousers with mess jackets and satin belts. From out of nowhere come white columns and with mirrors at the rear it looks for all the world like thousands of dancing couples. Another huge effect with the mirror background was a Negro number with Mr. Johnson wandering through a "Green Pastures" heaven.

Kay Francis wears but one outfit. Gown was of white beads in a striped design. But it was the cloak that caught the eye. It was three-quarter in length and hung from the shoulders and lined in black. The odd collar effect of black with buttons was new and startling. Miss Del Rio is seen first in a negligee of white made with no back. Two sequin gowns, one silver, the other black, were worn with the silver one having a plain silver coat and wide cable cuffs. Another gown was white with a wide collar with heavy cordings. Rita Dorsey was in black satin with sequin bandings at the neck and Louise Fazenda was also in black with jet heads trimming the gown and evening wrap.

## Durante Gets a Break

Hollywood has at last given Jimmy Durante a break. "Palooka" he is the Jimmy as Broadway knew him.

Marjorie Rambeau, as a burlesque queen, does a fine job. Backstage she is seen in a black princess gown and large picture hat trimmed with white feathers. Twenty years later finds Miss Rambeau not one day older and more charming in an ensemble of dotted silk. A tweed suit is followed by several black dresses, combinations for the most part with white. Lupe Velez is just Lupe. As an entertainer in a night club her first gown was black taffeta cut with low V both back and front. Costume jewelry of huge beads hung round the neck and a few of the bracelets looked real. A white gown had an unusual fringe trimming. The low bodice was edged heavily with fringe with an end hanging from one side. Summer emrine was the fur of an evening wrap and two suits were smothered in sables. A simple black frock had a tie of ermine. Thelma Todd, in for a short scene, was in a dark evening frock trimmed with crystal beads. Mary Carlyle, as a country miss, dresses unimportantly.

## Plain Dressing

"The Shining Hour," at the Booth, brings to America Gladys Cooper for the first time. Miss Cooper is one of the best dressed women of the English stage, but she has little chance to dress well in this play. Locale is a farm in Yorkshire, so the clothes are of the simplest type.

Miss Cooper appears first in a plain little frock of a brownish hue with no sleeves and a leather belt. She soon changes to a print crepe of pink with a little blue in it. The dress is of a graceful cut with full sleeves. Tan jockups with a blue blouse are followed by a white dress. The last act finds Miss Cooper in a black, white and red print.

Adrianne Allen wears a brown linen frock with white collar and cuffs and a short jacket of the same material. Her other dress of natural linen is made plain but for a pleated hem.

No English play is complete without a spinster type and this one is no exception. Marjorie Fielding has the sharp tongue and the only comedy in this grim script. Miss Fielding wears two knitted frocks.

## Palace's Repeat Gown

The Wing Wah Troupe open the show at the Palace, all in mauve costumes with heavy embroidery. J. Fred Coots has Olive Sibley with him again, and this time Miss Sibley is showing two changes of costume. The white gown and coat trimmed with mink is the same as worn at the Paramount only last week. The other change is a black crepe made long and plain but for a lace yoke held at the throat with a diamond clip.

Chas. Timblin has a plump woman with him in a grotesque makeup. She is a colored bride in coral velvet with mauve trimmings. Some of Jack Sidney's samples are Birdie Dean doing a contortion number in diamond studded trunks and brassiere. Being all but nude during the act, for some reason Miss Dean dons a chiffon wrap for her bow. The Stewart Sisters with Mr. Sidney are smartly dressed, all but the shoes. Their black crepe dresses are made with moire yoke and sleeves and a white ruffle at the throat. The shoes are oxfords of suede. In a café scene Miss Dean wears a white chiffon frock with feather trimming and a small girl, evidently a midget, was in a very short frock trimmed in plaid.

## 'Bolero' Again

Radio City Music Hall can be proud of its stage show this week despite that it's doing Bolero for the third time. Huge stage is in darkness when in one spot appears a girl in black satin bordered in red. She

## Did You Know That—

Jeane Green has six weeks' old son...there's talk of teaming Nancy Welford and John Haddock for vaudeville...Victor Moore's wife is recovering from a serious illness...that was Lottie Pickford buying hats at Rose Saphire's the other day...Stanley Fascal has flown to San Francisco on business...Katharine Cornell uses two pairs of sculptured reproductions of her hands to hold back draperies in her boudoir...Lily Pons has had her hands "done" too...the brother of Horace Braham docks this week with his English bride...the Artie Stebbins are going to live in California...one of the well known feminine writers has gone craazy over Rudy Vallee...Rubeu Mamonell lunched at Sardi's last week, and Arthur Lake and Blossom McDonald on business...Perkins can't take any more in the country and is moving to town this week...Herb Cruickshank is losing two pounds a day...Florence Reed maintains that she didn't refuse to meet Mary Pickford...Phyllis Haver and Billy Secord had a party Monday night...that must have been a stunning Florida Sextette in that Palm Beach Charity show including Norma Talmadge, Ruby De Remer, Mollie King and Dorothy Dalton...Lattie Carnegie lunched at the Ritz the other day, as did Lola Long and Grace Menken...B.B. Ritchie sails Wednesday...you can have your picture sketched any afternoon, at the Barclay, during the cocktail hour...Ginger Rogers and Lew Ayers study astrology together...the Bugs Baers sail for Bermuda, at least...Mrs. Baer wants to go and Bugs says "No"—what do you think?...Monte Brice has gone to Hollywood to finish that script...the Saxon Sisters have had their noses bobbed...the autograph hounds were thrilled at Irene Rich attending "Her Master's Voice" the other night...Frances Arnes joined the colony in Florida...they say they've discovered a new Bing at Gimmel's...Rose Hobart has that Hepburn bob now...Eddie Cowley is the new comedian...the Fulton Couriers were here, too, for a few days last week...they hissed the "Marsailles" at Loew's 83rd Street the other night, and have you heard this house go after a picture?

## MARRIAGES

Bernice Curland to Nat Goldstone, agent on the west coast, at Los Angeles, March 2.

Grace Jarco to Attorney Dan Rosenblatt, Jan. 19. Bride is daughter of Dr. Julius Jarco. Groom is member of the firm of Hirsch, Newman, Rease and Becker, counsel for William Fox.

Jules Alberts, orchestra leader at Luigi's, and Jerry Joyce, last in "Take a Chance," March 3.

## BIRTHS

Mr. and Mrs. Gene Markey (Joan Bennett), daughter, Feb. 27, at Good Samaritan in Los Angeles.

Mr. and Mrs. Bob Fellows, daughter, in Los Angeles, March 2. Fellows is unit mgr. at Warners at Burbank, Cal.

Mr. and Mrs. Herbert Moulton, daughter, Feb. 28 in Hollywood. Father is in the Paramount studio advertising department.

is joined by a man, and out of the darkness come groups of girls in red full skirted dresses with gold sleeves. As the lights come up the black back drop turns and a silver screen is revealed and on both side runways of the theatre are 50 drums with a man at each one. The clicking of the girls' heels and the beating of the drums is exciting.

A number called "A Stitch in Time" is a delight for the women. Before a sampler drop is a huge sewing basket. Upon opening it reveals a lining of navy blue turtling. The girls in the basket represent skeins of yarn, orange in color and tape measures of silver and red. Two doll pin cushions of mauve satin stand at each side. The chorus is in white skirts stenciled in black with coral bodices and coral ties with blue bows. The color combination is lovely. Pokey bonnets were tied with blue bows. Three girls were scissors in black and silver. Nothing pertaining to the workbasket was forgotten.

The picture is "David Harum," with Will Rogers, and slow but nice. Beautiful Evelyn Venable is less stilted in this film than heretofore. Her clothes of the '90's were most becoming, but she looked best in a side saddle riding habit and stovepipe hat. An evening gown well off the shoulders revealed lovely neck and shoulders. Louise Dresser is, as always, the well poised actress.

# Question Col.'s Importance

(Continued from page 4)

records have been introduced to show what other film executives in the industry were receiving by comparison. The weekly salary list, as recorded by the defense, is: Irving Thalberg (in 1932), approximately \$10,000.

Winnie Sheehan, under \$4,000. Edward Hawkes, \$3,000. Adolph Zukor, \$3,000.

Columbia weekly salaries are listed as follows, with no year mentioned: Samuel Briskin (general studio manager), \$1,700.

Frank Capra, \$3,000.

Joe Swerling, \$1,600.

Jack Holt, \$1,700.

Plaintiff's suit is aimed to compel the named defendants to account to the company for salaries received allegedly in excess of fair and reasonable compensation for services. According to the complaint Columbia was originally organized in 1924 with 2,500 common shares without par value. In March, 1929, the corporate charter was amended to increase the capitalization stock to 25,000 shares of convertible preference stock without par value and 25,000 shares of common stock without par value.

Around these stock transactions hinge the charges made by Mrs. Cohen. Complaint infers that with this new stock deal Columbia aimed to branch into major circles, hence the question on how important is Columbia in the motion picture industry.

## Options

According to the terms of issuance of the preference stock, it is stated in Mrs. Cohen's suit, such stock was entitled to cumulative dividends at the rate of \$3 annually convertible into common stock, share per share, until and including March 1, 1934. In the event of the company's liquidation, it is cited that the stock is redeemable by the company on 60 days' notice at \$47.50 plus accrued and unpaid dividends. It is further stated in the complaint that on Dec. 24, 1932, there was issued and outstanding 18,071 shares of preference stock, of which 30 shares is treasury stock and 17,033 shares of common, of which 1,474 is treasury stock.

Jack Cohn, Harry Cohn and Joe Brandt are alleged to have received in 1929 for their original 2,500 shares of Columbia common, 104,000 shares of the new common and the option to buy up 25,000 additional common at \$31 per share until March 1 of this year. Also, that since 1929, and allegedly unknown to stockholders, additional options, to unknown individuals have been granted, so that the total stock now subject to exercise is 42,618 shares. Shortly after the deal for exchange of stock was agreed upon with the trio, which stock deal was underwritten by the banking firm of Goddard & Co., it is claimed, there was a public offering in the spring of 1929 of the full 25,000 shares of the new common at \$42.50 and 30,000 shares of the new common. These 30,000 shares of the new common are contended to have been part of the 200,000 shares received by the trio. The preferred stock is stated to have realized \$1,062,500 and the common \$930,000. The net proceeds to the company is given in the complaint as \$750,000, whereas the three defendants realized net proceeds from the 30,000 shares of \$525,000. The Goddard firm got \$312,500 and \$405,000, respectively, in expenses and profits from the deal, according to the case records.

About April 1930, it is further complained, another public offering of stock was made in conjunction with a common voting trust agreement to continue from that date for 10 years, and under which the defendants were constituted as the

voting trustees. There were 50,000 shares of common issued to the trustees, who thereupon caused a public offering of voting trust certificates to be made for the company's account at \$42.50 per share, or a total of \$2,125,000. The company is stated to have received \$1,600,000 from this deal.

Complaint then alleges that the voting trust represents only a minority of the outstanding stock, or around 70,000 shares, as compared with over 80,000 outside hands.

## Intiff's Quest

Among the things which Mrs. Cohen seeks and out from the company and the defendants are:

(1) Amount received by the individual defendants named in money and stock, or credited to them by corporate defendant for salaries, expenses and bonuses, or otherwise, from June, 1929, to date.

(2) Contracts of the individual defendants relative to their compensation for services from Columbia.

(3) Nature and extent of individual defendants' control of the corporation from June, 1929, to date.

(4) Public offering of corporate defendants' stock and voting certificates thereof in 1929-30.

(5) Terms and circumstances of Joe Brandt's sale of his stockholdings to the other individual defendants.

(6) Columbia's relative size and importance in the picture business.

(7) Position occupied by the defendants in the corporation since June, 1929.

(8) Dividends paid by the corporation since June, 1929.

(9) Earnings and operating expense of the corporation since its organization.

(10) Items included under "general administrative expenses" in the company's operating statements from June, 1929, to date.

(11) Surplus accounts of the company and additions or deductions therefrom since June, 1929.

Under the court's orders the company and defendants must produce relevant books pertaining to these matters, since 1929. Victor House, of the firm of House, Holtzman and McCloskey, is counsel for the plaintiff stockholder and Nathan Burbanck is representing the defense.

## Cochran's 6 Plays

(Continued from page 1)

Presenting "Conversation Piece" in New York.

Most important of Cochran's importations will be Elizabeth Bergner. This is not likely to happen before next year, nor is it quite certain whether Bergner will make her American debut in "Escape Me Never" or a different play will be found for her.

Fifth play Cochran intends to stage in New York is just being written by Romney Brent and Cole Porter and is, of course, entirely dependent on the success of the first.

All these shows will be done by Cochran on behalf of the Cochran Corporation, Ltd., and in association with Theatre Investments, Ltd., a subsidiary company of Associated Theatre Properties. Head of the latter concern is Sir Harold Bernstein, millionaire, which means that Cochran has unlimited backing. But despite this he is likely to be associated in New York with Arch Selwyn for friendly and sentimental reasons.

Only difficulty of the project is that Cochran's backers insist he should be in New York when these shows are being produced. As the London season falls more or less around the same period this is not going to be easy.

Ever since the Cochran Corporation, Ltd. was formed two years ago, it has made a profit on every show it has produced.

Cochran may be one of the oldest and shrewdest of showmen in the world, but he feels he is not too old, nor too big, to learn new tricks. One of these is to take two off when it is making money. Milling shows has proved an expensive experiment for him in the past, with the lean weeks more than eating up the fat ones. He feels, with so many attractions coming into the West End, including big films, the life of a show with a big overhead is now limited to 20 weeks in London unless a Bergner or "Cavalcade" comes along once in a decade. That is why his recent shows have not had long runs, but have consistently played to profit.



## Broadway

Will Hays and wife in Miami.  
Billy Selwyn, Arch's son, agenting.

Roy Knorr in Florida for two weeks.  
Milton Raison back to Hollywood, writing on train.

Max Gordon doing okay at the Lenox Hill hospital.  
Howard G. Cullman, receiver of the Roxy, to Florida Saturday (3).

Herschel Stuart back in town after Texas visit with his family.  
Jimmy Kemper and Herman Hupfeld have become literary collaborators.

Blue, the missus and six stooges off to do an act in London town.

An icicle dropped on Col. Tom (P.) Waller's dome, puncturing his iron hat.

Jack Barry getting over his chiseling. Docs shaved a crooked bone in his nose.

Richard Adair, who co-authored 'Come of Age' with Clemence Dane, to London.

Nate (Col.) Spingold still in Bermuda after a month and no word as to when coming back.

Jay Emanuel back from the coast and getting over from Philly when ever his wife lets him.

Harry (Crabben), who was May Emory of the 'Follies', coming from pneumonia.

Raccoon coat owned by Arthur Leona, ticket snatched with due ceremony at Ralph's place.

Sam Shayon was fingerprinted when applying for a renewal of Mrs. M.C.'s boobies.

Hortense McInerney went on the air as Jean Westley Monday (5) on WEAF's 2 o'clock program to carol songs.

Larry Cowen fights between the Brooklyn Fox and the Harlem Apollo in the interests of Sydney Cohen.

Huey Long said he didn't have any bodyguards when in New York last week to debate with Norman Thomas.

Karper & Bernstein, p.a.'s, expanding by adding an orch management department with Harry Gersten in charge.

Florence Green, niece of that Morris who sometimes produces legit pieces, joining the Ingenues, femme vaude band.

Flinty Peter Dunne, Jr. joined Fay writing staff to work on original story under the production wing of Bayard Veller.

John H. Eight, who last week offered 'Dinner Eight', a western, a cartoon and newsreel for a dime. Almost a three-hour show.

Dan Rosenblatt and Mrs. Rosenblatt, the former Grace Jocco, have returned from a honeymoon to the Coast. Week end Jan. 19.

All 'Tales' by Director Taty Garnett, along with one of Claude Blynor's efforts, are selling in a Broadway book shop for 29c.

It's lonesome on the crack Chief to and from the coast that the picture bunch now takes the Sunset Ltd. More people on it.

Moe Wax and Ronald Bank picking up stories which accepted a new to have overlooked. Will try to sell in treatment and scenario form.

Corps of handsome young men is accommodating those women whose escorts don't dance at the Casino de Paree. 'Just a Gigolo' is their theme song.

Lynn Farnol and the missus got away Wednesday (28) on the Manhattan for a trip abroad that's for as long as the money holds out, says Lynn.

Edith Le Beau's candy business, with dough in four figures already invested, is getting to be a big thing for the former theatre operator and film buyer.

Luncheon for the benefit of the Actors' Dinner Club will be given under the auspices of the Drama Study Club at the Hotel Waldorf-Astoria on Friday, March 9.

Freddie Rich did a short for Warner's last week entitled 'Mirrors', and Jack Robison accepted a new song as yet unwritten on the strength of its title, 'American Cavalcade'.

After the current week at the Earl, Phil Spector Tucker goes into the Earl, Washington, Friday (9), for a week, meanwhile postponing her two picture engagements on the Coast by returning from abroad this spring.

## Detroit

By Lee Elman

Bill Parent in town.  
Lulu's re-opened and doing okay. Cliff Bell getting away from it all in Florida.

Claxie Silk using a black and white floor show at the Club Maxine. Joe Bouchon taking charge of the Commodore Club while the boss is away.

Sam Jack Kaufman was given a party by the Fox musicians last week.

Doc Hepburn says he is going through with it this summer and get married.

Bob Chester, in his fifth month at the exclusive D. A. C., has moved to the club. Chaney and Fox filling in four days at the same spot.

## London

Bert Howell in town.  
Douglas Fairbanks, 'flu victim.'

Duke and Duchess of York at the Berners shire.

Three Admirals clicking with their first broadcast.  
Natalie Hall tested by British & Dominion Films.

Morton Seltzer do another for Gaumont-British.  
Pearl Osmond and Guny Middleton almost inseparable.

Swedish State Railway publicizing the Garbo picture.  
Leslie Henson already figuring on a new show for the fall.

'Queen of Hearts' Lyceum pantomime, finishing March 10.  
Screen Golfing Society having its annual do at the Kit-Cat.

Al Truett leaving England at suggestion of Home Office.  
George Black off on a Mediterranean cruise for a month.

Doris Dais thrown into a horse and hurt internally.  
Phyllis Stanley, of the Cossack club, throwing a swell party.

Sibyl Bowhan getting congratulatory letters from Cyril Maude.  
Jack Donohue and Kathleen Gibson romance definitely busted.

Surplus of acrobatic acts outside the London theatres.  
'Whispering Cup' is name of Greyhound owned by Roy Fox.

Cicely Courtneidge to stay at Victoria Palace for two weeks.  
Glenn Ellyn over from Paris for a couple days to see her mother.

Fay Porter turning down leading comedian offer for Revueville.  
Iris Kidwiltz running her own dance school with sister Evelyn.

Cole Porter just hit town and amazed 'Nymph Errant' has bowed out.

Couple more 'Chu Chin Chows' and Bernman, the costumier, will retire.  
Winifred Foley, Dorothy Stone's buddy, finding it difficult to connect here.

Gertie Lawrence's daughter suddenly operated upon for appendicitis.  
Charles K. Gordon busy trying to raise a bankroll to stage musical here.

Walk of Jack Connelly coming over to stage a big restaurant floor show.  
Kreisel commencing a month's provincial tour of 50 towns in March.

Bob Murphy selling a song to Irwin Dash two days after landing in London.  
Charlie Doyle, manager for Par's Carlton theatre, operated on for mastoid.

Willie Edgerton fully recovered after 10 months in hospital on ether diet.  
Critics' Circle celebrating its 21st birthday with a dinner at the Savoy March 10.

Everybody looking for Michael Farmer, who is living quietly at the Dorchester.  
Jimmy Flanagan losing the lead in Drury Lane show because of picture work.

Ethel Barrymore visiting Robert Newton's Shilling Theatre down Fulham way.  
Glenn Ellyn socking a musician on the kisser in Rome for using hot language.

Emily Williams' 'Spring 1900' closed fortnight's run at the Shafesbury Feb. 17.  
Engagement announced between Mimi Crawford, dancer, and the Earl of Suffolk.

Elizabeth Allen's option taken up by Metro, with star due here for a month's vacation.  
Kern-Hammerstein Lane 'Three Sisters', into rehearsal Feb. 26.

Marie Lee due here early in March to work on the John Van Druten new play.  
Charles B. Cochran chasing auto-graph hunters away from Adelphi theatre's front advertising.

George Barrett, head of Amer-Anglo, being feasted by Arthur Dent at the Savoy.  
Freddie Barrett, Jack Hytton's private secretary, recuperating from serious illness.

'Nymph Errant' wardrobe being sold by auction with swell shoes going at two bucks.  
Sally Bates definitely in 'Good Bye, Again', for the new Steele-Foster-Crane combo.

Claughton-Hutton, formerly with Gaumont-British, now exploitation manager. Columbia.

Marion Rawson to take place of late Cronin Wilson in 'Escape Me Never', Berners show.

Sam Hardy writing about the good times he had in England, despite the fact that everything is a Marian Marsh quest of honor at Ladies' Night of Film Trade Masonic Order Lodge Anima.

David Burns doing a burn-up when offered 20 per cent. a lead in 'trout' prior to West End.

John Johnson, leading orchestra at Prince of Wales' theatre, was formerly at Empire and Plaza.

John Southern has added the Lewisham Hippodrome, part of the Loughboro Trust, to his circuit.

Esther Grant, daughter of Margaret Cochran (Lady Grant) trying to crash into show business.

Jackie Marcon, one of 'Cochran's Young Ladies', in a motor smash; Nancy Barnett, another, unhurt.

Edna Stanley and Mae considered offer from Australia, but trying to figure out the income tax.

Carl Randall and Barbara Newberry to stage new Cochran Trocadero cabaret, due early in April.

Manchester Hippodrome reviving old water spectacles, with Powers' Elephant as one of the attractions.

Eric Dance, son of Sir George Dance, deceased theatrical manager, forsaking legal profession for stage.

London Daily Mirror placarding write-up on Garbo picture. Never been done before by any London daily.

Gaumont-British Newsreel has jumped from 580 to 1,200 weekly releases since Jeffrey Bernhart took charge.

General Theatres building a unit around a Victor Oliver and Margot Grange, and want him to stay 30 weeks.

Hope & Palmer are next to stage show at Prince of Wales' theatre, with Mae Wynn Foursome and Zella in cast.

Tomson brothers' tentative title for the new review 'What Not 2'.

'The Quilter', tried out at the Embassy Theatre, into Shaftesbury March 5. Ben Welden playing one of leads.

Julius Hagen, head of Twickenham Films, seeing Austin Trevor in 'Nymph Errant' with a film scenario in mind.

Glitta Alpar turned down by British-International-Pictures-for Durberry, after seeing her German film test.

Edward Laurillard, now in New York, pursuing an English bank road to stage 'The Pursuit of Happiness' in London.

Regal, deluxe in Kingston, London suburb, charging 50 cents for admission to house, plus a dinner from 10p to 12p.

Same day that George Bernard Shaw claimed he was too old to make public speeches he joined the Anti-Spagu.

Peggy Worth again threatening to produce several shows here, and in touch with Official Receiver about the Phoenix lease.

After leaving everything, including highbrow Shakespeare, Sir Oswald Stoll is back to vaudeville at the Gaiety Theatre.

Maurice Maugham, inventor of 'Marteno' Musical Sound Waves instrument, flopping. A. E. Abrahams has English rights.

Elizabeth Bergson and husband, Dr. Paul Czinzer, making certain of seeing Garbo at Metro's Empire by booking stars a week in advance.

Queen's Theatre 'Miss Fanny's Baby Is Stolen' (Far) twice in one week at Plaza. First visit accompanied by Duchess of Westminster.

Leonid Kinsky throwing a reunion party on Strand theatre stage for the 'Gaieties' war concert party, of which he was a member.

## Mexico City

By D. L. rahame

Mexico's first thoroughbred dog show a smash.

Rain every afternoon; moist season three months ahead of time.

Philip Dunning, playwright-producer, with wife and daughter, vacationing here.

Gov. Guzman investigating Mexican mail order divorce his conducted in the U.S.A.

Latest kid prodigy is Mina Mina, three-year-old girl, singer for a radio station.

First line cinemas catering to American tourists by putting their lobby announcements in English as well as Spanish.

Two female juvenile court judges and two lady social workers plugged WB's 'Wild Boys of the Road' currently the Cine Palacio, by okaying it in a two-column newspaper interview.

Suit for \$1,400 back wages filed with federal court of conciliation and arbitration against revue company playing Teatro Lirico here by Maruja Gomez, Spanish soubrette.

Several foreign players, booked in Los Angeles, including the Stars Sisters, Frederick Kovert, Mira Kinch and George Kasas, have lined up to revivify the Teatro Politeama here. Tiny Griffin also in the show.

Recently formed bull fighters' union in danger of going foppo. Several matadores no like organization's regulations and have appealed to the federal board of conciliation.

Two bulls named Dor and them in founding another union.

## Madrid

Allen Jayes back to London.  
Elliott Paul at Ibiza in the Baleares readying a play.

Camille Fox, secretary for Clifford Harmon of Harmon air trophies.

German Jewish intellectuals swooping into Ibiza to make their new home.

Hilda Moreno to Paris with hopes of landing in one of Doug Fairbanks' next.

Ramos de Castro writing yarn for the Marquis of Portago's next pic. Also will be artistic director.

Vicor Varconi bound for London via Paris and Budapest. Negotiating with Universal for working in a pic to be filmed there.

Fern Morfione was host to president of Spain, minister of war and other prominent, giving a special showing of newsreel shots taken in Spain since the establishment of the republic three years ago.

Willie Steiner, Fox Movietone soundman, scheduled to return to New York, now with Charlie Herbert doing the Magic Carpets, will replace Herbert and Hess now doing Barcelona, en route to Madrid.

Press carrying on campaign to help selling prices from 10 centimes to 15. Claim Spanish papers are the lowest priced in the world. Also want the government to regulate the broadcast of news so it won't hurt their sales.

## Shanghai

Cesar and Mimi getting new results at the Little Club.

Terry Dantzer finishes at Canterbury and going back to U. S. A. De Cielito stepping oke in their present engagement at the Paramount.

For Farron hit a bulls eye in revival of his original dance ideas and prizes.

Frank and Francesca Luiz, Hawaiian, got to town on spec and caught on at the Cathay.

Dick Hamilton entertaining managers from Tokyo, Saigon and Sourabaya.

Len Mantell still playing small towns in South China with combo road show, out about 3 months now.

Bernard Sperry return to town after engagement in Japan of 4 weeks, and are at Cathay hotel until their Dutch East Indies dates are set.

May Baird, of Baird, Thompson and Simmons, proved she had the trouper stuff when she went on with the dance although a long salver had been her abdomen and she had to spend a week in a hospital. Said nothing about it to her partners, until the act was through.

## Miami

Mac Millan, press agent, vacationing.

Jesse Jones, RFC Chairman, at the Roney Plaza.

Norman Rodenham, song leader and the missus resting.

Mrs. Woodrow Wilson a daily visitor at the races.

Damon and Ibbell build a winter home on the beach.

Temperature broke all records Washington's Birthday, 83.

Middle-aged dancing Mr. and Mrs. David Freedman.

Bad weather the past week has driven many people north.

Pat Fansler and Rozelle featured at Coral Gables Country Club.

Biltmore hotel putting on an elaborate water sports Sundays.

Home Rodeaver song leader with Billy Sunday, in for concert.

John Charles Thomas gave two concerts at Deauville Beach Casino.

Miami Beach bathing permits are 40% higher than this time a year ago.

Tom Melghan and ill Gaxton playing at the Beach and Tennis Club.

## Paris

By Bob Stern

Bill Haines in town.  
Suzy Solidor in Cannes.

Ben Miggins ill with lumbago.  
Marie Dubas singing at Toulouse.

Ed Chaux writing a book, 'Golden Age.'

Vasy Kasner, United Artists, to Berlin.

Bart Curtis recovering from operation.

Harry Leasim, RKO Radio, to London.

Roland perfecting his American.

Jack Payne Paris concert.

Duke of Westminster cavorting at Chez Florence.

William Fox sailing for South America with A. J. Drexel.

Chick Finks and Harry Avers playing at Cirque Medrano.

Radio giving a Thursday (22), with the Johnsons entertaining.

Alcea Cocea ill, causing postponement of Verneuil show opening.

Sylvia Beach speaking at American Women's Club, this news.

Bulah Livingston, guesting in apartment of Marguerite d'Alvarez.

George Hirsch of Apollo denying he'll take over the ex-Stavisky Empire.

Jascha Heifetz and Fritz Kreisler arriving the same day on different boats.

Dorothy Rambo, at George V, says she'll marry Prince Bishnu of Nepal.

Baron de Meyer, photog, sailing for New York March 15 with a novel.

Balzac piece, 'Colonel Chabert,' announced as Fred Bacos' next film for March.

Boulevard newspaper kiosks, burned in rioting, to be rebuilt in concrete.

Lopez Ortega, bull fighter, passing through on way home to Madrid from Mexico.

Rita Georg, who played lead in Stavisky opera at Empire, may be called to probe.

Hilare Hiler back, reporting that New York has replaced Montparnasse as artists' paradise.

American Club, Washington's Birthday banquet cancelled because of mourning for King Albert.

Little White Beds Ball, scheduled for Feb. 8 and called by street fighting, will be held late in March.

Helen Gladys Tilden, formerly of Theatre Guild, back at Hotel des Saint Peres after trip to Switzerland.

Harold Ettlinger, of Chl Trib local edition staff, getting break to help cover Austrian revolution for home office.

Yvonne Printemps to make film 'Dame aux Camelias' for Directeurs Francais Associes, Agiman and Sasseau to have world rights.

Francis making film version of Verneuil's 'Banque Nemo', with Victor Boucher in lead. Boucher also played legit lead of this piece.

## The Hague

By M. W. Ety Lea

Julius Patzak had to slough his dates because of illness.

A. Schouw of the Hollandische Schouwburg—forty years in same box office.

Maria Paulder, German Ufa-star, paid a flying visit to Holland, intending a tour here shortly.

Two band touring Holland now, Dajos Bela for AVRO (radio station), and Harry Roy and his Mayfair band of London.

Francis in company from Theatre St. Georges in Paris giving one performance at the Hague in Theatre Royal of 'Trois et Uns', by Deane Angel.

Seems that depression is on the wane here. At Amsterdam motor show there were 10,000 visitors more than last year, while business reported was also better. Also, Wagner Association billed two performances of Mozart's 'Seral' with Bruno Walter conducting. Both, in advance capacity of 1,500 seats each, with top at \$4.

## Baltimore

Ibert Scharper

Junior McGeehan a visitor.

Ed Conton down with gripe.

Red Routson strapped with heavy cold.

Izzy Rappaport back from Florida vacash.

Max Maretz warbler.

Jimmy Atwill hasn't worn a hat all winter.

Goldman lyceum tour.

Bart Wirtz has split-tinger, of exposure to cold.

Ford's p.a., Mrs. Thenhorn, Ford's p.a., stuck guest at Ad Club luncheon.

'Pageant of a People' already receiving newspaper spreads, though won't be unveiled before local eyes till June in the municipal stadium.

Party of debs week-ended it in N. Y. to glam trouping of two local ex-Jr. Leaguers, Margaret Barker and Helen H. Dor and Mildred Natick in 'Wind and Rain'.



# Hollywood

Gary Cooper taking tennis lessons.  
Oscar Oldknock back from Mexico City.

Stuart Erwin hops to N.Y. middle March.

Metro lifted option on Robert Young.  
Mrs. John Hammel here for visit with hubby.

J. J. Gain confined to his home with the flu.  
Louis Cohen hosting J. J. Parker around town.

Mario Lachmann getting nostalgic for Broadway.  
John Allen's mother has flitted back to New York.

Jack Osterman still doing tryouts at local night clubs.  
Clara Samuels tossed a luncheon session in Hollywood.

William Anthony McGuire conformed with a touch of flu.  
Lon Telleghien back in town for another try at pictures.

Warner Baxter has a game specimen room in his new house.  
Sam Taylor's youngsters recovering from serious pneumonia attack.

Arthur Aylesworth in from New York for acting job on the Warner lot.  
Daniel Rubin, the author, down from San Francisco over the weekend.

Those 26 guests are still talking about Ned Sparks' stag at the Macquarrie.  
Milton Cohen is now handling publicity for the De Long makeup process.

Josy Ray is in Cedar of Lebanon, where they are going to pluck his appendix.  
Practical joker put alum in orange juice Jean Gale quaffs in stage play the other night.

Joe E. Brown and the missus leave around March 14 for three months in the Orient.  
Gottfried Reinhardt, son of Max Reinhardt, has placed his affairs in the John Zant office.

Al Werker went all the way for a rib staged by his benefit by pals at the Casino golf club.  
Francis Lederer on the receiving line at Frederick Hollander's Tingle-Tangle theatre tea.

Ernest Walters added to Movie Mirror's fashion staff in Ruth Waterbury's department.  
R. E. Pirschell of the Frank & Dupuis offices marring a swollen jaw from dual tooth yanking.

Sari Fedak (ex Mme. Ferenc Molnar) has put herself under the management of John Vajda.  
Ramon Williams, cashier for Standard Talking Film Co., to be married to Willis Clark, non-pro, Mar. 31.

Willi Carroll reading plays by Hollywood authors hoping to land one to produce in N.Y. next season.  
Jack Warner and Harry Cohn sneaking into a projection room at Fox Westwood to watch the new picture.

Jesse Lasky is testing Irene Franklin for a part in his vaude act 'Red Heads,' which will title the pic.  
Mrs. Dave Dreyer gave a dinner at her home in N.Y. for her sister, visiting from New York, the other evening.

June Knight wants no part of California until the Florida season is over. So is remaining at Miami until April 1.  
Claudia Snow, voice and screen test winner of contest staged by Loew's theatre, Atlanta, in for bit in a Metro picture.

Richard Arlen laying off at Par for seven weeks to take Mrs. Arlen and their baby to Honolulu. He also to convalesce from pleurisy attack.  
Masquers club will stage a St. Patrick's dinner Mar. 17 in honor of George McManus, noted cartoonist. William Collier, sr. will be master of ceremonies.

Charles Smith, cashed out with the Schulberg-Feldman office for the past several months, leaves that agency and is slated to become associated with M. C. Loyes.  
Bob Thornby, story department head for Ivan Kahn agency, is back from a two month trip to New York. While east he signed management tickets with several writers, including James Warner Bellah, Bob Tarkington, Basil Woon and Edwin Balmer.

Accident marred the pleasure of Paul Munie's reunion with his mother when the actor returned from a three month trip in Europe. Mother was thrown from her auto in attempting to cross the street while the car was in motion, and broke her collar bone. Being treated at home.

# Omaha

By John Qui

Four inches of snow.  
Joe Rosenfeld down with cold. Jack Thoma back in to selling Columbia specialties.

Cal Bard again spending most of his time along film row.  
Bill Singer and George Monroe, Sr., talking big over latter's out-state houses.

Ben Bernie throwing a party for all the press-lads day-of-opening at Orpheum.  
Charlie Schafer in a hurry getting the Rand show opened on time despite censors.

Hart Jenks supplying from his

Shakespearean repertory for assembly of Delphian women.  
Home folks cheered by Alvin Asher's 'The Three Who Will Be Clever' opening on Broadway.

Night life on up-grade, with both Cloverland and Midnight Prolific adding to the night shows.  
Louis Mayer, former pug man, here, relieving Lawrence Lehman at the K. C. RKO Mainstreet for a spell.

Director Seld reviving the torch-light parade for the Community Playhouse spring production of 'Uncle Tom's Cabin.'

# Minneapolis

By Les Rees

Clemence Dane, playwright, here for lecture.  
Casper Choinard back job after illness.

Al E. Egan of U.A. here on country-wide tour.  
Gene Meredith, handball star, now going in for ping-pong.

A. F. Cummings, from MG home-office, a one-day visitor.  
Leo Blank, Warners exchange manager, a crack ping ponger.

'Golden Gloves' boxing tournament at Auditorium again a sell-out.  
Northwest Allied States to have 'movie ball' here in April at five bucks per ticket.

State passed up Sally Rand because she wanted too much dough, but has spotted in Ted Lewis unit.  
'Brucis' Rubel, stock broker to local theatrical fraternity, bears striking resemblance to Jack Denny.

Harry Dryer, independent exhibitor, and several other local theatre men going into liquor business on side.  
Long stretch of sub-zero weather finally gives way to moderate temperatures again—a break for show-houses.

Don Williams, Journal columnist, devotes considerable space daily pointing out technical blunders in motion pictures seen here.

# Seattle

By Dave Trepp

Beryl Gray to Butte for nite club show.  
Brant Sisters for monthly show at Port Lewis.

The Barclays producing two tenet line units to take the road.  
Morty Dyer to produce a feature dance and produce at Jockey club, where there are six gal line and specialties.

Dave Hemiloch, chairman board of censors, quit management of Spanish Ballroom March 1 to handle concessions at Woodland park.  
Ruth Gagninis, Jackie Evans and Furbeth Becker to Baker, Ore., joining 'Jazzmania' stage show, on tour from Chi. Booked at Orpheum here, week of March 22.

Harold Murphy, Olympia mgr. for Evergreen, says this town is filled with applicants for jobs at state liquor stores, first to open March 15 in Seattle, Tacoma and Spokane. Also distiller and wine merchants reps there to sell their goods to state.

# Montreal

By C. W. Lane

Zolo joins Gazette staff.  
Joe Page to McGraw funeral.

Walter O'Hearn news editor, Herald.  
Armand Meerte and orch at New Embassy cabaret.

Piccadilly nites opened for urday nite only Feb. 24.  
S. Morgan Powell getting kind words on radio address.

George Rotsky giving benefit show for Veterans March 1, Capitol.  
Police again resigns from Paramount to handle personal accounts.

Mamie Brown appointed manager, Paramount Film Exchange here.  
Canadian premiere of 'Yoshe Kalb' only fair Tuesday nite (27) at His Majesty's.

Parade of the Provinces holding up for fourth week on air. Show scripted by Jay Van Lusil.  
Gertrude Marshall, Boston and New York dance specialist, at Loew's, tonight.

Larry Wilson, Gazette; Charles Leboldti, La Presse; and Leon Edel, Herald, appointed to Havas Agency, New York.

Pol again defeated in action against Montreal nite life when 26 counts against Villa Maurice thrown out of court because of error in indictment.

Undercurrent has it that 25c and 35c matinee first-run houses here to be cut out or increased since these figures are killing nite biz and lowering grosses considerably.

Quebec Legislature now in session considering allowing specially censored children films for Saturday matings only in mitigation of the severe Children's Act which bans all minors under 16 from films.

# Boston

By Len Libbey

George Kraska off to Manhattan to book more foreign films.  
John Shubert ahead of opening of 'Passing Show' tab at Providence next Friday.

Jack Goldstein off to Bermuda on his first vacation since his entry into publicity.

Showmen in group bidding John F. (Sweet Adeline) Fitzgerald bon voyage to Florida by sea.

John D. Jamieson shuttling between Hollis and Plymouth, handling biz of two shows.

Al Duffy refused to pin middle monkey onto the baby, saying plain Michael without trimmings is good enough for the new son of Erin.

George Koerner and frau hop back to h. & beaming over records by current show at RKO Boston.

# Authors Film Coin

(Continued from page 65)

doesn't have to put up cash bonds to small legit producers, except as a method of evasion.

According to the minimum basic

agreement, dramatists or producers must not sell motion picture rights until the play has been produced and runs for the period of at least three weeks.

Play can, of course, be sold outright to a film producer prior to production, but in that case it produced as a play that would go to the open market for film rights, another film company being permitted to buy if outbidding the original producer.

This was the action in the production of 'Grand Hotel,' which Metro financed as a legit. Other companies bid for the film rights with Metro forced up to a pretty high figure to buy its own play.

Advantage, of course, is with the original film company which has to actually pay the author only half of what it bids under such circumstances, other half remaining with the producer.

Authors in favor of retaining the minimum basic agreement as a point to this latter fact as an advantage and sufficient encouragement for film companies producing plays.

But those against it say times are too tough for film companies to want to gamble on something they may not even be able to own.

# Inside Stuff—Pictures

(Continued from page 61)

which plans to advertise nationally for girls to come to Hollywood but which, to cover up, will head its advertising, 'Don't come to Hollywood, but if you have qualifications let us have them.'

Idea of the school-agency is to buy up a list of Hollywood-struck girls and try to get them jobs in pictures, as advertising posers and for radio, with the organization claiming only to charge a commission for jobs obtained.

Signing of Murna O'Brien Moore by Universal for 'Humbig', reveals that she has been turning down offers on the Coast for the past three weeks. Domiciled at the Chateau Elisee actress has refused overtures including Duffy's bid for the top spot in 'Men in White' (legit). Universal copped Miss Moore over some larger outfits, she nominating the part she wished to play.

Alfred M. Green, directing 'Happy Family' at Warners, has put a bonus of \$10 on all gangs Hugh Herbert to help plant in the pic above the mean average, which in this case is graphed at 40. Inciter is a bet between director and actor by which Green will pay Herbert \$10 for every laugh checked above 40, while Herbert is obligated to pay for every yelp under 40, which represents his chuckle par.

Talk that intimates M. E. Aylesworth will shelve his Motion Picture Code Authority membership has no foundation. So far as known RKO president intends to stick with the Code situation.

Rumors of his stepping out of the Code Board may have started through confusing his declining an invitation to sit on the board of the Motion Picture club in New York.

Test taken recently of Rosamond Pinchot at Metro was for the second lead in 'Soviet'. Actress was quite fussy about it all, and insisted that W. S. Van Dyke direct it, and that a certain man work on her makeup. After it was over, she hopped east without waiting for a nod one way or the other from the studio.

Hugh Weir, whose frenzied finance series on the picture business, entitled 'Wild Money,' ended in the Satevost, is scheduled to do another six articles for that magazine starting about July 1.

New series will be a fictionalized treatise on alleged industry waste based on the recordshelves of film companies.

Under the new administration of Hulda McGinn as secretary-manager, California Theatres Association has inaugurated a public relations department including summarized film reviews mailed to all local clubs and organizations, particularly feminine groups. Department is headed by Mary McGinn, daughter of Mrs. McGinn.

Loew's Ziegfeld, at 54th street and Sixth avenue, New York, which few figured had a chance against the RKO Center (formerly new Roxy) is now in the dough, according to accounts. Ziegfeld was turned into a winner by a woman. She's Chelle Janis, manager for Loew's.

One of the dramatic scenes in 'Gambling Lady' (WB) was written by Barbara Stanwyck, featured in the picture.

Actress' script contribution is the scene where she separates from Joel McCrea toward end of the story.

Al Johnson has 10% of the gross of 'Wonder Bar' (WB). So far he's gotten \$50,000, covering his services and the rights to the story which he owned through having appeared in it originally for the Shuberts on Broadway.

The Paramount, Brooklyn, had to make over its whole lobby after kids, on the opening day, Friday (2), went on a tear.

Kids not only helped themselves to portions of lobby material on Sally Rand but also changed the title of the current picture, 'No More Women'.

Robert Lord, associate producer at Warners, claims some sort of a supervisory record for number of pix handled. Since latter part of June he has completed 10, has three shooting and three more scripts almost ready for production.

New affinity for 'World' in titles. Fox has 'World Moves On' and 'The World Is Ours'; Universal has 'I'll Tell the World'; Warners recently made 'Upper World,' and is planning a yarn to fit the handle 'World Is Mine.'

Paramount trustees installed a special switchboard of their own at the Par home office where they make permanent quarters. Their calls are in the hundreds daily.

# Pittsburgh

By Hal Cohen

Father of Marlene Shea, fan dancer, a Baptist minister.

Neville Plesson recuperating from an illness at his home here.

Amos 'N' Andy wired Mike Cullen, the one cent they owed him.

It's a girl at the Johnny Morina. He's the William Penn manager.

It's a girl at the Johnny Morina. He's the manager of WB's William Penn.

Brian McDonald in Bahamas as an entertainer on one of those mid-winter cruises.

Joe Caprio turned down a Montreuil nite club offer to stick out season at the Plaza.

Jerry Mayhall now a musical contractor, and has opened an office in the Clark building.

Nat Nazario, has left Steve Forrester's office to rejoin the Jack Dallas agency here.

Teddy Joyce, now in London, where he has opened with a band at the Kit-Kat club.

Jason Bernie, Ben's 15-year-old son, on to spend a couple of days with the old show boat.

It's a boy at the John McGreeves. He's chief booker for Harris Amusement Company.

Charles Tinsley quit a play for supper and dinner dancing with Marty Schramm's band.

Tommy Flynn has cancelled several eastern engagements to keep his head in the show boat.

Dorothy Raymond (Rubenstein), Pittsburgh gal, signed for Jane Cowls' 'Sweet Bells Jangled.'

Ted (Coe) Tinsley, Hollywood directing 'Doty Hobart' 'Every Wednesday' with Queen's Smith.

Jimmy Balmer is knee-deep in draperies and carpetings, selecting trappings for the remodeled Avria.

Fenn management asked Faith Bacon to be a little less revealing after her first fan dance last week.

Driving back to Pittsburgh, Eddie Peyton's car jumped an embankment in Utah, but nobody was hurt.

John Seymour wound up two weeks at the Plaza cafe with a flock of night club offers tucked away.

Rainy weather bothering Charlie Danvers' ankle ailment, as 'Post-Gazette' columnist is sporting his cane again.

Aaron Jaffe, attorney, named immediate member of movie code grievance board. He's a nephew of George Jaffe, burlesque impresario, here.

Johnny Harris in Kansas City to install a Variety Club chapter, and from there heads for coast to spend couple of weeks with Pirates at training camp.

Charles Nixon insists Nixon will get 'As Thousands Cheer' this spring, despite the fact that tickets are selling in New York as fast as seats.

Milton Lomask, Pittsburgh Symphony concert-master, and his brother, Herbert, of the violin section, are both graduates of Pitt Law school, although neither has ever gone into practice.

# Indianapolis

By Bill Kiley

Tally-Ho Room at Antlers closed. The Smith at Indiana not feeling 100%.

Bill Parisaw content in remodeled office at Apollo.

Chateau Lido, coeds doing show show at Show Boat.

Ted Nicholas making talks about theatre over WFPM.

Chas. O'Brien, local post, vaude acts back into Lyric.

Art Baker conducting Bud Gray on tour of newspapers and radio stations.

Chateau Lido, remodeled nightie, reopening with Jimmy Fisher doing the m.c'ing.

Harry Anger in town seeing that 'Bottoms Up' and 'Words and Music' got started okay.

Walter Hickman, Times crick, seen laughing himself in the aisles at preview of 'Palooka.'

Carl Niesse doing a lot of bustling around with Warner's trade screenings being held at his Ambassador.

Three-Dallasites in Par's 'Search for Beauty'—Alfred Delcambara, Clara Lou Sheridan and Robert Spencer.

Milton Brodus lands Fox contract after 'Dancing Lady' and 'Wonder Bar,' adding another notch to town's pride belt.

Val and Ernie Stanton, here few months ago during 13-week radio schedule, pop back in town with 'King's Scandal' unit at Majestic.

# Dallas

By Raymond Terranova

Les Ainsley and ork exiting Golden Glow for Riviera in New York.

Openers of C. Lee and Jack C. Compton owners of a theatrical assist service.

Paul Short is now in the coming and going club, having bought himself one of those air-minded cars.

Three-Dallasites in Par's 'Search for Beauty'—Alfred Delcambara, Clara Lou Sheridan and Robert Spencer.

Milton Brodus lands Fox contract after 'Dancing Lady' and 'Wonder Bar,' adding another notch to town's pride belt.

Val and Ernie Stanton, here few months ago during 13-week radio schedule, pop back in town with 'King's Scandal' unit at Majestic.



## East

'Every Thursday' will bring Queen Smith back to 'B'way via Jackson Heights.

Willie Howard studying Swedish dialect.

'Awake and Sing' in cold storage until fall. Frank Merlín says it's casting trouble.

Jean Duval, French actress, who toured in 'Conco', has August Medico in court, charging he choked her when she declined to marry him. Case in Washington Heights court, Friday (2).

A. E. Thomas to Bermuda. To rest after 'No More Ladies' and write another.

Boston censors put a stopper on the front door of Minsky's until March 19. Didn't like the strip acts.

Examiner for Federal Radio Commission recommends abolition of four Brooklyn stations. They are WARD, WBBC, WLTH and WVPW. Reason: objection to excess of foreign language broadcasts and WLTH charged with selling time for resale.

Lins & Fuchs to lose Ritz Park concessions, with possible exception of catering, after taking a loss for two years in hopes of better times. Claimed to be turned into a beer garden and Jones Beach concessions to be changed by Commissioner Moses.

Report has Krinsky and Cochran signing up with Hearts and Flowers, which Bradford Ropes and Phil Chang concocted. It's got rhythm.

Aldermen considering shoving the curfew for clubs back to 4 a.m. Bill carries a rider to boost licenses from \$100 to \$150.

William Schiwy, Arch Selwyn's son, opens an office here as personal representative for stage, screen and radio acts.

Abe Polak and his company, at the Irving Place burley theatre, held in \$100 bail each for Special Sessions. Result of a raid, Feb. 10.

Bessie Bassett, former showgirl, awarded \$500 by N. Y. Supreme Court for the use of her picture by the Postal Co. She wanted \$25,000 for the use of her face in a pimple removal cream ad.

Press story runs that Sidney Howard would not have his name in lights on the Shubert. Superstitious and a hoodoo.

'Broomsticks' Amen shortened to the first word. Full title proved confusing.

Willie Howard plans a series of shorts. Each will contain five intentional errors. In N. Y. those spotting all five will be given boxes for the 'Follies'. Suggested by the error pictures in the Sunday papers.

Rex O'Malley buys part of a printing shop in Westport, L. I. He'll stick to the stage, but interest in typesetting.

Billy K. Wells, who has been suffering from a nervous trouble, now himself again. Working on a new 'Scandale'.

Park Dept. plans to convert the old sheepfold in Central Park into a popular-priced cafe. To offset the claims against the Casino.

Dr. Walter Damosch gets another medal. This time from the National Education Assn.

License Commissioner Moses launches a drive against obscene literature and 63 publications are barred.

State Court of Appeals grants a coin stamp in Hopwood Plays against Colin Kemper and others. Suit is to collect certain expenses deducted from stock royalties on the 'Bat' before splitting the sums between the litigants. Held that the suit had been 'improperly dismissed' by the appellate division.

George Arliss now prez of the Episcopal Actors Guild.

George Middleton working on 'Sis! Boom! Blah!' Satire will get

## 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.

tryout at Iowa State University. If it looks good, to be transplanted to 'B'way.

Forget about 'Teatime Lovers' and 'Beloved Rival'. It's 'Etienne' again.

Met opera trustees demand \$300,000 or else. Tell that last year's subscription of a like sum has been used.

Performances at the Bronx Art theatre, Yiddish house, off several days last week. Snow blocked approaches to theatre.

Harry Moses announces 'Four Saints' will remain at the 44th Street indefinitely.

Count Vasco da Gama doing 10 days on the island for killing.

Van Dick was a clown dog.

Geraldine Farrar was 52 last Wednesday (23).

Samuel Lee will bring Eddie Cantor back to the stage next fall. Play to be partly autobiographical.

'Three Corners' hit. Spanish language.

Van Dick was a clown dog.

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# OBITUARIES

## JOE FLYNN

Joe Flynn, 74, who wrote the once-popular "Down Went McGinty," died at the home of his brother, Denis in New Orleans, Feb. 20.

Flynn, who was born in Ireland, learned the printing trade on the N. Y. Evening Mail, but about 50 years ago turned to the stage, doing an act with Al Fostelle. Later he went into partnership with Jerry Keating, but is better known for his work with Sheridan and Flynn, his team mate being Frank Sheridan. Later he did a single, wearing a fawn coat with exaggerated leg of mutton sleeves affected by smart women dressers of that period, an enormous hat and checked trousers. His appearance was always good for a laugh which he built up with comic songs and parodies. He played practically every important vaudeville house in the days when vaudeville was important, but retired about 15 years ago, following the White Rat strike, in which he had been an active fighter. He was one of the original members of the White Rats, from which the N.Y.A. indirectly derived.

He wrote many songs, but never repeated with a second "McGinty," which literally swept the world, being printed in scores of foreign languages.

He is survived by his brother, a one-time advance man and manager; four nephews, Eddie, Mark, Roger and Denis Jr.

Interment in New Orleans.

## MRS. MORLEY WHITE

Mrs. Morley White, died at Christie Lake, near Ottawa.

Mrs. White was the former Neil Marks, belle of the once-famous Marks Bros. Company which toured the highways and byways of Canada with a repertoire of stock mellers. The Marks were credited with playing more one-night stands throughout Canada over a period of 40 years than any other troupe and they played in town and fraternal halls, tents and churches as well as any available theatre.

Surviving are the four brothers who made history in history with old age and the films compelled their retirement. All of them are now in their 70's. Ernest Marks is still active in the theatrical world being the owner of a film theatre at Oshawa, where he was recently mayor.

## GENE RODEMICH

Gene Rodemich, 43, first picture theatre m. c. and more recently director of a 65-piece radio and recording orchestra, died in the Medical-Arts sanitarium Feb. 25, of pneumonia.

He was making an electrical transcription for the World Broadcasting Co. on Saturday (24) when he felt a chill, but he added clothing and persisted in his task until the selection had been waxed. He was taken immediately to the hospital, but did not rally.

He had been for many years with the Van Beuren Co., makers of animated shorts, and had written much of the music for the Aesop's Fables and the Amos and Andy cartoons.

He began his musical career with the Skouras in St. Louis and in 1928 came to N.E.C.

## JOHN C. TERRY

John C. Terry, 53, died in Coral Gables, Fla., Feb. 28 of a kidney ailment.

He was one of the pioneers in animated cartoons, working with Paramount and Universal 20 years ago. For a time he was associated with his brother, Paul, in the production of Aesop's Fables for Pathé release, but recently had been doing a strip for the Associated Press feature service. He became interested in animation in 1912 and is credited with having been the first to use mice and cats in these pictures.

Survived by his widow, his second wife, three children, two sisters and two brothers.

## W. CRONIN WILSON

W. Cronin Wilson, actor, died in Charing Cross Hospital, London, Feb. 16, of double pneumonia, 24 hours after appearing in "Escape Me Never" at the Apollo. Deceased commenced stage activity with Lewis Waller's company and appeared in many different plays in America, Africa, Australia and England.

His more recent appearances were in "The Bird of Paradise," "Aloma,"

"The Flying Squad," "The Calendar," "The Case of the Righted Lady," "For Services Rendered."

He also wrote one or two minor plays. Exact age unknown—about 56.

## SEWELL COLLINS

Sewell Collins, American journalist, dramatist and stage producer, died suddenly at his home in London, Feb. 15, aged 58, of heart failure. He had spent the majority of the past 20 years in England, where he adapted and produced a number of plays.

He was originally a cartoonist on the Chicago Tribune and afterward came to New York as dramatic critic for the Journal.

He is survived by his wife, Margaret Moffat, an American actress, who is at present playing in "The Wind and the Rain" at St. Martin's in London.

## RICHARD WARNER

Richard Warner, 54, vaudeville sketch-writer, died of a sudden heart attack Jan. 14, at his home in New York. Burial was in Elysian Cemetery.

Warner, survived by a sister and three brothers, was also the manager at different times of the Alhambra, Colonial and the Harlem Opera House, New York. He was also once associated with Roland West.

## FRANK B. FANNING

Frank B. Fanning, 54, stage and screen actor, died Saturday (3) at his home in Los Angeles.

Fanning worked in various stock companies on the Coast and in Alaska back in '38. He also played minor parts on the screen. Widow survives.

Troopers Club, of which Fanning was a member, will hold services Monday (5), with burial in Hollywood Cemetery.

## FRED BUCK

Fred Buck, 31, died March 5 at the N.Y.A. Sanatorium, Saranac Lake, N. Y.

Buck was the arranger as well as member of the Fred Waring band, having joined the aggregation when it started 14 years ago as a quartette.

Interment Wednesday (7), in Tyron, Pa.

## CHARLES C. SHAY

Charles C. Shay, 57, past president of the International Alliance of Theatrical Stage Employees, died Monday (5) at the home of his son in Forest Hills, L. I. Funeral services will be held Thursday (8) from Boyertown Chapel, N. Y.

Shay is survived by a widow and two sons.

## WALLACE H. BECKER

Wallace H. Becker, 76, who had been on a Kingston (N. Y.) newspaper for 60 years, died April 1.

He was a prolific writer of popular songs, many of which were sung by Lew Dockstader.

## W. A. PARKS

W. A. Parks, 44, founder of the first theater 30 years ago, the Bijou at Eldora, Iowa, died in Dubuque after a short illness. His widow, three and three sisters survive.

Interment in Eldora.

## S. WESLEY CLEMENTS

Wesley Clements, 74, stage doorman at Loew's Rochester theatre and known to a host of stage folk as "Dad," died at a hospital in Rochester last week. He leaves his wife, a daughter and three sons.

## LESLIE C. DOLLIVER

Leslie C. Dolliver, San Francisco theatre owner and uncle of Jackie and Robert Coogan, died in Frisco, March 1.

Dolliver was the brother of Mrs. John H. Coogan, mother of the boys.

## E. STEIN

tein, 23, assistant manager of the Ritz, Newark, died March 1 of pneumonia.

Warner Brothers had been grooming him as a manager.

## GEORGE E. WICK

George E. Wick, 55, Mayor of Butler, Pa., died at his home there March 2, of pneumonia.

He was for some years a baritone with the Savage Opera Company before he returned home, and gave

## BARNUM MUSEUM MUST PAY BRIDGEPORT TAXES

Bridgeport, March 5.

The late P. T. Barnum's gift to Bridgeport, of which he was mayor, is going on the auction block if the money-needy city has its way. Tax Attorney David Goldstein has instituted tax foreclosure proceedings against the Barnum Institute, Bridgeport's only public museum.

P. T. gave the building to the city with a collection of his circus memorabilia, but died before he made good his intention of providing a maintenance trust fund. Institute is owned by Bridgeport Scientific and Historical Society, which claims tax exemption by its charter from the state. Lower floors have been rented to keep building open, however, and city contends this is basis for foreclosure action. Collector has been sending bills since 1919.

## Code. Fireworks

(Continued from page 63)

is not stock, and the matter will doubtless be another point over which the various factions will battle. Last summer, when the code was adopted, the stock managers made it appear that their idea was more important than the production of new shows, and they succeeded in getting better conditions into the code than other managers.

Clarification of the stock issue will find Equity insistent that it have the right to classify what is and what is not stock. The code, on its position that it may try to withdraw from the Code if its authority is weakened in the stock situation. Stagehands have been just as insistent on having a say in the matter, and to date have distinctly held the upper hand. The committee theaters will also be more carefully considered in the revised code.

Ticket situation will illuminate, too. Agencies will seek to insert the right to resell tickets to each other, no provision touching that phase having been originally considered. C.A.'s ticket sales prohibit such transactions, limiting the selling price to not more than 75 cents over the box-office price. If the ticket brokers succeed, their resale plans, all tickets sold from one agency to another will cost the ultimate consumer double the premium, plus tax.

Another dispute is due over throwaways. Managers propose to include out-of-town stands in the ban against such practices, but the stock people will fight to the point of a strike. Some committee theaters are operating to a profit and keeping actors employed by using throwaways. System used out of town is somewhat different from that previously in effect on Broadway. Until the code ousted such attractions from Broadway, the price to be paid the stock was printed on the "passes." Broadway managers are ready to prove that elimination of throwaways has materially aided business this season.

There are a number of other matters planned for the revised code. Included is the fixing of definite hours of rehearsal. Equity recently sought to settle that problem, then withdrew its plan from the C.A. Explanation was that Chorus Equity wanted to wait until the situation covered the rehearsal in picture and vaudeville houses was cleared up.

There will also probably be provision for representation in the C.A. for those unaffiliated theatre groups, such as company and house managers, advance agents and those operating the front of the houses. These groups huddled a number of times, but never came to an agreement.

At the suggestion of NRA headquarters no code authority meetings will be held until the hearings are over and the revised codes adopted.

his attention to politics. He always retained his interest in music.

## CONELIA KELLOGG

Mrs. Conelia Kellogg, 57, Hollywood fashion model and pic player, died in Los Angeles, Feb. 21. Survived by daughter and son.

Mother of Ben Selvin, recording manager of the Columbia Phonograph Co., Mrs. Ida Mollis, died in Cleveland March 1.

## Shriners Go Blotto on Indoor Circus Venture

Canton, O., March 5.

Despite the fact that the show is made up of 20 of the best acts from the Ringling-Barnum and Hagenbeck-Wallace circuses, Shrine indoor circus, which opened Monday night in the city auditorium looks like a flop financially. Orin Davenport is producing the show for the Shriners, with Fred Branda as equestrian director. Merle Evans, Mickey King, Davenport Riding act, Hagenbeck-Wallace elephants, and liberty horses, a dozen big show clowns and a host of other feature acts from the two major circuses has failed to impress the natives so far, although the same show played to capacity crowds at Detroit, Cleveland and Minneapolis.

## KILL N. Y. FAIRS

Albany, N. Y., March.

Cayuga County Fair at Auburn has lost its charter as a result of failing for a second consecutive year to stage a show. Several other fairs not conducted last year, including those at Brockport, Canton, Monticello, Ithaca and Cambridge. Under the state law any organization which fails to hold an annual fair for two consecutive years forfeits its charter.

## BUYS SPOKANE RESORT

Spokane, March.

M. Mitchell, non-pro, has purchased the Shady Rest, 33-acre tract, from the C. E. Stillwell estate. Amount involved in the cash transaction was not made public.

The nearby resort, located 13 miles from the city, will be made into a "class spot" for the around entertainment.

## Why Ring Shows Hop Miss.

Jackson, Miss., March 5.

Pleading for the kids of the state because they haven't seen a circus in a long they are forgetting what wild animals look like, Senator Stubbfield, asked that the license on circuses be reduced by the legislature.

Mississippi hasn't seen a large circus since the high license was put on several years ago. Stubbfield proposed a sliding scale of from \$50 to \$250 instead of the \$100 to \$500 now in effect. He was outvoted.

## Tex. Fair Track

Dallas, March 5.

A racing plant to cost \$141,000 was started Saturday (24) at the State Fair of Texas grounds in a dramatic fashion, when assembled laborers were flashed news that R. B. George, a local financier, had staked the money. A 10,000-seat grandstand and a 700-horse stable will be erected. First meet starts April 23, with another to follow during fair season in October.

## Asks Chautauqua Relief

Albany, March 5.

Bankrupt Chautauqua has appealed to the Legislature to help pull it out of a financial mess that threatens destruction of the educational-amusement enterprise. Permission is asked for the election of a new management with authority to allow the receivers to use gate receipts and contemplated new rentals to cover expenses.

## Five New Bulls

Charlotte, N. C., March 5.

Five new elephants have arrived at York, S. C., near here, from Eureka, Kan., for Barnett Bros. Circus. The bulls belonged to the defunct 101 Ranch Wild West Show but were purchased from the state of Kansas, that commonwealth having held a mortgage on them.

## DEFECTS IN PROVISIONS HOLD UP OUTDOOR CODE

Washington, March 5.

Circus and carnival codes have been hung up in NRA mill by objections of legal advisers to certain provisions in constitution of outdoor showmen's trade group, it was revealed last week.

With date for final action depending upon speed with which latest obstacle is overcome, Deputy Administrator William P. Farnsworth said further conferences will be required to iron out the difficulty. Legal sharps have protested against certain phases of Showmen's Association by-laws which, it is feared, will restrict membership and prevent certain units from joining.

Matter is regarded as of major importance because codes would put Showmen's Association in the driver's seat for administration purposes. Other tough spots have been smoothed out, however.

## Another Expo Village

Chicago, March 5.

New village in the World's Fair this summer will be the Mediterranean Village to take the place of the Morocco Village which was at the north end of the midway last year. Will be operated by Major Felix B. Streycckmans, who was chief of the foreign participation division of the fair in 1933.

Set for entertainment the regular Oriental magic men such as sword swallowers, fire eaters and glass walkers, besides a hip thrower.

## BEAUTS AT FAIR

Burlington, Vt., March 5.

Bathing beauty contests will be featured at three Vermont fairs next fall. Idea is new to these parts and there is some doubt as to whether or not it will be popular. Fairs planning to sponsor contests are Orleans, Rutland and Champlain Valley Exposition.

In Burlington, where the mayor won't even allow girls in shorts to use the streets in summer, it is felt that any attempt to put on a contest at the Champlain Valley Exposition will draw plenty of opposition.

## OTTAWA FAIR GOES GEE-SEE

Ottawa, March 5.

Central Canada Exhibition Association has decided to feature four days of harness racing and two days of automobile racing in front of the grandstand at the Ottawa fair in August.

Association entered into a contract with Ralph Hankinson, New York promoter, for his stable of automobile racers. The annual athletic meet at the fair has been discarded.

## BEACH AND POOL

Washington, March 5.

Latest date for resumption of frequently-delayed hearings on amusement park, pool, beach code, is March 13. Session will be held at Chamber of Commerce building with Deputy Administrator William P. Farnsworth gaveling.

## LETTERS

When Sending by Mail to VARIETY Address Mail Clerk. POSTCARDS, ADVERTISING or CIRCULAR LETTERS WILL NOT BE ADVERTISED. LETTERS ADVERTISED IN ONE ISSUE ONLY.

Artova Dorothy Marion & Marjorie  
Bessette Nadine Singh  
Kingsburg  
Marjorie Julia Wulman Nettie

## CALENDAR OF CURRENT RELEASES

(Continued from page 39)

Marriage on Approval. (Monarch). In which a girl gets married in the first reel and divorces it in the last. Barbara Kent, Donald Dillaway. Dir. Howard Higgin. Rev. Jan. 5.

Neighbors Wives. (Syndicate). Domestic murder problem. Dorothy, MacKall, Tom Moore. Dir. Francis Natteford. 56 mins. Rev. Oct. 17.

Police Call. (Shomen). Ring story with an adventure angle. Dick Stuart, Merle Kennedy. Dir. Phil Whitman. 52 mins. Rev. Feb. 20.

Public Stenographer. Title tells the story. Lola Lane, John Collier, Jr. Dir. Lew Collins. Rev. Jan. 30.

Secret Sinners. (Mayfair). Chorus girls and a song writer. Sue Carroll, Nick Stuns. 58 mins. Rev. Feb. 20.

Ship of Wanted Men. (Shomen). Crew of refugees fight over a girl rescued in mid-ocean. Leon Waycott, Gertrude Astor. Dir. Lew Collins. 60 mins. Rev. Nov. 21.

Trapeze. (Trutex). Anna Sten's first film. 55 mins. Rev. Feb. 20.

White Face. (Heiber). British made crime story from an Edgar book. 45 mins. Rev. Dec. 5.



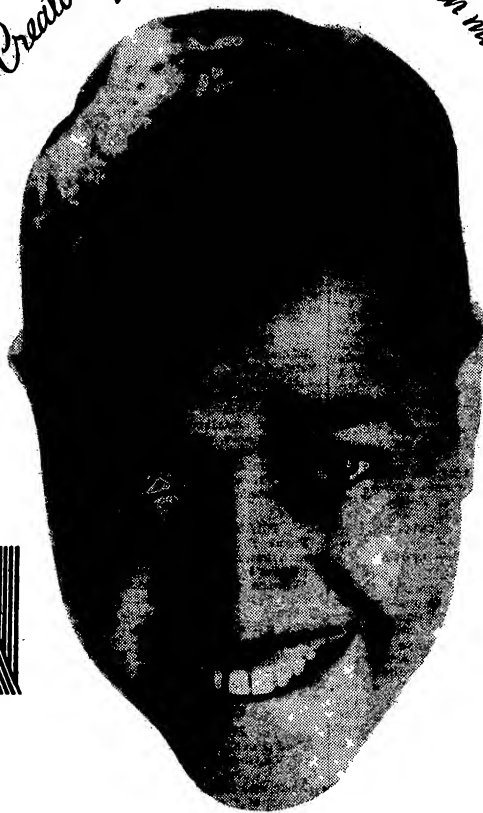


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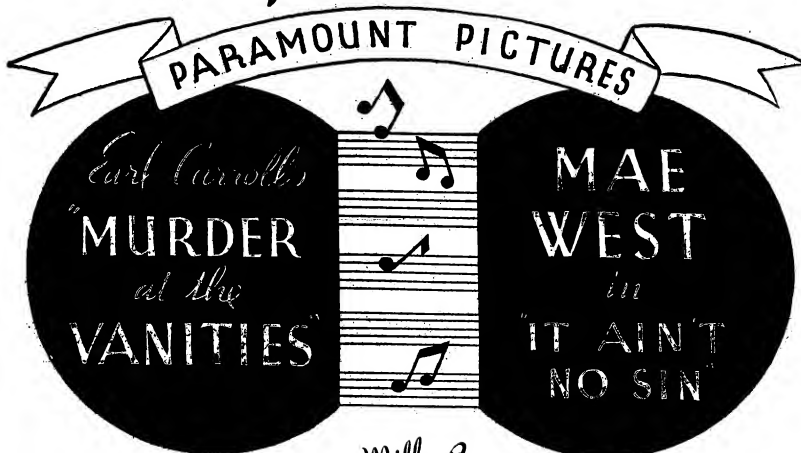
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NEW YORK, TUESDAY, MARCH 13, 1934

64 PAGES

## \$3,000,000 VAUDE 'TOUCH'

### Trenton's Mysterious Stock Co.; No Biz, but Shows Go On and On

Trenton, March 12. State Theatre Players began their 22d consecutive week of stock here tonight (12) with a production of 'Another Language,' establishing a new record for Trenton, but theatre men continue to wonder how much longer they can continue. Company has not encountered a really profitable week since launching the stock company early last fall and all Trenton is speculating who the angel can be.

Trenton simply refuses to patronize stock. Majority of the populace still isn't even aware that this city boasts such an outfit. After five months the management still finds it necessary to advertise on the placards and billboards 'not a moving picture.' Although the company has proven itself competent from the start, improving weekly and bringing to Trenton established successes of the past several seasons, both commercial and artistic, grosses have seldom managed to meet the weekly out.

Radical reductions in the scale of prices, exploitation stunts, two-for-ones and other innovations (Continued on page 58)

### FRISCO USHERS FIGHT BATTLE OF MARKET ST.

San Francisco, March 12. Most of the ushers, male and female, in this town look as though they had just attended an Irish tag-day with bricks. It's all due to side-door crashers.

The overhead on bandages, tape and arnica has gone so high that house managers finally went to the city fathers and the gendarmes now have orders to grab anybody loitering around the side doors of theatres. The chiselers have actually been battling their way to free seats.

About a dozen lads have been hauled before judges in the last week. One received a 90 days sentence, suspended.

### Educational Blaze

Cleveland, March 12. Educational film show at a local high school resulted in some excitement when a blaze started as the operator was threading his machine. Luckily, the students were only being assembled to march into the auditorium at the time.

Picture to have enlightened the uptits was 'Gold Diggers of 1933.'

### Scully's Luck

Frank Scully is having his troubles with the Hays office. Fox wants to buy the title of his book for invalids, 'Fun in Bed.' The Hays office is agast.

Simon & Schuster, Scully's publishers, practically had the deal set. Asked \$5,000 for the title, on the basis of \$2,000 a word, then compromised on \$5,000. Max Schuster points out that 'in' is a pretty small word, anyway.

Scully is making book at 5 to 1 on no sale.

### N. Y. CAPITOL'S \$17,000 SHOW

Loew's Capitol on Broadway returns to heavy money stage shows next week (16) with a \$12,000 expenditure for talent alone. Additional cost of production and the house orchestra boost the price of the show to around \$17,000.

Jimmie Durante will headline at his studio salary and a percentage split. Next in price is Lou Holtz, who is in for \$4,000. Polly Moran is on the same bill, along with Armida, 36 Sarah Strauss dancers and a couple of minor specialty acts.

Being replaced by the Straus line, the Capitol's regular troupe of Chester Hale Girls will be dropped for the first time in eight years, although just for the one week. They have had the longest consecutive run for a permanent line in any major picture house in the country.

### WAITRESSES DOUBLE IN S. AND D. IN NITE SPOT

Minneapolis, March 12. Most unusual night club here, called the Fijl, employs only waitresses who can double as dancers and singers. The girls receive only the regular union scale for waitresses.

At specified periods during the evening they doff their smocks and go into song or dance turns. The club advertises 'free entertainment' and has a five-piece band. It serves only 3.5 beer at 5c a glass and 10c sandwiches.

### ASK UNCLE SAM FOR FINANCING

AFA Petitions President Roosevelt Direct for Aid to Stage Shows—Plan Involves Bills for Institutions and Dark Theatres—\$107-a-Day Budgets

### 16-PEOPLE UNITS

United States government has been petitioned to save the stage end of show business, where it concerns performers in vaudeville, presentations, tabloids, minstrels, carnivals, fairs and floor shows.

American Federation of Actors is asking Uncle Sam for a \$3,000,000 'touch' for revival purposes. A letter and administrative draft outlining the plan was sent to President Franklin D. Roosevelt last week by the AFA (formerly ABA). A reply was received from the Chief Executive yesterday (Monday, 12), stating the matter had been taken under advisement and an early decision would be forthcoming.

The plan, in short, would put actors to work in units that would play free shows in hospitals, prisons, sanatoriums and other public institutions, along with regular entertainment. (Continued on page 63)

### Find NRA Factor in Daylight Saving Problem

Reading, March 12. Agitation for and against daylight saving time is up for consideration again by theatre managers here. NRA has already changed industrial working hours so greatly that the original objective, more daytime recreation, has been eliminated.

### WAX BANGTAILS

Chicago, March 12. Victor is waxing a horse racing and betting record for parties. Novelty comes from Europe. Horses in the race are numbered one to six, with no way of telling which of the half-dozen horses will win. Trick is effected by means of cross-grooves in the recording. After each player picks a number the needle winds its way through the maze of recorded grooves which play sound effects of crowds cheering a horse race.

### Air Listeners Are Top Squawkers To Three-Way Comic Will Rogers

### Horse Sense

If there's one thing George Godfrey, now an indie bookie, knows, it's the rear end of a horse.

The two men doing the Black Beauty prop horse act at the Folly, Brooklyn, which Godfrey books, Sunday (4) switched their respective front and rear posts.

Godfrey ran backstage, crying: 'Are you trying to jeopardize my position in my case house?'

### BEST BETS FOR ACADEMY PRIZE

Hollywood, March 12.

Although ballots for the Academy award elections will not be opened until the night of the banquet, this Friday (16), survey conducted among those already voting show the following can be expected to get trophies:

Charles Laughton ('Henry the Eighth').

May Robson ('Lady for a Day') with Katharine Hepburn close runner up on 'Morning Glory.'

Fox for best picture of year, 'Cavalcade.'

Radio for best two-reel comedy, 'So This Is Harris.'

Educational for best novelty short, 'Krakatoa.'

Walt Disney for best cartoon, 'Three Little Pigs.'

Frank Capra for direction, 'Lady for a Day.'

### LACK OF ROAD SHOWS AIDS BOOK PUBLISHERS

Slack of legit touring attractions has become a boon to book publishers in a roundabout way. Publication of plays in book form is more successful than it has been in many years.

Answer is said to be that there's a dearth of legit available in the hinterland. Clubs, schools and similar organizations have been sold on the idea of reading plays. Thus they are using modern and current Broadway plays almost simultaneously with their release.

Hollywood, March 12.

Radio dial turners are 20 times as heavy squawkers as film fans and 400 times more critical than readers of newspapers.

This is the opinion of Will Rogers, who is the only current three-way guy to get fan mail from readers of newspapers, his see and hear film audiences and listeners-in from his broadcasts.

According to the comic's ratio, for every fan letter criticizing his newspaper comment he receives 20 from kickers about some scene or dialog in his pictures and for every film beef he gets 20 from other commenters.

Of every score of air fan letters he claims that eight tell him he is a heel, eight say he is a super-heel and four declare he is the berries.

### IOWA CITY IN HUFF ON BLANCHE BATES' SNUB

Iowa City, Ia., March 12.

This town, especially Mayor D. Breene, is plenty burned over Blanche Bates' remark in a recent mag splurge, to the effect that she has played every tank town in America, but never heard of Iowa City.

Rib is taken to heart here because this is a state university town, and is always plenty wary to legit attractions.

'Nobody out here ever heard much of Miss Bates either,' commented Mayor Breene.

### Time Marches On

Baltimore, March 12.

Ex-Mayor James H. Preston, his son Wilbur and Edward C. Carrington of New York will open a niter in the old Preston mansion around April 2, or as soon as remodeling is completed.

The 30-room brownstone front was erected more than 80 years ago by Gen. John Eager Howard, and has since served as residence of the late Gov. Frank Brown, and for past 35 years has been the home of Ex-Mayor Preston, who now vacates to take an apartment.

Located in the generation-ago snooty Mt. Vernon Place sector, spot has been scene in years past of many of burg's most important political and social events.

**"The HOUSE OF ROTHSCHILD"**  
MERITS FRONT and BACK PAGE ATTENTION SEE Back Cover



## Fairbanks' Baronial Estate

### Upon Leaving Films Will Go In for California Ranching

Hollywood, March 12. The mark of Douglas Fairbanks. Most favored by him of his screen creations, the character and its background has become the pattern which Fairbanks' hacienda, some miles back from the Los Angeles-San Diego highway, near Oceanside, will follow upon his return from England.

Fairbanks calls the 3,000-acre holding the Rancho Zorro and plans to about duplicate the baronial existence of the Spanish grandee. He will devote himself to ranching and less and less to picture making, say those who claim to know. Plans for the building of an elaborate Pyrenees type of hacienda have long been under way.

The rancho is to be operated as a revenue producing property. Fairbanks having invested much of his fortune in the land, blooded stock and orange groves. Twice a year cowboys round up the Herefords that roam the hills for branding and marketing.

Fairbanks is also restoring the ruins of a famous adobe built in the days of Pete Lazarro, sheep king, from whom the actor purchased the property. Upon his return from present picture commitments in Europe, Fairbanks expects to re-establish immediately in this locality the ancient custom of Visistadores, festive gathering of ranchers. For the entertainment of future guests, Rancho Zorro is also being stocked with deer, fox and pheasant and a big artificial lake, with a big dam.

Plans for the hacienda have been completed by Carl Jules Weyl and approved. The rancho is being managed by W. J. Smart, under supervision of Robert Fairbanks, the star's business manager. Total cost of the completed rancho is estimated at \$1,500,000.

### HAZEL FLYNN OUT

Film Critic Quits, Chicago, American Over Salary

Chicago, March 12. Hazel Flynn stepped out of the Chicago American's news column last week. Had been handling the picture amusement section, reviewing under the tag of Rob Reel and chattering under her own name. Sole reason for Miss Flynn's resignation was continued inability to get together with the paper on salary.

Jess Kreuger steps in to handle the reviewing job with the paper dropping all local show business chatter columns.

### Par Options Trio

Hollywood, March 12. Paramount has lifted options on three of its young femmes, Gail Patrick, Grace Bradley and Frances Drake. New agreements are for six months each.

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### 'COPPERFIELD' TESTS

Cukor - Estabrook to London in Search of Types

Hollywood, March 12. George Cukor and Howard Estabrook leave here this week for England to conduct wholesale tests for Metro of British players who may fit the 70-odd parts in 'David Copperfield.' Cukor expects to shoot about 300 tests within two weeks.

In addition to the tests, pair will shoot background footage.

With Cukor going abroad, Producer David Selznick stays here to finish 'Manhattan Melodrama' and then hops to New York for eight weeks.

### 3-Way Ticket

Hollywood, March 12. New straight two-year contract given Robert Presnell by Warners is a three-way ticket to write, produce and direct. Presnell has been an associate producer and scrivener at WB for several years. Presnell expects to take a six weeks' vacation in Europe this spring.

### ARTHUR BACK TO FILMS

Steps Out as Legit Producer at Hollywood Playhouse

Hollywood, March 12. George K. Arthur steps out of the production end at the Hollywood Playhouse to confine his activities exclusively to picture acting.

The Playhouse, which has been conducted as The International Group, continues with E. E. Clive as producer. Latter will also appear in top spots in some of the plays to be presented.

First under the new set-up will be a revival of 'White Cargo' with Leon Gordon, its author, starred.

### Par Sets Miss Lombard In 'Sophie Lang' Stories

Hollywood, March 12. 'The Notorious Sophie Lang,' sustained character in Frederick Irving Anderson yarns, has been selected by Paramount as the next picture for Carole Lombard. Herbert Marshall probably opposite with Kent Taylor and Barbara Fritchie set in support.

William Cameron Menzies will direct and will be assisted by an associate director, not yet chosen.

In buying the story Par also acquired rights to Anderson's 'Whispering Gallery,' 'Socially Destitute,' 'Signed A Masterpiece' and 'The Peacock,' in all of which the Sophie Lang character appears.

Anderson is on from New York and is currently working on the adaptation with Anthony Veiller, son of Bayard Veiller, who will handle the production.

### Doing a Hemmingway

Hollywood, March 12. Bull fighting in Madrid, after Easter, is the magnet which is luring Ken Maynard and his wife to a motor trip in Spain. Western star leaves here immediately after finishing 'Doomed to Die,' last of his current season's pils for Universal. He sails from New York March 21. The Maynards expect to be gone three months.

Decision on Maynard renewing for western with U will probably await his return.

### Par Will Do 'R.U.R.'

Hollywood, March 12. Paramount has dusted off its old play buy 'R. U. R.' and will make it for the new program.

Play, by Karel Capek, was produced by the Theatre Guild in 1922. It is being adapted by Waldemar Young.

### LDWAL JONES SPECIALIZES

Hollywood, March 12. Idwal Jones, novelist and former dramatic critic, is now on Paramount's publicity payroll. He will get checks for 10 weeks to write special articles for Cecil B. DeMille's 'Cleopatra.'



### WILL MAHONEY

This week (March 9), Hi Arno, Baltimore

Harleigh Shultz of the Boston Evening American said: 'Will Mahoney's in again. I write him down as the best one-man show in the theatre today. Clip-clop, he comes on in imitation of a horse, and after that it's just one hilarious interlude after another. In a one-word description Will Mahoney's a riot.'

All communications direct to WILL MAHONEY 460-80th Street, New York

### RENALDO WINS PARTIAL VICTORY IN GOV'T CASE

Hollywood, March 12. Duncan Renaldo scored a partial victory in hearing of his case by United States Court of Appeals on decision of District Court in government's charges of allegedly falsifying passport application and wrongfully claiming citizenship of the United States.

Higher court reversed the decision of the District Court, on the second count of the government's charges, which covered wrongful claim to citizenship. Although affirming lower court's decision on the other two counts covering charges of falsifying passports, Court of Appeals allowed filing of petition for rehearing of the remaining counts which have been set for hearing in April.

Original charges against Renaldo were filed by the government a few years ago following his obtaining passport of make 'Trader Horn' in Africa. Upon his return he was charged with passport falsification and illegal claim to citizenship of this country. Film player has been on bail of \$2,000 pending appeal of the court's decision nearly two years ago.

### Hotel Answers Rosen Suit Over Ejection

Los Angeles, March 12. Basing its case on the ejection of the Misses Emil and Ethel Rosen, sisters of Phil Rosen, screen director, and themselves secretaries in the picture industry, from the Ambassador hotel on the provisions of City Ordinance No. 11,975, giving hotel the right to ask persons not registered to leave the premises, the hotel, along with Ben Frank, manager, and Eddie Trantow, house detective, filed answer in Municipal Court to the \$2,000 damage suit filed against them.

Answer of defendants makes the admission that the plaintiffs were conducting themselves in an orderly and decorous manner when ordered to leave and indicates that defendants' action was based solely on the rights given them under the ordinance.

### U Signs Tracy

Hollywood, March 12. Lee Tracy, who went to Universal for top spot in 'Till Tell the World,' has been signed by U for two years calling for him to make three pictures annually.

Deal gives Tracy the privilege of making pictures for other major studios if not tied up on a U feature. Arthur Hopkins is reported after Tracy for a film he expects to produce for the new season. No release channel set.

### AGNES DE MILLE IN 'CLEO'

Agnes DeMille, daughter of William and a niece of Cecil B., is due in New York today (Tuesday) from London, and will leave for Hollywood to appear in 'Cleopatra.' This is her first film part despite the DeMille relationship. Miss DeMille is a dancer, adhering mostly to concert engagements.

## Educators at Bat on Films

### 2 Coast Meetings Due—Family Relations, Society and Teachers

#### J. W. RUBEN SAILS

Radi Rants Leave to Do 'Java Head' in London

Hollywood, March 12. Radio has granted J. Walter Ruben a 12-week suspension of contract to enable him to sail immediately for London, where he is due to start direction on 'Java Head,' March 27, for Associated Pictures Corp. Picture is to be released in America by Radio.

Next directorial spot for Ruben at Radio is set for June 4. 'Java Head' was also the title of a Paramount picture released in 1923. It was considered one of the best things ever done by Leatrice Joy for the screen.

### Gable-Novarro Leave

Clark Gable and Ramon Novarro who came east for personal appearances, at the Capitol, N. Y., last Wednesday (7) to return to the Coast.

After his South American tour Novarro is planning to go to London, where he hopes to have a play of his authorship produced. It's described as a tragedy.

### CUTTING WAMPAS' DUES

Will Probably Reduce from \$24 to \$12 at Next Meeting

Hollywood, March 12. Wampas board of directors will recommend a reduction of annual dues from \$24 to \$12. No opposition expected at next meeting.

With insurance being carried for all members, reduction means that operating expenses beyond payment for the insurance will temporarily be taken care of from the organization's sinking fund.

### Agency Sues Cromwell

On Comm. and Contract

Los Angeles, March 12. Charging failure on the part of Richard Cromwell, screen actor, to pay commissions due, plus an attempt on the part of the actor to abrogate a five-year agency contract, Evers-MacArthur & Co., Ltd., has filed an action in Superior court, seeking an accounting, plus \$5,000 in liquidated damages.

Complaint charges that a contract with Cromwell was entered into Aug. 6, 1921, whereby the actor agreed to pay the agency 10% of his earnings from motion picture engagements whenever his weekly salaries reached the amount of \$125. Agency charges there have been earnings on which no commission has been paid.

Further charged that on or about Aug. 10, 1933, Cromwell notified the agency, by written notice, of contract cancellation, which the agency claims is without good reason or cause.

### Fight Raft Suit

Los Angeles, March 12. George Raft isn't going to collect damages for the theft and wrecking of his auto on New Year's Day without a legal battle with the insurance and indemnity companies. A demurrer to Raft's Municipal Court action has been entered by the defendants, Glens Falls Indemnity Co., Glens Falls Insurance Co. and General Exchange Insurance Corp.

In his original complaint Raft charged that the defendants disclaimed liability, asserting that his policy covered collision only.

### Another 'Casanova'

Hollywood, March 12. Universal will make 'Casanova the Adventurer.'

Fox also has a film titled 'Love Life of Casanova,' to be produced by Jesse Lasky.

### BORROWS JOHNSON

Hollywood, March 12. Samuel Goldwyn has arranged with 20th Century to borrow Nunnally Johnson for one story assignment immediately upon the writer's return from a month's vacation in Miami. Johnson is due back April 4.

Los Angeles, March 12. 'The Problem of the Movies' and 'Censorship' comprised the subjects at two-round table conferences staged in conjunction with the periodical meeting of the department of education of the Institute of Family Relations, Southern California conference, held at the University of Southern California.

The 'Problem' centered on the teaching of appreciation of motion pictures as a means to directing the influence of this educational agency along constructive rather than destructive lines. Dr. Boris K. McKovin, of USC, presided. Censorship angle was led by Dr. John F. Carruthers, USC, who condemned the work of various women's organizations as being misleading. He paid particular attention to radio, pictures and indecent literature. Institute of Family Relations comprises social workers, teachers, students of the college where discussions are held, professionals and parents. Picture industry is co-operating with this organization, stress being laid on the constructive influence of films.

#### Another Debate

Also whether the picture business has the right to aim only at the box office, and the influence of films on children will be among topics to receive attention at the annual spring conference of the Visual Aid section of the California Teachers' Association. This is due at the Huntington hotel, Pasadena, April 7.

Among those identified with the film industry to be invited to participate is Lola Adams Gentry, secretary of the L. A. Film Board of Trade, and among the questions to be debated are: Do motion pictures influence the condition of children and youth, either in desirable or undesirable directions?

What steps have motion pictures on the social attitude of the child? Is it our place as school people to concern ourselves with this problem?

### LE MAIRE ARLISS' MGR.

First Time Star Has Ever Made Such an Arrangement

Hollywood, March 12. George Arliss has acquired a personal manager and in doing so has tagged Rufus LeMaire as 'it.' Marks the first time this actor has ever made such an arrangement for his professional affairs.

LeMaire immediately assumes the star's film interests and is already negotiating on several deals for him. In England, The Arliss-20th Century contract expires upon completion of 'Head of the Family.' LeMaire is also a member of this production company and leaves here in two weeks for London in Arliss' behalf. It is expected that the latter will make at least one feature over there this summer.

It is after LeMaire sets everything for Arliss next year that he will come to New York to produce a couple of plays.

### Gloria Stuart's Three

Yr. Pact Signed at U

Hollywood, March 12. Gloria Stuart, under contract to Universal past three years, gets a renewed deal for another three years at that studio. Calls for her to be solo or co-starred in all pictures.

Contract negotiated Wadsworth.

### SAILINGS

March 22 (Paris to New York) Eugene Lyons (Manhattan).  
March 21 (London to New York) John W. Hickox (Glympse).  
March 17 (New York to Paris) Mary Heaton (Paris).  
March 16 (New York to London), Mr. and Mrs. Richard Arlen, Laurence Olivier, Jill Esmond (MA-jestic).  
March 14 (New York to London) James Davis (Washington).  
March 11 (New York to Paris) Edward Hope, Cliff Edwards, Bob Ritchie, Thelma Saliers, Armand Flammarion (Lafayette).  
March 10 (New York to Cannes) Ina Claire (Vulcania).



# ELISSA LANDI UNLOADS

## Agent Control Covenant Tossed At Attorneys for Coast 10%ers

Los Angeles, March 12. California State Labor Commission has hurled a nine-point regulatory code for agents at lawyers representing the 10-percenters. The commission and 18 lawyers held a conference Thursday (8) and the attorneys were advised to shoot at the draft.

Attorneys were asked to make suggestions and recommend actions against the control plan, but no assurance given that these would be included unless satisfactory to State officials, who set April 1 as deadline. At that time, it was indicated, commission will set up a control designed to keep the agents in the straight and narrow path of fair dealing to clients and employers.

Among other things the nine-point code bars either clients or representatives from going to law on a dispute without first submitting brief to Labor Commission; makes it imperative for agents to file copies of contracts and submit all contracts before they become effective; compels agents to get jobs for clients or draw no commission, but makes it incumbent on client in case of argument to prove employment was not obtained through agent; (Continued on page 20)

## GOV'T PREPARES DRIVE ON TARDY TAXPAYERS

Washington, March 12. Special drive to round up tax laggards in films is being readied by Federal revenue agents in connection with a sweeping campaign to rope persons estimated to owe Uncle Sam about \$1,000,000,000 in back income taxes.

Requests are being made to virtually all picture companies to provide the Government with lists of those receiving dividends over recent years and additional info on salaries, bonuses, rewards, percentages and other compensation.

Virtually a house-to-house canvass is planned in order to make certain that every suspected tax laggard is interviewed. Government feels there are thousands of cases where only salaries were reported and other income conveniently forgotten, as well as hundreds of other cases where revenue laws were dodged through device of partnerships.

## Gordon After Joan

Hollywood, March 12. Max Gordon is reported negotiating with Joan Crawford for a show next fall. Proposition depends on whether Metro will grant its star sufficient leave of absence from the studio.

Not known what play Gordon has in mind but Miss Crawford is said to like the idea.

## Berne at U

Universal has given Joseph Berne a directorial contract but no assignment yet.

Berne was around Hollywood for a long time and finally persuaded a friend to finance a four-reeler, 'Dawn to Dawn', to show what he could do. Picture clicked in a few sure-seaters, got Berne some attention and the job at U.

## BEBE DANIELS' OFFER

Hollywood, March 12. Bebe Daniels has under consideration a cabled offer from Leland Hayward.

Hayward wants her for the lead in 'The Last Waltz' (film) to be made in London.

## RENEW ON YOUNG

Metro has decided to pick up its option on Robert Young. He will be signed for another year as of March 23.

## Guarding Mae

Hollywood, March 12. With Mae West still receiving threat letters, Paramount had considerable difficulty last week in getting Miss West to attend rehearsals. Finally Emanuel Cohen agreed to seal up the stage where 'It Ain't No Sin' is rehearsing, cops guarding all exits and entrances.

It was even necessary for Bill Le Baron, producer of the picture, and Leo McCarey, director, to get an okay from Cohen before the cops would pass them.

## Metro Must Pay Fifth (\$25,000) on 'Rasputin' Award Pending Appeal

London, March 12. Court of appeals granted application of Metro for a stay of execution in the judgment obtained against it by Princess Irina Alexandrovna, pending an appeal. Company must, however, pay over immediately, one-fifth of the award, or approximately \$25,000.

Judgment was granted last week on the princess' plea Metro's 'Rasputin' libeled her.

## SKOLSKY SELLS YARN TO M-G FOR DAVIES

Hollywood, March 12. Sid Skolsky has sold his story, 'Movie Queens,' to Metro as a Marion Davies script.

Either Bing Crosby or Maurice Chevalier will be opposite Miss Davies. Donald Ogden Stewart is doing screen treatment.

## Wants 'Em Young

Hollywood, March 12. Governor Laffoon, of Kentucky, was squawking he had no youthful soldiers on hand. Louis Sidney told him about his 18-year-old son now in Hollywood.

Sunday night, at a dinner in honor of George Sidney, Corporal Pete Smith, of Louis B. Mayer's military staff, presented young Sidney with parchment making him an aide to Laffoon with rank of colonel.

## SHOESTRING MAGS

Hays Coast Office Moves Against Racket Sheets

To throttle the numerous shoe-string magazines and papers that start here to racket the picture industry, publicity directors of the various major studios decided at a Hays office meeting not to give studio co-operation to any new publication until it has been in the field at least six months.

Action agreed upon was to keep the studio bars up against any representatives of such publications until the end of the six month period co-operation to any new publication if the circulation is important enough to prove the mag has a chance.

## Connie Cummings, Hubby Sail for European Films

Hollywood, March 12. Constance Cummings and her husband, Benn W. Levy, left here Thursday (8) for London. Levy reports to Alexander Korda on a writing job, and Miss Cummings will probably do a film over there before returning; six months hence.

## TIRED OF LOOKING 'BLAH' AT CAMERA

'Not a Genius Misjudged,' and Says It's Not True That She Can't Get Along with Any Company—Knows All About Stories, Because She Writes 'Em

## HAD 4 GOOD ROLES

Hollywood, March 5. When a director tells a girl to look blah and she can't, because her's is a face with an habitual intellectual expression, it's almost time to call a halt. That is the conclusion which Elissa Landi has reached after four and a half years in Hollywood.

Directors have nagged, 'Don't intellectualize this scene. Don't look so intelligent.' Well, she guesses there are about a thousand or so girls in the studios who could play it with a dumb look without any trouble. Why do they—the studio execs—have to cast her in role, knowing full well she can't help showing that she has an intellect, and then proceed to order her to look blah? That's what Miss Landi has been asking herself.

There has always been studio politics to combat, declares Miss Landi. For some reason somebody else, most often a perfect ninny, had to be cast in a role she, Elissa Landi, should have had. Well, she went on tolerating poor and poorer roles. Then she severed connection with a studio that had her services leased for three years.

Recently she signed with another studio. She made one picture there. Then, despite the insistent desire to buy story bargains, they did manage to pick up a fairly good imitation pearl of a story, explains Miss Landi. The story had to do with a schoolteacher. 'Anyhow, if she made it she could make a fairly intelligent expression. But before she could do the schoolteacher, she would have to make another blah picture; portray a hard-boiled, gum-chewing stenographer—and that—that was the end.

Gum-chewing stenos and women who look like it's terribly important to be immoral are two types Miss Landi does not care to portray. Nor will she.

## Speaks For Herself

'I do not feel I'm a genius misjudged,' frankly states Miss Landi, 'but I do feel I have been badly treated—made to do stupid roles when stupid girls were put in roles I should have had. When girls like Helen Hayes, Katharine Hepburn or Miriam Hopkins, good actresses, all, do roles I should have liked to have done, I'm happy for them.'

'But when a nobody does a role I know I could have given so much more to, I'm hurt. And I've been hurt. The only four good roles I've had have been in 'Warrior's Husband', 'Candlelight', 'Sign of the Cross' and 'Yellow Ticket'.

'They say I can't get along with any company? That's absolutely not true. I've worked for four companies here. Two have been unfair, stupid, I thought. I had no trouble with the other two.

'You can't get a spring model in Paris for a second rate price. Well, it's like that with stories. I know. I write myself. Nor am I the type of star who has to be stereotyped. I can do comedy commendably well, I believe. I can play a quiet, sweet girl, like I did in 'The Sign of the Cross' or a role like Agnes in 'David Copperfield', which I would sincerely like to do. Or tempestuous foreign women, actresses mostly.

## Costume Roles

'Quite modestly, I believe I can do costume roles better than almost anyone in Hollywood. I mean the kind of thing that entails knowledge of a kind that you do not learn out of books; a knowledge that had its incipency in your cradle days. For instance, I believe I could do a Flor-

## Geo. Raft Suspended by Studio for Walking Out on Mae West's 'Sin'

## Film Daily's Annual

The Film Daily's 16th annual Year Book has been issued as of yesterday (Monday). Current edition runs 1,058 pages and is even more comprehensive than previous editions.

## Writers' Guild Faction Names Its New Ticket

Hollywood, March 12. Members of the Screen Writers' Guild who are opposed to the claimed radical and militant tactics of the current officers and board of directors came into the open last week and issued a list of 16 members for whom they'll campaign for officers of the Guild at election.

Election is set for April 5 with a heavy fight indicated. At several undercover meetings, talk was for some members to bolt the Guild and set up another organization, but at a later session they decided to stick to the organization but try to control the officers.

New ticket comprises Ralph Block, currently acting president; John Emerson, Waldemar Young, John Lee Mahin, Arthur Ripley, Frances Marion, Jack Natterford, Zeida Seear, F. J. Wolfson, Tristram Tupper, Brian Marlow, Bert Kalmar, Ernest Pascal, Arthur Richman and James K. McGuinness.

Coalition of indie group in the Writers' Guild with liberal faction was cemented at a convulse Saturday night (10). With membership in each setup around 100, it is expected the coalition factions will have the majority over the administration group at the election.

Jack Natterford, spokesman for the indie group, stated Sunday night (11) that they had assurance that the liberal faction had intention of destroying the Guild's effectiveness and were backing up its code of ethics and basic contract, and only wanted administration change for adequate representation, and that to prove this fact, they had placed Ralph Block, leader of the current administration group, on their ticket.

## DICK ARLSEN TRIP

Richard Arlen goes to Europe Friday (16) with his wife and baby. Trip is for a four weeks' rest. Family left Hollywood yesterday (Monday) and will sail from New York the day after they arrive.

Arlen's been nursing a bad case of flu and hopes to shake it via the ocean.

entire woman better than most other people. My stepfather and his people are Italian; I have been partly reared in a Florentine atmosphere. Florentine life is ingrained in me. I don't want to stop and think how to act in such a role.

'Then, I've studied gestures and costumes exhaustively. I adore costume plays. And more than anything, I've always wanted to do Joan of Arc. But I see someone else has been chosen for that! Miss Landi doesn't know what else she is going to do in pictures. Her career is veritably at a standstill. Not that she cares so far as the exchequer is concerned. Hollywood has paid her well. She doesn't care for clothes and jewels. She wouldn't walk from here to there for them. Money, yes, if it will buy her music—she loves music.

Well, if there isn't to be any more picture acting for a while, she may sit herself down and write another novel.

Hollywood, March 12. George Raft, for the second time since he has been under contract to Paramount, has walked out on a picture and has been suspended by the studio for 10 weeks.

Raft, assigned opposite Mae West in 'It Ain't No Sin', told studio officials that the part was too small for him. Final showdown took place Wednesday (7) with Raft sticking to his decision and Emanuel Cohen sending word to William LeBaron, producer, to get another player for the part.

Miss West played a supporting role to Raft in 'Night After Night', his first starring feature, and studio figured turn about would be fair play.

Raft's first refusal to play a part was on 'Temple Drake'. Roger Pryor, borrowed by Metro from Universal, will switch to Paramount to play opposite Miss West.

## MARGARET ILLINGTON, AT 52, DIES IN MIAMI

Margaret Illington, 52, American stage star of a decade ago, and wife of Major Edward J. Bowes, managing director of the Capitol, New York, died Monday (12) in St. Francis hospital, Miami Beach, after an illness of several weeks.

Miss Illington's first appearance was for Daniel Frohman in 'The Pride of Jennicho', in 1900, at the Criterion theatre, New York, with James Hackett. She was married to Frohman in November, 1903, and divorced him in 1910. She later married Bowes, who was directing her career.

Miss Illington retired from the stage in 1919, after an appearance in 'A Good Bad Woman'.

A more extended account of Miss Illington's career will be found in the obituary column of this issue.

## Zanuck Hears Call of The Wild, and Answers

Hollywood, March 12. Darrel Zanuck's vacation trip, which starts May 1, will not be confined to the European continent. Zanuck also plans a hop into Africa for wild game hunting. Figures trip will take about three months. Zanuck's companions will be Mrs. Zanuck and Harry Wardell.

## 'Napoleon' Off

Hollywood, March 12. Warners was shelved 'Napoleon,' in which Edward Robinson was to have starred, for this year. Likely that a new player will be in the name part when it finally is made. Studio has been trying to talk Robinson out of the assignment for three months.

## MG Seeks Peggy Wood For 'Merry Widow'

Hollywood, March 12. Metro wants Peggy Wood for 'The Merry Widow' if she can complete 'Merry Andrew,' with Will Rogers, at Fox in time.

Lehar operetta is skedded to start in April with Jeannette MacDonald previously listed for the part.

## Spot Walter Woolf

Hollywood, March 12. Walter Woolf will be featured in the Chester Morris 'Practical Joker' which Stanley Bergerman is readying at Universal under Edward LeBaron's direction. Henry Arnetta also gets a part.

Morris, who is finishing a picture for Chester Erskine in New York, is due here Wednesday (14). 'Joker' is slated for production the end of this week.



## Triple Bills Concern Industry Heads; Estimate 100 Houses Adopt Policy

Triple features are now being regarded by picture savants as an actual menace. A survey has revealed that in the last six months the number of theatres playing triple headers as a permanent policy has increased from 10 to 100.

Momentum of the three-for-one is stressed as being greater than for duals when in their inception. With half the houses in the country now doubling, the road for tripling is deemed wide open and very likely to be crowded unless some means of calling a halt is found.

Fighting fire with fire has proven little more than an incentive for the spread of doubling, it is admitted. Major circuits which meet the two-for-one competition of independents with dualism are now blamed, even in major circles, for having fanned the doubleheader flame in other territories. Therefore the majors can expect little satisfaction with like retaliation against triple policies now revealed as existent in Boston, Kansas City, Detroit and Los Angeles and reported under consideration in several other key cities.

Circuits can, as they are now doing in some instances in dualism, keep all first runs to themselves and force indie competition into subsequent position. But this method is not figured any solution to the triple problem.

Politically triple bills are figured in a slightly different class than duals. The longer show is held to be little short of a 'house wrecker' for the exhibitor. He cuts off his nose to spite his face, according to film theorists, with over-foolage on his hands. It is also pointed out that it remains to be proven whether a patron will not have had his film appetite satiated by witnessing three features during a single sitting.

Eyes of picture leaders are more or less turning to the NRA for a solution. The code does not mention double features. During its formulation triplets were an unanticipated consideration. Whether their features for the price of one may eventually be classified as an unfair trade practice is up to the Government.

## M-G'S 2 PLAYS FOR \$100,000

Metro expended close to \$100,000 in acquiring the screen rights to two Broadway hits last week. Plays bought are 'No More Ladies,' A. E. Thomas comedy at the Morocco, N. Y., and 'The Shining Hour,' more recent entry at the Booth. For the former \$50,000 was paid, price for the latter being \$47,500.

'Hour' was authored by Keith Winter, a British playwright, but show has not been done over there as yet. With virtually an all English cast it was presented by Max Gordon, acting on a suggestion of Noel Coward. Gordon and Coward have a third interest in the attraction, three leading players having a similar share.

## MILESTONE ASKS FOR RELEASE FROM COL.

Hollywood, March 12. Lewis Milestone is negotiating with Columbia for a release from his contract with that company. Director was originally signed for 'Red Square,' which was called off, as too expensive.

Columbia has been endeavoring to persuade Milestone to direct two other pictures. Director asking for his release unless he can proceed with 'Red Square.'

## \$15,000 for Runyon and 'Shining Hour's' \$47,500

Hollywood, March 12. Universal paid \$15,000 for the screen rights to Damon Runyon's serial, 'Princess O'Hara'.

And \$47,500 was paid by Metro for 'The Shining Hour,' British play current in New York.

## Sleepless Stunts

Distributors selling Walter Reade pictures on first run for his Mayfair, N.Y., lay awake nights wondering what kind of lobby ballyhoo Reade will give their product.

Warners, in 'Bedside' drew a couple of live bearded mugs lying in cribs, as though lifeless, with girls standing behind the head of the box.

Another week Reade had effigies of two men on a hangman's noose, while another time he had a guy cooped up in a jail cell.

## LOEW MAY TAKE OVER POLI CIRCUIT

New Haven, March 12.

Loew's is evidently preparing to assume active management of the Poli circuit. Understood here that Nick Schenk's return from the Coast this week will be the signal for a home office pay-off when and if the circuit can assume such management. It is even reported that Loew's may assume the Poli chain within the week.

Before taking on active management, however, Loew people are stated to be looking over the stewardship of the Sagel-Blumenthal management of the past few months. A question of earnings involved dependent also on the amount of bond interest which Loew's would have to pay operating owners of the properties.

At present the group headed by N. L. Nathanson and A. C. Blumenthal is only paying 2½% on \$7,000,000 worth of bonds, having received a temporary moratorium on the other 2½, while Sagel operates. Loew's assumption of management would mean Sagel's exit and the return of the 5% interest. Actually there are \$14,000,000 in bonds outstanding but \$7,000,000 of those bonds, covering a second mortgage, is to pay interest only when earned.

Question Loew will figure out is whether the properties under its management can earn that 5% on the first \$7,000,000.

Blumenthal and Nathanson put up something like \$650,000 in the theatres with Loew people reported in the background but not as actual operators.

## 2 More for De Sylva

Hollywood, March 12.

Buddy DeSylva left Saturday (10) for New York to be on hand for the opening of 'Bottoms Up' at the Music Hall April 13.

He will go into a treaty with Fox for the production of two more musicals, first of which will probably be 'Gypsy Love Song.' He also expects to do a stage musical in the fall.

## Newsreels Want Chicago's Mayor To Go to Court on Banned Clips

Chicago, March 12.

Chicago newsreel distributors are ready to go to court to defend their news clips from the ban of Mayor Kelly. Latter has ruled that no scenes of European riots and mob gatherings may be exhibited locally. Mayor Kelly issued this order two weeks ago and sent his coppers to the theatres to snatch any riot scenes off the screens. Despite yelps from the newsreels he refused to rescind this order.

Last Thursday (8) the local newsreels distributors held a meeting with the police chief in charge of motion picture censorship. When

## 'Rasputin' Comes Back

Detroit, March 12.

Taking advantage of the publicity, George Trendle booked 'Rasputin' (M-G), at the Madison and picture held over.

Film had played all subsequent dates in town.

## Bill Submitted to Abolish Censorship In New York State

Albany, March 12.

Simultaneously with the introduction of a bill in the legislature to abolish motion picture censorship in New York state, the National Council on Freedom from Censorship, a unit of the Civil Liberties Union, urged passage of the measure, declaring the present system of censorship is capricious and superficial.

Bill was introduced by Republican Assemblyman Herbert Brownell, Jr., of New York city. Besides abolishing censorship the measure proposes that the state retain the tax on films and increase the revenue of the state from such taxes.

The bill, introduced Wednesday (7), would retain the tax of \$3 per 1,000 feet on an original film, but cut it from \$2 to \$1.50 on duplicates.

Council asserted that censorship has been so discredited throughout the country, that it has not been extended since 1922. The council further said the responsibility of planning and supervising children's entertainment should rest not on censors, but on parents and teachers. It pointed out that Bishop Francis J. McConnell, of the Methodist Episcopal Church, is quoted as saying:

'The trouble I have with the idea of censorship is that formal censorship puts the seal of official approval on what is left after the censor has done his work. To say of a bad play that it is passed by the board of censors after deletion, puts sanction on what remains. The good done by the excision does not outweigh the evil done by what at least appears to be found approve.'

## LeROY SLATED TO BOSS WB 'ANTHONY ADVERSE'

Hollywood, March 12.

'Anthony Adverse' probably will be handed Mervyn LeRoy at Warners when the director returns from his honeymoon. Leslie Howard intended for the title role.

Sheridan Gibney, assigned to adapt the novel, is en route from New York.

## Majestic Readings

Hollywood, March 12.

Majestic Pictures may resume production within two months.

William Shapiro is due here from New York within a fortnight to line up a production staff.

## 'Villa' Okayed

Mexico City, March 12.

Metro's 'Villa Villa' has been okayed by President Rodriguez.

Understood approval signifies that picture can be shown throughout Mexico without let or hindrance.

## Exhibits at L. A. MPTOA Convention Will Blame Agents for High Salaries

### The Works

Hollywood, March 12.

Putting the all-star cast idea into cartoon comedies, Walt Disney has lined up Little Red Riding Hood, Three Little Pigs, Big Bad Wolf, etc., for one reel.

## MPTOA in Drive After Convention; Kuykendall Angle

An ambition to make the Motion Picture Theatre Owners of America the most important political factor within the industry, by bringing all exhibitors under the roof of this trade association, will get its impetus immediately after the MPTOA convention in Los Angeles April 10-12.

Feeling that the time was never more ripe, with the Government encouraging strong trade organizations Ed Kuykendall, in announcing that he will serve, another term as president of the directorate, is now willing to produce evidence to disprove his organization is dominated by Will Hays. For the first time the MPTOA's leader is ready to throw open its books for inspection and criticism.

Approximating the number of unorganized theatre owners as about 4,000, plus Allied Exhibitors following which he places at 1,000, Kuykendall sees nothing to obstruct the MPTOA from adding the bulk of this number to its 5,100 members.

Queried on the point of mixing affiliated theatres with simple pure indie operators, as the MPTOA would have to do to execute its all-theatre membership policy, Kuykendall replied:

'On our national board of directors only seven of a total of 30 are affiliated. As units are added to the MPTOA their presidents become members of our board. And since these presidents are elected in their respective territories by their own exhibitor memberships, how can the MPTOA be top-added?'

'Our books are open. It is no secret where money from the producers goes. It goes to those territories where the indie theatres and where their theatres are members of the organization.'

Reports that he will refuse offers of the chair for another year were described by Kuykendall as partly distorted. He explained that while the job necessitates much absence from his own business, he will accept if the directorate unanimously selects him.

## Par Back in Criterion

### For Dietrich's 'Empress'

Marlene Dietrich's 'Scheherazade' (Par) is also going to two-day it. Paramount is reclaiming the Criterion, N. Y., for the engagement, scheduled tentatively to start April 4.

United Artists, which induced Par to change the title of its Catherine of Russia story, closes the four weeks' run of 'Catherine, the Great' at the Astor, N. Y., today (12).

## Sound Trial April 2

Stanley Theatres versus AT & T and ERPI, better known as the Warner-GTP-Duovac campaign against alleged anti-trust violations of the electric, is set for trial in Wilmington April 2.

## 'RIP TIDE' RETAKES

Hollywood, March 12.

Metro tossed 'Rip Tide,' Norma Shearer starrer finished three weeks ago, back into work Saturday (10) for retakes and added sequences. New shots will consume five days.

## HOLMAN DUE BACK

Hollywood, March 12.

Russell Holman, here from New York for Paramount conferences on next season's program, will probably head for New York Saturday (17).

Hollywood, March 12.

A move is on among exhibitors to stage opposition against the high salaries paid stars and execs at the MPTOA convention here April 10-12.

This group, which has been doing considerable propaganda work among exhibitors, intend to bring the question into the convention under the theory that the payment of excessive salaries reacts on the price they pay for pictures.

The chief peeve is not against the stars themselves as much as against the agents.

One faction of the exhibitors is known to be planning to line their argumentative guns against the talent agents, and while they realize that they cannot do anything about it they will present resolutions in order to make known how they feel on the question.

Business sessions of the convention will be limited to one and a half hours daily, starting at 10:30 a. m., plus an executive session of the board of directors on Monday (8) at which officers will be elected. Eastern exhibitors to the convention will arrive here on four special trains, and committees named to handle all details of the convention are:

Ben N. Bernstein, general chairman. (Continued on page 20)

## Examination of Cohn In Col. Stockholders' Suit Set for March 21

Examination before trial of the defense in the accounting suit brought against Columbia Pictures by Mrs. Emma Cohn, a stockholder, has been postponed until March 21. Harry Cohn, president of Columbia Pictures, and Jack Cohn, v. p. and treasurer, and for Brandt, former president, are individual defendants in the suit which is pending in the N. Y. Supreme Court.

Mrs. Cohn, the plaintiff, is stated to own around \$40,000 in Columbia stocks. According to her complaint the Columbia Pictures Company's property is 'illusory' and Harry Cohn's salary of \$2,800 weekly, is 'unreasonable in comparison to services rendered.'

She also asks an accounting of the debt whereby Joe Brandt sold his interest in Columbia to Harry and Jack Cohn.

## PAR DROPS WESTERNS FROM NEW SCHEDULE

Hollywood, March 12.

Paramount will have no westerns on its next year's slate. Decision to drop the horse operas was reached at the recent La Quinta confab of execs.

The viewpoint is that the company cannot expect to compete with the Indies and other studios planning low-budget westerns. Par made six of these films on the current year's schedule, all sold as Zane Grey stories, and produced them at an average cost of around \$75,000, according to report.

## U Shelves 'Imitations'; Can't Get Dunne-Boles

Hollywood, March 12.

Universal has shelved production plans for 'Imitations of Life' until next November. John Stahl is now looking for another story to direct.

Company set back this production due to inability to borrow Irene Dunne and John Boles. Stahl has been preparing the story for four months, holds a one-year contract with U which expires in May.

## Par Execs Return

Key Paramounts came back to the home office yesterday (Monday), including George J. Schaefer, Sam Dembow, Jr., and Rob Gilliam. Dembow left same night for a Detroit theatre conference.

Schaefer, who extended his stay in Florida due to grippe, came back with Dembow, who Miami'd for a couple of weeks following a theatre conference in Jacksonville.

Gilliam swung back from New Orleans.



# HAYS' WHIPPING POST

## Par Bondholders Going to Albany; Appeal May Be Filed This Week

Bondholder effort to fix blame upon Paramount officials, directors, bankers and others, in connection with alleged fraudulent transfer of assets prior to bankruptcy, is going to the State Court of appeals at Albany following refusal of the Appellate Division, N. Y., to grant relief to Robert S. Levy, on behalf of himself and all other persons similarly situated.

The action seeks to hold officers, directors and others as responsible for various acts held to be detrimental to Paramount bondholders and asks that the Chase National Bank, as trustee under the bond issues, be removed with that function to be performed by the courts. Suit further asks that the claimed losses caused by allegedly wrongful acts of the trustee (Chase National) be ascertained and brought into court and that the trustee be restrained from making any further action with respect to the trust indenture or the bonds, or the organization of a bondholders protective committee.

Other relief sought includes that the Paramount directors be held to account for their charged misconduct or neglect and to make restitution for losses; that the agreement between Par Film Production Corp., and the bank group be declared void; that the Columbia Broadcasting Co. restore to Par its Columbia stock, or account for its value, and that the court accelerate the bonds and declare them an unpaid past due indebtedness of Par. Samuel Zirn, attorney for Levy, the bondholders seeking this relief, will file an appeal with the State Court of Appeals within a week, he says. A decision there, in the highest court in the State, is expected within two months thereafter.

The Appellate Division affirmed the order of the lower court in

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## COURT OKAYS LEASES OF RKO ON RADIO CITY

Federal Judge Bond, last week approved the RKO lease on the two Radio City theatres as made with the Rockefeller interests.

New deal, which runs until September, 1935, limits the rent to a maximum amount under \$1,000,000 but approves the percentage and other arrangements as made. Minimum rental is fixed at \$600,000. The rent comes out of profits, Rockefeller people and RKO splitting this surplus amount over costs 50-50.

## Kahane and Rowland

Ben Kahane left New York for the Coast Thursday (8). Kahane and others talked with Richard Rowland before leaving, result being that Rowland may continue to try to make a connection with the Radio studio.

Nothing has been set.

## LASKY'S TRIO

Will Do 'Casanova' With Boyer—Then 'Swan' and 'Apple Tree'

Hollywood, March 12. Following 'Red Heads on Parade,' Jesse Lasky will produce 'Casanova' for Fox, Charles Boyer in the title role.

Also set for Lasky production is 'Flight of the Swans' and 'Gale-worth's 'Apple Tree,' which Frank Tuttle will direct.

## WB Execs Homebound

Hollywood, March 12. Joseph Bernhart, general manager of Warner theatres in the east, and Harry M. Charnas, district manager, leave for New York this Thursday (15).

Both have been on the Coast several weeks.

## Nick Schenck East

Hollywood, March 12. Nicholas M. Schenck, head of Loew's, Inc., who has been at the Metro plant for several weeks, leaves for New York this Thursday (15).

Understood that Schenck straightened out matters between executive heads and producers at the studio. Schenck and Louis B. Mayers spent Saturday (10) at Santa Barbara visiting Marie Dressler who has been ill. They report her condition vastly improved.

## REPORT PUBLIX IS NOW SELF SUSTAINING

It has been indicated that Paramount trustees, in their coming report will show that Publix-theatres have made marked progress in the past three months toward ultimate reorganization. Income has improved and it is further reported that the Paramount Theatre Service Corporation is now self-sustaining.

This would mean that Publix theatres have ceased to receive money advances from the production and distribution branches. PTSC under Ralph Kohn, president, in the five months of its organization, is said to have a substantial fund in the treasury. This Par subsidiary was formed to handle Par's home office theatre work, mostly of a supervisory nature, but in essence Par's home office theatre department. Sam Dembow is vice-president in charge of operation and Frank Freeman is in charge of real estate.

Through Kohn the PTSC has made agreements with various Publix partners and field operators whereby Publix theatre groups pay a weekly fee to PTSC for services rendered. In this way Publix theatres are operating under a system that combines with the theatre heads consider the better features of the old centralized form of theatre operation with the new and decentralized form.

It is figured that before long the insurance and tax departments of Publix theatres will also be made self-sustaining. Under such a scheme, wherein every department will take care of itself financially, Paramount hopes to achieve complete reorganization.

It is stated officially that so far there is no definite plan for financial reorganization which can be said to be ready for submission to creditors, trustees or others. But that extensive progress has been made is felt within the organization.

## CHAS. ROGERS LEAVING PAR; MAY GO BURBANK

Hollywood, March 12. Upon completion of his final four pictures, about May 31, Charles R. Rogers concludes his contract as an independent producer for Paramount. At that time he will move off the Par lot and start making his first picture, 'MacFadden's Flats,' for another releasing organization.

Announcement of his new connection will be made during the convention sessions of distributors. Report current is that it is with First National.

Rogers' final group to be made at Paramount are 'In Conference,' 'Canal Boy,' 'Lizzie Skeritt' and 'Here Comes the Groom.' Rogers has released through Par for two years.

## FILMS MUST TOE THE MORAL LINE

Will Make Example of Production Code Rebels—Worried by Increasing Censorship Agitation—Feel NRA on Film Side

### A SHOWDOWN

The picture business still maintains that it is going to clean its own house. Goaded by an admittedly alarming attitude across the country because of what are described as stubborn disciples within its own ranks, a movement is being launched to erect a figurative whipping post and to make an example of any persistent defier of the Hays production code. Presumed means is that a picture will be selected on which to bear down and ban from release.

Hollywood moralists already have the assurances of the east that its strong arm can be counted upon. Instead of bending the western monitors are being instructed to get tougher, if anything.

Secrecy guards the campaign. Will Hays is returning from Florida this week, and around New York his threat of several months ago to go to the public if he couldn't secure elimination of the wrongs within the business is being recalled. The Hays Office is maintaining confidence in the outcome but keeping a formal silence as to its part in manipulating the broom.

In the language of one of the prime movers to wash out code violations, the proclamation to Hollywood is about as follows:

It behooves all producers to observe their moral code and it might be well for a few of them, now manifesting an inclination to take short cuts, to mend their ways. That's because the industry is going to crack down on any offending members. The industry will develop a means to put bad boys in their places.

There are no statistics available in the east as to how many offenses producers have committed since the Blue Eagle pennant unfurled over Hollywood. A change in the times is also noted. Industry leaders who use to attribute to blue nose radicals former attacks on the business now observe: 'There is more talk among responsible people about films and books than there used to be.'

The attitude of the film leaders now is not to fight with religious organizations but in a spirit to assure these bodies that some things about a few pictures can, and will be, made better. With the film business set to wield its own whip officials feel they can more than prove to the NRA that they appreciate its (Continued on page 59)

## Warners Claim May Not Live to Hear ERPI Verdict if Arbitration Continues

### Zukor Bears Down

Adolph Zukor is currently more active within Paramount than for the past five years. He is again taking care of detail matters.

Zukor's return to minute supervision of his company has been the talk of the Paramount Building for the past two weeks. Pride in his organization is said to have not a little to do with his determination to reassume full charge and responsibility. He has gradually been taking more and more work in recent weeks until home office men now run to him with everything.

Zukor's determination carries right on down the line, for on the distributing end Par is reported to be doing in the neighborhood of \$75,000 weekly with about \$50,000 of that coming from shorts and around \$25,000 from the newsreel, while production costs at the studio are understood to be down 30%.

The Warner brothers are preparing to show that they may not be alive by the time a decision is reached if their royalty fight with ERPI is to be returned to arbitration, and the costs in such event will exceed any judgment which may be awarded them. The merits or demerits of arbitration as a medium for settling disputes of this kind will set a legal precedent upon reaching trial in Chancery Court in Wilmington, Del., within the next two weeks.

On but one of 10 points involved the brothers will show that they have already devoted four years to star chamber proceedings, and that even on this point ERPI has not completed its defense. At this rate they estimate it would be another 35 years, or more, before the arbitrators, who receive \$1,000 every day they sit, could start reviewing the numberless pages of testimony which would accumulate by then. And a decision, in turn, might be delayed in a series of appeals which could tack on another 10 or more years.

To date Warners figure ERPI owes them \$10,000,000 under the original sound royalty agreement. This represents a period of about six years, Warners alleging the arrangement has another 10 years to run. Regardless of what the figure will be then, lawyers for WB are inclined to regard the costliness of star chambering as prohibitive to any profit.

Arbitrators' \$195,000 Aside from their own time and that of picture executives who have already been called, and who may be recalled if the case is continued in secrecy, the arbitrators so far have drawn \$195,000. This represents their attendance at 65 meetings over a period of the first four years of the arbitration. That was until two years ago this month.

In the interim there have been a (Continued on page 56)

## F&M Also Figures As Candidate for Operator of Roxy

Possibility remains that Fanchon & Marco may go into the Roxy, N. Y., as the operator. Depends on whether the bondholders of the theatre, with whom F&M has been discussing a deal, would be disposed to accept proffered terms. House is in receivership, with Howard S. Cullman the receiver.

While A. C. Blumenthal is represented as having made an approach for the theatre on behalf of Loew's, another view of this gesture is that it is something of a smoke screen being set up to force a better deal on renewal of the Loew lease at the Capitol. This lease, written in 1917 prior to opening of that theatre, is for 20 years and expires in 1937. The Capitol is controlled by the Moredale Realty Co., owned 50% by Loew's and 50% by Messmore Kendall and others, including Major Edward Bowes.

Another approach on the Roxy is via Herbert Lubin, who has S. L. Rothfeld in mind as operator. Meanwhile numerous real estate agents are getting authorization from bondholders to offer the theatre to prospective clients.

Mike Marco discussed the proposition in his latest trip east. F&M has been staging the presentations at the Roxy for the receiver for some time.

## Cohen to N. Y.

Hollywood, March 12. Emanuel Cohen, Paramount studio head, leaves here March 17 for five weeks in New York. It is his semi-annual trek.

Al Kaufman and Harold Hurley will guide the studio during Cohen's absence.

## SEE \$130,000,000 MORE FOR PIX B.O. IN '34

The American film box office will roll up approximately \$130,000,000 more by the end of 1934 than for 1933 if it can retain its present business average. Rate of increase is estimated by industry experts to now be close to \$2,500,000 more weekly than during the average week of last year, when a \$12,500,000 weekly total was considered good.

Reasoned attendance rather than price is credited for the rise which now, many film men are satisfied, is not merely a spurt. What percentage of the extra patronage is due to the NRA will probably never be known, picture experts declaring it is impossible to break down in detail the general causes of attendance building.

It is held that so far the additional financial return to the average film theatre is from 25% to 50% attributable to the NRA.

### Goldwyn West

George Oppenheimer, Sam Goldwyn's production manager, left for California Saturday (10). Goldwyn will probably not depart until the middle of this week. Tests are still being made of some 25 girls in New York for Eddie Cantor's next.

## Chi American to Adapt Straight Reporting Policy on Film Reviews

Chicago, March 12.

Reverting to a policy always been considered Hearstian, the evening Chicago American is preparing the stunt of simply reporting film reviews instead of criticizing. Idea follows the departure of Hazel Flynn as picture reviewer and change in the paper's attitude.

While the paper has installed Jess Kreuger as picture writer starting today (Monday), it is understood that the reviews will neither praise or pan, merely being straight reports on cast and story.

This system, if going through, will make the American the only

paper in the city conducting its picture columns in this manner. It is a reflection of a long-standing Hearst policy here on both drama and pictures, occasionally switched according to the individual Hearst editors.

Locally this system for films is also the result of a long campaign by William K. Hollander, head of the Balaban & Katz publicity department. For years Hollander has been campaigning for newspapers to merely report film news and reviews, claiming that individual feelings of staff members on the worth of a picture is not a reliable or fair test for any picture.



## Film Stocks Hold Their Own as Market Undergoes an Off Week

A brisk rally in wheat as a result of decrease in visible supply reports issued yesterday (Monday) brought a mild upturn in market. Headed by mail order stocks, and later by rails, market rallied fractionally to 2 points. Amusement stocks joined procession.

Loew's, Warner Brothers, Pathe A. Radio and Paramount certificates being in demand, these issues going up fractionally to nearly a point at 2:30 o'clock. Loew's was up five-eighths at 32½ at one time, and much stock came out at 32½. Pathe A. rose to 19½ on heavy volume. Bonds went into new high ground for the year.

Stocks of motion picture companies managed to maintain a fairly even keel despite general weakness of the market the past week. Most closed with fractional losses, but a few sported plus signs. Two preferred issues actually showed sizable gains on a small turnover. However, the market as a whole drifted downwards with the only real rally coming Thursday (8). This did not counter balance the previous day's sell-off, and the two subsequent days saw stocks continuing to drift lower. A little short covering late Saturday managed to steady the market just before it closed.

Industrial average was up a little at Saturday's close, and it seems rather evident that 98-100 level may be tested before any big climb will be attempted. Plenty of news from Washington, and most of it bad; at least that sort of interpretation was put on it by traders. Only the statement of Senator Fletcher that exchange bill would be toned down stood out as favorable. It was on this news that only enthusiasm at all was shown on the upside.

Only Columbia Pictures and Consolidated Film in the picture group on the big board showed net gains. Former was up three-quarters at 25, while Consolidated Film finished the week at 4½, a net gain of one-eighth. But M-G-M, preferred, advanced a point to close at 38 and Universal, preferred, was up six points to 32, cancelling its loss of the previous week. Nearly all active picture stocks started out Monday at steady to better but the persistent selling Tuesday and the drive on Wednesday finally forced them to give way with remainder of the list. Fox A sold down to 14½, but rallied to close at 14½, which made it off only five-eighths on the week. American Seating also was down that much on the week, closing on the bottom at 5½.

**Loew's Steady**  
Loew's was steady, winding up on Saturday just an eighth of a point below the previous Saturday. Although it dipped to 30½ during the selling drives on Wednesday, Loew's came back the next day and on Saturday to finish at 32. More than 45,000 shares exchanged hands, making it the most active amusement stock.

Both Paramount certificates and Pathe exchange common were off a quarter on the week, Paramount hitting 4½ at the end. Pathe closed at 3½. Pathe Oles A. did badly, closing near the bottom at 19 and off 1½ on the week. Neither class of Pathe stock reflected the favor-

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### Circus Girl Clicks

Hollywood, March 12.  
Ruby Woods, circus aerialist, did such an outstanding job in "Circus Clown" that Warner is going to give her a chance in another picture.  
No specific assignment yet.

### Sid Silvers' Original

Hollywood, March 12.  
Sid Silvers is writing an original, "Catalina," for Edward Small. Ben Stoltz to direct.  
This Reliance picture will be released by United Artists.

### CROMWELL'S NEW YEAR

Hollywood, March 12.  
John Cromwell remains at Radio under a new contract. Director's deal is for a year.

### MAE CLARKE REPLACES BLAIR

Hollywood, March 12.  
Mae Clarke replaces Barbara Snoddy Blair in "Dark Tower" at Warners.

### Yesterday's Prices

| Sales             | Con. Film | High | Low | Last | Net |
|-------------------|-----------|------|-----|------|-----|
| 400 East          | 4%        | 4%   | 4%  | 4%   | 1/2 |
| 200 Fox A         | 15%       | 15%  | 15% | 15%  | 1/2 |
| 7,500 East        | 15%       | 15%  | 15% | 15%  | 1/2 |
| 6,000 Loew's      | 52%       | 51%  | 52% | 51%  | 1/2 |
| 500 Par. effs.    | 51%       | 51%  | 51% | 51%  | 1/2 |
| 1,000 Pathe A.    | 19%       | 19%  | 19% | 19%  | 1/2 |
| 7,000 RCA         | 8%        | 7%   | 8%  | 7%   | 1/2 |
| 1,800 RKO         | 5%        | 5%   | 5%  | 5%   | 1/2 |
| 4,700 War. Bros.  | 6%        | 6%   | 6%  | 6%   | 1/2 |
| BONDS             |           |      |     |      |     |
| \$1,000 Gen. Thr. | 94%       | 94%  | 94% | 94%  | 1/2 |
| \$1,000 East      | 93%       | 93%  | 93% | 93%  | 1/2 |
| 12,000 P-F-L      | 46%       | 44%  | 44% | 44%  | 1/2 |
| 0,000 Par-F       | 51%       | 51%  | 51% | 51%  | 1/2 |
| 2,000 War. Bros.  | 57%       | 57%  | 57% | 57%  | 1/2 |
| CURB              |           |      |     |      |     |
| 200 Trans-L       | 2%        | 2%   | 2%  | 2%   | 1/2 |
| 200 Tech.         | 9%        | 9%   | 9%  | 9%   | 1/2 |

## MIXERS SET UP THEIR OWN BODY

Hollywood, March 12.  
Further jumble of sound men and jurisdictional battles over that craft is indicated through formation of a new independent group of first sound men (mixers) which will be tabbed Society of Sound Engineers. State incorporation of the group is now under way and Roger Marchetti has been retained by the association as legal counsel.

The mixers have been quietly organizing among themselves, figuring their craft is of similar rating as first cameramen and that their work does not warrant affiliation with either the IATSE or IBEW sound locals. Men feel they have been tossed around too much during the past year by both these labor organizations, and by forming their own private association they will get out from under jurisdictional disputes over the sounders.

Understood the new society has about 125 members and will blossom forth along similar lines to the cameramen's society with separate sections for lesser classifications of workers.

### Monogram's 20

Monogram has changed its mind about 36 pictures this year, and will schedule 20.  
This has been its regular average.

### CHESTER MORRIS RETURNS

Chester Morris left the east for Hollywood Saturday (10) after completing his work in "Frankie and Johnny."

He is about half finished at the Biograph studio, in the Bronx, but Morris' scenes were shot first.

## Four Distribs Agitate Twin-Billing As Reprisal Against Chi Freezeouts

Chicago, March 12.  
Turmoil over the attempt of several distribs to force Chicago back to double features is now an open fight, with the New York office of the distributors called in to take the matter with the circuits. Local distribs, who found themselves on the short end, quit trying to needle their way in for more circuit dates and have thrown the matter into the laps of the New Yorkers.

Particular problem of these distribs, who are Columbia, RKO, Universal and Fox, is B&K, which has been giving 75% of its playing time to three companies, Warners, Metro-Goldwyn and Paramount. The distribs on the outside have been trying to get B&K into an agreement to allot its playing time among the seven companies instead of concentrating. This not proving successful, the distribs have contacted exhibs for the purpose of getting a general return to twin-bills locally.

The big argument of these distribs at present is the publication of the April release schedule for Chicago.

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## Publix Heads Hop To Detroit and Chi

Ralph A. Kohn, Sam Dembow Jr., and Y. Frank Freeman left last night (Monday) for Detroit to hold a conference with George Trendle and associates in connection with Public operation in that town. Kohn, Dembow and Freeman, after Detroit conferences today (Tuesday), may go to Chicago to glimpse the situation there.

## PAR WILL MAKE OWN SHORTS ON COAST

Hollywood, March 12.  
For the first time since Paramount has been operating a Coast studio, company will produce its own shorts here for next season. Plan is to make 24 to 32 two-reelers and a score of single-reel musicals.

Switch from outside producers making this product on the Coast is chiefly because studio execs feel they should have strings on any likely personalities developed by the shorts Par distributes. Company feels that in holding options on its shorts talent it may build up not only players but directors and writers as well. Besides which shorts can serve as a training ground for new talent on which the organization has tickets. Survey assured that the shorts will not cost any more than the company is paying the outsiders.

Special comedy unit will be organized with an associate producer in charge. It will utilize all standing sets on the lot. Lou Diamond, on from New York, is making the plans for the new comedy organization.

"During the past year Phil Ryan made 12 two-reelers and Arvid Gilstrom two series of six two-reelers starring Bing Crosby and Harry Langdon for Paramount release.

### LaCava Loafs

Hollywood, March 12.  
Having finished "The F.B.I." for 20th Century, Gregory LaCava is preparing for a month's vacation in New York while deciding which picture bid he will accept before directing his next for Century.

He has a year in which to do more at 20th Century under the present deal.

### Werker's Par Deal

Hollywood, March 12.  
Alfred Werker gets direction of "Fleurette" as part of a three-year option deal signed last week with Paramount.

Werker directed "House of Rothschild," with George Arliss, for 20th Century.

### Barthelmess' Final

Hollywood, March 12.  
Richard Barthelmess starts work March 15 on "Madame Doll House," his final for Warners. Helen Lowell, stage recruit, is the femme lead. Barthelmess does this picture gratis having agreed a year ago, when studio asked for the 50% cut, to do two pictures in lieu of accepting a slice.

### RUTH PETERSON-FOX

Hollywood, March 12.  
Ruth Peterson, American girl who played in several Gaumont-British pictures, and who has been used in a couple here by Fox, has been given a contract by the latter company.  
Deal is for six months.

### MISS O'SULLIVAN-BARRETT'S

Hollywood, March 12.  
Metro has assigned Maureen O'Sullivan to a featured spot in "Barrett's of Wimpole Street," Norma Shearer's next.

Player goes into the picture before David Copperfield on the same lot.

## Music Hall's Capacity Is So Big, Must Have Holiday in 2d Wk. to H.O.

### Warming Up Vermont

Randolph, Vt., March 12.  
This town boasts at least three Mae West fans.  
When the votes were counted at the town meeting last week three of the ballots had Mae West's name written in for road commissioner.

## U REOPENING COAST LAB

Hollywood, March 12.  
Laboratory of Universal, closed for the past year after it proved too costly competition to Consolidated, through taking too many independent customers from the latter firm, this

Wednesday (15). In arranging for Universal to close its plant, Consolidated signed a year's contract to process negative and sound track at rates reported to be lower than standard. U also secured a loan of \$500,000 from Consolidated, remaining balance of which is around \$400,000, and will be paid tomorrow (Tuesday).

In reopening its Coast lab, U will not revive the subsidiary, Royal Laboratories, to handle independent business. Plant will confine its activities to processing negative and sound track daily rushes. Plans are being laid for shifting of all release printing for domestic and export in about two months. U release prints are currently being handled by Consolidated in its eastern lab.

Ray Hunter, formerly in charge of lab operation for Universal, goes back to his old post. During the past year he has continued with the company as supervisor of the camera department and special contact with Consolidated.

### ARCH REEVE'S SHAKEUP

Margolies Out at Fox With Carl Mos as Chief Aid

Arch Reeve, Fox studio publicity director, recently brought to the home office as ad manager under Charlie McCarthy, has shaken up the ad department a bit in setting it under his direction effective yesterday (Monday).

Al Margolies, with Fox many years, was dropped Saturday (10) with Joel Swenson, former assistant to Gabe York, to take over Margolies' work (press books). Reeve has selected Carl Mos as his right hand man. Latter will continue supervising the year book and trade paper advertising.

Charles Leonard, brought in from U. A. week ago, will be responsible for press book advertising while Russell Moon continues in charge of exploitation. Abe Goodman stays as ad production manager and Louis Shanfield as art director.

### L. A. to N. Y.

Jimmie Durante.  
George White.  
Russell Solman.  
Buddy DeSylva.  
Lanny Ross.  
William L. Tenney.  
Constance Cummings.  
Benn W. Levy.  
Nat Goldstone.  
Richard Arlen.  
Charles Kohner.  
Dave Dryer.  
Sid Silvers.

### N. Y. to L. A.

Mr. and Mrs. Clark Gable.  
Ramon Navarro.  
Ben Kahane.  
J. J. Nolan.  
Sam Goldwyn.  
George Oppenheimer.  
Chester Morris.  
William C. Elliott.  
Austin Parker.  
Harold B. Franklin.

The Music Hall does not contemplate that hold-over of pictures there will be anything but rare. Principal reason is that even a strong picture, with a good first week gross of \$100,000 or over, has to get unusual breaks to hold up safely on a second stretch of seven days. Unless a holiday figures in the hold-over week, house is exceedingly cautious because of its capacity, which eats up so many people so fast. Theatre seats 5,945.

In order to gross \$100,000 the Music Hall has to play to 165,000 people. This number removed from prospective customers explains why a second week is invariably doubtful, except where the hold-over session includes a holiday.

Check-up reveals that the few hold-overs the big house has had have fallen on holidays and had the benefit of advanced (Saturday-Sunday) scales.

Only four pictures have held at the Hall, "Cavalcade," "Nana," "Flying Down to Rio" and "Little Women," last mentioned for three weeks, the others two.

"Little Women" fell into Thanksgiving its third week; "Nana" had the benefit of Lincoln's Birthday holiday; second week of "Cavalcade" had Easter, and "Flying Down to Rio" had both Christmas and New Year's. Last mentioned picture scored over \$100,000 on their first weeks. This was also true of "Henry VIII," but without a holiday due the following week it was not retained.

## Much Anxiety Over Delayed Verdict on Allowances for Par

Much anxiety being manifested over the delay of a decision from U. S. District Court Justice Woolsey on application of the Paramount receivers, attorneys and others for allowances covering the term of the receivership of the pictures adjudicated in bankruptcy by about two months.

After much wrangling as to how much was to be allowed the receivers, the fight was aired before Justice Woolsey about a month ago with bondholders and other creditors resisting an allowance of \$205,000. This amount was recommended by Referee Henry K. Davis who chopped the original application for \$295,000 to this figure.

Bondholders and others felt the \$205,000 excess should be squeezed for Justice Woolsey some time back. Meanwhile Root, Clark, Buckner & Ballantyne, attorneys for the Par receivership and bankruptcy, asked that certain recommendations of the referee be set aside in view of the many points of law raised on the receiver application. His decision is eagerly awaited for that reason, plus that some of the receivership attorneys would like to get some of the fees due them for work performed in January and February of last year.

### Par's Dillinger Yarn

Hollywood, March 12.  
Paramount is preparing a story based on the life of John Dillinger, who recently maneuvered his way out of jail at Crown Point, Ind. Yarn is titled "Goes Marching On," and is being written by Bartlett Cormack with George Raft in mind to play it. Attempt will be made to have the story comply with the Hays censorship code.

### Rowland's 'Adeline'

Hollywood, March 12.  
Having closed contracts with Jerome Kern and Oscar Hammerstein for the screen rights to "Sweet Adeline," William Rowland begins production March 26.  
Kern and Hammerstein for the first time, have interpolated two additional songs to a stage work sold to the screen.



# Numerous NRA Problems Due for Thashing Out This Week; Exhibs' Agitation Against Free Air Shows

The NRA this week is both referee and battle ground for a batch of picture trays. It extends from a tri-cornered fight between Allied Exhibitors, the MPTOA, and the Hays Organization to an ultimatum, reported have been privately made, that unless free radio shows are out, or minimized, exhibitors will actively go to bat in the matter.

As the Code Authority went into session back in New York yesterday afternoon (Monday), Ed Kuykendall was countering outer yells with the contention that his Allied brethren were not in sympathy with the NRA and should themselves quit responsible jobs under the eagle.

Other reports in official places were that some of the majors credited with threatening court action over Divisional Administrator Rosenblatt's ruling on the 10% cancellation clause, are thinking better of it; that there'll probably be some more conversation on the subject, but that in the end it looked like the NRA will win and contracts in this respect will be made retroactive. The millions the companies figure would be checked off to losses if this ruling prevailed are reported to have been partly dissipated by the realization that many of the contracts originally possessed a 7 1/2% elimination clause induced by the defunct 6-5-5 board of pre-NRA days.

## On Giveaways

Officials report that the major circuits have come to an understanding as to the handling of giveaways, a problem which, at first seemed hopelessly muddled. Anything that is given away as a prize is now viewed by the majors as prohibited in the code. But if every one who buys a ticket is given a gift, and no skill of the patron is involved, then, according to circuit conferees, this method of premium is authorized temporarily. If, after the grievance boards commence to function, 75% of a territory is opposed to giveaways then it all becomes an NRA violation in that territory. This last is the code's own provision.

Fact that Rosenblatt is tardy with his Hollywood report, upon which hinge several clauses in the code suspended pending these findings, is not concerning major interests. These men believe Washington expects from the administrator a plan which will work rather than merely a lot of figures about the coast.

Further analyzing of codes is not helping the general situation. Even code specialists in major circles snicker at the interpretation, coming from Haystites, which credits most of the code as leaning toward the independent. These spokesmen, however, do declare that under the NRA the indie does get a better break than before.

## Radio's Free Shows

One now, which the radio free shows inquest got on the private record is that broadcasting helps film players in the rural districts. In some parts of the south, one of the committees reported, broadcasts by screen names have added another 50% to the boxoffice for their pictures.

If radio agrees to confine its audiences to ordinary sized studios, and doesn't continue conscripting halls and theatres in the big cities, picture committees will be satisfied.

If not the usual box-office threats follow, they are.

That the theatre owner may go to the radio advertiser and offer his theatre at so much per day or week and let him put on his own show. Refuse to book pictures containing stars who appear on free air shows.

No details on either theory are given. Proponents merely say they will organize the exhibitors against radio if necessary and proffer the above mentioned ideas as to how the campaign will be carried out.

Meantime, however, the radio-legit-film problem is among the matters which came back from Washington last week labeled 'To be continued.'

## Rosy Has Another Month On Salaries-Star Raiding

Washington, March 12.

Divisional Administrator Sol Rosenblatt was given another month to file his report on Hollywood salary and star raiding problems by Recovery Administrator Hugh S. Johnson last week.

New deadline for recommendations or suspended provisions of code is April 7.

## WAGE PROVISIONS FOR EXTRAS CLARIFIED

Washington, March 12.

Interpretations clarifying wage provisions of film extra players in picture code were approved last week by NRA and went into operation Saturday (10). The rulings straighten out tangles on who shall receive how much pay.

Recommended by extra players' committee headed by Mrs. Mabel Kinney, interpretations specify various types who come under \$25, \$15, \$10, and \$7.50 daily wage scales and define more specifically a speaking part for which actor is supposed to receive top price.

Any extra player, 'irrespective of grade, who speaks atmospheric words, commonly known as 'comlines,' is entitled to the basic figure set for that particular call,' interpretation provides. 'Anyone who is selected for an individual line, or lines, should not receive less than \$25 a day.'

Requirements for \$15 a day extras are that women shall provide evening gowns, including suitable wraps or furs, dinner gowns, formal afternoon attire, or suitable street clothes of all types, and men must have complete full dress, tuxedo, cutaway, boulevard, or riding habit with all accessories. All clothes, ruling states, must be from an 'acceptable men's' wardrobe.

\$10 Player's Wardrobe  
The \$10 extras may be required to furnish wardrobes of same general kind 'strictly up to date' to play spinsters, small town teachers, police matrons, landladies, hag beggars, waitresses, social types, ministers, small town judges, detectives, gangsters, Roman guards, eccentric characters, butlers, social types.

The \$7.50 scale covers persons wearing ordinary street clothes, sport suits, bathing suits, coats, with men having flannels and evening clothes. Costumes will be furnished for special types and period sets, maids, nurses, peasants, soldiers, sailors, policemen and firemen.

Miscellaneous people are included under the \$5 scale, interpretation providing that if a fitting is required, players shall be fitted on the same day they work.

Hollywood, March 12.

Code extra committee is waiting receipt of photostatic copies of text of changes and amendments to code extra provisions.

Players take exception to statements attributed to General Hugh Johnson that all extra complaints to NRA have been 'satisfactorily settled,' contending that they've a batch with no action to date.

## PAR'S PUBLICITY PLAN FOR KEY CITY DAILIES

Hollywood, March 12.

Paramount is instituting a new department for supplying newspapers in key cities with publicity matter on all first-run pictures.

Plan will have man in studio publicity department service the papers direct instead of through theatres, with special stories, art and exploitation.

## FRANKLIN TO L. A.

Harold B. Franklin may leave for the Coast this week, after being told by Sid Kent, who has been out of town,

## ELLIOTT EAST

IATSE Head Back in Confabs On Basic Agreement

Hollywood, March 12.

William C. Elliott, international president of IATSE, went east Wednesday (7) after refusing to discuss reports that the IA is trying to get the studios back in the basic agreement or any other plans that might be under consideration. Elliott wound up his Coast stay after informal talks with Pat Casey, studio labor contact, and Joe Weber, musicians' union prez.

Formal consideration of the basic agreement comes up in New York this Wednesday (14) with Casey, Weber, Joe Schenck and other members of producer-union committees heading east before that time. Likely this meeting may be postponed due to code confabs.

With return of Elliott to the east it is known that the IA head will battle to reestablish the lab workers, projectionists and prop men under the basic studio agreement.

Elliott, according to the admission of an IA representative here, will shelve reopening of the jurisdictional dispute with the two other unions over studio electricians, carpenters and sound men during the basic agreement negotiations, awaiting decision of the American Federation of Labor on the jurisdiction of the men formerly held by the IA in Local 37.

Because of the unsettled conditions of the cameramen's union, International Photographers Local 659, IATSE, and slowness of reorganization of that local, Elliott will not ask for inclusion of that group in the basic agreement.

## Chi Exhibitors Fret As Dailies Ask for Ad Line Rate Boost

Chicago, March 12.

Exhibitors here are starting to rise against the threatened boost of advertising rates in the dailies. Follows the hefting of the charge by the Chicago Daily News, evening paper, from 70c to 75c a line for the loop houses and 65c to 70c a line for the neighborhood. This brings the New rate up to the market established by the Chicago American, rival evening sheet.

Exhibitors generally state that they will meet any further advance in line rates by reducing their space in the dailies to keep the costs on bill sheet stable. Exhibitors are particularly wary of the Chicago Tribune, morning paper, which two months has been occasionally evidencing a desire to boost its rate at least 5c above its present setup of 90c a line.

## 3,000 Film Employers Have Not Signed Code; C. A. Resumes Meetings

As the Code Authority went into session yesterday afternoon (Monday) it was revealed that some 3,000 picture employers, mainly exhibitors, have not signed the code and are out in the cold because all chances for signatures ended Saturday (10). The approximate 9,500 who have adopted the Blue Eagle represent close to 95% of all the competitive situations in the U. S.

At the same time indications were that by April 1 at least 25 of the 31 film territories throughout the country will have their field machinery in operation. Figured that another two weeks will be required to get the committees installed in offices, instructed, and armed with secretaries.

The Code Authority had not ironed out zoning and grievance setups for New York, Boston, Philadelphia and Washington, D. C., yesterday, but it was reported Division Administrator Rosenblatt has virtually completed his roster of government observers for the majority of the boards.

Main work which shaped up for the Monday session was finance. The committee, according to officials, had several plans to submit all of which have previously been enumerated.

While the Division Administrator remained silent on reports during the past month that the code

## Picture Codists Return From Capital Further Puzzled by Board—Committee Additions

## Indies Refuse Service on Minn. Grievance Board

Minneapolis, March

Local grievance board hasn't organized yet, due to the refusal of the independent exhibitor appointees to serve.

In line with the stand taken by Northwest Allied States, that none of its members shall participate in any code activity on penalty of expulsion, the four have turned a cold shoulder to Washington. They are Joseph Friedman, St. Paul; Fred Holtzappel and D. A. Lee, Minneapolis, and Jack Heywood, head of an independent Wisconsin chain.

## CANADIAN WITNESSES ASK FOR OWN NRA

Ottawa, March 12.

Witnesses appearing before the Parliamentary Inquiry into business conditions, mass buying and monopolistic control in the Dominion have been urging the Federal Government to institute a code system in Canada similar to the NRA in the U. S.

Probe, which is being sponsored by Hon. H. H. Stevens, Federal Minister of Trade and Commerce, brought out specific film charges as to independent exhibitors. Stevens promised that the little fellows will get a break but, as yet, the investigation is in the listening stage.

## Jones Takes Majestic

Chicago, March 12.

Aaron Jones has taken over the Majestic for a vaudeville policy at 10-20-30 scale. Deal is with the Lehman estate.

Majestic, former ac house of the Orpheum circuit, is Jones' second house downtown. He will reopen it in about two weeks.

## Keough Gets Away

Austin C. Keough, Paramount attaché who has been so much on the go since the Par bankruptcy that his family look like strangers to him, left Saturday (10) for a vacation.

Par's legal head left without telling anyone where he was going, except that it would be warmer.

## Picture Codists Return From Capital Further Puzzled by Board—Committee Additions

Codists returning from the recent Washington convale of code authorities are admittedly further perplexed. There are boards committees for any and all occasions, many of them, Washington contacts of flimford reveal, that they seem to overlap in various instances to nullify the work of each other.

Genealogical diagrams of the NRA have been issued by the government as guides.

While in the capital again the film codists learned for themselves several things about the NRA. The first fact that the National Advisory Committee has the right to clarify and pass upon the work of its divisional administrators. That is to say, if Sol Rosenblatt makes a ruling which doesn't violate the law, picture codists are certain that this board, and consequently the NRA, will stand in back of him. If, however, his ruling should be a violation then the committee will call it to his attention.

Concerning Rosenblatt's power the codists learned that NRA claimers are wasting postage in addressing President Roosevelt or General Johnson. Rosenblatt gets all the letters and nothing is gained by going over his head.

The new national board instituted to protect minority interests, of which Clarence Darrow is an appointee, has also aroused the curiosity of some men on the picture roster. While they admit they don't know enough about its functions to comment at any length, they express the belief that riled factions who feel the Code Authority isn't giving them a break could likely invoke the aid of Darrow.

## State Regi Boards

Added to the confusion already caused by the detailed duties of compliance boards is the Government's creation of another set of state regional boards. These, while understood by picture people to be strictly for industries without grievance boards of their own, are nevertheless, regarded in film code circles as possessing significance. If, for instance, the film grievance boards, still to be launched, are not successfully effective the Government is in a good position to handle film complaints through its own field media. In its latest pronouncement designed to explain procedure for adjustment of complaints by state directors and code authorities, the Government has a couple of pages devoted to definitions. The content of these pages is still to be thoroughly digested by the picture experts.

Skilled labor disputes, at least for pictures, end in arbitration with the classification of labor up to the Code Authority in the estimation of film men. There have, however, been some demonstrations of opinion on this point with several of the compliance boards, according to picture men, endeavoring to do the interpreting in some cases which have been brought before them.

On the matter of fair trade practices the Government's genealogical diagram shows that the channel a complaint can travel is almost unlimited. After starting in the grievance board, according to the illustration, and moving through the Code Authority and so up to the Divisional Administrator, it can further gear to the National Compliance Director and the National Compliance Board. After that it reaches General Johnson, with the U. S. Attorney General on one side and the Federal Trade Commission on the other. Finally it can go to the U. S. District Court. No provision is made thereafter except that President Roosevelt's name tops the tree.

Unskilled labor, according to the Government map, would take Track 2, shooting from the regional board to the National Labor Board to the Johnsonian bench.

With all this there is no prohibition against a picture man starting his case in court. Despite the apparent confusion existing within their own ranks, codists over the past weekend ventured the prediction that no court would consider litigation involving an NRA charge unless the complaint had been first permitted to course through NRA adjudication.



# It's Summer in L. A. and They're Squawking the Muggs! \$11,000 for 'Death,' 'X' \$10,500, Garbo \$9,500

Los Angeles, March 12. Trade here just could not be any worse than it is this week, according to the boys that have to take the rap. Somewhat torrid weather at the start of the week has been a retarding element but it seems the fare offered in general is not enough to bring the folks to the film palaces.

'Death Takes a Holiday' at Paramount and 'Dark Hazard' at the Warner houses, heavily exploited for trade, proved to be b.o. boomerangs. State, with 'Mystery of Mr. X,' way off also. Chinese on wind-up 'Queen Christina' getting good matinee breaks with nights a bit off. Two holdover pictures downtown. 'It Happened One Night' at the RKO and 'Nana' doing fairly good.

'Narcotic,' in at the President on a rental, with freak exploitation for first week hit a neat \$5,000, and will hold over. Four Star's final ten days of 'Devil Tiger' which ran three and half weeks came home with around \$3,200, with house going dark awaiting new attraction.

**Estimates for This Week**

Chinese (Gramm) (2,624; 55-11.10) 'Christina' (MG) stage show (5th week). With run finish close at hand will come in with around \$9,500 this stanza. Last week did nice \$11,300.

Downtown (WB) (1,000; 25-35-40-55) 'Dark Hazard' (FN). This Edward G. Robinson hit the customers on the reverse and will hold over. Four Star's (FN) faded after weekend with finale showing \$6,400.

Four Star (Fox) (900; 50-75). 'Devil Tiger' (Fox) (34-final week). Held up very well and climaxed its stay with a take of \$3,200 on final 10 days of run.

Hollywood (WB) (2,754; 25-35-40-55) 'Dark Hazard' (FN). Just like downtown, seems to mean nothing and will finish up with red figures for house at around \$7,000. Last week 'Mandalay' (FN). Sloughed a bit after first few days and wound up with \$6,600, which, however, is no small figure.

Los Angeles (Wm. Fox) (2,800; 15-35) 'Beggars in Erin' (Monogram) and 'Murder on the Campus' (Chesterfield) split. Rather rough going, with matinee trade way off, and will wind up with around \$5,400. Last week 'The Big Chance' (Eagle) and 'Cross Country Cruise' (U) nothing to encourage about, but better than figured at \$3,600.

Pantages (Pan) (2,700; 15-25-40-55) 'This Side Heaven' (MG) and 'Bombay Mail' (U). Looks as though the house bill policy is not helping matters any as trade this week will not hit over the \$2,400 mark. Last week 'Can't Buy Everything' (Metropolitan) and 'The Fox' (Fox) fell all to pieces with final count of \$2,500.

Paramount (Partmar) (3,595; 25-40-55) 'Death' (Fox) and stage show. With heavy campaign and good house, missing on several cylinders and quite a disappointment in take which will not hit over \$11,000. Last week 'No More Wives' (Par) Lombardo on stage big help to reach \$15,900, which, however, was considerably less than house expected.

President (Bway) (1,000; 25-35) 'Narcotic' (Esper). Heavy freak exploitation will help this one to around \$5,000 on final week.

RKO (2,850; 25-40) 'One Night' (Col) (24-final week). Holding up for this stanza and will hit around the \$9,000 mark. Last week, first, \$13,500.

State (Loew-Fox) (2,024; 25-40) 'Mr. X' (MG). Started off mildly and will come home with around \$10,000. Last week 'The Fiddle' (MG). Just so-so at \$10,000.

United Artists (Gramm) 2,100; 25-35-40-55) 'Nana' (UA) (24-final week). Started off at near pace and will wind up with around \$6,600. Last week off to good start and came home with around \$12,000.

**MURPHY'S CONFERENCE**

Hollywood, March 12. Ralph Murphy draws the direction of the Charles R. Rogers' 'In Conference' instead of Harry Joe Brown. Brown is fied by other production demands on forthcoming Rogers features.

Low Cody and Harold Walbridge are set for parts in 'Conference,' which goes into work this week.

**J-S GETS BRISSON**

Hollywood, March 12. Joyce Selznick has taken over management of Carl Brisson, brought to Hollywood by Paramount on a contract calling for featured and starring spots.

## Fire Ruins Birmingham Chances; All B.O.'s Off

Birmingham, March 12. Fire sweeping the entire business district destroyed practically entire block in the center of town Saturday (10) and was the main attraction over the week-end. Alabama theatre was damaged slightly and show moved to the Temple. Tough break for the theatre, having brought in a vaude unit for three days and depending on Saturday and Sunday business to help a lot.

**Estimates for This Week**

Alabama (Wilby) (2,800; 30-35-40) 'Should Ladies Behave' (MG) and vaude through Monday, and 'Good Dame' (Par) balance of week. Forced to move to temporary location makes a moderately good week an impossible \$5,000. Last week 'Fashions of 1934' (FN) \$6,000, not so good.

Ermine (BTAC) (1,100; 35) 'It Happened One Night' (Col). \$2,800, okay. Last week 'Once to Every Woman' \$1,500.

Strand (Wilby) (800; 25) 'Sons of the Desert' (MG). Maybe few more days. House fare will keep this one in town, \$950. Last week 'Miss Fane's Baby' (Par), around \$1,100.

## Penner and 'Six' Smash Pitt 33G's; 'Cath' Fine \$7,200

Pittsburgh, March 12. First week-end break in weather Pittsburgh has had in more than a month. Business as expected, a corresponding pick-up generally.

Big noise of current session is Penn where Joe Penner in person, with 'Six of a Kind' on screen, is a magnet. Should give house pretty close to \$33,500 for its best figure in years.

Of the straight picture sites, Fulton looks like the best bet with 'Catherine the Great'. Rave notices for this one bringing back 'Henry VIII' carriage trade to this Sixth street site, ought to be a net up at \$7,200, with a chance of bettering even that.

After a great first week, 'Wonder East' looking for a big day in its second session at the Stanley.

**Estimates for This Week**

Davis (WB) (1,700; 25-35) 'Long Lost Father' (Radio) and 'Meaneat Gal in Town' (Radio). Twin bills being topped for yence and with con house continues to be an inner-office problem. This week may be \$2,200, in the dumps as usual. Last week 'Easy to Love' (WB) and 'Bombay Mail' (U) around \$2,350.

Fulton (Shea-Hyde) (1,750; 15-25-40) 'Catherine the Great' (UA). Critical raves for this one haven't been topped for yence and with continued generous newspaper plugging and word-of-mouth should have a highly profitable session at \$7,200, maybe better. Last week 'Sons of the Desert' (MG) not so hot at \$3,700.

Penn (Loew's UA) (3,300; 25-40-55) 'Nana' (UA) (24-final week) and Joe Penner in person. Radio comic has 'em storming the gates as they haven't been stormed in years and should be a cinch to push pretty close to sensational \$35,500 into the coffers. That's top money here for two or three years. Last week 'Moulin Rouge' (UA) disappeared under \$10,000.

Pitt (Shafter) (1,600; 15-25-40) 'Sleepers' (Fox) and Pat Rooney unit. Feeling a pinch on usually big morning trade, but should pick up on late matinee and evenings for an okay showing. Probably \$7,700. Last week 'Fog' (Col) and Delmar's 'Revels' okay at \$3,000.

Stanley (WB) (3,000; 25-35-50) 'Wonder Bar' (WB) (2nd week). Big drop off house session at \$7,000, but that's probably as good as anything else, same a stage show, would have done against the stiff competition. First week great at close to \$20,000.

Ermine (WB) (2,000; 15-25-40-55) 'Jimmy the Gent' (WB). Top lowered here from 60 cents in an effort to compete with other small-seat first-run in the downtown section. Looks like \$9,500 this week, fair. Last week 'Journal of a Crime' (WB) about \$3,000.

## YOUNG THOMAS REPEATS

Hollywood, March 12. Barrymore will play the father in Radio's version of 'Wednesday's Child' and Frank M. Thomas, boy actor, who had the title role in the play, will repeat for the screen.

Willis Goldbeck is adapting and Kenneth MacGowan will produce. Young Thomas has been optioned with the intention of a buildup.

## St. Louis Changes Titles for Better Take; 'Six' \$21,000

St. Louis, March 12. By his unseasonable actions, the weather man continues to make himself felt at the box offices, usually bringing heavy rain on the weekend days. This week running true to form, nearly all the houses starting slow, although it looks like some may finish better.

All eyes are on Anna Sten who had the support of one of the biggest advertising campaigns ever given a film. Having its results, but they may not be as big as her sponsors hoped and expected.

Boys at the Ambassador believe it paid them to change the title of 'Six of a Kind' to 'Second Honey-moon.' To this change they attribute a belated spurt that will bring house well into the money. Tried the same thing at the St. Louis 'Success Story' being called 'Success at Any Price,' with lesser results.

**Estimates for This Week**

Ambassador (Skouras) (3,000; 25-35-55) 'Second Honey-moon' (Par) and 'Six of a Kind' stage show. Heading for big \$21,000. Last week 'Mandalay' (WB) got only \$14,000.

Fox (F. & M.) (5,000; 25-35-55) 'David Harum' (Fox) opens Tuesday (1st) and signed \$12,000, good. Last week 'Happened One Night' (Col), held over to Monday (12), for \$10,000.

Missouri (Skouras) (3,500; 25-40) 'No More Wives' (Par), and 'Broken Dreams' (Mono), oke at \$9,000. Last week 'Beloved' (U), and 'Once to Every Woman' (U) only average dual bill. About \$3,500, fair. Last week 'Devil Tiger' (Fox) and 'From Headquarters' (WB) likewise at \$3,500, fair. Last week 'Devil Tiger' (Fox), also got \$11,000.

## 'Nana,' 'Harum' Both \$11,500 in Cincy 'The Showoff' \$5,300—'Journal of a Crime' N. S. G. \$4,000

Cincinnati, March 12. Flicker front trade showing coming advance now that towners have become bored with yence and with con house continues to be an inner-office problem. This week may be \$2,200, in the dumps as usual. Last week 'Easy to Love' (WB) and 'Bombay Mail' (U) around \$2,350.

Fulton (Shea-Hyde) (1,750; 15-25-40) 'Catherine the Great' (UA). Critical raves for this one haven't been topped for yence and with continued generous newspaper plugging and word-of-mouth should have a highly profitable session at \$7,200, maybe better. Last week 'Sons of the Desert' (MG) not so hot at \$3,700.

Penn (Loew's UA) (3,300; 25-40-55) 'Nana' (UA) (24-final week) and Joe Penner in person. Radio comic has 'em storming the gates as they haven't been stormed in years and should be a cinch to push pretty close to sensational \$35,500 into the coffers. That's top money here for two or three years. Last week 'Moulin Rouge' (UA) disappeared under \$10,000.

Pitt (Shafter) (1,600; 15-25-40) 'Sleepers' (Fox) and Pat Rooney unit. Feeling a pinch on usually big morning trade, but should pick up on late matinee and evenings for an okay showing. Probably \$7,700. Last week 'Fog' (Col) and Delmar's 'Revels' okay at \$3,000.

Stanley (WB) (3,000; 25-35-50) 'Wonder Bar' (WB) (2nd week). Big drop off house session at \$7,000, but that's probably as good as anything else, same a stage show, would have done against the stiff competition. First week great at close to \$20,000.

Ermine (WB) (2,000; 15-25-40-55) 'Jimmy the Gent' (WB). Top lowered here from 60 cents in an effort to compete with other small-seat first-run in the downtown section. Looks like \$9,500 this week, fair. Last week 'Journal of a Crime' (WB) about \$3,000.

## Auto Show Hurts Mpls. Olsen and Johnson Big \$15,000, 'Palooka,' Ted Lewis Fair 11G's

## 'BELOVED,' \$12,500, IS OMAHA'S OUTSTANDER

Omaha, March 12. Second week running will show the Orpheum leading the way with the good apple cart, as this house keeps the stage lighted with Henry Santrey and his Soldiers of Fortune unit. Show comprising eight acts carries no name, but owing power except Santrey himself who is well enough known from nine previous appearances.

Last week theatre row went popped at the throngs which jammed the Orpheum to see Ben Bernie, who likewise gave other houses opposition fever. With a tremendous opening, a nearly \$4,000 Sunday. Tuesday gross that passed \$5,000 because of the stage broadcasts, and record matinee the Ol' Maestro brought a \$15,000 total, sky high. This is a gross which hasn't even been approached in two seasons by any house in town, and which sets the record for the house under Blank and Interstate management.

**Estimates for the Week**

Orpheum (Blank) (2,976; 25-35-55) 'Beloved' (U) and eight acts on stage. About \$12,500, very good. Last week Ben Bernie came to the attraction credit for the record \$16,000, though the film 'Easy to Love' (WB) held up its end after the theatre were in.

Brandeis (Singer) (1,100; 20-25-35) 'It Happened One Night' (Col), around \$4,750, though may find good, not so smooth all by itself. Last week 'Rise Hips, Hoed' (RKO) and 'The Big Shakedown' (FN) couldn't stand the opposition gap nor the mid-week opening. Only \$7,700.

Paramount (Blank) (2,765; 25-35-40) 'David Harum' (Fox) and 'Search for Beauty' (Par). Second week. House feature policy should better the opening week on the strength of Rogers \$5,000 likely. Good. Last week 'Cat and the Fiddle' (MG) and 'The Poor Rich' (U) slightly topped average on the opening of the twin bill policy, \$7,500.

World (Blank) (2,100; 25-35) 'Cross Country Cruise' (U) and 'Once to Every Woman' (U) only average dual bill. About \$3,500, fair. Last week 'Devil Tiger' (Fox) and 'From Headquarters' (WB) likewise at \$3,500, fair. Last week 'Devil Tiger' (Fox), also got \$11,000.

Minneapolis, March 12. Competition is most acute this week. What with such non-theatrical opposition as the automobile show at the Auditorium and a big ice carnival at the Arena and with Olsen and Johnson and Ted Lewis on the stage, vying for the loop box-office battle provides plenty of fireworks. Zero weather isn't making the going any easier.

State show is drawing throngs of 12,000 to 15,000 daily while 5,000 crowds are common at the ice carnival. It's diverting attention away from the regular entertainment emporium when they are putting on their best front and need it most.

Stage shows are only occasional events here, but it's really amazing to see Olsen and Johnson, who fight it out with each other, while Ted Lewis and Johnson with their 'Take a Chance' seem to have the best of it with the scraps with Ted Lewis. Although the next, a rattling good show and better screen ad in 'Palooka'. The Olsen and Johnson crew looks to be set for a \$15,000 week in the season, the outside opposition, bad weather and other adverse factors, they probably aren't so bad, either.

**Estimates for This Week**

Minnesota (Publix) (2,000; 25-35-40) 'David Harum' (Fox). This case house has to play third fiddle because it's bucking two strong stage shows at opposing theatres, at \$2.75 prices earlier in the season, able of a card here so that it isn't being neglected completely. A pretty fair \$9,500 in store. Last week, 'Queen Christina' (MG) \$10,000, good.

Orpheum (Singer) (2,890; 25-35-55) 'Dark Hazard' (FN) and Olsen and Johnson in 'Take a Chance' on stage. Olsen and Johnson, nothing at box-office, but the Scandinavian comedians count for plenty. Fact that they played Metropolitan here with a roadshow at \$2.75 prices earlier in the season is helping to emphasize entertainment's bargain aspects. Around \$15,000 is indicated, big. Last week 'It Happened One Night' (Col), \$16,000.

State (Publix) (2,200; 25-35-55) 'Palooka' (UA) and Ted Lewis on stage. Working combination, deserving of a better response than they are getting. Should build and may finish to a fair \$11,000. Last week, 'Moulin Rouge' (UA), \$5,500, fair.

World (Publix) (3,000; 25-35-50-75) 'Emperor Jones' (UA) (2d week). Looks set for a good \$2,000. First week \$1,500.

Downtown (Publix) (1,200; 25-35) 'As a Husband' (G. Fox) and 'All of Me' (Par), split. Maybe \$2,000, fair. Last week 'Design for Living' (Par) and 'Eating' (MG) oke at \$2,000.

Lyric (Publix) (1,300; 20-25) 'Search for Beauty' (Par). Presence of Julie Madison, local boy, in cast is helping some. Should reach \$2,500, fair. Last week 'Fugitive Lovers' (MG), \$3,500, good.

Grand (Publix) (1,100; 15-25) 'Dinner at Eight' (MG). Second week. 'Flying Down to Rio' (Radio), \$2,000, oke.

Astor (Publix) (800; 15-25) 'Take a Chance' (G. Fox), 'Crane Song' (Par) and 'Frisenlighter' and Lady (MG), second loop runs on split. About \$1,200 indicated, fair. Last week 'Mr. Skitch' (Fox), 'Hoopla' (Fox) and 'Little Women' (Radio), \$1,800, good.

## 'CATHERINE,' \$4,200, BIG IN NEW HAVEN

New Haven, March 12. Business in general is fading as Lent deepens, but there is still a strong in strong product to battle last couple of weeks of it.

**Estimates for This Week**

Paramount (Publix) (2,348; 35-50) 'Revels' (MG) and 'The Quilter' (MG). Indications not too good, around \$4,700. Last week 'Boleto' (Par), beat \$6,000, very good.

Fulton (WB) (2,000; 15-25-40-55) 'Happened One Night' (Col) and 'Line-up' (Col). Estimated \$10,000. Last week 'Cat and Fiddle' (MG) and 'Hold That Girl' (Fox). Well above average at \$7,700.

Roger Sherman (WB) (2,200; 35-50) 'Jimmy the Gent' (WB) and 'Poor Rich' (U). Light opening, but should pick up to \$8,000. Last week 'T've Got Your Number' (WB) and 'Crosby Case' (U). Only fair at \$4,200 on six days.

College (Pol) (1,565; 25-40) 'Catherine the Great' (UA). Opening days equalled 'Henry the Eighth,' which was tops at this house. Yale boys giving it a play. Looks like good \$4,200. Last week 'Devil Tiger' (Fox) and 'Orient Express' (Fox). Failed to a poor \$3,400.



# 'Wonder Bar' Smash \$30,000, Stanley;

## 'Har m' Okay at \$13,500, Fox, Philly

Philadelphia, March 12. 'Wonder Bar' grabbed most of the attention in Philly downtown film houses this week. This one should reverse the n.g.s. verdicts given to recent Jolson pictures. Al made a brief personal appearance at the Friday opening at the Stanley, and the dailies opened up wide for this picture and the other.

Based on the fair percentage of weather breaks, several other others should turn in good grosses. Although there is also some seasonal in view. However, if the snow continues and Philly keeps on being tardy in its snow-cleaning, there's no telling how big may be knocked galley-west.

**Estimates of This Week**  
Aldine (1,300; 40-55-65)—'Nana' (UA). Ought to get \$9,500 in second week, but weather will tell the story in all Philly houses. Last week, \$13,000.

Arcadia (600; 25-40-50)—'Queen Christina' (MG). Second run and ought to get second \$9,500. Last week, \$11,000. Dinner at Eight' (MG), \$3,500 in seven days.

Boyd (2,400; 40-55-65)—'Bolero' (Par). May up a peg from recent house average. \$10,000 likely. Last week, 'Journal of a Crime' (WB), \$8,500.

Earle (2,000; 40-55-65)—'Six of a Kind' (Par) and vaude. Sophie Tucker headlines. Good \$15,000 indicated, which is satisfactory under conditions. Last week, 'Hips, Hips, Hoorsay' (RKO) and vaude. \$15,500.

Fox (3,000; 30-40-60)—'David Harum' (Fox), and stage show. N.T.G.'s Paradise Review and Johnny Martin on stage. About \$13,500 indicated, and that's above the theatre's new weekly average with reduced scale. Last week, 'Devil Tiger' (Fox), and stage show, \$19,000, very big and achieved with help of Loughran-Carnegie fight films.

Karlton (1,000; 40-45-50)—'Once to Every Woman' (U). Lucky if this first run gets \$2,500. Last week, 'You Can't Buy Everything' (MG), \$2,300, only modest success.

Keith's (2,000; 25-35-40)—'Ever Since Eve' (Fox), and pop vaude. House doesn't change much in weekly averages. Maybe \$8,000 this week. Last week, 'Hold That Girl' (Fox), first-run for a change and only \$6,500.

Star (2,700; 40-55-65)—'Wonder Bar' (WB). Plenty of ballyhoo for opening and some real money promised for first week if snow gives the picture a boost. \$25,000 was indicated. Last week, 'It Happened One Night' (Col), \$3,000 in last five days.

Stanton (1,700; 30-40-45)—'Good Dame' (Par). About \$7,500 indicated. Last week, 'This Side of Heaven' (MG). Only \$8,900 despite bad luck.

Wainut (1,500; 25-35)—'Son of Kong' (RKO), and stage presentation. Ought to up a little on strength of this bill, and just noted. Last week, 'Sin of Nora Moran' (Maj), and 'Montemarte Madness' (revue). Only \$4,500.

## DELMAR REVELS HELPS 'SINCE EVE' TO \$7,000

Indianapolis, March 12. Plugged heavily with lots of ad space, 'Nana' (UA) at the Palace is doing better than par figures with an indicated take of \$6,000 on the week. Generally, biz is off this week in the downtown sections—with the heavy snowfall and Lent serving as the leading alibis of the managers.

**Estimates for This Week**  
Apollo (Fourth Ave.) (1,100; 20-35-40)—'David Harum' (Fox). Hold-over of the previous pic is doing plenty okay with \$5,000 looking up for the second week. Last week in its opening stanza, the house garnered a smashing \$7,000, which is the best in a couple of weeks.

Circle (Katz-Field) (2,600; 25-40)—'Mandalay' (WB). Things are mild at this spot with \$3,800. Last week, 'It Happened One Night' (Col) got \$5,200.

Indiana (Katz-Field) (3,100; 20-35-40)—'Meaneast Gal in Town' (RKO) and 'Ninth Guest' (Col), dual, is very hot. \$25,000. Last week 'I've Got Your Number' (WB) and Kate Smith in person on stage around \$9,000.

Lyric (Olson) (2,000; 20-35-40)—'Ever Since Eve' (Fox) and Harry Delmar's Revels on stage. Around \$7,000. Last week 'Poor Rich' (U) and 'Bottoms Up'—unit-on-stage was very thin this week.

Lew's Palace (2,800; 25-40)—'Nana' (UA). Good campaign in advance and favorable comments helping house to perk up and hit better than average at \$6,000. Last week 'Cat and Fiddle' (MG) disappointed keenly with a mediocre \$4,900.

## Tacoma Grosses

Tacoma, March 12. Greta Garbo naturally getting the major b. o. in the burg this week. Roxy stepping to the front with 'Queen Christina'. Last week the Music Box stepped out with Chic Sale in person. Hamrick's Blue Mouse is riding along as usual, giving lots of show for the money.

**Estimates for This Week**  
Music Box (Hamrick) (1,400; 25-35)—'Design for Living' (Par), three days; 'Hips, Hips, Hoorsay' (RKO), six days. Indicated for both weeks. Last week, 'I've Got Your Number' (WB), and 'Hi, Nellie' (WB), split. Chick Sale in person with former responsible for the gross.

Roxy (J. V.H.) (1,300; 25-35)—'Queen Christina' (MG). Garbo spread all over town, biz looks like \$4,500, big for town and prices. Last week, 'Happened One Night' (Col), \$3,900.

Blue Mouse (Hamrick) (650; 15-25)—'Thunderhead' (Par), and 'By Candlelight' (U), dual first half; 'Lilacs in the Spring' (WB), and 'White Woman' (Par), dual last half. Indications for \$1,600. Last week, 'Big Showdown' (FN), and 'Madame Spy' (WB), dual first half; 'Advice to Lovelorn' (UA), last half, only fair \$1,700.

## No Biffing in Buff; Lull Holds 'Death' to \$15,000

Buffalo, March 12. Lull in business continues hereabouts with the Lafayette showing among first-run releases. Still make for and current period. Great Lakes, which has had declining grosses for several weeks did another nose-dive last week although should register some improvement currently.

**Estimates for This Week**  
Buffalo (Shea) (3,400; 30-40-55)—'Death' (Par) and stage show. Average start, but finding good comment among first-run releases. Still make \$15,000. Last week 'Bolero' (Par) and stage show, \$14,000, not very forte for here.

Hipp (Shea) (2,400; 25-35)—'Side of Love' (WB) and 'The Baby' (Par). Moving along at about the same pace as last week's under dual feature policy. Opening taking: indicate \$10,000. Last week, 'Meaneast Gal' (MG) and 'Eight Girls' (Par), bettered estimates slightly for \$6,300.

Great Lakes (Shea) (3,400; 25-40)—'Easy to Love' (WB) and 'Fane's Baby' (Par). Some better dual features may bring figure up to \$6,000. Even this is close to bottom here. Last week 'Suzanne' (Fox) and 'Search for Beauty' (Par) bad at \$4,600.

Century (Shea) (3,400; 25)—'Ace of Aces' (RKO) and 'Orient Express' (Fox). Business running along to average. Wings with one feature above \$5,000. Last week 'Hold That Girl' (Fox) and 'Women in His Life' (MG) held up to estimated \$5,500.

Lafayette (Ind.) (3,400; 25)—'Happened One Night' (Col) and 'Before Midnight' (Col). Second week. Should get close to \$10,000. Last week \$14,000.

## 'Bolero,' 'Henry' Both 3G; Lincoln's Fires A'burning

Lincoln, March 12. With Lent standing in the way of every box office, it's hard to get the houses out of the mulling trance they've been in ever since the 40-day endurance test started.

'Bolero' getting the most and unusual plugging all previous week, with 'Henry' the VIII. long awaited, should provide the only two socko bills in the house show last half of the Orpheum comes in. Fact that Sally Rand's in the 'Bolero' pic and the big nose Omaha fathers raise about her, will be a factor in selling.

With biz piddling along, the Easter egg season can't come around too soon for the boys. Winter last come this time is having plenty of the 'throw another log on the fire' spirit, too.

**Estimates for This Week**  
Capitol (Livingston) (850; 10-15)—'Easy to Love' (WB) with one vaude act on stage. All right, \$1,200. Last week 'Ever in My Heart' (WB) and vaude and 'Heat-Lighting' (WB) split, fair \$1,050.

Colonia (LTC) (10-15)—'She Made Her Bed' (Fox), Average. \$800. Last week 'Ever in My Heart' (WB) and 'Bombay Mail' (Fox), split, fair \$1,050.

Lincoln (LTC) (1,600; 10-15-25)—'Henry Eighth' (UA) with a socko ad and direct mail campaign should

# Broadway Spotty, but M. H. Good

## With Hepburn \$80,000; 'Six' 45 G's; 'Palooka,' 'Wonder Bar' Holding Up

What it is hoped will be the last of snow for this inter, the all-day fall on Saturday (10) knocked the plinths from under box offices again and drove managers to prayer that spring arrives soon. Touch of vernal atmosphere came the first of last week but departed quickly, bringing a snowstorm on Thursday (8) which lasted until 7 p.m., and then Saturday's blizzard. Second storm extended until late at night and seriously discouraged evening business.

Because it draws a healthy suburban trade normally, the Music Box is about the only theatre to count-up. It got a double dose of snow, since the week starts on Thursday at this house, but with the strength of last week's 'Hepburn' name and 'Spliffire', her latest on view here, the gross will still be \$80,000 or more. But for the two snowstorms the seven days would have shown \$90,000 better, it is estimated.

Considering the power of this attraction and the maintained strength of Al Jolson's 'Wonder Bar', Jimmy Durante's 'Palooka' and the fine showing of 'Six of a Kind' at the Paramount, resistance to the winter weather is being met. Other houses are poorer than usual, largely because of weaker box office.

Jolson musical, after a tremendous first week of \$150,000, is trying for a second current week of \$38,000, very big. 'Palooka', getting a handsome first week of \$45,000, looks to about \$30,000 as appears much in demand. Durante picture next week will have the Schenck in person at the Capitol against it, if not pulled. Same week comes 'The Great Dictator' (U), White's 'Scandals', also with Durante.

With Durante on the screen at the Ritz and the Hall, his personal at the Capitol, starting Friday (16), will afford an unusual situation, outcome of which should prove interesting. If Jolson's 'Wonder Bar' on the experiment at the last minute. Polly Moran and Lou Holtz will be on the Cap stage with Big Beak Duke.

After a chancey holdover of 'Death Takes a Holiday', which on its second lap of seven days ended at \$34,000, just getting by, the Paramount Friday (9) brought in 'Six of a Kind', and, despite the Saturday flakefest, may get \$45,000, very good.

Where the Paramount last week held over 'Death' on a pretty big gamble after a first week of \$42,000, this week the Capitol does the same thing by going a second week with Garbo's 'Queen Christina'. Picture got only \$38,000 its first week and at that figure is not conceded to have merited a holdover. It'll be lucky to grab out of the house a few more for a second week here.

Metro has two pictures ready for the Capitol which could have gone into the first week of the picture. Keeping Garbo at the house a second week is obviously a force on the picture.

Another odd holdover is 'It Happened One Night' at the Palace. Though doing \$16,000 on its first week, it is doubted if the Gable and Colman names will be stout enough to keep the picture on stage for around \$10,000 or \$11,000 currently.

If doing better, it will be due to Colman's 'Hot Chocolate' tab which occupies the picture.

Palace's constant worry, the State, is exhibiting 'Bolero' with Graham McNamee and the Pickens Sisters. If its vaudeville line, House will top the Pal a long distance for a \$16,000 week or better.

Roxy appears to be in for another all-around \$125,000 week. 'Night', made in the east by Chester Erskin. It hasn't got the pep to hit more than \$18,000, worse than last week's 'Nana' which took \$20,000. The house to \$25,000 for the first time in memory.

Rialto just gets by with 'Heat Lightning', bought from Warner Bros.

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Probabilities are for around \$3,500. Arthur Mayer is bringing in 'No More Mr. Fish' on Friday (16).

Over in Radio City at the RKO Center it looks like another bad week, probably only \$11,000, on 'Fashion Folies of 1934' and 'Let's Fall in Love', with greatest worry as to what the latter may do.

'Bedside' taken from Warners, didn't do so well. The Mayfair, \$7,100, and went out last night (Monday). Walter Reade bringing in 'The Quilter' on a preview.

After a successful and profitable four weeks' run of 'Catherine, the Great', ending today (Tuesday), United Artists premieres 'House of Rothschild' on Tuesday evening (Wednesday). It also is scheduled for four weeks, but if doing big it may be that UA will take the Astor for longer from Metro, since latter has nothing in immediate sight for a two-a-day run here. 'Viva Villa', which had been figured on, is on the tentative booking schedule, at the Cap and more likely to land there.

**imates For This Week**  
Astor (1,012; \$110-\$165-\$220)—'Catherine, the Great' (UA) (4th week). End of the run of the movie tonight. (Tuesday). 'House of Rothschild' (UA) opening on a premiere tomorrow night (Wed.). 'The Great Dictator' (U) for five days of its final week up-to and including Sunday (11).

Capitol (5,400; 35-75-\$5-110)—'Queen Christina' (MG) (2nd week). Garbo picture holds over despite the weather. Last week, \$45,000. On the second it may be lucky to get \$25,000. Jimmie Durante, Polly Moran and Lou Holtz come in on Monday, Friday (16).

Mayfair (2,200; 35-55-65)—'Bedside' (WB). Went out last night (Monday) after a so-so week at \$7,100. New picture, 'The Quilter' (Mon.), had a preview late last night.

Palace (1,7; 35-40-65-75)—'It Happened One Night' (Col) (2nd week) and Connie's Hot Chocolate (WB) (2nd week). The picture is hot but with the colored show on the stage, may hit \$11,000 and get by. First week, Gable-Colbert names \$14,000.

Paramount (3,664; 35-55-75-99)—'Six of a Kind' (Par) and stage show. Comedies going good just now, names of W. C. Fields, Allison Siskowack, and the Pickens, May Boland and Burns. All seem on film should get house good \$45,000 or more. Last week, second of 'Death Takes a Holiday' (Par) and Phil Baker on stage, \$34,000.

Radio City Musi Hall (5,945; 40-60-80-99-\$165)—'Spliffire' (RKO) and stage show. Two days of snow holds the Katharine Hepburn picture. Last week, \$45,000. The picture is still good, however. Last week, Will Rogers skidded bad in 'David Harum' (Fox), picture ending at just under \$65,000, crimson.

Rialto (2,000; 35-40-65)—'Heat Lightning' (WB). Allyn MacMahon names not heavy, enough, and plus bad Saturday (10) and Sunday (11) will do little more than get by at \$9,500. Last week, second of 'Dark Hazard' (WB), \$9,000, okay for a holdover.

Rivoli (2,200; 40-55-75-85)—'Palooka' (UA) (2nd week). They like Jimmy Durante, as witness a big first week of \$45,000 and a second, ending tonight (Tuesday) that will be \$80,000 or very close to it. Looking for trouble' (UA) awaits entrance here. Since Durante goes into the Cap on personal Friday (16), Durante picture may be pulled there, though otherwise it could last for four weeks.

RKO (2,200; 35-55-75-85)—'Fashion Folies of 1934' (WB), four days, and 'Let's Fall in Love' (Col), three days. 'Fears are felt for the end of the week with Let's Fall in Love' and doubted, on strength of how 'Fashion Folies' starts off, that the two will mean more than \$11,000. If that, the picture is a little 'Carolina' (Fox) and 'Eight Girls in Boat' (Par), only \$10,000.

Roxy (2,200; 25-35-55-65)—'Midnight' (WB) and 'Night' (WB). Last got the draft and around \$16,000, bad, appears the answer. Last week house got a palooka in 'Ninth Guest' (U), a sad \$28,500.

State (2,200; 35-55-75-85)—'Wonder Bar' (WB) (2nd week). Jolson musical holding up stoutly and on second week should draw \$35,000. Last seven days was terrific, \$51,000.

State (2,200; 35-55-75)—'Bolero' (Par) and vaude. George Raft and the Pickens Sisters on stage, should all add up to a nice \$16,000 or more. Last week 'Nana' (UA) and no more on the up to turn, entire, fair \$13,500. This house appears to be operated in a very shoddily manner.

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# Novarro Ups B&K Flagship \$12,000; 'Harum,' \$18,000, Good; 'Song You Gave Me' With Bad Sound \$11,000, S-L

Chicago, March 12. Continues at a smart pace in the loop, the hot competition exciting the public and bringing them down into the rialto in numbers that haven't been seen in several years. Every theatre is bubbling with names, features and headlines. Four houses are giving them flesh with their pictures and everybody is on the right side of the ledger.

McVickers is back in the running as the ace long run house of town. Has just completed a full week's advertising and exploitation campaign plugging the list of ace pictures which are due in the spot. Leads off currently on its ride to first position with 'David Harum' which opened on Saturday (10) on a burst of publicity this house has seen in two years and looks set to hit at least \$18,000, a soothing stack of mazzuma and heavy cash. Notices are on the point and the flicker is building steadily.

Ramon Novarro in person and in the picture 'Cat and Fiddle' are the Femmes are attacking the box-office and the cashiers are being overworked. Which is B&K's second profit-making spot in the loop. Same goes for the Oriental where that house is turning in a \$19,000 mark on its second week of pictures and vaude presentation at 40c top. 'Palooka' riding for a good \$14,000 at the United Artists and will make it two weeks anyhow.

State-Lake is depending solely on its vaude line-up to carry it this week, the picture, 'Song You Gave Me' (Columbia) causing plenty of adverse comment in the loop for a mess of squawks from the customers.

**Estimates For This Week**  
Chicago (B&K) (3,940; 25-45-75) 'Cat and Fiddle' (MG) and stage show, Ramon Novarro in the star role, big boost locally. Femme play in the great majority and house is ready to hit \$43,000, a rise of some \$12,000 above previous week and the early winner of this week's loop competition. Last week 'Fash' (WB) and 'Topsy and Eva' (WB) on stage only fair at \$31,800.

McVickers (B&K) (2,284; 25-35-60) 'David Harum' (Fox). Special exploitation and advertising helped plenty on this spot as the home of super films. Excellent \$8,000 in prospect. House plugging 'Villa', 'Wonder Bar', 'Rippled', among pictures to follow. Last week 'You Can't Buy Everything' (MG) got \$2,200.

Oriental (B&K) (3,230; 25-35-40) 'Blood Money' (UA). Second week, new bargain policy with house going along as if a winner. House using subsequent run pictures but has established policy of using pictures that have had a loop run. 'Blood Money' (UA) current was pushed up by all loop circuits for a first-run. Headed currently to top of the loop. Last week 'Eight Girls in Boat' (Par) at same satisfactory pace at \$18,300.

Palace (RKO) (2,583; 40-60-83) 'Success at Any Price' (RKO) and vaude. Edmund Lowe in person helping somewhat, but the picture rating as too nondescript to get important coin this week against stiff opposition. Likely not more than \$18,000, just fair for this house and scale. Last week 'Bomby' (UA) held to just \$24,800.

Roosevelt (B&K) (1,600; 25-35-40) 'Massacre' (WB). First run picture for this house. Vaude and standby friends will get by, but hardly more than \$7,000 and not from the males. The Femmes and chatter material have been seen and personality fodder elsewhere. Last week 'Death Takes a Holiday' (Par) collected fine \$3,700 on hold-over week.

State-Lake (Jones) (2,700; 25-30-40) 'Song You Gave Me' (Col) and vaude. Picture is pretty good, according to consensus of opinion throughout the town. Sound is bumpy and causing plenty of complaints from patrons. On vaude strength house may get across to \$11,000. Last week 'Bomby' (UA) profitable at \$12,500.

United Artists (B&K-UA) 'Palooka' (UA). Mainly men in the loop this one but the women around. On the first week sends house into profitable lurch on Durante's schmozy to galloping \$14,000. Moulin Rouge' (UA) finished second week run at \$8,500, good. 'Catherine the Great' (UA) in to follow 'Palooka' with 'House of Rothschild' (UA) due on April 4.

## N. O. PROFITABLE

and 'X' Okay at \$9,000 Each; 'Number' Week \$7,000

New Orleans, March 12. Ideal weather is helping the box offices currently. No heavy clickers around, but biz is neatly profitable. Saenger and Loew's State are running about even, former with 'Death Takes a Holiday' and latter with Robert Montgomery in 'Mr. X'.

**Estimates for This Week**  
Saenger (2,568; 40) 'Death Takes a Holiday' (Par). Started mildly, but picking up and should emerge with \$8,000. Last week 'Mandalay' (WB) grabbed \$3,000.

Night (Col) (2,212; 40) 'Mystery of Mr. X' (MG). Showing strength and seems safe for \$9,000. Last week 'Nana' (UA) dolt.

Orpheum (2,400; 35) 'Got Your Number' (WB). Littered no box-office whang here, so it looks like \$7,000. Last week 'It Happened One Night' (Col) (2,212; 40) 'Mystery of Mr. X' (MG). Showing strength and seems safe for \$9,000. Last week 'Nana' (UA) dolt.

Judy (700; 30) 'Miss Fane's Baby' (Par). Very healthy at \$2,500. Last week 'As Husbands Go' (Fox) got \$2,000.

## 2 Holdovers and Snow Stop Balto; 'Kate' Sees \$7,000

Baltimore, March 12. Saturday's blanket of snow set the loop exhibs back a bit at start, but by now they have recovered.

Holding over is 'David Harum', which wound up a neat first seven days with \$5,000 in the kick. Will stick it out till Friday and indications loom for oke \$2,800 for the five days.

Stanley currently an unfortunate victim of bad booking. Cagney's 'Jimmy the Gent' is not the type of fare cottoned to in this ultra swanker. As is, won't budge more than an indifferent \$10,000.

**Estimates for This Week**  
Century (Loew-UA) (3,000; 25-40-65-66) 'Six of a Kind' (Par) and five acts. Pic drew glow from crits, a help that bit offsets unheadlined vaude layout. \$1,000 fair. Last week 'Cat and Fiddle' (MG) and 'Century of Progress' unit totaled sugary \$18,000.

Hippodrome (Rappaport) (2,500; 25-35-40-55-66) 'It Happened One Night' (Col). Second week slanting bit from last week, but gaining by all-new vaude, well-plugged in dailies. Do to drain \$15,500.

Keith's (Schaefer) (2,500; 25-30-35-40-55) 'Catherine the Great' (UA). Critical gentry rolled over-

## In Denver It's Good Weather

'Harum' Splendid \$9,000; 'Fiddle' Good \$12,000; 'Massacre' H. O.

Denver, March 12. Only thing that explains adequately the even run in grosses in Denver the past winter is the weather. City has experienced a cross between usual California and Florida weather, with only four brief snowstorms. Usually Denver has three months of snow and cold weather at least, with the thermometer going below zero most every night. This season the coldest has been four above, and only one night below zero, with the thermometer going below zero most every night. This season the coldest has been four above, and only one night below zero, with the thermometer going below zero most every night. This season the coldest has been four above, and only one night below zero, with the thermometer going below zero most every night.

**Estimates for This Week**  
Aladdin (Huffman) (1,500; 25-35-40) 'Long Lost Father' (Radio). Okay at \$3,750. Last week 'Beloved' (UNI) seems to have been cast in the mold required for the select Aladdin patrons, and they gave the film \$4,000, half a grand above normal.

Denham (Hellborn) (1,500; 25-30-40) 'No More Women' (Par). Not too good with \$4,000. Last week 'Bolero' (Par) proved a huge draw both for men and women, but estimates for this week are sitting \$7,000, a grand above average.

Denver (Huffman) (2,500; 25-35-40) 'David Harum' (Fox). House is running them up the second week in a row, with a splendid \$9,000 looked for. Last week 'Nana' (UA) pleased all who saw it and grosses \$8,500—about a \$1,000 above normal.

Orpheum (Huffman) (2,500; 25-35-40) 'Cat and Fiddle' (MG), and stage show with Al Lyons as m.c. Above normal, with \$12,000, which could be bettered if stage shows were stronger. Last week 'It Happened One Night' (Col) went to \$13,000.

Paramount (Huffman) (2,500; 25-40) 'Massacre' (WB). Held over three days to give film full week; 'You Can't Buy Everything' (MG), four days, held over a nice \$2,500. Last week 'Sons of the Desert' (MG), three days, held over to give it a full week, and 'Massacre', four days, gave a better than average gross of \$2,500.

board on lauds and opening indications point to engagement being near smash proportions enjoyed by 'Henry Eighth'. Building strongly after inauspicious getaway into imposing \$7,000, which may augur holdover. Last week 'Gentle for Beauty' (Par) slinked out with flustering \$3,600.

New (Mechanic) (1,800; 25-30-35-40-55) 'David Harum' (Fox). A fancy \$5,000 on first week holding over till Friday; five days certainly for \$2,800.

Stanley (Loew-UA) (3,450; 25-35-40-55-66) 'Jimmy the Gent' (WB). Indifferent \$10,000 about best can be hoped for. Last week 'Gallant Lady' (UA) disappointed, didn't top mid \$11,500.

## 'Nana' Sweet \$12,500 And 'Harum' Big \$7,500 Tops in Kansas City

Kansas City, March 12. Strong pictures, heavily advertised, gave a good selection this week, and the first-runs are doing nicely, at least over the weekend.

'Nana' is on the Midland's screen and the star has been given a long and carefully planned campaign which did the trick and drew a swell crowd. The 'Student Prince' is opening at the Main Street theatre with the picture 'Dark Hazard' given but little advertising. Romberg musical has been here many times, but never for 60-cent top and will get its share of the week's business.

Fox Uptown is shooting up with 'David Harum'. Will Rogers is a natural here and result will be better than for many weeks. Royal, which has gone in for 'unusual' pictures for a quarter, is showing 'Elysia, the Valley of the Nude', with kids barred. Publicity with its pictures of the naked girls attracting some attention.

Ternac (The Norman) has cut its prices to 25 cents for any seat at any time and giving double features. The local fans are in their glory as all of the feature pictures can be seen for a quarter admission; the Mainstreet and Uptown only tilting to 40 cents for their lower floors for the night shows.

**Estimates for This Week**  
Mainstreet (RKO) (3,200; 25-40-60) 'Dark Hazard' (FN) and 'Student Prince' on the stage. Op-ed strong Friday and is expected to hold that way for \$15,000. Last week 'It Happened One Night' (Col) \$13,000.

Midland (Loew) (4,000; 25) 'Nana' (MG). New star has been given unusual publicity through the papers, with large pictures of her running for the past week. Business heavy over the week-end and prospects for a sweet \$12,500.

Uptown (Fox) (2,040; 25-40-40) 'David Harum' (Fox). Picture started strong with a Thursday opening and will gross \$7,500. Will be held for a second week. Last week 'I Like It That Way' (Fox), \$2,500, fair.

Liberty (J-W) (2,000; 25-35). 'It Happened One Night' (Col) (3d wk.). Maybe \$7,000. Last week picture got \$6,700.

Music Box (Hamrick) (900; 25-35) 'Moulin Rouge' (UA) (2d wk.). Held over with some hesitation for fair \$2,800. Last week moderately good at \$4,000.

Orpheum (Evergreen) (2,700; 25-35) 'Son of Kong' (Radio) and 'Meaneat Gal in Town' (Radio), dual. No stage show, but indicated \$4,000, fair. Last week 'Long Lost Father' (Radio) and 'Wen Niles Radio Revels on stage responsible for \$4,200, fair.

Paramount (Evergreen) (3,100; 20-30) 'Mystery of Mr. X' (MG) and stage show, anticipates \$6,500. Okay. Last week 'No More Women' (Par), \$7,100, good.

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One highlight is 'Nana'. When Anna Sten came to uptown State screen, weather sock hit all spots, and film never had a fair show. Abundant word of mouth since, which should boost Orpheum intake, where picture now is. After sales, the Boston picture continues merry, and Met, with about the most attractive stage-screen bill in town, should do well.

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Boston (RKO) (4,000; 35-50-65) 'College Boy' (Fox) and 'Midway Nights' on stage. Poorest combination in the series, and yet biz continues lively. Possibly \$12,000, good. Last week, 'The Opener' (Radio) and 'Greenwich Village Follies' proved best combination thus far for all around balanced entertainment; plenty favorable comment, helping to boost the opening day record was new high for the house, and week's \$26,000 was magnificent.

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State (Loew) (2,500; 30-40-50) 'Song You Gave Me' (Col) and vaude. Delighting patrons, with silver lining to expected \$10,000. Last week, 'Mystery of Mr. X' (MG) likewise got praise and ten grand in patron cash. Very nice.

Met (M&P) (4,330; 30-40-65) 'Death Takes a Holiday' (Par) and 'The Great House' (WB) and stage. Less than some recent bills, but talent is varied and good, so \$26,500 would have velvet margin. Last week 'Mandalay' (WB) and 'The Great House' (WB) and stage, were in double bill in laughter and did the hotspitting. The \$29,500 was creamy.

Paramount (M&P) (1,600; 35-45-55) 'The Great House' (WB) and 'The Mad Her Bed', proving fair draw, due wholly to Edward G. Robinson appeal. Looking upward to \$7,500, excellent. Last week, 'The Great House' (WB) and 'Devil Trigger' (Fox), just fair at \$6,500.

**No Femme Appeal Nicks Montreal; 'Heaven' \$7,000**

Montreal, March 12. Minimum of femme appeal currently at first-runs is not going to improve the picture situation. Weather, however, is on its best behavior and main streets are reasonably free of slush, and while average attendance is about the same for week-end, there is likelihood of fading later. Only bright spot is that there are no counter attractions.

Palace has 'This Side of Heaven' (MG) and 'Girl from Maxim's' (Regal), and while Lionel Barrymore is much liked here, the combo isn't liable to get much above \$7,000. Capitol has a man's film, 'Eskimo' (MG), which may get enough male support to collect \$9,000. Loew's has 'The Great House' (WB) and 'The Ghoul' (Regal) and is another one that will get men, but femmes will not care so much. Much improved vaude every week may give the house \$9,500.

Imperial swings back to local opera company on subscription basis, and Cinema de Paris runs its 8th week of 'Fanny' for the usual grand.

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Palace (FP) (2,700; 50) 'This Side of Heaven' (MG) and 'Girl from Maxim's' (Regal). Nothing very special for fair, with \$7,000 in the guess.

Capitol (FP) (2,700; 60) 'Eskimo' (MG). Uncertain how it will come out, although in with good reports and big publicity. Maybe \$3,000.

Loew's (FP) (3,200; 65) 'The Great House' (WB) and 'The Ghoul' (Regal). (Continued on page 23)

# Boston Happy; 'Nana' 16G's, 'Death' \$26,500, 'Trouble' \$10,500, All Oke

## NEWARK SO-SO

'Wonder Bar,' \$15,000—'Six of a Kind,' \$9,000

Newark, March 12. Another snowstorm socked over the weekend with only Proctor's holding out against the elements. 'Wonder Bar' but will probably not beat \$15,000. This is behind the grosses done by the other big Warner musicals. But it may build.

**Estimates for This Week**  
Proctor (WB) (2,968; 15-65) 'Wonder Bar' (FN). Will do well but is opening behind expectations. Maybe \$15,000. Last week 'Mandalay' (WB) and 'Cross Country Cruise' (U), good enough with \$10,600.

Capitol (WB) (1,200; 15-25-35-60) 'Gallant Lady' (UA) and 'All of Me' (Par). Last haven't yet against its neighbors around \$4,000. Last week 'Eskimo' (MG) and 'Wine, Women and Song' mid at \$3,800.

Loew's State (2,680; 15-75) 'Mystery of Mr. X' (MG) and vaude. Opening not so hot and will be lucky to get \$10,000. Last week 'Nana' (UA) far below preliminary hopes with a little over \$4,500.

Newark (Adams-Par) (2,248; 15-99) 'Six of a Kind' (Par) and vaude. Good notices but took it on the chin at opening. Will be hard to do. Last week 'Death Takes a Holiday' (Par), better but not good with \$12,000.

Proctor's (RKO) (2,300; 25-35-40-55-75-85) 'It Happened One Night' (Col) and vaude. Stage show has what it takes here. Can beat a fine \$13,000. Last week 'Carolina' (Par) good at nearly \$10,000.

Ternac (Skouras) (1,900; 15-25-40) 'As Husbands Go' (Fox) and 'Meaneat Gal in Town' (RKO) with T. Belov in 'You' (Fox) and 'Two Alone' (RKO) split. House picking up again and this bill should be okay with \$3,800. Last week 'Ninth Guest' (Col) and 'Ever Since Eve' (WB) with 'Bright to Romance' (RKO) and 'Rex, King of Wild Horses' split passed with \$3,700.

## 'HARUM SWEET' \$9,000, SEATTLE

Seattle, March 12. Music Box is selling a 'Moulin Rouge', while Fifth Avenue is playing up 'David Harum' for big sugar—it hopes. Orpheum returns to double stage fare with Niles Radio Revelers going just fair.

**Estimates for This Week**  
Blue Moose (Hamrick) (950; 25-35) 'I've Got Your Number' (WB), expects \$2,500, slow. Last week, 'Man of the World' (Radio) got nowhere, \$1,900, very poor.

Coliseum (Evergreen) (1,500; 15-25) 'Dinner at Eight' (MG) and 'Jinx' and Sally (Fox) dual started slow, but building to good \$4,500. Dual policy liked here. Last week 'Son of a Sailor' (FN) and 'Oriental Express' (FN) first half did good at \$3,500.

Fifth Avenue (Evergreen) (2,400; 25-40) 'David Harum' (Fox). Calling it 'greatest picture of his life' since 1914, and it is worth \$9,000. Last week, 'Queen Christina' (MG) started slow but came along for nice finish at \$9,500, good.

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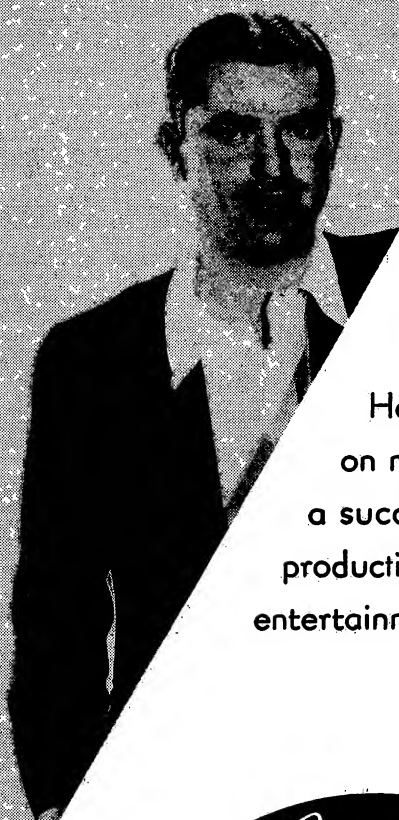
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## To The Motion Picture Exhibitors of America

Here's my personal pledge based  
on my reputation of fifteen years as  
a successful showman: The first screen  
production of my SCANDALS is the finest  
entertainment achievement I have ever created.

Yours in show business,

*George White*

*It begins*

WHERE HIS \$10  
BROADWAY SHOWS

*left off*

AND FOR PROOF . . .



# "SPECTACULAR BOX 100% Entertainment!" shouts

## *More "Variety" review raves:*

"Alice Faye turns in a splendid performance"... "Vallee is great for the gals"... "Jimmy Durante draws multi laughs"... "Cliff Edwards comes close to stealing pic"... "A cute trick is Dixie Dunbar"... "A bang-up job by Harry Lachman who directed the musical numbers"... "Dance routines and production stuff especially flashy and novel"... "Girls are luscious lookers and good hoofers"... etc., etc.





# OFFICE

Just read this:

"'George White's Scandals' as Oakland saw it (preview), stands out as spectacular box office with everything it takes in cast, hit tunes, laughs and numbers. It's one of the best musicals turned out. 'Scandals' is 100 per cent entertainment, with laughs galore. It's punchy and well-paced."—VARIETY



**FOX**



# GEORGE WHITE'S SCANDALS

with

**RUDY VALLEE**  
**JIMMY DURANTE**  
**ALICE FAYE**  
**ADRIENNE AMES**  
**GREGORY RATOFF**  
**CLIFF EDWARDS**  
and  
**GEORGE WHITE**

Entire Production Conceived, Created and Directed by **GEORGE WHITE** • Musical Numbers direction of Harry Lachman • Story direction by Thornton Freeland • Music and Lyrics: Ray Henderson, Jack Yellen and Irving Caesar • Executive Producer, **ROBERT T. KANE**



# Look what "DAVID HARUM" did to the Big Bad Blizzard

**WESTERN UNION** (21)  
A. C. WOLFEY  
CHIEF TELEGRAPHY

**WICHITA, KANS.**

**JOHN D. CLARK, FOX FILM CORPN  
NEW YORK**

**WORST SNOW AND SLEET STORM IN SEVERAL YEARS. PLANES HAVE STOPPED ALSO SOME TRAINS. STREETS COVERED WITH SNOW. TREES COVERED WITH ICE. MILLER SEATS COVERED WITH HUMANTY GETTING THE KICK OF THEIR LIFE OUT OF "DAVID HARUM." IN SPITE OF AWFUL WEATHER MILLER GROSS UP ONE HUNDRED PER CENT. I HAVEN'T TALKED TO A PATRON WHO DOESN'T SAY "DAVID HARUM" IS THE BEST PICTURE ROGERS EVER MADE. PICTURE HAS PRODUCED MORE SPONTANEOUS PUBLICITY THAN ANYTHING I HAVE SHOWN IN TEN YEARS. WHAT A LUCKY SALES MANAGER YOU ARE TO HAVE A PIECE OF MERCHANDISE LIKE THIS. THEY ONLY COME ONCE IN A LIFETIME.**

**H. E. JAMEYSON**

**CLARK OF SERVICE**  
This is a full-rate Telegram or Cablegram unless its character is indicated by a suitable sign above or preceding the address.

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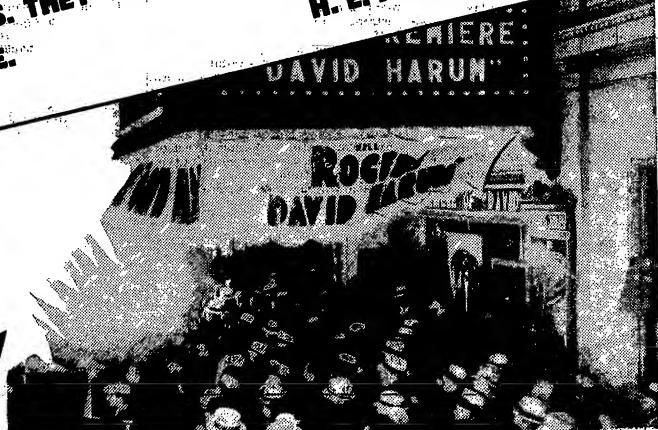


**WILL ROGERS  
DAVID HARUM**

**LOUISE DRESSER • EVELYN VENABLE  
KENT TAYLOR • STEPHEN FORTNEY**

From the novel by Edw. Lester Weisum  
Directed by Janice Crane  
Produced by WINFIELD SHEPHERD

**FOX**





## U. S. Films Big in Paris; 'Henry' Tops Everything, 'Design' Moderate

Paris, March 3.  
Lineup of American films now being shown in main Paris theatres indicates that the Hollywood put is holding its own in the French capital. Most pictures are used in original versions in these houses.

None, however, can equal the record of 'Henry VIII,' English made United Artists film, which goes on and on at the Cameo on the boulevards, after having been removed from the Lord Byron to make room for 'The Bowery.' 'Roman Scandals' will soon follow the New York lecture at the Byron.

Apollo, Warner Brothers' house, run by George Hiroth, with a double feature policy, now is showing 'Lady Elliot' and the Muni film, 'The World Changes.' Both are drawing, but Muni opens gets occasional whistles, which is the French way of showing that the boys don't think the continuity hangs together.

'Desire Me' Long Run  
Garbo and Sinbad in 'As You Desire Me' are having a fairly long run at the Champs Elysees, as are Ruggles and Nansen in 'Melody Cruise' (Radio) at the Colisee, down the avenue.

'Take a Chance' (Par) is at the Courcelles, which is a cross between a high-class nabe and a showcase. Current Fox picture will distribute UA's 'The Mad Game.'

'Design for Living' (Par) is doing moderately well at the Elysee-Gaumont, and Laurel and Hardy in 'Pack Up Your Troubles' (MG) are still filling the Ermitage for one of the season's record successes.

'Eskimo' Okay  
Metro's 'Eskimo,' backed by heavy exploitation for Paris, has picked up at the Madeleine, following riot troubles.

Universal's 'Only Yesterday' is doing a moderate repeat of the 'Back Street' smash at the Studio des Acacias, out-of-the-way house. Montmartre's Studio 28 is making good money out of 'International House' (Par), a type of gag film which can always count on success here in a small theatre.

'Torch Singer' (Par) is current attraction at Studio Universel, recently opened in part of the old Brasserie Universel on Avenue de l'Opera, once famous for its hors d'oeuvres.

In Three Theatres  
Washington Palace, which has a weekly change policy (except when it bumps into something like '42nd Street' (WB) which stayed more than six months) is showing 'Guilty Hands' (Metro) this week. This house is the most faithful showcase of American films in town.

Three big houses—Paramount, Marivaux and Marignan—are currently tied up with the Pathe-Natan 'Les Miserables,' French epic in three parts, one at each theatre. They started the parts in step-off order, Marivaux following Paramount with the second a week later, and Marignan coming in last. Hold-overs now have all three running together, and business is good.

## Companies Picking Films For Venice Exposition

Paris, March 3.  
European execs of American film companies are considering what pictures they will send to Venice next August for exhibit at the Second International Motion Picture Show.

United Artists announces that it will send 'Life of Benvenuto Cellini' or 'The House of Rothschild.' Paramount will send a Mitchell Liesen picture. Fox probably will be represented by 'Liliom,' local made, by Erich Pommer, which has not yet been shown. Warner Brothers is hesitating between 'Napoleon' and 'Wonderbar.'

Radio, Universal and Columbia are taking part, but have not yet decided on films.  
Other countries in the contest are France, Germany, England, Italy, Holland, Poland, Russia, Spain, Czechoslovakia, Hungary, and Switzerland. Committee is dicker with Argentina, Portugal, Turkey and Norway in an effort to bring them in.

## NETTLEFORD PEDDLING HIS STUDIO IN N. Y.

March 3.  
Archibald Nettleford, millionaire screw manufacturer and owner of Nettleford Film Studio, Walton-Thames, sailed quietly for America a few days ago with the object of disposing of his studio some American film concern.

Eric Langton, general studio manager, will be out shortly. 'New film' company headed by Hutchinson, a member of Parliament and director of the Egyptian Cotton Bank, is just being formed and is anxious to buy Nettleford out, but the latter has other ideas, along with better money from the U. S.

## METRO-UA DEAL IN SO. AFRICA

Metro and United Artists yesterday (Monday) completed a deal whereby Metro will distribute UA's films in South Africa. It's a one-year deal, starting immediately, but with options for renewal on both sides.

Metro feels it has insufficient product for the S. A. market. From U. A.'s standpoint deal will save overhead.

## Par Waits on Hicks To Decide if It Will Remain in Germany

London, March 12.  
John W. Hicks, Jr., head of Paramount's foreign department, arrived here today from Berlin after a stop-over in Paris. He will sail for the U. S. on March 21.

Hicks was in Germany to decide whether it is worthwhile for his company to continue business there or give up the territory. Said on arrival here that he wouldn't make up his mind until returning to New York and presenting his findings to home office execs.

## STRICTER CENSORSHIP ASKED FOR S. AFRICA

Capetown, Feb. 12.  
Minister of the Interior is going to increase the powers of the censor board by bringing before Parliament a new amendment to the entertainments (censorship) act of 1931.

As it now stands, the act covers all films for 'public exhibition, and he proposes to delete the word 'public' and insert the following 'in any place to which admission is obtained by virtue of membership of any association of persons or for any consideration, whether direct or indirect, or by virtue of contribution towards any fund.'

Board will be given discretionary powers to issue exemptions in particular films in particular circumstances.

## 3 Houses Go Back

London, March 12.  
Three pictures theatres, part of a chain owned under lease by United Picture Theatres, Ltd., have gone back to the original owners. Theatres are Empire, Mile-End, reverting to Monty Cohen, who also owns Empress, Hackney; Palace, East Side, taken back by R. Mc-Cohen; and the Kennington by Marshall.

U. P. T. is company formed by I. W. Schlegler, now in liquidation, and operated by Gaumont-British by special arrangement. Official receiver now in charge, and owners had to get his sanction before they could get their theatres back.

## Budapest Likes 'Christina'

Budapest, March 3.  
European premiere of 'Queen Christina' Metro's Budapest house, Radius, was an event of first magnitude. After a preview to which the whole diplomatic corps and all the big guns were invited, 'Christina' is playing to capacity four times a day.

It isn't the Garbo lure, for Greta has flopped here repeatedly, but this picture is considered here the best she's done so far.

## Germany Drops 8% U. S. Picks Up 5% Of Hungarian Biz

Budapest, March 3.  
Two hundred and sixty feature films were imported to Hungary in 1933, of which 140 were American and 104 German. American imports in this category increased by 24 as compared to the previous year, whereas the German imports decreased by eight pictures. Percentage works out beautifully, as American imports increased by 5% and that of other countries by 2% to make up Germany's 7% decrease.

Explanation for this, of course, is in the political situation. Considering that 85% of Hungary's population speaks German in addition to the Hungarian mother tongue, and that less than 2% speaks English, the importance of the 7% decrease in German imports is significant.

Dollar drop has also something to do with the situation, since imports now by American films cheaper than they did a year ago.

Imports of newsreels, burlesques, cartoons, shorts of all descriptions increased from 308 in 1932 to 329 in 1933. Most of these were supplied by local branches of American producers and by Ufa.

Hungarian censor board figures for 1933 show that 335 sound and 91 silent pictures were examined during the year. Figure is inclusive of short subjects. Only 698 sound and 24 silent pictures were unofficially passed, however, and 72 sound and two silent were given permission for showing to adults over 16.

Forty-seven sound and one silent film were banned. That means a censor's vote on 1.5% of sound pictures for 1933.

Censor's permit is also necessary in this country for films to be exported; 18 sound and eight silent pictures obtained such permits in the course of the year.

## LONDON RIALTO GOES ABC ON 7-YR. LEASE

London, March 2.  
Associated British Cinemas, of which John Maxwell is head, has leased the Rialto, picture theatre. House is a 700 seater, controlled by Universal for about seven years, up to 18 months ago.

It was then leased by Clavering & Rose, who, with a news reel policy, had flopped, and after a while went back to continental pictures.

Understood lease is for seven years, with options, at \$1,000 per week. A. B. C. figures it has a better chance to operate house, through connections with British International Pictures and Wardour Films.

## Coast Scenarist Sues Yugoslav Pic Maker

Hollywood, March 12.  
Frances J. Taucher, former Chicago waitress who recently inherited the Taucher macaroni fortune there, has become entangled in legal difficulties on her announced plan to produce stories and talent here for a picture studio that she contemplates for Jugoslavia.

Charging that the embryo film producer has failed to pay him for an original scenario which she engaged him to prepare, Steve McDonald, writer, has filed suit in Superior court in an attempt to collect \$5,000, which he claims is due him for his share.

Complaint charges that McDonald was engaged Dec. 5, 1933, to write the scenario, and that eight weeks were consumed in doing the job.

## Germany Promulgates New Film Censor Laws; Tougher Than Ever

## UFA CAN'T NULL NAZI WEIGHT IN BUDAPEST

Budapest, March 3.  
Changes due in Ufa's local office because the b.o. take in Ufa's three local theatres has slipped considerably since inauguration of the Nazi regime.

New manager, appointed by Berlin, is Virgil Hubrich, was in Budapest previously. Ufa is hoping Hubrich can regain the public's lost confidence, shaken on account of Ufa's Hitlerite tendencies. Increasing popularity of American pictures also has to do with Ufa's 'losing ground.'

## FRENCH SENATE KILLS 10% TAX

Paris, March 3.  
French Senate has killed the rider to budget bill putting 10% tax on foreigners' pay, thus enabling local show biz to heave a sigh of relief. It's now to the Chamber of Deputies once more. Lower house may repeat previous performance of putting provision through again, but danger is postponed.

Meanwhile, union of French film workers continues its anti-foreign campaign, sending delegates to Ministry of Labor and negotiating for support of the Chambre Syndicale.

## Ocean Jump Between Each Film Has Brit. Girl Hopping Around

Hollywood, March 12.  
Madeleine Carroll, here on loan from Gaumont-British to Fox's 'World Moves On,' will return here again after she makes B. G.'s 'Mary Queen of Scots.'

She will play 'Carlotta' in 'Maximilian and Carlotta,' a film based on the historical attempt of Europe to create an emperor in Mexico.

Fox and Gaumont have a tacit understanding to let Miss Carroll on either side of the water in pictures to which she is particularly fitted, and, since both have future films for her she will have to hop a boat between each picture for a while.

## NEW LONDON FILMER'S BI-LINGUAL JANNINGS

London, March 3.  
British & Continental Films Ltd., newly formed company, is now having a special story written by Yves Mirande and Guy Bolton for Emil Jannings. Jannings is currently playing in 'The Broken Jug' at the Volksbuhne, Berlin, and will not be available until the end of March.

Shooting starts early in April, and will be in English and French, with Jannings the only one to play in both versions. English cast thus far includes Edmund Gwenn and Fenelope Dudley Ward, daughter of the Honorable Dudley Ward. Latter girl has had no experience but has been chosen after exhaustive film tests.

British International studios will be used, with special R.C.A. wiring. Jacques Feyder will direct. Picture is scheduled to cost around \$350,000 for both versions. Negotiations are on for an American release, with Universal most likely.

## Oss0 Not Bankrupt

Paris, March 3.  
Societe des Films Oss0 of Paris is not bankrupt, but in voluntary liquidation. Company's distributing branch is continuing to function in a normal manner.

Adolphe Oss0, president of the concern, is personally solvent.

Berlin, March 3.

Announcements made by Dr. Goebbels in his big film speech a few days ago have been promptly followed by an elaborate bill which augments the economic measures introduced during the past year by others which are to secure the German film as an instrument of propaganda in the hands of the state. In the official comment on the new film bill which was promulgated on Feb. 15 and came into force on March 1 it is pointed out that 'the new state bears the responsibility of positive cooperation towards the creation of the German film. The state can only do this task justice if it devotes its attention to the entire process of film production.'

Censorship regulations remain unchanged, only that German films must have the dramatic certificate to be admitted to this test.

Films banned for Germany can be okayed for release in foreign countries. Exempt from this ruling are such films as have been banned for endangering vital interests of the state or public order, or for violating national, socialist, religious, moral or artistic feelings, or for imperiling Germany's reputation or the relations of Germany to other countries.

Board of censors also passes judgment with regard to the quality of the films, grading them, state-politically, artistically, educationally, culturally valuable or specially valuable.

Reverse Appeal  
Propaganda minister can order a film passed by the board of censors to be examined once more by the board of censors, and the film is released until this appeal has been decided.

For publicity purposes only the title okayed by the censor is admitted and a mention of a previous banning is not permitted. Principles laid down for films apply likewise to all publicity connected. All publicity, including bill posting, distribution of leaflets, exploitation in, on and in front of public premises or cinema theatres, is subject to special permission which can be granted by local police authorities.

Board of censors in Munich has been scrapped, the Berlin board remaining alone in charge of the entire Reich area. Munich board will probably close down on April 1.

Chairman of the board will be assisted by four members of the different culture chambers—film, art, literature—who will be appointed by the minister of propaganda. The assistants have advisory functions only; the chairman decides according to the leader principles.

Foreign films with a pronounced anti-German tendency can only be submitted to censorship in their original form and not in editions specially prepared for German consumption.

Regulations governing the admission of people under 18 have been augmented to include besides detrimental effects on the moral, spiritual and bodily development and excessive rousing of 'fantasy' also 'bad influence on the education to state-citizenship.'

Fines and imprisonment can be inflicted for transgressions; in severe cases expulsion from the trade can be pronounced.

## Mex President Calls 10% Amusement Tax Nuisance; Cancels It

Mexico City, March 12.  
President has ordered abolition of local 10% tax on amusement tickets, which was put into effect last year to afford municipality funds for various public works and education. Chief Executive ascertained that levy was a public nuisance and promptly eliminated it.

Local cinema operators have agreed to let the city increase its 10% general impost to 13% as a means of enabling municipality to obtain public works and education funds. As far as can be learned, houses don't intend to pass this tax boost along to their customers.

## CENSORSHIP IN JAV

'Design for Living' (Par) has been banned in Java. Censors there consider picture immoral.



## FURY OF THE JUNGLE

Doesn't happen often, but a  
and then an indie producer hits  
all fours. 'Murder on the Camp  
is a lot better than its title w  
suggest. Intelligently develop  
well cast, directed and mount  
It's good entertainment, though  
probably will mean little more t  
the average at the box office.  
Story tells of three r  
little about the camp. 'Mur  
(Continued on page 56)

## BEDSIDE

Molly O'Day is her closest friend and Weldon Heyburn the husband who took a lease on her. All plot foreshadows above average. *Charles*

**Murder on the Campau**

George R. Batobeller-Chesterfield production for State Right release. Directed by Richard Thorpe. Story by William Chivers, adapted from *The Campanile* by M. A. Anderson. Photographed by M. A. Anderson. Cast: Charles Starrett, Farrell Macdonald, Dewey Robinson, Jane Keckley, Edward Van Sloan, Ruth Hall, Shirley Gray. At Times, N. Y., on double bill, two and a half hours. *Star* & *Running Times*, Chicago.

gambler, drunk  
L. Warren Willi

Cast: Photographed by M. A. Anderson  
Cast: Charles Starrett, J. Farrell MacDonald,  
John Davidson, George E. Stone, George  
Ward Van Sloan, Ruth Hall, Shirley Gray  
At Times, N. Y., on double bill, two days  
conceding Mabel & Running Udders  
mins.

Doesn't happen often, but now and then a little producer hits the jackpot. *Murder on the Camp* is a lot better than its title would suggest. Intelligently developed, well cast, directed and mounted. It's good entertainment, and it's more than the average at the box office. Story tells of three r'lers, little about the camp. *Murder on the Camp* (Continued on page 58)



# NEWSREELS

## EMBASSY

In the old days every time Hitler was mentioned there was a rough combination of hisses and applause. Saturday afternoon the reaction was negative, although the house crew was mustered in the back expecting trouble. Even the exclusive Nazi birthday, the Emb prepared to follow the 'Mad' German. Indictment failed to get a rise. And the house was well filled. The time.

Emb using Pathe let the Garden army run for several minutes. It was worth the additional footage, since it gave speakers like Smith and Wise an opportunity for screen continuity. Lux clipped U to the bus and the embassy.

Camera gets a free 'situation' wanted ad on the Emb screen. Mumbling something about Lough, he suddenly in the comedy vein, this over intelligibly, 'I'm willing to fight anybody, anywhere, anytime.'

Pathe strikes a heavy editorial note when, in the foreground, a perfect dealing with a \$5,000 appropriation to feed birds, it digs into the slums and lets its reporter bop—comment that the hunger-stricken children should be appeased before that of animal life.

Intercollegiate track meets and Golden Glove contests are numerous and have a following running high into the thousands. Quick to appreciate that only a percentage of these could fill its house for a week, Editor Cassell, however, has such subjects to go the limit in the Emb. Close-ups of the star bouts are particularly worthwhile, regardless of none of the athletes are friends or relatives. Incidentally, the Emb this week is introducing the first trailer on future news in an all-news theatre. It reminds that the next movie show will be similarly covered.

Captain Barlett and Years

## TRANSLUX

Paramount slipped over a nice soap opera, leading the crew to the Dillinger farm and getting the father to defend his outlaw son, and also to accuse the authorities of 'making a mountain of a molehill.'

The subject is providing more laughs than thrills. Where the father got a roar in the Luxer, the son in the comedy vein. Emb let this run to the limit, even including pauses between questions and answers. The man possesses all the hallmarks of Keatonian mirth. He thought Dilly was kidding at first, but when someone tipped him off the outlaw was serious, he declared, 'went right with him.'

The number that Dilly sang, en route was another laugh-getter. The singer, who is the garage man, recounted his leave-taking, receiving some money and shaking hands with the outlaw, and sang a single hymnaker with the Emb.

Fox and Par ahead of Pathe in current European coverage. Von Papen's statement about the Saar, Vienna funeral, as well as Prince George doing some mountain climbing were among these. Universal added to the difference between the programs of the two houses, with air and railroad wrecks in Illinois and Iowa, respectively.

Both houses had Mrs. Roosevelt trip, and the Green endorses shorter hours and presenting some labor figures, Florida fashion and beaut contests, Chinese wrestling, Soviet aviators. California film, 'The Plan,' French wives with firearms, old views of Dr. Wynnkop, skating, baseball, ice jams, and Jaspers being returned to Massachusetts.

Agos are the nearest items to short subjects which the Emb is using.

bur Hall follows for his trombone and hand-pump bits to excellent results. That gives things a flying start, and then Sidney introduces Penner.

During his turn, orchestra leaves pit and show winds up in full stage choreographed scene. The musical following Penner, but remainder of Sidney's turn gathers momentum as it goes. The house, who think it is climatic. It might have been. Hall comes back for his hoke 'Pop Goes the Weasel' on the fiddle, old and still great audience stuff. Minutemen unite. Ames crows 'em with some neat hoofing, finishing solid with a crackerjack. Zasu Pitts mentions the producer. Volney Davis, with novelty stair dance in the Bill Robinson manner. A la variations. In between, Sidney warbles a sentimental ballad, but he should pick something more in keeping with show's otherwise snappy pace. Incidentally, he's assembled a neat array of costumed dancers, and act can stand up well anywhere.

Cohen.

## FOX BROOKLYN

In staging a show it's the imaginative tricks used that way the balance either way in the test of the audience. Volney Davis, no show, unless equipped 100% with remarkable talent, ever hits above mediocrity. But, when a producer does not furnish a show, then that production is in a glass that, while hardly unique, is as low as an ocean-bottom.

So it goes this week at this house—at least, so low is the show here. And there should be no reason for it, for it is rich in talent in three of the four spots. The show is the greatest, least is in the staging and lighting. Almost equal to this handicap is the 24-girl line; a story in itself.

That all picture-houses are living up to the \$35 minimum wage for chorus girls, the Fox has no legitimate reason why it should have 24 rank girls. The show is a bunch of girls are pathetic, and it is not their director's fault. A genius could not rouse them into a presentable show. The show is a bunch of girls are pathetic, and it is not their director's fault. A genius could not rouse them into a presentable show.

On the production end, it should not take great ability for a producer to realize that masking a bad show with a better picture than allowing a bare stage on either side and rear of the stand. Also, if the producer is a producer and therefore cannot see the show, then the apparent reason why Freddy Berrens should not turn on more of the personality fauces. Surprising that this suggestion should be made by a man who, with his stage experience, he should know enough to stand cross-armed and frozen-faced when the other acts are doing their stuff. Another thing the producer could be made to realize is that the routines of certain acts could be split up two or three ways to give each act a body. The producer ought to see a unit.

A check on the band's music when playing for the acts could also be made. The 13-piece aggregation does not seem to realize the importance of shaded music. And as for the lighting, that's where a technical advisor is necessary. The way certain spots in the show looked from the audience, the cast might just as well have been working behind the traveler.

Tagged 'The Madhatter Revue,' the production features such standards as Frank Melino and Company, and Edward J. Lambert. The former turn is acrobatic comedy, while the latter is a hoke, and both are usually surefire.

Melino, working with two men and a girl, got nice hands for the top-notch tumbling and dancing efforts, but not as big as the act deserves. Lambert fared even better, but in his case it was a matter of the big shoes and derriere grabs on the all-around show. The hoke, the hoke production more fully than Melino's turn. This house has something of a family trade, and with this in view, Lambert's couple of first-class acts can't be flying.

Ray Heatherton, announced as the former Ipana (radio-commercial) troubador, is another spot-booked turn, and he has a good one. He does about four numbers in front of a mike and all are done well. Also has appearance in his favor and, if he didn't get the music, he's got it. He certainly got on going away.

Betty Keane, blonde hooper, also shows up well in talent in the routine early in the show. She did this with every act, and the line precedes her as well as stand behind once she was into her dance. The one act in the show not on par with the others is the act of the Delmar Trio, mediocres gag-stuffers. They come on for an enactment of 'Alice in Wonderland' that does not look anything at all like 'Alice in Wonderland.'

For the finish there's a military routine by the line. The costumes look swell.

The Ninth Guest (Col.) on the screen. Biz the opening night was about half capacity.

## PARAMOUNT, L. A.

Los Angeles, March 8.

Nothing outstanding in the current act and Fanchon. The stage show. Couple of effective routines by the line girls and straight vaude by five acts make up the bill of fare, running 34 minutes at the initial performance this afternoon and revealing little to get excited about.

Easily topping is Al Verdi (formerly Cavanaugh) and his new teamed with an attractive blonde violinist and foil labelled Thelma. Utilize most of the comedy gags used in the combination, and act solidly. Girl is so-so on the violin, with the act depending solely on Verdi's clowning and his break-away violin bow and cello.

Pett and Douglas, unusually small midget and normal-sized feeder, also provoke plenty of laughs with Pett easily dominating the act with his gags and snappy hoofing.

Jerome Mann offers a series of impressions, including his conception of the voice of Bob Hope, Walter Winchell, Ben Bernie, Ed Wynn and Pat Rooney used over the air. Mann tries hard, but it requires great stretch of the imagination to link him to the characters he impersonates.

Vicki Joyce, throaty torch warbler, gets two vocations off her chest during the preconcert and also announces a couple of the other acts. Unprogrammed, but revealing a snappy routine of across-the-board and a solo, which appears only in the finale, and stands out prominently.

Girl routines are a flower effect. The act is a solo, which appears only in the finale, and stands out prominently.

Screen has 'Death Takes a Holiday' (Par) with News, comedy, spotlight and screen souvenir for fillers.

Edgar.

## STATE LAKE, CHI

Chicago, March 9.

As good as the vaude show is this week that's how brutal the picture is. No matter how tight the picture makes the subsequent scenes in the loop there is still every reason that this house could have gotten a better picture than 'Song You Can't Sing' and 'The Great Gatsby'.

It's all up to the vaude and this week, and flesh once more demonstrates that it can hold a public on the edge of its own seat. The line of a weak flicker. Headed by the Watson Sisters, the show packed laughs and novelty in a zippingly good way. The audience, when caught at the final show on Friday night the audience responded eagerly to gags and business.

Watson Sisters are closing this show with wit and material. Fanny is topping her past efforts with a burlesque fan dance. Their name is helping them at this house. To the customer, the Watson Sisters are bright and big headlines. On this particular marquee their moniker means coin.

The presentation half of the show are Buddy, Hal and George in a short, but furious comedy knockabout routine. A type of act that is surefire at present with every audience. The Watsons lack finesse and restraint, but it's what the public wants. Presentation half of this lineup had every act in the case was a running line in and week out. The line of girls, directed by the Nigemeyers, can't be beat for grace, style and appearance. Nothing corny about the act and they add might to the building of the performance. Also the music as handled by Verne Buck must be credited as an integral and important asset in the running of the show. This band and the one at the Palace are a 'endid examples of the best kind of vaude orchestras.'

Opening the show were Ford, Marshall and Jones, a fast stepping colored hoofing act that sent the audience into a flying start. No pauses or waits in the turn. This act has played the best there is around here and can fit into any show, anywhere.

The deuce, the hill-billy turn labelled as the Radio Haymakers, a six-person act that is right up the alley for this house. With a few extra props, a few guitars, push accordions and yodel away to everybody's content. The radio tag looks simply by-the-way, and even some of the running of a former standard vaude ruber turn. However, either way, it's still a punchy vaude arrangement.

From way back come Joe Kelso and his 'The King of the Old-fashioned style with a couple of comedy stogees added. Okay. Then came the O'Connor Family on a regular vaude act, and never seems to miss. Successive ages of the kids as they hit the footlights for a 'big' act. The act starts slow and a bullie. The show ends with a 'big' act.

Joe.

## ROXY, N. Y.

There's a very lucky guy in New York named Wesley Eddy. He's the new m. c. at the Roxy, a tough spot to m. c. as several lads can tell him who couldn't make a go of it. But Eddy, with the good fortune of having a very strong show back of him for his first try, mops up. He has plenty on the ball himself, but with that show to help he can't miss.

Things begin moving brightly by a neatly staged line routine. Four Trojans ran into the dance. They're four neat-looking lads in college dress who slip in for tumbling. In the end, the girls enter Eddy, who comes on in neat dinner clothes and with a smile.

Just to leave no doubt about himself Eddy starts immediately to do his stuff. Band goes into a medley and he into a marathon of show-off. Sings, plays a piano, violin, and cello, and sings a song, too. He can sell songs, too, and had a tough time stopping and letting the show go on.

Paul Sydel and Spotty, next, is a bit of a comedy act, but though on a bit too long, Mickey Conte follows. He's a kid who looks like he's still in his teens and plays the accordion. Very good, but also on for one song too many.

About the best production number Roxy's has had follows: 'Starts with 'Gladys and me' and ends with a 'tango.' Eight boys are added to the 24 girl line for this number, and Frances Stevens is out front, hugging a mike; to keynote the item. 'Gladys and me' is a good one, and a radio voice and ought to be able to go places when she learns how to enunciate a bit more clearly than she does. Frances Stevens, who played the dance routine, this number deserves a decided bow, although admittedly the 'costuming helps a lot.'

Screen has 'Death Takes a Holiday' (Par) with News, comedy, spotlight and screen souvenir for fillers.

In case the lads out front have forgotten, the girls add roses back into action at this point with a highly effective rendition of 'St. Louis Blues.' Leaves no doubt in anybody's mind that they can sell a song as well as a beat.

Girls and boys are back for a 'Poet and Peasant' overture finish that turns out much better than the first. The act is a highly effective rendition of 'St. Louis Blues.' Leaves no doubt in anybody's mind that they can sell a song as well as a beat.

Makes exactly one hour of show, added to which are 'Midnight' (U) on the screen, newsreel, cartoon and a variety of acts for a two-hour and 45 minute total.

Kauf.

## PARAMOUNT, N. Y.

Better-than-average stage show for this house. That may be due to two comedians, Jack Haley and Benny Rubin, working individually and jointly for results. Lots of giggles and entertainment, even if Haley unnecessarily stooped 'at a couple of bathroom anecdotes not in order. One of them was the gag on Bing Crosby's mythical sponsor, a gag that went the rounds of radio row last week and is not for the parlor.

Probably not so much a question of possible shock to the Paramount patrons as a surprise coming from Haley. Maybe on Friday he was leading from fright. Desire to get belies has tempted more than one comic slumming for the nonce in the varieties. Haley got by the rest of the time without detouring off the road of good taste.

Little, dark, and thin Haley, and also with Haley and Rubin as a trio. Blackouts and production type numbers predominated. It was frequently a very funny item, and right the torcher smacked over several songs, not ideal samples of her wares, but sold on personality and delivery.

On the program, but badly muffed so far as showmanship, bulked up by the manager's work, the so-called Soviet Dancers (New Acts), over here for a little cultural propaganda on behalf of Russia.

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## MUSIC HALL, N. Y.

The second 'Radio City Music Hall Revue,' staged by Leon Leonidoff and running exactly an hour, adequately takes care of the stage requirements this week. It is in numerous scenes using the full-stage, broken by some numbers in 'one.' While not the best thing the big platform of this house has accommodated, the revue proves an entertaining hour's diversion, with some high spots to bring out salves of applause.

It leans to spectacle, without which the Music Hall would not be the Music Hall, but manages to bring out more than the usual intimacy. In this connection the revolving stage figures importantly in introducing Gertrude Niesen. She is given a fine buildup by the production effectiveness of a skit-like number, 'Hat Check Girl.' Miss Niesen and another are hat check girls lamenting their lot in song. Suddenly one of the checked coats becomes a man and takes Miss Niesen on a tour of the night club with song numbers in each to fit. This includes a Russian scene in which Hilda Eckler does a sob solo, a French retreat where Dora Boshor has the spotlight in song, and finally Harlem. Here the Roxettes are brought in, as well as the Condos brothers, smart buck dancers. The Condos are rated one of the best applause reactions of the evening (Thursday). Their buck and wing work is excellent.

After the number with Miss Niesen takes her turn to the check-room for a reprise of the key number, 'What Good is Life Without a Man,' a few minutes in 'one' and a new number, the comedian who pulls bananas and a lot of other things from capacious pockets, meanwhile imitating musical instruments. The act is very good.

A love song in one by Evelyn Duerler and George Heyman leads to the finale, where an ostentatious wedding serves as the finale. The color, plus the ballet, Roxettes and others. It's a very tinsel finish.

Unit opens with the Roxettes as Jockeys in a novel number, in which newsreel film the actual races are effectively employed.

The bridge between this and the 'Hat Check Girl' sequences is Jacques Gassel, violinist, playing 'Zigeuner Weisen' in 'one.' Gassel is concert-master of the symphony orchestra here. He apparently was pressed into the newsreel film bridge act was required on top of the opening, and it works out okay. The picture this week is 'Splitfire' (RKO) with Richard Hepburn. It did good business despite the fact it came in with a snowstorm that lasted until 7 p. m. Thursday and forced another all-day blizzard Saturday.

## PENN, PITTSBURGH

Pittsburgh, March 9.

Management had to call out the police to hold back crowds storming the box for show after show. First time, Penn has seen anything like it since boom days of 1929. The magnet's Joe Penner and Penner alone for the first show. Penner (Par), and remainder of show can be tossed in ash-can as far as business draft is concerned, for it's the Penner act that is the show. Penner will continue to do it for remainder of week.

In at \$3,750, Penner should give this show a kick in cost. In a matter of years and turn a neat profit for a house that certainly needs a profit for a change. Two years ago he has as top as a marriage name here. This has always been a spot in which he's king. Now, with an international radio rep, with the kids all over the country promising to be good, and for show after show, he didn't have to be made because mob in this burg has always gone for him.

They know what to expect. Still there are some to whom he has been a stranger until recently. They're due for a pleasant surprise. For Penner's act, who is a comedian, he didn't have to be made because mob in this burg has always gone for him.

With Penner here is Jack Sidney's flash act. Comedian works in one in middle of this, using the same old act, but now it's a new act. He's on 15 minutes, delivering time after time, and had to be off. Everything he did was sure-fire and it was a new act. He's on 15 minutes, delivering time after time, and had to be off.

With few exceptions, he's wisely added a new act. Penner has the peculiar knack for keeping them fresh and vital, as though he were doing the routine for the first time. He socks them again and again with a skit and had to make a speech before they let him get away. A cleanup, all the way through, that's the only way to put it. Penner has the peculiar knack for keeping them fresh and vital, as though he were doing the routine for the first time. He socks them again and again with a skit and had to make a speech before they let him get away. A cleanup, all the way through, that's the only way to put it.

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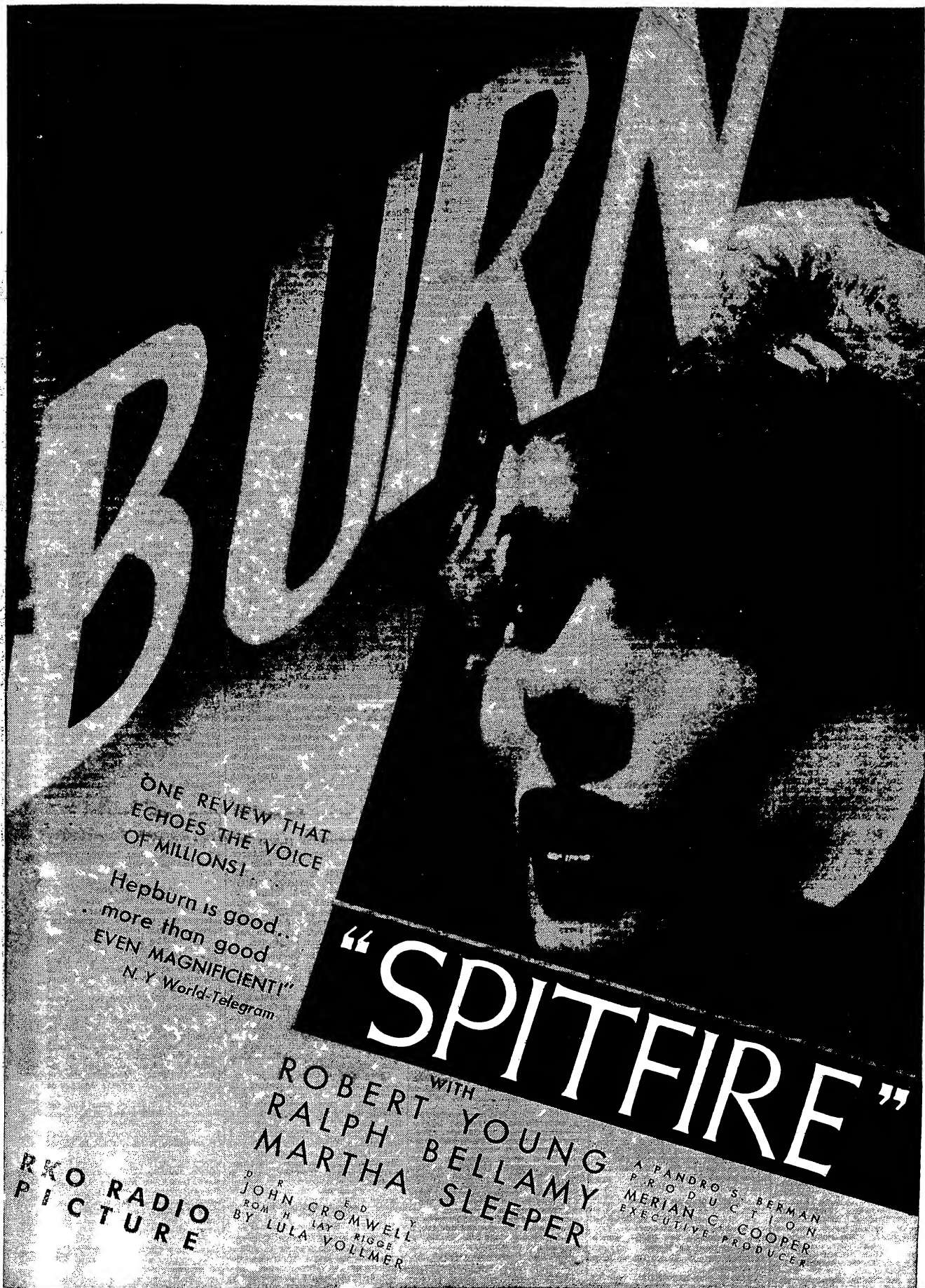


# EASTER WEEK! THROUGHOUT THE NATION!

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NEWSPAPER ADVERTISING CAMPAIGN!







ONE REVIEW THAT  
ECHOES THE VOICE  
OF MILLIONS!

Hepburn is good...  
more than good  
EVEN MAGNIFICENT!"  
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WITH  
ROBERT YOUNG  
RALPH BELLAMY  
MARTHA SLEEPER

PRODUCED BY  
JOHN CROMWELL  
ROMAN LAY RIGGE  
BY LULA VOLLMER

A PANDRO S. BERMAN  
PRODUCTION  
MERIAN C. COOPER  
EXECUTIVE PRODUCER

RKO RADIO  
PICTURE







# Eventually



•LADIES and gentlemen of this motion picture industry, today's sermon will concern itself with Mr. George Raft.

And the object of using Raft for today's chat is to remind you or acquaint you with the advance this ARTIST has made in pictures during the past two years of his employment at Paramount and elsewhere, and to comment on the reasons for that advancement.

There has never been a person with a greater ambition than that of George Raft, and being of a gambling nature he has and will continue to stake his all on that ambition. The result is that Raft stands today as one of the best ACTORS on the screen, and given the opportunity in good stories will eventually become one of the greatest stars in this business. He has a tremendous following now, but nothing that he will have, because he has the past two years

"RAFT stands today as one of the best actors on the screen . . . and given the opportunity in good stories will eventually become one of the greatest stars in the business . . ."



# Why not now?

## *They Hitched Their Wagons to a STAR!*

The Paramount Theatre, New York, Paramount Theatre, Brooklyn, Newman Theatre, Kansas City and Olympia Theatre, Miami report biggest business since "I'm No Angel" on **GEORGE RAFT** in "Solera" . . . and in Los Angeles, Boston, Omaha, and Syracuse the grosses on this picture are at the season's tops!



"He has a tremendous following now...but nothing to what he will have" . . . after "THE TRUMPET BLOWS", another George Raft starring picture with Adolphe Menjou and Frances Drake. Directed by Stephen Roberts . . . Released April 13th.





## 'DAVID HARUM' \$19,000 TOPS SAN FRANCISCO

San Francisco, March 12. Weather man has played a dirty trick on the showshops by turning on the heat, full blast and sending thousands to the beaches, parks and the country. There's been a full week of pleasant summer to date and theatres are finding their grosses sadly depleted.

Outlander is the Warfield, with Will Rogers in 'David Harum' and a stage show, Rogers pulling his usual clientele, which means a satisfactory stanza to the house.

**Estimates for This Week**  
Fox (Leo) (5,000; 25-35)—'Line-up' (Col) and 'Speed Wings' (Col) split and vaude. Lots of show despite quality, but no more than \$3,000. Last week saw \$3,500 on 'Once to Every Woman' (Col) and 'Murder on Campus' (Far West) with vaude.

Golden Gate (RKO) (2,844; 25-35-40)—'It Happened One Night' (Col) (3rd week) and stage show; \$12,000 likely on these seven days, after \$14,500 on the opener. 'Spitfire' (RKO) premieres next.

Orpheum (F&M) (2,400; 25-40)—'Cradle Song' (Par) and 'I Like It' (U), split. Former brooded when roadshowed and rejected by pop prices first run houses, so Orph took in hopes of a break. Means more than usual other product, too, and with help of Friday night radio broadcasts and Sunday morning concerts house hitting \$5,000, which still isn't enough. Last week's 'Song You Gave Me' (Col) and 'Crosby Case' (U), split, pulled poor \$4,000. F&M stage shows start March 15 with Mills Bros. first in, and prices rising to 55 cents.

Paramount (FWC) (2,400; 25-35-40)—'Mandala' (WB) and 'Coming Out Party' (Fox), split, getting the once over lightly at \$10,500, while 'Good Dame' (Par) and 'I've Got Our Number' (WB), split, pulled \$11,000 last stanza.

St. Francis (FWC) (1,500; 25-40)—'She Made Her Bed' (Par) and 'Big Shakedown' (WB), split, satisfactory \$7,000, better than the \$5,500 on 'Dark Hazard' (WB) and 'Ever Since Eve' (Fox), split, last week.

United Artists (1,400; 25-35-40)—'Moulin Rouge' (UA) (2nd week). Constance Bennett follows are loyal but only \$6,000 worth this week, with \$9,500 recorded first week.

Warfield (FWC) (2,700; 35-45-65)—'David Harum' (Fox) and stage show. House giving 'em quality shows for town's highest prices and Will Rogers drawing \$12,000 on this. Last week saw 'Solers' (Par) pull surprisingly good \$19,000, too.

### Friendly Suit

Los Angeles, March 12. In an attempt to pave the way for Fox Film to pay V. Instig \$958 in settlement of a judgment secured by the plaintiff in 1932 against E. Gansfried, local costumer and cleaner, Attorney Harry S. Shapiro has directed a suit against the film production company.

Complaint against Fox, a friendly action on the part of Instig, cites that the film corporation is indebted to Gansfried but is prevented from turning over the money to the plaintiff to apply against the judgment without proper court action.

### IATSE APPEAL DENIED

Los Angeles, March 12. Appeal of IATSE Local 137 in its injunction suit against IBEW Local No. 40, growing out of the jurisdictional fight which cropped out during the general strike last summer, was denied by Superior Court Judge Yankwich.

### SID SUTHERLAND'S RETAKE

Hollywood, March 12. Taken off the payroll on expiration of option, last week, Sidney Sutherland was recalled four days later by Warners to adapt an original, 'Through the Years'. This story being shaped for Edward G. Robinson.

### FOSTER'S FOX RETURN

Hollywood, March 12. Preston Foster returns to Fox for a featured spot in 'Always Honest', next Jimmy Dunn-Sally Ellers production. Harry Lachman set to direct.

### MARIAN NIXON'S 'JOKER'

Hollywood, March 12. Marian Nixon will have the lead in Universal's 'Practical Joker', to be directed by Edward Laemmle. Chester Morris in the other top spot.

### Teasdale i 'Du Barry'

Hollywood, March 12. Verree Teasdale cops a role in 'Madame Du Barry' being readied at Warners. Miss Teasdale is currently in 'Dr. Monica'.

## 'PALOOKA', \$3,700

Exhib Re-Titles 'Can't Buy Everything'

Portland, Ore., March 12. Parker's Broadway is getting the attention this week and will do the top business. Gamble always gives his pix extra surprise.

Walter Hampden company at the Playhouse last of this week and from advance sale biz looks good. Booked for one day. Plays to be given are 'Macbeth' and 'Rochelle'. 'Narcotic' at the Columbia has been panned plenty and condemned by the local critics, but still doing fair biz.

Ted Gamble changed the name of 'You Can't Buy Everything' (MGM) to 'She-Wolf of Wall Street'. Will mean lots more at the b. o.

Pantages is still on week to week basis with 'Bitter Sweet' (UA).

### Estimates for This Week

Broadway (Parker) (2,000; 25-40)—'Love Birds' (U), and 'You Can't Buy Everything' (MGM). Off to a big start and will get a nice \$4,500. Last week, 'This Side of Heaven' (MGM), and 'Bombay Mail' (U), combo resolved a large play and clicked for the expected \$4,600.

United Artists (Parker) (1,000; 25-40)—'Palooka' (UA). Going along at a nice pace and indicates about \$3,700. Last week, 'Nana' (UA) was a winner for \$4,300.

Paramount (FWC) (3,000; 25-40)—'It Happened One Night' (Col) and 'Ever Since Eve' (Fox). Dual program will do around \$3,100, fair. Last week, 'Devil Tiger' (Fox), and 'Search for Beauty' (Par), got \$5,000. Music Box (Hamrick) (1,400; 25-40)—'Man of Two Worlds' (RKO). May do an average \$2,700. Last week, 'I Got Your Number' (WB) registered well and clicked to \$2,900. Oriental (Hamrick) (2,500; 25-35)—'I Like It That Way' (U), and 'Two Alone' (RKO). Combo bill holding up to just fair biz, maybe \$2,000. Last week, 'Flying Down to Rio' (RKO) got a nice \$1,900.

## GALLANT LADY, AT FOX, WASH., \$29,000

Washington, March 12. Big interest this week is Loew's experiment of shooting 'Gallant Lady' into the Fox. House plays vaude and has been using second string films leaving Class A stuff for the Palace. Stunt was tried to see what spot would gross if it had cream pictures. Answer seems to be that intake would jump about one-third. Despite bad weather 'Lady' is drawing what looks like \$29,000. House average is down around \$20,000.

Move may have been partly incited by new policy of local WB office which cuts Met price from 60 to 40c top and throws in full-hour of shorts.

### Estimates for This Week

Fox (Loew) (3,434; 25-35-60). 'Gallant Lady' (Century) and vaude. Sending gross to beautiful \$29,000. Last week 'Suzanne' (Fox) and 'Artists and Models' on stage-an o.k. \$20,000.

Keith's (RKO) (1,830; 25-35-60). 'Happened One Night' (Col). Third week. F&M show for 40 cents clicking nicely; should send week to \$5,000. Last week 'Search for Beauty' (Par), \$4,500.

Earle (WB) (2,424; 35-35-40-60). 'Journal of Crime' (WB) and 'Singin' Sam' return engagement getting some air fans but week won't better fair \$14,500. Last week 'Ninth Guest' (WB), \$16,000.

Palace (Loew) (2,363; 25-35-60). 'All of Me' (Par). Disappointing at fair \$12,000. Last week 'Carolina' (Fox) turned in nice \$13,000.

Rialto (U) (1,853; 15-25-35-40-50). 'Poor Rich' (U). New Met policy hurting and pic drawing only slapstick fans. Maybe fair \$3,500. Last week second of 'Beloved' (U), held to nice \$4,500.

Columbia (Loew) (1,263; 25-35-40). 'Christina' (MG). Returned downtown after two weeks up the street. Heading for big \$5,500. Last week 'Sleepers East' (Fox) passable \$3,000.

### MONTREAL

(Continued from page 10)

Ghou! (Regal) and vaude. Another one hard to estimate by reason of subject, but vaude looks like being stand-out. Outlook so far is for \$9,500 at most. Last week 'Frightened People' (Par) and vaude grossed \$10,000.

Princess (CT) (1,900; 50). 'It Happened One Night' (Col) and 'Shadows of Singing' (Col). Should gross \$9,000. Last week 'Let's Fall in Love' (Col) and 'East of Fifth Avenue' (Col) got poor \$7,000.

Imperial (France-Film) (1,600; 50-1.50). Canadian operetta company with stock on subscription basis should gross \$3,000. Last week 'Madame Sans Gêne' grossed \$1,500. Cinema de Paris (France-Film) (600; 50). 'Fanny' (8th week). This fixture runs to around \$1,000 each week.

## Ed Bieretz Talks IBEW Basic Paper on Coast

Hollywood, March 12.

Edward Bieretz, assistant president of the International Brotherhood of Electrical Workers, is here with a committee of officials from the international for conferences with local IBEW officers.

They are west to familiarize themselves with present labor conditions preliminary to conferences with producer representatives on a resumption of the basic agreement which expires March 14.

## New Sound Camera, 60 Lbs. Lighter Than Present Box, In Use at Radio

Hollywood, March 12.

Weighing 60 pounds less than present sound camera apparatus in use at all studios, a new box has been designed by William Eglinton and Harry Cunningham of Radio's camera department. Apparatus, which has proven its practicability through tests, is being used on 'Human Bondage'.

Special devices allow for focusing, lining up, etc., without opening the outside covering which stays closed at all times except for film reload.

Claim is made by Radio execs that the mobility and speed of the new camera for changing setups and lining up shots will save an average of four days and possibly \$20,000 in production cost on the general run of pictures.

## Frank Capra whose directing genius produced "It Happened One Night" says this about PHILIP MORRIS .

*I smoke quite a lot when directing a picture. So do a good many of the cast. I like to smoke Philip Morris because of their throat ease, so noticeable when one's voice is important. Ordinarily I can recognize a smoker's voice the moment I hear it, but I have no trouble with my cast when they smoke Philip Morris.*

Frank Capra  
COLUMBIA PICTURES

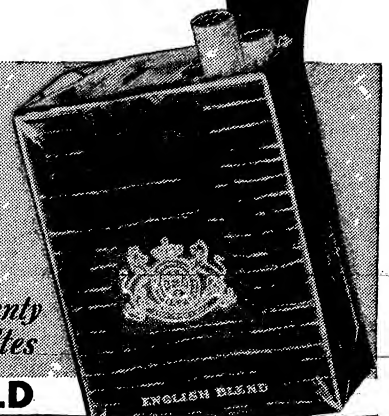
Philip Morris is a new KIND of a cigarette . . amazingly mild with a new KIND of mildness. It tastes different, because it's MADE different. For seventy years the Philip Morris Company has been making exclusive expensive brands of cigarettes. When lowered costs permitted a really high class cigarette to enter the then deserted 15-cent field, the Philip Morris Company was ready with a completely new formula for a really modern cigarette. That's why Philip Morris is favored on stage and over radio. Professionals find they can smoke Philip Morris freely—and still have their speaking voices, easy, moist and clear.

"Call for

PHILIP  
MORRIS"

Now 15¢ for twenty  
Cigarettes

AMAZINGLY MILD





# EXPLOITATION

By Epes W. Sargent

## An Annoyance

Some recent press books have hit on the idea of an endless chain of telephone calls. Acquaintances of house employees are called and told of the coming picture and urged to relay the message to their own friends, who in turn will telephone five others and make the same request. Some people are just foolish enough to do so where the phone service is not on a pay call basis, and in spite of broken links in the chain the stunt develops into a first-class nuisance, with the phone service pretty well tied up and the officials distracted.

It sounds like an attractive stunt, but no one knows who has already been called up, and the receipt of the same call five or six times is likely to irritate. Even the single call from the theatre idea has been largely dropped because the results are negative.

Home office publicity, under the necessity of turning out a given number of stunts on each picture, grasps blindly at ideas, but that does not mean that all the gags will make business just because they are in a press book.

## Sand Painting

Paramount offers a number of smart suggestions on stunts for "No More Women," but in its sand sign it overlooks a good angle. Merely suggests that clean sand be packed in a shallow box with the lettering done with a stick, making furrows in the sand.

It would be a more attractive stunt to use colored sand and make the lettering with this, similar to the Zuni sand paintings. Most sand cannot be dyed, but it can be coated with this colored gelatin and then sand be packed in a shallow box with the lettering done with a stick, making furrows in the sand.

Probably it would be easier to powder and sift a brick for the red, slate for green and blue. It should be placed in a cone with a small hole in the bottom and worked like a pastry decorator. Might be even better to make up a stiff plaster of paris, with the tank, and use this in a force gun.

If the aquatic stunt with toy divers is used, set the sand with varnish and also varnish the lettering to be set into the bottom of the tank.

## Stylist Style Show

Ward Farrar, manager Loew's here, stole the show when he organized the Canton Retail Merchants Association to hold their annual spring style opening at his theatre. He framed a stage revue, running better than the usual, which was presented three days in connection with the usual film offering. Six women's wear stores of the city provided the style show with new models and new spring apparel. Farrar imported a number of ceremonies, several entertainers, tied up with local dancing schools for a score or more advanced pupils which were used for chorus numbers, had a special stage setting built and employed a stage band to back up the style show. He even given much publicity by the local newspapers. Opening was inaugurated with an auto parade, with stage principals and models through the downtown district early in the evening. Upon arriving at the theatre, each spoke briefly through a microphone, with outlet to the street.

## Passes for Pupils

Lynchburg, Va. By visiting Central high school Manager Willis Grist, Jr., learned that some of the kids had organized a film criticism class under the direction of one of the English teachers. Not new, but a recent idea in Lynchburg.

St. Grist has been forwarding blocks of 50 pastebards to the class whenever he thinks he's got a picture which should interest them 'scholastically.

## Live Trailer

Lincoln. Plugging "Bolero," E. A. Patchen worked out a novelty to run along with the trailer which proved oke. Picking up Jrv Kulk and Jean Sharp, local dancing mentors, he had 'em do the "Bolero" steps behind the scrim on the stage just ahead of the pictured teaser. Made everybody sit up and watch.

## Plenty Help

Bob Slav, of RKO, sends in what he playfully calls a "bulletin" on "Wild Cargo." It must weigh two or three pounds and consists of 128 sheets of mimeographed copy covering every phase of exhibition. And it's not just bulk. It's bulked with ideas of practical value. "S. E. Barwick" is involved in the preparation.

## Tricking It Up

Plenty of managers got good returns on "Little Women" through a special party for children, but one outstanding staged his affair for real little women. All week he offered free admission to all who were over 21 years old and under five feet in height. He had a bar set up in the lobby at the proper height, and no fair stooping. Only cost a few admissions and led plenty of interest.

For "Solitaire" Man the same hustler offered a ducat for all who could score above 25 in a game of Canfield. Not many claimed tickets, but it was a constant lobby ballyhoo. No connection with the picture, but plenty of hook-up to the box office.

Trick also often gets more than the elaborately planned campaign. It makes people go out and talk comparatively "small percentages of the population see any special perambulator, unless it is kept out for several days, but a trick stunt will be talked about by the set. An entire small town talked about an offer to admit free all women who had warts on the back of their necks. No one had, but they talked just the same.

There are still some towns where the average picture fan visits the lobby of some theatre just to see what the manager is up to. It's a standing ad.

## Novel Identification

Exhibit who got nice results from an identification. Co. They long ago wanted a repeat. He obtained about 20 stiffs of male stars, gave them all crepe hair beards and set them in a row.

In three weeks he got an astonishing amount of publicity, but only two replies (out of around 800) gave the correct name for the set. He talked about the photo which was used to make a woman star. Best idea to date is a lace hair mask, but that doesn't seem to be the answer, so he's still thinking.

Crepe hair comes in braids and is inexpensive. It is combed out and pressed against the proper portion of the face. It sticks out like a comb. The photo which was used to make a woman star. Best idea to date is a lace hair mask, but that doesn't seem to be the answer, so he's still thinking.

As a suggestion of the interest created in the story, one offered to splash advertising if the inventor can think up another idea as good, and places it in the rear of the store.

## Lucky Kid

Budapest. Pushing "Queen Christina" here, Metro offered a trousseau, a 1,000 pengoe life insurance, and Gizi Bajor, leading Hungarian dramatic actress, for the first girl baby to arrive after the first showing of the Garbo picture, stipulation being that the child should be christened "Christina."

The winner arrived almost simultaneously with the flashing of the main title, being reported by one of the maternity hospitals to be the daughter of a poor factory hand and will be tabbed Christina Gizi, to include her godmother.

## Two Spooky Hours

Reading, Pa. Some new ideas in "Spook Nights" were used by manager Alfred Nowitsky, Wilmer & Vincent's State theatre here, with Columbia's mystery thriller, "Before Midnight." The spook feature began at 9 and ran two hours, with skeletons and ghosts fitting up and down the aisles, swinging from the rafters and jumping out of the footlights. Ghostly grunts and groans, some of them organ effects; weird silhouettes and shadows in green lights; moans, and a few skeletons in the darkness and bats enough to fill any belfry made "Spook Night" an old home week date for the lovers of spook pictures. "Before Midnight" provided extra thrills for the program.

Nowitsky will gladly tell any other manager how some of the ghost effects were arranged and worked.

## Mike Pens a Review

Baltimore. Larry Schanberger uncorked a nifty review for "The Great Catherine" at Keith's. Took advantage of the brief presence in town of "Prince Mike Romanoff" (Gugger) and gave him in the press preview and later at a loop hotel to have late supper with the newspaper crowd and talk on the authenticity of the "Princess" of the "Princess." The "Princess" penned a review of "Catherine" that was carried in a p.m. sheet along with several photos of him pounding out the stunt on a typewriter. Stunt stirred up a lot of talk.

## Airplane Show

Loew's State, Cleveland, sends in a photograph of a nice display for the lobby on the Junior Aviation show. The press agent does not explain whether this is a house stunt or whether the theatre merely picked up a school contest. It's probably the latter, since the school was thoroughly into the scheme, supplying the theatre with a considerable number of small model planes and wealth of posters made by the pupils in the various art classes. It all makes a nice showing for the large lobby of the State.

The display is the winning material for all of the Junior High schools of Cleveland, and the Board of Education gave the theatre permission to distribute circulars in all schools combining the announcement of the display with material on the current picture, which does not appear to have been an air romance.

In the local schools are apathetic, it might be a good idea to start the ball rolling, by supplying minor prizes for the best models, the school to be in competition with local merchants have not been held white for promotions, larger prizes might be obtained for a community contest instead of a purely theatre school combination.

## New Deal Extras

Washington. Local Loew theatres capitalized plenty on anniversary of Roosevelt's entrance into White House. Tied up with Herald to publish four page Loew houses. Sheet carried head-line congratulating President on first year of "New Deal" and tying in past Loew year as theatre counter-part.

Front page carried story on White House down left-hand col, and yarn on Loew's down right col. Inside was devoted to dope on coming attractions with enough classified ad-tossed in to make the stunt worth while for the newspaper.

Idea had it over straight give-away sheets in that it was presumably tribute to Roosevelt. Same stunt might be used with local officials in town where a big shot has sufficient following.

## Get Church Element

Fern attention to "Crime Doctor" might be won through co-operation of church heads, who might be interested in referring to pic as a moral against divorce. Reference would be to a crime doctor considering divorce a crime equal to other offenses usually considered far more serious in society.

## Liquor Is Out

In his instructions to some managers "Wonderbar" Howard Waugh, zone manager of Warners southern zone, warns his managers to lay off liquor tie-ups for the picture. That does for all pictures in a section where prohibition has always been a delicate subject, but it stressed on the Johnson picture because the title naturally suggests grounds for the bar merely grounds the story.

It's a good gag to follow anywhere. There is too much of a disposition to go to the hooch hookups on pictures. Booze has reached the point where the novelty is off and the general public is slightly tired of all the fuss made about repeal. It would be a good plan to lay off the subject on any picture for the time being. It is not going to help much and certainly will do some harm.

Also directly applicable to the southern territory is Waugh's further instruction to lay off black face pictures of Johnson and the chorus. Not scared for below the Mason and Dixon line, and it's cork for only the one song sequence. Where pictures in the black make-ups are used it would be a good plan to stress this fact.

## Beer Again

Buffalo. With the Warner Brothers preview show for exhibitors held at the Court Street Tuesday, the Schreiber Brewing Co. erected "Manru" (Beer) bar to tie in with Johnson's "Wonder Bar." Free beer and sandwiches were dispensed. Kiki Klein, Buffalo's ace skating champion, officiated as mistress of ceremonies. Credit for the stunt goes to Jerry Rudolph, former Fox Film executive, now advertising manager for the brewing company.

## Hats Again

Washington. Figuring a good plug for feminine fans would help "Gallant Lady," local Loew's exploiters revived hat-designing contest with News. Each day for three days 2-col. pic of Ann Harding was run with plenty of white space at top to draw in appropriate hat. Star at bottom showed star in several poses wearing hats as suggestions. Prizes included total of \$25 cash and flock of passes.

## He Tried

Syracuse. You can't blame a chap for trying. Gus W. Lampe, who doubles as Sales Manager and general manager of the Eckel here, extended invitations to both President Roosevelt and Governor Lehman to see "David Harlow" during its local engagement. And Lampe didn't fare so badly. Both the President and the Governor sent back appreciative letters which Lampe promptly enlarged for a frame display.

## For the Girls

Around the Town. The "Countess of Monte Cristo," permeated by young lady wearing a luxurious fur wrap, as does Fay Wray in the picture, and accompanied by maid rigged up as is Patsy Kelly in the film, could be motored through town in an aristocratic auto.

They could also be sent to town's smartest hostelry to register for added publicity.

## On The Show-Off

Smart-ale-show-off, prototype of Spencer Tracy in "The Show-Off," handing out cards on which are printed "I'm marrying the greatest little girl on earth," might interest the females.

Local judge in domestic relations court might grant newspaper interview regarding danger of show-off tendencies on part of husband or wife in breaking up family circle. Could tie-in with "Show-Off."

## Selling Crime Story

Enlarged diary, on pages of which are reproduced scenes from "Crime," if set up in department store book and stationery sectors should interest the women.

Pages could turn mechanically, or girl with pointer might turn them, book resting on counter or stand. Page from Journal dated April 26, 1934 after crime, if used, would, too, should arouse curiosity.

Ruth Chatterton's beret hairdress should start beauty operators and clients confabbing about same. In this film Miss Chatterton wears her hair parted on side, so that rest of it is pulled across head to look as though she is wearing a beret even in the hooded lab. If she wears this coiffure sent to beauty salons ought to impress.

# BEHIND the KEYS

## New York

Low Preston, who recently resigned as manager-director of the Academy of Motion Picture Arts and Sciences, returned about a week ago to make a connection as general manager for a group of independent theatres in Brooklyn, with headquarters at the Endicott.

## Denver

Clayton Long, former manager of the Paramount, Los Angeles, made manager of the Imperial, Alliance, Neb. Milton Overman moved from Greeley to Pueblo by Westland theatre, as city manager. J. A. Sanders will manage the Pueblo. Henry Fear the Chief. Dave Morrison, formerly with Harry Nolan, will manage at Greeley.

H. D. Bishop remodeling the Star, Eastland, N. M. Town without a theatre for two years. J. K. Dungan, formerly assistant to Ray Davis, will manage the Star. H. D. Bishop remodeling the Star, Eastland, N. M. Town without a theatre for two years.

Star Amusement Co., Walsenburg, Colo., closed the company sold out to Fox several years ago.

## Portland, Ore.

J. J. Parker, owner and operator of the Broadway and United Artists, left last week for New York on business. He will go by way of Havana.

## San Francisco

Bill Heinemann, Universal's western sales chief, pulled in here last week after a plane ride from Kansas City. Filmmaker pressed on through worst flying weather in history, after other five passengers of the air liner had grounded rather than continue.

## Pittsburgh

Stanley theatre, WB de Luxe, has been awarded Paramount's \$500 prize for best country-wide showing of "Design for Living." Contest based on gross increase over previous Par pictures, playing key spots within past year.

No decision yet as to how the prize money will be split by the house. Warner theatre, best week dropping top from \$6 to 46 cents, bringing price level in line with houses figured direct competition.

## Omaha

Contracts for enlarging the capacity and installing a cooling plant let on the Brandels theatre. Will give house a capacity of nearly 1,200. Manager Bill Singer plans to have work progress without shutting down.

## Washington

Local Warner Bros. office caught rest of new unwarmed and installing new policy and price scale at Met. March 9: Tariff drops from 60c. top to 40c. with 25c. balcony. In addition, regular hour and half show will be increased to two hours and half with shorts and 15 minutes of newsreels.

The American, operated and owned by Alex Papayannakis, set for extensive changes.

## Birmingham

In a \$25,000 fire the Arcade, at Geneva, was destroyed last week.

## Los Angeles

D. (Pat) Patterson has sold the Baldwin Park (pic) after two months of operation.

## Barro, Vt.

Opera House has dropped vaudeville and reverted to straight film. Acts may return after Easter.

## Dubuque

A theatre syndicate of Des Moines, Ia., angling for P. H. Meyer properties for a nabe house.

## Albany

Donovan and Prespare are remodeling the interior of the Palace at Tupper Lake. Harry Lazarus, who recently reopened the Palace theatre, has added five acts on split week.

M. J. Kallet of Oneida has been re-elected president of Kallet Theatres, Inc. Other officers elected are Frank B. Walker, secretary, and M. J. Kallet, treasurer. The Dolgeville Village Board has removed restrictions on Sunday film shows. Theatres may be open continuously instead of having to close between 5 and 7:45 p. m.

## St. John, N. B.

First fraternity house to be converted into a picture theatre will be the home of the Knights of Columbus here. St. John Amusement Co., recently organized, has leased the home. Some mystery envelops the personnel of this company, incorporating being a local attorney and his stenographer.

The Riato, nee Opera House, here, may reopen after being dark two years.

## Altoona, Pa.

Penn. theatres, Altoona and Johnstown, have passed from the control of L. J. Alfemman. Altoona house goes to three local businessmen, to be managed by Chas. E. Brunner. Johnstown house reverts to its estate ownership. Will again be known as the Nemo when reopened.

## Canton, O.

Thor Hanschild, former manager of the Paramount, Sturtevant, now on the publicity staff of the Palace, Akron.

E. J. Smith, of the Andover, Andover, O., has leased the Pyram at Kinsman and will reopen soon. Royal theatre at Mt. Hope, O., closed for more than a year, has been reopened by E. J. Smith. Warner's Alhambra, Canton, due to go dark Holy week for extensive remodeling.

## Los Angeles

William L. Tenney, general sales manager for General Register Co., enroute to New York by plane after spending a week here installing J. F. Schwab as Pacific coast manager. Corporation has its main Coast office here.

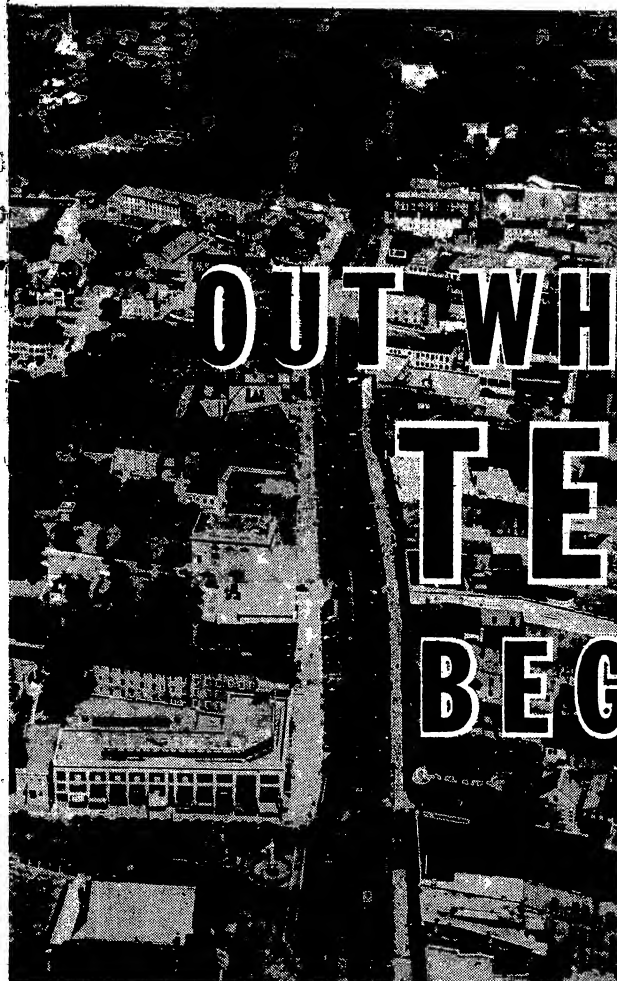
## Kansas City

Stanley Chambers has been appointed manager of the Fox Uptown, succeeding Barney Joffe.

## Oklahoma City

The Gem theatre at Muskogee, Okla., half owned by A. B. Momand of Shawnee, is being picketed by organized labor for charging that the theatre was built by non-union labor.





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**IN DANBURY—IN DALLAS**

*(towns like your Main*

*Street and mine)*

**AS THE EARTH TURNS**

*has made good as the*

**FIRST BUNKLESS PICTURE!**



# WE TESTED IT IN DALLAS

POPULATION 260,475

Why "As the Earth Turns" Is Called "Motion Picture Without Hokum"  
Gags Eliminated for Screen Edition of Gladys Carroll's Novel of Maine Rural Mores  
Representative Explains Selection of Dallas for World Premiere

—with pages of publicity for the "first bunkless picture"

DALLAS WILL DECIDE  
WORLD PREMIERE  
AS THE EARTH TURNS  
FRIDAY 7:30 P.  
DONALD HOOD  
JEAN MUIR

—with ads like this—  
—still plugging the "bunkless" angle

Saga, Jean and Jean Muir  
Will Premiere "As the Earth Turns"  
Theater for "Bunkless" Picture  
—with broadcast of long-distance telephone interview with Jean Muir

—with telephone teams of club-women selling the "bunkless" idea

WORLD PREMIERE!  
MELBA  
MAR 2  
—with double-size window cards like this—

Statement to  
THE DALLAS DISPATCH  
"AS THE EARTH TURNS"  
—with 10-page novelization in local paper opening day

...and

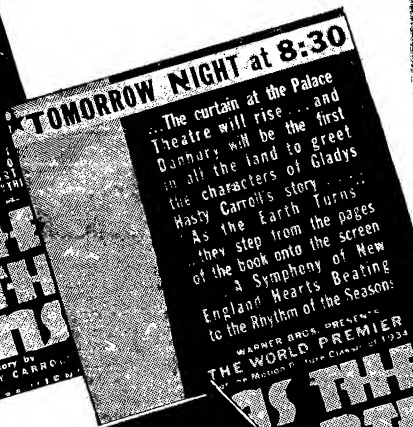
# ★ AS THE EARTH TURNS

BROKE ALL-TIME HOUSE RECORD FOR NIGHT BUSINESS AT THE MELBA!



# WE TRIED IT IN DANBURY

POPULATION 22,261



With Jean Muir, Donald Woods, Russell Hardie, Emily Lowry, Arthur Hohl, Dorothy Peterson, David Landon, Clara Blandick, 14 others. From the best-seller by Gladys Hasty Carroll. Directed by Alfred E. Green. Vitaphone, Inc., Distributors.

... and

# AS THE EARTH TURNS

DOUBLED RECEIPTS OF BIGGEST PREVIOUS OPENING—QUADRUPLD AVERAGE BUSINESS—AT THE PALACE!



# ALL HONOR TO YOU, JEAN MUIR

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## WARNER BROS.





# CALENDAR OF CURRENT RELEASES

**Harold Auten** : 1940 Broadway, New York, N. Y.  
**Melo (German).** Sensitive study of psychological difficulties. Elizabeth Arger. Dir. Paul Czinner. 82 mins. Rel. Feb. 1. Rev. Feb. 6.  
**Mirages de Paris (French).** Adventures of a girl who wants to be a star in Paris. Jacqueline Francell, Roger Thellier. Dir. Fodor Osep. 82 mins. Rel. Dec. 28. Rev. Feb. 6.  
**Pell de Carotte (Red Head) (French).** A story of adolescence. Robert Lyden. Dir. Julien Duvivier. 96 mins. Rel. Sept. 1. Rev. Dec. 20 and May 30.  
**Savage God.** Commander Dyott's thrilling adventures with savage hunters. Comm. Dyott. Dir. Commander George Dyott. 67 mins. Rev. Aug. 8.

**Chesterfield** : 1940 Broadway, New York, N. Y.  
**Dance, Girl, Dance.** Musical drama. Alan Dinehart. Evelyn Knapp, Ada May. Dir. Frank Strayer. 69 mins. Rel. Sept. 1. Rev. Oct. 31.  
**In the Money.** A prize fighter and his affairs with women. Lois Wilson, Skeets Gallagher, Warren Hymer. Dir. Frank Strayer. 66 mins. Rel. Nov. 7. Rev. Jan. 9.  
**Man of the Moment.** How an old man holds a family together. Marian Marsh, Owen Moore, Wm. Bakewell, Christian Kut. Dir. Rich. Thorpe. 67 mins. Rel. Sept. 15. Rev. Nov. 14.  
**Murder on the Campus.** Mystery with a college background. Shirley, Charles Barrett, J. Farrell McDonald.  
**Notorious But Nice.** Marian Marsh has a hectic love adventure. Betty Compton, Marian Marsh. Dir. Rich. Thorpe. 71 mins. Rev. March 6.  
**Quicker.** Human interest story. Charley Grapawin and Emma Dunn. Jr. Richard Thorpe. 65 mins. Feb. 6.  
**Rainbow Over Broadway.** Musical romance. Grace Hayes, Joan Marsh, Lucien Littlefield. Dir. Richard Thorpe. 72 mins. Rel. Dec. 23. Rev. Dec. 27.  
**Ten Swags.** Dramatic romance. Sally Blain, Charles Starrett. Dir. Richard Thorpe. 73 mins. Rel. March 15.  
**Together Again.** Father and son story. Onslow Moore.

**First Division** : R.K.O. New  
**Releases Also Allied, Chesterfield and Monogram**  
**Avenger.** The district attorney seeks revenge on the gang which "framed" him to two years in prison. Ralston Ames, Claude Gillingwater. Dir. Edward Martin. 78 mins. Rel. Sept. 15.  
**Beggars in Erin.** Lionel Atwill, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. Dec. 1.  
**Ken Dreams.** A father's devotion to his young son. Randolph Scott, Martha Sigman, Myrtle Mercer, Euster Phelps. Dir. Robert Vignot. 65 mins. Rel. Dec. 1.  
**By Appointment Only.** A physician couldn't make up his mind which of two women he loved the most. Lew Cody, Sally O'Neill, Marcelline Day. Dir. Frank Strayer. 66 mins. Rel. Jan. 15.  
**Cross Streets.** Young doctor, flitted by the woman he loves, ruins his career, until daughter of same woman falls in love with him, years later. Rel. Jan. 22. Dir. Frank Strayer.  
**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.  
**Devil's Mate.** A condemned man, on the verge of execution, is mysteriously murdered. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 65 mins. Rel. Sept. 1.  
**Eat 'Em Alive.** Jungle super thriller. 66 mins. Rel. Feb. 1.  
**Forgotten Melodies.** Collection of uncensored war film, taken from government archives of 14 various nations. Rel. Apr. 15.  
**Intive.** Secret service agents on the trail of a half-million dollar mail robbery. Lily Bell, Cecilia Parker. Dir. Harry Fraser. 68 mins. Rel. Sept. 15.  
**French production of a de Maupassant story.** Village paragon who lost his virtue. 55 mins. Rel. Jan. 9.  
**He Couldn't Take It.** Inside story of a process server who makes good with a woman who is his fiancée. Ray Walter, Virginia Cherrill, George L. Stone. Dir. Wm. Nigh. 64 mins. Rel. Jan. 3.  
**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. Richard Thorpe. 69 mins. Rel. Oct. 15.  
**In the Money.** A goofy family, suddenly broke, pin their hopes on a Shakespeare-minded prize fighting clump. Skeets Gallagher, Lois Wilson, Warren Hymer, Sally Starr. Dir. Frank Strayer. 67 mins. Rel. Jan. 15.  
**Man of the Moment.** A man who goes from poor guy against his country's wishes. Marian Marsh, Wm. Bakewell, Owen Moore. Dir. Richard Thorpe. 68 mins. Rel. Nov. 14.  
**Murder on the Campus.** Mystery with college background. Shirley, Charles Barrett, J. Farrell McDonald. 69 mins. Rel. Feb. 6. Dir. and Thorpe.  
**Mystery Loner.** Noah Beery, Astrid Allwyn. Dir. Wm. Nigh. Rel. Dec. 19.  
**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, Cecil De Milla, Rochelle Hudson. Dir. Richard Thorpe. 74 mins. Rel. Oct. 15.  
**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, Fredric March, Frances Howard, Bill and Gladys Adams, Jackie Seale. Dir. E. Mason Hopper. 65 mins. Rel. Aug. 25. Rev. Nov. 21.  
**Phantom Broadcast.** A radio crooner attracts a phony fame when his accompanist mysteriously dies. Ray Walter, Hilda Forbes, Virginia Cherrill, Corinne Pauline Garon. Dir. Phil Rosen. 71 mins. Rel. Aug. 1.  
**Utter.** The father with the wanderlust returns home long enough to straighten out the affairs of his now grown-up sons. Barbara Weeks, Wm. Bakewell, Wm. Nigh, Anna Dunn, Glen Boles. Dir. Richard Thorpe. Rel. March 12.  
**Inbow Over Broadway.** Musical romance of an ex-musical comedy star of twenty years before who makes a sensational overnight comeback in Broadway night club. Joan Marsh, Grace Hayes, Frank Albertson, Lucien Littlefield. Dir. Richard Thorpe. 72 mins. Rel. Jan. 15.  
**Road to Ruin.** Innocent girl finds shame through ignorance and neglect of modern man. Fredric March, Frances Howard, Paul Page, Nell O'Day, Glen Boles. Dir. E. Mason Hopper. 65 mins. Rel. Feb. 17. Rev. Feb. 20.  
**Sensation Hunters.** A college girl finds herself Judge. Marion Burns, Preston Foster. 69 mins. Rel. Sept. 15.  
**Thirteen Fatheads Deep.** Sponge diver thriller. Rex, Dir. Armand Schaefer. 60 mins. Rel. 1.  
**Skyways.** Adventures of a hot-tempered aviation pilot who gets into one scrape after another. Ray Walker, Kathryn Crawford, Lucien Littlefield. Dir. Richard Thorpe. 72 mins. Rel. Jan. 15.  
**Sweetheart of Sigma Chi.** College musical comedy romance. Based on the famous campus fraternity song. Buster Crabbe, Mary Carlisle, Sally Starr, Florence LaRue. Rel. Feb. 10 and band. Dir. Edwin L. Marin. 73 mins. Rel. Feb. 15.  
**Texas Tornado.** (Kent.) Texas Bugele. Lane Chandler. Dir. Oliver Drake. Rev. March 6.  
**Throne of the Gods.** Travel in the Himalayas. 65 mins.  
**Woman's Man.** Hollywood inside story. John Halliday. Rel. Feb. 15. Dir. Howard Ford. 68 mins.

**First National** : 321 W. 44th St., New York, N. Y.  
**Beside.** Comedy-drama of a woman's doctor. Warren William, Jean Muir, Alan Jenkins. Dir. Robert Florey. 65 mins. Rel. Jan. 27.  
**Shakedown.** The dramatic exposure of the cut-rate drug racket. Betty Davis, Charles Farrell, George Costello. Dir. John Francis Dillon. 64 mins. Rel. Jan. 27.  
**Bureau of Missing Persons.** Comedy-drama based on the activities of this little known department. Harry Davis, Lewis Stone, Pat O'Brien, Allen J. King, Hugh Herbert. Dir. Roy del Ruth. 74 mins. Rel. Sept. 16. Rev. Sept. 15.  
**Convention City.** The hilarious town-down on big business conventions. Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee. Dir. Archie Mayo. 69 mins. Rel. Dec. 26. Rev. Feb. 27.  
**Ark Hazard.** Edward G. Robinson, a whippet racer. Genevieve Tobin, Claudia Farrell. Dir. Al Green. 60 mins. Rel. Feb. 3. Rev. Feb. 27.  
**Fashions of 1934.** Story of a style stunner set against a Jewish background. Wm. Powell, Betty Davis, Verree Teel. Dir. Wm. Dieterle. 80 mins. Rel. Feb. 17. Rev. Feb. 23.  
**Female.** A dream of a woman who does not own hunting. (ter-George Brent, Ruth Donnelly, Laura Hope Crew. Rel. Nov. 11. Rev. Nov. 7.

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 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 discrepancy.

## Studio Placements

Edward Nugent, Edward Gargan, 'It Ain't No Sin', Par.  
 Halliwell Hobbes, 'Double Door', Par.  
 Bruce Warren, '30 Day Princess', Par.  
 Laird Doyle, 'writing screen play', 'British Agent', W.B.  
 Lynn Riggs, adapting 'Andrew's Harvest', W.B.  
 Katherine De Mille, 'Int No Sin', Par.  
 Complete cast 'Great Marrow', Par.  
 Dorothy Dell, William Frasier, Roscoe Karns, Raymond Millard, Jack Oakie, Allison Skipworth.  
 Edward Gargan, 'Ain't No Sin', Par.  
 Frank 'Witching Hour', Par.  
 James Flavin, 'Gold Rush of', Fox.  
 Milton Krims scribeni 'I', Fox.  
 Charles Middleton, Par.  
 Arthur Norman to write for Radio.  
 William Wellman to direct another at Radio.  
 Frank McGlynn, 'Little Miss Marker', Par.  
 Len Alexander, Mary Forbes, 'Most Precious Life', Col.  
 Hal Price, Lee Shumway, 'Kernin Cripps', Ky Robinson, Robert Page, 'Murder at the Studio', Col.  
 Frank Sheridan, Fumel Pratt, Ferdinand Gottschalk, 'The Witching Hour', Par.  
 Burr Caruth, Ralph Remley, Colin Tapley, 'Double Door', Par.  
 Rex Lovell, William, Joyce Baxter, '30 Day Princess', Par.  
 Jack Sheehan, John L. Kelly, Edw. Arnold, 'Little Miss Marker', Par.  
 Ray Mayer, of the vaude team Evans and Mayer, 'Gold Rush of 1934', Fox.  
 Robert Varvick, 'Cleopatra', Par.  
 Dick Rush, 'Thirty Day Princess', Par.  
 Frank Dawson, 'Double Door', Par.  
 George Marion, Jr., scribbling 'Kiss and Make Up', Schulberg-Par.  
 Ivan Lebedeff, 'Happy Family', W.B.  
 Harry Tyler, 'Burgess', Par.  
 Margaret Dale, 'Dark Tower', W.B.  
 Vince Bar, 'Now It Tell', Fox.  
 Reginald Owen, 'Dr. Barry', W.B.  
 Emily Fitzroy, Henry O'Neill, 'Dark Tower', W.B.  
 Hans Ky, 'trusting script', 'O.G.', Par.  
 Damon Novaro, 'Sad Indian', M.G.  
 Harry Harris, 'Hollywood Party', M.G.  
 Lucille White, 'M.G.'  
 Hurrell C. Pendley, 'Head of the Family', 20th Cent.  
 Arthur Ripley to write and direct new shorts at Radio.  
 Charles Marshall writing 'In the Clouds'.  
 Philip Reed, Joan Wheeler, Gordon Wescott, 'Old Doll's House', W.B.  
 Harry Tyler, 'Dark Tower', W.B.  
 Florence Ryerson, scribbling 'Man and Wife', Metro.  
 Marjorie Gatenon, Henry Wadsworth, Walter Long, 'Operator 13', Metro.  
 Frank Marlowe, 'Robert Cluckier', Fox.  
 Roy Cook, 'Now It Tell', Fox.  
 J. P. Murney, directing 'Lawless Valley', W.B.  
 Edmund Brees, Hurst, 'Sawdust', W.B.  
 Raymond Westcott, Allyn Marshall, Ethel Wales, Harry Hersford, Edward Keane, Chas. Cole, and Louise Beavers, 'Happy Family', W.B.  
 Par borrows Tom Brown from

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. 8. Rev. Sept. 8.  
**Havana Widows.** Two girls in Havana searching for husbands. Joan Blondell, Gloria Farrell, Guy Kibbee, Ruth Donnelly, Frank McHugh and Allen Jenkins. Dir. Roy Del Ruth. 64 mins. Rel. Nov. 15. Rev. Nov. 28.  
**I Loved a Woman.** Based on novel by David Nar. Story of the affairs of an industrial leader and an operatic star. Edward G. Robinson, K. P. Nichols, Genevieve Tobin. Dir. Alfred E. Green. 90 mins. Rel. Sept. 15. Rev. Sept. 15.  
**Journal of a Crime.** Lynnn by the French playwright Jacques Deval, and depicts the effect of a murder on a woman of the instincts and delicate sensibilities who kills an unscrupulous rival. Ruth Chatterton, Adolphe Menjou, Claire Dodd, Dir. William Zeckler. 65 mins. Rel. Nov. 10.  
**Mandala.** Adventure in the Indies. Kay Francis, Lyle Talbot, Riccardo Cortez. Dir. Michael Curtiz. 5 mins. Rel. Feb. 10. Rev. Feb. 20.  
**Massacre.** Drama of the modern Indian and his conflicts with the white men. Richard Barthelmess, Ann Dvorak. Dir. Allen Crossland. 70 mins. Rel. Jan. 13. Rev. Jan. 3.  
**Registered Nurse.** Drama of the romantic life of a nurse's life in a metropolitan hospital. Bebe Daniels, Lyle Talbot, John Halliday. Dir. Robert Florey. 73 mins. Rel. April 7.  
**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, Jean Muir, Frank McHugh, Johnny Mack Brown and Thelma Todd. Dir. Michael Curtiz. 70 mins. Rel. Dec. 23. Rev. Dec. 23.  
**Wild Boys of the Road.** Drama of the orphans of the Depression. Frankie Darro, Dorothy Connan, Rochelle Hudson, Ann Hovey. Dir. William A. Wellman. 66 mins. Rel. Sept. 30. Rev. Sept. 28.  
**Wonder Bar.** Dramatic musical spectacle, laid amid the gay revelries of a "Wonder Bar" night club. Ted Danson, Dick Young, Guy Kibbee, Hugh Herbert, Ruth Donnelly, Fifi D'Orsay, Dir. Lloyd Bacon. 84 mins. Rev. March 6.  
**World Changes.** The "Annie" drama of a family through four generations. Paul Mann, Alvin Karpman, Mary Astor, Donald Cook, Margaret Lind, Jean Muir, Patricia Ellis. Dir. Mervyn LeRoy. 95 mins. Rel. Nov. 25. Rev. Oct. 31.

**Studio: Fox Hills, Hollywood, Cal.**  
**As Husbands Go.** When Ladies Meet with the sexes reversed. Warner Baxter, Helen Vinson, Warner Oland. Dir. Hamilton MacFadden. 65 mins. Rel. Dec. 29. Rev. Dec. 29.  
**Berkeley Square.** From the stage play of the same title. Turn back the years type of play. Leslie Howard, Heather Angel. Dir. Frank Lloyd. 67 mins. (roadshow time). Rel. Nov. 8. Rev. Sept. 19.  
**Carroll.** From the stage play of the same title. Dick Young, Guy Kibbee, Barrymore, Roy Young, Henrietta Crossman. Dir. Henry King. 82 mins. Rel. Feb. 2. Rev. Feb. 20.  
**Charlie Chan's Greatest Case.** Another adventure of the Chinese sleuth. Walter Oland, Heather Angel. Dir. Hamilton MacFadden. Rel. Sept. 18. Rev. Oct. 10.  
**Coming Out Party.** Original done by the Lasky unit. Frances Dee, Gene Raymond, Allison Skipworth, John Blystone. Rel. Mar. 2.  
**David Harum.** An old crowd state "Hos" trader. Will Rogers, Louise Dresser, Evelyn Venable. Dir. Frank Capra. Rel. March 2. Rev. March 6.  
**Devil Tiger.** Wild animal yarn made in Asia. Marion Burns, Kane Richmond, Harry Woods and natives. Dir. Clyde E. Elliott. 60 mins. Rel. Feb. 18. Rev. Feb. 15.  
**Doctor Bull.** From the novel "The Last Adam". Will Rogers, Louise Dresser. Dir. John Ford. 76 mins. Rel. Sept. 22. Rev. Oct. 10.  
**Frontier Marshal.** The familiar theme of the unknown cleaner-up. Wayne, Dir. Lew Seiler. 66 mins. Rel. Jan. 19. Rev. Feb. 6.  
**Good Companions.** The (British made). From the Priestly novel of an English concert troupe. Jessie Matthews. Dir. Victor Saville. Rel. Sept. 8. Rev. Oct. 17.  
**Heir to the Moor.** From an old stage hit by the late Paul Armstrong. George Brent, Mary Brian. Dir. Geo. Marshall. 72 mins. Rel. Feb. 9.  
**Hold That Girl.** From the stage play. James Dunn, Claire Trevor. Dir. Hamilton MacFadden. 65 mins. Rel. Feb. 16.  
**Hoopla.** Talker version of "The Barker" stage play made as a silent. Clara Bow, Preston Foster, Rich. Cromwell. Dir. Frank Lloyd. 86 mins. Rel. Nov. 20. Rev. Dec. 6.  
**I Am Suzanne.** Novelty story with puppet sequences. Lillian Harvey, Raymond, Piccoli Marionettes, Yala Puppets. Dir. R. V. Lee. 65 mins. Rel. Dec. 22. Rev. Jan. 25.  
**I Belied in You.** Original story. Rosemary Ames, Dir. Irving Cummings. Rel. Feb. 23.  
**I Was a Spy.** (British). Based on the story by Marthe MacKenna. Herbert Marshall, Madeline Carroll, Conrad Veidt. Dir. Victor Saville. 83 mins. Rel. Dec. 15. Rev. Jan. 16.  
**Jimmy and Sally.** James Dunn, Rev. Dec. 19.  
**Last Trail.** The Zane Gray story. Geo. O'Brien, El Brendel, Claire Trevor. Dir. James H. Tuning. 60 mins. Rel. Aug. 26. Rev. Jan. 23.  
**Mad Game.** The Spencer Tracy, Claire Trevor. Dir. Irving Cummings. Rel. Nov. 10. Rev. Nov. 10.  
**Mr. Sketch.** From the story "Green Dice". Will Rogers, Zasu Pitts, Rochelle Hudson, Harry Green, Eugene Pallette. Dir. Jas. Cruze. Rel. Dec. 23. Rev. Dec. 27.  
**My Lips are Lying.** Lillian Harvey's second U. S. release, but the first made. From the play by John Davidson. Lillian Harvey, John Boles, El Brendel. Dir. John Blystone. 70 mins. Rel. Nov. 10. Rev. Nov. 7.  
**My Weakness.** Musical. Lillian Harvey, Lew Ayres. Dir. David Butler. 74 mins. Rel. Nov. 10. Rev. Nov. 10.  
**Olsen's Night Out.** El Brendel's first feature. Barbara Weeks, Walter Catlett. Dir. Mal. St. Clair. 70 mins. Rel. Nov. 17. Rev. Jan. 9.  
**Orient Express.** Mystery on a railroad train. Heather Angel, Norman. Dir. Paul Martin. Rel. Jan. 13. Rev. March 6.  
**Paddy.** The story of a man who goes from the stage play. Janet Gaynor, Warner Baxter. Dir. Harry Sherman. 65 mins. Rel. Sept. 8. Rev. Aug. 22.  
**Pilgrimage.** Mother love from a new angle. From the J. A. R. Wiley story. Henrietta Crossman, Heather Angel, Norman Foster. Marian Nixon. Dir. John Ford. 85 mins. Rel. Aug. 18. Rev. Aug. 18.  
**Power and the Glory.** The Jesse Lasky's "narrative" story. 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. Brenan. Chinese stream. Spencer Tracy, Fay Wray. Dir. Michael Curtiz. Rel. Aug. 4. Rev. Sept. 28.  
**Sleepers East.** From the novel by Fred. Nebel, Wynne Gibson, Ford. 72 mins. Rel. Jan. 20.  
**Smoky.** From the novel by Will James. Victor Jory, Irene Bentley, Ford. Dir. Eugene Forde. 60 mins. Rel. Dec. 8. Rev. Jan. 9.  
**Walls of Gold.** From Kathleen Norris' novel. Sally Eilers, Norman Foster. Dir. Kenneth MacKenna. Rel. Oct. 13.  
**Worst Woman in Paris.** The Lasky unit's first release for Fox. An explanation. Adolphe Menjou, Helen Chandler. Dir. Monta Bell. 75 mins. Rel. Oct. 20. Rev. Nov. 28.

**Freuler Associates** : R.K.O. B.I. New York  
**Kiss of Araby.** Original. Sahara story of British army and Rif, with love interest. Majia Alia, Walter Byron, Claire Windsor. Dir. Phil Rosen. Rel. April 15. Rev. April 15.  
**Love Past Thirty.** A woman's struggle against the lure of youth for the man she loved. Alleen Francis, Theodor von Fittz, Gertrude Messinger, Phyllis Barry. Dir. Vin Moore. 73 mins. Rel. Jan. 27.  
**Marriage on Approval.** Novel. The conflict between the old generation and the new in the realm of love and matrimony. Barbara Kent, Donald Dillaway. Dir. Howard Higgin. Rel. Nov. 20.  
**War of the Ranges.** Tom Tyler western. Dir. J. P. McGowan. 60 mins. Rel. Sept. 22. Rev. Dec. 12.  
**When a Man Loves a Woman.** (anarch.) Tom Tyler does a modern Robin Hood with a gold mine. Jr. J. P. McGowan. 65 mins. Rev. Dec. 27.

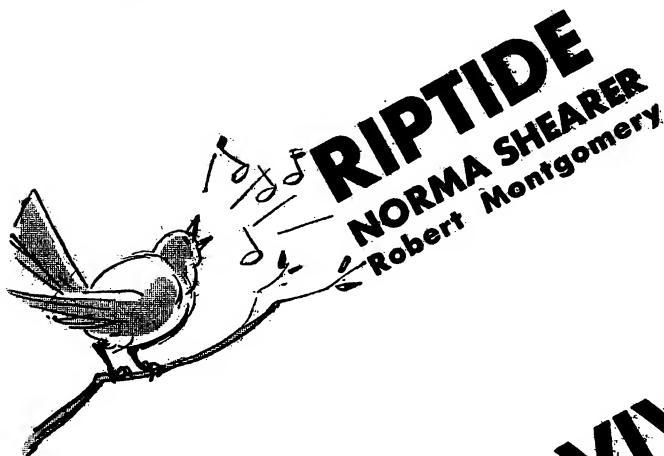
**Gaumont-British** : 228 West 42nd St., New York, N. Y.  
**Channel Crossing.** Drama. Matheson Lang, Constance Cummings. Dir. Milton Rossner. 65 mins. Rev. Oct. 31.  
**Falling for You.** Comedy drama. Jack Hulbert, Cloey Courtneidge, Jack Hulbert. 71 mins. Rev. Aug. 4.  
 (Continued on page 31)





# HAPPY

## Springtime!



### RIPTIDE

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### TARZAN AND HIS MATE

**JOHNNY WEISSMULLER**



# CALENDAR OF CURRENT RELEASES

(Continued from page 29)

**Shout, The Thriller.** Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 1. Rev. Jan. 30.

**Order to Order.** Comedy of American making film in British army. James Gleason, Charlotte Greenwood. Dir. Walter Forde. 70 mins. Rev. Aug. 18.

## Majestic

**Charming Deceiver, The.** (British made). Romantic drama of Cinderella type. Constance Cummings and Frank Lawton. Dir. Monty Banks. Rel. Dec. 8.

**Curtain at Eight.** Story of a murder mystery by Octavus Roy Cohen. C. Aubrey Smith, Dorothy Mackall, Paul Cavanaugh. Dir. E. Mason Hopper. 72 mins. Rel. Oct. 1. Rev. Feb. 13.

**Morning After, The.** A merry mix-up of international spy systems. Ben Lyon and Sally Eilers. Dir. Allan Dwan. Rel. Jan. 1.

**Sing, Sinner, Sing.** Torch singer marries a millionaire. Paul Lukas, Zita Hays. Dir. Howard Chas. 74 mins. Rel. Aug. 1.

**In of Nora Moran, The.** Woman is framed to shield the higher-ups. Letta St. John, Alan Dinehart, Paul Cavanaugh, John Mifflin. Dir. Phil Goldstone. Rel. Dec. 12. Rev. Dec. 15.

**Unknown Blonde.** From the novel "Collusion." The divorce racket. Edward Arnold, Helen Jerome Eddy. Dir. Hobart Henley. Rel. March.

**You Made Me Love You.** (British made). Farce comedy of the taming of a spiteful wife. Thelma Todd and Stanley Lupino. Dir. Monty Banks. Rel. Nov. 24.

## Metro

**Culver City, Calif.** **Beauty.** (to Kruger, Madge Evans, Una Merkel, Alice Brady. Rel. Boleslavsky. 85 mins. Rev. Sept. 1.

**Bombshell.** Jean Harlow as a harassed picture star with Lee Tracy, her publicity man. Franchot Tone, Frank Morgan, Ted Healy, Una Merkel. Dir. Victor Fleming. 95 mins. Rel. Oct. 13.

**roadway to Hollywood.** Three generations in a stage family. Alice Brady, Frank Morgan, Richard Hied, Eddie Quillan. Dir. Willard Mack. 85 mins. Rev. Sept. 5. Rel. Sept. 15.

**Cat and the Fiddle, The.** From the successful musical play by Jerome Kern and Otto Harbach. Ramon Novarro, Jeanette MacDonald, Frank Morgan, Charles Butterworth, Jean Hersholt, John Mifflin, Segal. Dir. William K. Howard. Rel. Feb. 16. Rev. Feb. 24.

**ief The.** Ed Wynn as a simperton of the gay 'thirties. Dorothy Mackall, William C. Boyd, Edie Eilers, C. Henry Gordon. Dir. Charles Reisner. 68 mins. Rev. Dec. 3.

**Dancing Lady.** James Ward Byrnes' Saturday Evening Post story. Joan Crawford, Clark Gable. Franchot Tone. Rel. Dec. 14. Rev. Dec. 6.

**Day of Reckoning.** Based on Morris L. West's story. Madge Evans, Una Merkel, Constance Cummings, Charles Bickford. Dir. Charles Brabin. 70 mins. Rel. Oct. 27. Rev. Nov. 7.

**Inner at Eight.** About the stage star cast headed by Marie Dressler and John Barrymore. Dir. Geo. Cukor. Beachshow length 110 mins. Rel. Jan. 12. Rev. Aug. 29.

**imo.** Love and hate in the islands. Native cast. Dir. W. S. Van Dyke. Beachshow length 120 mins. Rel. Jan. 1. Rev. Nov. 21.

**itive Love.** Robert Montgomery and Madge Evans as the lovers in a story most of whose action takes place on a transcontinental bus. Nat Penhellen, C. Henry Gordon, Ruth Selwyn. Dir. H. Boleslavsky. 84 mins. Rel. Jan. 5. Rev. Nov. 21.

**Going Hollywood.** Marion Davies chases a radio crooner to the studio. Marion Davies, Bing Crosby. Dir. Raoul Walsh. 75 mins. Rel. Dec. 22. Rev. Dec. 26.

**Her Sweetheart.** Christopher Bean. The Broadway play by Rene Fauchois and Sidney Howard. Marie Dressler, Lionel Barrymore, Helen Mack. Dir. Sam Wood. 90 mins. Rel. Nov. 17. Rev. Nov. 23.

**Hollywood Party.** All star musical film. Rel. April 22.

**Laughing Boy.** Ramon Novarro in the title role. Based on the Pulitzer Prize winning play by Oliver La Farge. Lupe Velez. Dir. W. S. Van Dyke. Rel. April 20.

**Lazy River.** Story of the shrimp fisheries among the Cajuns in the Louisiana bayou country. Jean Parker, Robert Young, C. Henry Gordon. Dir. George Selz. 77 mins. Rel. Mar. 16.

**Meet the Baron.** Jack Pearl brings his radio characterization to the screen. Jimmy Durante, Zasu Pitts, Edna May Oliver, Ted Healy and his stooges. Dir. Walter Lang. 70 mins. Rel. Oct. 26. Rev. Oct. 31.

**Men in White.** Dramatization of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, Jenn Hersholt. Dir. R. Boleslavsky. No release set.

**Mystery of Mr. X.** Based on the Crime Club novel by Philip MacDonald. Robert Montgomery, Elizabeth Allan, Lewis Stone. Dir. Edgar Selwyn. Rel. Feb. 23. Rev. Feb. 27.

**ight Flight.** Air story of a South American flight from the novel by Saint-Saupey. John Barrymore, Helen Huya, Clark Gable. Lions Barrymore, Robert Montgomery, Myrna Loy. Dir. David O. Selznick. 85 mins. Rel. Oct. 6. Rev. Oct. 10.

**Old Hannibal.** May Robson as a Wall Street manipulator. Lewis Stone, Jean Parker. Dir. C. Reisner. Rel. Jan. 26.

**Operator 13.** Based on the last novel of the late Robert W. Chambers. Marion Davies, George Selz. Dir. Richard Boleslavsky. No release set.

**Penthouse.** Arthur Somers Roche Cosmopolitan serial. Warner Baxter, Myrna Loy, Mae Clark. Dir. W. S. Van Dyke. Rel. Sept. 3. Rev. Sept. 12.

**Prizefighter and the Lady.** Max Baer, heavyweight contender, and Myrna Loy in the title role. Primo Carnera, Jack Dempsey, Walter Huston. Dir. W. S. Van Dyke. 90 mins. Rel. Nov. 24. Rev. Nov. 14.

**Queen Christina.** Greta Garbo as the seventeenth century queen who was brought up as a boy. Lewis Stone, Inn Keth, Elizabeth Young. Dir. Bouben Mamoulian. 90 mins. Rel. Feb. 9. Rev. Feb. 13.

**Riptide (Opposing Forces Within Woman).** An American girl marries into English nobility and suffers disappointment and disillusionment. Norma Shearer, Robert Montgomery, Herbert Marshall, Mrs. Pat Campbell. Dir. Edmund Goulding. Rel. Mar. 16.

**Sadie McKee.** Based on the novel by Vina Delmar. Joan Crawford, Franchot Tone, Dir. Clarence Brown. No release set.

**Should Ladies Behave.** From the stage play, "The Vinegar Tree." Lionel Barrymore, Alice Brady. Dir. Harry Beaumont. 89 mins. Rel. Dec. 1. Rev. Dec. 15.

**Show Off.** The "Picaturization of George Kelly's Broadway success." Spencer Tracy, Madge Evans, Lois Wilson. Dir. Charles Reisner. 79 mins. Rel. March 8.

**Solitaire Man.** Crook story with plenty of punch. Herbert Marshall, May Rosson, Elizabeth Allan, Ralph Forbes. Dir. Jack Conway. 62 mins. Rel. Sept. 22. Rev. Sept. 26.

**Sons of the Desert (Hal Roach).** Laurel and Hardy attend a fraternal convention. Stan Laurel, Oliver Hardy. Rel. Dec. 22. Rev. Jan. 9.

**Stage Mother.** From Bradford Roach's novel of stage life. Alice Brady, Maureen O'Sullivan, Franchot Tone, Phillips Holmes. Dir. Chas. R. Brabin. 85 mins. Rel. Sept. 29. Rev. Oct. 3.

**Tarzan and His Mate.** Further adventures of the characters created by Edgar Rice Burroughs. George Forman, Maureen O'Sullivan, Neil Hamilton. Dir. Cedric Gibbons. Rel. March 30.

**This Side of Heaven.** Domestic drama from a novel. Lionel Barrymore, Fay Bainter, Mae Clark, Una Merkel, Tom Brown. Dir. Wm. K. Howard. 73 mins. Rel. Feb. 15. Rev. Feb. 19.

**Tugboat 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 Clark, Peggy Shannon. Dir. Edgar Selwyn. 80 mins. Rel. Aug. 25. Rev. Aug. 29.

**Viva Villa.** Wallace Beery portrays the famous Mexican character, Pancho Villa. Stuart Erwin, Fay Wray, Leo Carrillo. Dir. Jack Conway. Rel. April 6.

**Women in His Life.** The Criminal lawyer, deserted by his wife, sends to the chair the man who stole her. Otto Kruger, Una Merkel, Ben Lyons. Dir. Geo. B. Seitz. 74 mins. Rel. Dec. 3. Rev. Jan. 30.

**You Can't Buy Everything.** Story of a domineering old woman. May Robson, Jean Parker, Lewis Stone. Dir. C. H. Reisner. 72 mins. Rel. Jan. 26. Rev. Feb. 8.

**Studio: 6048 Sunset Blvd., Hollywood, Cal.** **Monogram** Office: R. K. O. Building, Rockefeller Center, N.Y.C.

**Avenger.** The vengeance in prison. Ralph Forbes, Adrienne Ames. Dir. Ed. Martin. 72 mins. Rel. Aug. 25. Rev. Oct. 1.

**Beggars in Ermine.** Lionel Atwill, Betty Furness. Dir. Phil Rosen. 73 mins. Rel. Aug. 10. Rev. Aug. 29.

**Black Beauty.** Horse story. Alex Kirkland, Esther Ralston. Phil Rosen. 70 mins. Rel. Aug. 10. Rev. Aug. 29.

**Broken Dreams.** From Olga Printzlau's story. "Two Little Arms." Martha Beecher, Randolph Scott, Buster Phelps, Jerry Mercer. Dir. Robert Vignola. 65 mins. Rel. Nov. 15. Rev. Nov. 25.

**Devil's Mate, The.** Convicted murderer who dies in the electric chair ahead of the shock. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 65 mins. Aug. 1. Rev. Sept. 24.

**Fighting Texan.** Oil country story. Rex Bell, Luana Walters. Dir. Armando Schaefer. 56 mins. Rel. Aug. 4. Rev. Aug. 1.

**Gallipoli, The.** A \$500,000 mob robbery. Western. Rex Bell, Cecilia Parker. Dir. Harry Fraser. 64 mins. Rel. Aug. 10. Rev. Sept. 26.

**Gulping Romeo.** Western story. Bob Steele. Dir. R. N. Bradbury. 105 mins. Rel. Sept. 1. Rev. Oct. 21.

**He Couldn't Take It.** Story by Dorce Scharg. Inside story of process serving racket. Ray Walker, Virginia Cherrill, George E. Stone, Dorothy Granger, Paul Arcand. Dir. William Night. Rel. Nov. 14.

**Lucky Texan, The.** Western story of a man accused of the murder of his pal. John Wayne. Dir. Paul Mariani. 66 mins. Rel. Jan. 22. Rev. Feb. 13.

**Mystery Liner.** Noah Berry, Astrid Alwyn. Dir. William Nigh. Rel. Nov. 24.

**Rainbow Ranch.** Adventure of the waterweight champion of the Pacific fleet. Rex Bell, Cecilia Parker. Dir. Harry Fraser. 49 mins. Rel. Aug. 25.

**Rangers Code.** Texas cattle-ranger story. Bob Steele. Dir. R. N. Bradbury. 65 mins. Rel. Sept. 15. Rev. Sept. 26.

**Riders of Destiny.** Western story about water rights, with some big flood stuff. John Wayne. Dir. R. N. Bradbury. 65 mins. Rel. Oct. 19. Rev. Dec. 12.

**Seabrush Trail.** The Lone Star western. John Wayne. Dir. Armando Schaefer. 62 mins. Rel. Dec. 15.

**Sensation Hunters.** Society high life. Arline Judge, Preston Chas. Vidor. 75 mins. Rel. Sept. 20. Rev. Jan. 9.

**Sixteen Fathoms Deep.** Sponge diver's romance. Sally O'Neill, Creighton Russell, Russell Simpson, Maurice Black. Dir. Armando Schaefer. 69 mins. Rel. Jan. 23. Rev. Jan. 25.

**Skyway.** Aviation pilot's ship-to-shore line. Ray Walk, Kathryn Crabb. Dir. Ford Lewis Collins. 67 mins. Rel. Aug. 23.

**Sweetheart of Sigma Chi.** College musical. Mary Carlisle, Buster Crabbe. Dir. Ed. Martin. 64 mins. Rel. Nov. 14.

**West of the Divide.** Lone Star western. John Wayne, Virginia Brown Faire. Dir. E. N. Bradbury.

**Woman of the Year.** Hollywood inside story. John Halliday, Wallace Ford, Marguerite de la Motte. Dir. Edward Luddy.

**Studio: 5851 Marathon St., Hollywood, Calif.** **Paramount** Office: 1501 Broadway, New York, N.Y.

**Alice in Wonderland.** The Carroll story visualized. Charlotte Henry and most of the Far stars. Dir. Norman MacLeod. 75 mins. Rel. Dec. 22. Rev. Dec. 26.

**All of Me.** From the stage play, "Chrysalis." Fredrio March, Miriam Hopkins. Geo. Raft. Dir. Jas. Flood. 70 mins. Rel. Jan. 24. Rev. Feb. 6.

**Big Executive.** Story of big business from Alice Duer Miller's story. Ricardo Cortez, Rich. Bestor, Edmund Keene, Sharon Lynn. Dir. Earl C. Kenton. 70 mins. Rel. Aug. 18. Rev. Oct. 2.

**Boleto.** Story of a gigo who started in Hoboken. Geo. Raft, Carole Lombard, Sally Rand. Dir. Wesley Ruggles. 83 mins. Rel. Feb. 23. Rev. Feb. 27.

**Cradle Song.** Dorothea Wieck's first Hollywood production. Mother love of nun for a founding in a Spanish convent. Evelyn Venable, Sir Guy Standing, Louise Dresser. Dir. Mitchell Leisen. 78 mins. Rel. Nov. 10. Rev. Nov. 14.

**Death Takes a Holiday.** Death takes a holiday to learn of life. From the stage play. Fredric March, Evelyn Venable. Dir. Mitchell Leisen. 73 mins. Rel. March 30. Rev. Feb. 27.

**Design for Living.** Adapted from Noel Coward's play. Fredric March, Gary Cooper, Miriam Hopkins, Ed. E. Horton. Dir. Ernst Lubitsch. 90 mins. Release not set. Rev. Nov. 28.

**Duck Soup.** Marx Brothers' nonsensicality. Raquel Torres, Margaret Gurnea, Richard Dix, Margaret Gurnea. Dir. Leo McCarey. 83 mins. Rel. Nov. 27. Rev. Nov. 30.

**Eight Girls in a Boat.** Love in a girl's school. Douglas Montgomery, Kay Johnson. Dir. Rich. Wallace. 85 mins. Rel. Jan. 6. Rev. Jan. 16.

**Four Frightened People.** Mixed quartet in the jungle. Claudette Colbert, Her- bert, B. B. Clegg, Roland, Wm. Gargan. Dir. Cecil de Mille. Rel. Jan. 16. Rev. Jan. 20.

**Girl Without a Room.** Americans in Paris. Chas. Farrell, Chas. Ruggles. 72 mins. Rel. Dec. 8. Rev. Dec. 12.

**Golden Harvest.** Story of the middlewestern farms and Chicago wheat pit. Rich. Arlen, Chester Morris, Genevieve Tobin. Dir. Ralph Murphy. 71 mins. Rel. Dec. 8. Rev. Dec. 12.

**Hell and High Water.** Waterfront story with a U. S. Navy background. Rich. Arlen, Judith Allen, Chas. Grapewin. Sir Guy Standing. Dir. Grover Jones and Wm. Slavens McNutt. Rel. Oct. 27. Rev. Dec. 13.

**His Double Life.** (Dowling.) Light comedy. Lillian Gish, Roland Young. Dir. Arthur Hopkins. 85 mins. Rel. Jan. 13. Rev. Jan. 17.

**I'm No Angel.** Mae West original. Mae West in tights as a lion tamer. Cary Grant, Edw. Arnold, Hal Roache. Dir. Wesley Ruggles. 87 mins. Rel. Aug. 20. Rev. Oct. 17.

**Last Roundup.** The Western with a Zane Grey title and a new story. Randolph Scott, Monte Blue, Barbara Adams, Fred Kohler. Dir. Henry Hathaway. Rel. Jan. 26.

**Lone Cowboy.** The Western with Jackie Cooper as the hero. From a Will James story. Dan Paul Sloan. 85 mins. Rel. Dec. 6. Rev. Dec. 10.

**Midnight Club.** The London jewel thieves. Geo. Raft, Olive Brook, Guy Standing, Allison Spilworth. Dir. Geo. Sommes and Alex Hall. Rel. July 28. Rev. Aug. 1.

**Miss Fanny Haskins.** Farceful play. Dorothea Wieck, Alice Brady. Dir. Alex. Hall. 67 mins. Rel. Jan. 12. Rev. Jan. 22.

**No Mere Women.** Flagg and Quirt as deep sea divers. Edmund Lowe, Victor McLaglen, Sally Blane. Dir. Al Roegg. 73 mins. Rel. Feb. 23. Rev. Feb. 27.

**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.

**Search for Beauty.** The Pseudo-physical training vian to display winners in Paris. Irene Castle, Dan Paul Sloan, Chas. Grapewin, Lita Lupono, Toby Wing, Jas. Gleason. Dir. Eric Kenton. 71 mins. Rel. Feb. 2. Rev. Feb. 13.

**Sitting Pretty.** Backstage story smartened up. Jack Oakie, Jack Haley, Gladys Rogers, Thelma Todd, Gregory Rask. Dir. Harry Joe Brown. 80 mins. Rel. Nov. 24. Rev. Dec. 5.

**Take a Chance.** Roland & Brice production of the stage musical. Jas. Dunn, Edw. Arnold, Gladys Rogers, Lita Lupono, Judith Allen. Dir. Lawrence Schwab. 80 mins. Rel. Oct. 27. Rev. Nov. 25.

**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. 29.

**Three Corners Moon.** 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. 18.

**Thundering Herd.** The upper class western with the usual ingredients. Randolph Scott, Buster Crabbe, Noah Berry, Ray Hatton. Dir. Henry Hathaway. 67 mins. Rel. Nov. 24.

**Title and Gus.** Keeper of a Chinese resort and her brother, an Alaskan bad man come back home to inherit the place. Chas. Grapewin, Lita Lupono, W. C. Fields and Allison Spilworth handle the comedy with plenty of opportunity. Dir. Francis Martin. 67 mins. Rel. Oct. 13. Rev. Nov. 14.

**Too Much Harmony.** Unusual backstage story. Bing Crosby, Jack Oakie, Skeets Gallagher, Chas. Green, Al Sparks, Judith Allen. Dir. Eddie Sauter. 70 mins. Rel. Sept. 15. Rev. Sept. 26.

**Torch Singer.** The Unwed mother doubles as a cabaret hotcha and a radio mother talker. Claudette Colbert, Ricardo Cortez, David Manners, Lyda Roberti. 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 troupe. Dan Paul Sloan, Everett Horton, Minna Gombell. Dir. Norman Taurog. 83 mins. Rel. Oct. 29. Rev. Nov. 14.

**White Woman.** Tropical story with a brutal white king of an island colony. Chas. Laughton, Carole Lombard, Chas. Bickford. Dir. Stuart W.iker. 66 mins. Rel. Nov. 3. Rev. Nov. 21.

**Principal** : 1270 Sixth Ave., New York, N.Y.

**Jaws of Justice.** Kazan, the dog, in a melodrama of the North Mounted Police, with Richard Terry and Ruth Sullivan. 54 mins. Rel. Dec. 15.

**Ferocious Pal.** Kazan, the dog, in a thrilling mystery-melodrama of the sheep-raising country. Ruth Sullivan and Robert Manning. 60 mins. Rel. Dec. 15.

**Thunder Over Mexico.** Eisenstein's Mexican made picture over which there has been so much controversy. All native cast. 60 mins. Rel. Nov. 15. Rev. Sept. 26.

**Studio: Hollywood, Calif.** **R.K.O. Radio** Office: R.K.O. Bldg., Radio City, N.Y.C.

**Ace of Aces.** A pacifist goes to war and becomes a great aviator with a just for killing. Richard Dix, Elizabeth Allan, Ralph Bellamy. 78 mins. Dir. J. Walter Ruben. Rel. Oct. 20. Rev. Nov. 14.

**Broken Dreams.** From Olga Printzlau's story. "Two Little Arms." Martha Beecher, Randolph Scott, Buster Phelps, Jerry Mercer. Dir. Robert Vignola. 65 mins. Rel. Nov. 15. Rev. Nov. 25.

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**Woman of the Year.** Hollywood inside story. John Halliday, Wallace Ford, Marguerite de la Motte. Dir. Edward Luddy.

# Houses Do Nipups Seeking Protection On Time Schedules

re juggling shows and like opening acts in protecting turnover. crease. ence to the code. roblem is over to avoid overtime where it isn't justified. A companion problem is to set up operating schedules which will never be too far away from normal. Theatres cannot open their doors so early in the morning that the final show the audience will be turned out at 10 p.m. As a result of this, and taking into consideration the number of shows to be done, opening hours now differ as much as 45 minutes or more, but in order not to upset the regular operating hours too much shows are frequently being out.

Feature attractions, or stage shows where played, figure importantly in the variation of schedules. Where a picture looks big the actual operating time is often above normal despite added costs on the overtime due to NRA provisions. In such cases, however, with an extra show possibly thrown in, overtime is often held down by elimination of shorts, organ specialties or something else in the program. This also is done sometimes with weak features in an effort to get better turnover and a chance to come out on the engagement by a greater number of performances than usual.

Different days also act as a guide to the men who watch the schedules and make them up. On Mondays and Tuesdays a house may keep its running time down, but allow more on better days, such as Wednesdays, Thursdays and Fridays. For Saturdays, Sundays and holidays an extra show is usually added anyway.

The main concern is figuring a schedule so that the wage minimums and hourly maximums of the code are not violated and dangerous overtime is not incurred.

## GARRICK MAY BECOME B&K'S ACE RUN SPOT

Chicago, March 12. Looming closer each day is that B. & K. will not hold its newly acquired loop Garrick to subsequent run product to compete with Jones, Linick & Schaefer's Woods, but will use the Garrick for first runs and make it the new run spot instead of McVickers.

This will follow the possible B. & K. bow-out from McVickers at the end of May. On Feb. 1 B. & K. paid enough coin on McVickers to renew its hold for three months. If B. & K. has its heart there practically certain this house will revert to J. L. & S. management.

## Spreckels' 3d Stickup; Bandit Gets \$2,800

San Diego, March 12. Florence Malone, usheret at the Spreckels theatre, leaned over to look for an object dropped by a patron. A well-dressed man pressed an automatic pistol against her back and said, "This is a stick-up. Go to the office."

Bandit fled 10 minutes later with \$2,800 in cash, leaving M. S. Schumacher, assistant manager; Thelma Downing, cashier; Chet Cleator, checker, and Miss Malone locked inside the office vault.

William Brodie, in an office upstairs, heard the victims pounding and had to call police to get them out.

It's the third time the Spreckels has been held up within two years.

## MINN'S 2D SURE-SEATER

Minneapolis, March 12. Work will start next month on a new sure-seater in the heart of the town, giving the town two such showhouses.

Art Johnson, local RCA Photophone representative, is building and will operate the theatre which will seat 400.







# REAKING BUSINESS OF "ADY" and "MOULIN ROUGE"

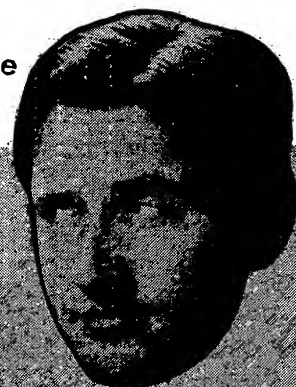
**DAILY VARIETY** predicts:

**"'Looking for Trouble'  
should prove 20<sup>th</sup> Century's  
best money maker to date!"**



They must have been two other fellows before

DARRYL F. ZANUCK teamed



*Spencer* **TRACY**  
*Jack* **OAKIE**

*in*  
**"Looking for Trouble"**

with **CONSTANCE CUMMINGS**

**ARLINE JUDGE JUDITH WOOD**

Directed by William Wellman

A JOSEPH M. SCHENCK Presentation

"The team of Tracy and Oakie should be incorporated immediately! Can't miss being a hit picture!"  
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"Another hit for Darryl F. Zanuck! Tracy and Oakie great team!"  
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"Tracy and Oakie are great! It moves and moves fast!"  
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"Batting average of 20th Century retains its high rating. Theatre literally rocked with laughter... Box office all the way!"  
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"In Tracy and Oakie a splendid new screen team is born. Robust action, tangy lines, lusty laughs!"  
— Motion Picture Daily

"A rowdy, funny flicker with Tracy and Oakie at their best!"  
— Sidney Skolsky Daily News



# CALENDAR OF CURRENT RELEASES

(Continued from page 31)

**After Tonight.** A beautiful Russian girl falls in love with an Austrian spy but they place duty to their countries above love. Constance Bennett, Gilbert Roland. Dir. George Archainault. 72 mins. Rel. Nov. 10. Rev. Nov. 1.

**ie Appleby, Maker of Men.** A woman reforms two of the men in her life, making a gentleman of the rowdy and a roustabout of the gentleman. Wynne Gibson, Charles Farrell, William Gargan, Zasu Pitts. Dir. Mark Sandrich. 72 mins. Rel. Nov. 10. Rev. Nov. 7.

**Men Corn.** Talented young musician realizes after a series of disappointing love affairs that love and a career must mix and chooses career. Ann Harding, John Boles, Margaret Hamilton, Arnold Korff. Dir. Edward H. Griffith. Rel. Mar. 25.

**Ann Vickers.** From the Sinclair Lewis novel. Irene Dunne, Walter Huston, Conrad Nagel, Dir. John Cromwell. 75 mins. Rel. Oct. 13. Rev. Oct. 3.

**of Roses.** A girl of the streets reforms because of her love for a Mississippi boat thief. Constance Bennett, John McCrea, Pert Keltion, John Halliday. Dir. Gregory La Cava. 67 mins. Rel. July 14. Rev. July 4.

**Before Dawn.** Taken from Edgar Wallace's last mystery novel. Stuart Erwin, Dorothy Wilson, Warner Oland. Dir. Irving Pichel. 61 mins. Rel. Aug. 4. Rev. Oct. 24.

**find Adventure.** Adventures in London during one foggy night. Robert Armstrong, Helms Macher, Roland Young, Ralph Bellamy. Dir. Ernest B. Schoedsack. 63 mins. Released Aug. 18. Rev. Nov. 7.

**Chance at Heaven.** The rich city girl who dazzles the country boy and marries him only to send him back to his small town sweetheart. Joel McCrea, Ginger Rogers, Marion Nixon. Dir. William Seiter. 72 mins. Released Oct. 27. Rev. Dec. 21.

**rime Doctor.** A famous detective, jealous of his wife who no longer loves him, plans the perfect crime. Otto Kruger, Karen Morley, Nils Asther, Judith Wood. Dir. George Archainault. Rel. April 29. Rev. Nov. 7.

**Deigne.** The odd story of the world after a second ice age. Peggy Shannon, Louis Wilson, Sidney Blackmer, Matt Moore. Dir. Felix E. Feist. Rel. Sept. 15. Rev. Oct. 10.

**Double Harness.** A girl who got her man. Ann Harding, William Powell. Dir. John Cromwell. 70 mins. Rev. July 26.

**over Road.** An eloping couple have a break-down in their car and spend the night in an unusual hotel where the host, a philosopher, shows them the error of their ways. Billie Burke, Alan Mowbray, Gilbert Emery, Dir. J. Walter Ruben. Rel. May 11.

**inishing School.** A young boarding school girl becomes involved with a young doctor. Ginger Rogers, Frances Dee, Bruce Cabot, Billie Burke. Dir. Walda Fuchsoch and George Nicholls Jr. Rel. April 27.

**laming Gold.** Adventures in the oil fields of Tampico. Bill Boyd, Mae Clark, Pat O'Brien. Dir. John Robertson. Rel. Feb. 23. Rev. Nov. 7.

**Flying Devils.** Triangle in a flying circus. Arline Judge, Bruce Cabot, Dir. Russell Birdwell. 60 mins. Rel. Aug. 14. Rev. Aug. 23.

**lying Down to Rio.** Musical extravaganza which takes place in the air above Rio de Janeiro. Dolores Costello, Fred Astaire, Fred Astaire, Raoul Roulien. Dir. Thornton Freeland. 69 mins. Rel. Dec. 29. Rev. Dec. 27.

**Goodbye Love.** A butler and his master both become involved with gold diggers. Charlie Ruggles, Vera-Elaine, Mary Bethel, Sidney Blackmer, Phyllis Barry. Dir. by H. Bruce Humphreys. 66 mins. Rel. Nov. 10.

**Keep 'Em Rolling.** One man's life-time devotion to his loyal army horse. Walter Hudson, Frances Dee, Robert Shayne, Frank Conroy. Dir. George Archainault. Rel. March 2.

**Hips, Hoorsy.** Musical girl show. Bert Wheeler, Robert Woolsey, Ruth Etting, Dorothy Lee, Thelma Todd, George Meeker, Phyllis Barry. Dir. Mark Sandrich. Rel. Feb. 23. Rev. Nov. 7.

**If I Were Free.** A modern romance of two people, disappointed in marriage who meet and try to find happiness together in their way. Irene Dunne, Clive Brook, John Robertson. Dir. Elliott Nugent. 65 mins. Rel. Dec. 1. Rev. Jan. 1.

**ittle Women.** Talker version of the Louisa May Alcott story. Katherine Hepburn, John Bennett, Paul Lukas, Frances Dee, Jean Parker, Edna Mae Oliver. Dir. George Cukor. 117 mins. Rel. Nov. 24. Rev. Nov. 21.

**Long Lost Father.** Story in a London set. John Barrymore, Helen Chandler, Dir. Ernest B. Schoedsack. 43 mins. Rel. Jan. 19. Rev. Feb. 27.

**Lost Patrol.** The detachment of British soldiers lost on the Mesopotamian desert are attacked by uncivilized Bedouin raiders. Boris Karloff, Victor McLaglen, Wallace Ford, Reginald Denney, Alan Hale. Dir. John Ford. Rel. Feb. 16.

**Man of Two Worlds.** A man, his illusions shattered by a glimpse of London civilization, returns to his own people and is brought back to reality by his infant son. Francis Lederer, Elissa Landi, Henry Stephenson, William Byron, Stefani Dunn, J. Farrell MacDonald, Sarah Padden. Dir. J. Walter Ruben. Rel. Feb. 23. Rev. Nov. 7.

**earnest Gal in Town.** Farce comedy love in the beauty parlor. Zasu Pitts, El Brendel, Pert Keltion, James Gleason. Dir. Rich. Schayer. 61 mins. Rel. Jan. 12. Rev. Feb. 20.

**Idishman Jack.** Annapolis story. Bruce Cabot, Frank Albertson, Arthur Lake, Betty Furness. Dir. Christy Cabanne. 70 mins. Rel. Sept. 23. Rev. Nov. 21.

**orning Glory.** Backstage story of a country girl's rise and fall. Katherine Hepburn, Doug Fairbanks, Jr., George Meeker, Billie Burke. Dir. Lowell Sherman. 70 mins. Rel. Aug. 18. Rev. Aug. 22.

**No Marriage Ties.** From an unproduced play. Battle on advertising agencies. Richard Dix, Elizabeth Allen. Dir. J. Walter Ruben. 75 mins. Rel. Aug. 11. Rev. Aug. 5.

**Of Human Bondage.** A poignant story of a man who faces life as a partial cripple. Leslie Howard, Bette Davis, Reginald Pinner, Reginald Sheffield, Alan Hale. Dir. John Griffith. 117 mins. Rel. June 15. Rev. June 15.

**One Man's Journey.** Country doctor achieves fame. Johnny Barrymore, May Robson, Joel McCrea. Dir. John Robertson. 72 mins. Rel. Sept. 5. Rev. Sept. 5.

**Rafter.** Romance. A story of Greenwich Village. Ginger Rogers, Norman Foster, George Sidney, George Crews, Robert Benchley. Dir. Wm. Seiter. 75 mins. Rel. Sept. 1. Rev. Jan. 48.

**Right to Romance.** The famous woman beauty specialist decides to go out and a spree and becomes involved in a series of exciting adventures. Ann Harding, Nils Asther, Richard Dix, Irving Pichel. Dir. Alfred Santell. 67 mins. Rel. Nov. 17. Rev. Dec. 19.

**ing and Like It.** Gangster backs a Broadway show and makes sure of good reviews by furnishing excellent "extras" for each reviewer. Zasu Pitts, Pert Keltion, Edward Everett Horton, Nat Fendelson, Ned Sparks. Dir. William Seiter. Rel. April 13.

**Son of Kong.** Further adventures of Carl Denham, the director who brought King Kong to life. Helen Mack, Frank Reicher, John Marston. Directed by Ernest B. Schoedsack. 69 mins. Rel. Dec. 22. Rev. Jan. 2.

**Spitfire.** A powerful story which deals with a beautiful mountain "witch" who is naive, temperamental and possesses a deadly wickedness and immaturity. Katharine Hepburn, Robert Young, Ralph Bellamy, Martha Sleeper, Sidney Toler, Louis Mason, Sara Haden. Dir. John Cromwell. Rel. March 10.

**tingaree.** Notorious Australian bandit of the "Robin Hood" type with a flair for the esthetic things of life. Irene Dunne, Richard Dix, Conway Tearie, Mary Boland. Dir. William Seiter. Rel. May 18.

**trictly Dynamite.** A poet becomes a writer. John Barrymore, Arthur Jimmy Durante, Louis Velle, Norman Foster, Marian Nixon. Dir. Elliott Nugent. Rel. May 4.

**Success Story.** The ruthless rise to power and wealth of a boy of the New York telephone exchange. George Meeker, John Marston, Anne Arnevie Tobin, Frank Morgan. Dir. J. Walter Ruben. Rel. March 9.

**is Man is Mine.** To preserve her marriage a young wife virtually hurls her husband into the arms of his first love. Irene Dunne, Constance Cummings, Ralph Bellamy, Kay Johnson. Dir. John Cromwell. Rel. April 6.

**Two Alone.** An orphan girl and a young boy who escaped from a reformatory find in love and try to escape the inhuman farmer who keeps them enslaved on his farm. Jean Parker, Zasu Pitts, Tom Brown, Arthur Byron, Nydia Westman, Beulah Bondi, Willard Robertson, Emerson Tracy. Dir. Elliott Nugent. Rel. Jan. 6. 1934.

**Wild Cargo.** Frank Buck's expedition into the Asiatic jungles to capture wild animals. Frank Buck, Dir. Armand D'Almeida. Rel. March 16.

**Blood Money.** The ball bond racket with a love angle. Geo. Bancroft, Frances Dee. Dir. Rowland Brown. 66 mins. Rel. Nov. 17. Rev. Nov. 31.

**Bowery.** The story of the rivalry between Chuck Connors and Steve Brodie. Famous Broadway musical. Wallace George, George East, Jackie Cooper. Fay Wray. Dir. Raoul Walsh. Rel. Sept. 23. Rev. Oct. 18.

**Broadway Through a Keyhole.** Walter Winchell's story of Broadway. Constance Cummings, Paul Kelly. Dir. Lowell Sherman. 50 mins. Rel. Oct. 13. Rev. Nov. 7.

**Catherine the Great.** The story of Russia's greatest ruler. Douglas Fairbanks, Jr., Elizabeth Bergner, George Robert, Judith Jones. Dir. Paul Celine. 83 mins. Rel. April 13. Rev. Feb. 30.

**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. Rel. Sept. 8. Rev. Sept. 25.

**Gallant lady.** An unwed mother who pays the price of silence in order to be near her child. Dir. Gregory La Cava. Ann Harding, Clive Brook, Otto Kruger, Lucille Carmichael. 35 mins. Rel. Jan. 8. Rev. Jan. 25.

**Henry VIII (English made).** Henry and his six wives. Enns Laughton. Dir. Alfred Korda. 93 mins. Rel. Oct. 16. Rev. Oct. 17.

**House of Rothschild.** The story of the famous family of financiers. George Arliss, Boris Karloff, Loretta Young, and Robert Young. Dir. Al Werker. Rel. April 6.

**Looking to Trouble.** Thrills in the lives of telephone linemen, with a couple of love stories on the side. Spencer Tracy, Jack Oakie, Constance Cummings, Arline Judge. Dir. Wm. Wellman. 77 mins. Rel. March 9.

**Maskerade.** Based on John Hunter Booth's adaptation of Katherine Landl. Dir. Richard Wallace. 75 mins. Rel. Sept. 8. Rev. Sept. 25.

**Moulin Rouge.** A talented life singer her ability by clever impersonation. Dir. Sidney Lanfield. Constance Bennett, Franchot Tom, Stella Carmichael. 70 mins. Rel. Jan. 19. Rev. Feb. 13.

**Nana.** Adapted from the Zola novel with Sam Goldwyn's new star, Anna Sten. Dir. George Fitzmaurice. 75 mins. Rel. Feb. 23. Rev. Feb. 23.

**Palooka.** The son of a prizefighter follows in his father's footsteps. Dir. Benjamin Stoloff. Jimmie Durante, Stuart Erwin, Lupe Velez. Rel. Jan. 26. Rev. March 10.

**Roman Scandals.** A town simpton transported in a dream back to the grandeur that was Rome. Dir. Frank Tuttle. Eddie Cantor, Ruth Etting, Gloria Stuart. 81 mins. Rel. Dec. 29.

**Sorrell and Son.** An epic story of love between brother and sister. H. B. Warner, Peter Penrose, Hugh Williams, Winifred Shotter. Dir. Jack Raymond. Rel. April 20.

**Studio: Universal City.** **Universal** cos: 730 Fifth Ave., New York, N. Y.

**Beloved.** Musical. John Boles, Stuart Dir. Scherzinger. Rel. Jan. 23. Rev. Jan. 30.

**Bombay Mail.** Edmund Lowe Production. Rev.

**By Candlelight.** Sophisticated comedy-drama. Paul Lukas, Elissa Landi, Nils Asther, Esther Ralston. Dir. James Whale. 70 mins. Rel. Dec. 13. Rev. Jan. 9.

**Counselor at Law.** Drama. John Barry. Rel. Dec. 12.

**Countess of Monte Cristo.** Drama. Fay Wray, Paul Lukas, Paul Page, Carmel Meyers, Reginald Owen. Rel. March 19.

**Cross Country Cruise.** Comedy-drama. Lew Ayres, June Kni. Rel. Jan. 23.

**Crosby Case.** The Drama. Wynne Gibson. Rel. March 5.

**Glamour.** Comedy-drama. Rel. April 1.

**Gun Tactics.** Western. Ken Maynard. Rel. Dec. 13.

**Her First Mate.** Comedy. Summerville-Pitts. Dir. Wm. Wyler. Rel. Sept. 6.

**Horse Play.** Comedy. Summerville-Pitts. Dir. Ed Sedgwick. Rel. Nov. 27.

**I Like It That Way.** Musical. Rodger Pryor, Loria Stuart. Rel. April 16.

**I'll Tell the World.** Comedy. Lee Tracy, Loria Stuart, Roger. Rel. April 16.

**Invisible Man.** Mystery-drama. Claude Rains, Gloria Stuart, Henry Travers, Una O'Connor. Dir. James Whale. 70 mins. Rel. Nov. 13. Rev. Nov. 13.

**Kings and Queens.** Musical. Chester Morris, Alice White, Helen Twilwister. Dir. Kurt Neumann. 73 mins. Rel. Oct. 20. Rev. Dec. 12.

**Lady Must Love.** Musical. Broadway story. June Knight, Niel Hamilton, Sally O'Neill. Dir. E. A. du Pont. 60 mins. Rel. Sept. 25. Rev. Dec. 6.

**Let's Be Ritz.** Comedy-drama. Lew Ayres, Patricia Ellis, Frank McHugh, George E. Stone. Dir. Edward Sedgwick. Rel. March 22.

**Little Man, What Now?** Drama. Margaret Sullivan, Douglas Montgomery. Dir. Frank Borzage. Rel. May 7.

**Love Birds.** Comedy. Slim Summerville, Zasu Pitts. Rel. May 7.

**Love, Honor and Oh, Baby.** Comedy. Slim Summerville, Zasu Pitts. 68 mins. Rel. Oct. 16. Rev. Oct. 31.

**Madame Spy.** Drama. Fay Wray, Nils Asther. Karl Kreum. Rel. Jan. 8. Rev. Feb. 13.

**Midnight.** Mystery. Fox, Henry Hull. eggie. Rev. Chester. Rel. Jan. 22.

**Myrt and Marge.** Musical. Myrtle Vall, Donna Damerli, Eddie Foy, Jr., Ted Healy, Grace Hayes, J. Farrell MacDonald. Dir. Al Boasberg. 65 mins. Rel. Dec. 13. Rev. Dec. 12.

**Only Yesterday.** Dramatic love story. John Boles, Margaret Sullivan, Reginald Denney, Billie Burke. Dir. John Stahl. 105 mins. Rel. Nov. 6. Rev. Nov. 14.

**Saturday Night.** Football story. Robt. Young, Lella Hyams, Johnny Mack Brown. Dir. Edw. Sedgwick. 75 mins. Rel. 9. Rev. Oct. 17.

**Secret of the Blue Room.** Mystery drama. Lionel Atwill, Paul Lukas, Gloria Stuart. Dir. Kurt Neumann. Rel. Dec. 19.

**S.O.S. Iceberg.** An Arctic expedition is stranded in Greenland. Rod La Rocque, Gilbert Gowland, Leni Kiefenstahl. Dir. Gary Barnett. 117 mins. (road-show). Rel. Sept. 26.

**Strawberry Roan.** The story of a wild horse and his conquest. Ken Maynard. Rel. Dec. 13. Rev. Dec. 12.

**Poor Rich.** The Comedy. Edna May Alver, Edward Everett Horton. Dir. Ed. Sedgwick. Rel. Feb. 26.

**Trail Drive.** Ken Maynard western story. 69 mins. Rel. Dec. 12. Rev. Jan. 2.

**Studios: Burbank.** **Warner Brothers** Office: 321 W. 44th St., New York, N. Y.

**As the Earth Turns.** Epic in the romance of American life and a revelation of the character of the New England farmer taken from the story of Gladys Hasty Carroll. Jean Muir, Donald Woods, Dorothy Peterson. Dir. Alfred E. Green. 73 mins. Rel. April 14.

**Captured.** Behind the scenes in a German prison. Leslie Howard, Douglas Fairbanks, Jr., Paul Lukas, Margaret Lindsay. Dir. Roy del Ruth. 75 mins. Rel. Aug. 19. Rev. Aug. 23.

**College Coach.** A football story with a new twist. Dick Powell, Pat O'Brien and Lyle Talbot. Dir. William A. Well. 77 mins. Rel. Nov. 4. Rev. Nov. 14.

**Disraeli.** Political drama of England. George Arliss. 117 mins. Rel. Dec. 16. Rev. Dec. 16.

**Easy to Love.** A frothy farce. Adolphi Astor, Guy Kibbee, Edward Everett. 61 mins. Rel. Jan. 23. Rev. Jan. 23.

**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.

**Footlight Parade.** Gala musical with backstage locale. James Cagney, Joan Blondell, Ruby Keeler, Dick Powell. Dir. Lloyd Bacon. 129 mins. Rel. Nov. 17. Rev. Nov. 17.

**From Headquarters.** A crime drama with a murder committed right in headquarters. George Brent, Margaret Lindsay and Eugene Palette. Dir. William Dietrich. 63 mins. Rel. Dec. 2. Rev. Nov. 21.

**Gambling Lady.** Based on the drama by Doris Malloy of a gambling lady who swears she will not to sacrifice her love to have her husband from a murder charge. Barbara Stanwyck, Joel McCrea, Pat O'Brien, Claire Dodd. Dir. Archie Mayo. 68 mins. Rel. March 31.

**Harold Teen.** Hilarious comedy romance which brings to life on the screen the character of Chas. Ed's comic strip. Hal LeRoy, Claire Hudson, Patricia Ellis, Guy Kibbee. Dir. Murray Roth. 60 mins. Rel. April 7.

**Heat Lightning.** Thrilling romance of desert love and hate, based on the Broadway stage hit by Leon Abrams and George Abbott. Aline MacMahon, Ann Dvorak, Freyia Talbot, Preston Foster. Dir. Mervyn LeRoy. 63 mins. Rel. March 4.

**Hi, Nellie.** Comedy-drama of a newspaper "love" columnist. Paul Muni, Glenda Farrell, Kathryn Sergava. Dir. Mervyn Le Roy. Rel. Jan. 20.

**House on 56th Street.** Drama of a gambling lady. Kay Francis, Ricardo Cortez, Gene Raymond, Margaret Lindsay and Frank McHugh. Dir. Robert Florey. 68 mins. Rel. Dec. 23. Rev. Dec. 5.

## Studio Placements

(Continued from page 29)

**Radio for 'Witching Hour.'** Fox.

**Paul Porcasi, 'Viva Villa,'** retakes, M-G.

**Robert Warwick, 'Coronet,'** Ed. short.

**George MacQuarrie 'Cat's Paw,'** Harold Lloyd.

**Thomas Herbert, 'Head of the Family,'** Century.

**Robert Dudley, 'Tom Herbert, 'Gold Rush of 1934,'** Fox.

**Albert de Mornay, 'scripting an orig at Liberty,'** Virgin.

**Howard, Frank Dawson, 'Double Door,'** Par.

**Lucien Littlefield, 'Thirty Day Princess,'** Par.

**Charles G. Crichton, 'Purnell Pratt, 'Frank Sheridan, 'Witching Hour,'** Par.

**Helen Shipman, Leonard Carey, 'Double Door,'** Par.

**Mark McGlynn, 'Mark,'** Par.

**Robert Homans, William Auguste, 'De Daring,'** Fox.

**Holmes, 'Thirty Day Princess,'** Par.

**Ted Healey, retake scenes, Metro's 'Operator 13,'** in place of Ned Sparks.

**Harold Huber replaces 'Gordon Vernon, 'Happy Family,'** WB.

**Patricia Ellis, 'Alias the Deacon,'** U.

**Ethelreda Leopold, 'Good Dames,'** WB.

**Walter, 'Wade Boeteler, 'Happy Family,'** WB.

**Sidney Toler, 'Operator 13,'** MG.

**Guy Bellis, 'Sterilization,'** Bryan.

**Robert Taylor, 'Andrew,'** Fox.

**Claude King, 'nging Heart,'** Fox.

**Charles Grapewin 'By Royal Command,'** Fox.

**Gertrude Purcell, 'scripting 'Red Heads on Broadway,'** Fox.

**John Mack, 'Operator 13,'** replacing Florine McKinney, Metro.

**Dickson Morgan, dialog director, 'Practical Joker,'** U.

**George Meeker, 'Little Man, What Now?'** U.

**Rosal, Roy, 'Friends of Mr. Sweeney,'** WB.

**Arthur Aylosworth, 'The Key,'** WB.

**Osgood Perkins, 'Du Barry,'** WB.

**Frederick Munier, 'Treasure Island,'** 'Barretts of Wimpole Street,' MG.

**William Lipman writing an ori for Sylvia Sidney, 'Schulberg-Par.' Frank Conroy, 'Little Miss Marker,'** Par.

**'Clay Clement, 'Cleopatra,'** Par.

**Herbert Corthell, Doane short, U.**

**Monya Andree, untitled short, M-G.**

**Sarah Padden, 'Little Man What Now?'** U.

**Holmes Herzberg, Reginald Owen, 'John Bonagay, 'Bad,'** Par.

**James Donlin, Frederick Burton, 'It Ain't No Sin,'** Par.

**Thomas Monk, 'Freddie Sullivan, William Arnold, '30 Day Princess,'** Par.

**Crauford Kent, Lucille Ward, James Burke, 'Little Miss Marker,'** Par.

**Henry Armetta, 'Ired Conti, 'Black Cat,'** U.

**Fred Kohler, Mae Marsh, George Meeker, Hedda Hopper, 'Little Man What Now,'** Par.

**Gertrude Michael, 'Inor Phelps, 'Cleopatra,'** Par.

**Tammany Young, Frank Conroy, James Burke, Crauford Kent, 'Little Miss Marker,'** Par.

**James Monk, 'Frederick Sullivan, William Arnold, 'Thirty Day Princess,'** Par.

**Victor Milner, camera, 'Cleopatra,'** Par.

**Edward Earle, 'Little Miss Marker,'** Par.

**Maurice Black, 'Friends of Mr. Sweeney,'** WB.

**John Harron, 'Murder in the Museum,'** Willis Kent.

**Marion Lessing, 'Du Barry,'** WB.

**John Mack Brown, 'It Ain't No Sin,'** Par.

## Contracts

James Ellison, Robert Dalton and Robert Ellison, hand out stock contracts at Metro. All three juveniles are graduates of the Oliver Hinsdale dramatic class at the studio.

Harry Askt to collab on music with Low Brown in 'Hold Your Horses,' Fox.

Lucky Humbertstone given pact at WB.

## TITLE CHANGES

He Circus Clown's new handle for 'Herald,' WB.

Fox has changed title of 'World Is Ours' to 'Change of Heart.'

Warners 'Fur Coast' changed to 'A Woman in Her Thirties.'

In Conference, at Paramount, i now 'Private Scandal.'

## STORY BUYS

Monogram has purchased 'Your Uncle William,' by Michael Kane. Deal handled by Sol Wurtzel office.

Metro has bought James M. Cain's recent novel 'Postman Always Knock Twice.' Cain is currently on the lot scripting 'Duchess of Delmonico.'

## United Artists Office: 729 Seventh Ave., New York, N. Y.

**Advice to the Lovelorn.** Romance and adventures of reporter who edits the agency column and eventually loses the drug racket. Dir. Alfred Werker. Rel. Dec. 1. Rev. Dec. 13.

**Bitter Sweet.** (British made). Noel Coward's operetta. Romance of wealthy English beauty and a poor teacher. Ann Nagle, Fernand Gravy. Dir. Herbert Wilcox. 32 mins. Rel. Sept. 22. Rev. Aug. 29.

(Continued on page 35)



## Exchanges Hesitate On Sales Policy for State-Lake-Oriental

Controversy over picture  
tion at the low  
The Lake h  
in a ticklish  
While  
(Jones)  
are running week  
relaxing several com  
they don't want  
to be played in the loop at such low  
p. agitation  
only from the distrib's own policy  
of the. The complaints of  
the nabe exhibs over what they call  
unfair competition.  
Warner's exchange has not  
yet decided whether or not it  
will continue to let either the Ori-  
ental or State-Lake. Though the  
State-Lake did play 'From Head-  
quarters' (WB) the Warner ex-  
change feels that that deal has no  
bearing on future decisions. At  
present there is a wrangle on 'Dark  
Hazard'. Both the State-Lake and  
the Oriental have put in bids for  
the flicker.  
Two-pictures thus far playing the  
Oriental are 'Eight Girls in Boat  
(Par)' and 'Blood Money' (UA).  
Understood that Radio and Metro  
are other exchanges which haven't  
adopted a policy on these two  
houses as yet. Oriental's policy is  
that house will not play any picture  
merely playing the loop. The  
State-Lake repeats on loop book-  
ings.

**WASH. THEATRES ALSO  
HAVE AD RATE TROUBLE.**

First concerted action taken by theatres against local papers is in retaliation to amusement ad rate boosts by Star Post. Matter of local costs has been worked out in the air but success was not achieved. The result has brought it to a head.

Post inaugurated the trouble jumping rates from 32½ to 45¢ per line less 15% for cash. Star followed by cutting out its 5% discount, making the cost a straight 40¢ a line. Film theatre boys then agreed to cut money spent in Star by half. Post suffered even more, averaging a loss 30 lines per movie house.

Picture lads are particularly  
burned over the Post's action  
view of way they stuck to she  
during the past few years. The St  
has been angry for some time ov  
the space the theatres are taking  
News, Scripps-Howard tab. New  
worked out proposition givi  
houses special rates providing th  
met a minimum lineage and wi  
the further stipulation that the  
spend as much money with Ne  
as with any other paper. Resu  
is consistent two and three colu  
ads.

**Böllner** (Fr.) (dubbed English) (Kinematrade). Adventure of a Conscience. 70 mins. Rel. Dec. 25.

**Robbin Hood**. 70 mins. Rel. Dec. 15. Rev. Dec. 26.

**Wandering Jew** (Jewish American) (Yiddish). Terror of Hitler regime. 70 mins. Rel. Oct. 24.

**Wie Saß ich Meinen Man?** (Ger) (Yiddish). Farce. Renate Mueller, Dir. Rel. Jan. 15.

**hold Schuenzel**. 70 mins. Rel. Jan. 15.

**Wenn Die Liebe Mode Macht** (Ufa) (Ger). Comedy with music. Renate Mueller, Dir. Rel. Nov. 1.

**Wenn Die Liebe Frank Weib** (Ufa) (Ger). Comedy with music. Rel. Nov. 1.

**Whither Germany?** (Kinematrade) (German). Difficulties of life. Hertha Thiele, Dir. S. T. Dudov. 71 mins. Rel. April 15. Rev. April 28.

**Yiddische Tochter** (Yiddish) (Quality). Old fashioned Yiddish drama. 70 mins. Rel. May 23.

**Ylasker** (Yiddish) (Gloria). Revamp of silent. Mauricie Schwartz, Dir. S. T. Dudov. 70 mins. Rel. May 15.

**Goldin and George**, Rolland. 60 mins. Rel. May 15.

**Zwei Guck Kameraden** (Ger) (Ufa). Military comedy. Fritz Kampmann, Dir. 70 mins. Rel. Nov. 15.

(Most of those available with English titles.)

**Berlin-Alexanderplatz** (Ger) (Capital). Strong crime drama. H. Heine  
George, Maria Bard. Dir. Phil Jutzl. 90 mins. Rel. May 1. Rev. May 7  
**etteistadt**. Der. (General.) (Ger.) Operetta. Ir. Viktor Janson. 105  
mins. Rel. Oct. 15.

**londe Christl**, Die (Ger) (Bavaria). Musical. Karin Hardt. Dir. Fra  
Seitz. 75 mins. Rel. Feb. 15.

**udad de Carton**, La (Sp) (Fox). Drama of marital relations. Antonio M  
reno, Catalina Barrena. Dir. Louis King. 70 mins. Rel. Feb. 15.

**ruz V. La Espada**, La (Sp) (Fox). Historical romance. Jose Molica. D  
Frank Strayer. 75 mins. Rel. Feb. 15.

**Der Brave Sueder** (Ger) (European). Fast comedy. Max Pallenberg. D  
Fritz Kottner. 90 mins. Rel. April 1. Rev. April 4.

**sux Orpheins**, Les (Fr) (Blue Ribbon). Costume melodrama. Yvel  
Guibert. Ir. Maurice Tourneur. 90 mins. Rel. Feb. 1. Rev. Feb. 8

**os Neches** (Hoffberg) (Spanish). Musical. Conchita Montenegro. Dir. Cr  
los Borcoque. 65 mins. Rel. May 22.

**ream of My People** (Ger) (Capital). Silent travelogue of Palesti  
with record. Victor Rosenblatt. Dir. Jos. Fox. 60 mins. Rel. Feb.  
**rei Tage Mittelnacht** (German) (Capital). Fast German farce with all-st  
cast. Dir. Carl Boese. 80 mins. Rel. May 1. Rev. May 22.

**Gewisser Herr Gran** (Ger) (Capital). Spy drama. Hans Albers. D  
Gerhard Lamprecht. 70 mins. Rel. Feb. 15.

**erger** (Hoffberg) (Spanish). Farce. Harry Liedke. Dir. Jos. Mo

| Key to Address                            |  | H. Hofferber, 729 Seventh Ave.       |  |
|---|--|--------------------------------------|--|
| Ammkino, 723 Seventh Ave.                 |  | Jewish American, 630 Ninth Ave.      |  |
| Bavaria Film, 489 Fifth Ave.              |  | Kinematrade, 723 Seventh Ave.        |  |
| Blue Ribbon Pictures, 154 W. 56th St.     |  | Madison Picture, 311 West 37th St.   |  |
| Capital Pictures, 650 Broadway            |  | Proter Trading, 42 E. 58th.          |  |
| Continental World Films, 729 Seventh Ave. |  | Edward Ricel, 68 Fifth Ave.          |  |
| Embassy Pictures, 723 Seventh Ave.        |  | Palestine-America Films, 183 2d Ave. |  |
| Europa Film, 154 W. 56th.                 |  | Play Pictures, 100 W. 42nd St.       |  |
| Excesso, 165 Broadway                     |  | Scandinavian Films, 220 W. 42d.      |  |
| Garrison Films, 723 Seventh Ave.          |  | Ufa, 729 Seventh Ave.                |  |
| General Foreign Sales, 729 7th Ave.       |  | Worldkino, 1505 Broadway.            |  |
| Gloria Films, 630 Ninth Ave.              |  |                                      |  |

Hollywood, March 12.

Fred Warren goes into Harold Lloyd's 'Cavewoman'. Warren speaks sufficient Chinese so that dubbing of his lines is not necessary.

A bad cold kept Director Sam Taylor off the set several days last week and held up production, but with release not set until September, haste on the picture is not essential. It is about half finished, Grace Mergal and Grace Bradley having completed their parts.

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**Saul's \$190 Suit**  
Los Angeles, March 12.

\$190, municipal court suit to recover suit, alleged for labor and services, instituted by George J. Saul (Saul Livestock Ass'n.) against Sacramento Production Co.

Exhibitors of the Rocky Mountain region will convene here for a day session starting tomorrow (Tuesday). Principal discussions will cover code matters.

Warners will trade screen 'Wonder Bar' and 'As the Earth Turns'.

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**STARRETT IN 'LUCK'**

Hollywood, March 18.—Charles Starrett will be seen from Pat Patterson in 'Call It Luck' at Fox. James Tinsling directs the Sol Wurtzel unit. Herbie Munnlin will be featured.

Original and script written by Cunningham and Harry McCoy.

San Francisco, March 12.

Nasser Brothers, operating New Mission, New Fillmore . . . American here, are defendants in suit in Superior Court where Nima Ziebak is asking for an accounting of money he invested in those theatres during time they were taken over from the late Roy Greenfield estate.

Ziebak, wholesale and retail dealer, claims he put up around 70 per cent of the money when the Nassers took the three houses. The late Roy Greenfield, who died last week, was partner in the Nassers.

Ziebak claims he has never got return on his money, despite the allegedly healthy intake, and wants to dissolve the partnership.



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OUT  
WITH**

# UNIVERSAL

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should have no trouble  
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**LEW AYRES**

With Frank McHugh, Isabel Jewell.  
From a stage play by William  
Anthony McGuire. Directed by  
Edward Ludwig.

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**CARL  
LAEMMLE**

**LET'S BE RITZY**

**LEE TRACY**

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up this industry has ever known, in

**I'LL TELL THE WORLD**

MARGARET

**SULLAVAN**

in the FRANK BORZAGE Production—  
**LITTLE MAN, WHAT NOW?**

Edna Ferber's **GLAMOUR**

**I GIVE MY LOVE**

By Vicki  
Baum

**COUNTESS of MONTE CRISTO**



**coming!**

**coming!**

**coming!**



# L. A. Threatened with Censorship If Not Cleaning Up Screen and Stage

Los Angeles, March 12. Lack of co-operation between the picture industry, various types of stage producers and the local police may be heading Los Angeles toward drastic censorship of amusements. Failure of producers to purge their productions is blamed for the marked trend towards vigorous municipal regulation. Complaints are pouring in to the prosecutor's office almost daily via letters, petitions and personal visits of committees. Offenses complained of cover about all branches of the amusement business. While the city prosecutor's office is not setting itself up as a censor, it is working in conjunction with the police department in an attempt to enforce the existing laws against off-color entertainment and will possibly launch a campaign looking towards a tightening up of the law. An ordinance now pending before city council would ban nudist pic from local screening, and would also hold a heavy club over screen product that contained offensive, lewd and indecent lines or situations. The local forces are also insistent that any degree of smut must have no place in stage entertainment offered for local consumption.

'Hollywood Party' sticks as the title of this Metro musical. It was once changed 'Star Spangled Banquet.'

Howard Dietz, who returned to New York Saturday (10), went west on this picture to help whip it into



**BEN BLUE**  
WARNER BROS. COMEDIES  
Dir. JOE RIVKIN  
LEO MORRISON, Agency



**THE FAMOUS CANINE COMEDIAN PETE**  
"OUR GANG" DOG  
"Led by his master, Harry Lacey, Pete went through all kinds of tricks and stunts. From the very beginning he proved himself the darling of all those present."—BOSTON POST.  
For Open Dates Write or Wire  
**CHAS. V. YATES**  
1560 Broadway New York

## For Publication

Chicago, March 12. This is Eddie Grossman's joke of the week. As an exhib walked into the Warner exchange Grossman asked him what he thought of the product. Exhib stated he thought it was better than ever. Grossman, much pleased, asked the operator if he could be quoted. 'Sure. At \$7.50 for features and three bucks for shorts,' said the exhib.

## Coast Indies Turn Down Writers' Guild on Pact

Hollywood, March 12. Independent Producers Association, at meeting last week, turned down proposal of Screen Writers Guild that the two organizations appoint special committees to get together in drafting a standard writers' contract for originals, scripts, etc., of independent companies. Members of the indie producer group took the stand that they would be willing to set up uniform contract and working conditions for writers if and when the major companies negotiated similar arrangements with the Guild.

## Clergyman Takes Balto. Spot for 'King of Kings'

Baltimore, March 12. A clergyman, with church backing, is offering downtown exhibits their newest competition. Rev. Raymond Cooke, of the Eutaw M. E. Church, has taken the Palace, dark lo. house, and re-lighted it for the remainder of Lent. He is showing 'King of Kings,' now sound-dubbed, on a grid at 15-25c mats and 30-50c nights. Massed choir, Everyman's Glee Club merged with the minister's own parish vocalists, gives a single warbling session nightly before the last show. Figured as added b.o. factor and accorded big space in ads, is a religious oil painting billed as world's largest painting on tour. It hangs in lobby for gratis perusal by payees.

## M-G's 'GOOFY' SHORTS

Hollywood, March 12. After making two 'Goofy Movie' shorts as testers, Metro will continue these one-reelers. Next one is 'Schmozola Land,' Peto Smith handling and doing the off-screen dialog.

## Indie's 'Wives'

Hollywood, March 12. Inevitable has bought 'Fifteen Wives,' original by Charles S. Bel-den. It's a murder my.

## Atlantic City Apollo Goes Straight Film

Atlantic City, March 12. After 25 years of stage shows, mostly legit, the Apollo opened Saturday (10) as a picture house. P. Mortimer Lewis, general manager of the Frankland Realty and Lensing Co., which operates the house, said 'vaude may be added later.' Harvey Ander. of the Apollo.

## Minn. Theatre Lads Start Drive for New Deal in Press Books

Minneapolis, March 12. Local theatre owners and publicity men have started a campaign for less voluminous books containing more practical aids. Committee has been appointed to get in touch with the press departments of the various companies. Committee members int out that one press book on a recent important release gave the names of a flock of manufacturers who had prepared tips for the picture. Inquiries brought replies from eight, all of whom stated that they either knew no such thing or had no cooperative advertising material to offer. Now the managers are burning the cost of wires and postage.

## 'Island' to Hawaii

Hollywood, March 12. Metro has finally decided to send its 'Treasure Island' unit to Hawaii for extended location trip. This queers first plan of making marine sequences off the California coast. Unit leaves here April 15 and will be away about six weeks.

## LINCOLN SUBURB OPENS UP

Lincoln, March 12. Unit Place, suburb, goes on record as the last place in Nebraska to soften restrictions against show-manship. This suburb (pop. 5,000) has never had any kind of shows, especially films. Reason is that it's the retiring place of all the Methodist ministers in the state. Bars came down last week. Lincoln, being a six-day spot itself, was much in favor of the move.

## 'Wild Gold,' New Title

Hollywood, March 12. 'Wild Gold' has been cinched as release title for Fox's 'Gold Rush of 1934.' Pic is being directed by George Marshall for Sol Wurtzel.

# N. Y. Exhibs Watch Max Cohen Who Asks Court Relief on Cross-Picketing

## Editorializing

March 12. Local theatres are running editorial blarney on the screen against daylight saving ordinance here which comes up at election tomorrow (Tuesday). Public reaction to the film editorializing not so hot, and may be doing more harm than good. Exhibs noted at two houses past week as the blur was screened. Some applause, too, but most folks note selfish motive and don't like it. However, public sentiment seems against the plan.

The the annoyed loc. i is the courts'.

Altho. l. of wer m. Local 306's attorney, Samuel Baum, to mass the body strength the New York theatres for against picketing of their houses by Allied Operators, all but Cohen were disposed to lay low, including C. C. Moskowitz, who acted as spokesman for the big circuits. Cohen, operating the Harris and Wallace on West 42d street under grand policies, went before Judge Albert Cohn in the Su art Wednesday (7) seeking an injunction. While not getting determination of his motion, the court temporarily restrained Allied from picketing his houses. The pickets were immediately removed, but continue to pace up and down in front of all other New York houses, which employ 306 operators. Justice Cohn, in taking the exhibitor's motion under advisement, may render a decision as to the permanency of his restraining order on picketing by the end of this week. Meantime, the bunch labeled the picketing signs as Allied as 'false, unfair and deceptive.'

## Waiting in Li

Should Cohen be successful on his application for a temporary injunction, it is presumed all the big circuits and other operators will quickly flock for similar relief. Cross-picketing was practiced by 306, official local of the AFE, when it installed pickets in front of the Mayfair, Globe, Galety and Crutcher, indie Broadway houses employing Allied operators. Although 306 has been picketing about 10 Allied-managed theatres in the neighborhood for months, it was not until 306 touched the Broadway houses that Allied retaliated by installing its own banner-carriers in front of the Music Hall, Capitol, Paramount and other spots having 304 men in their booths.

The Globe is operated by Harry Brandt, president of the Independent Theatre Owners' Association. Latter body is alleged to have fathered the organization of Allied Operators, a setup which has already been labeled as a company union by the courts.

## 306-ITOA HEARING SET FOR MARCH 27

rial of the \$1,000,000 damage action of New York Operators, Local 306, against the Independent Theatre Owners Association, its members, and the Allied Operators union, has been set ahead two weeks from Tuesday (13) following a request for an extension by the ITOA-Allied group. Efforts are being made to set aside the injunction, granted recently against 11 theatres in Manhattan and Brooklyn, directing that they restore 306 operator, to the booths. Application for rearrangement of this point has been granted with ITOA-Allied going to the Court of Appeals. Date for argument before that court has not been set. The 306 damage suit is brought in the name of Harry Sherman, president of that local. Sherman asks for \$250,000 actual damages and \$750,000 exemplary damages in charging that Allied is a company union set up by the ITOA as part of a conspiracy to wreck 306.

## BAMFORD'S NEW HOUSE

Asheville, N. C., March 12. The newly incorporated Bamford Amusement Co. of Asheville, has leased a three-story building on Patton avenue for a new picture theatre. It will give Asheville six picture houses. Four are currently operated by Public Bamford Theatres, Inc., and the State, recently opened by C. L. and W. Theatres, Inc.

# HIGHLIGHTS!

Major purposes of the 14th Annual Convention of the Motion Picture Theatre Owners of America, to be held at the Ambassador Hotel, Los Angeles, April 10, 11, 12:

- I—To exchange and review actual experience with the functioning of the NRA Code for the Motion Picture Industry—(a) The local Grievance and Zoning Boards; (b) The trade practice provisions; (c) The labor provisions; (d) Discussion of how the Code can be improved.
- II—Behind the Scenes in Hollywood—(a) First exhibitor convention in Los Angeles since talking pictures; (b) First opportunity of exhibitors personally to see and examine the actual production of pictures that will play in their theatres.
- III—Round table discussions among the people who make pictures and the people who sell them to the public; exchange of views, experiences and opinions.

Many other important matters to be discussed. Plenty of time left open for studio visits and social activities afternoons and evenings!

Low railroad fares and hotel rates. Contact national headquarters, 1600 Broadway, New York City, for full information!

**M. P. T. O. A. CONVENTION**  
Ambassador Hotel  
Los Angeles  
APRIL TENTH, ELEVENTH, TWELFTH

# 'SERVICE'



**F+M STAGESHOWS**  
1560 Broadway New York City  
A Subsidiary of  
**FANCHON & MARCO, Inc.**



## Stock Market

(Continued from page 6)

able earnings statement, it presumably having been well discounted. The same appeared to be true of the Consolidated Film stocks, though the common did manage to wind up with a gain. Radio was down nearly a point at one time during the week and wound up with a three-eighths loss at 8. RKO off to 3% but closed with only a fraction's loss at 3%. Warner Brothers common was a bit off. It ended with half a point heavy volume. The preferred stock remained unchanged at 4%.

Eastman Kodak and Westinghouse showed heavy losses, the former selling at 55% at one time and closing at 59 where it was off 2 points. Westinghouse dipped to 37% before it met support. It finished with a net loss of 1 1/2 points at 39 1/2. General Electric was a little better, winding up at 22 or three-quarters for the week, his despite the report that usefulness of the company is running 50% ahead of last year in dollar volume.

The Exchange, which holds a substantial interest in DuPont Film Manufacturing Corp., maker of motion picture films, reported a net profit of \$386,629 for 1933, after taxes, amortization and depreciation of costs of properties, interest expenses, compared with a net loss of \$109,834 in 1932. Profits dropped off the latter part of the year as is shown in the net profit of only \$17,341 during the last 13 weeks of 1933. This favorable report undoubtedly has been discounted but many in the market look on Class A stock with favor.

Consolidated Film Industries and subsidiaries in their annual report show a net profit of \$903,338 after depreciation, interest, Federal taxes, provision for doubtful accounts, idle plant expenses and other charges. The net for 1933 was \$862,223. The 1933 net profit is equivalent to 21 cents a share on 524,973 shares of common stock after annual dividend requirements on only the \$2 cumulative participating preferred stock. This compares with 12 cents a share of common in the previous year.

### Bonds

An outstanding development in the week's bond market was the sudden strong demand for high-grade corporate issues. This, of course, comes as a result of progressive reduction in short term money rates. Initial evidence that money was becoming cheaper came out on Monday in the bids submitted for an issue of \$100,000,000 treasury bills running for 182 days. The average rate paid of 0.43 percent is the lowest received on any type of security since November, 1933, when 91-day bills sold at the same discount. A lowering of acceptance rates on Thursday reflected a shortage of bills and ex-

cess of reserves at Federal Reserve banks. The week saw the long-term corporate bonds of highest grade selling through their old 1934 highs, and this brought a better demand for the next grade of rail, utility and industrial issues.

Unfortunately few of the amusement bonds reflected this demand, only Pathe's and Loew's showing net gains on the week. All Paramount obligations slipped off, as did General Theater Equipment. Keith and Warner remained unchanged. Paramount Broadway 12's sold down to 32% before gaining support and wound up at 33%, off 2 1/2 points. Paramount-Famous-Lasky 6's were off 1 1/2 while Paramount-Public 6 1/2 certificates closed with a net loss of two points at 45. Warner Brothers 6's was a favorite, soaring to 67 on Wednesday on large volume. It also was churned in big quantities on Friday, being one of the most active bond issues. The close was at 55%. Loew's 11's were most active on the upside early in the week, but the bonds made only a fractional net gain for the week.

Another development as a result of the administration plan to cut hours and hike wages was the moderate flight of capital from the United States to Canada and abroad. The movement as yet unattended developed to large proportions. It appears that its continuance will depend on internal policies and their relation to business in this country. This is a reversal of the trend, for capital has been coming to the United States of late attracted no doubt by the safety of investments as well as a desire to purchase stocks before inflationary moves really were felt in this country. But uncertainty now as to how far the government plans to interfere in private industry and how much a company is to be permitted to earn has, for the time, changed the picture.

Generally favorable trade news including a carloadings' gain that for the first time exceeded the like period in 1932 thus far has left traders with a more encouraging news comes from Washington and the stock exchange bill is out of the way, no real forward push is anticipated.

The increase in gross sales by mail order houses and chain stores is believed to reflect the greater spending power in the farm belt. This in turn is expected to show up also in the amusement business which may be why most picture issues have put up such a strong front. The two distinctly favorable earnings statements of the week did not change this sentiment. Although finances of some companies are not the best just now, a sharp upturn in business this spring and a mild summer might completely alter the outlook. As witness the improvement shown by companies selling to the middle class or by mail order.

### Mixed Up

Los Angeles, March 12. Exhibit with a house near the Mexican border, and who speaks only broken English, started film rowdies here by asserting that the schools in his town closed and teachers and parents gave him every cooperation when he screened 'Elysia'.

Asked how he did it with the middle picture, exhib hastened to explain it was Paramount's 'Elysia in Wonderland'.

### Miss Conover Spotted

Hollywood, March 12. Theresa Maxwell Conover, legit, gets a featured part with Berton Churchill and Joel McCrea in 'Alias the Deacon' for Universal.

Spencer Charters and Alexandra Carlisle also set in cast. MacQuarrie Brothers set the Conover deal.

Picture due to get under way today (Monday).

### GLASMON-JOSEPHSON OUT

Hollywood, March 12. Glasmon and Julian Josephson are off the Paramount writing staff.

They finished with the adaptation of 'Lemon Drop Ki'.

### Foy's 'Sterilization' By Wallace Thurman

Hollywood, March 12. Bryan Foy, who returned from New York last week, is set to put into work shortly 'Sterilization' at his Culver City plant.

Story is by Wallace Thurman, colored writer, who wrote the stage play 'Harlem'. Thurman came west with Foy.

### House Mgrs. on Air

Syracuse, March 12. Managers of major film houses here are going to be given the air by WSYR.

Cinema Critics Club, sponsored by the Syracuse Herald as a fan organization, will present the managers in a series of broadcasts over that station.

Lined up for the series are W. J. Tubbert (Keith's), Harry P. Shaw (Loew's), Andy Roy (Paramount) and Gus W. Lampe of the Eckel.

### Radio Buys 'Fountain'

Hollywood, March 12. The Fountain, stage play originally bought by Metro for Alfred Lunt and Lynn Fontaine, has been sold by that company to Radio.

Latter company intends to use it for Ann Harbo.

## Amusement Stocks

Summary for Week Ending Saturday, March 10

### STOCK EXCHANGE

| High.  | Low.   | Sales. | Issue and rate.     | High.  | Low.   | Last.  | Net chg. |
|--------|--------|--------|---------------------|--------|--------|--------|----------|
| 10 1/2 | 9 3/4  | 2,700  | American Seat.      | 4 1/2  | 4 1/2  | 4 1/2  | 0        |
| 27 1/2 | 26 1/2 | 5,800  | Consol. Film        | 4 1/2  | 4 1/2  | 4 1/2  | 0        |
| 27 1/2 | 26 1/2 | 1,800  | Columbia P. vtc.    | 25     | 24 1/2 | 25     | + 1/2    |
| 17 1/2 | 16 1/2 | 5,000  | Consol. Film pfd.   | 17 1/2 | 16 1/2 | 16 1/2 | 0        |
| 10 1/2 | 9 3/4  | 4,400  | Eastman Kodak (S)   | 50     | 50 1/2 | 50     | - 1/2    |
| 17 1/2 | 16 1/2 | 2,300  | Fox, Class A        | 15 1/2 | 14 1/2 | 15     | - 1/2    |
| 23 1/2 | 22 1/2 | 60,700 | Gen. Elec. (6%)     | 32 1/2 | 31 1/2 | 32     | - 1/2    |
| 34 1/2 | 33 1/2 | 47,100 | Loew (1)            | 32 1/2 | 31 1/2 | 32     | - 1/2    |
| 9 1/2  | 9 1/2  | 400    | Do pfd.             | 30     | 29 1/2 | 30     | - 1/2    |
| 4 1/2  | 4 1/2  | 200    | Madison Sq. Garden  | 3 1/2  | 3 1/2  | 3 1/2  | 0        |
| 2 1/2  | 2 1/2  | 100    | Met-G-M pfd. (1.8%) | 23     | 22 1/2 | 23     | + 1/2    |
| 4 1/2  | 4 1/2  | 33,000 | Paramount           | 3 1/2  | 3 1/2  | 3 1/2  | 0        |
| 14 1/2 | 14 1/2 | 29,400 | Pathe Exchange      | 4      | 3 3/4  | 4      | - 1/4    |
| 21 1/2 | 20 1/2 | 12,000 | Pathe, Class A      | 30 1/2 | 30 1/2 | 30 1/2 | 0        |
| 9 1/2  | 9 1/2  | 75,200 | Radio Corp.         | 6 1/2  | 6 1/2  | 6 1/2  | 0        |
| 2 1/2  | 2 1/2  | 14,500 | RKO                 | 3 1/2  | 3 1/2  | 3 1/2  | 0        |
| 34 1/2 | 33 1/2 | 80     | Universal pfd.      | 32     | 31 1/2 | 32     | - 1/2    |
| 9 1/2  | 9 1/2  | 24,900 | Warner Bros.        | 7      | 6 3/4  | 7      | - 1/4    |
| 24 1/2 | 24 1/2 | 200    | Do pfd.             | 20 1/2 | 20 1/2 | 20 1/2 | 0        |
| 47 1/2 | 46 1/2 | 23,000 | Westinghouse        | 40 1/2 | 39 1/2 | 40 1/2 | - 1/2    |

\* Paid this year.

### CURB

|        |     |             |
|--------|-----|-------------|
| 11 1/2 | 800 | Technicolor |
| 3 1/2  | 500 | Trans Lux.  |

### BONDS

|        |        |          |                          |        |       |
|--------|--------|----------|--------------------------|--------|-------|
| 18     | 3 1/2  | \$37,000 | Gen. Thea. Co. '40.      | 9 1/2  | - 1/2 |
| 66     | 51     | 22,000   | Keith 6 1/2 '40.         | 62 1/2 | - 1/2 |
| 91 1/2 | 81     | 31,000   | Loew 6 1/2 '41.          | 87 1/2 | + 1/2 |
| 91 1/2 | 85     | 5,000    | Pathe 7 1/2 '37.         | 92 1/2 | - 1/2 |
| 94     | 20 1/2 | 25,000   | Par-Fam-Lasky 6 1/2 '47. | 43 1/2 | - 1/2 |
| 86     | 39     | 88,000   | Par-Pub 6 1/2 '39.       | 45     | - 1/2 |
| 30 1/2 | 40 1/2 | 98,000   | Warner Bros. 6 1/2 '30.  | 55 1/2 | - 1/2 |
| 40     | 39     | 20,000   | Do pfd.                  | 39 1/2 | - 1/2 |

### OVER THE COUNTER, N. Y.

|       |        |       |                     |    |    |
|-------|--------|-------|---------------------|----|----|
| Bid.  | Asked. | ..... | Roxy, Class A, pfd. | .. | .. |
| 1 1/2 | 1 1/2  | ..... | Do Forest Phon.     | .. | .. |

## Incorporations

### NEW YORK

Center Music Hall, Inc., March 12. pictures, plays, etc.; capital stock, \$100,000; no par value. Francis T. Chirley, 44 Grace court, Brooklyn; Andrew Jackson, 55 East 76th street, New York; and Rudolph A. Travers, 1401 University avenue, New York.

MeLo-Art Music Publishing Co., Inc.; printing and publishing of musical compositions; capital stock, 100 shares, no par value. Edwin Gover, Jon. Schussel and Jas. Larrabee, all of 253 Broadway, New York.

Reel Operating Co., Inc.; construct films, slides, shows and games of skill; capital stock, \$5,000. Geo. Brown, 1517 Leford, 2401 New York avenue, Brooklyn, and Axel E. Larson, 321 Fulton street, Brooklyn.

National Color Motion Pictures, Inc.; general photographic business; capital stock, \$100,000; Urean A. Woodard, 233 West 53rd street; Peter F. Jones, 414 St. Nicholas avenue, and Jas. A. Cole, 253 West 52nd street, all of New York.

Harmon Taffs, Inc.; pictures, plays, vaudeville, etc.; capital stock, 100 shares, no par value. Nathan E. West, 88th street, New York; Lawrence S. Timen, 522 West 151st street, New York, and Ben. S. Sutter, 319 Sutter avenue, Brooklyn.

Amusement Corp.; pictures, vaudeville, etc.; capital stock, \$5,000. Rose Meherian and Anna Sincinall, of 283 East 51st street, and Frank Meherian, 236 West 42nd street, all of New York.

Hamilton American Film Co., Inc.; pictures, vaudeville, etc.; capital stock, 300 shares, no par value. Jon. Fox, 30 Hamilton place, Abraham Bloom, 639 West 136th street, and A. Ben. Friedman, 80 Broad street, all of New York.

Devices of all kinds; capital stock, 200 shares, no par value. David Rosen, Ida Rosen and Leon Rosen, 217 11th street, New York, and Walter E. LeVelle, all of Buffalo.

Amusement Corp.; pictures, vaudeville, etc.; capital stock, \$5,000. Samuel Rottenstein, 1216 Manor avenue, Bronx; Sam Rottenstein, 1577 10th street, Brooklyn, and Rose Hollik, 421 East 65th street, New York.

American Rec. Recreations, Ltd., Buffalo; operate resorts, etc.; capital stock, \$25,000. William W. McElroy, William J. McElroy and Walter E. LeVelle, all of Buffalo.

Statement and Designation. Famous Theatres Corp., 100 West 10th street, Wilmington, Del.; securities. New York office, 1581 Broadway; Austin C. Keough, secretary; \$5,000; filed by J. D. Van Wagner, New York.

Change of Directors, Provi ions, Etc. Theatre Printers, Inc. Filmland Press, Inc.

Memberships. Rockland County Theatre League, Inc. CALIFORNIA

Permits to Sell Stock. Florence Theatre Corp., motion picture rentals. To issue 300 shares of 25,000, par value \$1.

California Studios, Inc., studio renting. To issue 1,000 of total of 1,999 shares of preferred stock, par value \$100, and 2,000 shares of common out of total of 3,999, par \$1.

M. G. M. Productions, Inc. Motion picture production. To issue all of 250 shares, no par.

Compton Theatres Corp. To operate m. p. theatres. To issue all of 100 shares, no par.

Sunrise Pictures Corp. of Hollywood. Motion picture production. To issue 40 shares of total of 250, par value \$100.

'LAZY RIVER'S SONG. Metro is inserting a musical number into 'Lazy River,' formerly known as 'Louisiana.' Purpose is mainly exploitation.

Tune will be title 'Lazy River Love Song' so that no infringing rights of other 'Lazy River' songs are violated.

# BUDDY ROGERS

AND HIS CALIFORNIA CAVALIERS



NOW TOURING  
LOEW and R-K-O  
DELUXE  
THEATRES





# 'MEDICINE SHOW' PROBLEM

## Sponsor Fears Confusion of Program Plugging Both Laxative, Dentifrice

Bristol Myer Co. would like to consolidate the Ipana show and the Sal Hepatica stanza with Fred Allen into a single program running an hour but the drug manufacturer is afraid that the identity of the two products would be lost in the shuffle. If in the meantime, the dual plug problem can be solved to the commercial's satisfaction, the merged round of the clock will make its debut the second week in April on NBC, current release for both the dentifrice and laxative half hours.

Account figures that it's tough enough to educate the listener to associate a program with a single product and that doubling up on the brand identities might react unfavorably from the sale angle for both Ipana and Sal Hepatica. In the event Bristol Myer okays the full hour idea, a single ad agency will be designated to supervise the show. Under the present agency allocation, Pedlar-Ryan has the Ipana affair while Benton-Bowles is producer of the Fred Allen whirl.

## GENERAL MOTORS BIG FIREWORKS MAY 1

General Motors is lining up a parade of outstanding celebrities of both the amusement field and the front page for a single hour over either NBC or CBS May 1. Occasion will serve to introduce the products of one of its passenger car brands.

In its quest for names the motor combine has expressed a preference for personalities who have had no previous commercial contacts.

## Pay Tilt for Spielers

Chicago, March 12. Appears that after a long series of petitions, conferences and discussions the announcers on the local NBC staff will get salary advances. Investigation of the announcer set-up by an outside organization has just been concluded here with indications that the investigating committee will recommend upping the announcers' salaries and an adjustment of the sustaining and commercial wage disagreements.

Some time ago the announcers locally asked for a set scale for the spielers, starting at \$125 and rising yearly to \$200 top with the announcers stating that they would be willing under this arrangement to discourage additional commercial fees.

## Dr. West Set

Chicago, March 12. Dr. West's toothpaste's "Frank Merriwell" show for kids starts on the NBC red web March 26. Program will gallop Monday, Wednesday and Friday over a limited network. Will concentrate on the eastern stations and will be presented through the Chicago studios, though without a loop outfit.

J. Walter Thompson agency here, which has prepared the "Merriwell" show, is also expanding the Dr. West announcement campaign in the Midwest. Has added WDAF in Kansas City in addition to KSD in St. Louis.

## Bestor-Benny

Don Bestor's combo has been paired with Jack Benny for the General Tires show, which unravels on NBC's red (WEAF) link April 6. Benny closes for Chevrolet Sunday before. General Tires' niche is from 10:30 to 11 p. m.

Bestor will double as for Benny.

## BOICE HITCHED

Iving Kendall Boice, CBS's v. p. in charge of sales, married last Tuesday (6). Bride was Mrs. Eleanor Fulton Hitchcock of Stamford, Conn.

Marriage took place in Stamford.

## Frank Buck on Air

Chicago, March 12. Frank is set as the next headline in the Palmer mouse show on NBC. Buck comes into Chicago for the job.

Salary for stint understood to be \$1,300, set through the Biggie Levin office here. Buck is the cinematic catcher of wild beasts has starred in a moving pictures.

## ADVERTISERS OKAY BATH NIGHT

With the acquisition of the LaFrance washing powder (General Foods), and Colgate dentifrice accounts, NBC feels confident that it has gone a long way toward breaking down the Saturday night first. If such major national advertisers as General Foods and Palmolive-Colgate-Pet have been solidly sold on the effectiveness of Saturday night broadcasting there's every reason to believe, figures the network, that the general run of merchandisers will follow suit and view the weekend schedule in a more favorable light.

Entry of the LaFrance and Colgate delegations gives NBC's red (WEAF) link two solid hours of commercials Saturday evening, with these extending from 9 to 11 o'clock. Washing powder and toothpaste take a half hour each end Essex-Hudson supports the 10 to 11 stretch. To take care of some more Saturday night business for this same loop that the web is working on the Boston Symphony orchestra is being moved to a Friday matinee spot.

## PENDING RADIO LAW STOPS WAPI LEASE

Birmingham, March 12. Committee appointed by the three state colleges, owners of WAPI, Birmingham, to decide whether Bascom Hopson is to be given an extended lease on the station last week refused. Hopson had asked to spend \$30,000 on a vertical antenna in order to get full time. Station is now sharing with KVOO, Tulsa, Okla.

Gov. B. M. Miller, a member of the board, said in refusing the extension "in view of legislation now pending in congress for radio allocation of facilities the board is not prepared to extend the lease."

## PURE OIL CO. SEEKS RADIO PLAYHOUSE

Charlotte, N. C., March 12. Pure Oil Company is looking for a Radio Playhouse for its Pure Oil Dixie Minstrel program. Calls for tickets of admission to the studios of WBT, where the show goes on once a week with 22 people and a 10-piece band, are so great that only a small minority can be accommodated.

Fearing that irritation on the part of customers desiring to see the show and being down will, in part, spoil the good-will that the company seeks to build, the concern is anxious to move immediately into a hall, theatre or auditorium.

Station such a place.

## PILLS, SYRUPS DOMINATING AIR

28% of NBC Accounts in Drug and Cosmetic Classification—Radio Men Think It's Too Much

## DROPPING LAXATIVES

In decrying radio's tendency to assume the aspects of a glorified medicine show, the critical elements within the trade are pointing to NBC's list of clients as supporting evidence for their contention. For the first time in the history of the web the drug and cosmetic manufacturers top the NBC roll of accounts in both number and percentage. Compared to a year ago the percentage of drug and cosmetic business is almost double.

Of the 134-advertisers on the NBC books as of March 1 this year 28.3% are of the drug and cosmetic category. For the parallel date in 1933 NBC had 104 clients and of these 19% were allied with the medicine and beauty article class, while the food distributors rated 40%. This year the packers of eatables represented 27.6% of the total.

In numbers the drug and cosmetic companies last year tallied 20. This year the classification accounts for 38 firms. Among the foods the drop off was from 42 to the current alignment of 38 accounts.

That the networks themselves have become aware of the medicine show flavor is evidenced, aver these critical elements, by recent publicity releases. Announcements have been of their current contracts certain types of drug accounts, notably laxatives, would be dropped from the network books.

Broadcasting in general runs hot and cold on patent medicines and cosmetics making therapeutic claims. It varies a good deal according to the degree of prosperity enjoyed at the moment. If business falls off there isn't so much tendency to question the medicine programs.

## CLEVELAND APPLICANT

Cleveland, March 12. Newcomer to the ether situation in this city is in the office following the application of Lucien R. Gruss for a construction permit. Gruss wants a new station to operate on 610 kc, 500 watts, during the daytime hours only. No mention made of night broadcast.

## Films, Legit Attack Free Radio

## Broadcasters Assert Issue Overstressed—Injury Not Proved

Washington, March 12. First steps toward curbing free shows of all descriptions and restricting competition of free radio performances were taken last week under NRA auspices when delegations from film, legit, and radio code authorities got together to talk over the situation.

While all members present reported progress, only concrete developments were passage of two resolutions which completely dodged the issue of radio competition with picture and legit theatres. Further action is expected, however, and spokesmen for films and drama were optimistic when session ended.

Although no members would talk for quotation, reports were that theatre spokesmen demanded broadcasters limit free performances to legitimate, regularly-established studios. Resolution of this type was reported ready for presentation but withheld when broadcast agents

## Sykes Endorses, Bellows Criticizes, Pending Abolishment of FRC and Creation of New Air Regulations

Washington, March 12. Federal moves to provide new deal for broadcast and communication industry got under way in earnest last week with Senate Interstate Commerce Committee opening hearings on Dill bill-abolishing present regulatory set-up and establishing new commission with sweeping powers.

## PHILADELPHIA COMPETITION KEENER

Philadelphia, March 12. After of opposition from residents of the suburban Sixty-ninth street section, WPEN gets permission from the Zoning Board of adjustments for the erection of its new transmitter there. Affiliate outlet, WRAX, now operating on 1020 kilocycles, will divide time with the sister station and clear the channel for KYW's move from Chicago. Howard Frazer is consultant engineer on the job.

At the same time, the Federal Radio Commission grants removal license to KYW for transmitter erection at Whitmarsh, Pa., and studios to be built in the local Westinghouse plant. "It was supposed that the Chicago station would build studios in the central Philly area, but the announced location sets it into the West Philadelphia territory, a short jump from the metropolitan business district."

WPEN, now out of the cheap time class, will furnish heavy sledding for the rest of the local 500 watters, while KYW is calculated to press the monopoly of WCAU high-power position. Reports have it that KYW should settle in Philly during the fall season.

Chicago, March 12. Further evidence that KYW, the local Hearst station affiliate with the Herald-Examiner, will use every effort to remain in the city throughout the Fair before moving to Philadelphia is seen in the station's request to the Federal Radio Commission for extended time.

Other provisions assailed included section requiring broadcasters to give equal opportunities to all persons speaking in behalf of candidates for political office, protesting that since the present situation is intolerable, this bill will make it even more so. Bellows wound up with condemnation of portions of Dill bill eliminating right of appeal from commission orders, presenting a brief legal memorandum prepared by Duke Patrick, former commission general counsel which urged that present provisions be reenacted instead of leaving new law "silent and defective upon such a substantial question."

Endorsement of bill by Judge Sykes was tempered by request for certain minor changes and criticism of the so-called Davis Amendment to the present law.

Irritated by protests that the legislation would impose a censorship on both radio and the press, Senator Dill Saturday (10) vehemently denied that the bill would lead to such a policy. "There isn't any foundation either in theory or in fact for such an idea," Washington alone said, referring particularly to remarks made recently by Senator Schair of Minnesota and former Senate Radio Committee chairman.

U. S. Chamber of Commerce of the United States Saturday (10) jumped into the fight, publishing a resolution adopted by its board of directors a week earlier protesting that the bill would go beyond the President's wishes and external powers of the existing statute. Resolution said increased regulation contemplated would achieve no useful purpose and suggested that seven-man commission would be unwieldy.

Determination to push measure through during next five weeks was displayed at both ends of the Capitol. Hearings before House committee are slated to start within the next week, though no definite date has been set. Probably Rayburn communications measure will be taken up as soon as hearings finish on motion picture legislation.

Scrapping of present agency was urged by Judge Eugene O. Sykes, Radio Commission chairman while objections of broadcasters were voiced by Henry J. Bellows (CBS) appearing as chairman of legislative committee of National Association of Broadcasters. Only other witness last week was Commissioner Frank McManamy of Interstate Commerce Commission.

Asserting that broadcasters are wholly in accord with President Roosevelt's intentions as expressed in recent message to Congress, Bellows protested that pending measures go far beyond scope of White House plans. Our essential objection to this bill concerns itself with just exactly ten words. These are "The Radio Act of 1927 as amended is hereby repealed," Bellows states.

Specific objections included protest against reduction in maximum time for which licenses may be granted criticism of provision exempting 250 watt stations from quota calculations, and sharp attack on idea of putting more than one station on present clear channels.

Terming six-months' license a serious barrier to the technical advancement of the industry, provision limiting term of licenses to one year is superfluous since existing commission never has extended time under its present authority to issue permits for periods not longer than three years. Questions of time should be left to the new agency for decision, he said.

Eliminating powers of commission, Bellows said, are excessive and unwise. Attacking provisions which would give new agency authority to levy fines up to \$1,000 a day, NAB spokesman declared that the new board would be at once judge, prosecutor and jury.

Other provisions assailed included section requiring broadcasters to give equal opportunities to all persons speaking in behalf of candidates for political office, protesting that since the present situation is intolerable, this bill will make it even more so. Bellows wound up with condemnation of portions of Dill bill eliminating right of appeal from commission orders, presenting a brief legal memorandum prepared by Duke Patrick, former commission general counsel which urged that present provisions be reenacted instead of leaving new law "silent and defective upon such a substantial question."

Endorsement of bill by Judge Sykes was tempered by request for certain minor changes and criticism of the so-called Davis Amendment to the present law.

Irritated by protests that the legislation would impose a censorship on both radio and the press, Senator Dill Saturday (10) vehemently denied that the bill would lead to such a policy. "There isn't any foundation either in theory or in fact for such an idea," Washington alone said, referring particularly to remarks made recently by Senator Schair of Minnesota and former Senate Radio Committee chairman.

U. S. Chamber of Commerce of the United States Saturday (10) jumped into the fight, publishing a resolution adopted by its board of directors a week earlier protesting that the bill would go beyond the President's wishes and external powers of the existing statute. Resolution said increased regulation contemplated would achieve no useful purpose and suggested that seven-man commission would be unwieldy.



## Des Moines Housewives' Knowledge Of Program Sponsors Rates High

because of their lack of local outlet following omitted from VARIETY's sponsor identification survey in the city of Des Moines: Boake Carter, Myrt and Marge; Easy Aces, Casa Loma Orchestra and 'March of Time.' This reduces the usual list of programs tabulated to 10.

135 Moines, queen city of the corn belt, appears to have fairly steady listening habits and in general knows who's who among sponsors. Of the 35 replies received by VARIETY, 39 were from housewives. It is notable that in 10 cases the program was never attributed to the wrong advertiser. Des Moines generally either knew the right answer or didn't know at all.

Curiosity has been expressed by advertising agencies and sponsors in VARIETY's survey on the point of whether or not VARIETY made sure that the people asked to identify sponsors had ever heard the programs whose paternity was the essence of the questionnaire. All persons answering the questionnaire have been selected among adults and all among regular radio listeners. Where fewer than five or six answers have been given, VARIETY has discarded and not counted such replies on the logic that this indi-

cated the person was not a radio fan or regular listener.

Keeping It Si

No specific attempt has been made to find out if, or how often, listeners have heard specific programs. Obviously such a postscript attached to the questionnaire would tend to defeat VARIETY's essential purpose to keep the questionnaire as simple and direct as possible. Instead, the emphasis upon adults and the instructions to get housewives and women rather than men to answer is deemed to have reasonably taken care of this aspect.

Wayne King, the Chicago waltz weaver, ranks among the first five in the Des Moines count-up. This is an excellent showing, but confirms the findings of the survey to date that King is best known near his native town, least known in diminishing ratio the farther away the poll is taken.

Exceptionally high is the Des Moines sponsor identification on the Metropolitan opera, which evidently has been selected among adults and all among regular radio listeners. Where fewer than five or six answers have been given, VARIETY has discarded and not counted such replies on the logic that this indi-

Next week: Burlington, Vermont

## Program Sponsor Identification

### DES MOINES

Questionnaires tabulated from the following: Housewives, 39; stenographers, 12; teachers, 3; cooks, 2; telephone girl, 1; saleswomen, 6; social workers, 2; mechanics, 8; students, 4; promoter, 1; clerks, 10; salesmen, 3; executive, 1; insurance inspector, 1; laborers, 5; unemployed, 1.

(95 REPLIES)

| Sponsor Correctly Named | Sponsor Wrongly Named | Sponsor Not Known |
|-------------------------|-----------------------|-------------------|
| Maxwell Show Boat       | 80                    | 5                 |
| Amos 'n' Andy           | 84                    | 11                |
| Eddie Cantor            | 82                    | 13                |
| Ed Wynn                 | 79                    | 18                |
| Wayne King Orchestra    | 77                    | 21                |
| Rudy Vallee             | 74                    | 29                |
| Jessica Dragonette      | 62                    | 31                |
| Metropolitan Opera      | 61                    | 31                |
| Clara Lu and Em         | 58                    | 37                |
| Phil Baker              | 56                    | 35                |
| Joe Penner              | 44                    | 45                |
| Paul Whiteman           | 43                    | 53                |
| Jack Benny              | 43                    | 52                |
| Edgar A. Guest          | 41                    | 66                |
| Bing Crosby             | 28                    | 74                |
| Will Rogers             | 28                    | 72                |
| Rise of Goldbergs       | 21                    | 82                |
| Harry Horlick           | 18                    |                   |
| Burns and Allen         | 13                    |                   |
| Olsen and Johnson       | 13                    |                   |

### Scared Motorists

Charlotte, N. C., March 12. Something new in interviews appeared on the "Man on the Street" program over WBT last week. Mayor Arthur H. Wearn had the police department detail two officers to stop cars at a busy downtown street intersection so that Grady Cole, conductor of the program, could interview them concerning traffic conditions.

Officers assigned to the broadcast snarled out motorists and brought them in to the curb. Most of them were so delighted to find that they were not to receive a ticket that they talked readily. Period was going so well that at the end of the regular time it was extended for 15 minutes and another local program cancelled.

Station started a drive for street safety recently and this program fitted into the campaign.

## Dropping Jack Benny As Sales at Height Irks Chev. Dealers

Lincoln, March 12.

Nebraska Chevrolet dealers seemed thunderstruck at the announcement of GM plans to drop Jack Benny in April. Several dealers called their entire staff together to ask the general opinion of the change from the comic to just an orchestra on the Sunday night program. There was general sorrow all around.

Benny's programs rate high in this section and seems to have been a good winning point for the salesman to start off their song-and-dance with when a customer comes in. Dealers said decision to swap to an orchestra about June, with Benny's return in the fall, wouldn't be bad, but April finds the heavy selling just getting under way and with the good listener out, it's unfortunate.

## AUTHOR BOASBERG SUES BENNY FIELDS

Los Angeles, March 12.

Benny Fields faces a \$5,000 recovery and accounting suit filed in Superior Court by J. Boasberg as a result of an assertedly broken pact whereby the writer was to be paid one-third the salary of the radio entertainer in return for a broadcasting sketch furnished by Boasberg.

It was an audition based on this sketch Boasberg's complaint recites, which landed Fields a lucrative job. Fields is currently entertaining on the Shell Oil program.

## Quaker Show to Follow Babe Ruth on B. B. Tour

Chicago, March 12.

Quaker Oats slated to go on NBC shortly for its Puffed Rice and Puffed Wheat products. On the Blue web out of Chicago three times weekly from 8:45 to 9 p.m. Agency is Fletcher & Ellis. Understood show will be built around Babe Ruth. Show will follow him on his baseball trips.

### Hotel Commercial

First New York hotel to join NBC's commercial list is the Great Northern. Campaign, which started last Wednesday (7), is, however, confined to WEAF. Angelo Ferdinando's string combo fills the quarter-hour niche, plotted for 11 o'clock Wednesday nights.

WOR does a late Sunday matinee plug for the St. Moritz, with the copy stressing the hostelry's cocktail hour and dinner.

### Frost's Team Hunt

San Francisco, March 12. Lew Frost, program director of NBC, is in Hollywood on a talent search, ritually seeking a comedy team to replace Tim Ryan and Irene Roberts, who have left for New York where the William Fox agency is setting them for a radio spot.

Frost spending a week there before returning.

## Air Line News

By Nellie Revell

Fred Allen, with Portland Hoffa, Jack Smart, Minerva Pias, Lionel Stander and Irvin Delmore, and Ferde Grofe's band, auditioned an hour show Thursday at NBC for Benton and Bowles, the new program, if bought, to replace the present Sal Hepatica-Ipana programs. Both products are made by Bristol & Meyers, but Peddler and Ryan handles the toothpaste and B. & B. the salts. Both agencies are contesting the advisability of one program for two products, P. & B. saying it's n.g. Upon that point hinges the sale of the new show written by Allen with Harry Tugend.

### Editors Will Be Boys

Several radio editors gathered at the NBC when the Marxes began their CBS commercial and went to the NBC press department to get WABC on the other network's loud speaker. As the program began, one of them noticed the chorus in the Radio City Music Hall, opposite the NBC press department on 50th street, singing between shows.

Now maybe the Marxes know why they weren't reviewed by all the dailies.

### General Mills' Hour

General Mills will sponsor an hour broadcast over Columbia from the Radio Playhouse March 24; talent already booked by Blackett, Sample and Hummert includes Abe Lyman's band, Jean Sargent, Tamara, set Marshall, Helen Broderick and others. It's expected to be in a series of hour programs.

### RCA Bldg. Peep Shows

RCA building is acquiring a reputation as the city's house of peep shows. Some of them include the NBC tour, with its braided guides as unmounted police, the tour of radio city, the view from the tower (at 55c a look), Mayor LaGuardia's slot machine exhibit, the first Municipal Art Show, the well publicized murals, Mr. Foster tour, and several others, including ancient coins, in the main floor corridor.

### All CBS Stage Show

An all-Columbia stage show has been booked for Loew's Valencia for the week of March 22. Individual acts, which have been built into a production include Tony Wons, Keenan and Phillips, Tito Guizar, Gypsy Nina, Phil Cook and George Hall's orchestra, with Loretta Lee, soloist. This is Hall's first vaudeville date since he opened at the Taft nearly three years ago.

### Short Shots

Charles Provin and his orchestra follow Ted Weems for Rca'silk early in April... Vera Van recovered from laryngitis and resumes on the George Jessel show next Saturday... Phil Barker celebrates his first year as the Armour Star Jester this Friday (16)... Kathleen Lockhart, wife of Jean Lockhart, actor and songwriter, is auditioning an English comedy chatter skit... After only three weeks on a WINS sustaining, Margaret Wilson landed a commercial for the National Beauty Co... John Martin, former CBS announcer, is now in the NBC sales department... James Saphier, managing Lee Leonard, Bessie Mack's protégé... Howard Phillips and Harold Lever start an NBC commercial soon for Mohawk Rugs... Paul Louis, new personal representative of Ferde Grofe, who is opening his new headquarters at the Waldorf-Astoria... Vernon Radcliffe, back from the Seth Parker tour, will return the 'Miniature Theatre' to NBC Saturday nights... Billy K. Wells is writing a vaudeville sketch for Jack Pearl and Cliff Hall.

### Just Talk

Helen Morgan and Leith Stevens are headed for a new CBS commercial... Absorbine, Jr. has bought time on WOR... Fess Williams and his orchestra are now on WHN from the Brooklyn Roseland... Lewis James of the Revellers has the mumps... Fred Waring's Pennsylvanians will celebrate the 15th anniversary on their Sunday (18) CBS broadcast... Harry Reser is planning a stage comeback with a combination consisting of acid accordions and one balalaika... Kay Reed, WNEW organist, in Boston each Sunday to fulfill a special organ recital at the Boston College Auditorium. She is a niece of Mayor Mansfield, of Boston... Seth Parker renewed for four weeks by Trigradio, but uncertain as to what's going to happen after that period has expired... Mary Small took a Fox test last week... Gypsy Nina, Little Jack Little and his band and Do Re Mi make a short for Paramount this week... Ex-Lax broadcast goes back to CBS' studios when Chesterfield starts its thrice weekly broadcasts from the Radio Playhouse, with Andre Kostelanetz, Nino Martini, Rosa Ponselle and Grace Moore.

### Gossip

Tito Guizar, Vincent Sorey and Vivienne Butler are booked for a Town Hall recital April 5 to sing, fiddle and dance, respectively... Alfred McCosker, WOR president, back in town after a week in Washington on the radio code... Julian Street was a juror last week... Gypsy Nina replaces Ariene Jackson for Purcell... Jack Pearl a Kentucky beginning tonight... Mrs. Charles K. Harris is trying very hard to bring back one of her late husband's song hits, 'I'm a Fool to Forget You'... Nancy Kelly, 12-year actress in the 'Wizard of Oz' has written an adaptation of 'The Golden Circle' and it will be staged on 'The Lady Next Door' NBC program... Elliot Shaw is out of the hospital... Harpo Marx is scheduled to do a couple of guest appearances for his brothers on the Amoco commercial... Ruthrauff and Ryan agency now handling Hinds will play at Manhattan Beach this summer from 2 to 6 every afternoon... Jack Benny starts his commercial April 6... Orol has requested the return of Gordon Grant to its trio and the change back to the old personnel will probably occur in two weeks, Brooks Allen going out.

### Stand By

Terraplane is planning to switch to two half hour shows instead of the hour now used. Grace Line is auditioning a WOR program with Felix Reisenberg as m.c... Buck Rogers and Mystery Chef moved on CBS... True Story has bought time for a second broadcast on NBC Sunday nights for a coast hookup... Porter Hall's three-year-old youngster recovering from pneumonia... There's an NBC tobacco on sale now... Rhythm Boys and Bert Lahr make a short in two weeks... Jack Meyers will be the orchestra leader when Littman's goes to three times a week on CBS... Leo Reisman is getting to be known as Zleggy, the second, from his telegraph sending habits... NBC has picked up its management option on Martha Menchie, but Menchie was out west to attend the funeral of his father... Bernie Procter, CBS station efficiency and program expert, is back from a survey of the CBS Minneapolis, Chicago and St. Louis stations.

### WNEW'S 4TH MAESTRO

WNEW, Newark, the Milton Blow station, has just hired its fourth musical conductor... He is Leonard Joy.

Those preceding Joy in the berth during the last couple of months include Romy Lallocca, Zoci Parontheau and Willie Stoll.

### TRANSFER ARMIDA

Armida, scheduled to appear the current week at the RKO, N. Y., was released by Fanchon & Marco at the request of Louis K. Sidney of Loew's.

Loew's wants Armida for the Jimmy Durante show which goes into the Capitol this Friday (16).

## SCHENLEY SWITCHES I. D. LEVY GIN SHOWS

Philadelphia, March 12. I. D. Levy, president of the Radio Promotion Corp., with a tie-in for Schenley's Silver Wedding Gin, will take off the local gin show from his own station, and Boake Carter's sport disc program from key cities of the wet east—and will return in two weeks for a new Schenley rye product. This new deal widens the percentage scope of Levy's arrangement, spreading from the gin to additional whiskey coverage.

It is understood that Schenley will bring out five different brands of rye, under a new ageing process, bottled in fifths and selling for \$1.50. Since the low price will probably switch the customer from gin to rye, Silver Wedding Gin air plugs will be stopped, with Levy resuming the same set-up for the new whiskey in about 16 days.

### Autos Eye Downey

Detroit, March 12. While playing the Fox Theatre here this week Morton Downey is auditioning for the radio programs. On two of the Nat Brunell off is also being used with a 45-piece orchestra and a singing choir is being used.

Understood prospective sponsors are of automotive group.

### CONLON-GLASS OFF KFWB

Hollywood, March 12. Jimmy Conlon and Myrtle Glass, former vaude pair, are off KFWB. They were on weekly with a 15-min. comedy serial.

## WRATH TO COME

Code Authority Will Knockle Down On Chislers

Broadcasting code authority is currently engaged in marshalling the necessary evidence preparatory to cracking down on several of the larger stations for chiseling practices. As the industry's policing coterie has it mapped out, the best way of forcing a general testing of the mark would be to make examples of the more prominent violators of the code's provisions.

Stations cited will be handed stiff fines and threatened with the loss of their operating licenses for the next offense. Code authority will also make it a point of seeing that these exemplary cases get the right dose of publicity not only in the trade, but through the newspapers.

### KSO Carries Battle

Davenport, Ia., March 12. Application for removal of station KICK from Carter Lake, Ia., to this point by the Palmer School of Chiropractic has been set for hearing on April 23 by the Federal Radio Commission. The removal involves change of frequency, power and call letters to WOC.

The hearing is a forced one and against action of the radio commission in authorizing the transfer on application. KSO, Central Broadcasting Co., Des Moines, Ia., a subsidiary of the Register-Tribune, is the only one to be heard and that on contents of a written protest.

Objections by a Wisconsin station and WIFE, Rock Island, Ill., will be barred from the April 23 consideration of the commission.



# WEBS ENTER SPOT BIZ

## COMEDIANS GET SERIOUS ON AUDIENCES

What is described a serious meeting is tentatively pencilled for Thursday (15) of this week. Groucho Marx and Jack Pearl are ring-leaders of a miniature convention of radio comedians who propose to discuss the merits and demerits of studio audiences for air comedy.

Invitations to the meeting have been extended to Al Johnson, Eddie Cantor, George Jessel, Jack Benny, Fred Allen, Goodman Ace, Ray Perkins, Arthur Boran, George Beatty, and others.

A proclamation as befits working conditions for comedians is expected to be issued.

## RADIO'S NICE WORK IF YOU CAN GET IT

Minneapolis, March 12. Charles St. Dennis, Chinese dialect actor, had to wait more than a year before he got a chance to demonstrate his ability here.

Olsen & Johnson finally came along with a radio script containing a Chinese character role. St. Dennis was called in by WCCO and landed a job of a half-hour's duration.

Now he's unemployed again.

## IN SAME BOAT

Chi. NBC, CBS-WBBM Battling It Out With Similar Sailor Shows

Chicago, March 12. Sailing, sailing for the deep blue air waves out of Chicago this week will be two 'old salty' programs, one on NBC and the other on CBS. On CBS there will be Jim Sarsfield who was rushed in on a last-minute call as 'Skipper Jim'. While on NBC, starting today (1) there is that old standby character performer, Cliff Soubier who will ride on a local spot as 'Barnacle Bill'.

That 'Barnacle Bill' show was supposed to start two weeks ago as a sustaining but Soubier was up to his neck with other jobs and what with other objections, NBC suddenly postponed the show. However, one of the salesmen got busy and dug up the Bunte Bros. as a sponsor which shot the 'Barnacle Bill' show in fast.

## Jap Gude Goes West

Jap Gude, head of CBS press, leaves this week for Los Angeles to look over the publicity situation in lower California as far as it pertains to the network and if necessary establish his own rep for that area. CBS has been depending for its press coverage around Los Angeles on David Heenan, top p. a. for the Don Lee link, but this representation has been merely part of Heenan's job.

Under Columbia's current setup the publicity for the entire west coast is fed out of the San Francisco bureau which has Harry Elliott in charge.

Gude is making the trip by plane.

## Ryan and Noblette East

San Francisco, March 12. William Morris agency is taking the comic team of Tim Ryan and Irene Noblette from NBC and sending them to New York where a commercial is in prospect. Tim will play these dates in Denver, Omaha, Chicago and Detroit en route.

They've been at NBC for past year, working on the Saturday night transcontinental Carefree Carnival, and doing commercials for Brown Derby beer, after long time as RKO vaudesters.

## Swish!

Cosmetic account auditioned last week at NBC using a male fashion commentator whose voice and manner proved a trifle too careening. Radio mikes, as is true of moving picture mikes, magnify a certain soprano quality in overly-dainty males.

NBC informed the cosmetic that under no circumstances could the fashion commentator go in its web.

## Adams, Freeman Out of WMCA as Storer Moves In

A. F. Adams, and Major Talbot O. Freeman are out as assistant to the president and executive v.p. respectively, of the Federal Broadcasting Corp., operating lessee of WMCA. Pair exited after George B. Storer last week assumed the FBC presidency. Another move made by Storer was the junking of the network which linked WMCA to WFO, Providence, and WHDH, Boston.

Storer, who bought into Federal substantially, is functioning as operator of the station without salary. At a meeting last Wednesday (7), the FBC's board of directors, chaired by former Gov. Alfred E. Smith, invested him with complete responsibility for the outlet's business affairs. Harmonious working arrangement now exists between Storer as spokesman for the FBC and Donald Flamm as prez of the Knickerbocker Broadcasting Co., owners of WMCA.

During Storer's absences from New York, W. F. Fitzgerald, listed as asst. secretary and treasurer on the FBC roster of officers, will have charge of WMCA operations.

## NBC DUMPLING LADY RIVALS IDA ALLEN

Chicago, March 12. NBC is prepared to invade the homes with its own cooking expert after years of puttering around with makeshift home service programs. Has put Eleanor Howe on the wires out of Chicago for a five-days-weekly run on the blue web with cooking instruction and recipes.

Marks the NBC attempt to compete in this field with CBS, which has been top-spot around the cooking circles through its particular expert, Ida Bailey Allen.

## BARRYMORE, ARLISS SET

Aylesworth Seeks to Hold Lehn & Link on NBC

Lennen-Mitchell has set John Barrymore as the initial guest when it takes over the Lehn-Fink Sunday night series from Rutland-Ryan April 8. George Arliss is being figured on for the next program, with both feature names doing their bits from Hollywood.

German Bernie and Ralph Farnum, latter on the coast, did the placing of Barrymore, and also have been delegated to negotiate for Arliss. NBC has hopes of saving this series from moving over to CBS with the April 8 broadcast. M. H. Aylesworth has stepped into the dilemma and may prevail upon the commercial to let the spot ride as is. Drug manufacture wants an earlier release. Current time origin is 10:30 p.m. EST.

## GRIEG-BLAIR ADDITIONS

Chicago, March 12. Grieg-Blair-Splight, special rep outfit, has added Ray-Linton to its local sales staff. Linton moves in from WBBM, the CBS outlet here. Also, in its New York office, the firm has added Al Willson.

## DISLIKE GROUP SELLING POOLS

NBC and CBS Action Follows Recent Formation of Group Broadcasters, Inc. —Networks Seek to Arrest Further Tendency of Affiliates to Enter Sales Deals Rivaling Webs

## NBC STARTS APRIL 2

As a protective measure against the self organization of indie stations into spot time selling companies, such as Group Broadcasters, Inc., both NBC and Columbia have decided to extend their operations to the booking of spot business for all affiliated outlets. Under this new policy, the network will not only control the associated station in booking it for network purposes but serve as agent in selling the affiliate on a spot time basis.

Although the webs have been mulling over the idea of dual representation since the early part of the current season, no attempt was made to put it into crystallized and workable form until after the unveiling of the Group Broadcasters project several weeks ago. Networks realize that they are now faced with the necessity of putting a crimp into the GB promotion and also of preventing the cropping up of other enterprises with similar purposes. By offering to do also their spot time selling for them the webs hope to be able to keep their affiliates under control.

Already Organized NBC inaugurates the twin policy April 2. No date has been settled upon by Columbia. In the case of either network the facilities are there for the immediate handling of the spot time proposition. Each has for the past two years maintained a local sales army whose function it's been to sell and clear spot time for the stations owned and operated by the network. Associated outlets availing themselves of the network's representation in the matter of spot time will pay a 15% commission on the gross for the service. Representation on the part of NBC will be non-exclusive.

Webs hold that their comprehensive coverage of advertising sources places them in an ideal position as spot time reps for their associated stations. If a prospect couldn't be sold on a network proposition the next move would be to bring him into the fold on a spot time basis. Or, a client could be sold on a proposition that called for supplementing a hookup with spot placement by way of discs. Both webs are also equipped on the transcription end of the business. NBC has its affiliate RCA Victor, while Columbia still has the recording studio which was left on its hands when it dissolved the Judson Radio Program Corp.

Spot time contracts cleared through the networks will contain a movable clause, obligating the station to make way for a network show on two weeks' notice. Means that if the web requires the spot for a live commercial the disc program will have to be moved to another niche on the outlet's schedule.

## Kansas City Star Lists Shows of WDAF Rivals

Kansas City, March 12. With the starting this week of the arrangement between newspapers and radio stations for the twice-a-day news broadcasts, the Kansas City Star began the listing of programs of the major broadcasting stations heard in Kansas City.

This is a new policy for the paper which has not given the programs of opposition stations to WDAF, the Kansas City Star, for many months.

## Earl, Shepard, Hubbard, Anthony Organize Indie Press Service; Open Sales Campaign in Chi Meet

Chicago, March 12.

Attempts to spread the indie news service idea into a nationwide profit-making organization was the purpose of a general get-together meeting here last week of radio station operators, time brokers and station representatives. Entire notion is still largely in its formative stage despite the tentative setup of the group to take in the John Shepard network and several Pacific coast stations, of which Guy Earl of KNX is the guiding factor.

Leaders in the meeting at the LaSalle hotel last week were Guy Earl and Stan Hubbard of KSTP. They are two of the foursome behind the organization tentatively known as News Dispatches, Inc., a California corporation. Besides Earl and Hubbard there are John Shepard and also, it is understood, Earl Anthony of KPL. These have been bearing the heavy burden of the indie press service since March 1, which is reported operating at present under an overhead of more than \$3,500 weekly with only small revenue at this time.

Purpose of the meeting was to sell this press service to other stations throughout the country, though nothing solid was accomplished other than informing the station men what sort of service they would get. Expected that the service will deliver to customer stations four dispatches daily, sufficient news to make up four 15-minute broadcasts each day. Besides the service promises to flash all outstanding spot news to stations between these four periods.

The stations are undecided in the dark as to how much this service would cost and neither Hubbard nor Earl could state just what the charges would be. Charges may vary from \$75 to \$200 weekly, depending upon the power of the station and the local population. The news bureau will not allot exclusive service to any one station in any community but will deliver to as many stations as will pay for the privilege.

Washington, March 12.

Survivors of Columbia News System's collapse here have banded together to start commercial news service for radio stations. Eight stations lined up during last five days of operation and half-dozen prospects in view.

Idea started as result of inquiries by WBBM, Buffalo Evening News station, about possibilities of obtaining more Federal stuff through its own bureau here. Original plan was to combine service to newspaper-owned transmitters, but other stations showed interest and restriction was abandoned.

Covering only news in Federal and Congressional circles, service supplies frequent 30-word bulletins, designed to provide sufficient matter for three times-a-day broadcasts. Stations pay wire tolls, with fee for service being based on population of cities in which stations are located.

While not admitted to the Capitol press galleries or White House press conference, men have adequate contacts with insiders in such circles to make certain of dope on latest developments. Application for admission to Congressional galleries is planned after service is better established.

Staff consists of Cecil Owen, former UP and Hearst reporter, Frank Cronin, and William Werthe. Offices have been set up in Earle Building, CBS headquarters.

Boston, March 12.

Since the radio-press agreement went into effect last week and the

local newspapers have discontinued their news broadcasts, the Boston American has been carrying a box on the front page copyrighting all its contents. The Yankee Network News Service retaliates by carrying the following copyright announcements preceding all broadcasts: All news used in this broadcast has been gathered and edited by the staff of the Yankee Network News Service and its own correspondents throughout the nation and foreign countries. Representation in whole or in part is forbidden to newspapers unless credit is given to the Yankee Network News Service.

Roy Harlow, assistant to Shepard of the Yankee web, just returned from Chicago, where he attended a meeting and exchanged ideas and compared notes with representatives of other stations operating news services similar to the Yankee.

Some of the local newspapers seem to be unable to make up their minds as just what is a news broadcast. Some list the March of Time and others don't. One paper carried the listing one week and then deleted it the next.

St. Paul, March 12.

After its first week of news broadcasting on the new plan, Radio News Association, Inc., which has as its nucleus stations KSTP (St. Paul) and KFI and KNX (of Los Angeles), is expanding into a nation-wide, news-selling service, according to Stanley E. Hubbard, and gen. mgr. of KSTP.

Correspondents are all trained newspapermen who are paid air 'space rates,' based on the size and importance of the stories, as and when they are used. Like a newspaper or magazine writer, the ether-sleuth gets paid by the air 'column.' Station stands wire charges, whether yarn is used or not.

In a talk to KSTP listeners inaugurating the news service, Mr. Hubbard said, in part: 'The broadcasting of news by radio stations is a development that has resulted from public demand. Here, as in every other part of the country, listeners have come to expect radio to supply them not only with entertainment, but with the news of the day almost as soon as it happens. This has been natural, but not premeditated development, because radio is inherently the fastest means of communication.'

Alluding to the Publishers National Radio committee plan, Mr. Hubbard declared: 'These periods will be limited to items that will already be many hours old, or not news at all. The object, of course, is to prevent the public from obtaining news until the slower medium, the newspaper, has had time to reach its subscribers.'

## Public Will Decide Best Time for News

Imira, N. Y., March 12.

WESG is conducting a survey to determine what time the morning news broadcasts shall be given. Listeners are asked to notify the station of the time they desire to hear news items. At present they are asked at 9:30 a.m. WESG management is considering a switch to a spot between 11:15 a.m. and noon. The exact time, however, will be established in accordance with the wishes of a majority of the listeners.

One of the reasons behind the station's move for a change is the fact that at 9:30 a.m. many persons are unable to hear the news items because they are at work. It is felt that if the time were around noon more would be able to listen.



## SHELL SHOW

With Marjorie Rambeau, Benny Fields, Edith Evans, Phelan & Hughes, Harmony Aces, Cheerily & Yarburt, Georgia Stoll, orchestra. Rush Hughes, m. c.

## COMMERCIAL

KFI, Los Angeles

Recently switched from KFRC, San Francisco here in order to avoid theatre opposition to free sea and

live broadcasts in the northern city, this weekly air vaude has been considerably strengthened by a change in managerial operation.

Broadcast is before an audience at the Radio Playhouse, with theatres remaining quiet although plenty of talk of opposition when it was first broached that the program would come south.

Show, which seemed to be falling out of favor, through too much repetitive comedy stuff of the Joe Miller variety, is again finding itself with a playing down of the questionable laugh stuff and a building up of the musical and dramatic values.

Program now is an outstander from the tune angle with George Stoll's orchestra being given an opportunity to deliver a brand of snappy band material. A particular musical highlight at program caught the eye of the audience, a rendition of "Old Man River" by Stoll and George Stoll, of the orchestra.

Benny Fields continues to get over with the Shell listeners, with four divergent numbers but show honors are copied by Harmony Aces, debuting on the air in a Mills Brothers' routine. Quartet get the best of the evening from the free ad libbers, deservedly. They look like a cinch for plenty of future coast work.

Marjorie Rambeau puts over a dramatic skit with a comedy tag that manifests that this legit-film actress can be as equally effective on the air as on the stage or screen. In this, her first appearance on the coast, she brings a better sketch with two male supports, names not announced.

Edith Evans, contralto, sings two popular numbers but show forth stuff that suffers in comparison with the class quality of the musical and dramatic contributions.

## ONE NIGHT STAND

Pat, Melodi

Comedy, 30 Mins.

## COMMERCIAL

WAFB, New York

For months, the best (U. S. Tobacco) was one of NBC's top Saturday night customers. With the shift to the Friday evening niche, last night by Maude Adams for Pond's the Dill shiners were evened out, the hook up across country to Kansas City, induced a puff of blackface comies and changed its billing. Like a comedy team the "One Night Stand" idea is using "Pick and Pat" House Show Boat. With each week there's a new designation of locale. Last Friday (8) Somerville was the honoree.

For a variety show the Dill & Pickmen is deftly routine and paced, even though the entertainment ingredients, themselves, lack punch and sparkle. It is usual "Pick and Pat" regale the customers with personalities that rate away above the material. With the Melodiers it's standardized harmony but pleasant to the ear, with Josef Bonnier, a conductor for the McCann-Erickson agency, does a stock job by the orchestral interludes.

Continuity gets most of its plug matter out of the way at the first part of the program. There's lots of it at that point and a bit more for the faded, with the copy fashioned to cover the stock arguments of the everyday smoking tobacco ad. Smoker prospects should be tickled by the theme as being warbled at the opening and finish. It's an old melody English ballad which tells of a young old man with an old pipe and a tin of Dill's beside him.

Program is also using guest fillers. For last Friday's event Sam Herman plied the xylophone. Odeco.

## TRUE STORIES OF THE SEA

Talk, Songs

15 Mins.

## COMMERCIAL

WOR, Newark

It's salmon that the food packer with the Del Monte label has to sell here, and even though the breed is a denizen of the rivers, the advertiser elected the sea story as the associate tie-in for the product. For stories about the wide watery spaces the batch dished out on this evening segment are exceptionally tame and pointless.

Spinner of yarns takes his cue from a bit of dialogue that follows the making of a sea bounty by a quartet. The formula is such that the remarks made by his feed reminds him of old Capt. Barnes, of Gloucester, somebody in the quartet carols, "Gather around boys, and sing a yarn accoin", and the narrator tells the next 10 minutes to pad out an anecdote that piques neither excitement nor humor.

Ad copy lays down two points and with them runs the case. The brand of salmon Del Monte packs is of the red variety and this has for its origin the old Alaskan waters. Odeco.

## GROUCHO AND CHICO MARX

30 Mins.

## COMMERCIAL

WABC, New York

Two articulate members of the four Marxes of stage and screen are here making a return radio appearance. This one is for American Oil (Amoco) and the brothers occupy Sunday nights. Marxes are in for weeks with running options.

Previously, comics were shy: lawyers in a script authored by the late Elsie Crig. This time it's the principally gags of the type identified with them. For example: "a penny for your thoughts—and you'd better not think it, it's the best offer you'll get."

In this romping fashion Groucho keeps up a constant babble of words, seizing, twisting, punning not only other people's remarks, but commenting on his own comment.

Sunday (11) sample was fast and quite funny. It's a tough pace, however, that set for themselves to follow. Still, once a week may be no strain, through their numerous Paramount pictures the brothers have been given a large probable audience. Men especially like the Marx brand of comedy and men, in general, buy the family gas. As to the commercial copy, it's perhaps a little more blab-blah than the average for gas sponsors.

## CARLOS MOLINA BAND

John Harrington, announcer

## COMMERCIAL

WABC, New York

## WHO, Des Moines

Twice a week Magic Soap and Proteus Soap are plugged by radio discs to the housewives of the middle west. The sponsor has recorded some 27 platters of Carlos Molina and his orchestra, and in the past year in the ballroom of the Congress hotel, Chicago, and acquired something of a reputation.

Molina does a well done both from showmanship and recording angles. They were turned out in the RCA Victor studios.

Molina band delivers three to four numbers on each disc. Band does best with the South American tango tunes, though it goes American occasionally with a straight pop tune. Molina announces his own numbers with a below-the-Equator accent that fits his plug line. The "Valentino of the Batons" Harrington on the commercial does a capable and clean-cut job.

But, finally, there's the question of whether this program can sell itself. Soap dealers and radio housewives worrying about the fifty dishes in the sink are not going to be sold by a society band from a legitimate broadcast. The case of a show being too good for its spot. Gold.

## THE ITALICS ARE MI

H. Stokes, Lott

## Dramatic Sketch

15 Mins.

## Burns

WOR, Newark

In adapting Ben Lucian Burman's short-story collection, "Steamboat Around the World," for the mite H. Stokes Lott, who doubles as narrator, might as well have eliminated all dialogue and made it a case of straight synopsis and summarizing. Of dramatic interludes there are few, since Lott has assigned to his narrator role practically all that the continuity has to retail. Title of the story is "The Italian's Tale."

Portions of the script, judging from last Wednesday night's (7) sample, "The Saga of Dr. John," Lott certainly is a deft tale of transplanting that Lott is doing for Burman's folktales of the bayous and swamps that dot the lower Mississippi. Lott shows a knack for bobbing in and around swiftness and effectively but when it comes to effecting pace and suspense through an adroit interweaving of dialogue and narrative interpolations he falls far short of the expert touch.

Projection he and the assisting players give "The Saga of Dr. John" contains little of the color, excitement or sympathy for the central characters of the original story. Couple of the voice characterizations were weak. The narrator, H. Stokes Lott, was credited with the program's direction. Odeco.

## CAROL LEE

Singer

15 Mins.

## Sustaining

KFI, Los Angeles

On the station two weeks, in a couple of bi-weekly 15-minute periods, she is the outstander for Coast blue warblers.

Formerly on the stage and more recently radiating from southern states, the singer, looks like a cinch for bigger radio spotting and perhaps, perhaps.

She sings four pop numbers on each program and draws an audience of her own. The next number in which she puts them over. Her voice is full of personality and is easy to follow due to an apparent lack of straining. Smooth effect of her voice is in her ear in introduction as "the girl with a velvet voice." Stan.

## DOROTHY PARKER

The Waltz

## COMMERCIAL

WEAF, New York

Best break a person like Dorothy Parker could get over the air on a practically maiden appearance is the kind of introduction Rudy Vallee gave her. Whereas, Dorothy Parker was a woman of wit and sarcasm for devastating shafts of sarcasm at the expense of other people may might be expected to await her own vulnerability with a certain malicious expectation of having the final giggle.

Vallee, instead, in giving her the builder-upper presented a mental picture of a lady quaking in her oxford from microphone fright. This confessional prelude had the effect of humanizing one many think of as a wit and a great deal.

As a matter of fact, any self-doubts tormenting Miss Parker at the moment (or century) she was on the air did not particularly register. There was no moment when something seemed askew but this might readily have been a musical miscue, since a waltz strain went in and out of the evening recital, given by the guest star.

"The Waltz" is one of Dorothy Parker's published papers. It is a thought-provoking piece. She dances with a clumsy colonel who crunches her toes. It is an interminable waltz during the agonies of the evening. The piece is conveyed chiefly by the woman's thoughts expressed to herself, seems like human suffering going on unabated through eternity. It available, the recital ought to be a favorite with education pupils. It presents lots of scope.

As a matter of cold fact she is one of the least impressive of the Flamingo guests. It happens that she was the only one of the evening (8), and it is quite probable that she is not a name in any sense at all outside the tribal zone of the Algonquins. Lind.

## RADIO PLAYBOX

Children's Program

30 Mins.

## Sustaining

CKCL, Toronto

This is the first known program in Canada to be aimed at child-listeners, inasmuch as child actors are used in the casting of storybook entertainment that will hold no interest for adults unless they are parents who like to hold the children on their knees for a pre-bedtime story. The answer to the complaint of Thomas Maher, director of programs for the Canadian Radio Commission, who says that small orchestra used for Canadian programs would present entertainment for listeners of their own age, he would not be forced to make a situation in which children of tender years sing adult and salacious songs, the lyrics of which, the performing tots and their listeners can have no comprehension.

First presentation in "The Radio Playbox" series is "Alice in Wonderland." That it has the 7:30-8 p.m. spot is indicative of the station management's appraisal of its merit. Either adaptation of the Lewis Carroll classic is written and directed by a child actor, which is well known here for their children's activities, but this is the first time she has been asked to lend her professional talents to the other angle of entertainment. Using children in "Alice," these ranging from 6 to 12 years. Treatment is whimsical and imaginative and held the attention of the children.

For musical breaks, kid actors are good and apparently well-rehearsed, judging from inflections and timing. "The Blue Bird" program, a radio adaptation by George Granoff of the story by Maurice Maeterlinck's "The Blue Bird." Following come other interpretations of the better-known Grimm tales and other tales, sequences built about child-characters in the Dickens' classics. McGray.

## AGNES AND ERSON, DICK

WHARTON, MILTON SHATZ'S

## ORCH.

Musical Review

30 Mins.

## COMMERCIAL

WOP, Philadelphia

This is a new series bankrolled by the Penn-Jersey auto lubricant company, usually takes a band vocal-ist, gets spot billing. Work fair, with top notes a bit shaky. Major trouble is with the band, obviously handicapped by little rehearsal, and noticeable lack of lift. Shatz, the leader, is branching out from part of local orchestra to the baton-swinging assignment, and the band itself doesn't range-hance very much. The Anderson gang sings through a bad case of cold, but does yeoman work to put over her low notes. The band is Commercial copy is handled nicely, neither too long nor too heavy. Announcers are slightly stentorian, with a few minor slipshod trying a bit harder than usual to sell his products.

## MINNEAPOLIS SYMPHONY

Eugene Ormandy, conductor, Stan

## Thompson

## COMMERCIAL

WBBM, Chicago

Through the Hays MacFarland agency in Chicago, this program on the Columbia web in opposition to the Ed Wynn show on NBC every Tuesday night. Paying the pipers is the Grunow radio and reorganizer of the Chicago symphony. Shown last continues the current trend toward the 'better things' in radio, sweet music and operatics. Increasing number of sponsors are swerving away from comedy holes to classical violins and coloratura sopranos.

Despite the fact that the agency and client picked out a municipal symphony to sell the Grunow products, both the backers and the symphony conductor saw to it that the concert was classical. At a press luncheon in Chicago some weeks ago Ormandy stated that the trend of the public's taste in music was to the topmost heights in classical music.

Yet, in this first show, Ormandy's selections were barely out of the semi-classical realm. There were two overtures, one by Percy Grainger. Perhaps it was for this reason that the show lacked variety, color, zip and punch.

All in all, the 30-minute interlude and excellent accompaniment to the evening bridge game. There is no doubt that the program will get its intended audience, as it is in gear at 1:30 CST on Tuesdays, and those of the public who want straight-forward concert stuff will get it here. But the show must be classified as a good-will and institutional show rather than a direct selling program in its present setup.

Thompson handles the commercial with a sure touch. He gives proper emphasis, but the dialog sequence was out of place and incongruous in this type of program. It is too heavy a contrast to the symphonic strains. Ormandy's live announcements, added a pleasant touch to the show, his slight but noticeable accent being wholly suitable to a symphony baton-waver.

Grunow will get listeners in the income-brackets that are in a position to buy the products. That much is certain. Are tying a contest in with this show. And again the question arises whether those who tune in on a Minneapolis Symphony will like down to the dealer for an entry blank to get in on a chance to win a refrigerator. Gold.

## 'COFFEE FOR TWO'

With Elizabeth Love, Millard

Mitchell, Eddie Craven

## Playlet

## COMMERCIAL

WEAF, New York

This skit, by H. H. Stinson, was produced by NBC, Chicago, in March, 1933, under the title, "Trumpet and Trombone." It is a playlet of Romance. It is repeated in March, 1934, on the Rudy Vallee show, under the title, "Coffee for Two." The key to the author's title. Playlet comes from the Hollywood Writers club literary evenings.

Incident may or may not afford evidence of material scarcity on radio. Weekly problem of filling that Fleischmann hour with novelties of all kinds must be tough. The key to the author's title. Playlet comes from the Hollywood Writers club literary evenings.

Oddly enough and contrary to what might be expected Clarence Messers' Chicago production of 1933 excels in dramatic force and tenacity the repeat done for years' sake. This is explainable in terms of the microphone inexperience of the three young legit actors chosen to do the playlet. The author's adaptation is less skillful also.

Essence of the story is a gangster's fear of dying cheap. He is marooned in a fish-hood room. Outside, machine guns of a rival gang wait for him. Thinking himself poisoned by drugged coffee and lead to die an inglorious death, the gangster fights the gangster, goes out to his doom. Denouement is that the coffee wasn't poisoned. Pseudo-waitress is the sweetheart of a man the hoodlum killed. It's a playlet ideally adapted for the restrictions of the microphone but partly muffed as presented by the Fleischmanns. Lind.

## ROY HEATHERTON

Songs

Sustaining

WGV, Schenectady

Tenor heard in a 15-minute song-alogue over the NBC red network on Friday afternoons. Calls himself "The Old Tenor" although his voice sounds like that of young man. In keeping with the billing, Heatherton warbles ballads, standards and pop.

He is a pleasing tenor, of some range and tone purity, and a style well adapted to the type of numbers he essays. Heatherton takes a high note here and there and flashes a good falsetto. In Irish songs, he does fairly quite a brogue. Heatherton announces his numbers. "The Grande Trio" furnishes the accompaniment. A pleasing afternoon shot. Jaco.

## BEATRICE FAIRFAX

Advice to Lovelorn

## 15 Mins.

## COMMERCIAL

WEAF, New York

Smartly produced and adroitly handled network commercial on behalf of the Lafayette soap flakes, took to the microphone Saturday (10) at 8:30 p.m. Beatrice Fairfax, of course, is your Aunt Tillie. There isn't any such person. She's an office by-line on the Hearst dailies, but that value to sponsor that consists in being the first and the best known of the newspaper heart-throb disastionists.

Lafayette's Beatrice is a syrupy-voiced lady who manages to be refined yet sympathetically down-to-earth. She talks for a few moments, then the script goes into a dramatized excerpt of something somewhat where who has a sentimental problem. These will apparently veer toward the inarticulate husband who loves like Fanny, but never tells her. All women seem to complain that all men (gigolos excepted) are lacking in poetry and gallant gestures. First plank on the Fairfax accusation of insincerity on the show. Should loosen up with compliments, flowers, and love speeches.

All of which is done very neatly on the Lafayette show. Script is a gem in accomplishment, what it is supposed to. And, acid test, it steers between the ridicule-inviting extreme of gushiness and the blightful accusation of insincerity on the ship. It's good radio showman-ship. Lind.

## NIX TAXI RADIOS IN SOUTH AFRICA

Capetown, Feb. 12

Taxi drivers here were all set to install an ill receiving sets when the Postmaster General notified everybody the set would be illegal. Several cables went ahead anyway and were ordered to remove the gimmicks, even though they had paid for the licenses.

Several say they'll take it to court for testing.

## B. B. Broadcasts Minus Comment on Frisco Seals

San Francisco, March 12

San Francisco Seals and the Pacific Coast; League have played broadcasting of the diamond games this season and KXIA will put them on daily except Sundays and holidays, and two nights weekly.

Ernie Smith of Hearst radio service will do the spelling for the series, for which sponsor is now being sought. But proviso of the broadcasting agreement prohibits announcing from commenting on any phases of the game, weather, crowds, decisions, etc.

Gate tariff at the games, incidentally, upped from 40c to 75c this season, despite last year's red.

## Isham Jones Walks

Resentment over having his band's part in the program graduated from radio to make way for the addition of guest artists was responsible for Isham Jones' walk-out on Ex-Lax. Blow-up came a couple of Mondays ago, when in the last-minute revision of the show the producer relieved the combo of its star. Jones, who was making a thing to do, but accounts the warbler on the bill. Jones has been with the variety affair since it started. Columbia early this season.

Ex-Lax is in with Erno Rapee.

## Nick Lucas on CBS

Nick Lucas has been taken under CBS wing for an air build. Starts March 21.

At present carded for 11 p.m. Wednesdays and 6:30 p.m. Fridays. CBS thinks him a commercial bet.

## PROVENSEN IN AGENCY

Washington, March 12

Herbert Provensen, NBC announcer while the latter was in White House, has joined Lewis Ewin Ryan, Inc., local ad agency, as head of the radio department.

Provensen comes from WLBW, Erie, Pa., of which station he became manager about a year ago after resigning from NBC's Washington staff.

## SEALED POWER STOPS

Chicago, March 12

Sealed Power, Sideshow, program mascot of the wires next week. (Comics: 13 weeks on NBC at that time.)



# RADIO SHOWMANSHIP

(Merchandizing Stunts and Program Tieups)

## OUTSTANDING STUNT: COMEDY POLITICIAN Station KSO, Des Moines

Des Moines. In happy contrast and not from the dry-as-dust political campaign of those gents who would become mayor of Des Moines is KSO's comedy burlesque figure, Elmer Schomaker, supposed to be a candidate for the same office. Program has been used as a filler and with plenty of scope for local humor and spoofing has clicked and followed. Station many thanks the final installment of Elmer's career from baby to candidate is developed with facetious detail.

## Cohan's Showmanship

New York. Glib, slick, versatile George M. Cohan returned Sunday to Good Gulf gas. His showmanship and authority in performance stood out as before. A long, varied career in the theatre as actor, author, composer and manager climaxed in a program such as the radio can not duplicate. It's distinctly Cohanesque and may therefore be recommended to students of what is showmanship.

He introduced one new song, 'Spring is Here' and rendered another, 'St. Patrick's Day and the Irish'. There was on the same program a rendering of the 'Revelers of another recent Cohan composition, 'Indians and Trees'. His fertility knows no abatement through the years.

In the theatre Cohan takes the privilege of his position and fame to act in the most leisurely stage direction-defying tempo in the radio he alters all that in the name of radio showmanship. For the air he has the zip and zoom of the fastest.

## 15th Century Hebe Comic

New York. Jeddo-Highland's coal program brought to radio a strange combination last week. The final installment of 'Don Quixote'. This was a Hebe comic introduced in a story concerning the middle ages and knighthood.

Which gives an idea how old Jeddo-Highland producers think the family tree of Ben Welch, et al., is.

## Snowbound Program

Philadelphia. When last week's show kept Gimble Department Store customers at home a snow-bound program offered bargains to be delivered by a truck fleet, over the store's station, WIP. A local government weather man, in the role of an official of tracks, Wilson Steamer, official, traffic policeman, and a Gimble truck driver told how they were combating the storm.

Newspaper men were rushed along with window displays, to publicize the program which was arranged the day of presentation.

## Islike Stunt Photos

New York. Gag pictures have become poison to the radio editor. Now on it's either a straight pose or the photo is n.g.

Stunt stuff may be okay for the fan mag, but the newspaper readers are inclined to give it more critical attention and snicker at the obviously inspired touch of the press agent.

## Corner Heckler

Charlotte, N. C. Chuck Crutchfield, who assists Grady Cole on the weekly 'Man on the Street' program from WBT, had to solve an emergency with emergency tactics recently. An excited spectator insisted that he would shout 'Hello Mamma' into the street mike.

In attempting to approach Grady and Cole, the heckler not only trampled the toes of those that were being interviewed on pertinent questions of the day.

Chuck threw the offender back twice and on the third advance laid a none to gentle fist on his jaw. The program went on without further interruption.

## Interviews Dogs

Minneapolis. A novel broadcast over WCCO, local Columbia channel station, sponsored by a dog food manufacturer, is a five-minute imaginary interview of a dog. The WCCO 'reporter' does the interviewing. It's 5n for five minute six days a week.

## Public Health Dramas

Schenectady. Propaganda for personal and community health is carried to WGY's listeners one afternoon weekly through the medium of sketches written, acted, and produced by staff members of the New York State Department of Health. A pioneer in the use of radio to make the public health-conscious.

# SOUND RIBBON

New Invention Records on Long, Narrow Strip

The Hague, March 3.

Interested parties from all amusement circles watched a demonstration at the Carlton hotel, Amsterdam, of a new French invention, a sound ribbon. It combines Philips radio patents with soundfilm process. Sound is produced in the same way as in talkers.

Inventors claim that this sound ribbon means an evolution in mechanical music and will greatly affect the gramophone and disc trade. The ribbon which produces sound effects resembles a typewriter ribbon and runs off a spool, winding on another one.

Its possibilities include recording telephone calls while subscriber is out or doing stenography in court cases or during debates.

Idea is to build sound sets and sell the ribbons here under a license.

Dutch company to be founded.

## PHILLY SUB-SCALE MUSIC-RADIO FIGHT

Philadelphia, March 12.

Carrying through his promise to aggressively combat sub-scale practices it is understood Romeo Chella, new president of the Musicians local, will put part of his membership on trial and make charges. All radio stations affected.

Stations on their side express a determination to end union domination.

## Mexican Court Tells Doc Brinkley He's Gotta Go

Mexico City, March 9.

Unless he seeks higher court action, it appears that Doc Brinkley must abandon his high-power radio station at Villa Acuna, on the border.

Federal district court here rejected the Doc's suit for an injunction to restrain the ministry of communications and public works from closing the station, holding that the ministry was within its rights in revoking station's franchise on the ground that Brinkley wove unauthorized medical propaganda into the broadcasts.

Government has given Doc a reasonable time to dismantle and vacate the station, was the verdict. If he refuses it will remove wires, apparatus, etc., forcibly and padlock the studios.

## Eiffel Tower Cutting Power for Broadcasts

Paris, March 3.

Eiffel Tower will hereafter cut its power in half after 7:30 nightly, as a result of protests that by remaining on the old long wave length, despite the general shutdown of Jan. 15, it was shutting foreign stations out of Paris.

Andre Mallarme, new communications minister, says that the work of changing the station over to its new assigned wave length, 206 meters, will take several months, although other stations in Europe carried out the shift immediately.

Reduction of power is intended as an accommodation to fans in the meanwhile. Full power will continue to be used during the day.

## WODX Straightens Out

Birmingham, March 12.

Confirmation of the sale of assets of the Mobile Broadcasting Company, operators of WODX, was announced last week by Judge J. N. McAlister, U. S. referee. Purchase was made by W. O. Pope and associates, who had operated the station, who posted a bond of \$10,000 as a guarantee of their offer to pay all creditors. Liabilities are supposed to be around \$25,000 or \$26,000.

Tentative plans are for the formation of a new corporation and a change in wavelength as well as call letters.

## Ellington MJB's

Los Angeles, March 12.

Duke Ellington's orchestra goes on the MJB Coffee hour over NBC for four programs, starting here March 13.

Frogman, currently is emanating from KGO, San Francisco, but will be back at KFI, here, for the Ellington broadcasts. Gus Arnheim follows for 13 weeks.

# New Business

## Renewals

General Foods (Maxwell House Coffee) effective April 5, 13 weeks, Captain Henry's Show Boat, involving 51 stations on NBC's red (WEAF) network.

Carnation Co., April 2, Monday on the red.

R. B. Davis (Cocomalt), 13 weeks, effective April 8, on CBS, 'Buck Rogers Adventures'.

R. D. Davis (Royal Baking Powder), 13 weeks, April 2, 'Mystery Chef' CBS.

Corn Products Company (Kremel, Marjola, etc.), 13 weeks, April 3, Will Osborne-Pedro de Cordoba morning program.

## NEWARK, N. J.

W. F. Young, (C. C. Absorbine, Jr.), 13 weeks, starting March 18, Sunday to Thursday inclusive, 15 minutes, Harry H. Balkin on character analysis. WOR, Products Co. (Pobeco toothpaste), contract redrawn for 52 weeks, beginning March 9, Will Osborne band, Radio Harris, Catherine Carrington and Hilton Watson, Friday nights. WOR.

## LOS ANGELES

Realty Board of L. A., KMTR, Tuesday, 8:45 to 9 p.m. Addresses by Maxine, assisted by Salvatore Santaella's orchestra.

Pierce Brothers, KMTR, Mon. Wed., Fri., 8:45 to 9 p.m., organ by remote control.

Star Outfitting Co., KMTR, 10:30 to 10:45 a.m., daily except Sunday, fashion talks by Lorna Ladd. Barker Bros. (Simmons Beds), KHL, Monday, 3:30 to 8:45 p.m. Discs. Sally Simmons interviews with famous American women.

## OMAHA, NEB.

Brandels Department Store, 37 announcements began February 22, ended March 6. KOIL.

Knox Co., Cystex, 13 15-minute transcriptions, began February 19, ends May 14. Through Dillon & Kirk. KOIL, WOW.

Jacob E. Decker & Son, meat market, sponsoring the electric kitchen announcement daily till May 9. KOIL.

F. & F. Loenges, contract renewed through March 15. Placed through Buchanan Thomas Agency. KOIL.

Gillette Razor Blades, 54 one-minute transcriptions to be given two weeks, ending March 31. Placed through World Broadcasting Co. KOIL.

Kellogg Sales Co., 52 announcements, ended March 31. KOIL.

Yellow Cab and Baggage Co., 14 announcements ending March 22. Placed through Bozell Jacobs, Inc. KOIL.

Musimatic Co., coin collectors, two 15-minute transcriptions. Through Scott-Howe-Bowen, Inc. KOIL.

Radiator Glycerine, announcements seven times per week beginning September 24, for two months and a half. Through Scott-Howe-Bowen, Inc. KOIL.

Smith Brothers Cough Drops, six announcements per week, began February 20, ends March 31. Through Hommann, Tarcher & Sheldon, New York. KOIL.

Butterworth Coffee, Paxton & Gallagher Co., distributors, contract renewed for six weeks beginning March 9. Through Buchanan Thomas Agency. KOIL.

American Cranberry Exchange, announcements six days per week, began February 22, ends March 7. Gotham Advertising Agency account. WOW.

Columbia Pictures Co., 24 75-word announcements. Through the Blow Co. WOW.

First National Bank, 11 announcements to be given three per week, ending March 30. Through Bozell & Jacobs, Inc. WOW.

Chickadee Coffee, Egg Dye, announcements daily beginning March 22, ending March 30. Through Scott-Howe-Bowen, Inc. WOW.

Union Pacific Streamlined Train, contract for announcements renewed beginning April 14. WOW.

United Food Stores, 15-minute transcription at 8:30 Fridays, began February 27, March 15. WOW.

Schmoeller & Mueller Piano Co., Miller Cereal Mills, two new sponsors of Big Brother Club, each for one announcement per week. WAAW.

Lighthouse Tavern, one minute announcements to be given twice daily on Tuesday and Thursday, beginning February 27. WAAW.

Stennor Fruit Co., two-minute announcements, 13 times, began February 22. WAAW.

Lancaster Seed Co., five minutes daily March 8 and 9. WAAW.

Lady Grace Minerals, two minutes daily, month beginning March 15. WAAW.

Gardner Nursery Co., 75 words, twice daily, six days per week, two months, began February 15. WAAW.

## PHILADELPHIA

Provident Mutual Insurance Company, four 15-minute programs on discs, titled 'The Story Behind the Claim'. Placed direct. WCAU.

Felins Meats, with Paul Mason's orch. and revue, Monday at 10:30 and Friday at 11:45. Renewed contract. (Al Paul Lefton Agency.) WCAU.

## LINCOLN

Mages, 15-minute Wednesday, KFOR. Daily announcements on KFOR. KFAB.

Central Cafe, 300 announcements starting March 10. KFOR.

Coop Garage, Masters Music Room (ET) 5:45-6:00, Sunday, KFOR.

Century Company, daily announcements. KFAB.

Butternut Coffee, 12:45-1:00 Monday, Wednesday, Friday, KFAB.

## WATERLOO, IOWA

Independent Music, Grocery Co., Waterloo. Two five-min. periods a week; placed direct. WMT.

Rath Packing Co., Waterloo. Basketball summaries; placed direct. WMT.

Sherman-Williams, for Waterloo Roofing Co., Waterloo. Announcements on co-operative; placed direct. WMT.

Roshek Brothers Department Store, Dubuque. Fifteen-min. daily program, 'Roshek's Musical Bargain Counter'. WMT.

## CHICAGO

John C. Michael Company, Chicago, through Broughton Adv. (Chicago), 13 times five-minute talk for Mickey.

Miller Hatchery, Bloomington, Ill., for series of 150-word announcements for baby chicks on Tues. Thurs. and Sat., at 11:45 a.m. (Cramer, Krasselt Company, Milwaukee). WLS.

Riverdale Products Company, Chicago, series of 24 two-minute announcements daily except Sunday between 10:10-10:15 a.m. for Cod-O-Meat poultry mash. (Wade Adv. Agency, Chicago.) WLS.

## PITTSBURGH

Toma, Inc., weather report each evening for 52 weeks. Placed by W. S. Hill Co. KDKA.

Duquesne Brewing Co., renewal for 13 weeks of quarter hour show weekly with Silvertoppers Quartet. Placed by Walker and Downing. KDKA.

Frank and Seder, style show broadcasts, five times weekly for four weeks with Tommy Riggs as m. e. Placed direct. KDKA.

Gillette Razor Co., 27 one-minute daytime discs. Placed by Ruthrauff and Ryan. KDKA.

Musimatic Co., four 15-minute script shows through March 22. Placed by Guenther-Bradford. KDKA.

## DALLAS, TEXAS

Armstrong Packing Co. (Bird Brand Products), 150 15-minute morning programs, three weekly. Placed by Hanes Adv. Co., Dallas. WFAA.

Gebhardt Chalk Powder Co., 52 30-minute Monday evening programs. Placed by Tracy-Locke-Dawson. WFAA.

## NASHVILLE

Sales Affiliates, Inc. (Notox), 15-minute scheduled transcription 9 to 2:15 p.m. beginning Sunday, March 18, for 13 times. Placed through the Blow Company, New York. WSM.

## SEATTLE

Merroll Johnson, year's contract, starting March 5, for three five-minute announcements weekly. KJR.

Notox Co., series of 15 15-minute discs, starting April 5. KOMO.

Gillette Safety Razor, 52 one-minute discs over KOMO, and 52 over KJR during March.

Associated All two football games, Oct. 27 and Nov. 17. KOMO.

True Confessions Magazine, announcements, March 7 and 14. KOMO.

Seattle Auto Dealers Assoc., additional series of announcements, to original contract. KOMO.

New World Life, 15 minutes over KOMO, started March 11, to run indefinitely.

## CHATTANOOGA, TENN.

Chattanooga Gas Co. & F. Stores, Sears Roebuck, Grant Patent Milk Co., Mountain City Mills, Haverly Furniture Co., Tennessee Soap Co. and Chattanooga Steam Laundry, all on the 'Cooking School of the Air' for 13 weeks. WDOF.

## PITTSBURGH

Commercial Milling Co., renewal of 3 participations weekly in Home Forum for two weeks. Placed by Karl Behr. KDKA.

Simplex Laundry Co., 6 quarter-hour daytime periods. Placed by N. W. Ayer and Son. KDKA.

Maz Azen Co., 100 participations (Continued on page 47)



## 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)

Rockefeller Center

Circle 7-8300

M. H. Aylesworth, President.  
Richard C. Patterson, Jr., Executive V-P.  
A. L. Ashby, V-P. and Gen. Mgr.  
George Engle, V-P. on Artists' Service  
John F. Royal, V-P. on Program  
Roy C. Wilmer, V-P. on East Div. Sales  
Frank Egan, V-P. on Public Relations  
Mark Wood, Treas., Asst. to Exec. V-P.  
Lewie McConach, Secretary  
Alfred H. Morton, Bus. Mgr., Program Dept.  
Jord Thomas, Mgr., Local Sales  
W. C. Rous, Mgr., Local Sales Promotion  
H. F. McKee, Auditor  
H. F. Kelly, Asst. Auditor  
C. W. Horn, Gen. Engineer  
Frank McGinnis, Assistant Dir.  
J. de la Riva, Evening Operations  
Bertha Beaudry, Program Mgr.  
H. W. Payne, Opening Sales Mgr.  
B. J. Teller, Asst. to Treas.

**Department Heads**  
Donald G. Shaw, Eastern Sales Mgr.  
Dora H. Belvis, Music Library  
W. D. Dixon, Purchasing Agent  
John R. Carey, Service Supervisor  
O. E. Hanson, Mgr., Plant Operation and Engineering Dept.  
Ruth Kessler, Personnel Supervisor  
Donald Withycomb, Mgr., Sta. Relations  
Paul F. Peter, Mgr., Statistical Dept.  
W. F. Johnston, Mgr., Press Relations Dept.  
Harold Kemp, Service Popular Talent  
D. S. Tuthill, Sales Mgr., Artists' Service  
Quinton Adams, Office Mgr.  
J. H. James, Sales Promotion Mgr.  
T. O. Sablin, Eastern Service Mgr.  
Mrs. Frances Rockefeller King, Mgr., private entertainment.

## CBS

(Station WABC)

885 Madison Ave.

Wickham 2-2000

William S. Paley, President

Edward Klabner, Executive V-P.

John F. Hannon, Mgr., Plant Operation and Engineering Dept.

Harold Kemp, Service Popular Talent

D. S. Tuthill, Sales Mgr., Artists' Service

Quinton Adams, Office Mgr.

J. H. James, Sales Promotion Mgr.

T. O. Sablin, Eastern Service Mgr.

Mrs. Frances Rockefeller King, Mgr., private entertainment.

## WOR

Bamberger Broadcasting Service, Inc.

1440 Broadway

Pennsylvania 4-8233

Alfred J. Conkover, Station Mgr.

A. Conkover, Sales Mgr.

Walter J. Neff, Asst. Sales Mgr.

Lewis Rold, Program Mgr.

George Shattuck, Musical Dir.

Robert J. Wilder, Program Dir.

J. R. Foppels, Chief Engineer.

## WINS

American Radio News Corp.

114 E. 68th St.

Elizabethtown 4-1010

Bradley Kelly, Station Mgr.

Philip F. Whitten, Sales Mgr.

H. F. Bidwell, General Mgr.

Vincent Sorey, Musical Dir.

H. Harrison, Acting Program Dir.

George Wieda, Chief Engineer.

## WMCA

Licenses, Knickerbocker Broadcasting Corp.

Donald Flamm, Pres.

Operated by Federal Broadcasting Corp.

Broadway 4-8400

Columbia 5-5600

Geo. B. Storer, Pres.

John T. Adams, Executive V-P.

Glendonning J. Ryan, Jr., V-P.

James K. Norris, V-P.

Harry Carlson, Program Dir.

Jack Rickard, Production Mgr.

Robert Hood Bowers, Musical Dir.

Charles Martin, Dramatic Dir.

Harry Fawcett, Continuity Dir.

Frank Reminga, Mgr., Artists' Bureau

Robert S. Wood, Dir. Public Relations

Frank Marx, Chief Engineer.

## WLWL

Universal Broadcasting Corp.

415 E. 86th St.

Columbia 5-7030

H. F. Riley, Dir.

J. F. Kierman, Business Mgr.

H. E. Hark, Sales Mgr.

George O'Brien, Program Dir.

Rudolph Forest, Musical Dir.

Joseph Dopp, Chief Engineer.

## Chicago

## NBC

Merchandise Mart

Superior 8300

(Stations WENR-WMAQ)

Niles Trammel, V-P. in charge

Sam Kane, Asst. to V-P.

P. O. Parker, Asst. Gen. Mgr.

Frank Weber, Station Engineer

John Whaley, Office Mgr.

Roy Shild, Chief Musical Dir.

C. J. Menard, Receptionist

Sidney Strotz, Program Mgr.

Alex Robb, Asst. Program Mgr.

Frank Strotz, Artists' Service

Louis Cooper, Continuity Ed.

Frank Strotz, Dir. of Agriculture

Joseph Walker, Educational Dir.

Kenneth Carpenter, Sales Mgr.

Bill Hay, Local Sales Mgr.

E. J. Skowman, Sales Service Mgr.

E. C. Carlson, Sales Promotion Mgr.

Howard Laurence, Chief Engineer.

M. W. Rife, Chief Field Engineer.

## Here and There

WSOC, Charlotte, N. C., has increased its daytime power from 100 to 255 watts.

WBT, Charlotte, N. C., celebrates 15th birthday on April 7 with a big birthday jubilee.

Cyril W. Reddoch, of Columbus, Miss., is asking a permit to build a 100-watt station at Columbus under the management of Friendly Broadcasting Company.

WCBA and WSN in Allentown, Pa., are being enlarged and the tonal qualities improved. Formal opening of the new studios set for May 1.

WHBC, Canton, dedicated its remodeled and refurbished studios March 1 with a special four-hour broadcast. Thad Brown, vice-chairman of FRC, was the principal speaker.

Jack Krause, former film salesman for MGM, Majestic and Pathe, is now working for the WGY Artists' Bureau, Schenectady, as an act salesman.

CKLW, Detroit-Windsor, on the Free and Sleinger list in Chicago does not effect the station's representation by John Hershey McGilvra in New York City and S. Francisco takes in the middlewest. McGilvra is also selling for two other George B. Storer outlets, WSPD, Toledo, and WWVA, Wheeling, W. Va.

Removal of WPFB, Hattiesburgh, Miss., to Troy has been asked of the Federal Radio Commission. Transfer of the permit from Otis Perry Eure to Glenn S. Crouch, of Troy, was also requested.

## KMPC

(Beverly Hills)

MacMillan Petroleum Corp.

863 Wilshire Blvd.

Crawford 3-100

Jack Keller, gen. mgr.

Live. Darling, publicity.

Chauncey Hines, Jr., director.

Forrest Barnes, program mgr.

John McIntyre, traffic and production mgr.

## KNTR

KNTR Radio Corp.

915 N. Formosa, Hollywood

Hillside 1-101

Reed E. Callender, President

Geo. H. Foder, Pres.

Salvatore Santella, Musical Dir.

## KGFJ

1417 So. Figueroa Street

Prospect 7-100

Ben S. McLaughlin, owner.

Duke Hancock, Mgr.

Frederick Broadcasting Co.

## KRAK

541 South Spring Street

Madison 1-178

Frank Roberts, President

G. F. Freitag, Gen. Mgr.

Del Lyon, Sales Mgr.

## KTH

Pickwick Broadcasting Co.

214 So. Vermont

Exposition 134

Charles W. Fawcett, Pres.

George Martinson, Manager.

C. B. Juneau, Production Mgr.

Los Angeles Broadcasting Co.

## KFAC-PFV

645 Broadway

Pisayro 1231

E. L. Cord, President

George Moskovic, Gen. Mgr.

## San Francisco

## NBC

(Stations KGO-KPO-KYA)

Western Division

111 Sutter St.

Sutter 1920

Don E. Hman, V-P. and Western Div. Mgr.

C. L. McCarthy, Asst. Div. Mgr.

Low Frost, Prog. Dir.

Harry Anderson, Sales Mgr.

A. H. Saxton, Mgr. of Plant Operations and Engineering.

Lord E. Foder, Pres. Dir.

H. J. Maxwell, Office Mgr.

William Andrews, Chief Announcer.

Cecil Underwood, Prod. Mgr.

Roy Frothingham, Sales Promotion Mgr.

Meredita Wilson, Musical Dir.

## KFA

968 Market St.

Prospect 5-100

Edward McCallum, Station Mgr.

Lynne Church, Prog. Dir.

Harry Boehm, Chief Announcer.

## KFRC

(Don Lee-Columbia outlet)

1000 Van Ness Ave.

Prospect 9-100

Fred Pabst, Don Lee Gen. Mgr.

Harrison Holloway, Station Mgr.

John Wright, Prog. Dir.

Arthur Kemp, Sales Mgr.

Al Cormack, Technical Dir.

Claude Swetten, Musical Dir.

## KJBS

(Julius Brunton & Sons, owners)

1380 Bush St.

Orday 4148

Ralph Brunton, Mgr.

Ralph Smith, Prog. Dir.

## KTAB

115 O'Farrell St.

Garfield 6100

M. H. Roberts, Station Mgr.

Frank X. Galvin, Prog. Dir.

## Ad Agencies'

Radio Execs (Associated With the Show or Performance End of Radio)

N. W. Ayer & Son, Inc.

600 Fifth Ave., N. Y. C.

Douglas Coulter.

Batten, Barton, Durstine & Osborn, Inc.

383 Madison Ave., N. Y. C.

Arthur Pryor, Jr.

Herbert Sanford.

Benton & Bowles, Inc.

444 Madison Ave., N. Y. C.

M. Ruffner.

Blow Co., Inc.

11th Ave., N. Y. C.

Milton Blow.

Blackett-Sample-Hummert, Inc.

180 Park Ave., N. Y. C.

Frank Hummert.

George Tormey.

Blackman Co.

123 E. 42d St., N. Y. C.

Carlo De Angelis.

Campbell-Ewald Co.

Gen. Motors Bldg., N. Y. C.

C. H. Hasted Cottingham.

Cecil, Warwick & Cecil, Inc.

230 Park Ave., N. Y. C.

J. H. McKee.

The Paul Cornell Co.

530 Fifth Avenue, N. Y. C.

L. S. Caskin.

Samuel C. Crook Co.

38 West 44th street, N. Y. C.

Arthur Anderson.

Erwin, Wasey & Co., Inc.

420 Lexington Ave., N. Y. C.

Charles Gannon.

William Esty & Co., Inc.

100 E. 42nd St., N. Y. C.

William Esty.

John Esty.

Edward Byron.

Federal Adv. Agency

444 Madison Ave., N. Y. C.

Mann Hollner.

Fletcher & Ellis

331 Madison Ave.

Lawrence Holcomb.

Gardner Advertising Co.

830 W. 42d St., N. Y. C.

R. Martini.

Gotham Co.

250 Park Ave., N. Y. C.

A. A. Kron.

Hanft-Metzger, Inc.

175 Fifth Ave.

Louis A. Witten.

E. W. Hellwig

9 E. 40th St., N. Y. C.

Geo. D. Carhart.

Joseph Katz Co.

247 Park Ave., N. Y. C.

Adela Landau.

Lambert & Feeley, Inc.

400 Madison Ave., N. Y. C.

Martin Horrell.

Lennen & Mitchell, Inc.

17 E. 45th St., N. Y. C.

Arthur Bergh.

Ray Virden.

Robert W. Orr.

M. E. Loran Advertising Agency

420 Lexington Ave.

John S. Martin.

Lord & Thomas

247 Park Ave., N. Y. C.

Montague Hackett.



# RADIO CHATTER

## New York

Modern Mechanix, Minneapolis, not Popular Mechanics, carried the imaginative article about radio stations moored to giant buoys at sea and thereby evading governmental control.

Grace Barrie has gone with Herman Bernie on a long-term contract. Tom Brown, formerly on Jo-Cur (CBS), now warbles with Angelo Ferdinand's unit at the Great Northern hotel.

March 20 will find Thelma Nevins on three air spots. She'll be doing her regular release over WJZ for Harold Stern; a second appearance with Leo Reisman for Phillip Morris cigarettes over a WEAF hookup, and a third stint with Rudy Vallee from the Hollywood restaurant.

Jack Denny has added to his chores some teaching at the New York School of Music.

Jack and Loretta Clemens have a commercial, Wilbert Products Co., which started them on WJZ Monday (12).

Rockwell O'Keefe no longer handling the bookings of Freddy Martin.

Frances Halliday Borden's Cheese program.

Natalie Messinger, former editor of Stage and Screen, is handling the Sunday broadcast for the Roxy (old) theatre.

Leopold Spitalny, ex-Chicago B&K musical director, now doing a Kaleidoscope Sunday sustainer for NBC.

"Indians and Trees" by George M. Cohan is threatening "Smoke Gets in Your Eyes" in the matter of rendition. Jack Pearl's father had all his teeth yanked.

Billy K. Wells may do his 11th "Scandals" script for George White.

Irving Berlin's new one, "Butterfingers," gets first air playing by Lopez on the Plough show Thursday (15).

Title "Rhythm Girls" associated

with DeMarco Sisters is in dispute with two radio groups.

George Jessel, Vera Van, Eton Boys start 9:30 p. m. Saturday night sustainer for CBS.

Shirley Howard comes off WEAF at 7:45 and goes on WOR at 8 the same night.

## Boston

James Roosevelt's eldest son of the President, has suspended his weekly talk over Station WNAC for a month. The station expects to have him back on the air near the 1st of April.

John Rushworth crashed into the WEEL studios in a big way one day recently. He got an oversize suit of clothes back from the tailor by mistake and jokingly wore it into the office. He cut quite a figure until "Buster" Horton, reception room page, put the flitter on him for some passerby, a local burlesque show.

It is reported that the original Scott Orace is coming back on the air. Scott's is one of the oldest regular commercials on the air in Boston. They are currently heard Sunday nights over WNAC. Many of Boston radio stars got their first air start on these programs, including Nick Bakewell, the Greek orator heard recently with Eddie Cantor.

Carleton Dickerman is announced as the latest convert to the show business cut at WEEL. Going without sleep in an earnest attempt to converse with Australia the long way around.

A radio course in correct English for school children under the auspices of the Boston School Committee, has been started over WAAB. Professor Joseph A. Hennessey arranged series.

## Chicago

General James Harbord anking the NBC corridors on a look-around. Bill Cooper sneaked away from local contractors long enough for an o. o. of his company's Radio City edifice.

Jackie Heller dated for a vaude week at the Ambassador in St. Louis starting March 16, necessitating a switch in NBC schedules.

Bob Kaufman back from a swoop to Minneapolis Grunow show inaugural.

Wendell Hall show renewed for another quarter-year by the Fitch outfit.

Al Williamson warbling 'home on the range' on his return to his regular offices.

Guy Earl in from the Coast and Stan Hubbard from St. Paul for the indie press-radio conference.

Restaurants in the Merchandise Mart folded with all nose-bagging now at the drugstore solely.

Ed Petry ducked through town for a six-week tour of the south.

Bill Rameau taking sunbaths and massages in a sudden personal keep-fit campaign.

Ruthrauff & Ryan offices being pushed around in an expansion move.

## Philadelphia

Rumor that George Price and WCAU are talking it over for a gin commercial on discs.

Paul Haron, WPEN, in New York all last week trying to close that deal for N. Y. outlet for GBS. Unhappiest man in Philly, as a result of the Phila. Orchestra's cancelled Russian tour, is Ben Mitchell, WCAU bootblack. He was scheduled to be valet for the musical crew.

Leroy Anspach got \$150 for that piano solo on the Chesterfield ciggie show last week. He's the orchestra's WCAU engineer.

Welcome Lewis, starring at local theatre, the guest of WIP for a benefit air show, and doing a swell job.

Fred Moore, of the WCAU technical staff, completely paralyzed after slipping during the morning shower.

WDAS making a neat tie-up with the Fays theatre, now in new headline vaude policy. Station has con-

structed studio in vacant dressing room for remote broadcasts.

Arthur Bryan, Powers Gouraud and Allan Scott of the WCAU menace acting as judges this week for the Amateur Dramatic Award.

Film critic of the Public Ledger, Eric Knight, using WIP to plug his book, "Famous Movie Stars I Have Known."

Lou Anker, former local announcer, being carried every day by WPEN from WINS in New York, and making local word slingers jealous.

Paul Alger celebrating second anniversary of his show, "Billy Penn's Diary." Whole staff of WPEN planned a prearranged, messed-up program, and was Alger's face red!

Boake Carter plenty worried over his nightly local news show for Pep Boys via WCAU. This was the account which bankrupted Carter before he hit big time.

Jim Healey, alreaster on a sustaining and a commercial program over KJL, chairman of the new committee of the newly organized Tri-City Newspaper Guild and will have charge of an entertainment to raise funds. Ed E. Harvey, treasurer of the Guild, also has done news broadcasting.

## Baltimore

Jack Stewart relaxing in Florida. John Engler being primed for phony duty by WEAL.

Bob Lansinger achieving the ripe old age of 31.

More than 1,000 aspirants to date striving to win a place in WCBM's Junior Radio Chorus.

Gladys Beck, WFBR's Sunshine Girl, off to the big town to audition for NBC.

Joe Imbroglino, musical director, WFBR, baton-whirling the ork in Congress Hotel's new tap room.

On golden jubilee, St. Mary's Industrial School gave broadcast half-hour concert over WBAL.

Earl Lipsey, WBAL songster, gave "Memories" initial ether warbling. The ditty's author, Virginia Key Wagner, is a local composer.

Helen Ely has matriculated from WFBR Kiddie Club, attached the handle of "Miss" to her tag and been granted a studio on the Mississippi Minstrel program.

WFBR studios given over to DX (cast last Sat. 10) from 11 to 3 a. m. Station had all the press radio eds. and other cat's paw fans reps in attendance and afterward threw 'em a spread.

WCAO plans to offer Johns Hopkins University Glee Club a concert, providing arrangements can be effected with the college board and a sponsor found.

## Des Moines

Oliver Scott and Four Novelty Aces, WOC-WHO, Des Moines, booked by artists' bureau for big insurance convention.

James J. Hanrahan, KSO chief, has a new daughter, Terry, named for the mama.

Iowa basketball tournament to be broadcast from Cedar Falls by Andy Woolfries, KSO.

Wilfred Woody transferred from sales to production department, KSO.

Jerry Ratliff, formerly of sales department, WOC-WHO, goes to Denver as field secretary Camp Fire Girls in Rocky Mt. area. Succeeded by Reva Starzter.

On March 7 WOC-WHO picked up national Iowa night program honoring Walter Jessup, retiring president of Iowa University who becomes president of Carnegie Foundation for advancement of teaching.

WOC-WHO to carry city election returns in the primaries, March 13. Thirty WOC-WHO artists in a show for the Carlot Egg and Flourish Shippers banquet, March 7.

Frank and Hammond to open 3 week sales tour for artists' bureau. WOC-WHO at Fort Smith, Ark., March 13. To cover 16 towns in 8 states in 3 weeks. Sponsored by Mid-West Petroleum Corp.

## Omaha

Business at all stations climbing. New member at WOW is May Lindquist.

Mrs. Stanley Levin, the Bea Baxter of WOW's women's department, under the knife for appendicitis.

Phyllis Bader, WAAW receptionist, suffering the week through from heavy cold.

Gordon Anderson, former Lincoln BRP man, now operating staff in the KOIL hilltop studios.

Mac McGowan added to the operating staff at the KFAB-KOIL Omaha studios.

John Gillin at the mike for the Bernie-Pabst broadcast from the Orpheum stage.

Mrs. Rohrs leaving KFAB-KOIL in mid-March. Grace Steinberg takes her place in the electric kitchen.

KOIL removing its remote lines from the Orpheum organ. Eddie Butler now singing daily from the Military theatre organ.

Ann Neeman, WOW and Midnight Frolic blues singer, with Bernie on

## Phoney Survey

Bridgeport, March 12.

Hosiery salesmen who sell on a house-to-house basis have developed a profitable by-product to their company's radio program.

Problem of getting inside the home to do their spiel has been facilitated by a ruse. Salesmen now represent themselves in beginning as anxious to converse with housewives on the latter's likes and dislikes on radio programs.

After the housewife has been enticed to discuss what's wrong with broadcasting the salesmen slides into his real mission.

The Tuesday roadcasts the Pabst audition winner.

Lary Shopen, formerly chief announcer at WAAW, now in a new racket with the Tyrell and Bernstein Auction Co.

Dick Kepler representing KICK and the Girl Friends' Trio from WAAW with the Bernie stage show at the Orph past week.

Ken Golden, whose fame comes from KOIL, Ann Neeman, WOW, Phyllis Usher, and Dolly Boop also showing with Bernie.

## West

Seattle radio station programs back in local newspapers after two-month layoff; program sponsors now listed.

KOMO, Seattle, shifts "Pioneers" program, dramatic sketches of Northwest history, to KJR.

Al Fox and his sound dog are now ethering their world's worst program from KPAC.

H. C. Connette who started the "Memory Lane" serial on NBC and then left the network a year ago, has landed on Hearst's KYA, San Francisco, as one of two new continuity writers added this week.

Mel Frey also added, coming from Seattle where she was a radio scribever.

KYA, San Francisco, addition is George Davis, who bowed out of Sherman, Clay and Co. when that musical firm discontinued its radio programs, and is now doing a similar type of musical education period on the Hearst broadcaster.

## Pittsburgh

Station WWSW, through a commercial tie-up, will broadcast for the third successive season all of the Pittsburgh Pirates' baseball games away from home through a direct telegraph wire service. Walt Sickles is to give the play-by-play account.

Charles Wakefield Cadman, scheduled for an early visit to the old home town, has agreed to go on the weekly Pittsburgh Varieties program over KDKA.

Wilma Rafael, Pittsburgh winner in Ben Bernie's recent auditions, off for New York to try and land something there.

Tommy Wilmot, dramatic actor and continuity writer at WCAE, is at work on a full-length play. He has two acts completed already.

Dave Olsen, WCAE, took sick at work the other day and was removed to his home under doctor's orders just a few hours after Helen Wayne, another member of station's staff, had returned to work after a week's illness.

Ted Kay, brother of Louis Kaufmann, WCAE's Globe Trotter, returns to radio work next week as an announcer at KQV, where he was employed several years ago.

Eddie Cantor and Dave Rubinoff, who open at the Stanley Friday, will hop to New York Sunday, since this is a six-day town, for their weekly broadcast. Joe Penner did the same thing yesterday. He's playing the Penn.

Bernie Armstrong expects to go on the air next month with an organ program direct from the Alvin theatre.

Allan L. (Dutch) Hald, comedian-announcer at WWSW, and Anne H. Woolridge, a nurse, have taken out a marriage license.

Billy Catzone and Johnny Marino, musicians at WCAE, double at William Penn Hotel's Continental Bar.

Newman Players, well-known little theatre group, doing a weekly dramatization over WWSW under direction of Madeline Skelly Foust, Pittsburgh playwright.

## Mid-West

New artists' bureau managed by Sam Silverstein and Percy Robbins for WOWO, Ft. Wayne, has added Jimmy and Richard's orchestra and Earl Gardner's group.

WOWO barn dance making a tour of territory including South (Continued on page 47)

## I Heard Your Program

By ALVIN AUSTI

Dorothy Parker, on Fleischmann-Vallee show Thurs gave radio one of its most intelligent, soothing femme speakers. Grab her, quick. . . and Avon Comedy Four are also a natural for ether lane. . . Catch Chuck Richards baritoneing 12:15 daily WMCA. Coming fast. . . Good scripts, acts, wanted. . . New writers, performers, always come here first. . . Good habit for advertisers too. . . We build, write, cast or direct network and spot programs. Specific assignments solicited. . . Will also give confidential, constructive criticism of programs, upon invitation. . . That's something NEW. . . Have some!

alvin austi • radio ideas  
we furnish talent, scripts, adv slants  
\$21 fifth ave new york • vanderbilt 3-1732

## THE KING'S JESTERS

Personal Management  
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 Dr. PAUL KAPP

## HELD OVER!

SECOND WEEK

## FRANCES STEVENS

RADIO'S SONG STYLIST

ROXY, New York, (This Week, March 9)  
and (Next Week, March 16)

DIRECTION  
KEN DOLAN

Romm, eyers, Bestry and Soheuing  
Paramount Theatre Bldg., New York



**JOHNNY MULDOWNEY**  
Popular Comic  
and Bartone  
WLW Staff Artist

Theatre-goers will recall Johnny Muldowney, popular comic and bartone, who is now being featured over WLW, as Phil Baker's super-stooge "the man in the box." It was with Mr. Baker that Muldowney was starred in such successes as "Pleasure Bound," "Artists and Models," "Crazy Quilt" and "American."

In radio, this versatile artist has been identified with such favorite newsw features as "The Armour Hour," "Fleischmann Hour" and the "Schaeffer Pen" series. He has also appeared in solo roles with such popular orchestras as those of Jan Garber and Barney Rapp.

A native of New Britain, Conn., Muldowney's first professional work was with the "Serenaders" male quartet. Later, three members of this quartet were featured over the networks as the Tastyest Jesters.

● From the sound of footsteps to a symphony orchestra . . .



● talent and production facilities cover the gamut of radio entertainment: . .







# Radio Chatter

(Continued from page 45)

Whitely, Noblesville and Huntington this week. Each Friday night the rural unit appears at Indiana theatre, Ft. Wayne, and broadcasts 45 minutes.

Charles Agnew, orchestra leader, interviewed over WKBB, East Du-buque, Ill.

Los Angeles announcer formerly with KGFF, airing temporarily from midnight till one.

Changes in effect in the NBC production department, San Francisco, have John Woodburn out as continuity writer, and Russell Garceau transferred from production to announcing staff.

## East

WOKO, Albany, is stirring up in-terest among the young folks through weekly broadcasts of de-bates by young speakers repre-senting the Suburban High School

Radio League. Pupils choose their topics and speakers.

After hiding in the background of the air lanes, Dal L. Taylor, man-ager of WESG, Elmira, N. Y., was hauled before the mike for an in-terview. Incidentally, he built the first automobile radio in Elmira.

Jay Parker has resumed his "Out of the Studio Window" over WESG, Elmira. It's an educational and en-tertainment program. WESG also is interesting Bernard Morley's new creation, "Today is the Day," combining historical facts, humor and educational topics.

Albany Police Department has begun operation of its alarm broad-casting station, WPGH. The State Police in the Albany area also are broadcasting under the call letters of WPGH. Listeners with long-wave sets have found they can pick up WPGH a few points beyond 150.

Ducl Richardson's pleasant smile and greeting make visitors feel at home at WOKO, Albany, where he is office manager. Not even a jam-up in program time can ruffle his urbanity.

Harold F. Smith, general manager of WOKO, Albany, down to Coral Gables, Fla., for a vacation.

Reporters on the Ballston Spa Daily Journal had a hectic time after a broadcast by Cheerio. The radio good-wisher aired congrat-ulations to Ballisteners celebrating their 60th wedding anniversary. The nose-for-news listener wasn't quite sure of the name, so there followed some hunting, but finally the right couple was located. And the item made page one, with Cheerio getting full credit.

Emerson Markham, who m.c.'s WGY's daily farm program, out of action, due to illness, with Bob Cragin acting as substitute.

Tom Lewis, of WGY, had an at-tack of the cold, but while playing theatre dates with the "Joe and Eddie" act.

Assa O. Coggeshall, program pro-duction director of WGY and one of the station's veterans, is "Ace" or "Coggie" to the boys. Had training as an accountant, plus drilling as a musician, and is now director of a choir in a Schenectady church.

Three Schoolmaids, harmony trio, played a one-day engagement at the Clifton Park Hotel (outside of Troy), a new spot for a p.a. by a WGY turn.

WCAX, Burlington, Vt., now has a concert orchestra.

Plattsburgh, N. Y. merchants are negotiating for a program spon-sored by the Kellogg Cereal Co. to be broadcast over WQDM, St. Albans.

Ellen Hull Leonard is now direct-ing the "Young Fingers" program on WCAX, Burlington, Vt.

Drug stores are about the only type of retail stores not repre-sented on the books of WCAX, Burlington.

Crazy Water Crystals has been contracted with WQDM, St. Albans, Vt., for three weekly programs.

Mitchell Dairy Co., Bridgeport, renews Joe Lopez, Memory Song Man, accompanied by Ivory Tinkler (Lou Weiss) for 52 weeks at WICC. Program spotted 6:15 p.m. Monday and Thursday. Lopez is WICC sta-tion supervisor.

Giovanna Grafe, Stamford sop, specializing in Connecticut com-posers' songs in WICC, Bridgeport, series.

Judson La Hays, pianist-program director at WICC, Bridgeport, and Ann Marie Havrilla, contralto-niece of NBC's Alois, Sunday-nighting at Hotel Statler.

Carol Benedict, young Norwalk bluesinger, definitely clicking with WICC, Bridgeport; her pianist is Emma Bishop.

## South

KTRH, CBS Houston station re-cently purchased by The Chronicle, is building semi-news and chil-dren's programs. "Charlie Combs" dramatization of the comic strips, is a daily late afternoon spot which

## Radio Finds 'Em

St. Paul, March 12.

"Oh, Eleanor, where art thou?" asked Minnesota Tourist director George H. Bradley over WCCO.

It seems that someone living in Oregon had written in to the Tourist Bureau asking the address of "Eleanor Peplin, who raises snails for living and resides somewhere in Minne-sota." After the Bureau had tried through various chambers of commerce, city directories, etc., for nearly three-weeks—unsuccessfully—Bradley asked his radio audience to help.

Less than a minute after the close of the broadcast, the phone rang three times, all calls telling him the snail-hatcher's address.

Is clicking. Good reaction also has followed inauguration of a "Notes and Sidelights" period written by City Editor Emmett Martin Walter and devoted largely to local news exploitation.

New wave frequency has been granted by FRG to KTRH, moving location from 110 kilocycles to 630 kilocycles to eliminate interference.

Lawyer-wife of former Governor W. P. Hobby, president of the Houston Post, has stepped in to take over editing of radio page for the morning newspaper. Mrs. Hobby became interested in news-paper work following her marriage to the Post executive, several years ago. Radio page of the afternoon Chronicle also is edited by a woman.

Ted Hills has joined the an-nouncing staff of KTRH.

A new portable transmitter was used to broadcast arrival of British steamer, "City of Houston," by KXYX on its maiden voyage to Port Houston.

M. H. Bonebrake, advertising manager for station WKY, Okla-homa City, doesn't care for grand opera or symphonic music, but he's nuts about two-plant teams.

Gayle Clubb, WKY, Oklahoma City station manager, had a ten-day vacation coming. Scheduled in Galveston to do a little serious fishing but returned three days early. It was too hot, and he landed in Oklahoma City right in the midst of cold.

An audience of listeners response to recent programs over KOMA, Okla-homa City, reveals that the daily mail had brought letters from 27 states and three foreign countries.

KYGO, Tulsa, announcing staff is P. W. Ward, Jr., Bernard Macy and Robert May.

W. A. Schudt, Jr., manager of WBT, spent a week at Southern Pines, winter resort, with Jack Foster, former radio editor of the New York World-Telegram, who's there at the Pinecroft Manor recuperat-ing from an illness that dates back to July.

Threads, Inc., of Gastonia, N. C., is merchandising its "Mother's Threads" in 12 Southern states, ly-separated southern states. In re-cent weeks bits about Florida, West Virginia and other states have been sandwiched in the middle of the "Harmony Spinners" program.

Cities of Asheville and Winston-Salem, N. C., have filed applications for permits to install radio stations for their police departments.

A series of public addresses on "Electric Oscillator Circuits" and other phases of radio are being given at the University of North Carolina, Chapel Hill.

Marguerite Smathers, concert ac-companist and organist, has begun a series of programs over WWNC, Asheville, N. C.

Religious programs over WWNC, Asheville, N. C., totaled 354 hours during the past 12 months, accord-ing to figures compiled by G. O. Shepherd, director of the station.

WSOC is now handling a daily pickup originating on the dance floor of the Club Royal played by Paul King orchestra.

Building a "Tribe of Tarzan" around the Tarzan of the Apes' transcriptions released by World, WSOC, Charlotte, N. C., has en-rolled 2,500 kiddies. Program is sponsored by a local dairy concern, pushing ice cream.

NBC A-C Sparkplug program, with Raymond Knight, will start over WSOC, Charlotte, N. C., March 21.

Southern Dairies, Charlotte, N. C., has a room adjoining its plant, seating 500, that Cole Kiddies Club program. They are going to have to enlarge into another location to accommodate the crowds of young-sters.

Announcers for WBT compared gifts from listeners recently. Claire Swadwells pig was the best offer-ings ever to come his way—and the greatest problem. W. A. Schudt, Jr., liked a box of toys that came from Porto Rico. Chuck Cruchfield enjoyed most best of nuts. Leo Everett, who claims a "hungering" quality in his voice, gets more food gifts than all the rest combined.

Francis Craig, WGM orchestra, playing at Hermitage Hotel, Nashville, each Saturday night.

# New Business

(Continued from page 43)

In Style and Shopping Period. Placed direct. KDKA.

Pertussin Co., Seck and Kade, thirteen 100-word announcements. Placed by J. Walter Thompson Co. WWSW.

Sakala Four 15, weekly 15-minute program for 13 weeks. Placed direct. WWSW.

Lewis Broadcasters, renewal of 52 half-hour programs to be used with in period of 90 days. Placed direct. WWSW.

General Foods Co., in co-operation with number local grocers, six programs, "Polly Put Her Kettle On," informal monologue by Lillian Ma-lone, weekly for 52 weeks. WWSW.

Acme Window Shade Co., six an-nouncements weekly for 3 weeks. Placed direct. WWSW.

John Fraser, six 15-minute pro-grams. Placed direct. WWSW.

Engelman's, two announcements only. Placed direct. WWSW.

## PORTLAND, ORE.

Huntington Rubber Mills, local ac-count, five months' program service, five minutes, "Vagabonds of the Road." Sold by station. KGW.

Edwards Furniture Company, lo-cal account, announcements, one month. Sold by station. KGW.

Graham Berry Grocers, Gresham, Oregon, announce service on cook-ing sauce feature program. Sold by station. KGW.

Hill Military Academy, local ac-count, sold announcement service of program feature "Friendly Chat." Sold by Frederick Schmalz agency. KGW.

Gill Brothers Seeds Company, lo-cal account, through W. S. Kilpat-ric Agency, ten minute pro-gram service. KGW.

Gillette Safety Razor Company, through Ruthrauff and Ryan, Inc., one month announcement service, transcriptions. KGW.

Columbia Optical Company, through Gerber and Croesley, one month announcement service, local account. KGW.

Logan Oldsmobile Company, one month announcement service, local account. Sold by station. KGW.

Star Radio Company, local dealer, one month announcement service. Sold by station. KEX.

Lipman Wolfe & Company, local department store, announcement service. Sold by station. KEX.

Logan Oldsmobile Company, local dealer, announcement service. Sold by station. KEX.

## FORT WAYNE

Numbertime, 15 minutes every Sunday for indefinite period. Placed through Scott-Howe-Bowen agency. WOWO.

Coca Cola, one hour weekly on Sunday afternoons from 3 to 8. WGL.

Smith Brothers, time signals daily. Placed through Scott-Howe-Bowen agency. WOWO.

Bancilla, daily announcements for indefinite period. WOWO.

Bursley Home Stores, table talk for 15 minutes on Friday afternoons. WOWO.

Allied Mills, short announcements daily. WOWO.

Gillette, dramatic sketch weekly. Renewal. WOWO.

Dodge Auto Company, daily an-nouncements. WOWO.

Poinsett Auto Company, two an-nouncements daily on newcar ser-vice. WOWO.

## DES MOINES

Pyroll Co., 5-10 Inquiring mic. Sears Auto Co., 13 15-minute pro-grams, new DeSoto. KSO.

Chase Investment Co., renewal, four announcements daily, 13 weeks. Coolidge Adv. Co., Des Moines. KSO.

Roosevelt Shopping Center, daily announcements, 52 weeks. KSO.

Ford Motor Co., four announce-ments daily, 8 days. KSO.

Ginsberg Furniture Co., renewal of chain break announcements, 52 an-nouncements. KSO.

B. & G. Malted Cocoa, daily an-nouncements, 12 weeks. KSO.

Peacock Candy Co., 52 one minute announcements. KSO.

Sigels Furniture, renewal, daily announcements, 12 weeks. KSO.

Sears Ready-to-Wear, 52 chain break announcements. KSO.

Ungles Baking Co., seven 15-min-ute programs, Jackie Merkle and

daily chain breaks for 78 announce-ments. KSO.

Crandall's Boot Shop, one hour broadcast, kiddie party and 13 chain break announcements. KSO.

Thrifty, Inc., renewal, 26 one min-ute announcements. KSO.

Rite-Way Grocers, three 15-min-ute programs per week, 18 weeks, Joe Pearson. Coolidge Adv. Co., Des Moines. KSO.

Foreman and O'Keefe, renewal, three announcements daily, 12 weeks. KSO.

Taylor's Ready-to-Wear, 52 chain break announcements. KSO.

Kahn Millinery, 13 15-min program style talks. KSO.

Geppert Studios, seven 15-minute programs, Jackie Merkle.

## Demon of the Strings

# EDDIE PEABODY

Versatility in Entertainment

## PURE OIL PROGRAM

WJZ

very Saturday 9-9:30 P. M.

## Featured Nightly

# HOLLYWOOD RESTAURANT

NEW YORK

Personal Manager

# RUDY VALLEE

# JACK BENNY

WEAF

10-10:30 P. M.

EVERY SUNDAY

# CHEVROLET

PROGRAM

# IRENE TAYLOR

Personal Management

SEGER ELLIS

ROCKWELL O'KEEFE, Inc.

RKO Bldg., Radio City, New York

# HENRY BUSSE

AND HIS MUSIC

NOW

CHEZ PAREE

Chicago

Broadcasting Nightly CBS

# JULES STEIN

and HIS ORCHESTRA

At Prima Rainbo Gardens

NBC-CHICAGO-NBC

WEAF (Daily) 10:30 P. M. CST

WJZ (ed.) 11:30 P. M. EST

# PAT KENNEDY

(The Unmasked Tenor)

Sponsored by

Paris Medicine Co.

WGN, Chicago, Daily

1:30-1:45 P. M. CST

**ARTHUR BORAN**

RADIO FAVORITE MIMIC

COLGATE HOUR

WEAF—COAST-TO-COAST

9 P. M. EST. EVERY SAT.

ROXY, NEW YORK

WEEK OF MARCH 16

**CONRAD THIBAUT**

Wednesday, 8:30-9 P. M.

WABC

Thursday, 9-10 P. M.

WEAF

**ABE LYMAN**

AND HIS

CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC

SUNDAY, 2:30 p. m.-3 p. m.

WEAF

WED.,

8:30 p. m.

**FRED ALLEN'S**

SAL HEPATICA REVUE

with

PORTER and ROFFA

JACK SMART

IRWIN DELMORE

MARY MCCOY

SCRAFFT LAMBERT

SONGSMITHS

FERDE GROFE'S MUSIC

Material by Fred Allen and

Harry Tugend

WEAF

Wednesdays, 2:30 p.m., E.S.T.

Management: Walter Batchelor

COLUMBIA BROADCASTING SYSTEM

Presents

**LEON BELASCO**

ARMOUR PROGRAM

9:30-10 P. M., FRIDAYS

MON.-WED.-FRI.

WABC

12 MINUTE

Nightly 82, Moritz Hotel, New York

Sole Direction: HERMAN BERNI

1619 Broadway, New York City

**VIVIAN JANIS**

"ZIEGFELD FOLLIES"

Sole Direction

HERMAN BERNI

1619 Broadway

New York City

ORIGINAL

# CALIFORNIA COLLEGIANS

Late Features of

"Fifty Million Frenchmen"

"Three's a Crowd"

NOW

# "ROBERTA"

NEW AMSTERDAM

NEW YORK



## 12 Night Spots with Bands and Floor Shows; Kansas City's Biggest Season

Kansas City, March 12. Competition for business between the numerous night clubs and dance

nade gravy for the munitentainers, more of whom are now on regular salaries than ever before in the history of this town. Thousands have been spent in decorations, furnishings and equipment, and now it is a fight for the survival of the fittest. Following is the list of acts, orchestras and prices at some of the local resorts this week:

Ritz—Carol and Evelyn, Kenyon Hull, Billy Love, Evelyn Mann, Shirley Roberts, Fred Carnahan, m.c. No cover.

Club Alamo—Van and Van Mable Hill, Three Chocolate Drops, Count Basie's orchestra. No cover.

The New Reel—George, (Tap) Sheppard, Mary Quinn, Eileen Morse, DeLores Le Mar, Reel Sisters, Emili Chiquette's orchestra.

Silver Slipper—Connie Cello, Ken Sawyer, Carrol Chapelle, Jack and Jane, verset, Rosalie Bell; Dick Ware, m.c. 50c admission Saturdays only.

Coco-Nut Grove—Duvall and Tregg, Six Dancing Dolls, Jane and Ethel Grant, Virginia Dale, Lolista; Clyde Snyder, m.c.; Billy Miller's band. Admission 25c. Saturday nights, 40c.

Hi-Hat Club—McLoud Sisters, Evelyn Roth, Johnnie Herron. No cover.

Harlem Club—All-colored show; Olive and Joe Shorty and Ruby, Sibley, Three Bad Boys, Julia and George Lee, Benny Moten, George Lee orchestra. Exclusively white patronage. Admission, 25c.

Mardi Gras Club—The Marseilles, Jean and Joe Lytell, Rae Murray, Dorothy Donnell, Marvin Randazzo, Katherine O'Grady, Johnny Whetstone's orchestra. No cover.

Dante's Inferno—Rosell Sisters, Katherine Nicpor, Helen Crandall, Jean Carrol, Elie Madlof, m.c.; Charles Perry's band. No cover.

Paramount Club—Myron and Evelyn, Marion Sullivan, Edgail Pagano, Johnny O'Connor, m.c.; Johnnie Engro's orchestra. No cover.

Aladdin—Don Torres, orchestra and floor show. No cover.

Bar Le Due—Virgil Hill's orchestra.

### Lombardo at Waldorf

Chicago, March 12. Guy Lombardo band opens at the Waldorf-Astoria, New York, early in June for the summer season.

Following present California stay the band hops down into Galveston and New Orleans for some cafe dates.

### Cummins for Karzas

Chicago, March 12. Bernie Cummins will go into the Andrew Karzas southside Trianon ballroom this summer, replacing Jan Garber band when it goes to Coast.

Cummins band will also take over the northside Aragon bandstand this spring when Wayne King takes a leave of absence.

### Now It's Athletes

Baltimore, March 12. With the old nite club talent drafting dodge, 'theatrical night,' seemingly out because of thumbs-down attitude of artists, newest wrinkle is 'athletic nights,' which feature sports figures in attendance on specified evenings as 'guests'.

Local pro hockey team en masse has been hosted by trio of niteries to date. Orioles, town's ball club, will be guested at several spots prior to departure to their training camp. The spots advertise the lites as extensively formerly did the actors.

## Anti-ASCAP Soc. In Balto Petitions NRA Intervention

Baltimore, March 12.

At a mass meeting last Wednesday (7) John D. Taylor, local bandmaster and chairman of the executive committee of the Music Users' Protective Association, an organization of recent formation with membership of 100 proprietors and operators of restaurants, nite clubs, dance halls, taverns and radio shops, asserted that the American Society of Composers, Authors & Publishers, 'through its complete control of copyrighted music, composes a monopoly that has affected injuriously practically every business man using music and in some instances has put proprietors of small establishments out of business.'

Music Users was formed to combat the system of license fees as practiced by ASCAP. At the meeting it was asserted NRA intervention had been invoked because in many instances proprietors of spots had been forced to discontinue with musicians due to inability to pay ASCAP fees.

Harry L. Katz, counsel for Music Users stated a petition has been filed in Washington with Federal Trade Commission asking investigation of the society.

Chmases six months of wrangling locally between dinary operators and ASCAP. Henry Chesterton, for years local collection rep of the society was removed five weeks ago, this region merging with Philadelphia district and coming under jurisdiction of H. A. Brown, ASCAP rep in the eastern Penn. territory.

## MUSICIANS' UNION 802 AFTER N. Y. BALLROOMS

To eliminate underscaling, the New York musicians union is adjusting salaries and working conditions in the Broadway ballrooms. Parleys are being held with the individual operators of these spots to learn what they have been paying their bands and what they can afford to pay.

Union hopes that by resetting the scale the ballroom owners will cooperate against underscaling, issue bona fide contracts and will not engage in kickback practices. Move to straighten out the ballroom situation follows stellar readjustment among the Chinese restaurants. Bandmen working in the latter spots are collecting their salaries from the union. Employer turns the envelope over to the local and 30% is held by the union in escrow to make sure there isn't a kickback.

### BEER MEANS TALENT

Jackson, Miss., March 12. Grissom's night club opened here last week, when beer was legalized in the state.

Some talent is being used from New Orleans, Birmingham and other southern cities.

Erwin Bargy setting up an office as the Chicago representative for the newly formed Isiah Jones Music Co.

### Victor in NBC's Quarters

RCA Victor has sublet from NBC a couple of floors of the network's former layout at 711 Fifth Ave. Space will be used both for offices and recording studios.

Phonograph expects to move from its present stand at 153 East 24th St., around April 1. NBC's lease at the Fifth Ave. address has seven years to go.

## 802 VOTING ON HOME RULE RIGHTS

Members of the New York musicians union voted all day yesterday (Monday) question of whether they want local autonomy. Poll will bring to a head the 10-year battle by the musicians the right to appoint their own officers. Boys' balloted the night as they could break away from their jobs.

Under the present executive set-up, the local authority over the selection of officers is held by Joseph Weber, prez of the American Federation of Musicians. He acquired this right when Local 802 was chartered as part of the international union's campaign against the original New York branch.

A secret vote slated for next week will determine whether the branch should demand the right to govern its affairs as other locals in the A. F. of M. are permitted to do. If okayed, the membership will select a committee of 11 to take the issue to the international board.

### MUSIC NOTES

Jack Mills has taken over American publication rights to the French screen musical, 'La Belle de Nuit.' It's a Metropa release.

Dave Oppenheim and Mike Cleary returned Tuesday (6) from London. Went over a couple months ago to write the current revue at the Dorchester club.

Anson Weekes opened at Sul Job, Galveston, March 9, for a four weeks' engagement. First of series of big time orchestral attractions booked by Sam Maceo. Guy Lombardo will follow Weekes, with Ben Bernie slated later.

Song writing is a side line with MacPherson, who handles the advertising copy for Maddux, Inc.

Deal on for Don Bestor to replace George Olsen at the Pennsylvania, New York.

Billy Moll is doing Ted Florida's arrangements for the Old Gold show. Moll formerly was a Shapiro-Bernstein staff arranger.

Indications are that Hal Kemp will take over the Roosevelt, New York, bandstand around May 1.

Claude St. Low, of Canadian Music Sales, was in New York last week.

Shapiro-Bernstein has filed an answer to the suit brought by Sam Robbins for royalties on the sheet sales of 'The Old Spinning Wheel.' Robbins is asking for a cent a copy. Publisher's reply was a general denial.

Raymond Paige's 24-piece band on the Coast is plattering several of the Walt Disney tunes for Victor, and likewise about six songs from the latest Bing Crosby pic, 'We're Not Resing.'

Lou Diamond has put in a bid for the picture rights to the title 'Stormy Weather.' Paramount has a feature in mind for the tag.

Jack Souders takes a dance band into the Hotel Senator, Sacramento, on March 3, booked by the Thomas Lee Artists Bureau. Former F&M m.c. will broadcast over the Don Lee network from KFBK, Sacto.

## 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 NBO chain, and WABO, key station of CBS), along with the total of plugs on New York's two full-time independent stations—WOR and WMCA. Data obtained from 'Radio Log' compiled by Accurate Reporting Service.

| Title                              | WEAF<br>WJZ<br>WABC | WOR<br>WMCA | Total |
|------------------------------------|---------------------|-------------|-------|
| 'You Oughta Be In It'              | 24                  | 19          | 43    |
| 'Let's Fall in Love'               | 25                  | 13          | 38    |
| 'Over Somebody Else's Shoulder'    | 14                  | 20          | 34    |
| 'Gee, Gee, Gee'                    | 19                  | 13          | 32    |
| 'This Little Piggy Went to Market' | 14                  | 18          | 30    |
| 'Without That Certain Thing'       | 21                  | 8           | 29    |
| 'In a Shelter From a Shower'       | 10                  | 18          | 28    |
| 'There Goes My Heart'              | 13                  | 14          | 27    |
| 'Champagne Waltz'                  | 24                  |             | 26    |
| 'Wagon Wheels'                     |                     |             | 25    |
| 'Going to Heaven on a Mule'        |                     | 6           | 23    |
| 'Smoke Gets into Your Eyes'        |                     | 7           | 22    |
| 'Love, Locked Out'                 |                     | 8           | 22    |
| 'Something About a Soldier'        |                     | 7           | 21    |
| 'Boulevard of Broken Dreams'       |                     |             | 21    |
| 'What's Good For the Goose'        |                     |             | 21    |

## No Liquor, Beer or Dancing Quiets Barbary Coast Thoughts of Revival

### Philadelphia French

Philadelphia, March 12.

French flair in night club names hit a snag in Philly this week, in connection with the opening of the new spot called Cafe du Pares. A huge sign had caught the eye of an observer who informed the proprietor that the title should be spelled 'le' and not 'l'.

Whereupon the owner pulled the prize nifty, 'I don't care how they spell it. This place is gonna be different.'

### NIGHT CLUB REVIEW

#### Club Rendezvous, Balto.

Baltimore, March 3.

There were three or four tries in this spot during pre-depress era, all it started. Now after four years darkness the blinds have been lifted by Chic Kessler in a manner that betokens more chance of success.

Booze a prime help; also low rental figure, effected by the spot's long-term bleakness. The toughest bar to hurdle is out-of-way location, quite far removed from loop area, being in n. w. corner of town under Warner's Met. Will need a hefty campaign to impart it on public consciousness and opening it when, due to insufficiently widespread and felicitous announcement, place was under capacity at peak hour.

Rectangular room, seating 125 comfortably. No dinner, but full supper menu and completely regimented list of liquors, plus few of the more popular wines. Sans cover, with \$1 at all times, standard rate currently in Balto.

Floor show, on twice nightly, may eventuate as spot's best seller. Evidently not much over-head involved.

Ted Kramer m. c.'s adequately in run-of-mine manner and contribute a brace of pop songs with fair pipes. Doris Robinson and Evelyn Calmer click with dual harmony chanting and toss in some rhythm tapology for extra measure. May Miller over with a crock routine; ditto Doris Mathews' low-down strut. There's a line of lookers, the Lee Debutantes, Virginia Lee Marchant, stager.

Harvey Alexander's orchestra. Six pieces, with flair for Harlemaesque brass.

#### Goldman Leaves Robbins

Maek Goldman is no longer general professional manager for Robbins Music Corp. Break followed a verbal clash between Goldman and Jack Robbins.

Goldman went on the Robbins payroll last summer.

San Francisco, March 12.

What was once a potent flower is due to fade again: it's the Barbary Coast, which a month back appeared on the high road to a fat and fast future.

Liquor sales permits were definitely turned down by the State Board of Equalization this week, and the Frisco Police Commission, which was about to issue dance permits to the half-dozen Coast spots, has reversed itself.

Result is no drinking, no hoofing, no business. Places are beginning to hold up, four locked the doors already, and the remaining two getting about 100 customers a day. These take a soft drink at two-bits and then scam out.

Orchestra, entertainers, waiters, et al., are out, and the old Coast, with some \$100,000 sunk in bringing it back to life, is already deadlier than a glass of yesterday's beer.

Clubwomen did it, their mass protests flooding the offices of police, city supervisors, mayor and others. Public opinion, too, may force the closing of three Market street beer joints. A cop was beaten in front of one of these last week, dying few hours later.

### Sanders Backs Out

Chicago, March 12.

With details all completed, Joe Sanders backed out of the proposed Blackhawk restaurant engagement at the last minute. Sanders stated he wanted to go back to Kansas City for a vacation instead. MCA had been trying to arrange a return of the Coon-Sanders name to the Blackhawk, bringing in the son of late Carleton Coon for the other half of the name.

Nothing yet set to replace the Hal Kemp aggregation when it moves out for a road tour next month. Kemp is booked for the Lincoln Tavern out in the suburbs for the summer season.

### A Favorite Who Continues

CHARLES CARLIE

Broadcasting via CBS and thrilling audiences with one of radio's most flamboyant voices. You will see of late Carlie in feature 'I JUST COULDN'T TAKE IT, BABY!'

'WE'LL MAKE YOU WHILL THE SUN SHINES!'

'DANCING IN THE MOON!'

'THE MOONLIGHT WALTZ!'

'INFATUATION!'

'THAT'S WHAT MAKES THE WORLD GO 'ROUND!'

**ROBBINS MUSIC CORPORATION**  
799 SEVENTH AVENUE  
NEW YORK

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN

AT MIKE FRITZEL'S

**CHEZ PAREE**

611 Fairbanks American's Smartest Restaurant and Supper Club

CHICAGO

Delaware 1655

HARRIETTE  
**CAPERTON**  
AND  
VERNON  
**BIDDLE**  
DANCING NIGHTLY  
MIAMI-BILTMORE  
HOTEL  
MIAMI, FLORIDA  
AFTER TEN WEEKS  
AT  
PALAIS ROYAL  
NEW YORK



# NO NEW SOCKS HELD BACK FEBRUARY

New York, March 13.  
February failed to produce a new smash seller for the sheet music business, with the result that wholesaler takings were only a wide margin beneath the levels of the previous two months. Sharp slump set in after the first week of February and the lowdown situation prevailed right through to the turn into March. Mechanical field, on the other hand, felt something of a nudge upward during February. Of the leading six for February, 'The Old Spinning Wheel' held up sturdily, with the end of the month seeing this bit of Americana edging over the 500,000 copy mark. Tune now gives indication of moving into the 650,000 or better class. Through the last week of the month, despite the general dip in the industry, it was averaging 5,000 sheets a day. 'Smoke Gets Into Your Eyes' (T. B. Harms) retained the deuce niche consistently through February, while 'Good Night Little Girl' (Morris) moved out of the rung below to make way for Robbins' 'Make Hay While the Sun Shines'. Last month found 'This Little Piggy Went to Market' (DeSylva) doing the champion-up of the sextet with the sales tally making it an easy No. 6. 'Throw Another Log on the Fire' (Feist) built its way up gradually to the next slot. Among the runners-up for the month were 'Everything I Have Is Yours' (Robbins), 'On the Wrong Side of the Fence' (Donaldson), 'Orchids in the Moonlight' (T. B. Harms) and 'Carrioca' (T. B. Harms). Last two numbers are from the picture 'Flying Down to Rio'.

In the disc sector Jimmy Durante was top attraction for Brunswick. Paul Whiteman was Victor's white-haired boy and Benny Goodman was still going strong for Columbia.

**ice Spurt in Chi**  
Chicago, March 12.  
Little change in the top setup in the sheet music best sellers. 'Last Round Up' dropped out of the picture, going below the first 10. Big rise of the month is the novelty 'Little Piggy Went to Market', which comes into the blue ribbon arena from nowhere. Outside of the big six but still in the money are 'Temptation', which rates seventh, 'Orchids in the Moonlight', 'After Sundown' and 'Everything I Have Is Yours' to follow in that order.

Discs sales are making everybody happy. Pickup is more noticeable here than in any other branch of the music trade. Those taverns with the coin-operated machines are meaning plenty of business for the record manufacturers. Particularly is this true down in the south, where they would still rather listen to a hot disc than the Metropolitan Opera on the radio.

**Coast Fair**  
Los Angeles, March 12.  
February sales of both sheets and platters was brisk for the first two weeks, then a lull and strong pickup for the final week.

'Carrioca', recorded by Harry Sosnik's orchestra for Victor, jumped into the lead as the big platter seller for February, with 'Little Grass Shack' topping the list for Brunswick. Rudy Vallee's 'Flying Down to Rio' and 'Orchids in the Moonlight' were in heavy demand, with 'Song of Surrender' proving a popular buy for both Brunswick and Victor.

In the dime stores 'Shack' led the sales of sheet music, while 'When Tomorrow Comes' topped the stores catering to a more conservative trade. 'Spinning Wheel' is still a big seller. 'Smoke Gets Into Your Eyes' demand continuing heavy.

**Later Customers Play**  
Watertown, N. Y., March 12.  
Dick Betts, playing a week's engagement at Schine's Aron, gave customers a chance to play the organ. Betts carries a baby console, which he gives patrons an opportunity to play without having to leave their seats. He also invites them to step up to the mike at the organ and sing.

# FEBRUARY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING FEBRUARY BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

## 6 Best Sellers in Sheet Music Reported by Leading Jobbers

|            | NEW YORK                              | CHICAGO                         | LOS ANGELES                 |
|------------|---------------------------------------|---------------------------------|-----------------------------|
| SONG—No. 1 | 'The Old Spinning Wheel'              | 'Old Spinning Wheel'            | 'Little Grass Shack'        |
| SONG—No. 2 | 'Smoke Gets in Your Eyes'             | 'Smoke Gets in Your Eyes'       | 'When Tomorrow Comes'       |
| SONG—No. 3 | 'Make Hay While the Sun Shines'       | 'Throw Another Log'             | 'Old Spinning Wheel'        |
| SONG—No. 4 | 'Good Night Little Girl of My Dreams' | 'This Little Piggy'             | 'Good Night Little Girl'    |
| SONG—No. 5 | 'This Little Piggy Went to Market'    | 'Make Hay While the Sun Shines' | 'Goin' to Heaven on a Mule' |
| SONG—No. 6 | 'Throw Another Log on the Fire'       | 'Good Night Little Girl'        | 'Smoke Gets in Your Eyes'   |

## 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 | 'Inka-Dinka-Do', 'Hot Pataata' (Jimmy Durante)                                      | 'This Little Pi' (Victor Young Orch.)                   | 'Little Grass Shack' (Ted Florito Orch.)       |
| BRUNSWICK—No. 2 | 'On a Steamer Coming Over', 'We're All Riding a Rainbow' (Bert Ambrose Orch.)       | 'Carrioca' (Castilian Troubadors)                       | 'Night on the Water' (Guy Lombardo Orch.)      |
| BRUNSWICK—No. 3 | 'Smoke Gets in Your Eyes', 'This Little Piggy' (Ruth Etting)                        | 'Old Spinning Wheel' (Victor Young Orch.)               | 'Song of Surrender' (Wayne King Orch.)         |
| BRUNSWICK—No. 4 | 'That's Love', 'Lullaby in Blue' (Casa Loma Orch.)                                  | 'Coffee in the Morning' (Boswell Sisters)               | 'Temptation' (Ted Florito Orch.)               |
| BRUNSWICK—No. 5 | 'Wonder Bar', 'Why Do I Dream Those Dreams' (Freddie Martin Orch.)                  | 'Love Locked Out' (Ambrose Orch.)                       | 'Let's Fall in Love' (Gus Arnheim Orch.)       |
| BRUNSWICK—No. 6 | 'Wagon Wheels', 'I Can't Go on Like This' (Abe Lyman Orch.)                         | 'My Little Shack' (Ted Florito Orch.)                   | 'I Raised My Hat' (Guy Lombardo Orch.)         |
| COLUMBIA—No. 1  | 'O' Pappy', 'Junk Man' (Benny Goodman Orch.)  | 'Orchids in the Moonlight' (Enrico Madriguera Orch.)    | 'Riffin' the Scotch' (Benny Goodman Orch.)     |
| COLUMBIA—No. 2  | 'Orchids in the Moonlight', 'Carrioca' (Enrico Madriguera Orch.)                    | 'Smoke Gets in Your Eyes' (Emil Coleman Orch.)          | 'I've Got the Jitters' (Ben Pollack Orch.)     |
| COLUMBIA—No. 3  | 'Music Makes Me', 'In a Shelter from a Shower' (Emil Coleman Orch.)                 | 'Little Grass Shack' (Ben Pollack Orch.)                | 'Love Me or Leave Me' (Benny Goodman Orch.)    |
| COLUMBIA—No. 4  | 'My Little Grass Shack', 'Goin' to Heaven on a Mule' (Ben Pollack Orch.)            | 'Music Makes Me' (Emil Coleman Orch.)                   | 'Ain't You Glad?' (Benny Goodman Orch.)        |
| COLUMBIA—No. 5  | 'Wagon Wheels', 'You're in My Power' (George Olsen Orch.)                           | 'O' Pappy' (Benny Goodman Orch.)                        | 'This Little Piggy' (George Olsen Orch.)       |
| COLUMBIA—No. 6  | 'The Super Special Picture of the Year', 'We Own a Saloon' (Yacht Club Boys)        | 'Carrioca' (Enrico Madriguera Orch.)                    | 'Tappin' the Barrel' (Benny Goodman Orch.)     |
| VICTOR—No. 1    | 'Smoke Gets in Your Eyes', 'Something Had to Happen' (Paul Whiteman)                | 'Wagon Wheels' (Paul Whiteman)                          | 'Carrioca' (Harry Sosnik Orch.)                |
| VICTOR—No. 2    | 'Count Your Blessings', 'Carrioca' (Harry Sosnik Orch.)                             | 'Another Log on the Fire' (Don Bestor Orch.)            | 'Flying Down to Rio' (Rudy Vallee Orch.)       |
| VICTOR—No. 3    | 'Old Spinning Wheel', 'Hang Out the Stars in Indiana' (Ray Noble Orch.)             | 'Carrioca' (Harry Sosnik Orch.)                         | 'Orchids in the Moonlight' (Rudy Vallee Orch.) |
| VICTOR—No. 4    | 'I Just Couldn't Take It Baby', 'One Hundred Years from Today' (Eddie Duchin Orch.) | 'Goin' to Heaven on a Mule' (Rudy Vallee Orch.)         | 'Love Locked Out' (Ray Noble Orch.)            |
| VICTOR—No. 5    | 'Orchids in the Moonlight', 'Flying Down to Rio' (Rudy Vallee Orch.)                | 'This Little Piggy Went to Market' (Eddie Duchin Orch.) | 'Song of Surrender' (Eddie Duchin Orch.)       |
| VICTOR—No. 6    | 'Let's Fall in Love', 'Love Is Love Anywhere' (Eddie Duchin Orch.)                  | 'Boulevard of Broken Dreams' (Jan Garber Orch.)         | 'Day Break Express' (Duke Ellington Orch.)     |

## Inside Stuff—Music

New York Musicians' union is taking action against a band leader responsible for some of the 'kickback' allegations raised recently in union circles. Papers recommending his expulsion have been prepared for submission to the international board of the American Federation of Musicians for action.

Trial board of the New York local has already found the leader guilty of working his men under scale. Band involved was employed in a Chinese spot on Broadway.

After the New York union had adjusted wages and conditions in these Chinese restaurants so that the 'kickback' thing would be eliminated this leader undertook to pay off half of what he actually collected, with the explanation to his men that he had to take care of somebody in the union. While on trial the bandman admitted that his story to the men in the band was a complete fabrication and that he retained the money for himself.

Jack Hylton, British bandman, last week obtained permission from Justice Sheintag in New York Supreme court to reargue the motion for a temporary injunction against Mills Artists Bureau, Inc., and Irving Mills. Hylton wants Mills stayed from booking any of his acts in England pending trial of Hylton's damage suit.

In asking for another hearing on the motion, Hylton's counsel made no mention of Tom Rockwell or the latter's acts, which the British maestro took the week before also sought to restrain from doing business in England. Hylton claims that despite an exclusive booking contract he held with Mills the latter arranged to have the Foster agency handle Cab Calloway's current London and Continental tour.

For this Hylton wants \$50,000 damages and a permanent injunction against Mills.

If the phonograph recording companies are amenable to the idea the Music Publishers Protective Association will declare any film track dubbed from a commercial disk contraband and treat such synchronizations as violations of the copyright law. The MPPA wants the major recorders, such as RCA-Victor, Columbia and Brunswick to include on the label of each disk a warning against the platter's use for redubbing on picture sound tracks. With the recorder amenable to the MPPA idea the publishers' organization would have easy sailing in the event it brings legal action.

Name of the artist or act or band that did the recording would be named by the MPPA as the plaintiff in the action brought against the film track synchronizer.

Big returns on 'Carrioca', from the Radio musical, 'Flying Down to Rio', has been responsible for the revival of the rumba vogue among music publishers. At least six firms are readying tunes in this category for release.

## Trade Watches Max Mayer Trial

### \$1,250,000 Anti-Trust Suit Nearing End After Week of Testimony

Trial of Max Mayer's \$1,250,000 anti-trust suit against the Music Dealers Service, Inc., and 34 member publishing firms yesterday (Monday) went into its second week before a jury in the New York Federal court with the plaintiff himself spending his third consecutive day on the stand. Airing of this action is looked upon by the music trade as of utmost importance because in the event Mayer obtains a verdict his counsel will press a motion for the dissolution of the MDS.

First witness in the case, after the jury had been picked last Tuesday (6) morning was Maurice A. Richmond, Mayer's former partner and now general manager of the MDS. Richmond, cited to the stand by Mayer's counsel, devoted the next two days to explaining how the distributing combine functions and also the basis upon which each of the member publishers were taken in. John B. Faine, chairman of the Music Publisher Protective Association, succeeded Richmond on the stand to tell who were the officers of his organization and also to give the comparative ratings of certain publishers, such as Sam Fox and Feist.

Case threatened to go to a second mistrial Saturday when A. S. Gilbert, trial counsel for the defendants, objected to some testimony given by Mayer. In the general crossfire between contending coun-

sel and Gilbert moved that proceedings be called off. Court rejected the request and ordered that the counsel proceed.

Flareup came while Mayer's lawyer was quizzing him about a conversation the jobber alleged he had had with Louis Bernstein of Shapiro-Bernstein. Mayer said that after looking over the original plan of the MDS, which he claims Bernstein had put at his disposal, he (Mayer) remarked that he had consulted his lawyer and the latter advised him that any such project would be illegal. Thereupon, testified Mayer, Bernstein told him he had consulted his own lawyer and had obtained a similar opinion. This testimony was ordered struck out by the court.

### They Resign

Baltimore, March 12.  
Lou Lynn orchestra, 12 pieces, has seceded from local musicians' union, thereby jumping \$250 fine imposed by Oscar Appel, local prexy of union, after or played broadcasts and Saturday and Sunday tea dances sans pay.

Hi-Hat Club, nitery where Lynn outfit has been spotted since September, cut the musicians' salaries \$10 per man under scale immediately by their non-union status became effective.

Publishing release on the new Cotton Club show, which unveiled March 11, has gone to Jack Mills.



## UNIT REVIEWS

## Century of Progress

(ACADEMY, NEW YORK)

First of the Chicago World's Fair by-products to reach New York is a revelation as an entertainment and in the business it was doing opening day at the RKO-booked Academy. The Times Square gentry expected to see a turkey, but they were mightily surprised. They saw a turkey, sure enough, but a turkey with the feathers of a peacock.

Feather No. 1 is a production that would do credit to any of the units produced in the east. Feather No. 2 is Faith Bacon, who shakes a nasty loin cloth and nothing else, because there's nothing else to shake. Feather No. 3 is a sideshow of inoffensive freaks recruited mostly from the Ripley Odditorium.

In their presentment of the freaks this unit's producers excelled. Of the seven freak turns, only three could possibly be considered objectionable by anybody, and even these are conducted so deftly there's no chance of adverse reaction. Charles Roman, German dislocationist, might make some people turn their heads away under ordinary circumstances, but he bends his bones in comedy fashion, while Emmett Lynn, the unit's reserve comic, continually fights for laughs, also. The method used with Roman and the other people is to spread a comedy coating over the freaky surface, which tends to take the presentation out of the strictly freak class without loss of interest. Producers succeeded admirably in this respect.

Freak show is spotted on a full stage. Three moving platforms bring the freaks down to the apron one at a time. Julius Schuster, who can pick up 16 billiard balls in each hand, starts off. A neat, clean worker who doesn't stall or miss for effect. He could have used brighter lighting than he received here. Henry Burke, next, draws a cartoon with each hand and another with his foot, all at the same time; a tough trick that would be tougher if he could pedal a bicycle with the other foot.

John Saylor, the "Man of 1,000,000 Faces," showed only three samples and departed quickly. But the third and last trick-kisser, a double for Martin Beck when Beck is doing a

burnup, was enough. Then Habon, a standard museum worker, who twirls weights with his tongue. Roman is followed by Kanishka, human ostrich, who swallows everything but the proscenium arch and tops it with a lighted electric bulb. Full effect of the bulb trick is delivered by the dousing of the house lights. Last and most interesting of the freaks, brought out in one for a close-up, is a grey parrot with an Oriental master, Francis Abella by name. The bird does everything but ask for billing in his almost prompt talking. Abella brings him down to the audience to prove the bird is no ventriloquist's dummy.

In the unit's straight entertainment department, Miss Bacon, the original two faces and one fanny girl from the "Vandies" of a few years ago, is the piece de resistance. She's on twice, first with a pair of fans and latterly with a black veil, which the customers can't see through unless they look. Miss Bacon is a graceful creature who probably would be at the head of her class if Sally Rand hadn't arrived. The first Bitch, her numbers are simply but smartly staged, with the girls dressing the rostrum and everything transpiring under deliberately dim lighting. When Miss Bacon arrives for the veil dance she's wearing a sombrero, which is the only thing standing between her and charter membership in the 14th street theatre. To which the girls over at the Irving Place were the first subscribers. And Miss Bacon can give the Irving Placers lessons. The Academy's customers didn't seem to mind her at all.

Bob Robinson, doing a Barker; Bernice Marshall, soubrette who foils for Emmett Lynn until the finish, when she gets down to scintillating for a dancer; comedy acrobatic team called Lyo and Lee, and a rumba team are the other principals. Lyo and Lee give the gag acrobatics a new twist with a prop book planted off to the side. Book contains illustrations of various acrobatic poses and the boys follow the instructions. Their tricks are standards, so the book novelty comes in handy. Rumba team's label is Alfredo and Dolores. It's a coach in Cuban costume, if that's a rumba. Some day Miss Dolores is going to injure a musician.

Line of 16 girls both looks and dances well. Their costumes are in accord with the general high level

of the unit's production aspect. Eddie Weisfeldt and Paul Bachelor were the staggers. Bachelor doubles as the show's own leader in the pit. At the Academy Friday (9) show was playing to a packed house.

## FIRST NBC REVUE

(STATE, NEW YORK)

Graham McNamee splits the introductory work on this unit with Don Bestor. Unit is an expert combination of wholly radio people from the NBC rolls, the acts and their talents being presented with as little cumbersome flash as possible and in fast rotation to make an unusually attractive 55 minutes.

There is no line. Marguerite and Leroy, whom McNamee intros as television stars of the future, a starring pair, are the only torchbearers in the show. They appear twice, outside of the finale number, scoring each time.

Fact that there isn't a line, among other things, is that a NBC people are not figuring on any touring for this unit outside of the metropolitan area of New York. This is indicated by the fact that during the three weeks which the unit has been out the leading m. c. or announcer which NBC has assigned to the unit, has been a different personality each week.

Undoubtedly a second drop or setting of a flash nature with a line of girls would enhance the unit's entertainment value, but if the traveling limit is to be kept, it's clear that m. c.'s should be done with more advance preparation. When caught McNamee was reading some of his stuff.

Fact that this NBC group is on tour of the Loew circuit rather than over NBC's own theatre affiliate, RKO, is one of those things.

Bestor and his band, from an entertainment angle, tops the show. The material and the performers have been arranged in a suitable order with none actually being forced into a position where they overact or overdo. The name of McNamee or Bestor ordinarily is sufficient name value to top a group, but this unit additionally offers the stars of the Silliest (East and West) and a couple of newer radio females and two members of the band.

Most of the stuff is in full against drop and the material is well planned herbage in gold and green, and the music stands are covered with gold crepe drapes. Harmonious combinations, the band clothed in tuxes and Bestor in tails.

Bestor intros a couple of new people in Chickie Moss and Florence Case, the Moss girl a diminutive husky-voiced singer. Miss Case is an attractive girl. East and Dumke provide the comedy, although McNamee in his own chatter style monologues or feeds when appropriate with some comedy also. Neither McNamee nor Bestor are fronted too much and that's a help.

East and Dumke show first with their accustomed white chef uniforms and later the latter comedian chair gag as they are surrounded by the entire group. Laugh department is not overly strong and should be strengthened if the material continues. East and Dumke know how to handle themselves with the material at hand, yet it seems to be matter of isolated laughter rather than sustained comedy.

There's one of the band's trumpeters who gives a comic song number that helps. Another boy, Nell Buckner, sings straight. Mike is very much in evidence for all, but Miss Moss is so tiny the mike hides her from view.

Pickens Sisters in white dress that fluff at the collar under a spot that shades the band, come off easy winners in all their tunes. They make a charming group. Shan.

## WLS BARN DANCE

(LOEWS' AKRON)

Stripped of its rural costuming, the WLS Barn Dance unit emerges as an artfully balanced radio show. The exhibition square dancers, a single set of square dancers, are the only stagey note in an otherwise convincing collection of personalities and entertainment. The hill-billy performer is featured, but the more modern musical acts, several harmony groups and solo instrumental artists is blended nicely into the whole so that a passably entertaining radio review here, with the advantage of better staging. Rubie Tronson and his cowboy band provide the background and the flash of color for the show. The Arkansas woodchoppers, a memorable mountain youth, acts as master of ceremonies to introduce the acts that enter and exit in traditional vaudeville style.

Square dancers are the first to appear and demonstrate their right

## NEW ACTS

## DUKE McHALE (6)

Dance Flash  
13 Mins.; One, Full  
Century, Baltimore

Smart hoofing turn that can open or close a bill anywhere.

Firstly, in full southern garden mise en scene; Foy, Tucker and Johnson, two girls in white lawn gowns and man in tropical tux, while through a gyratory waltz whirl, man alternating girls every few steps. Traveler furis and Demarest Sisters in lengthy green diaphanous dresses combine some high-kicking preciosity in one to strains of "Stardust." McHale then follows with session of sound rhythm topology. Again to full with opening trio receding with adagio. This bit outstanding on costumes and lighting merits. Trio clad as redskins, in radium-lit apparel. Next, Demarest Sia, again in coppers and tails for a suave and clean-cut "Tiller Girls" routine. McHale has a second chore as a single, a bugle-rag stomp and sextet groups and flashes out with each hoofing a specialty.

No singing or chatter. All depts, production, costumes, lighting, routines and staging, high-grade. Opened show here.

## BERNICE and EMILY and KING,

Dancing  
13 Mins.; Full (Special)  
Orpheum, N. Y.

Combination of two standard dancing acts this flash does not mean much more in the way of entertainment than the two girls or three boys meant apart. The double billing, however, is probably a swell purveyor for bookers as well as perhaps meaning a little more at the b.o.'s. It must be mentioned that Bernice and Emily are good acts when alone, any ditto for King, King and King. Merged, they are still a fine act.

The girls still do their acro, dancing up and down the wide flange of stairs and without variation. King, King and King, one of the original double-time hoofing trios intersperse the girl's routines. For the finale they're all on, naturally.

It's strange that the male trio has never changed its style of dress. They still look like professional mourners. Girls, as before, are nicely costumed. The scenery is a split-cyc, with the stairway down the middle.

Closed here nicely.

to the title by a rousing exhibition of the four couple act. Winnie, Lou and Sally harmony combo, offer popular ballads, as do the Ranglers quartet, competent group with good voices. Hoosier Sod Busters, two youthful harmonica artists, add a novel twist by introducing a harmonica which accommodates both players.

Among the solo performers, Leisme, a rouser champion old-time fiddler and Billy Woods, telephone expert, are outstanding. Both demonstrate a long acquaintance with their instruments. Hiram Higaby, sub-comic, injects the comedy note by frequent interruptions and prattle with "Arky" as a straight man.

Patrons of the mountain music broadcasts may recognize many of the acts that appear on the boards in a show diversified beyond the usual standard of hill-billy entertainment.

## SOVIET DANCERS (2)

Ballet  
10 Mins.; Full Stage  
Paramount, N. Y.

Man and woman exponents of ballet arrived in the U. S. A. a few weeks after Uncle Sam acknowledged the presence on this planet of such a country as Soviet Russia. Pair opened at Carnegie Hall at retail prices and made a short swing around. They didn't get over too soon. Criticism was that there was too little for a complete evening's entertainment. Result is the Soviet dancers (their right and full names not used and wouldn't be remembered anyway) are in the varieties.

They are excellent dancers. Man has superb elevation and the woman is a superb pirouetter. Their style of working lacks the zip and pace of American pop entertainment but the foundation is there. What they need is showmanship in the form of a publicity builder-upper and a tightened performance geared for flashiness of the kind Yanks will respond to.

First number should be omitted entirely. It is slow and looks whether it is or not, like a beginner's routine. An unfortunate toe slip on the slippery stage may have been a mental hazard on the opening day. Dancers probably appreciated the importance of the date and were nervous. However the numbers means little to audiences accustomed to Harriett Hector, Patricia Bowman, Gambarelli, etc. It is the successive demonstrations of agility, training, and speed that provide the fireworks.

Act ought to be marketable here for once-around on the nationality angle and novelty. Presumably it is not a high-priced novelty. Numerous exploitation opportunities would readily suggest themselves to a live wire showman. He should be an American with a little foreign travel or imagination.

## W. E. RITCHIE and CO. (2)

Comedy Bicycling, Singing  
10 Mins.; In Full  
Orpheum, N. Y.

It's Ritchie's old bike breakdown routine but the dress-up of the act has been changed. He's now using the fashions of the 90's, with this including the long drooping mustache. Motif is carried on to the finale when the femme in the act, toggled out in bustle, etc., gives voice to a medley of oldtime tunes and takes her bowoff accompanied by Ritchie on a tandem.

Ritchie does the usual repertoire of bike collapsing and falls and includes in his parade of vehicles several much tickling novelties plus the inevitable old-fashioned seven-wheeler.

He had 'em giggling along with him nicely on the review occasion. Odds.

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## Loew Agents Forming Own Ass'n May Break Away from NATAR

An organization of Loew agents in opposition to the National Association of Theatrical Agents Reporting will be attempted this week. A meeting for the purpose of mapping out details was scheduled for last night (Monday).

The 15 Loew agency franchise holders, several of whom are agitating for a separate association, propose to write their own 'code of ethics.' They will also ask the support of the Loew booking office. Whether the separate organization of Loew agents only will result in a split of its members from the NATAR was not known, but reported as likely. This would cause considerable withdrawals among the NATAR membership, since the majority of the 30 or more agents operating under the 15 Loew franchises are NATAR card holders. Of the franchised Loew offices only William Morris and the Romm, Beatty, Meyers & Scheuing combine are outside the NATAR membership.

The Loew agents haven't had an organization for about three years. The association, which disbanded, functioned for good purposes only. It is proposed that the new one shall include a board of arbitration for settlement of disputes between Loew agents.

At the mass meeting of the NATAR Thursday night (8) at the Astor hotel, the association's constitution, laws and the two revisions in its 'code' were approved by the members present. The code consisted of letting the bars on commission-splitting, and also the softening up of the five-year apprenticeship rule and allowing all ex-bookers, producers and directors to become agents without having first to work for an agent for five years.

**Moss Tells 'Em'**  
License Commissioner Paul Moss addressed the agents on the why and wherefore of licensing agents, telling them it was for their own good and that they were going to be licensed, regardless. The agents did not offer any alternatives, though, voting their approval of the license and, as Commissioner Moss put it, the higher plane upon which it will put their business.

Yesterday (Monday) Moss stated all agents handling their own acts, regardless of whether they are associated with another agent, would have to be licensed just like the heads of the offices. The only ones immune from the licensing, he said, are those who work for an agent on a salary basis and only handle office acts.

Commissioner Moss gave as an example, the William Morris office with its numerous employees who handle only the Morris acts and therefore do not need licenses. He also mentioned other agencies whose associates handle their own acts as well as the company's performers and therefore come within the province of the city ordinance affecting employment agencies.

Inspectors, according to Moss, will be continuously in the theatrical district to check on who are 'associates' in the full sense of the word, and who are agents and should be licensed.

## WHITEMAN N. Y. CAPITOL DATE WILL BE INDEF

Paul Whiteman's band opens March 30 at the Capitol, New York, for a run on the stage. Set through the William Morris office.

Booking is for two weeks minimum, with no maximum limit placed on the engagement.

## Cars a Sideline in Upstate Auto Show

Ogdensburg, N. Y., March 12. Looking for an attraction to draw people to the Automobile Show, Charles D. Ingram, publicity director, has booked a fan dancer. Her name is Sally, but not Sally Rand; this one is said to be Irish.

It's a bow for fan dancers in this rugged north country. Another attraction will be the 'Nite Club Review.'

Looks like the cars will be only a sideline.

## CHEAP REPEAT

Fay Courtney Goes from Orpheum, Frisco, Into 35-Center

San Francisco, March 12. Peculiar situation arose last week when Fay Courtney played the 65-cent P-WC Warfield for Fanchon & Marco and next day opened at the 35-cent Fox for Bert Levey, headlining the 10 acts of vaude at the latter house along with two piz.

Booking of Miss Courtney was further complicated when F&M approached Henry Goldenburg, Fox manager, to allow the singer to do a broadcast for F&M from the stage of the rival Orpheum, where Borden's Frolic, commercial, emanated Friday night (9).

Goldenburg told F&M that he'd give 'em the singer provided F&M let him have the Mills Brothers for one show when they open at the Orph the 15th. No deal.

## Sally Rand Draws Record 1G Daily From Steel Pier

Sally Rand will draw record salary for a single woman—\$1,000 a day—for a three-day engagement over the Easter week-end at the Steel Pier, Atlantic City. Deal was made by the William Morris office, which has also set the fast dancer for one RKO show and one RKO split-week.

For the stage dates Miss Rand will get \$3,000 and percentage. She opens April 8 at the Hipp, Baltimore, following the A. C. date, then plays the Academy. Paramount's route at the same money may follow.

Miss Rand is currently at the Paradise restaurant on Broadway, her third week at the latter. A new deal for her final two weeks at the cafe will give her \$2,000 per. She went in for the first two weeks at a nominal figure in return for a pass favor from Nite Grand.

Regarding top female salaries, the late Sarah Bernhardt got \$7,000 for a week at the Palace, N. Y.; but did a sketch with three or four players in support.

## LEWIS AS F&M WEDGE AGAINST F-WC IN L. A.

Los Angeles, March 12. First of the batch of names to be booked by Fanchon & Marco to compete with Fox West Coast screen shows here as well as their own F&M unit at the F-WC Warfield in Frisco is Ted Lewis and band. Outfit opens at the Paramount for one week starting March 22, and then goes to the F&M Orpheum in Frisco, following the Mills Bros.

Duke Ellington and band, now in piz, will also play the F&M house here and in Frisco. Kate Smith also being angled for.

## Siegal-Shade Together Again for Nite Club

Legal and Lillian Shade reunited as a team as a result of Peggy Fears' failure to show up to go to Florida with Siegal for a nite club engagement. Siegal impounded Miss Shade, who agreed to help out for two weeks at the Deauville Yacht Club. Miss Shade originally followed as Siegal's partner after his split with Ethel Merman.

## REMUS MIDGIES SET

Los Angeles, March 12. Paul Remus and Midgies, until recently in the current Sid Grauman stage show at the Hollywood Chinese, have been booked for two weeks by Fanchon and Marco, opening at Warfield, Frisco, April 6, and coming here the following week.

## Find Boyce Coombs Dead In Bed in Chicago Hotel

Chicago, March 12. Boyce Molyneux Coombs, 40, vaude single, was found dead yesterday (11) in his bed at a hotel. A wire-haired terrier was asleep beside the body when a chambermaid came into the room. Death came from natural causes.

Telegrams signed 'Rudy Vallee' were found in the actor's possessions. Police wired Vallee for any information he could supply.

## SPLITS MEASURE VAUDE'S UPBEAT

Chicago, March 12. Vaude must, lawyers here say, because performers once more have enough coin to file divorce and separation suits. In the last fortnight six theatrical divorces shot through the local courts and the depression for the counsellors seems over.

Henry Kalchheim handled four of the divorce cases. He got a decree for Nell Kelly against George Stoltz, manager of a theatre in Long Island, whom Miss Kelly married about a year ago. Papers cited cruelty and no alimony was asked.

Ruth Pryor, the danseuse, is single again following a legal operation separating her from Russ Wilcox, radio warbler. Charge was cruelty, and Miss Pryor secured the custody of their six-year-old child. Settlement arranged financial support for the latter.

Dolores Edwards, of the comedy adagio act of Dolores, Andre and Dmitri, is as free as air once again following a divorce from her husband, whom she married several years ago in New York.

Reversal in the usual divorce procedure occurred when Henry Gine of the dance act, Gine, DeQuincy and Louis, got a decree against his first wife, Martha Rappell Gine, on grounds of cruelty. They were married in New York.

## ED SULLIVAN IN NBC UNIT FOR N. Y. TIME

Ed Sullivan, New York. Daily News columnist, clicking on the air, heads a new NBC unit which will shove into the RKO Albee, Brooklyn, week of April 6.

Albee band under Phil Fabello, that week will go on the stage for background. Acts with Sullivan, among others, include, Block and Sully, Rex Cole Mountaineers and Three X-Sisters.

This is the second of the NBC units to be spotted around New York. Other is presently current at Loew's State.

The NBC units are assembled from the networks for metropolitan playing only, as air time to which acts are committed precludes out-of-town traveling.

## MILDRED CHAPLIN WEDS OWNER OF HER UNIT

Asheville, March 12. Mildred Harris Chaplin, former wife of Charles Chaplin, and William P. Fleckenstein, former football star at Minnesota, and owner of the 'Hollywood Revue' here played a weekend engagement here Saturday night. (Continued) Ceremony was held in a church between performances at the theatre.

A dozen members of the show company attended the ceremony after which they all returned to the theatre for the final performance. Troupe left Sunday for Atlanta.

This is Mrs. Chaplin's third annual wedding. Her second husband having been E. P. MacGovern. She has an eight-year-old son by her second husband.

## CURSE OF DRINK

Galveston, March 12. Ned Rao's Gaity tab burlesque on Market street, featuring Honey Hank, folded after several weeks of off and on biz.

Drinking prices offering too much opposition for Rao to complete

## 32 Girls and Production Trimmings With \$1.50 St. Vaude at Casino, N. Y.

## HUBERT SENTENCED

Comic Gets Suspended Five Years For Abandoning Son

Paul, March. Fritz Hubert, vaude comic, was sentenced to five years in the state pen (Stillwater) when he pleaded guilty to child abandonment. Sentence was suspended and he was placed on probation with the provision that he pay his wife \$10 per week for the support of their three-year-old son.

Hubert was brought to St. Paul from San Francisco, where he was playing in vaude with his sister.

## L. A. Spot Forced To Raise Bernie Ante One Grand

Los Angeles, March 12. Ben Bernie and his band go into the Paramount here for Fanchon & Marco, opening March 16, for one week. Salary is \$7,500, F&M being forced to raise their original offer of \$6,500, which Bernie scorned to accept.

Although Music Corporation of America and Marco had virtually come to terms on the \$5,000 basis, Bernie, in Omaha, wired his rep that his vaude salary had been established at \$7,500 and he would not play for a dime less. In fact, he was seriously considering raising the ante. \$8,500.

## OMAHA NOT CHANCING FAN DANCERS AGAIN

Omaha, March 12. Orpheum, booking Henry Santrey and his 'Soldiers of Fortune' unit, decided it could use all the eight acts, but balked at the fan dancer.

Surge of censorship and unfavorable criticism which arose here over the Sally Rand advertising made the management wary, and so took out by paying off the fanner and keeping her out of the show.

Gal is Rosita Royce, of these parts, who joined show in Lincoln.

## Dixie Hospitality the Nuts To Aimee—She Collected

Charlotte, March 12. Aimee Semple McPherson appeared here for two lectures last week, and the group of business men who underwrote her appearance dug into their pockets to make up a deficit of \$150. It was one of several stops in the Carolinas, including Columbia and Winston-Salem.

While Sister Aimee was in Charlotte news came from California that Husband Hutton had secured a divorce. She told the press, 'God softened the blow by letting it fall while I am here in the south, surrounded by the finest hospitality in the world.'

## Mitchell-Durant Held

West By Bad Ankle

Hollywood, March 12. Use Jack Durant sprained his ankle, Mitchell and Durant have cancelled five weeks of vaude in the east. Team was to have gone into the Music Hall, New York, for two weeks, this month, to be followed by RKO dates in Cleveland, Detroit and Chicago.

Figured that Durant will be okay by April 2 for 'On the High Seas,' a Sol Wurtzel film ad hoc, in which the pair will be featured. Wm. Connelman and Joel Sayre are writing the yarn, which James Tinsling will direct.

A permanent chorus of 32 girls and production trimmings, staged by Bobby Connolly, will augment the two-a-day straight vaudeville bills at the indie Casino, New York. Operated by Haring & Blumenthal, Jack Shapiro and Harry Shifman, and booked by Arthur Fischer, house opens April 2.

George Jessel, at \$3,000, will headline the first show, which will include Billy Gaxton, six other vaude acts and the line. Cost in stage salaries will run around \$13,000. In addition is to hold each show for three or four weeks, or as long as they can stand up. Understood acts will be booked for two weeks with options.

Two-a-day regular policy will prevail during the week only. On Saturdays and Sundays a supper show will be added, at night prices. Scale will be 50c. to \$1.50 at night and 25c. to 75c. matinees. Top will apply to the first 10 rows and the horseshoe section in the rear of the orchestra. Smoking will be permitted in the latter.

Casino seats around \$500. At the adopted scale, the operators figure, house can play to \$32,000 a week at capacity. Overhead will be about \$30,000 for the show and operation.

## HEALY'S STOOGES WALK OUT OVER DOUGH TIFF

Hollywood, March 12. Ted Healy and his three stooges, Howard, Fine and Howard, washed up last week after the comedian could not reach an agreement with the trio for a new contract.

Stooge trio held out for a salary tilt. After trying to tie up the boys on a group ticket, Healy then offered to sign individual contracts. The trio refused.

Although their contracts with Healy have expired, trio agreed to work in a two-reel act at Metro under a separate deal as the picture was last of series on Healy's shorts commitment with that company.

## Publix Sets Olsen Band For 12 Weeks at \$7,000

George Olsen's band, numbering around 20 people, goes out for 12 weeks here at Publix picture house, at \$7,000 per, commencing April 16 at Buffalo.

Band will play as a unit. William Morris office set the deal.

## Lottie Mayer Plans New Tank Act in N. Y. Spots

Los Angeles, March 12. Lottie Mayer heads East for Fanchon & Marco for a new tank unit being framed by Jack Partington. Set to open around New York, March 21.

Diving act will include eight line girls who worked with Miss Mayer in her former F&M unit, plus Miss Mayer's daughter, currently in Miami.

## Carnera at \$2,500

Primo Carnera, heavyweight champ, goes into the Academy, N. Y., Friday (16) for four days at \$2,500.

Simon office set the booking.

## King Out of 'Revels'

Ittshburg, March 12. ob Carney replaced Manny King as comedian with Harry Delmar's 'Revels' when unit pulled out of here, after a week at Pitt, for Indianapolis. Also out of show is Grace DeFaye, control dancer.

Back in 'Revels' again after 10 days' absence is Lucille Roberts, who replaces Catherine Gerard as unit's personality singer.

## Roxy Cancels Harris

Eud Harris dropped out of the Roxy, New York, show after the second performance opening day (9) when neither he nor Fanchon & Marco were satisfied with his new straight man. Latter had worked with the colored comedian in Chicago.

Jack Pepper, replaced.



# Variety Bills

NEXT WEEK (March 16)

THIS WEEK (March 9)

Numerals in connection with bills below indicate opening day of show, whether full or split week

## RKO

**NEW YORK CITY**  
Muscle Man (12)  
Condo Bros  
A. Robins  
Gertrude Niesen  
(8)  
Condo Bros  
A. Robins  
Gertrude Niesen  
Fence (16)  
Jeri, Renee & V  
Butler Shaver  
George Beatty  
Topsy Taylor Co  
(One to fill)  
Connie's Hot Choco  
Academy  
1st half (15-19)  
M.T.O. Rev  
2d half (20-22)  
Gypsy Nina  
Bert Walton  
Primo Carnera  
(Two to fill)  
Royal Ueno Japa  
Bernard & Henri

## A. ROBINS

## NOW

Radio City Music Hall

NEW YORK

Placed

By LEDDY & SMITH

**KANSAS CITY**  
Student Prince  
MINNEAPOLIS  
Ophelia  
NEWARK  
Christiansen  
2d half (10-13)  
Gray Fam  
Alma Ward  
Lee & Joe Mandel  
Owen McGivney  
Wager  
BROOKLYN  
Albee (16)  
Bud Sullivan  
Rev Cole Co  
3 X Six Louie  
Pops & Louie  
(9)  
Artists & Models  
1st half (10-11)  
Jeri Rennie & Vic  
Boris & March  
Radio Aces  
Hal Sherman  
Walt Trudina  
Prospect  
1st half (17-20)  
Harlem on Parade  
1st half (10-13)  
De Cauch Japs  
Robin Six  
Bill Telak  
Lew Pollock's  
Bombshells of 1934  
Zillyon  
1st half (17-18)  
Harry Small & Six  
The Blonders  
Billy & Ella Newell  
Frank Brown  
(One to fill)  
2d half (10-11)  
Cortello's Stars  
Prince Nuccio & C

**BOSTON**  
Larry Saunders Co  
Jones & Ray  
Harris 2 & L  
Emil Boreo  
Lee & Rafferty Rev  
Paul Nolan  
Jimmy McElvane  
Brown & Hart  
Bert Walton  
J & B. Willing Rev  
2d half (20-22)  
Melvin Bros  
June Lorraine  
Cole & Snyder  
Frank Melino Co  
Stars of Yesterday  
— Gates Ave.—  
1st half (15-19)  
Joe Fenton Co  
Dolly Kay  
Young Worth & W  
Viv Laurie  
Janet & Bonita Co  
2d half (20-22)  
DETROIT  
Downtown (16)  
Greenwich VII Polles  
(3)  
Mr. T. Downey Rev  
HOMESTEAD  
Rivoli (9)  
Charles King Oro

**NEW YORK CITY**  
Faramount (16)  
Billy House  
Ophelia  
NEWARK  
Christiansen  
2d half (10-13)  
Gray Fam  
Alma Ward  
Lee & Joe Mandel  
Owen McGivney  
Wager  
BROOKLYN  
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Frank Brown  
(One to fill)  
2d half (10-11)  
Cortello's Stars  
Prince Nuccio & C

## Warner

**ELIZABETH**  
1st half (17-24)  
Crestle Pictures Show  
2d half (17-24)  
Midway Nights  
1st half (10-13)  
Cappie Bros & Six  
Brent & Kaye  
Fredericks Co  
Peppo  
Poster & Bette  
Margie Costes  
Freda & Palao  
2d half (14-16)  
BROOKLYN  
Century Progress R  
Trenton  
1st half (15-19)  
Bernard & Henri  
Lew Pollock's  
(Two to fill)  
1st half (9-12)  
Walt Rolner & Auntie  
Alice Joy  
Lew & Ames  
2d half (13-15)  
Crestle Pictures  
Tommy Mack  
Jack Arthur  
Dillon & Parker

**NEW YORK CITY**  
Boxy (16)  
Arthur  
Ching Ling Foo Rev  
Carroll Six  
Gregory & Raymond  
Florence Herbert  
Billie Joy  
DETROIT  
Picchiani Tr  
Pettit & Douglas  
Brent & Fox  
Nell Castagnoli  
Sunkist Bros  
Gene Sheldon  
Louie Zingone  
Billie Joy  
Nell Castagnoli  
Sunkist Bros  
LOS ANGELES  
Een Bernal  
Lee Port & D  
Paul Remos  
Sunkist Bros

## Independent

**BALTIMORE**  
Baltimore (9)  
Sally Ward Co  
T & B Wonders  
Ethel Parker  
Sandoz Rev  
BUFFALO  
Buffalo (9)  
Lou Broese Oro  
Fred & G. McKenna  
Lassie Arabs  
Lewis & Van  
CHICAGO  
State Lake (9)  
Watson Six  
4 O'Connor  
Cataldo Haymakers  
Buddy, Hall & G  
Ford, Marshall & J

**BOSTON**  
Larry Saunders Co  
Jones & Ray  
Harris 2 & L  
Emil Boreo  
Lee & Rafferty Rev  
Paul Nolan  
Jimmy McElvane  
Brown & Hart  
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Billie Joy  
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Sunkist Bros  
LOS ANGELES  
Een Bernal  
Lee Port & D  
Paul Remos  
Sunkist Bros

**Surf Club**  
Jack Myers Oro  
Charlotte Murrie  
Buck O'Connell  
Geo Hall Oro  
Tavern, B'klyn  
Jack Murray Oro  
The Toe Club  
Gypsy Melvins  
Billy Castle  
Genev Tio  
Kew-Forest Hotel  
Bela Lovoy Oro  
Vanderbilt Hotel  
Joe Moss Oro  
Ward & Hopkins  
Village Bar  
Schor Rev  
Paul Tremaine Bd  
Eddie Fitzpatrick  
Jack Keadern  
Ruth Dolmar  
Joe J  
McQuire

**CHICAGO**  
Blackhawk (16)  
Dick Cunliffe  
Parker Gibbs  
Bela Lovoy Oro  
Red Jingle  
Ted Weems Oro  
Beverly Room  
(Hotel Stevens)  
Irving Gagnon  
Ruth Keadern  
Chas Agnew Oro  
Blackhawk  
Earl Rickard  
Earl Kemp Oro  
Stimney Annie  
Cafe de la  
Wade Booth  
Lionel Lewis  
Lenore Lyon  
Marion Garner  
Earl Hoffman Oro  
Cher Paro  
Shella Barrett  
Dorling Day  
Louise Brooks  
Jack Waldron  
Martha May  
Barbara Blaine  
Miles Hastings  
Henry Buss Oro  
Club Leisure  
Lucio Garcia  
Billy Steagler  
Walter Smith Oro  
Betty Chas  
Jack Sexton Jr  
Jarvis Six  
Club La Masone  
Johnny Mangum  
George Oliver  
Billy Richards  
Jan Lam  
Edna Leonard  
Miles Hastings  
Al Garbell  
Club Royale  
Lee Morse  
Billy Gray  
Walt Wee  
Molly Sun  
Alfred & Swann  
Fritz Miller Oro  
College Inn  
Zelda Santley  
Ruth Keadern  
Jimmy Matern  
Beuvell & Tova  
Fritz Miller Oro  
Congress Hotel  
(Joe Urban Room)  
Art Kassel  
Robert Royce  
Cherie & Tamasia  
Carlos Molina  
Celestina's  
Julia Lyons  
Dorothy Henry  
Shirley Sisters  
Enrico D'Alba  
Della Dearing  
Cousins Boriska  
Signor Baroni  
Art Buckley  
Bob Thelley Oro  
Club Alabam  
Phyllis Henry  
Patty McNair  
Gloria Six  
Eddie Roth Oro  
Drake Hotel  
Slavic Ballet  
Shirley Sisters  
Billmore's  
Frances Willer  
Ruth Lee  
Ruth Lee  
Earl Burnett Oro  
Edgewood Beach  
Eather Todd  
DeRonda & Barry  
Art Carroll  
Bob Sylvester Oro  
Frolle's  
Frank Hamilton  
John Devere  
Marie & Elliott  
Nick Nicol  
Blaire Mac  
Nancy Linton Oro  
(Hotel LaSalle)  
Art Kahn Oro  
Billie Gray  
Sunny Gray  
Yvonne Nova

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## FAIR UNIT'S TWO RKO WEEKS AT 50-50 SPLIT

'Century of Progress' Revue, which finished at the Academy, N. Y., yesterday (12), has been set by RKO for Syracuse and Rochester on a 50-50 percentage arrangement. Opens in Syracuse Friday (16) and follows into Rochester, playing a full week in each spot. Unit and house will start splitting after the first \$1,250, which is to provide the salaries of the house musicians and stagehands.

## Chi Bookers Will Seek Acts for B&K in N. Y.

Chicago, March 12. Nan Elliott, of the local Morris office, and Lou Lipstone, of B&K, making a trip to New York this week on a talent hunt for the Oriental and other B&K houses. Expect to line up acts and headliners for the next six weeks at least.

## Saranac Lake By Happy Benway

Guy Johnson and Alex Ross (The Barber) are producing a Firemen's Frolic. Russ Kelly, 'ex-courier' now floor manager of the Mt. Baker club, Philadelphia. Hazel Gladstone, 'Gladstone' Sisters, now an all-up gal. Ford Raymond holding up nicely. The Jones is awaiting the 'go-home' papers. Six months did the trick.

Fannie Klein, who slogged it at the lodge for over a year, left for her New York home to continue the cure. Stella Barrett sitting up in bed after a siege of high temping. Archie Goulet after a year found out that he had it, so left for Brooklyn to resume work. George Harmon, a six-year-in-bed-dozoner who is strictly abed, says he is getting used to it. Victor Vogelle, Nellie Quagley, Fifi Climax. So far no luck.

James Marshall is getting better, he now writes poems. Chris Hagedorn packed and moved his togs to 76 Park avenue. Dr. Dworkin, house medico, leaves to take up medical duties in a Chicago hospital. Leo Massimo is so elated over his recent good report he now gabs in baby talk.

The 'I'm working my way through school' boys are starting to canvas the 'N.Y. So far no luck. Names and addresses of show-folk patients at the N.Y.A. Lodge and elsewhere, corrected to and including March 1:

At the N.Y.A. Sanatorium:—  
Thomson Abbott, Dan Astrella, Fred Bachman, Stella Barla, Happy Benway, Betty Blair, William Canton, Alice Carman, Fifi Climax, Ethel Clouds, Robert Farley, Doris Gageon, Hazel Gladstone, Dorothy Harvard, George Harmon, Ruth Hatch, Elsie Johnson, Ethel Jones, Jeanne LaFau, John Lee, James Marshall, Leo Massimo, Robert Merrick, Victor Monroe, Armand Monte, Richard Moore, Danny Murphy, Harry Robert, Jack Nicol, Joseph Parker, Pauline Price, Louis Rheingold, Nellie Quagley, Ford Raymond, Fred Rith, Ben Schaffer, Tommy Vicko, Margaret Newell, Catherine Vogelle, Dorothy Wilson, Toni Temple.  
Harry Barrett, Charlie Barrett, 302 Broadway.  
Francis De Vere, 9 Church street.  
Jack Casey, 72 Park avenue.  
Leonard Cowley, 28 Sheppard avenue.  
Karlion Greene, Alvista Lodge.  
Leonard Grotto, 8 Old Military road.  
James Haegney, 6 Military road.  
Chris Hagedorn, 26 Sheppard avenue.  
Claude Lawson, Lake Flower avenue.  
Lee LaMar, 3 Leona street.  
John Montalese, 9 Church street.  
Vernon Lawrence, 60 Lake Flower avenue.  
Lawrence McCarthy, Lido club.  
Mannie Lowy, 33 Franklin street.  
A. J. Nidermole, 84 1/2 Bloomingdale avenue.  
Joe Reilly, 23 Sheppard avenue.  
Salvatore Ragone, 9 Church street.  
Russell Waller, 6 Baker street.  
Francis Dugan, Summit, N. Y.  
Angela Papulis, 9 Church street.  
Left the N.Y.A. Lodge during the day:—  
Dorothy Goulet, Murray Dunning Klein, Sal Ragone, John Montalese, Leonard Grotto, Edith Cohen and Angela Papulis.

## Singer's \$18,000 Award


Newark, March 12. In the Circuit Court last Thursday Annabelle Lee was awarded \$18,000 in a suit against the Newark Theatre Building Corp., and The Essex Amusement Corp. Miss Lee alleged she was badly injured in the Paramount, Newark, December 31, 1932, when she slipped and fell down an iron stairway leading from the stage to her room. Maintained four of her teeth were knocked out and her throat injured so that she was unable to sing any more.  
Counsel for the theatre, Rudolph Heydt, said he would appeal.



**VARIETY**  
Trade Mark Registered  
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## 15 YEARS AGO

(From VARIETY and Clippings)

Gude Co. and Poster Ad. Co. combined to virtually control outdoor advertising in N.Y. Gude had most of the painted sign work and the Poster Co. the boards.

Managers worried by the hint that the ticket tax would be permanent to replace revenue from liquor.

Lamb sold their "pasture" in Charlestown, N. H., which was the former home of Chas. H. Hoyt, who deeded it to the Lambs at his death. Property was a burden and was sold to the city, the Actors' Fund, named as alternate legatee, giving waiver.

David Belasco announced he was going to make Eileen Huban a star. Wrong guess.

Chicago opera company dropped \$100,000 on its five weeks N.Y. season. Galli-Curci drew but was in only eight times.

Hiram Abrams and Ben Schulberg named biz. mgrs. for the new United Artists.

Vancouver stock troupe was paying \$10 each Monday to the least-honest man in the audience. Leading woman picked him out.

Investigation of the United Booking office by the gov't dragging along. White Rats had a list of 150 witnesses they wanted called.

Jake Lubin busy writing letters. Man of same name had been sent to Sing Sing, and the agent busy explaining it was another fellow.

More than 50 concerts each Sunday, excluding the all-film houses, and all doing business. List included Brooklyn.

## 50 YEARS AGO

(From Clippings)

Pat Harris opened his new museum in Pittsburgh, where he started his success. Auditorium seated 1,600. Only two shows daily.

Nicola Jacobi, a dog-faced man, was the newest museum star. Considerably before Jo-Jo of Barnum's show.

Lawrence Barrett to England, with Louis James and Marie Wainwright in his support. Both stars later.

Barnum show ready to open, so Barnum spread the tale Jumbo was an expectant father.

Laurine Lavarine, tattooed woman, alleged to have given birth to a child bearing the same tattoo marks. Even Clippings was doubtful.

Bunnell, the museum man, finally acquitted of the charge of displaying too much of the epidermis of the "Baby Venus" he had shown the previous fall. Children's society brought suit.

Adam Forepaugh, Jr., announced an elephant band as one of the season's novelties.

James E. Cooper, who was James A. Bailey's partner before the latter joined Barnum, had a real estate business in Philadelphia.

J. Austin Fynes joined the Clippings editor. Left it a few years later to go to B. F. Fynes, who had a brilliant record, but quit when he tried to buy the paper for Keith and failed to get it. Keith gave him a job.

Optimist was trying to arrange a joint appearance of Booth and Irving at a dramatic festival.

## Inside Stuff—Pictures

Warners is made but can't figure whom to be most mad at over being excluded from the operation of the Ambassador, Missouri and Grand Central theatres in St. Louis. The bondholders committee has agreed to turn over exclusive operation to a local business man, Allan Snyder, and he has agreed for Fanchon & Marco to operate as soon as the deal is approved.

What irks the Warners is that it had made several bids for the properties but apparently reneged because if the Skouras boys who were also bidding, acquired operation of the three theatres, they would, by agreement, turn over the exclusive operation of same to Warners.

Deal whereby Snyder gets the houses with Fanchon & Marco to operate excludes both the Skouras and Warners from occupying the three houses. Further rub is that the Skouras are reported to have entered bids through others.

Curiously enough Fanchon & Marco didn't enter any bid for the three theatres but was invited to operate through Snyder, the successful bidder. Where the Warner rub comes in again is that the Skouras, in order to fix their agreement with Warners and acquire control of the three theatres for WB or themselves, later made a deal with Sam Koplar, St. Louis theatre man, on these houses. Koplar recently sued WB and the Warner people could no savvy his connection with the Skouras. Koplar later was going to bid against the Skouras anyway but withdrew.

He's big hearted no longer, and he's through lending an ear to hard luck stories, at least for the present. The reformation is due to a slightly embarrassing experience with a friend he introduced around his New York office as having some real bargains and needing the money.

The friend's sales talk went over big because stenogs and telephone operators were able to buy these dainty things from a reputable house at half the retail price. Everybody paid in advance and everybody got a receipt. But when the goods hadn't shown up several days later one of the girls called the alk house. It had never heard of the friend of the Good Samaritan. So now detectives are looking for the impostor and the boss made good on the orders. Nevertheless he blushes now every time the reception clerk announces a friend is waiting in the lobby.

Saga of maritime adventure stands immeasurably enriched by the exploits of Mack Gordon, Harry Revel, Jack Moss and Lou Diamond. They were saved by grace of a passing ship and a good-hearted skipper. Fortified with a compass and other essentials for salty escapade, quarter set out in a water taxi last week headed in the general direction of Catalina. Everything was dandy until after some 11 hours, someone wondered why no land had been sighted. Fog obscured visibility. Finally the glad yell of 'Land ho' was cried and all hands prepared to go ashore. But a bum compass had taken them beyond Catalina and there was no land. Craft ran out of gas miles from shore with a wind blowing the hapless mariners toward China. Passing boat donated 14 gallons.

Warners tie-up with Coca-Cola is for a two-year period under which the soft drink manufacturer will use likenesses of WB stars and names in 24 sheets, window displays and other forms of advertising. Coca-Cola company will send photographers to Burbank to lens WB stars in color. Last year Metro had a similar tie-up with the C-C outfit.

Under the Warner arrangement WB does not guarantee Coca-Cola any advertising in features or trailers. It is okay, however, for WB theatres to locally tie up with Coca-Cola dealers, as with all types of merchants and stores, on exploitation.

Arthur W. Kelly, v.-p. of United Artists, in charge of foreign distribution, gets a break for himself and his company in the current (March 17) issue of Liberty. Princess Alexandra Kropotkin, in an article, tells about Kelly's travels around the world for his firm, calling it "a glamorous and romantic business." Probably the first time Kelly's been aware of that viewpoint in his bouncing around back and forth to Europe.

Among the foreign managers who travel around a lot Kelly probably runs second only to Arthur Loew. Loew seems constantly on a boat or plane.

Coast studio executive who passes on all contracts, and who has a purchasing power of several millions yearly, never heard of the Call Bureau until two weeks ago. Exec, whenever on a talent quest, evidently had the names of a couple of agents cemented in his mind, and recently only one concern. Whenever talent was wanted he called this office to dig it even though other agents were handling the desired people.

Couple of weeks ago he was sitting with another executive and wanted to get his own act. The visitor suggested to him the Call Bureau, and the buying exec professed his ignorance of its existence.

Although title of new James Cagney picture has been changed to 'Always a Gent', Warner theatre in Pittsburgh this week has it billed, 'Jimmy the Gent'. Latter was picked after the original one, 'Hell Chaser', had been discarded.

Management had all ed matter and billing set when title alteration came in and couldn't change in time. As result, screen reads 'Always a Gent', but on the marquee and all other local heralds it's 'Jimmy the Gent'.

Frank Tuttle, in selling Jesse Lasky the film rights to Galsworthy's 'Apple Tree', disposed of a completed script in addition to several thousand feet of backgrounds shot in England two years ago.

Tuttle originally bought picture rights of the story three years ago and the script was approved at that time by the author. In addition to selling all rights in the property, Tuttle will direct the picture which Lasky produces for Fox.

Long friendship existing between Louis B. Mayer and Gov. James A. Rolph, Jr., of California, is reported about at an end. Mayer has been considered one of the closest political sources to Rolph and the latter took office almost five years. Split is said to have followed an argument over state political matters. Mayer is Republican state chairman.

Understood on the Coast that Joseph M. Schenck is trying to cement the breach.

After shipping several contract stars and featured players east for personal appearances, Metro is figuring on touring Lizzie, two ton rhinoceros, for theatre bookings in conjunction with key showings of 'Tarzan and the Jungle'.

The behemoth was purchased several months ago from the Hagenback-Wallace circus and used in the Tarzan feature.

Sally's Studio, low-priced New York coat and gown shop, off Fifth avenue, N. Y., has assured Paramount it will use no more advertising of stills of Mae West, or other Par stars, without permission.

This followed action of Miss West's New York attorney in serving notice on Sally's.

Studio exploitationist, formerly associated with a famous film pair, claims he is one of only two men who actually know the inside of the duo. Says he may write the truth some day.

He asserts that whatever has been written to date about the team has been mere palaver.

Metro outbid four other companies when it went to \$25,000 for 'The Postman Always Rings Twice', short novel by James M. Cain, former New York newspaperman. Book, which runs only 180 pages, is believed

## Inside Stuff—Radio

John Royal last week upheld the attitude of the NBC program department in the controversy which resulted in Rudy Vallee's refusal to go through with his scheduled broadcast Tuesday night (6) from the Hollywood restaurant. Bandman burned when the announcer on the sustaining pickup objected to the inclusion in the program of a restricted number from 'Wonder Bar'. Royal declared that the announcer was justified in his position because permission for the use of the composition, 'Don't Say Good Night', had not been obtained from the American Society of Composers, Authors and Publishers.

Vallee's decision to do the song came late Tuesday or after he had already submitted his program for that night to the NBC authorities. It was too late for Witmark, publisher of the 'Wonder Bar' score, to get okay from ASCAP but from somebody in the NBC program department the firm learned that a note of permission from Witmark stationery could be turned in to the network instead. Letter was relayed as suggested but when the announcer assigned to the Hollywood restaurant pickup checked over his program with that of Vallee's he found that they didn't jibe. The restricted was not included on the announcer's list.

Vallee argued that either he be permitted to do 'Don't Say Good Night' or the broadcast was out. The announcer retorted that he was obeying NBC rules and regulations, and the program didn't go on.

Royal, commenting on the incident, averred that the personnel of his department has been instructed from time to time against clearing a restricted unless permission came from ASCAP and that under no circumstances was an okay from the publisher or composer to be accepted as a substitute.

When KSTP (St. Paul) promised its listeners that they would be the first to hear reports on the Edward G. Bremer kidnapping, if and when the wealthy St. Paul bank president was found, many tabbed it as so much hokey. However, when Bremer was released, KSTP was first out with the full story.

Staffed largely by ex-newspapermen, KSTP attributes its ability to carry out its promise not on any special privileges or 'breaks' but merely by dint of having the story covered air-tight from the beginning and letting no slips occur.

When Bremer returned to his home, a KSTP man was on the ground with the scribbles, got the yarn bank press, then beat it back to the studio and told Bremer's story, ad libbing generously—hours before the yarn was rolled off the presser.

Radio set manufacturers in 1933, states a release from CBS sales promotion division, disposed of 3,806,000 machines or 45.3% more than the output for 1932. Altogether, the network figures, there were in January of this year 17,950,000 radio equipped homes. Value of the 3,806,000 sets is estimated at \$130,800,000, retail.

Same CBS tabulation shows that the total number of set sales going into homes already equipped were in 1933 55% greater than any year before. Last year the tube manufacturers sold 55,600,000 units of their product, with the retail value of these estimated at \$56,600,000.

In 1933 there were 724,000 auto sets sold as compared to the turnover of 143,000 for 1932. Midget sales tallied 2,226,000, while the console type found 856,000 buyers.

Pola Negri's protest to Macfadden Publications and the Erwin-Wasey agency, has presumably halted the intention broadcast, on the True Story period, the yarn of the Pola Negri-Rudolph Valentino romance recently published under the former's signature. Macfadden Publications contended it had purchased all rights but the star and her manager, Clark Getts, argued that the script could not be used for advertising purposes without permission.

Rather than encourage a threatened injunction suit the broadcast has apparently been forgotten. Erwin-Wasey at first approached Miss Negri to participate in the contemplated program. Agency's idea was for the screen player to broadcast gratis.

Freeman Lang (Los Angeles) is announcing he'll give a framed diploma each to the Southern California male with the best radio voice and to the femme with the best air delivery.

Judge in the radio awarding thing, copied after the Academy of Motion Picture Arts and Sciences film awards, are Irving, Douglas Shearer, of Metro, Ben McGlashan, owner of KGFJ, E. K. Barnes, former KHX program director, and Kenneth C. Orniston, KNX chief engineer.

Camera-Loughran fight at Miami went on the air over WMCA, New York, through a last minute deal between Adam hats and the Madison Square Garden corporation. Broadcast was confined to that station, the cost approximating \$7,500.

That people paid \$6,000 to the Garden for the ringside rights. Wire charges went but \$500. It was the lowest price for a major ring contest on the air. WMCA broadcasts the cards from the Garden usually paying \$1,000 for the rights.

Proposition of a 13-week network commercial made Claudette Colbert by Tom Rockwell of the Rockwell-O'Keefe office has gone cold. Screen player turned the offer down after expressing herself as doubtful about being taken back as radio personality.

Added that she was busy anyway, what with another picture to make and a stage play she had under consideration.

Coast oil promoters are being turned down by Los Angeles stations on a scheme although the oil men are offering fancy prices for time.

Promoters want to go on the air to sell chances on procuring barrels of oil for \$2 tickets. Broadcasters are dodging the idea fearing a black mark from the Federal Radio Commis.

Ford Motor Car has an option in with NBC for an evening half hour on the red link. Option stipulates that the period's starting time be no later than 9:30 p.m. EST.

to have brought the highest picture price ever paid for a book of its size. Issued three weeks ago, book is already in its sixth printing. Sale was arranged by the William Morris office.

Three films with Jimmy Durante and Lupe Velez are extant currently.

On 'Joe Palooka' (UA) is already released, so it looks like Radio will hold back on 'Strictly Dynamite' for a while. So will Metro on its Durante-Velez picture already finished.

Before 'Viva Villa' (M-G) sees release it will have numerous last-minute changes. All smoking and drinking by Villa will be eliminated, for one thing.

Other changes include emphasizing of the bandit's devotion to Madero, added scenes of Mexico City, and changes in the wedding scene.

Earl Carroll is dodging any participation in actual shooting of 'Murder at the Vanities' at Paramount. He is seldom on the set during shooting of that picture.

United Artists is spending approximately \$700 in each of three Syracuse, N. Y., dailies on 'Nana', which starts at Levey's there this Friday (16). This is in addition to the theatre's own appropriation.

Sam Katz is reported holding a piece in some of the Max Gordon legita. Gordon has four shows on Broadway currently.



## New Stock Co., Plus Wee & Leventhal, To Give Balto Belated Legit Season

Baltimore, March 12.

This burg seems to be in for a spring season of legit just when the town had concluded the spoken drama warehoused till next autumn. As a result of the formation of new stock group, Baltimore Civic Repertory, negotiations were completed over the week-end that will bring series of Wee & Leventhal rotating stock productions to the Maryland beginning Easter Monday (April 2). Initiator, 'Her Majesty, The Widow,' which will be revived with Pauline Frederick in original spot opposite Conrad Nagel. Then, in successive weeks, 'Every Thursday' (new play), with Queenie Smith top-bracketed; 'The Dark Tower' and 'Dangerous Corner.'

Two-dollar top announced. Not definite, but probably English pit system and the same policy pursued by W. L. in Philadelphia and Boston will be put in practice here.

At Ford's, burg's sole UBO spot, the Civic Rep's sked to open same date as Maryland with resident stock company policy. At 85-cent top nights, 40-cent mats. It will be new low heretofore. First play, 'Men in White.' To follow are 'Pursuit of Happiness,' 'Wednesday's Child,' 'Big-Hearted Herbert' and 'Double Door.'

The Maryland has been dark all season with the exception of three weeks of roadshowing flicks in early autumn.

## 'Men in White' Stays 3 Wks. in Birmingham As 40c Stock Piece

Birmingham, March 12. Rarest thing in stock, a holdover, is now in its third week at the Jefferson here and business is great even at 40 cents top. The whole thing boils down to putting stock in the same price class with pictures and showmanship.

'Men in White' is the play in its third week. Nobody is getting rich at 40 cents top but the house, with a low upkeep, is making some money and still increasing. Jack Marco and Alice Cavanaugh are the leads who came here from New Jersey and adopted the policy of royalty scripts.

Next is 'Smilin' Thru.'

## Ibsen and Basketball

San Francisco, March 12. Eva LeGallienne is still chiding her audiences. She told natives of Oakland what she thought of their combination, theatre-gymnasium-auditorium when she finished a performance of 'Hedda Gabler' last week.

Oakland civic auditorium contains a gym in which a basketball game was in progress, during the LeGallienne performance. Back of the stage and the athletic floor are separated by a none too sound-proof wall with ample leeway for cheering, thumping and time gun shots to seep through.

At the conclusion of the performance Miss LeGallienne stepped to the footlights and shuddered, 'Ibsen and basketball hardly mix.'

## 7 Dark Weeks

Pittsburgh, March 12. Nixon, which hasn't had a legit attraction since 'Ten-Minute Alibi,' week of Feb. 16, will continue to remain dark until Easter week when the Jeritza show, 'Annina,' comes in for eight performances. That's week of April 2, which will have given house seven consecutive dark weeks, an all-time record for mid-season.

'Annina' will likely fold Nixon for the season, winding up the most disastrous legit season since house opened, at the turn of the century.

## Berkeley's 200 Gals

Hollywood, March 12. Beatrice Powers is the first of 50 new girls to be signed by Bushby Berkeley for 'Dames' (WB). Miss Powers, married James Kirkwood two years ago.

Berkeley is massing 200 females for the numbers in this forthcoming musical.

## ENOUGH OF BROADWAY

Richard Maibaum had 2 Flops Produced; Now a School Teacher

Iowa City, Ia., March 12.

Richard Maibaum, actor-playwright, has deserted Broadway for the post of assistant in the speech department of the University of Iowa.

Leaving the campus in 1932, New York was his destination. He saw 'The Tree' and 'Birthright' produced and had several roles until the university and a steady post proved more alluring than the bright lights.

## PAGEANT'S TWO WEEKS AT \$83,900 TO A LOSS

Philadelphia, March 12. 'The Romance of a People,' spectacular Jewish Pageant, given for two weeks (less one performance) at the Municipal Convention Hall grossed \$83,920, according to figures given out by the backers. Attendance was 69,000, statement says. Local charities participating in the ticket sale are down as earning \$14,508, the groups whose work is connected with the Palestine venture being listed as receiving \$9,048.

It was very good the first week whenever weather permitted, but was definitely off the second week. Understood on pretty definite authority that the pageant lost money and that the sponsors, prominent Philadelphia Jewish people, had to dig for an amount variously estimated at \$20,000 and \$40,000. Second week's attendance hurt.

Pageant was sponsored here by the Sunday Public Ledger and Evening Ledger.

## Inside Stuff—Legit

After a lingering illness Charles C. Shay, former president of the ITASE, died at Forest Hills, L. I., last week.

Shay was regarded as the strongest personality in the actors' strike of 1919, probably helping Equity to a greater extent than any other leader. Equity, having become a union affiliated with the AFL, sought and secured the support of the stagehands and musicians, who walked out in sympathy during the month-long strike which closed 28 shows on Broadway during a boom summer. Shay was a member of the board of strategy, others being Joseph N. Weber, the musicians' head, and Frank Gilmore for the actors.

At the final conference held at the St. Regis hotel that September, which lasted from 7 p.m. until 1 in the morning, it was Shay who dominated. When the session from which the lawyers were ousted broke up the newspapermen waiting in the lobby were told there was no news. At 3 a.m. it was announced from the managers' headquarters that the strike was over.

Shay was forced to resign from the ITASE in 1923, pressure having been brought to bear by an opposed coterie on the executive board. He resided in Atlantic City for some years after his withdrawal, and, although he was eventually brought back to the union he remained as a leader.

Eight or nine years ago a little guy used to run in and out of legit producers' offices, often following them backstage, and always with the same cry: 'I've got a boy who'll be good for you. He's a comedian from burlesque—Joe Penner.' And never a tumble. The little guy doing the running and the shouting was Marty Sampter.

It went on like that for a long time. Finally Penner went into Arthur Hammerstein's opera, 'East Wind.' Professional people who saw the second night performance of that show, crowded at and admired Penner for merely walking out on the stage. Seldom, if ever, have a group of notices been as bad for any one performance as they were for Penner on that show, his first legit try on Broadway. The reviews were merciless and some seemed unnecessarily harsh. The show didn't last long.

Penner signed for radio broadcasts a little while ago and in Pittsburgh this week is getting \$3,750 for personal appearances in a picture house. And Sampter is still handling him.

Eddie Craven, nephew of Frank Craven and in 'Sailor Beware' (Lyceum, N. Y.), was queried by Charles Harris, general manager for Courtney Burr, as to why he signed the protest notice that followed the management's attempt to slice 30% from the cast's salaries although having a run of the play contract.

Craven answered: 'Listen, Mr. Harris. Every week I continue in this play, it costs me \$250.'

Craven's salary in 'Sailor' is \$100. He has a contract with Paramount for \$350 and reports to Hollywood within two weeks after the show closes.

Walter Pitkin, Columbia University professor, now on a lecture tour, was almost shanghaied by the Pullman company in order to get him from Boston to Cleveland last Friday (8). Just over pneumonia, and fearing to spend a night on a train, Pitkin wanted to cancel the date but his impresario thought otherwise.

Pullman company sent a heated limousine and a representative to Pitkin's Boston hotel and induced him to change his mind. Drawing room with a special bed and heating arrangement was provided, so the prof kept his Cleveland date.

For the private performance of 'They Shall Not Die,' given at the Royale, N. Y., prior to the premiere, each member of the cast was given a ticket for distribution among friends. One of the colored players couldn't figure out what show the ticket called for.

When it was explained he turned his duceat back, saying: 'I can't use this. It'll be up there on the stage.'

John Eberson returned last week from Russia. He figures that the Soviet is going places from a construction and theatre standpoint.

Fortune, the mag., is doing a story on Max Gordon, or 'Roberta,' or both.

## N. Y. 'Sailor' Cast After Mass Revolt Takes Provisional Cut; Notice Off

A revolt of actors in 'Sailor, Beware,' at the Lyceum, New York, was the result of the management's effort to effect a salary cut. It was one of the most unusual moves since the strike of 1919 and won other shows on Broadway. Before last night's performance the players, however, modified their stand and accepted a provisional cut. Management also made concessions, and notices from both sides were withdrawn.

When the 'Sailor' cast handed in two weeks' notice Monday (5) messages of encouragement came daily from other casts and included similar sentiments from the show's authors.

Previously

refused to accept a slice of 30%. Before curtain time three of the cast received notice from Charles Harris, general manager. At intermission time the walking notice was signed en-masse and sent to the front.

although three of the leads are under run of the play contracts. Acceptance of a cut would break such agreements.

On Tuesday (6) the actors went to Equity, where a counter proposal was drawn up, which the management turned down. Courtney Burr, who produced the show, is summing up in the south, but is said to have been aware of the move to reduce salaries, most of which are small. Players' proposition was an agreement to accept the same salaries as originally set, there having been increases after the show opened and proved a surprise hit.

## EQUITY NIXES CO-OP IDEA; ROME CLOSES

When in Rome proved a fast flop when it failed to delight at the 49th Street, N. Y., last week. Sponsors attempted to continue by means of making the cast co-operative but Equity refused to permit such an arrangement. Fanned, the show lasted but five days. Players had waived the salary guarantee protection and were reported getting no salaries.

It was reported that Jack Hyman was interested in the show. George Smithfield, an actor, was billed as the presenter and when queried by Equity made affidavit to the effect that Hyman was not interested in the 'Rome' management. Hyman and his brother Lionel made several unsuccessful managerial attempts a season or so ago. There are several small salary claims filed against them.

Co-operative shows were ruled out by Equity sometime ago. A percentage of the gross is a variation of the same plan and is permitted, however, with the stipulation that each player's share shall not be less than stipulated. In the case of \$40 weekly for those who have had two years or more experience and \$25 minimum for those having less experience.

## Spotlight Rights

Hollywood, March 12.

After being closed for several months, Spotlight (theatre) reopened tonight (Monday) with a new domestic comedy in three acts, 'Six Months Option,' by Anselma Hunter. Play is in for three weeks showing only, under production supervision of Virginia Kay, owner and manager of the Spotlight.

Edwin Connor, who directed, and including Arthur Lovejoy, Julian Riviera, Bernard Suss and Margaret Brayton.

## B. & C. Retie Belasco

Los Angeles, March 12.

After being out of the Belasco here for the greater portion of the season, Belasco and Curran, who have been confining their legit producers' activities to the Mayan, adjoining the former stand, are again taking possession of the latter, and will use the Mayan only for personal musical productions.

First show going into the Belasco under the B&C banner will be 'Memory,' with Helen Morgan, which is expected to be produced by Homer Curran on his own.

## INTEREST IN 'ONE DAY'

Pittsburgh, March 12.

Reported at least one Broadway manager, maybe two, are interested in 'One Day,' written by E. Reeves Cochran, Pittsburgh playwright, and recently produced by Experimental theatre here, where original manuscripts exclusively are tried out. All of Pittsburgh's first-string cricks covered the piece and came away with good reports.

Cochran at one time served as drama and book reviewer on Chicago Evening Post and collaborated with Thompson Buchanan on 'Against the Wind,' which achieved a Broadway production several seasons ago.

When the show clicked Burr was credited with raising salaries all around, winning no little publicity. It now turns out that most of the company were given \$10 more than contracted for, the bulk of the cast receiving \$50 to \$75 weekly. Had they accepted the 30% cut most of the players would approximate the code minimum of \$40 weekly.

Total cast salaries for 'Sailor' are quoted at less than \$2,300, including the stage manager. Two leads are getting \$200 each. They are Audrey Christie and Bruce McFarlane. Two others reported receiving between \$100 and \$150.

The actors based their protest on the fact that 'Sailor' has reaped abnormal profits and because the gross dropped under \$10,000 one week they saw no reason why they should be asked to take it on the chin to the extent of cut asked. Management claimed the show lost money. That the actors refused to believe. Their proposition to accept the original figures stipulated that it went only should the gross drop to \$6,500. They figured the show could break even at that figure.

Trouble in

An attempt was made to round up the Chicago company when the New York actors found they had no notice. Management found further difficulty there, too, several players refusing point blank to accept the jobs, it was stated. They declared they had not been treated fairly during the Chicago engagement, most of them being forced to accept \$40 for the final week of the engagement, they claimed. The revolt at the Lyceum followed notices being handed Paul Huber, Josephine Evans and Rodney Maybabe. Claimed by the cast that they have the sympathy of the stage hands.

Kenyon Nicholson and Charles K. Robinson, who wrote 'Sailor,' were south engaged in writing a new play but returned last week because of the impasse. They previously wired the cast, stick together until their return.

\$150,000 Profit

Show has approximated a profit in excess of \$150,000 according to estimates. Picture rights alone were sold for \$75,500. Originally the deal with Paramount called for a sliding scale up to that figure, but when 'Sailor' was established as an unquestioned smash the deal was consummated and the full amount paid Burr.

Monday (12) the actors huddled with Harris and the authors. Players agreed to take original salaries if the gross drops to \$8,000 or less, but the agreement becomes effective two weeks from date. Management shelved its idea of the one-third slice.

George F. Greening, non-professional, a friend of Robinson's, filed suit against Burr-Court Productions, Inc., technical owners of 'Sailor' for an accounting last week. Greening invested \$1,750 in the show at the writer's request at a time when Burr was scouting for coin to get the show on the boards. In return he was to get a percentage of the profits, also sharing in the picture rights.

Greening in seeking an accounting, also asks the Supreme Court to appoint a temporary receiver, alleging that he has not received his full share of the profits because 'expenses were made to seem' larger than they were.



# 'The Drunkard' in Converted Church Near B'way; \$1.50 Top, Beer, Pretzels

Yanking the pews out of an old Swedish church on East 66th street, New York, and building a stage where the altar had stood, a co-op group of performers has brought a dash of show-boat, music hall and Chris Morley's ex-Hoboken Bohemia to New York via a revival of 'The Drunkard,' a melodrama first staged in 1843 by P. T. Barnum. The former house of worship has been renamed the American Music Hall and is being operated by the Fifty-fifth Street Group, Inc.

Only one price for seats in the house, and that's \$1.50 per chair at tables seating four each. Besides the show and attractive entertainment, the hall includes free beer, sandwiches, coffee and pretzels. Harry Bannister is directing the enterprise, but denies financial interest in the show or converted church, claiming his connection with the affair is simply that of lending a helping hand to the performing owners. He added that nobody is on salary basis except the singing waitress-usherettes. A brewery and a coffee house provide the suds and java free in return for the olio and program advertising.

A similar venture has been running at the Theatre Mart, Los Angeles, for 32 consecutive weeks. Also playing 'The Drunkard' there. In L. A. the show is on a co-op basis, but here at least three outsiders are known to have a financial interest. They are Leah Welt, society girl; Mabel Brownell, formerly connected with a legit agency; and Ambrose, a scenic artist.

## Snowstorm

When caught opening night (10), the house, which seats about 400, was half full. Bannister claimed that the place, with the exception of about 50 oakies, was a sell-out and that most of the audience did not show up because of the snowstorm. Plot is in the same vein as 'Ten Nights in a Barroom' and others of the type that have been bootlegging out just in time to save the old homestead and his family from poverty. At the opening performance the usherets cued the hisses at the villain; the audience itself hardly seeming to understand what was going on until the first two of the five acts were over. There are 13 scenes in the play, all old fashioned draw-olios and side-pieces with few furniture props. Although in a music hall setting, the presentation is more on the order of showboat style than anything else, especially in the entertainment between the acts and after the show.

Cast of the play proper includes Vera Hurst, Dortha Duckworth, Robert Wyman, Hal Conklin, Charles Jordan, Katherine Hirsch, Herbert M. Shelby, James J. Coyle, Al Regan, Stan Huff, Dandy Strouse, June Mater, George Mura and Dick Wallace.

Kathryn Parsons, local radio and night club songstress, serves as mistress of ceremonies for the entertainment after the show. Bob King is the only other performer outside of the play's cast. Jordan, Miss Hurst and Hal Conklin contribute songs between the acts, and June Mater, 10, and Dick Wallace, 15, did a buck dance on the stage Saturday night. But a woman from the Society of Prevention of Cruelty Children squawked to Bannister, so the dance went out.

Show apparently opened in a hurry, for there was no indication outside the church that anything but prayer was going on inside.

## MUSICAL 'CYRANO' ON SHUBERTS' LIST

Musical version of 'Cyrano de Bergerac' is on the Shubert production schedule for next season. Everett Marshall to be starred. Latter is currently appearing in the 'Polles,' Winter Garden, N. Y. Show was originally presented in St. Louis, under Shubert direction.

Plans call for revamping the score, which was composed by Sam Pokrass, brought over from Russia for that purpose. He also collaborated on several of the songs.

Shuberts may present a number of musicals next season, including the revival of several operettas. They hold options on 'Magic Woods' and 'Swanee River,' musical plays by Karl Hajos.

## Brady, Anderson Set to Rejuvenate Dull Frisco

San Francisco, March 12.

Judith Anderson and Alice Brady are set for April legit shows at the Columbia. Miss Anderson coming in 'The Shining Hour' on April 3. House has been dark since Walter Hampden bowed out after two weeks of big biz on Shakespearean rep.

Miss Brady goes in April 23 in 'Biography,' now being cast in Hollywood.

These plays, along with Homer Curran-Henry Duffy's 'Autumn Crocus,' with Francis Lederer, opening this week (12) at the Curran, and 'Men in White' due to follow, presages an opening for legit in Frisco after the dull season in years.

## Propose National Theatre for Arty Plays, Spectacles

Hollywood, March 12.

First local meeting to arouse interest in promoting a national theatre for artistic plays and stage spectacles that could not be commercially profitable was held at the Biltmore Sunday night. Douglas Wood, who called the meeting, presided with speakers including Peggy Wood, Alice Brady, Genevieve Tobin, Edward Everett Horton, Donald Cameron and Dr. Allison Gaw of the University of Southern California.

This promotion for a national theatre provides for a government subsidy for the type of plays that cannot be produced profitably. Argument is that such shows, at nominal admissions, will assist in developing the American theatre.

## 4 PLAYS ABOUT B'WAY PRODUCERS COMING IN

Four plays having legit producers as principal character are aimed at Broadway. Three have been around for several years, they being 'The Terrible Turk,' 'Broadway Interlude' and 'Double Cross Square.' First to open will be 'Interlude,' first to be presented by Teddy Hammerstein and Denis Du Fox.

Script of 'Interlude,' by Achmed Abdullah, has been in the hands of a number of managers. One of the most famous producers, now dead, was the subject of the story in book form, but it is understood the script indicates an unidentified showman.

'Turk,' by Bruce Gould and Beatrice Blackmar, was recently tried out in Pasadena, with favorable reports resulting. Leading character is supposed to be Ted Harris, although not so programmed. 'Squares' is reputed to be based on the managerial activity of Charles Dillingham.

Fourth play is 'Shoe-String,' also not clearly identifiable as to the main character. It was written by Kubec Glasmon and is in rehearsal for Sidney Salkow production.

## Femmes Out Again

There will be no femme professionals in the Lambs show which features the club's dusk to dawn St. Patrick's night party Saturday (17) at the Waldorf-Astoria, N. Y. Lambs ducked its precedent at a repeat party held earlier in the winter and the appearance of several name actresses pepped-up the show in the opinion of some guests.

Lambs themselves, however, have a different slant and say that non-members are drawn to public gambols to see the clubmen in female impersonations. So actresses are again out. Tickets for the affair are scaled at \$20 top.

## Too Smart

Wives of the New York critics have developed the habit of not accompanying their reviewing husbands to flop openings. Dodging bad shows has developed into a fine art with the girls. They are rarely fooled and miss none of the good ones.

Most consistent in attendance is Mrs. Gilbert Gabriel. Her husband generally leaves before the end because of his paper's (N. Y. American) early deadline, but Mrs. Gabriel lingers and even reports to him on the play by phone after the final curtain when necessary.

## Garden Worries Dale, More Than 'Bay Tree' So Play Has to Fold

Because James Dale desires to see that his garden in England is properly flowered for the spring, rather than remain Broadway, 'The Green Bay Tree' closed Saturday at the Cort, whereas it might have run out the season.

Dale refused to apply for an extension of the six months' period permitted aliens under the immigration laws, and reiterated to Jed Harris, who presented the show, that he was homesick and that he wanted to devote time to writing plays and painting. Producer stated it would be unsatisfactory to attempt spotting another actor in Dale's part.

'Tree' ran 21 weeks, and while not among the leaders, was a definite success. Upon announcement of its closing attendance jumped steadily and by late in the week it was virtually capacity, gross topping \$11,000.

Laurence Olivier and Jill Esmond, also imported for 'Tree,' are returning to England also this week.

One of Dale's plays, 'Wild Justice,' will be produced here by Raymond Moore.

## CENTRAL CITY'S THIRD IS HUSTON IN 'OTHELLO'

Denver, March 12.

Walter Huston, now New York in 'Dodsworth,' will handle the lead role in 'Othello,' which is to be presented this year at the third annual play festival in August at the old Central City (Colo.) opera house. None of the rest of the cast has been picked, but it is probable that Nan Sutherland (Mrs. Walter Huston), will have a part.

Central City play festivals are sponsored by Denver university, and backed by a wealthy and arty group of Denver people.

First year the festival ran a week, with Lillian Gish in the lead of 'Camille.' Second year the run was boosted to two weeks, with Natalie Hall, Gladys Swarthout and Richard Bonelli in 'The Merry Widow.' Seat sales for both years was more than 95% of capacity, and that's something, considering that Central City is located 50 miles west of Denver in the mountains, and with only occasional train service. Most everyone who sees the play makes the trip by auto.

This year the play festival will run for two weeks, 16 performances. Backers hope to raise enough financial assistance to put on a longer season, with more than one production, in the next two or three years.

Robert Edmond Jones, director, has a contract with four more years to run, producing the scenery and directing the production.

Business men of Denver are behind the proposition.

## No Warrant Sworn

### Out for Fay Eichler

No warrant was sworn out for Fay Eichler, of 407 W. 47th street, as recently reported in VARIETY. Miss Eichler was said to have been involved in the disappearance of Paul Gurns, manager of the Montclair, N. J., theatre, with \$2,615.

Miss Eichler was not in any way involved or implicated in the disappearance of Gurns and is innocent of the previous story's implication.

## Expect Mandatory Arbitration Added to Legit Code in Wash.; Stock Issue Also to Come Up

### Says Carroll Purloined 'Vanities Murder' Idea

Hollywood, March 12.

After checking against the New York legit play and, he says, finding 40 duplications, George Rosener has filed suit for \$125,000 in Federal Court here against Earl Carroll and a bunch of John Does, alleging 'Murder at the Vanities' is plagiarism of a play he gave Carroll to read in N. Y. several years ago. Paramount, for whom Carroll is doing his play into a pic, is not made a party to the action.

Rosener charges he submitted a copyrighted play, 'Murder to Music,' for Carroll's consideration in 1929 and two years later, re-copyrighted the work as 'Green Paint.' He alleges Carroll kept the play for six weeks, finally returning it after asking him to cut it.

## Clive Rebuffs NRA Warning on Service Ducats

Hollywood, March 12.

Code or no code, E. E. Clive, successor to George K. Arthur as operator of the Hollywood Playhouse, will depend largely his intake on the 'White Cargo' revival, starting Thursday (15), on service charge passes. Clive, who succeeded Arthur a week ago as house lessee, wound up his own acting activities with last night's performance of 'M'Lord, the Duke,' and will now confine his activities to the front of the house.

Government warning, through the local NRA office, that the use of service charge passes is a direct violation of the code, did not deter the management from continuing to accept this type of admission during the final week of the Clive comedy. Producer, basing his action on legal advice, will continue to issue and honor the 40c seats, in the opinion that the federal government's only interest is the collection of the 10% tax on the face value of the ticket, issued in exchange for one of the service charge passes.

He feels that by reason of the local theatre-going public having been educated for some time to this type of admission, it would be courting financial disaster to attempt operating under any other plan.

Playhouse is the only legit house in town currently using the service charge passes.

## WYNN SHOW MAY HEAD IN; NOT ENOUGH COIN

Ed Wynn's specialty show, billed as 'An Evening With Ed Wynn,' may not complete the six weeks of bookings originally arranged for the show. Comedian is disappointed with the grosses and although the show has made a profit, Wynn's share has not been satisfactory to him.

Last week Wynn played one-nighters through Pennsylvania, jumping to Richmond Saturday. He is doubling back this week, starting Monday in Hershey, Pa. Continuation of the tour depends on takings early this week and if there is no material improvement, Wynn will come in.

If the show continues Wynn will give performance on Tuesday starting next week (20), also broad casting on that evening, that feature being a gratis addition to the show.

Expected by those closest to the situation that arbitration by all stage unions will be made mandatory by order of the highest executive source when the various factions in the legit code convene in Washington next week. Hearing is dated for Wednesday (21), but may continue for several days, NRA heads having said that regardless of the time consumed a thorough job is desirable.

Stage hands' union is figured to find itself in the hardest contest since its inception. Union's leaders declared more than once during the meetings of the Code Authority that they would not accept arbitration. Looks now like the stage hands will have no alternative but to adopt that method of adjusting differences, despite the fact that the NRA appears to be labor. That goes for the musicians' union and the transfermen's union, also latter, however, not being in the code circle.

Whether the stage unions have prepared themselves to combat the arbitration move is not known, but that the present development was to be expected is indicated by the fact that the code as originally adopted. That provision of the code which is paragraph three of article three reads:

'There are a number of rules and regulations presently existing in respect to employers and their organized employees. The employers and employees pledge themselves to work for a readjustment of any and all conditions or rules or regulations which prove either to result in prohibitive production costs or in any loss in employment among all the employees of the 'players.'

### Stage Hands

Point brought out is that the stage hands have not changed a single provision among those complained of by managers during the fall and winter. Managers say the stage hands refused to assent to changes in working conditions, which are mostly under fire by the showmen. Matter of wage scale changes has not yet been considered; it is understood, but when the questions failed of a unanimous vote in the CA, they were put up to Washington and promptly sent back for further deliberation. That's where the situation remains—just where it started.

From other union sources it is learned the stage hands do not relish an impartial body passing on differences with the managers for the simple reason that the organization, the most compact of the stage unions, has been far less than they say itself. There are cardinal differences such as double stage crews and fixing the number of men to work a show, whether less can effectively operate it or not. One insistent union rule requires one to three men to be under wage for the lighting of the stage for minor rehearsals or for the hanging of a single piece of furniture and has asked the managers as much as any 'working condition.'

Managers have claimed for years that added expense such as exacted by the stage hands has discouraged production, and therefore defeated the purpose of the code in decreasing unemployment. They charge the stage hands with violating the code because their rules, as they stand, cause of 'prohibitive production costs' and 'loss in employment' among all the employees of the employers.

Had the stage hands and managers agreed on any changes since the code started operating, there might be less tension. On the stage hands' part, however, the percentage of unemployment is high, which is probably why its leaders have hesitated on steps which might take more men off the payrolls. But the managers say that condition would be temporary because if the concessions are made more shows would be presented and more employees in all departments would be used.

### Deadline

Code Authority could not progress with the union changes because the committee itself is preponderantly

(Continued on page 58)



## Plays on Broadway











**Radio Building Writers**  
Radio is proving itself as able a builder-upper for literatures as for general entertainers. What the ether waves are doing for a Joe Penner they are also doing for Edw. C. Hill and Alexander Woolcott.

Hill came to radio a generally unknown newspaperman who was able to spin a story verbally with the same ability that he could write one. As a commentator he came quickly into favor, hence when he did that news book, "The American Scene," a year or so ago, Witmark, music publisher, took a flyer in the book biz with the volume in the belief that Hill's rep made it a sure thing.

Book's sales were nice, but not sensational. Hill's popularity, however, has continued on the upbeat and his new book, "The Human Side of the News," titled after his radio talks, already has had an advance sale of something like 10,000 copies. Another scribbler whose prestige has gone up enormously as a result of his radio activities is Woolcott. Alex has always been a rather prominent figure in a limited circle, but his radio chatter has made him popular with the masses as well. Lowell Thomas is still another whose reputation has been enhanced by radio.

There have been some, though, whom radio somehow failed to elevate beyond the status they enjoyed before they came in. An example is Cosmo Hamilton. His radio efforts were well received, but they hardly upped the sales of his books.

**Mary of Scots Novel**  
"Double Dailly," George R. Preedy's novel on Mary Queen of Scots, published by Cassell in England, will be retitled "Queen's Can-Price" when issued here next month by Alfred H. King.

In this book Preedy features Mary Stuart's romance with David Rizzio, which is only lightly touched upon in Maxwell Anderson's play.

**'Remember' Sticks to April**  
Some confusion on the Coward-McCann publication of "Long Remember" by MacKinley Kantor, due to the switch of publication dates a couple times.

Book was due to be published about six weeks ago, but the Literary Guild picked it for its April choice and publication date was put off to April 5. Then the Guild got interested in "The New Dealers" (Simon & Schuster), because of the book's timeliness, and this was switched in for April and the Kantor book shunted to May. Coward-McCann, however, figured it could not hold back any longer so book is going out as scheduled.

Means it'll go on the shelves April 5, but Guild members won't get it until a month later. First time that has happened.

**Doubleday Adds to Mags**  
Doubleday, Doran, which was in a fair way to getting rid of its entire group of fiction mags at one time by sale and other methods, has reconsidered and will increase its activity in that field. Two of the concern's mags published quarterly and using reprints only, will become monthlies and it is reported, use new fiction.

Pair are Star Novels Quarterly and Three Love Novels. First undergoes a change in name to Star Novels Magazine, and the other is to be known as Love Novels Magazine. Love Novels will be cut to 15 cents; but the other remains at a quarter.

**Horror**  
If the horror story isn't the new vogue in book fiction this year, it will be the next. That was the fear of Rinehart. That concern did as well with "The Werewolf of Paris," it followed it soon after with "The Cadaver of Gideon Wyck." Now it will publish "The Man With Four Lives," another one of those things that turns the stomach nearly.

**Mag On Wining-Dining**  
First mag for the gourmet is Wine and Good Living, which Henry Chapin and Peyton Boswell are publishing as well as jointly editing. Numerous trade mags dealing with wine and other liquors, but Wine and Good Living is the first intended to be the layman's—it will appear monthly.

**Both Ways**  
Beth Brown is both doctor and patient this month. She has a bright interview with Herbert Marshall in Screenland for April, while Time reverses and makes her the interviewed instead of the interviewer.

## Best Sellers

Best Sellers for the week ending March 10, as reported by the American News Co., Inc.

'Anthony Adverse' (\$3.00) .....By Harvey Allen  
'Modern Tragedy' (\$2.50) .....By Phyllis Bentley  
'Work of Art' (\$2.50) .....By Sinclair Lewis  
'State Versus Elmer Norton' (\$2.00) .....By Mary Roberts Rinehart  
'Eastman Always Rings Twice' (\$2.00) .....By James W. Cain  
'Oil For the Lamps of China' (\$2.50) .....By Alice Tisdale Hobart

'Life Begins at Forty' (\$1.50) .....By Walter B. Pitkin  
'100,000 Guinea Pigs' (\$2.00) .....By Arthur Kallet and F. J. Schlink  
'Native's Return' (\$2.75) .....By Louis Adamic  
'Brazilian Adventure' (\$2.75) .....By Peter Fleming  
'Timber Line' (\$3.00) .....By Gene Fowler  
'Ulysses' (\$3.50) .....By James Joyce

### Criticism in Paris

Marcel Pagnol's ideas of what films should be stirred up a row in American newspaper and cinema circles in Paris.

Alex Small, Chi Trib columnist, who doubles as city editor, read an essay by Pagnol and based a column on arguing that films are minor art and adding that they are expression of decadent civilization and a general insult to intelligence.

Carlo Bavetta, small and fiery local Fox chief, and an advertiser in the Tribune, saw the column, which made him see red. Wanted to know how a newspaper he helped support dared to publicize any such opinion, and made drastic cuts in his insertion orders.

Trib business office apologized for Small's highbrow attitude, although he is supposed to be an independent columnist. And brought pressure on Lee Dickson, rewrite man who doubles as cinema critic, to write a column refuting both Pagnol and Small. Column appeared and Dickson, under orders, was rough on Small, who at times is his nominal boss.

### il Break Delays Coll Yarn

King Features contracted with Little Coll for her life story at \$1,500, but the yarn can't be written at this time because no visitors are permitted to see the prisoner. Rule probably applies to other felons also, the order immediately following the Dillinger jail escape.

The Coll woman, who confessed to a murder, was the wife of 'Mad Dog' Coll, machine-gunned to death about two years ago. Her story will appear in the New York Mirror and syndicated.

Governor Lehman resides in an apartment owned by A. J. Kobler, the tab's publisher, but an appeal to him for permission to pass a reporter to the woman's cell was fruitless.

### Lions Here and There

Billie (Mrs. Gene) Lyons is in New York with trunkful full of Russian manuscripts. Gene will join her in about three weeks with more.

Gene Lyons, U. P. rep in Moscow, was recalled about six weeks ago and ordered to report to the home office, U. P. wanting him for a different post. Enroute, however, he was called to write a series of articles on contemporary Europe for Hearst's Cosmopolitan. He's visiting all important spots and will write yarns on the human side of life in all of the European capitals.

### Liberal Catholic Mag

A new type Catholic periodical has been sprung and is gaining headway due to national plugging accorded by clergy and prominent members of the faith. It's the Catholic Worker, currently a monthly with hopes of becoming a weekly, edited by Dorothy Day and Dorothy Weston in New York. New in that it is aimed chiefly at the poverty oppressed, seeks dispelment of racial prejudice, and actively conducts a charity bureau. Located on the East Side in the meadlow of communistic, socialist and myriad other sects and governmental upheavals, the Worker sets out to present-day question debates with its neighbors. Sixteen pages, staff-written, and virtually a give-away in that it sells for a copper.

### Sex-Coppers Welded

Awkward time for Spicy Detective 'Stories' to make its debut, in view of the current drive in New York against sexy mags. The publisher is given as Culture Publications, a Wilmington, Del. corporation, but actually is Frank Armer of N. Y. Spicy Detective is a combination of the sex and the detective story. It was figured to get a play from both fields.

**Newspapermen Attacked**  
As a result of an attack on James Lee, reporter, and John Bemus, poet, respectively, for the Los Angeles Examiner, by a group of alleged auto race drivers during the funeral of Ernie Triplett, driver killed in a race at El Centro, Cal., Dist. Atty. Ben Fitts has placed a ban on all future racing unless the attackers give themselves up to the authorities.

Exam has been active recently in a drive to abandon auto racing.

After Fitts made his declaration, six drivers visited his office, and Lee and Bemus identified Babe Stapp and Al Reinke as two of the men involved.

### An Eden For Novices

Unknown book scribblers, who find it difficult to crash the first-grade book houses, get a break in the reorganization of Lothrop, Lee & Shepard, Boston concern. Lucile Gulliver, new editor, invites unknowns to submit anything of book length they may have.

Though there's usually little money in 'first books,' Lothrop, Lee & Shepard are gambling on the possibility that some scribblers of worth may be uncovered.

### Orkow, Gregor Tones

Two Hollywood scribblers who have tom-tommed by Macaulay, Harrison Orkow's 'My Mistress, My Wife,' is set, with Al Rosen handling six sale.

Arthur Gregor's 'Draybridge' practically cleared up after year-and-half's work.

### Chatter

J. W. T. Mason, British journalist, stopped off in Hollywood enroute home from the Orient.

Samuel Chotkinoff is the new music critic for the Post, replacing Charles Fike Sawyer, who held the job for many years. Chotkinoff was on the Old World.

Longmans, Green has moved to 114 Fifth avenue. That makes them neighbors in both New York and London of Oxford University Press.

Jacques Le Clercq has joined McBride's editorial staff. He's a member of the Columbia University faculty and was formerly editor for Emment's. That was when that company published books.

Sinclair Lewis has been joined by Dorothy Thompson, his wife, in Bermuda.

Second edition for Frank Scully's 'More Fun in Bed.'

Armand Flammarion, of that French publishing firm, back to Paris.

Edward Hope Coffey, Jr., who dedotes the Coffey part when signing books or articles, off to Cannes.

Eugene Saxton, Harper editorial head, back from abroad.

Bruce Lockhart gone back to London.

Modern Monthly throwing a feed to celebrate its tenth anniversary.

Kathleen Shepard, author of 'I Will Be Faithful,' is really Suzanne Rice. And the real tag of Laurence Kirk, author of 'Whispering Tongues,' is Eric Andrew Simson.

Jack Blue, the dance man, has written a book on tangoes which Pace Publishers will issue.

Kenneth M. Reed has taken the long route to the Coast.

Queerest book dedication of the year is 'Els on Tasso' in Peter Gray's tome, 'Pillar of Salt.' You figure it out.

Instead of reviving the mag, Modern Youth-Viola-Tina has hooked up with American Magazine.

Lewis Browne has gone to the South Seas. Returns in two months for a lecture tour.

Movie Classic, the film fan mag, undergoes a complete change in format with the next issue.

Harold Guinsberg, head of Viking Press, going to Russia and points thereabouts.

### Green to Address Guild

The long moot question as to whether newspapermen, through their Guild formation, are headed towards unionism is coming to a head this week. Still a lot of objection to the Guild because of the possible union question, but its leaders insist they're avoiding it. Guild in New York will be addressed by William Green, head of the American Federation of Labor, some time next week. Guild, however, insists it's nothing political, just a friendly speech by an outsider.

Same time there's an argument the other way in the negotiations now current in New York on working hours. Guild sent an invitation, politely worded, to the Newspaper Publishers Association to name a joint committee to figure out methods of enforcing the five-day, 40-hour week, as requested in the code.

Pointed out that the Guild didn't make any arbitrary demands on the publishers, as a union might, but is being polite about it so that there will be no friction on either side.

## Hay's Whip

(Continued from page 5)

cooperation on the moral problem and that, at the same time, they can't discuss the conditions of the NRA. It is admitted, is being counted upon as an industry ally in its opposition to the Patman bill, which comes up for hearing next Monday (19). By the fact that Washington in this bill would freeze

into a status the conditions of morality which the NRA originally decreed unnecessary and a handicap to film production, the industry figures the Blue Eagle as an aid.

The efficiency of the picture business' own machinery is being tested in many ways, film leaders declared over the weekend, and it looks like a showdown.

Picture men this week in New York are preparing to meet all emergencies.

First official convolve is scheduled to be held today (Tuesday) at the Hay's office, where newspaper editors will outline their original plans of meeting attacks. This, it is officially reported in advance, has largely to do with Mayor Kelly's edict on screen news in Chicago as well as to go into the Kansas situation.

So far from the general picture viewpoint, feature pictures have suffered comparatively little at the hands of Kansas censors although Kansas City board is kicking up a fuss over 'It Happened One Night' (Col). In Delaware a bill is being considered which would bar the appearance of divorced persons on the screen.

Regarding exhibitor queries as to the status of religious orders in the censorial move, major film men are advising along the following lines: The Catholic Church in America is up in arms over film. It has been going on for some time and it is getting worse. There is one remedy: Hollywood has got to cut out smut. Fine pictures with boxoffice value come through. But somewhere along the line some one must get in on one scene to appeal to the morons.

### Patman Covers Plans

Washington, March 12. Regarding the Patman bill, up to the end of the week the Texas Congressman had given no intimation of his plans for the hearing. With the Interstate Commerce Committee having said that the bill appeared listed, Patman on Friday (9) declined to tip his hand. Too busy to talk, he said.

Neither has Allied States hinted about its intentions, though it is generally expected Abram R. Myers will be one of Patman's star witnesses along with William F. Short, Canon Chase and possibly Dr. A. Lawrence Lowell. Motion Picture Reform Council will be present in great numbers according to report. Substantial administrator Sol Rosenblatt said that despite NRA's prior stand on matter of clean-up-by-statute, he won't testify unless requested by either the committee or the anti and advocates. If they ask me, I'll testify, Rosy said.

Committee probably will ask for NRA reaction, particularly since NRA rejected appeals of reformers for stringent code provisions dealing with morality. Rosenblatt indicated he still is of the opinion that the Government should go easy in attempting to force moral standards on the industry and should be wary of the effect which would result from too much regulation.

## Book Reviews

### Life in Rot

Smith & Haas are putting heavy pressure back of 'Come in at the Door,' pointing out in ads that it ought to get the Pulitzer Prize. It may help the book, whether it gets the prize or not.

'Door' was written by William K. March. It's a strong book with a great deal of merit, although it isn't going to be liked universally, being a restless, unhappy tome about restless, unhappy people. Probably will be compared to Caldwell and Faulkner, although it belongs in gory of its own.

Story that March tells is a highly tragic one, although it bears the stamp of authenticity. It's about the early life of a young man brought up under grueling conditions in the South. His father, a weak, silent and morose man, takes up life with a colored servant following the death of the boy's mother. The lad tells a lie at the age of eight, when the servant man named for murder. His uncle is insanely in love with an immoral woman, that love leading him to death from a disease. Through all this the hyper-sensitive boy wanders and grows. Not pleasant, any of it, but an authentic bit of Americana.

### Unpleasant Family

Beatrice Lubitz, who was secretary to Theodore Dreiser for a couple of years, has caught something of his flair for realism without gaining his courage to stick to it to the finish. In her 'Strangers at the Feast' (Julian Messner, \$2.00) she does sharply cut picture of a heroine fighting her in-laws, but at the finish she weakens and spoils the last two pages by having the heroine weakly go back to her discarded husband—and the in-laws—for no better reason than that she loves him in spite of the fact that all through the story he has weakly defended his sisters. It is not convincing.

Walter Riley (of the beauty parlor chain) marries Helen Schiller, a maniac, in 'Chains of Obsession' (Julian Messner, \$2.00). Though it was he who ran one small shop into the chain, he is obsessed with the idea that his three sisters are really responsible for his success. When it comes to a choice between Helen and the Riley trio, she is in a position to choose. She chooses a thoroughly unpleasant, selfish, narrow and without background. Miss Lubitz manages to make them irritatingly interesting. At the close she intimates that Helen has achieved the victory over her sisters-in-law, but the average reader will know better. Still, it's good reading and a fine book to give your mother-in-law.

### Wrong Slant

In 'The Eyes of the Movie' (International, 25c), the late Alan Potamkin takes a rather stiff leeward center on his hobby. As usual he finds little, or nothing, to praise and much to condemn in the medium; he finds both fascinating and abhorrent.

He reprehends the manner in which the character is debased in film; objects to the treatment accorded the Jews; weeps over the insidious propaganda in war films, and generally finds offense where none is either given or intended.

As an example he speaks of the Negro comedies produced before the war by Sigmund Lubin in Philadelphia, in which they are all shown as 'indolent idiots.' These pictures were made by the Lubin Jacksoville unit, there were only three or four with an all-Negro cast, and the scripts were carefully framed to avoid offense to the Negro clientele.

His diatribe will interest only those who wish to discover insidious propaganda in what is merely run-of-studio production.

### Linklater's Latest

'Magnus Merriman' by Eric Linklater is a best seller in London currently. Published here (Farrar & Rinehart, \$2.50) it won't get much of a run except from an adverse standpoint.

Interesting only because of the difference of writing by Americans and Brits. It's a comedy along satiric lines, so British that, with one exception, it won't get a laugh from the average American. The one laugh comes when Linklater has an American talking. The English that Americans use, as Linklater records it, is really funny. Especially when he has a hardboiled Chicago girl saying she's going to 'make a body' and uses the colloquial British expression. Which phrase, Linklater wrote 'Juan in America,' which was a good book.



## Going Places

By Cecelia Ager

### Emotions from Astoria

With no more than a smudge of her old southern accent adhering, with gusts of new sincerity and now and then a touch of heartbreak, Sidney Fox comes back in 'Midnight' a better, sweeter, even tolerable little girl. Her tendency to precociousness deftly reined by direction, she gives a straightforward performance, substituting for her former conviction that she was a cute little trick, the too wonderful realization that she has become an emotional actress.

All the actresses in 'Midnight' as a matter of fact, are emotional. Kathryn Wilson, Margaret Wyckherly, Helen Flint—they all feel,—ribbly, deeply. They speak very slowly, very impressively—it's a very meaningful story, they'd have you know, that they're enacting.

Helen Flint has the most right of all of them to go on, for after all she's a victim, execution in the electric chair, and all sorts of artistic photography cell, bar shadows fall across her drawn, tortured face, but in their own little way Miss Wilson and Miss Wyckherly do okay, too. They're suburban housewives and mothers, wash their own dishes and press their own clothes, wear inexpensive little house dresses in a properly rubbed stamp little house, yet their diction makes it very clear that, privately, they're used to better things, that their intelligence is more than a cut above their present environment.

Miss Fox's acting is good, patently her best, dress, in an accurately selected little number, expressing a moderate clothes budget guided by the prosaic and inoffensive taste of the women's household magazines. It has a high white turndown collar for youth, shoulder ruffles for softness, and uninspired simplicity for goodness.

### A Double-Grading Dress

From the moment Alline MacMahon peers blinkingly, eye-shadowless from 'Heat Lightning's' sultry screen, her wealth of black hair wrapped up in an old bandana and the shine of honest toil gleaming on her face—a small but gleaming suspicion is born that before the story is over ducking MacMahon will become a beautiful, beautiful swan. Right!

Well, half right. Miss MacMahon lets her hair down, but the dress she swaps for her overalls has not been let in on its share in the surprise. A sheer plainish, thin, black lace edged ruffles at its square neckline; it hangs disinterested—even aloof—from its duty toward nipping in, here and there, the MacMahon figure. Though it was never meant to be the last gasp in fashion, it could yet flatter and still not blot the picture's artistic virtues. Miss MacMahon's so decent but getting herself up good and ugly in the beginning, it's not quite cricket of that dress to be so airily indifferent to the situation. Especially since Miss MacMahon's hair and make-up rally round so nicely when finally their turn comes.

Dvorak, who plays Miss MacMahon's sullen, smouldering young sister, hungry for love, life and all that, does it greatly assisted by large eyes swell at flashing fire and a slim—at present very slim—form good for the sudden flinging about and stalking off to suffer that which young sisters seem to be subject to. It isn't Glenda Farrell's fault, nor Ruth Donnelly's, that their characterizations never quite come out. Nobody is clear about them. They wear dizzy negligees and blonde waves as a hint.

### Mr. William's Wimin

Feminine eyelids flutter, feminine chests quiver, feminine lips pucker in 'Beside', mass agitation induced, it is insisted, by fierce yearning for Warren William, and riot, as some cold-hearted wench, suspect, by muscular reflexes of revulsion.

It is Jean Muir's lot to do the bulk of 'Beside's' twisting, turning, it is her that the most of Mr. William's unctuous attentions are addressed. Miss Muir weathers the barrage of burning glances, richly honeyed tones and winning ways she's up against simply by responding in kind. She bats eyelashes right back, can curl a lip with anyone—

but what really concerns her down deep in her heart is the maintaining of the pretty waves in her hair. As a nurse, she's got to wear a nurse's uniform, and Miss Muir will not let that uniform get her down. Though her figure is to be withheld by starched white cotton, there are

still golden locks to be coaxed into fetching ringlets. So Miss Muir sees to her hair, her eyeshadow and her lip rouge, and thus plays 'Beside's' leading femme role.

Kathryn Sergava is next in line of the gals who find Mr. William utterly irresistible. Hers is a more sly response, more worldly, more introspective—for Miss Sergava, they say, is an opera singer. This is explained her huge black mask hat with evening dress, her direct approach, and her black sheath with a fold of white round the high neck extended into buttoned epaulets. Despite the madness of her costuming and the lack of credible motive for her amorous inclinations, Miss Sergava survives 'Beside's' an interesting and provocative personality.

### It—Good Old Yale

Palace this week presents 'Hot Chocolates' of 1934, which offers Avis Andrews, a soprano, who, with grim inevitability presents 'Ell, Ell,' with no cuts, either.

It is very affecting to see how deeply Miss Andrews feels for the sorrows of another race, to listen to her voice break with compassion as she wails the ecstatic Hebrew lyrics, to watch her wring her hands and look upward, choking with fine humanity. Particularly since only a moment before she was concerned with an entirely different emotion, indicated by irrepressible hot looks and nervous derriere convulsions. Miss Andrews seems, for her remarkably varied gamut of moods, a white satin evening frock fitted across the hips in Harlem's most devoted manner to this area of the form dihye. Inserted ruffles scamper in half-circles low on its skirt, and fat, sausage-like rolls of bright green taffeta form shoulder capes and encircle its holly-totly high neck. Long glittering earrings clinch the classiness of its tout ensemble.

Herself, Hot Chocolate Baby Cox doesn't worry her little Gollwog head about dressmaking, but stakes all on the metallic shine of her teeth and the shrewd matching of her bronze saffron dancing trunks to the bronze of her skin. The pale but spirited chorus frolics in the regulation Harlem chorus uniform, white fringe, red feathers, and the essential scattering of sequins.

## JUDGES DISAGREE WITH PULASKI; NEUSEL WINS

By JACK PULASKI

Looks like the boxing commish will have to tinker with the rules about decisions following the ruling at the Garden Friday when King Levinsky of Chicago dropped the match with Walter Neusel, a German. Leaping Lena's brother scored the most points, according to the ringside count, but the judges disagreed. One scored the King, the other called it a draw. Edna Renee Arthur Donovan gave it to Neusel. That seemed screwy to the boxing writers, but there was no special squawk and the fans applauded the verdict. Best fight crowd the Garden has had all winter, gate being close to \$19,000.

Levinsky had hopes of being named the leading contender for Carnera's title, not counting Max Baer. Unless he can more decisively top the Heine, he won't get a crack at the title. Neusel is no wonder, but he can take it. 'Twas quite a night for the short-enders, the odds being 16 to 5 on the loser. After the first round the milling was all in the King's favor up to the seventh session, when he started tilting. In the second round Levinsky hung a roundhouse right on Walter's jaw and down he went for a short count. With more than a minute to go, the King couldn't repeat and Neusel remained vertical.

Last two rounds he slipped the King at will and the Chicagoan's legs looked rubbery. There was considerable feeling in the crowd, and the foreigner's adherents screamed for him to 'knock him out.' But there were no side fights among the customers.

Same funny answer applied to the semi-final between Abe Feldman and Al Ettore. It looked like Al was plainly on the long end of the point score, but the judges again disagreed and the ref (same guy) gave it to Feldman. The fans groaned, but there was little coin wandered on the match.

## Did You Know That—

The Zeigfeld theatre now offers French lessons, coffee, tea and cake, besides pictures. Oscar Polk, colored actor in 'Pursuit of Happiness', rides to the theatre from Harlem every night on a motorcycle. The Clayton Sheehans gave a dinner party last week for Roy Simmons. Ruby and Harry Fuch will celebrate their 11th anniversary this month and they're still speaking. The mother of Virginia Smith used to be a bareback rider in a circus. Blanche Sweet, Colleen Moore, Dorothy and Lillian Gish and Adela Rogers St. Johns lunched together at the Ritz on Friday. Bobbe Perkins was there, too, with Dottie McCarthy and Mickle Zukor. Marion Spitzer's having a grand time in the snow after that California sun. The Wilma Shop is having a party on about Leon and Eddie's with 30 red headed models. Ben Turpin claims to be 65 years old. Harold Franklin and Martin Beck are still lurching together. Everyone's relieved to know that Anatole Friedland will be up and about soon. That was Wanda Lyons lurching with Lyman Brown at Sardi's. Horace Brahm's cocktail party was a big success on Sunday. Lillian Tashman was there (looking perfectly lovely in a white tunic frock), and George Bernard, Elmer Rice, Bert Loyal, Mr. and Mrs. Nate Leipzig and Mabel Brownell. Mrs. Earl Hammons has a limb in a splint. Jack Whiting has given his mother a new car. Ilona Streng sings charming Viennese songs at the Waldorf during the tea hour.

Kitty Martin covered everything at Caliente. Frances Langford, who sings at the Simpson Club, will do a number in 'The Pure in Heart'. The Charlie Einfields were plenty excited at the Intercollegiate track meet last week. Amy Revere always has that great groove look. Harry Clark Gable who has to stand around endlessly while hubby signs autographs. George and Julie Murphy, Inez Courtney, Jack Benny, Flo Haley, Phyllis and Billy Seaman, Flossie Rice, Eleanor Ambrose, Jean Ackerman and Peggy Fears were at the Mayfair Saturday night. That was Elvia Enders lurching with Helen Menken the other day. Peggy Fears is laid up in the hospital. Florence Wessels has joined Mme. Jertz's company. Local Italians are looking to Peroni's new restaurant. Mrs. Bugs Bar is the niece of Lyle Andrews. Julius Tannen gave a cocktail party. Peggy Allenby prefers radio to the theatre these days. It's okay if Helen Westley toots her own horn on that performance in Arliss' 'Rothschild'.

Gertrude V. Nelson to Lyman Blakesley, Los Angeles, March 5. Bride is film actress and groom is a L.A. and N.Y. stock broker. Azalea Cecil, screen actress, to Herbert 'Sonny' Levy, Hollywood, March 5. Groom is a film cutter at Warner's on Coast. Harry Ettling, stage manager of RKO's Golden Gate, San Francisco, to Lynda 'Mickey' Appelle, F&M dancer. Jimmie Ellison and Lorraine Tumlin, of burlesque, at Memphis. Mildred Harris Chaplin to William Fleckenstein, Asheville, N. C., last week. Groom owns the unit in which she is appearing.

Mr. and Mrs. Frank N. Murphy, son, March 6 in Los Angeles. Father is chief electrical engineer at Warner's.

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## Among the Women

By The Skirt

### The Best Dressed Woman of the Week:

FAY BAINTER  
(Dodsworth)

### Quite a Show

'Dodsworth' is by far the best show in New York. Walter Huston, after many years in pictures, comes back to the stage and here's hoping he stays there. Fay Bainter is a fine choice as the wife. She has waited a long time for so important a role. When she meets defeat at the end of the play the audience did everything but cheer. It's that kind of a part.

Clothes worn by Miss Bainter are the last word in smartness. Her first dress, as of tan cloth with a large black taffeta bow at the neck, with long ends caught at the waistline with a black belt. A corset metallic blouse and short jacket had a dark blue skirt. An oyster white satin was made with no trimming but had two clips. There was a summery frock of Alice blue with white dots. A bertha and the band at the bottom of the skirt was fluted. A green tulle cloth was oddly fashioned with biased flounces ending in a short train. There was a black stiffened chiton with simple bodice edged with narrow lace. And a grey satin with long sleeves, plus just a touch of corset at the belt, was too stunning. An ensemble consisted of a pale blue cloth dress and beige coat, and a travelling outfit of black was trimmed with silver fox. Miss Bainter has the newest of bobs with the hair combed to one side ending in bunches of curls, making the few hats worn very becoming.

Nan Sunderland, a tall, good looking blonde, showed first a gunmetal satin evening outfit consisting of gown and three-quarter coat. Around her neck was a sable stole. A sports outfit was a henna colored dress worn under a checked coat. She looked very nice in an orange blouse and linen skirt. There was a belt of blue fishnet. Lenore Harris has come back to the New York stage, with a mature figure but is still the same charming dresser. A black gown was oddly made with long sleeves opened at the shoulders with jet trimming. A silver gown shimmered in the moonlight but for a minute.

In the cast of 35 there are many more women all dressed in character. One of the most amusing scenes in the play is when Mr. Huston strips to underwear and Miss Bainter, in a Turkish bathrobe, takes her makeup off with cold cream. That's courage.

### Stains Arden Is the Name

There is a girl at the Paramount theatre this week who will be heard from some day. Stains Arden is her name and all the Greek comedians should get a load of her accent. Plus the Jewish accent of Benny Rubin you can imagine the fun this week. Jack Hallow is also talking Jewish before the act finishes. Plenty of laughs and a good share of dirt.

Miss Arden wears a black dress spotted with white and a red ribbon around the waist. Lillian Roth is on hand to help out, dressed nicely in a flame colored frock made with the high neck and no sleeves. A white gown folios made with silver fox around the armholes. A man called the Poet Prince sings from a cellophane fountain surrounded by what looked to be a bevy of nude women. The chorus is dressed for another number in yellow organdie made with three ruffles at the hem. The edging was of black and red as were the shoulder ruffles. Large flop hats were trimmed underneath with flowers. The stage show finishes with the girls as Irish lads and lassies.

ix of a Kind' is the picture with Mary Boland, Allison Skipworth and Gracie Allen holding up the family end. Miss Boland is seen first in a simple house frock and then in a smartly tailored suit. A well made dress was of black with a white border at the neck line. A velvet negligee, pajamas with satin coat trimmed in lace were shown. Gracie Allen was neatly dressed in black with a large white bow at the throat and cuffs to match. A light colored frock was tuniced with a light skirt following with darker jacket. Both Miss Boland and Miss Allen wore small hats. Allison Skipworth was in black and was also seen in a light coat and large hat.

### Quiet and Nice

At the Imperial theatre there's a musical you hear little about but it's good entertainment. It is 'All the King's Horses'. Although Harry Tighe's name is still programed he has been out of the show a couple of weeks and Bernard Granville is in with no mention.

Guy Robertson has never been better and his resemblance to Jimmy Cagney is striking. Nancy McCord is charming with a voice of unusual quality. Appearing first in a grey kimmer trimmed coat under which is a grey lace frock with fox collar. Miss McCord soon dons a ravishing negligee of fuchsia velvet over ecru lace. The sleeves are full with open shoulders and no back. Half way up the train is a large bow. A jade green velvet had the new cowl back and lace bodice. Extremely regal she looked in a purple crepe with long sleeves off the shoulders and held in place with diamond straps. But Miss McCord will never look better than in a metallic gown of white and silver made plain but for a single diamond order on the bodice.

Betty Starbuck was first in a heavy cloth with matching hat, and a dark blue shape had tiny buttons down the back, sleeves and a coronet was on the head. A black more evening gown, made very plain, had a square cut neck with narrow straps. She also wore a salmon colored satin made with the high front and no back and the neck having white collar. Doris Patston has changed in appearance since last seen and not for the better. In three costumes the best looking was a gold with blue velvet back.

Chorus consists of 11 girls not up to Broadway standard. First act finds them as employees of a beauty shop. They're in green aprons with white collars and cuffs. Then they are peasants in the Russian style of many colored skirts and high boots. Later on they come on in long white satin gowns with white aprons. Second act has them ladies of the court in white satin gowns with gold coronets and carrying purple calla lilies. Pale green organdie dresses, made with no lining, had lace panels edged with lace. Bodices were henna taffeta with large straw hats sailor fashion in the henna shade. There is a sort of a ballet with the girls dressed in blue organdie of many layers, the bodices made bolero fashion of silver sequins.

### Not Up to Standard

The Music Hall's stage show isn't up to standard this week. The Russian note inserted into the programs recently is getting a trifle tiring. A number called 'At the Race Track' has 16 girls in most unbecoming jodhpurs of yellow orange, green, tan and yellow. They were clumsily made and gave the girls a heavy appearance. Jacques Gasselin, in a violin solo, looked lonesome on this huge stage.

Gertrude Niesen, in a hat check girl item, sings a song with a ridiculous lyric. Miss Niesen is dressed in a black satin skirt with flame colored bodice. She finally finds a man and goes the rounds of the night clubs with the aide of the revolving stage. In the first club a few girls are doing the 'Carloca' in green and black ruffled skirts and coral brasiers. Then on to a Russian club where a woman is allowed to sing two verses and four choruses with girls as the background in colorful peasant costumes. In Harlem the guests at tables are in white satin gowns with silver bodices. For her tour Miss Niesen dons an evening gown made out of flame and black velvet. 'Love Is King' is the finale with the ballet, some in white and black tights and silver and black coats, the rest in white and silver gauze trains and high headresses. Bridesmaids are in pale pink with matching muffs. Two midgets were in cerise and pink costumes out of Alice in Wonderland.

Picture is 'Splitfire', with Katharine Hepburn, and the less said it the better.



## Broadway

Ed Lasham to Florida for a rest. Curly Edwards off to London for a picture.

The Harold Raymonds expect another heir.

Donald Henderson Clark seriously ill in Boston hospital.

Freddy Goldsmith appointed attorney for reversionary Friars.

Mayrady, head over heels in his 'Century of Progress Revue' unit.

Norton Ritchie back from a European trip the last few months.

The Harold Kemps' Barbara lights her second birthday candle this week.

Ray Bell, Loew publicist in Washington, advises he is now a married man.

Last week's snow furries teased Celia Ager, back from a fortnight at Nassau.

Katherine Parsons as Bowery Nightingale in revival of 'The Drunkard'.

Bud Gray back after campaigning against picture in Cincinnati and Indianapolis.

Norman Stein, treasurer of the gelyny, in French hospital with stomach ulcers.

Allice Poole, formerly telephonist for Flo Ziegfeld, spotted in Harry Besty's office.

Everybody's head over heels in income tax returns, which have to be filed by Thursday (15).

Bill Ferguson, MG's advertising man, is being favored as the new president for the AMP.

Greg Dickson is nervously awaiting that letter from his Irish mother. Has already sold four of 'em.

It wasn't the last trip seeing him from the west yesterday (Monday). It was just Schnoz Durante flying into town.

Tom Connell m.c.'ing at the Bowery cabaret, in the basement of the Mayfair Theatre building.

Topcoats went back into mothballs fast when a snowstorm, and cold waves sufficed spring's effort to arrive early.

The Abe Lastfogels are back from Florida. Abe with a sunburned kisser and the missus (Frances Arma), with a flock of fan mail from her Cantor broadcast.

Sally Rand, Faith Bacon, and Rosalie, three World's Fair fan dancers in, with a flock of fan mail from their managers, Dave Lipton, Gardner Wilson, and Lew Pollock, all Chicagoans.

Sammy Cohen, foreign publicity manager for United Artists, will celebrate his 15th anniversary in the film industry today (13) by taking, Norris Wilcox, U.A. person manager, out to lunch.

After introducing the first act, Julius Tannen walked out when the Colins wouldn't pay off for his showing of 'Hamlet' picture to the Waldorf.

Arnold Van Leer had lined up sufficient talent to cover it up.

## Miami

Book Grundy, directing Iva's, Biscayne Kennel Club in receiver-ship.

Ray Clarke opens at Coral Gables theatre.

Thats, a fan dancer, a hit at the Frolics.

Quits a few robberies on the beach recently.

Gene Tunney and frau guests of Barney Gimbel.

Times Square Club the newest hot spot in Hialeah.

Gilbert Kahn and wife arrived from Palm Beach.

Heywood Brown, guest of Quentin Reynolds.

Eighty Flocks held over at Hollywood Country Club.

Estelle Taylor and Harry Richmond top Miami Beach charity show.

Theatrical crowd working and vacationing for the races in a big way.

Weaver Bros. and Ivry and their road show are current at the Olympia.

Georges Fontana and Connie Carpenter opened Wednesday at the Embassy.

Hialeah track closes St. Patrick's day. Tropical park opens short meet the following day.

Lillian Shade filled in for Peggy Pears when she failed to appear at Deauville Beach Casino.

Auby Lagom has an entirely new show, featuring Helene Madison, the Olympic swimming champ.

Charles Francis Coe, vacationing here, states that the season is on his way out of American life.

Gar Wood, Jr., following in the steps of his old man, entered in the regatta which starts March 15.

Due to the high tide in real estate, the promoters are dusting off the old ads and starting to line up the chumps.

Rod and Reel club acquires the old Club Lido in Palm Island, formerly operated by Frank Garlacio and Mal Heywood.

Four revenue agents of the Intelligence Unit here investigating in some tax returns of night club operators and gamblers.

Frank J. Bruen will be out at Deauville Beach Casino after this season. Ross Young and Alex Reynolds taking over direction.

The golf pros here include Tommy

Armour, Frank Walsh, Bill Fairman, Henry Cluck, Mike Turnesa, Craig Wood, Willie Macfarlane and Walter Hagan.

Jackie Hume sold by his widow, to Martin Curry of Boston for \$35,000. Tax spent around \$130,000 on this show place just before he died in 1923.

Feet Edson now operating three honky tonks and doing business. It is reported that when 'Feet' blew in here three months ago his bank roll was just thirty slugs and an old tin Lizzie.

## Paris

By Bob Stern

Argentina touring provinces. Ernst Morini to tour U. S. in fall. Sim-Viva back in the Mayol show.

Clifford Fleischer back from New York. Jack Payne and wife in Paris from London.

Rip working on a new revue. 'Tell Me About It'.

Stan Golestan named officer of Legion of Honor.

Pic based on Daudet's 'Sapho' soon to be released.

Robert Chavy quitting the Universal local sales force.

Lacy Kastner, back from Berlin, giving a cocktail party.

Glenn Gilbert's tap dance being imitated at Bal Tabarin.

Raymond Duncan giving a show in honor of Charles Lecocq.

Chauffeur D'Amboise giving a speech against censorship of newspapers.

Mary McCormick's Paris appearance getting her little publicity.

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## The Hague

By M. W. Eddy-Leal

Justy here again after two years' absence with his Blue Bird Cabaret. Patzak, Czech tenor, had to cancel all his engagements here owing to illness.

Jack Hyllton and Dajos Bela in opposition here, both also playing for Avro radio.

Eachan, vaudeville-acrobat, celebrates 20 years on stage. Toured world in various companies.

First mannequin parade of spring season, held at Kleykamp Art Gallery by Dutch fashion specialist Leo, was a panic.

Founder of Concertgebouw, Mr. William Kes, 75, pianist who was a pupil of Paderewski, Joachim and Wieniawski, died in Munich.

Dr. William Mengelberg, conductor of Amsterdam concertgebouw orchestra, still absent owing to illness in Switzerland. Has to undergo a long rest cure.

Loet Barnsteyn, distributor for U. A. films in Holland, who financed Dutch picture 'De Solen' crossed to England to arrange about English versions of Dutch product.

Mrs. Rosette van Blene d'Oliveira, died in Amsterdam. At beginning of this century she was a famous legit star in Prot-Theatre, Amsterdam, where gay French plays were the custom.

## Honolulu

By Malby Thomas

Earl C. Anthony, owner of KPT, at the Royal Hawaiian for a vacation.

Mr. and Mrs. Ildore Oster, president of British-Gaumont, here for a month.

Mr. and Mrs. Otto Sklaner at the Moana Hotel for a rest. On the beach most of the time.

Carmen Joyce off for a two-month vacation to California. To be the guest of the Frank Borzages.

George McManus, originator of 'Jiggs' comic strip, arrives this week. Missed the Moloka last sailing.

Charles Plumb, co-author of 'Gila Cinders', and Mrs. Plumb here after cruise to the South Sea countries.

Merian Cooper of RKO back again for ten weeks, with his wife. Dorothy Jordan, of films, was her mother. The Chrysler building will remain here until her child is born.

Rose Tribe Tyson, Hawaiian singer, is leaving for a cruise to late June. Lilluhokani, died suddenly Feb. 19. Survived by her husband, Homer Tyson, chief radio announcer KGU.

## Mexico City

By D. L. Graham

Josef Hoffman concert series falling through.

Plenty warm; more like summer than spring.

Victor Fishman, yeast king, visiting the west coast on his private yacht.

Femme org gave a concert in honor of the President and his wife in the Mexican White City.

Lucienne Radless, French cellist, giving concerts here under auspices of the public education ministry.

Archibuteo William van Allen, who built the Chrysler building New York, inspected the National theatre here and praised it highly.

First night bull fight to be held here in years a smash. Arena was illuminated by 10,000 electric light bulbs and 500 reflectors. Half day show prices for grandstand and bleachers.

Intellectual works—books, plays, scenarios, paintings, drawings, sculptures, etc.—that attack morality, private lives, rights of persons, provoke crime or disturb the peace, are denied Mexican copyright privileges under a presidential decree.

## Budapest

By E. P. Jacobi

Francy Gaal to play lead in 'Auburn Vamp' new Varsary play at Vizsgaház before going to Hollywood.

Zsigmond Lenkel, founder and editor of Mozi Világ, first motion picture weekly, died suddenly of heart failure.

New songs interpolated for local use in Metro's Hungarian background picture, 'Black-Stamped Cherries'.

Second production of 'Blue Danube', musical dealing with an episode in the life of Waltz King Johann Strauss, to be done at Jolville.

Jucy Bodja, local star of first magnitude in the days of silents, died. Could not get over loss of

her husband who preceded her a year ago.

'Anna Karenina', Hungarian opera by Eugene Hubay, which has a libretto based on the Tolstol novel, revised for 70th birthday of the composer.

New independent producing company, 'Thalio', just finished first picture at Hunnia. Temporary title is 'Miss Wilf'. Joseph Baumgarten, with money gained on stock exchange, is president.

Lazio Bus Fekete sold his prospective new novel for Hollywood screen production before it was finished. Sari Fedak acting as his agent. Fekete is under contract to write stories for Universal in Hollywood this spring.

'Cadet Love', operetta with music by Paul Gyongy, bought for Hollywood production. Same composer new operetta, 'My Lady's Chauffeur', also under option. Composer to start for Hollywood directly after Budapest opening of the latter.

## Hollywood

Jack Mulhall at Par. to talk business.

Nigel Bruce recovered from a flu attack.

Norman Taurog laid low again with the flu.

Waldemar Young has joined the Screen Writers Guild.

Will and Gladys Aherne back from 10 weeks' vaude jaunt.

Llewellyn Hughes crashed Liberty again with two stories.

Charles Butterworth returning to Palm Springs for more sun.

Edw. Le Gallienne would rather direct a pie than appear in one.

Hal Roach at the Del Monte polo games with a string of 10 ponies.

John P. Harris hopes to start Variety clubs here and in Frisco.

Adrian back from New York and able to shed his heavy overcoat.

Metro enlarging its casting office to give Le Gallienne additional room.

John Gilbert confined to his home with a minor ailment.

Gracie Allen to Frisco for a vacation after 'Who's Not Dressing'.

Sir Guy Standing has clipped his 30-year-old mustache.

Tony Cazanov's theatrical affairs handled by Morizine.

Julie Cahanne, daughter of director Christy Cabanne, is in stock at Fox.

Roy Howard has been in town, talking with production heads of studios.

Barney Hutchinson back in Paramount's publicity department as a major.

Howard J. Green will vacation in New York after finishing script of 'Great Magoo'.

Sally Byrre rehearsing in 'Stolen Summer's' cast. Opus next at Pasadena playhouse.

Whitford Drake, BRPI v.p., has returned to the home office after a junk around Europe.

Virginia and Maxine Loomis will come to the Coast around June 1 under a Fox contract.

Andy Ervine, Barndown Metro publicity department and checks in at Paramount, March 15.

Sylvia Sidney got a swipe in the phis from George Zucco. Accident during filming of '30-Day Princess'.

Inmates at the Iowa State Prison wrote to Mae West for 100 new gags for their monthly magazine.

Michael V. Barondine arrived here from New York, her mother eloped to Yuma with Lewis Rachell.

Janet Gaynor visits Margaret Tiedel at Japan, dined, and will convalesce at Janet's beach house at Playa Del Rey.

Dick Powell and Joe E. Brown's son fanning with the Pittsburgh Pirates at Paso Robles. Pittsburgh is Powell's old home town.

## Tokyo

By Burton Crane

Shochiku is readying a revue to take to Europe in the spring.

Babe London, formerly in pictures, has been looking for an engagement here lately.

Siegfried Lindstrom, some years ago here with U.A. is commuting between here and Shanghai to straighten out the tangled RKO pix situation in the Orient.

Fox's melange of newsreel material headed by 'Victorious Japan', is playing Nippon Gekijo, Tokyo, and Shochiku houses in Osaka to turn away crowds. Shows war scenes in Manchuria and Shanghai after withdrawal from the League and similar stuff.

Midge Williams and her manager-accompanist, Roger Seguer, are in town while Midge makes some high-top and lowdown records for Columbia.

Other three members of the Williams Four have gone back to America. Miss Williams reopens at the Paramount, Shanghai, in March.

## London

Sam Spiegel hobnobbing in society.

Sibyl Bowhan to play the Mayfair hotel cabaret.

Alice Delveya, playing Victoria Palace end of April.

Vinette (Tracy and Vinette) accumulating 'win' mail.

Gino Arbini looking over new talent on continental dates.

Julian Wylie getting very internal operation in nursing home.

'Gay Ivore' to tour, with Eric Fawcett in the great Astaire part.

Willy and Mariott Edgar collaborating in film scenario writing.

Flossie Freeman's impression of Leighton K. Brill is very enlightening.

John Southern taking new offices in Associated British Cinemas building.

Cicely Courtineage to head opening bill at Lewisham Hippodrome for John Southern.

Auriel Lee anxious for David Burns to read script of John Van Drun's picture.

Harry Foster getting headache over difficulty in casting his new shows for West-End.

Now so engaged that he has torn up his British International Pictures contract he is freelancing.

Horace Sheldon to lead orchestra at Victoria Palace from middle of March, replacing Hal Ewain.

Van Parnell looking Ann Greenway over at the Berkeley hotel for a possible Palladium booking.

'Springtime in Vienna' is title of Richard Traubner picture. Paul Stein is to direct for British International Pictures.

George Black stopping off at Palestine during his Mediterranean cruise, to look over the possibilities of 'Crazy shows'.

'Roberts' deal again on. This time likely to be done by Gilbert Miller, in conjunction with Associated Theatre Properties.

Charles Cochran couldn't get Carl Randall and Barbara Newberry to stage dances for new Trocadero cabaret.

Joe Marks back from continent and despite English dates sailed for New York due to intimation his brother Jack is in critical condition.

Management of 'Here's How', after trying to persuade Lili Damita to quit, now offering to buy her out. June talked of as successor.

'Columbia' Jones-Seideman and Friedman-off to Paris on a business trip with Murray Silverton, of United Artists, following the next day.

Ned Mann over here do the trick stuff for Alexander Korda.

Edw. Le Gallienne is title of 'Come to the Circus' the author is adapting for film.

'Gay Hussar', Howard & Wyndham-Moss-Empire's Julian Wylie musical, only the first of a series of \$50,000 in 20 weeks in the stocks. Now in the storehouse.

British 'International Pictures' latest 'Happy', starring Stanley Lupino, leading star and Will Fyffe, getting West-End pre-release at Plaza March 14.

Gordon Beecroft fighting it out with the 'Empire' over the law as to what should be left out of his review of Rita John's 'Yours Sincerely' show, with plenty left in.

Fred Flader, formerly Universal's showman, married and more recently in an executive position, died in Budapest while visiting his son-in-law, Joe Pasternak, Universal's continental producer.

## Bucharest

By Marie-Lise Emilian

'Cavalcade' (Fox) still running to record.

Jon Pelto proud of reviews of his 'Vacarest Way'.

'The Emperor' revived and 150 up at Jancovescu's.

Lots of praise for Charles Laughton as Henry VIII.

Melchior Lengyel's 'Angel' routine in traction.

Advance drums for 'The Kid From Spain' (UA), and 'Cynara' (UA).

Queues at Romy's for Jaroff's Don Cosmacks makes the rest of local managers feel jealous.

National Theatre announcing for April production of Somerset Maugham's play, 'The Circle'.

Ion No Anghel (Par) getting more publicity than public support, whereas 'Dinner at Eight' (MG) gets it the other way round.

National Theatre members of Shakespeare's 'Richard III', in new Rumanian adaptation by Ion Marin Sadoveanu, does not prove quite the b.o. attraction anticipated.



## East

Ed Wynn ordered to submit to examination before trial in the suit of Henry Goldman who makes radio supplies. Claims Wynn's defunct broadcasting system owes him \$187,500.

Ethel Barrymore back from London. Told reporters she was not called in the "Rasputin" case because she never had seen the picture. "Just didn't have time."

Shirley Howard, radio entertainer, beats it to Warm Springs for a rest, but will be back on the air this week.

Tom Cushing's new play, "Red Ants," touring the managerial offices.

Square gets its first Irish cabaret. Gene Sennett steering.

Willie Howard's p.a. thinks up a new one for him. A summer trout spot for revues only.

Chico Marx leases a four-room suite in the Park Central for half a year.

Atlantic City chamber of commerce hangs up a prize for the best dressed woman in its Easter parade.

Jordan S. Murphy, songwriter and former bandmaster at Sing Sing, gets out of Clinton prison when Appellate division reverses finding of lower court.

"Peace on Earth" will close at the Civic Rep Saturday (17), the new Theatre Union play, "tevedere," coming in April.

Anthony Brown, who produced "Tobacco Road," has a Civil War play by Melvin Levy. "Will try it out this summer."

"The Drunkard," which P. T. Barnum originally produced at his museum, comes to the American Music Hall. Has been done by amateur groups in the Village theatres but not with beer and pretzels.

Mrs. Grace Coolidge has accepted a post on the Film Research Council. The widow of the late Coolidge interested in the child angle.

Mrs. Alice Maloney, 70, of Northampton, Mass., died Tuesday night (6) in the lounge of the Shubert theatre. Had been attending a performance of "Dodsworth" when stricken by a heart attack.

Phyllis Martin, former chorus girl, convicted of having opium in her possession. Drawn a suspended sentence in Federal court.

Sammy Davis, Jr., who has been in Chicago opera the end of this month. Spotted at the Broadway at a .90c top.

American arbitration board decides against the Rocky twins in their claim for two weeks salary against the Shuberts. Claim was for rehearsal before production of "Polles" and "board" holds that Equity and not the Shuberts were responsible for their withdrawal.

Twins to blame in that they did not inform the Shuberts as to their non-standing in Equity.

Bill Brady and his wife, Grace Rogers, back from Florida.

Erving Rappaport gets a Moscow stage to stage "Five Star Final" at the Lenox theatre.

Norman Anthony, suing Life Pub. Co., contending he had been hired as editor for a year, was given a jury award of \$12,500. Judge set aside the verdict contending the point had not been proven. Anthony can amend his case. Failed to date start of the contract.

Magistrate Lindau reserves for two weeks his decision in the case of Harry Donnerfield, of Merwin Publications. He's charged with circulating obscene magazines. Judge wants time to look them over.

Roger Wagner quits. S'way to become a test pilot. Has long held a flying license.

Many Broadway notables at

## 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.

tended the funeral of William J. Gallagher Wednesday 7. Widely known through his various resorts in the Square.

New Jersey again has a bill for dog racing and pari-mutuels.

John Nicholson, play director, turns producer. He'll do "One More Homecoming" shortly after Easter.

Mary Hay gives up dance appearances to go in for dance production.

Raymond Sovey to London Wednesday (7). Will play a theatre and supervise scene building for "She Loves Me Not."

No performance of "When in Rome" last Monday (6), when Frank Roth refused to "Beloved Rival" followed and Roth will prefer charges against the entire company to Equity.

Philadelphia orchestra abandons the idea of the trip to Russia. Soviet failed to send promised cash for expenses.

The play known as "Etienne, a Real-time Lovers," "Beloved Rival" is now "Another Love."

David Freedman back in town after his third trip to Florida. To talk over with Eddie Cantor.

Brandon Ryan, Pedro de Cordoba, Donald Brian and Gene Buck will be the speakers at Founders' Day, which will be held at the City Guild at the Astor Friday (16).

American Civil Liberties Union seconding the bill in the N.Y. legislature to abolish stage censorship on pictures.

Greta Nissen, film actress, from London, admits she and her husband, Weldon Heyburn, will end it all in court.

Harry Stevens, not dog purveyor to most baseball parks, suffering from his second attack of pneumonia this winter in a Murray Hill hotel.

George White back from Hollywood. Receivers of Luna Park mail out \$31,000 in salary checks to employees. First payment since the park closed last fall.

Actors on CWA jobs complain they have to wait eight days for salary checks. Due, it's explained, to merging of CWA and CWS, but they point out that workers in other lines are not similarly inconvenienced.

Rosita and Ramon, dance team, on their way to the Warner Coast studio. Outcome, of some recent shorts.

With "Yellow Jack" off his mind, Guthrie McClintic headaching over that play for Tallulah Bankhead.

Boeing the police land on 30 New York night clubs, owners of which were called to account Thursday (8). Chiefly excise infractions.

Drucilla Strain, cabaret entertainer, serves papers on Charles Teagarden, in Paul Whiteman's band. She's married to him but doesn't want to be. Hitched in Chicago during the Fair.

Max Baer to try and convince the court that his reputation has been damaged by a \$150,000 bet by Barry's breach of promise claim.

Says he doesn't know her and that the suit was a press stunt, pulled off by a New York magazine.

Getting tired of having all the girls pick on him.

Peggy Fears back in town and says she may do a little nightclub warbling.

Kathryn Ray, former showgirl, asks the court for \$2,000 a month and \$12,000 counsel fees: pending trial of her separation suit against Macoco Unzu, whom she married last October. Says she never had much trouble until the wedding, but since then she's been more or less of a punching bag for her spouse.

That second play in which Helen Hogue is to use Hal Skelly may be "The Hopefuls" by Richard Flournoy.

Four Saints in Three Acts will vamp March 17.

Grey's drug store, part of the Le-bebe-Molton's liquor, has been licensed. Detective says he bought a pint there without a prescription.

Equity gives dispensation for the engagement of Walter Slezak for the Milwaukee and Ann Arbor drama festivals.

Opera committee suggests that all doors to last year's fund take an encore.

Young woman describing herself to the renting agent as Rita Jones, showgirl, was found Thursday (8) in a 50th street apartment dead of gas poisoning. She had rented the room only the day before.

Mary-Pickford, at the A.M.P.O.A. luncheon, Thursday (8), deplored the control of motion pictures by a small group of individuals. Holds it cramps development.

"Green Pastures" to try Canada next week.

William B. Friedlander hooks up with Louis L'Esquith on two chances. Titles: "The Cheese Champ" and "Headlines."

N. Y. American got mixed on

Raoul Walsh's wives and printed a picture of the wrong one Saturday. Used the picture of his present wife in a story about his ex.

Valerie Endress, radio singer, to be one of the witnesses against the L. R. railroad before the Public Service commission tomorrow (Wednesday). Said it took her 25 hours to go from Pasadena to Long Beach during the first illness.

Regional labor board slaps union of unskilled theatre employees. Decides to consider complaints as individual problems and not as a union matter. Not satisfied the union is representative.

Hope Hampton lost a mink coat Wednesday (7).

Sidney Howard's "Casanova" to be done into opera for Evelyn Laye and Dennis King. Not until fall.

Earl Carroll will be back in about two weeks to start work on "The Gay Adventure." Hugh O'Connell will have the lead.

Connie Immerman working on a new "Hot Chocolate" for June.

"Shoestring" hung up because no suitable star available. Waiting for Ernest Truex, who's busy in "Sing and Whistle."

Owen Davis working on two plays which will not be ready until fall. He'll open the summer at Skowhegan, Me. and then perhaps head for Hollywood. One of the plays is "Spring Freshet," to which Max Gordon is attached.

James Dale, who came over for "Green Bay Tree," has sold a play, "Wild Justice," to Raymond Moore. Headed for home now, but back in the city to see it.

William Duffy, nite club owner and manager of Primo Carnera, due for four months in the federal house of detention for contempt of court.

Tuesday (8) Duffy was due to appear in the New York court for sentence for having failed to make income tax returns. On representation that he was still in Miami, hearing up loose ends of the late scrap, he was allowed until Thursday (8).

Falling top appear then his \$5,000 bail was declared forfeited.

But the judge held that the tax paid, but the judge held that did not purge him of contempt. Duffy will be given time for appeal, and may also appeal the order of forfeiture.

Report current last week that Ina Claire had eloped with Prince von Lichtenstein, but she radios from the Vulkanian that it's not true.

R. J. Reynolds says his contention that he is a resident of North Carolina and not properly served in the suit brought by Johanna Rischke, Viennese dancer, who claims he induced her to come to the U.S. and then failed to provide engagements.

That lets him out, but Gray A. Stapp and Ned Wayburn are still involved.

Berlin theatre row over "Catherine the Great" on account of Elisabeth Bergner, exiled by Nazis.

George Raft, who was on liquor imports and local production to fight bootleggers.

Metro filed its appeal against the award of \$25,000 to the Princess Yousouppoff in London March 8. She announces she will file similar suits in every country in which the film has been exhibited.

Irving Kay finds his "Life Wants Padding" back in his lap, so he's looking for another producer.

Frank Merlyn working on a play, "Got With Me," now.

Eugene Leontovich engaged for drama festivals at Milwaukee and Ann Arbor.

Boston stage censor finally assents to showing of "Pursuit of Happiness," when Rowland Stebbins toured the bundle play.

"Gentlemen" will give three pre-view previews before opening March 22.

Vienna bans Mae West's "uncouth and clumsy eroticism."

George White plans two shows. One will be "Scandals" in which he'll have the assistance of Ray Henderson and Jack Yellen.

Due May 30. Other is a "Midnight Scandals" road show.

(Miss) Billy Seward gets \$5,000 for injuries to her heel at Atlantic Beach last summer. Stepped on a broken bottle and prevented from dancing.

Hannah Williams, Jack Dempsey's frau, settles Irving D. Lipowitz's suit for legal services. He asked \$12,500 or 25% of the \$50,000 she obtained from Roger Wolfe Kahn, her previous husband. Took less than \$5,000 it's understood.

Marion McGowan, now, girl, suing Joe Kirkwood for \$25,000. Claims she was struck by a golf club swung by Kirkwood who was warning up backstops at the Roxby Theatre, joined in suit.

Mrs. Florence Lennon in White Plains court to sue street railway for injuries received in 1930. At the time she was married to Dion Hoffa. Divorced in 1933, but he's also suing for loss of her services. She's "Roxanne" of the radio.

## Coast

Rosita Moreno has returned to Los Angeles from So. America for Fox. She toured theatres in Argentina, Chile and Uruguay.

Mrs. Frances Langdon has obtained a default judgment for \$45,035 against her former husband, Harry Langdon, in L. A. Claimed balance of property settlement provided at time of divorce.

Kathleen Burke, film actress, separated from her hubby, G. N. Rardin, Chicago photographer, on their first wedding anniversary last week.

A mixed L. A. jury returned a verdict awarding \$125,000 damages to Mrs. Valerie Von Stroheim against James Simoniello, beauty shop operator, and Betty Schweitzer, operator, for burns received during a hair treatment.

Will of J. Tod Sloan, disposing of the bulk of his estate, valued at \$10,000 of his 10-year-old daughter, Ann Martha Sloan, has been admitted for probate in L. A.

Because of property settlement has no money with which to maintain her Santa Monica home, her attorneys went before Superior Judge George J. Landi, asserting that she should have received her salary and bank deposits by her former agents.

Arturo Mom, Argentine screen writer, is about to start selling methods. Plans to go to Washington, D. C. for a perusal of educational pictures.

Mrs. A. B. Warner and Mrs. Ernest Torrence have left L. A. for a cruise around the world.

A single band held up the Spreckles, San Diego, and took \$2,000 when the show progressed undisturbed.

Zaragoza, Tia Juana's largest theatre, was damaged by fire, but no one hurt.

Esther Ralston divorced in L. A. from George Webb.

A theft of \$1,750 of film from the Hollywood Film Lab reported to Hollywood police.

Charles Beahan has filed a voluntary petition of bankruptcy in L. A. listing assets of \$11,000 and debts of \$11,000.

Edward Sedgwick narrowly escaped injury on the U lot when Lee Tracy shoved the director out of the way when a 500-pound sun arc lamp toppled over.

Three girls, Kurlay Kelly, Sally O'Day and Mary Brown, and six men arrested in L. A. for alleged indecent exposure.

Eva Berry Tree, 20, niece of Sir Herbert Beerbohm Tree, in Hollywood.

Thieves took \$4,500 in loot from the apartment of Nacio Herb Brown.

Frances Phillips Tansey, writer, has filed suit for divorce in L. A. from John Tansey, pie director.

Jayne Shadduck, picture actress, and Jack Kirkland, playwright and author, announced they will be married soon.

Tripping over a cat on the stairs in her home, Evelyn Venable, severely sprained her ankle.

Barbara Barondess arrived for a picnic job and learned her mother had eloped to Yuma, Ariz., to marry Lewis Rachell.

Loran L. Baker, 59, biographical author, died in Los Angeles March 8. He was a cousin of Newton D. Baker, war secretary under President Wilson.

That and Barbara Stanwyck, who and her husband, Frank Fay, had paid her transportation and expenses to Hollywood from her home in East Orange, N. J., and that actress had induced her to set up housekeeping with and live as the wife of William Fay, father of Frank Fay.

Elizabeth M. Curtis has filed suit in Superior Court here, in an attempt to collect \$3,500 which she claims is due her for services as private companion and cook for the defendants.

Hoot Gibson called upon to defend a Municipal Court suit for \$21,000, instituted by Charles G. Hartley, dentist. Complaint says screen actor failed to pay for services.

## Mid-West

Reported that Frederick Stock, director of the Chicago Symphony orchestra since 1906, is ready to resign and be replaced by Eugene Goossens, director of the Cincinnati Symphony.

Ralph Gearson, former owner of

the Western Photographic Co., was to be granted a divorce from Mrs. Viola Gearson, former ballet dancer, it was indicated by Chicago courts last week. Married in 1924 and separated February, 1933. Charge is desertion.

Mayfair Dancehall, Chicago, closed by police following an investigation of the shooting of a patron last week.

Benjamin Triest, owner of the Jungle Cafe, Chicago, shot in the mouth by an unknown assailant.

Work on the World's Fair construction jobs for this summer started Monday (12).

Fight of Henry Gaudsmith (Gaudsmith Brothers) to win the custody of his children continues in Chicago courts. No end yet in sight after six years.

Hal Keme orchestra leader, and Norman Gordon, NBC boss, among those in the Ricketts cafe when it was held up last week.

## 3 R'S IN W. VA. PAID FOR OUT OF KITTY

Charleston, W. V., March 12. West Virginia looks to gambling to raise her revenue.

Legislature, still in second extraordinary session today, appears likely to pass bill which would legalize slot machines in the state. The measure would assess operators an annual license of \$1,000 and, under that fee, they could run as many slot machines as their establishments could hold.

Another bill offered in the legislature would legalize a state lottery. At last regular session of the legislature, January, 1933, pari-mutuel betting on horse racing was legalized and the state takes a slice of the bets for the school fund. New race track at Charles Town, Jefferson county, has had one meet and the school fund gained \$150,000. Another meeting scheduled for May.

A new racing plant is being built in Weirton. It'll be ready next summer.

## Beer Halls Broached For Atlantic City Piers

Atlantic City, March 12. Report here that the Jacob Ruppert Brewery and the makers of Pabst's would set up beer gardens in the Garden Pier and Steeplechase Pier, respectively, providing the city fathers will lift Boardwalk restrictions. The present law prohibits drinking within 125 feet of the Boardwalk and stand-up drinking centers.

Another hurdle to jump would be the conditions by which the first owners deeded the ocean side to the city, providing that no obstructions to a view of the ocean were permitted and no business allowed outside of entertainment.

The present piers had already been erected when the beachfront was turned over to the city.

## THIEVES GET \$20

Baltimore, March 12. Thieves broke into the Ritz, near last Friday (9) during early a.m. hours and made off with \$20, leaving \$400 and a sheaf of stock certificates behind. An additional \$400 was lodged in a third safe, with the burglars evidently overlooking it.

Robbery discovered by charwomen, who notified police and house mgr., Charles Malkus. Later estimated thieves did \$500 worth of damage to property.

## DOROTHEA ANTEL

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One-Dollar

## New York Theatres

THEATRES  
84th ST. 8th Ave  
81st ST. 6th Ave  
"Let's Fall in Love"  
and "Swirl Time"  
and "Let's Fall in Love"  
and "Swirl Time"  
and "Let's Fall in Love"  
and "Swirl Time"

LOEWS  
GAIETY  
Big Radio Stage  
and the Famous  
Graham McNamee, Pickens  
Sis of Skillet, Don Bestor & Oco.  
Screen-GEORGE RAFT in "BOLERO"

GARBO  
"Queen Christi"  
Big-Stage Show  
Fri.-Sun. 8:15  
Polly Moran  
Lou Holtz

H. MILLER  
INSTITUTION OF INTERNATIONAL  
Shoes for the Stage and Street  
SHOWFOLK'S SHOESHOP-1551 BROADWAY



# \$3,000,000 Vaude 'Touch'

(Continued from page 1)

agements in theatres now dark, but to be opened up under government direction.

## 12-Actor Units

The units, as suggested by the AFA, would consist of 12 performers, three musicians and one unit manager. The 16 people would average \$6.66 a piece per day as salary, making the cost of the units \$107 daily. Besides their salary, each member of the show would receive 25c daily for carfare when playing a date, making the total expense of the proposed units \$111 per day.

Hippodrome, New York, was suggested to President Roosevelt as a 'showing' spot for the acts. This is the only theatre suggested where admissions would be charged, AFA adding that public interest could be maintained with 'name' guest artists. The scale for the house, which the AFA advised President Roosevelt can't secure at nominal rental, was suggested at 35c top in the evenings and 25c afternoons. Eight acts would be given, and the AFA claims the shows could be self-sustaining.

AFA's plan as sent to the President, follows:

## Admin

Supervisor, responsible for proper administration of business and answerable to the Administrator under whom he is working.

## Asst. Supervisors:

(A) Office Manager, supervise filing systems, correspondence, payrolls, etc.  
(B) Field Manager, secure bookings, contact Chambers of Commerce, and other organizations, for the purpose of securing not only playing dates but also arousing interest among the citizens wherever shows are sent or expect to be sent. This man is in a position to do important work to make possible the continuation of shows, or pay-as-you-enter basis, if the Administrator so decides.

(C) Route Manager to arrange details of routing, tickets, transportation, etc., also to handle day reports sent in by Unit Managers.  
(D) General musical director, shall supervise the assembling of all musical units and handle suitable orchestral arrangements.

(E) Publicity and Public Relations Manager—exploitation, etc. As the chief supervisor sees to it that all units are properly placed to sit in at reviews of acts as they try-out for jobs, or for any other purpose as necessitated.

## Rules and Regulations

Rules cover salary and bus expense agreement, and other money allowed. Personal deportment, morality of players to be considerations of agreement. Morality of presentation, and of individual necessary under agreement. Number of shows per day, and number of minutes acts are to play at each show, and similar essential standing shall all be set forth on players' contract with the Bureau.

## Qualifications

(A) As acts are registered, they will receive a review card upon which will be written the time, date and place they are to report at the theatre.

(B) Acts accepted as satisfactory will be filed for engagements to be acted as such, and will be given the privilege of again presenting themselves later if they feel that they have revised or improved their act sufficiently to warrant another reviewing.

## Salary

The salaries of actors, musicians, stage hands, unit managers, etc., it is respectfully suggested, should be not less than the minimum as provided for in the Code embracing these respective departments, but in no case should the actors' salary be less than that of the highest paid members of the various units or any other employee engaged in any capacity in this movement.

## Territory

Emanating from New York City as the fountain-head, and extending over as many states as the amount of money appropriated will permit.

## Routing

Acts shall be routed so as to keep travel expense at the lowest possible minimum.

## Fares

Bus travel will be used wherever possible. Special rates can be secured from all bus companies.

## Tickets

All units would travel with a unit manager. The manager would receive a duty, signed order from the bureau for the tickets needed. Upon presentation of this order at bus office, he would secure tickets and sign for them.

## Payments

Bus company would render all bills for unit transportation to the

bureau. Bills would have to be accompanied by duplicate of Unit Manager's signature. Bill would be O.K'd by Route Manager, then submitted for Supervisor's O.K., after which it would be forwarded to the Administrator for payment. No money outside of a petty cash account sufficient to take care of office incidentals and emergency needs would be handled by the bureau.

## Unit Managers

After a unit is assembled, it is placed in charge of a Unit Manager, whose duties will include:—Transportation arrangements, responsibility for acts arriving at destination on time, responsibility for deportment and discipline of acts, strict censorship of material in presentation, responsibility for the arrangements necessary at point where show is to be presented, sending in of daily reports in accordance with instructions from the bureau.

## Units

Units, including acts, musicians and manager should contain an average number of 12 players, three musicians, one unit manager.

## Expense

For example, in greater New York, 16 people at a daily wage of \$6.66 per person would keep the salary expense of each Unit at \$107 per day. Allowing maximum average of \$250 daily for each member of the unit would keep the total expense at \$111 or less.

Any expense other than transportation and salary would not be allowed. Expenses for planes or incidental props would have to be taken care of by the institution where the show was to be given, except such as the Chamber of Commerce were being charged and the bureau was to receive this money.

## How Acts Will Be Chosen

The supervisor, together with one or more of his assistants will take view all acts. Reviews shall take place at some such theatre as the Hippodrome—preferably the Hippodrome itself—which is centrally located and where they had cheap Acts shall be judged upon—Ability, Entertainment Value, Simplicity of presentation, Wardrobe, Moral acceptability.

The supervisors shall assemble in the auditorium of the theatre each morning at 9 o'clock for the purpose of reviewing the material of all units, and making suitable orchestral arrangements. The merit of each attraction shall be carefully listed for the purpose of ascertaining the placement of each act on the respective programs. This method of reviewing shall continue each morning until 12:30 p.m.

where an act, by reason of poverty is unable to 'dress' his, or her show presentably, outside aid from one or more of actors' charities will be sought, or from an individual or group of individuals who are paying big salaries in the profession.

It is quite possible, should this movement be gotten under way, that many public spirited citizens will group in on the lookout for numerous ways if called upon to do so.

## Where Acts Will Show

Units will be sent to city, county and state hospitals, orphan asylums, homes for the aged, institutions for the feeble-minded, hospitals; institutions of correction; settlement houses; schools; society halls; theatres, public parks, etc.

For park engagements wherever possible, free stands are available, they will be used as the stage. Otherwise portable platforms may be assembled for this purpose.

In connection with the engagements, additional to the regular units, a program of outdoor circuses, fairs, carnival and wild west attraction, shall be presented.

If and when the acts play for admission in prize money so obtained shall be turned over to the Administrator, to be added to the fund originally set apart for this work, to be used for any other purpose.

## Number of Places Available

A countless number, dependent upon the amount of appropriation. The Hippodrome would serve the double purpose of acting as reviewing ground for acts registering with the Bureau for work and as a try-out house for acts to show to theatrical booking agents and managers who are to be secured by the Bureau for their own houses or circuits.

Furthermore, if a theatre could be secured at a nominal rental, probably sufficient enough to cover operating expenses, the Bureau could present shows there at popular prices, which would help both the players by providing work and the public to enjoy good shows. The suggested prices would be 10c, 20c, and 35c for evening performances. Matinees at 10c-25c.

These prices would govern gallery seats, balcony and orchestra seats, boxes and boxes, respectively. To keep public interest alive and insure the success of the Hippodrome we could arrange for surprise acts at each show. For instance—Eddie Cantor, Belle Baker, Paul Whiteman, Fannie Brice, George Jessel, Sophie Tucker, Fred Keating, Pat Rooney, Bill Gaxton, George Olsen, etc. Shows and other too numerous to mention would willingly lend their aid and ability to put the project over.

Even at the low admission prices charged, such a show could be made self-sustaining and run indefinitely, thus providing work for many people.

## Policy at Hippodrome

The presentation at the Hippodrome would consist of eight vaudeville acts. The shows would embrace all types of humor and other door attractions. Shows would commence at 1 p.m. and continue until 11 p.m. with a maximum of three performances daily—one matinee and two evening performances. Prices of admission to be as suggested in preceding paragraphs. All moneys so obtained shall revert to the mother fund for the purpose of perpetuating the movement. If sufficient profits are realized, the movement may be extended to include more than thirty units. Rates of wages paid at the Hippodrome for all employees other than actors would of necessity be governed according to the local rates as followed by the local labor unions, but in no case should the actors' salary be less than that of the highest paid members of the various units or any other employees engaged in any capacity in this movement.

## Office Salaries

Supervisor (not given); asst. supervisors, \$6.66 per day or same as file clerks, \$3.00; secretary-asst., \$4.00.

## Golden Doubling

Al Golden, new straight man at Variety, will produce the stock shows for remainder of season. In addition to putting the shows together, Golden will double in acting. He succeeds Eddie 'Tale's' producer at Variety for last two seasons. Understood Kaplin walked out when Jaffe brought in Joe Di Rita, a comic whose style is similar.

## AHEAD FOR BARNES

San Francisco, March 12. Outdoor paper being readied by G. Arthur Blanchard for the Al G. Barnes circus which is now ready for the road, due to open March 21 at San Diego and then work northward.

Ben Austin will be in advance and Johnny Brasill on the advertising car.

## HAMID AGAIN

Charlotte, N. C., March 12. The 1934 North Carolina state fair will be operated under lease by Norman N. 'Chambliss' of Rocky Mount, N. C. Chambliss, now manager of New York City, according to negotiations just completed.

These men, together with State Senator W. H. Joyner, who died recently, ran the fair last year.

## WOMAN SEC.

Bellefontaine, O., March 12. Mrs. Don A. Dietrick was elected to serve out the term of her late husband as secretary of the Logan county fair board.

## Resort Will Survive

Charlotte, N. C., March 12. Carolina Pines, Inc., which includes outdoor and indoor theatres, water sport facilities, golf, riding academy, hotel, club, cafe with floor show, and other entertainment has assets totaling \$350,000 and debts of \$115,000. R. Roy Carter, just appointed temporary receiver, showed in his audit report.

Corporation has a fair chance for reorganization, sale of new stock, and payment of all debts.

## No More Carnivals

Oswego, N. Y., March 12. Common council has ordered the city attorney to draft an ordinance to keep carnivals out of Oswego. Circuses will not be included.

Opponents of the shows included the Chamber of Commerce, Retail Merchants Bureau and Kiwanis Club. Mayor Culligan, opposing carnivals, referred to complaints against them when they have appeared in the city and added that they keep the police busy.

## Burley's New P.A.

Philadelphia, March 12. Izzy Hirsch Enterprises have signed on Irving Lieberman as new P.A. for the scene. Theatres included are the burlesques—Trocaadero, Bijou and the old Walnut, which goes under the hip-swinging regime as of last week. Lieberman was news man for the Philadelphia Inquirer until recently.

# OBITUARIES

## MARGARET ILLI

Margaret Illington, 62, wife of Major Edward J. Bowes, and former wife of Daniel Frohman, died in Miami Beach, Fla., March 11. She had been ill for about a week.

Miss Illington retired from the stage in 1919, her last appearance being in 'A Good Bad Woman' which came to the attention of the theatrical world. 1904 as Henrietta in 'The Two Orphans'. She had the title role 'You!' the same year and followed this with 'Mrs. Leffingwell's Boots'.

Some of her best known appearances was in 'The Lion and the Mouse', 'A Maker of Men', 'The Thief', 'His House in Order'.

made a brief appearance in pictures in 1917 with Paramount in 'Sacrifice'.

She was married to Daniel Frohman in 1903, shortly after which she obtained a divorce, explaining she wanted a domestic life which was not possible with Mr. Frohman, who was completely wrapped in the theatre. She married Major Bowes, but continued on the stage under his management for several years.

## PRINCE DENNIS

Prince Dennis, the boy whose parents always insisted, whooping cough made a midget, died in Pittsburgh last week in the Allegheny General hospital at 44. His real name was Dennis McCarthy, but for the last 16 years he has toured with carnivals, slide-shows and circuses as 'Prince Dennis, the World's Tiniest Boy'. He was 32 inches high and weighed 55 pounds.

Six years ago Prince Dennis retired from show business and came to Pittsburgh to live with his brother, Steve McCarthy. When Dennis was eight years old he had a severe attack of whooping cough, and from that time on he didn't grow an inch or gain more than a couple of pounds in weight.

## JOHN MARQUIS BUSBY

John Marquis Busby, 31, western representative of the New Movie magazine, died March 8 in Los Angeles after a few days with scarlet fever. Busby started his career on the L. A. Times shortly after his graduation from University of Southern California and worked for several fan mags.

At the time of his death, besides working for the New Movie mag, he was doing story for the L. A. Exam and Universal Service.

## THOMAS ANSTHEY GUTHRIE

Thomas Ansthey Guthrie, 77, British novelist and playwright, who used T. Anstey for his stage signature, died in London March 11.

His best known plays were 'A Tinted Venus' and 'The Brass Bottle', a fantasy suggested by the 'Arabian Nights'. He also wrote 'The Man From Blankley' which was one of John Barrymore's first hits from complications resulting from his most pronounced success on this side.

## LES DOLLIVER

Les Dolliver, 48, pioneer theatrical supply man and theatre owner, died in San Francisco, March 11, from complications resulting from a heart attack and a nervous breakdown.

Dolliver organized the Western Theatre Supply Co. here about 10 years ago, later selling out to National and then re-entering the field a short time after.

Last year he went in with the Nasser Brothers in taking over the New Mission, New Fillmore and American theatres.

## FRED C. BUCK, JR.

Fred C. Buck, Jr., 32, died at the N.V. lodge, Saranac, March 3, after a lingering illness of two years. He was sole band leader of Fred Wagner's Persimmonians, and also music arranger with that organization till he became ill.

His father, Fred, Sr., stepmother, wife Lydia, two brothers, Charles and Robert, survive. Interment, Tyron, Pa.

## A. H. MCCLELLAND

Capt. A. H. McClelland, 62, pioneer film distributor and for years identified with many of the older exchanges, died recently at his home in Warren, O. During his long theatrical career he had been identified with almost every branch of the business. He was one of the

best known of the film executives, associating himself with Welland Film Co. Burial in Warren.

## SID LEWIS

Sid Lewis, 47, of vaudeville, died at a Nashville, Tenn., hospital Wednesday (7) following an automobile accident. Lewis was born near Lawrence, Tenn., 40 miles north of Florence, Ala. Car skidded and turned over several times. At the time of his death he was in a musical unit, 'Hebbie Jeabees of 1934'.

Surviving are his widow, Louise Culling Lewis, of Marion, Ark., and a brother, Gene, of Memphis, who is also an actor.

## MORRIS CAIN

Morris Cain, 53, former theatre man and more recently tripping Jack Dempsey's barnstorming tring, was killed in an auto accident February 18 in Oklahoma.

He was a well-known burlesque man at one time, handling the Hurling & Seamon attractions.

Survived by widow and mother, both resident in Jersey City.

## WILLIAM G. RUSK

William G. Rusk, charter member of the IATSE, organizer of 'Theatrical Hands Union No. 1', and past president of the Frisco lodge of Theatrical Mutual Association, died March 5 at Franklin Hospital, San Francisco.

He had been ill more than a year. Survived by a widow.

## GEORGE 'POP' JUNE

George 'Pop' June, 64, once a well-known advance man, died in Indianapolis March 9 as the result of a fall sustained two weeks ago. Since he retired from the road he assumed the management of his father's restaurant, making it a rendezvous for 'theatrical' folk.

## MARGARET MINOR

Mrs. Margaret Minor, mother of Jane Crowley, stage and screen actress, died in Hollywood, March 6. Known on stage as Margaret Corbett, Irish comedienne. Had lived on coast 14 years. Her daughter and a son, Charles, Lauber survive. Funeral and burial in Hollywood.

## C. AUGUSTUS WHITE

Augustus White, 75, said to have been the originator of Punch and Judy shows in the United States, died March 2 at Goshen, N. Y., where he was born. For many years he presented a Punch act in vaudeville.

## HARRY MERCER

Harry Mercer, 61, died in Danville, Ill., March 7. He was at one time baritone soloist in the old Waldorf-Astoria grill, leaving to join the Kitties' band as soloist. Later he was heard on the air.

## EDWIN M. JAHRAUS

Edwin M. Jahraus, 71, picture miniature artist, died in Los Angeles March 8. Survived by two sons, Donald, head of the miniature department at RKO on the coast, and Earl, and two daughters.

## BOYCE M. COOMBS

Boyce M. Coombs, 40, vaudeville single, was found dead in bed in a Chicago hotel, March 11. Details will be found in the vaudeville section.

Mother of John Nash, former western general manager, for the Orpheum circuit, and later manager of the Chicago Palace, died in Chicago on March 8.

other of Danny Graham, vaude agent associated with the Sam Fox agency, died suddenly in Chicago on March 7.

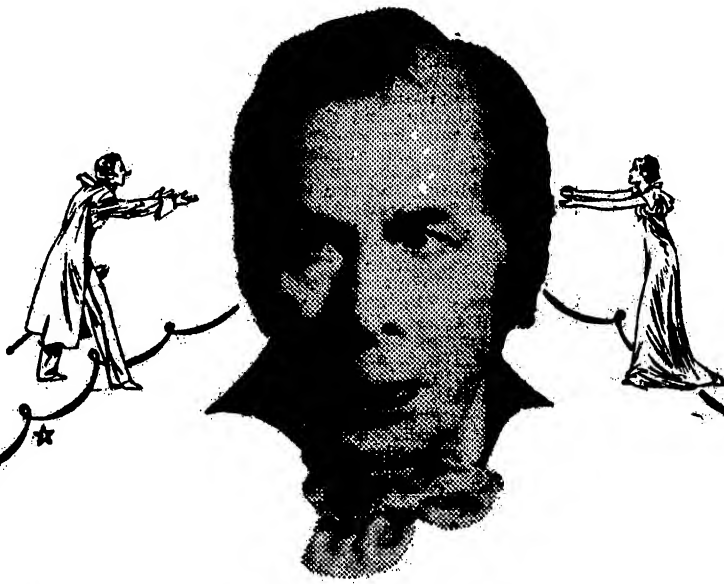
Father of Al Greenstone, theatre program printer, died March 9 in New York.

## LETTERS

When Sending for Mail to VARIETY Address Mail Clerk, ROOM 404, 150 N. 10th St. CIRCULAR LETTERS WILL NOT BE ADVERTISED. LETTERS ADVERTISED IN ONE DAY ONLY.

|                    |              |
|--------------------|--------------|
| Anglin Margaret    | Kelly Billy  |
| Bennett Charles J. | La Salle Jac |
| Cum slings Harol   | Nenita       |
| Eaton Edwin        | Ryan J.      |
| Hall John N.       |              |





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— Hollywood Reporter

"Exceptional entertainment with class, merit and  
mass box-office possibilities!"

— Film Daily

"Will be on every list of the best pictures of the year!"

— N. Y. Daily News

"Supercharged with entertainment and electric  
with showmanship!"

— Motion Picture Daily

"The most brilliant picture this year!"

— Boston Globe

"The best picture George Arliss ever made!"

— Los Angeles Times

"The finest entertainment projected in a decade!"

— Associated Publications

"Everything an audience could want in a picture!"

— Motion Picture Herald



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# VARIETY

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15¢

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## SHOWBOAT-'34 STYLE

### Railroads Guarantee Mob Scenes As Come-on to Headliner Clients

Chicago, March 19.

Railroads are making a strong bid for show business travellers, contacting theatres, radio studios and picture companies to offer stars every inducement to use their lines in the hope of getting a free ride in the newspaper columns.

Chicago as a terminal point with its changing of trains for east and west journeys is being used by the railroads for their publicity try. Lines are guaranteeing the stars that there will be crowds at the stations to see them arrive and depart. Railroads go to considerable expense to guarantee these mobs and use a portion of their office help for the crowd noises. They post notices on bulletin boards with lists of girls and office boys who must be at the stations to greet or wave goodbye to certain trains. Railroads usually rotate the office help on this station assignment so as not to have the same faces at the depot day after day.

### FILM BUG BITES SON OF PRES. CLEVELAND

Boston, March 19.

Francis Grover Cleveland, son of the former President and a well-known stock leading man hereabouts, is going into pictures. Classmate of John Davis Lodge at Harvard, he is like Lodge also a lawyer; and also like Lodge, he married a beautiful stage dancer. And in both cases it was the wife's urging that he try a film career.

Cleveland is 29, 5 feet 11, weighs 165, and is dark and slender. In interview he said he thinks the legit is about dead.

Conrad Nagel helped the young actor make coast contacts. His mother, Mrs. Frances Cleveland Preston, was one of the chief sponsors of her son's theatre enterprise, "The Barnstormers."

### Comedie Francaise Will Broadcast Plays

Paris, March 19.

Comedie Francaise, after a meeting of its director, Emil Fabre, with managers of Opera, Opera Comique and Odeon, has decided to let its plays be broadcast.

Movement is on foot, however, in view of threatened cut of subsidies, to make state radio pay the theatre for the privilege.

Decision is especially surprising inasmuch as the Comedie has for years been fighting talking pictures, occasionally permitting its actor-members to make them, but always only after a struggle.

### O. O. McIntyre Symphony

San Francisco, March 19.

NBC's musical director, Meredith Willson, has written a musical suite, "O. O. McIntyre," based on Odd's column, and given its debut on a transcontinental show last week.

Willson penned the suite in three movements, "Thingumbobs," "Thoughts While Strolling" and "Local Boy Makes Good," winding up with "New York Day by Day." Author couldn't find any musical description for O. O.'s purple shirts.

### TALK WARBLERS TRADE UNION

Hollywood, March 19.

With the object of uniting singers for plx, radio, vaude, opera and musical comedy into a nationwide organization along lines of Actors' Equity and American Federation of Musicians, Singers Guild, local American Federation of Labor affiliate is in correspondence with warblers' organizations throughout the country and labor officials.

Definite action is up to Associated Actors and Artists of America, from (Continued on page 57)

### Miners Getting Acts In Northern Gold Fields

Winnipeg, March 19.

Miners in northern Manitoba's gold fields are getting something besides pictures these days, with stage acts now being booked up to the Northland theatre at Flin Flon, center of the province's newest mining activity north of 54.

First live talent to hit this frozen north was Fay Baker, fanner, who struck the mining town in 40 below weather.

Harold Hutchings, Fay Baker's manager and booker of the house, next tried a local radio harmony act, Sweethearts of the Air (Stacey Sisters and Olive Garrard). Stood 'em up at the Northland first week and were held over.

### MANAGER'S SURPRISE

Utica, March 19.

When Bert Leighton, city manager for Warner Brothers, read a news item about a student missing from Colgate University it was just another story to him.

But when the youth returned, Leighton discovered that the student, Karl Schmidt, had eloped with his daughter, Josephine.

### ON THE OCEAN WITH STOCK COS.

Permanent Casts of 12 to 53  
with Specialty Acts—  
M.C.'s, Films, Concerts  
and All the Trimmings

### SHOW BIZ EVOLUTION

By ABEL GREEN

The steamship lines are now in show biz. And how!

Instead of Cap'n Andy's Cotton Blossom plying the Mississippi it's now a de luxe 30,000-ton vessel with all the swank accoutrements of transatlantic travel, French cuisine, vintage wines—and a nightly shipboard entertainment on a floating palace which makes the Mississippi River showboats appear as kindergarten entertainments.

As Show Boating in the 1934 manner has been evolved, the s.s. lines—chartered by the tours' producers—are equipped with a permanent cruise show that's at a minimum of 12 and runs up to 53 persons. They're merely the permanent corps of entertainers, lecturers, platform singers, dramatic stock, and m.c., all exclusive of the variety talent which varies with each cruise. These supplementary acts are booked for each cruise and there's a waiting list because it's a deadhead vacation for the talent with all expenses paid, including tips to their cabin and dining room stewards, boots, et al.

Only thing is that the likker must be defrayed individually as the tours' company does not share with the line on the income to the bar; (Continued on page 59)

### Not Even Rubinoff

High spot at the Lambs Gambol Saturday night (17) came when Al Jolson began good-naturedly kidding radio, with M. H. Aylesworth and David Sarnoff in the audience. He told both, directly addressing 'em, he didn't care what they thought because he was on his own and among friends at this party and they couldn't blue-pencil his material.

Then he spoke about NBC efficiency. New NBC building is so hotcha in expert high-hattedness that musicians have to use a special elevator, like freight. Mischa Elman, Jolson said, arrived one day last week and was shunted by the ushers to the rear musicians' elevator. "But I'm Misch Elman," he expostulated, according to Al. "I'm broadcasting tonight."

"I don't care if you're Rubinoff," Jolson quotes the usher as saying. "The back elevator for fiddlers."

### Dietrich, Swanson, Raft, Crosby, Lupe-Tarzan in B'way Stage Rush

### Arliss' Screen Shylock

Hollywood, March 19.

The Shakespearean Film Society, desirous of producing a memorial picture to the bard, has \$750,000 to make "Merchant of Venice" and has offered the part of Shylock to George Arliss. Offer came from Sir Frank Benson in London, with Rufus Le Maire sailing from New York on Wednesday (21) to negotiate the deal for Arliss.

Likely that the society may do a second Shakespearean with this star.

### NAME BANDS IN TOWN HALL; 25c

Pasadena, March 19.

This town knows how to keep the boys and girls from straying from their own yards. The parents just open up the town hall every weekend and have a name band on hand to play sweet music. The kiddies are only nicked two-bits apiece to cover the orchestra fees, but still that is profitable.

The Woman's Club sponsors these struggles. The hall where they are staged comfortably accommodates 250, and at each event there are 1,500.

Doors are opened at 8 p.m. and 15 minutes later it is necessary to rope off the sidewalks. Those coming after this go to a nearby store and listen via radio. Those who sport auto radios have the edge, they can be sure that they won't have to stand up in the corner grocery when all the chairs put out for this purpose are filled.

When they announce the next week's band some of 'em don't want to go home for fear of not getting back in.

### Copying 'Wonder Bar' Set for N. Y. Nitery

Billy Rose will pattern the Manhattan theatre, recently signatored by the Casino de Paree syndicate, along the same lines as the "Wonder Bar" in the Warner Bros. film production. Rose has asked Al Jolson to get the legal okay for him to copy the WB film setting.

Paree firm has acquired the Manhattan for two purposes: for protection, since it's just around the corner, and as a pop-priced nitery scaled to the mass purse and not as recherche as the Casino.

Syndicate is also mulling plans for similar type niteries for big key cities.

Having held back up to now on Loew's splurge with Metro film names at the Capitol, New York, the rival Broadway Paramount is about to make it a battle royal by calling on a flock of names from its own affiliated picture studio. Marlene Dietrich, Gloria Swanson, Bing Crosby and George Raft are already set and others will follow.

As regards salaries, the sky's the limit. Swanson, going in April 13, gets \$7,500. George Raft, who starts the film name parade March 30, is down for \$3,500. Crosby, coming late in April, will draw \$5,000 guarantee plus percentage. Terms and date for Miss Dietrich not yet set, but reported she'll receive her studio salary and a percentage split. All may also play a week in Brooklyn.

Par's film name array is in answer to the Capitol's booking of Clark Gable, Ramon Novarro, Lionel Barrymore, May Robson and Jimmie Durante. Latter is there currently, along with Lou Holtz and Polly Moran in a \$17,000 stage show. This show, which holds over, will be followed March 30 by Paul Whiteman's band unit, coming in for two weeks at \$8,000 per with options for two more. A deal is reported on for Wallace Beery to continue the Metro film name personal appearances at the Capitol after that, also (Continued on page 58)

### Missed a Nifty

Des Moines, March 19.

H. C. Kunkleman, cameraman for Pacific Films, Waterloo, Ia., was taking pictures of the First National Bank, Mason City, Iowa, for A. H. Blank Theatre Corp. last week when the seven bandits, said to be headed by John Dillinger, arrived on the scene. A look-out was detailed to hold his machine gun on Kunkleman and told him, "If there's going to be any shooting, we'll do it."

The cameraman resumed cranking as soon as the bandits relaxed their guard, escaping with over \$52,000 and 13 employees and customers of the bank as hostages. Two men were injured by machine gun fire but all of the hostages escaped injury although they were placed on the fenders, running boards and even one on the tire rack for a ride of about fifteen miles.

Kunkleman's shots of the bank before and after were rushed to Blank's theatres for release but Kunkleman is still moaning because his camera was set too close to action.

### KIDDING THE FANNERS

Minneapolis, March 19.

Gayety, local stock burlesque house, has something new in fan dancing.

As a featured attraction, it is offering a 400-pound fan dancer, "Princess Voluptuous."



## Ad Endorsement Forgeries Influence Studios to Turn to N. Y. in Future

Hollywood, March 19. After repeatedly denying that names of femme picture stars had been forged to release endorsements for hosiery advertising, F. Heath Cobb, Hollywood representative of the Blaker Advertising Agency, Inc., of New York has admitted that he traced over the signatures from other releases of such stars as Mae West, Claudette Colbert, Sylvia Sydney, Dorothea Wieck, Carole Lombard, Myrna Loy, Colleen Moore, Wynne Gibson and Irene Dunne. He also admitted that the signatures of Norma Shearer, Dorothy Lee and Lenore Ulric were forgeries.

Investigation as to the authenticity of these signatures has been going on for 10 days, among legal departments of the studios.

Releases were sent on by Cobb to George M. Perry in New York, representing the account of the Mock, Judson, Voehringer Co., Inc., which firm make the Mojud Hosiery. Latter concern then wrote the film girls. A letter sent by N. J. Newman requested what select the signatures of Norma Shearer, Dorothy Lee and Lenore Ulric were forgeries.

Planned Campaign

Meantime, Mojud Hosiery had planned a campaign to cost \$100,000 in which the names of the stars were to be used.

The studios were under the impression that the releases were for the A. S. Beck Shoe Co., for whom Cobb had previously obtained studio releases. Cobb eventually stated that he thought he would be able to get the okay of the same people who had endorsed the Beck shoe campaign for Mojud Hosiery, and that to save time he simply traced over the signatures of the stars that had subscribed to the shoe idea onto the forms used for the hosiery clients.

Perry's Personal Account

The Blaker agency in New York, through Pettigill, informed that Perry had no connection with the firm, that Mojud was Perry's personal account and that the agency had nothing to do with the studio releases. Pettigill said that Perry, a year ago, had asked space in the Blaker offices in New York, although not on salary, and that he worked on picture deals. Pettigill also stated that he had faith in Perry and declared that Perry might have worked with Cobb because of the latter's studio acquaintance.

Studios say this forgery of signatures will cause them to tighten on everything connected with release endorsements in future. It is likely they may insist that everything in this line be handled through New York hereafter.

### PENNER'S WB CHORE

Hollywood, March 19. Warners has signed Joe Penner for a radio broadcast sequence in "Rhythm in the Air," other theme film. Penner will shoot it in the east.

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## Par Snags Tracy

Hollywood, March 19. Paramount has given Lee Tracy a three-picture contract to be made in one year's time.

It was expected that Tracy would close a similar deal with Universal, but he stopped negotiations on it Friday and wound up with Par agreement.

## ETHEL JACKSON SEEKS \$100,000 ON 'LADY'

Los Angeles, March 19.

Ethel Jackson has filed a \$100,000 plagiarism suit against Twentieth Century, S. George Ullman, director, Gilbert Emery, and Douglas Doty, scenarists. Charges defendants with having appropriated elements of her two stories, "As the Wind Blows" and "Gallant Lady," in the "Ann Harding picture," "Gallant Lady."

Miss Jackson asserts in her complaint that she submitted her literary properties to Ullman for reading; that the stories were returned by him, but that both stories, together with a detailed script, were copied and subsequently made accessible to the writers, director and producers of "Gallant Lady."

Restraint order against showing the picture, together with a court accounting, is demanded, in addition to the alleged damages.

## Fred Jackman's World Tour on Biz-Pleasure

Hollywood, March 19.

Combining business with pleasure, Fred Jackman, head of Warner process photography department, leaves today (Monday) for the Orient on the first lap of a world tour.

Jackman, who will be away six months, will be accompanied by his son, and the pair will photograph atmosphere and background shots in countries visited for Warners. Footage secured, which will probably run as high as 100,000 feet, will be placed on company's stock library for future use as backgrounds for process scenes.

## Howard Green's Vacash

Hollywood, March 19.

Howard J. Green, completely his assignment on "Mago" at Paramount this week and treks to New York with his wife on a two months' vacash. It's his first trip east in eight years.

On his return he will assume further chores at Par.

## PAUL FRAWLEY AT FOX

Hollywood, March 19.

Paul Frawley, from musical comedy, is at Fox where he will delve into production matters. He is assistant casting director.

## SAILINGS

April 4 (New York to London) J. H. Hoffberg (Roosevelt).  
April 8 (San Francisco to Wellington) Arthur W. Kelly (Monte-er).  
March 23 (San Francisco to Shanghai) Joe E. Brown and wife (Pres. Hoover).  
March 23 (New York to London) Groves Jones (Pres. Harding).  
March 21 (London to New York) John W. Hicks, Jr., Morris Simson (Olympic).  
March 21 (New York to London) Rufus Le Maire (Berengaria).  
March 17 (New York to London) Harry M. Warner, Sam W. Sax, Arthur M. Loew, Mrs. lanche Knopf (Conte di Savoia).  
March 17 (New York to Paris) Jeanne Albert, Katherine Hepburn, Tommy Guinan, Lowe, Burnett and Wensley, Eddie Lewis (Paris).  
March 16 (New York to London) Mr. and Mrs. Richard Arlen, Evelyn Laye, Gregory Ratoff (Majestic).  
March 16 (New York to London) Dorothy Hope (American Farmer).  
March 16 (New York to London) John McCormack (Europa).



## WILL MAHONEY

Next Week, March 23, Paramount, New York.

The Boston Traveler said: "Heading the stage review, 'Vogue and Fancies,' is Will Mahoney—the one and only. It makes no difference how often you see Mahoney, he is always a refreshing treat, and he gets this columns' vote any time as one of the very funniest comedians on the stage."

All Communications

Will Mahoney  
460-80th Street  
Brooklyn, New York

## Cantor Endows Chair At Hebrew Univ. in Palestine for Wife

Chicago, March 19.

Eddie Cantor has donated a seat of instruction and research at the Hebrew University in Jerusalem to perpetuate the name of his wife, Ida.

This makes the second seat at the Hebrew University for the Cantor family, the first having been donated by an Eddie Cantor fan from St. Louis to Eddie personally.

## RAFT SIGNS FOR 3 MORE YEARS AT PAR

Hollywood, March 19.

Prior to his departure for the east on a combined personal appearance and vacation trip, George Raft got together with Paramount and signed a new contract for three years to follow balance of his present agreement, which expires in 1935.

Raft will be away 10 weeks, doing personals at the Paramount houses in New York, Brooklyn and Boston for a week each. He may hop to Europe also.

Player's present deal, which has another year to go, provides for weekly salary of \$1,350 a week. It is understood the new pact carries a healthy tilt.

## PERKINS' WB SINGLETON

Osgood Perkins left yesterday (19) for the Coast to do one picture for Warners.

## Delaware's Inconsistencies

## Slap at H'wood Divorces—At Same Time State Ogles Reno's Revenue

Wilmington, March 19.

Recent string of Hollywood divorces found a reflection in the State Legislature Friday when the House of Representatives started grooming a straightjacket censorship bill which provides, among other sad things, that no picture can be shown in Delaware with a star who has ever been divorced or convicted of a crime involving moral turpitude. Could go through, too.

The laugh is that the same House of Representatives has been sweating to remodel the laws so this State could knock down some of the Nevada divorce revenue by collecting the big eastern trade.

The censorship bill carries a fine of not more than \$1,000 for violating any section. Would create the State's first board of censors with three members all appointed by the Governor and at least one a woman

## Pictures—What a Soft Racket! Says Geo. White, Who Learned Nothing

## Gable's Aide Makes Good

Hollywood, March 19.

When Clark Gable made his p.a. tour, Ruth Matteson was in his company.

Gable told Metro about it and now she owns a Metro picture contract.

## LIL HARVEY AND FOX KISS AND MAKE UP

Hollywood, March 19.

New three-year pact just signed by Lilian Harvey with Fox cements renewed amity between the English actress and the studio which was ruffled some months ago when Miss Harvey brought suit to prevent dubbing of her voice into foreign versions of her pix.

Court action has been dismissed and all difficulties between the signatories washed up. Trio of pix involved in Miss Harvey's complaint are "I Am Suzanne," "My Lips Betray" and "My Weakness," player having contended that dubbing in of her voice without making an actual new version would result in ridicule and loss of her prestige in England and Europe. She had asked Superior Court to interpret her previous contract for such a definition of what constituted a version.

## Le Maire Abroad for Arliss and Others

Hollywood, March 19.

Rufus Le Maire has left for New York and London, sailing on the Berengaria March 21. Le Maire goes abroad to handle several film propositions made to George Arliss, whom he manages, and also to attend to a number of personal matters for the star.

Le Maire expects to remain in England four weeks.

## Ties Holtz Stooze

Hollywood, March 19.

Benny Baker, former stage stooge for Lou Holtz, has been signed under contract by Henry Ginsberg of Hal Roach Studios. Baker starts for Roach next week.

Stooze came to the coast with Holtz some time ago.

## Re-Creating 'Adeline'

Hollywood, March 19.

Irene Franklin and Charles Butterworth will play the roles they created in the stage production of "Sweet Adeline" on the screen for William Roeland, who starts at Columbia April 16.

Nyda Westman is also cast.

Pictures—there's a nice business, take it from George White. It's a soft racket. Nothing to it. No mystery about it. Anyone who can produce for the stage can produce a picture. It's the same thing—entertainment; the only difference is that the stage is harder, its proportionate returns less.

They tell you to come and learn the business, like it's some deep secret, said White upon his return from making his first pic, "Scandal." But there's nothing to learn. Soon as you can talk the technical terms, soon as you can say fade-out, lap-dissolve with the rest of them, soon as you know that the film turns over a foot and a half a second or 90 feet a minute, you know the whole mystery. If you've put on shows, of course.

Cutting—the same as routing a show. Close-ups same as bringing an act down to the foots. Preview—tryout at Atlantic City. Get a good camera man—that's most important; treat your crews right—for the crews of retard you're the dictator of your own schedule; watch out that the film is accurately synchronized with the sound track, that the rhythm of the action matches the beat of the music—and you're set.

It's Too Easy

The movie man compares pictures and the stage, the easier the picture thing looks to him. Directing in the theatre has to be better perfect, 100%. It's got to assure a flawless performance, something that can be repeated night after night in its entirety. But in the studio any lunatic, he says, can get it perfect once, and she's only got to get it perfect that once, and for a once that only lasts a few seconds. How else do chorus girls go out to Hollywood and become all of a sudden great actresses, he asks. Because somebody else's 25 tries that are thrown away before at least they get the right take, he explains. In the theatre the chorus must

(Continued on page 63)

## WAMPAS EXTENDS TIME FOR BABY NOMINEES

Hollywood, March 19.

Wampas has extended the time of nomination of baby stars to the night of the election of the starlets, March 27.

Nominations were previously closed at the last meeting, but so many names came in later for the 13 spots that it was decided to give them all a break. Today 38 young fem players are seeking election.

## Borzages Better

Hollywood, March 19.

Condition of Borzage's wife, Wynn, injured in an auto accident Thursday (15) which resulted in the death of Louis Borzage, father of Frank and Lew, was reported improved at the Hollywood hospital.

Dr. William Branch said Lew Borzage would probably not lose one eye, as had been feared, and that serious injuries to Mrs. Wynn Borzage's leg would not necessitate amputation.

Shocked by the death of his father, Louis Borzage, and the injury of his brother, Lewis, Frank Borzage continued to direct his production of "Little Man What Now?" at Universal without interruption.

Carl Laemmle expected him to suspend work at least until after the funeral of the elder Borzage tomorrow (Tuesday), but the director felt this would entail too much loss to the studio. Production was to be halted only for the burial rites.

## Sol Wurtzels East

Hollywood, March 19.

Sol Wurtzel, Fox producer, is en route to New York, accompanied by Mrs. Wurtzel.

Producer will confer with Sidney R. Kent and look over the Broadway shows, and return to the Coast in April via Panama Canal boat.

## Pat O'Brien's Vacash

Hollywood, March 19.

Pat O'Brien and his wife, Elsie Taylor, take part in the vacation exodus from Warners. They are on a steamer trip to the Canal Zone.



# COAST AGENTS ALARMED

## Best Dressed Girls in Hollywood Are Visitors from Iowa—Le Maire

By CECILIA AGER

"Every dawn before she goes to bed, every morn that she awakens—the little Hollywood star should get down on her knees and pray. Saluting three times before a certain hallowed altar she's set up in the furthest recesses of her boudoir, she should beseech the gods to guard tenderly to keep from all harm the man whose picture sanctifies that holy shrine.

"For that man is the source of all her glimmers. Without his ministrations, his sensitive perceptions of what the devil can be done with her—she's but a dandelion, a scrubby flower of the field. It is he, who makes her the coveted orchid you see on the screen.

"Who is he, you ask? You ask who he is? Dear child, that creature is, and Charles LeMaire bowed his head in tribute, her costume designer!"

Mr. LeMaire, an idealistic sort of fellow and, it so happens, a costume designer himself, went out to Hollywood to do the costumes for the "Scandals." Mr. LeMaire brought with him deep respect for the chic of the picture critics; Mr. LeMaire is back now, full of a new, profound reverence for the sorcery of the studio designers. Out of the shambles of his disillusionment he says, "Little girl in pictures—worship your designer."

He would go, between fittings and while waiting for 500 yards of sequined cloth to be air-mailed (Continued on page 63)

## STUDIOS TIGHTENING 'NO VISITORS' RULING

Hollywood, March 19. All major studios, members of the Hays organization, have agreed, starting today (Monday) to allow no visitors on various lots.

Such a rule has been presumed to be in effect, for it was adopted shortly after the talkers came in. However, most studios have been lax in enforcing the dictate and the custom of permitting visitors has been general, with the number of such rubbernecks increasing. It has reached the point where, it is declared, the retakes made necessary through the presence of these outsiders cost an important figure in the budget.

So the no visitors sign goes up today, with studio sentries and police strictly charged to enforce the fat rigidity.

## Magazine Bids for Jolson's Autobiography

First offer for publication of Al Jolson's autobiography, on which preparation was started a couple of weeks ago, is from Collier's. Magazine wants to run the yarn serially prior to its printing as a book.

Jolson is having some difficulty obtaining material for his autobiography. That which Mark Hellinger, N. Y. Mirror's columnist, had has been returned, but efforts to locate the material turned over some time ago to an Arthur Strawn, who planned its use in an American Mercury article, are so far futile. Jolson doesn't know where to locate Strawn.

Jolson has retained Al Sherman, film critic of the N. Y. Morning Telegraph, to assist in assembling data for his story.

## LeRois Back April 28

Hollywood, March 19. Spending balance of their round the world honeymoon in China and Japan, Morvyn LeRoy and his bride, Doris Warner, will return to Hollywood on April 28.

LeRoy's first directorial assignment will probably be "Anthony Adverse."

## TIBBETTS' TWO

Both for Small and UA—Robert E. Lee's First

Hollywood, March 19. Edward Small has signed a contract with Lawrence Tibbett to star him in two musicals this summer for United Artists release.

First will be "Waiting for the Robert E. Lee," operetta, with book by Stuart Anthony and score and lyrics by L. Wolfe Gilbert and E. Kornblum, which goes into production July 9. Second picture will be a gaucho type of yarn.

## Wampas Election Ends in Tie; 33 Babes Nominated

Hollywood, March 19. Sam Cohn and Phil Gersdorf tied for the presidency of the Wampas at the election last week. Dead heat will be cleared at the next session of the press agent organization. Surprise angle was the fact that Cohn had withdrawn from the contest after nomination, but allowed his name to go back on the ballot.

John LeRoy Johnston, former president, and Carlisle Jones elected vice-presidents. Wilson Heller is secretary and John P. Miles is treasurer.

Board of directors is Harry Brand, Dick Hunt, Thornton Sargent, Maxwell Shane and Ed Thomas.

Session also marked the closing of nominations for the baby star list with 33 names entered for the 13 positions. Although the Wampas had refused to nominate any girls under contract to studios, because of the major producers' opposition to putting the girls on the air, several agencies, or unit, producers entered on major lots sent in candidates for the honor. B. P. Schulberg offered two names.

List of nominees to be voted on at the next meeting are: Marvella Andre, Judith Arlen, Betty Bryson, Helene Cohan, Jean Chatterton, Wilma Cox, Dorothy Dix, Adolphe Doy, Dorothy Drake, Jean Gale, Dorothy Grainger, Hazel Hayes, Julie Haydon, Ann Hovey, Mary Korman, Lenore Keefe, Linda Lee, Jean Lucy, Lucille Lund, Anne Meredith, Claire Myers, Mary Mason, Cecilia Parker, Yvonne Pelletier, Gigi Parrish, Gloria Shea, Lucien Randolph, Irene Ware, Luana Walters, Katherine Williams and Jacqueline Wells.

## Pic Mob Couldn't Pick 'Em Right at Agua Meet

Hollywood, March 19. Lecture mob guessed wrong on getaway day at Agua Caliente, when the \$25,000 handicap was won by Gallant Sir. With the favorite being odds-on, they went for the longer-priced horses and took a nicking.

The smart mob guessed wrong on 12 of the 14 events, with only one of the bunch having luck in putting a \$10 note on Carol Hill, which paid \$185 to \$2. He was Lou Ostrow, Monogram producer.

Caliente will not see any more horse racing for nine months. Present meet was the first successful one the new track has had, with Joe Schenck plenty happy.

## Boles Loaned Radio

Hollywood, March 19. Fox has made deal with Radio, loaning latter John Boles for two pictures.

Both pictures will be directed by E. H. Griffith.

## SEE DEATH KNELL IN NEW 10% LAW

Common Weal Hastens Solidarity Move—Onerous Clause Could Summarily Eliminate the Agents, at Pleasure of Both Studios and Artists

## GRAFT THREAT

Hollywood, March 19. Should the State Labor Department insist that a clause be inserted in the agent-artist contract that the 10% must get a job direct for a client in order to get commission, the agents figure they will be open prey for the producers and will be absolutely driven out of business. Therefore, a strong front will be presented at the meeting between the attorney's committee representing the agents at the session they will hold with the State Labor chiefs here March 21, to strike out this clause and institute in its place one that would protect the agent against any connivance or scheming that producers or actors might attempt that would injure their business income.

They will also oppose the "four-month cancellation" clause which the Labor bureau wants in the contract. They claim that this clause is too rigid, as some artists only want to work for short periods and in this way, agents who are legitimately performing their duty could (Continued on page 58)

## OFFER HEPBURN \$50,000 AND % FOR EXTRA FILM

Hollywood, March 19. Radio officials are trying to close with Katharine Hepburn to do three instead of two pictures a year for the next period of her contract. Understood studio has offered her \$50,000 and a percentage of the profits on the extra film.

Reported that Miss Hepburn's trip to England, to make a picture there, has not the approval of Radio execs. She has a London film script she is interested in.

## Claudette Colbert No Like Likker

## Ad, Her Attorney Prepares Suit

## Metro Signin' 'Em

Muriel Evans and Johnny Weissmuller have been optioned by Metro for another year each.

Robert Dalton, brought in under a six months' contract, is under options for 6 1/2 years.

## OWEN DAVIS COOL TO HOLLYWOOD BID

Hollywood is again flirting with Owen Davis, but it is doubtful if the Coast will capture the dean of playwrights. Fact that he set a salary figure which he thought would be refused, but which was considered, appears not to especially interest the author. Davis isn't keen on Hollywood, though he has no bones to pick with pictures because he knows of the many production problems.

Last week Davis passed his 60th birthday. That's the reason which about decided him not to get hot and bothered over Coast offers.

## Fox 'Cavalcade' Wins 3 Academy Statuettes; Kath Hepburn Best Fem Actress, Laughton Tops Males

## Annabella in Charrell's 'Command,' 1st for Fox

Annabella, French film femme star, is due in New York tomorrow (20) and leaves within 24 hours for the coast to make a French version of Eric Charrell's first Fox picture, "By Royal Command." Andre Daven, Fox Paris producer, and half a dozen other French actors are with Annabella. Picture will star Charles Boyer, who will make both the English and French versions. In the English film Pat Patterson (Mrs. Boyer), will play opposite Boyer.

"By Royal Command" was formerly titled "Gypsy." It will be the first foreign language talker made in Hollywood, with the exception of some Spanish programmers, in several years.

## Film Appreciation Via Schoolrooms Gets Cal. Impetus

Los Angeles, March 19. Motion picture appreciation is shortly to become a part of school instruction in California as well as other Pacific coast states. This is along similar lines current in some eastern and mid-western centers. Recent visit here by Dr. Edgar Dale, of Ohio State University, author of the lone published textbook on the subject, impetus was given the move in Los Angeles, Sacramento, San Francisco, Oakland and Santa Barbara.

Superintendent Vierling Korsey, of California, is one of five state educational school chiefs who, under direction of the National Commissioner of Education, is endeavoring to determine the value of pictures to children. Principal object of the proposed courses is to put the subject of film instruction on an educational basis.

With a view to providing trained instructors on photoplay appreciation, the teachers' colleges at Santa Barbara, San Jose and San Francisco are offering courses in this subject, with the University of California having an extension class instruction by Mrs. Mullen here.

Hollywood, March 19. "Cavalcade," the Fox production, made a clean sweep in the winning of the Academy of Motion Picture Arts and Sciences trophies for various outstanding contributions to the screen during the past season.

Fox was given an award for this picture for the best produced picture; Frank Lloyd won a trophy for best direction with this picture, and the best art direction went to William Darling for his work on the film.

For the best work of an actress, award was voted Katharine Hepburn for her portrayal in Radio's "Morning Glory." Second was May Robson for "Lady for a Day" (Col); third, Diana Wynyard, for "Cavalcade" (Fox).

Charles Laughton was winner of the best actor list for "Henry the Eighth," London Films (UA release). Paul Muni was runner-up with "Fugitive from a Chain Gang" (WB), and Leslie Howard third for Fox's "Berkeley Square."

In the class for the best production of the season, Paramount's "Farewell to Arms" ran second to Fox's "Cavalcade" and ahead of "Little Women," the Radio picture which took Miss Hepburn to top spot in the actress class.

Frank Capra for his direction of (Continued on page 61)

## MERIAN C. COOPERS' NATAL DAY PROBLEM

Honolulu, March 19. Merian C. Cooper and his wife, Dorothy Jordan, have a perplexing problem on their hands which they hope to decide in a week. Cooper wants the first arrival to the couple to be born in Hollywood. Mrs. Cooper on the other hand would like the infant to get its first daylight glimpses in Honolulu.

Couple finally are to the point as to whether they can get their physician from Los Angeles to be present on the arrival of the stork. Physician who has talked to Cooper several times on the phone is still hesitant about crossing the Pacific.

His answer is expected early this week. If he declines to come, the Cooper menage, with the mother-in-law, return to Hollywood for the big event immediately as it is expected the latter part of April.

As soon as he returns Cooper intends to resume his duties at the RKO studio to start on "Last Days of Pompeii."

## Barthelmess to Europe After 'Old Doll's House'

Hollywood, March 19. Richard Barthelmess will leave for New York and Europe immediately after finishing his current and last picture at Warners, "Old Doll's House," for an extensive vacation with his family.

Plans placing his two children in a Swiss school for two years. Barthelmess picture plans are indefinite.

## Sam Taylor Improves

Hollywood, March 19. Improvement in condition of Sam Taylor, forced to suspend direction on "Carl's Paw" because of an attack of pneumonia, indicates that the Harold Lloyd picture will resume about March 26 at the General Service Studio. Taylor has been recuperating at home.

Lloyd meantime is editing footage already shot, with the feature about half completed.



## Three-Way Split; Charges Galore Feature Screen Writers' Campaign

Hollywood,

Campaign for the election of the Screen Writers' Guild, set for April 5, went into the stages of a Donnybrook Fair with membership divided into a three-way split in which individual members and factions have been hurling charges of intimidation, under-handed politics and coercion.

First of the splits occurred when a number of writers, mostly on the Metro lot, organized themselves into a liberal group and recommended a slate of candidates for officers and the board of directors, claiming they were dissatisfied with the militant and radical administration of the present office holders.

Among the recommendations were the names of Ralph Block, present acting president; Frances Marion, Ernest Paschal and Brian Marlow, members of the board. Later the four issued statements that their names were used without authority and further that they did not want to be associated in any way with the liberals.

Waldemar Young, staunch Academy of Motion Picture Arts and Sciences office holder, had joined the Guild three days before the liberals issued their slate. Young's name was included, with an undercurrent effort being made by some members to elect him president.

### Young Withdraws

Two days after the slate was issued Young withdrew, stating that he had been coerced by a liberal member who told him, Young claimed, that unless he resigned from the Academy his activities would be nullified by anti-Academy members.

"Another split occurred when the so-called freelance group of Guild members, who had been riding along with the liberals, withdrew their support and stated they would put still a third ticket into the field. Freelancers claimed in a formal statement that the liberals had been sold out by the present office holders who had put a 'fenceman' into the reactionary group to wreck it, a fact brought out, they claimed, the intimidation of Young.

Latest group to get into the free-for-all is a group of supporters of the present administration which has organized to keep the present office holders in. Until this faction was formed the current officers and board were doing their own campaigning.

Believing that they are a balance of power, with 125 members, the freelance group have organized themselves into a committee of 100 to support a coalition ticket and at the same time get a heavy representation of their own set into office.

The freelance candidates, which were named after the freelancers' split, from the liberals, are John Nafedoff, Tristram Tupper, Wilfred MacDonald and Arthur Ripley. Later, this group promises to increase its suggestions for election to 15.

## OLYMPIA THEATRES OUT OF REVERSHIP

Hartford, March

Olympia Theatres, Inc., Paramount sublet in this state and in Massachusetts, has been discharged from receivership and all the theatres will be incorporated individually. Officers of the various theatres will include Martin Mullins, Samuel Pinanski and the local manager in each city. Louis A. Schaefer, manager of the Allyn, Hartford, has been named resident agent and the theatre is incorporated as the Allyn Amus. Company.

### JANE WYATT'S TIME OUT

Hollywood, March 19.

Jane Wyatt, recently signed to a picture contract by Carl Laemmle, Jr., left for New York Saturday (17) to take advantage of the clause which permits her to utilize her time in a stage play or as she otherwise wishes until June 15.

At that time the New York stage ingenue is due back at Universal to get her first film assignment, not yet set.

## AMPA Revives Naked Truth Dinner April 21

Having straightened out its old account with the Astor hotel, N. Y., a matter of \$750, the Association of Motion Picture Advertisers will resume its annual Naked Truth dinner at that hotel April 21. Last one was five years ago. Proceeds of the affair will be divided equally between the Motion Picture Relief Fund and the Film Daily Relief Fund. This will include the net on a program for which advertising will be sought.

Tickets will be \$5, with Paul Benjamin chairman of arrangements and Marvin Kirsch heading the entertainment committee.

## PAR'S 50 STAFF SCRIPTERS, 3-YR. RECORD

Hollywood, March 19.

Paramount has broken a three-year record for number of writers on the lot at one-time with 50 currently "crawling" salary for scribbling. Of this number 33 are on the straight Paramount roster, six assigned to B. P. Schubert and five to Charles R. Rogers.

Studio has been adding scribes for a week in anticipation of heavy production for the new year program, to follow a cleaning up of the present slate. Currently the production department is at tops with 10 pictures before cameras.

The 10 in work are 'Little Miss Marker', 'Thirty Day Princess', 'Witching Hour', 'We're Not Dressing', 'Double Door', 'It Ain't No Sin', 'Private Scandal', 'Cleopatra', 'Many Happy Returns' and 'Canal' off.

Writer situation has the studio staff of office room, for them. Several gag men, who have been utilizing solo offices are now doubled up.

Among the latest group of scribes to check in are Ray Schrock who will handle the treatment of the play 'Great Gatsby' to be produced as 'The Man I Knew'; Adela Rogers Hyland, who arrived Saturday (17) for additional work on 'Son of Hamlet'; James Myers, who will write an original for Arthur Hornblow production, and Clare Kummer, who will work on her own yarn, 'Her Master's Voice'.

New scribes landing include Garnett Weston and Alice D. G. Miller, who are assigned to Bayard Veiller's unit, the former to handle Philip McDonald's 'Menace' and Miss Miller to script 'Guilty Girl'.

Dale Van Every checks in to write an original murder mystery. Peter Finley Dunne, Jr., has been engaged to work on 'Cleopatra' and Humphrey Boardman is now on the lot to write a treatment on 'Ladies First' for Louis D. Lighton production.

Elmer Harris, finishing his collaboration with Frank Partos on 'Her Master's Voice', is off the payroll.

## Pix Scouts Buzz Chi Director, Fem Player

Chicago, March 19.

With the click of the independently produced 'Girls in Uniform' at the legit Blackstone picture company scouts have sent in bids for both the director, Charles K. Freeman, and the femme lead, Shalindel Kalish.

Warners and Paramount are both interested.

### MG Specials 'Villa'

Hollywood, March 19.

Metro is taking 'Villa' off the regular program release this season, and will send it out as a special in the middle of the summer.

Pic figured for two-a-day showing in N. Y. and at the Chinese here.

## TO GO Par Almost Up on Year's Schedule of 60

Hollywood, March 19.

Paramount has finished 50 of its 60 pictures for current season's release. Remaining 10 will be before the cameras by April 1.

Company will also soon start several for the new year, including 'Cleopatra' and 'She Loves Me Not'. Latter starts today (Monday).

## IATSE CHILLED IN BASIC PACT

Hollywood, March 19.

The International Alliance of Theatrical and Stage Employees gets a complete cold shoulder in a renewal this week for another two years of the basic studio agreement between major studios and various labor bodies.

Renewal pact, which extends to March 14, 1935, was entered into by the producers and the International Brotherhood of Electrical Workers, United Brotherhood of Carpenters and Joiners, Brotherhood of Teamsters, Chauffeurs, Stablemen and Helpers, and the American Federation of Musicians.

Agreement, of which some unions of the IATSE were a part until they walked out in the strike last summer, will continue as is as to wage scales and working hours for the additional two years. It is provided, however, that either side can call a meeting for the discussion of new conditions or adjudications if it is felt the necessity arises.

Provisions are also made in the pact for any changes made necessary through additional NRA code regulations of labor.

The signing of the two-year renewal is considered here an added nail in the coffin of IATSE so far as production is concerned. IA figured, importantly in previous basic agreements, particularly camera-men.

William Elliott, international president of the IA, was here recently, having endeavored to get his organization back in the good graces of the producers so his unions could figure in the renewal but his efforts failed.

## ROME CONFERENCE ON SCHOOL FILMS APR. 19

International conference on visual education is tentatively scheduled to open in Rome April 19.

Official delegates from the U. S. will participate in this first worldwide effort to discuss motion pictures and class work.

## Indie Producers Unofficially O.K. All Picture Morals' Requirements

While in major circles this week drastic penalties for persistent violators of the Hays moral code are being discussed and enumerated, independent producers have arrived at a definite conclusion: They are the Federation of the Motion Picture Industry, according to its spokesmen, they have decided they are without sin and that they can be loyal members of the NRA without conscience guides.

Following tighten-up orders issued within the past two weeks to their own moralist supervisors in Hollywood, the majors are now faced with the problem of enforcing home rule. Until now the only threat has been that of Will Hays to go to the public with morally troubled that refuse to be cured.

In the last few days spokesmen have begun to figure ways and means, all of which would hinge on the attitude of the Hays directorate. The most severe of all the punishments discussed is that of expelling a member from the Hays organization who repeatedly ignores its codes.

The second is to apply for an injunction restraining a disobedient

## Reverse Angle on Annual Cry That There's a Story Shortage

## Par Pays 25G for 'Ames,' No Likee 'Tobacco Road'

Hollywood, March 19.

Paramount has screen rights to the Arthur Somers Roche's serial yarn, 'Case of Mrs. Ames,' which ran in Cosmopolitan. Bought it over the competitive offer of RKO, paying \$25,000.

Despite reports that Par had purchased 'Tobacco Road,' the Anthony Brown play now at the 48th Street, in New York, studio claims they are not interested.

## Indies' 50-60 Mins. Features To Save Duals

Let the majors lengthen their features to make it tough on turnover for the dual-billers and the independents may retaliate in a corresponding ratio with shorter pictures to even up the situation. Fighting for their existence the double featuring policy—independents are not unmindful that this may have to be done in more than a casual manner this year.

Sensing what is happening and has been gradually coming to a head during the last season or so, with majors increasing their running time, some of the indie filmmakers are already cutting to the quick. Indie features are now going out on the market at under an hour.

Recently some have been cut down to 50 minutes.

At one time majors were considering the three and four-reelers themselves for dual-billers, which would take an elongated short in preference to a second feature from the independents. While experiments were made with a couple of four-reelers, nothing ever came of it.

### MG OPTIONS DUMBRILLE

Hollywood, March 19.

Metro has taken option on Douglas Dumbrell for stock contract deal.

Player aroused interest on his work in rushes of 'Operator 13'. He took the part on free lance basis. Metro picked up its option for another six months' services of Mural Evans. Same for Harry Segall, writer.

Idea in some major quarters that good screen stories for the new season are scarce brings a retort from one literary agency and a rebuke for his own colleagues from film story department head.

A good writer has 'more showmanship than the average Hollywood producer', maintains David Hampton of the Hampton-Yenne Porter agency. Jake Wilk, scenario head at Warners declares, 'There's no shortage. At least there's no shortage for those who know good stories when they see 'em.'

Hampton, however, calls the dearth report, virtually an annual, to task and defends the writer. 'Hollywood keeps yelling for stories,' declares Hampton. 'Nearly every alibi today is against the story. If the star flops, it's the story. The author is blamed if the picture flops. It's getting so that even exhibitors are criticizing the writer for box-office lemons ever which the author probably had little or no authority in the making. But the magazines, book publishers and newspaper syndicates get stories. And if they grab a dud they don't blame anyone but themselves.'

Difference between most publishers and producers, Hampton holds, is that the former buy according to merit while the latter are inclined to look at the writer from the standpoint of his contacts.

'Let me put it this way,' declares Hampton. 'A writer has only one chin, and that's where the blow lands. But he, at least, can take it.'

## UNPLAYED PIC VALUE CASE DISMISSED IN L. A.

Los Angeles, March 19.

First test, in a local court to establish the draw value of an unplayed picture, was dismissed in favor of the defendants by Superior Court Judge Ballard.

Action was instituted by Colcat Corp., operating company for Lou Bard's Colorado, in Pasadena, against All Star Feature. Distributors, after refusal of the defendants to serve the theatre with the indie production of 'Alice Wonderland' for four afternoon screenings last December.

Court held that a written application for the picture could not be construed as a contract and that there was nothing by which damages could be determined.

## Goldwyn Prepares

Hollywood, March 19.

Samuel Goldwyn is due here today (Monday) to speed production for the new season's program. 'Resurrection' is set to start April 10.

Four pictures to be made by Goldwyn during 1934-35, other trio being 'Barbaric Coast,' an untitled Eddie Cantor film and another for Miss Sten. Start on 'Resurrection' will depend upon date of Fredric March's completion of his part in 'Barretts' at M-G.

Rouben Mamoulian, who will direct 'Resurrection,' has moved in at United Artists, and George Oppenheimer, story editor, together with Arthur Sheekman and Nat Perrin, trio who scripted 'Roman Scandals,' pulled in from New York last week to prepare the Cantor yarn. Nunnally Johnson, due from Florida this week, has also been assigned to the Cantor yarn.

Cantor is scheduled to about May 1.

Samuel Goldwyn, foregoing a European trip again this year, left Wednesday (14) for the Coast, following arrangements to bring Serge Souleimane, scene head of the Metropolitan Opera, out to Hollywood as adviser on 'Resurrection.' This one goes into production around April 15. It's Anna Sten's second.

### Keene Tops 'Bread'

Hollywood, March 19.

Tom Keene will be top man in King Vidor's indie 'Our Daily Bread.'

Keene's last films were a series of westerns for Radio. He has since been doing legit in the east.



# CENSORSHIP BILL COLD

## KAO Annual Meeting and Board Sessions Keeping McDonough East

**Possibility** R. McDonough may not make that Coast trip to the RKO studios until after the annual stockholder session of Keith-Albee-Orpheum, RKO's chief theatre subsidiary, scheduled for April 11. The Board of K-A-O meets Thursday (22).

Accountants are busy going over the K-A-O books presently with indications being that the circuit, which comprises around 60 of RKO's 100 houses, will show a fiscal loss of about \$500,000. Most or nearly all this amount, according to accounts, comes by way of amortization and depreciation charges.

This coming stockholder session of K-A-O will offer Chemical Bank the first opportunity to cast a vote as Chemical now has that right under arrangement with RKO and RCA.

RKO's preferred share interest in K-A-O is under Chemical control as part security for a balance of \$1,500,000 left standing from an original \$6,000,000 loan made to RKO by Chemical and Commercial Investment Trust.

The RKO shares amount to 21,000 thereabouts. M. J. Meehan holds upwards of 25,000 shares of K-A-O preferred, while the remainder or 17,000 shares are in the public's hands. Chemical votes, however, as per agreement with the Irving Trust, RKO receiver. That's by previous understanding among all concerned. Which means that no particular changes may be forthcoming in the way of operating control of K-A-O at the annual meeting.

## Examination of Par Officers May Delay Another Fortnight

Completion of one of the compulsory functions in a bankruptcy, detailed examination of officers of the bankrupt company, appears further off in the Paramount matter, with another postponement taken last week. Examination is on the calendar of Referee H. K. Davis for tomorrow morning (Wednesday) but may again be set over a week or two.

Trustees, whose attorneys represent them in examination, are reported planning to put numerous additional Par officials or former officers on the stand, but are not definite as to names. It is admitted that Sidney R. Kent and Sam Katz, both of whom parted company with Par prior to its bankruptcy, are likely to be called. Adolph Zukor, Ralph A. Kohn, John D. Hertz, Walter B. Cokell and Austin C. Keough, last mentioned substituting for Kohn on one occasion, are those who have been examined so far.

Possibilities for examination, other than Kent and Katz, could include Jesse L. Lasky, B. P. Schulberg, Emanuel Cohen, Leo Spitz, Sam Dembow, Jr., and various bankers such as Sir William Wiseman, of Kohn, Loeb & Co. Latter figures importantly in the bank group agreement, which has been one of the main points of examination. Par trustees have a suit on the fire to set aside alleged creditor preferences under that deal.

## Richard Rowland Trying With Kahane on Yarns

Hollywood, March 19. Richard A. Rowland returned here from New York with Ben Kahane. Rowland is getting acquainted with studio operation methods and radio with a view of joining the organization as eastern contact.

Understood Rowland will scout tory material and talent from the eastern office.

## Vidor Moves to UA Lot

Los Angeles, March 19. King Vidor Productions is moving production activity from the General United Artists lot, comply with stipulations whereby Vidor's 'Our Daily Read' released through U.

Production read' is slated to start late this month or early in April, with Tom Keene, Helen Morley (loaned by Metro), John T. Qualen, Barbara Pepper and Addison Richards in the cast.

## FOX-RKO END PRODUCT DEAL JULY 31

Present Fox-RKO product deal winds up on July 31. Fox gave notice of cancellation to RKO, in May, 1933. The 15-month notice in writing is as per agreement although the original franchise was to have extended until 1937. Fox, in exercising the cancellation privilege, is thus free to make a new season product deal unhampered by any prior obligation.

Fact that Fox cancelled the RKO 5-year franchise is revealed through the Irving Trust, as receiver for RKO, which had applied and received, the consent of the Federal court, about a month ago, to affirm the Fox-RKO product deal until July 31, this year.

## H. M. Warner Abroad; Jack Warner East, Setting 1935 Prod.

The Warners are on the jump lining up production plans for 1934-35. Harry M. Warner pulled out Saturday (17) for London to discuss foreign production, and Jack Warner shipping in from the Coast yesterday (Monday) to go into the domestic end of film-making plans for the new season.

Senior members of the Warner freres will be gone six weeks or more to study the foreign production set-up from London. Whether or not WB may increase foreign output depends on the research.

## RKO CENTER'S OPERA TALK AGAIN; 8-9C LOSS

Weekly grosses at the RKO Center, smaller of the two Radio City theatres, in dropping to an all-time low of \$5,000, the past week, emphasized trade conjecture about the future of the spot. This take means anywhere from an \$8,000 to a \$9,000 loss.

Opera talk for Radio City still persists with the Center theatre named.

The Music Hall can now break at around \$60,000 on the week, including rent.

From-time-to-time talk has arisen about legit for the Center.

## Selznick's Vacation

Dave Selznick is due east in about a week for a vacation.

An ocean trip was among his first intentions, but he may spend all his time in and around New York now.

## ADMINISTRATION FROWN, IS REPORT

Patman Proposal Nixed, for This Session of Congress Anyway—Field Day for Reformers Didn't Happen

### SPIKED FROM START

Washington, March 19. Film censorship legislation is dead—for this session of Congress. Expected to prove a field day for reformers, industry enemies and miscellaneous agitators, Congressional hearings on the Patman bill creating a Federal Motion Picture Commission proved a washout today and adjourned indefinitely following two hours of drab testimony.

Whispers are Administration pressure was cause of sudden change in outlook and major reason for sudden curtailment of gab sessions before House Interstate Commerce Committee. Indie dope also is that Patman bill will die a lingering death in committee pigeonhole.

Striving to stave off embarrassment, Texas film critic made last-minute gesture by injecting block-book issue into censorship discussions. Second sweeping bill fathered by Texas Democrat proposes to outlaw block distribution method, make licensing or leasing subject to Clayton anti-trust law. Measure was hurriedly introduced Friday night to provide grounds for attack on film leasing method.

Change of plans to hold lengthy hearings on censorship bill was revealed Saturday (17), when Patman disclosed for first time that advocates of drastic regulation would have only 1 hour and 45 minutes to put in their ticks, which previously had been expected to take three or more days.

Only explanation was that committee is stoutly opposed to film censorship—at the present time—and had other more important business to attend to.

Spiking of Patman guns caught opponents of censorship by surprise, and instead of anticipated parade of big-name witnesses, Hays organization put on only Charles C. Pettit, John to protest Federal control and condemn using pix as political football. M.P.P.D.A. strategists were prepared for lengthy fight, although prior to, sudden developments indications were that there was hardly one chance in a thousand that the Patman measure would receive a favorable report.

Political Retaliation. Indications were that Administration leaders stalemated Patman in retaliation for his efforts to upset other Roosevelt: appeacrats, par-

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## California NRA Boss Creel Places Judge Lindsey in Full Charge of Accumulated H'wood Squawks

### Wurtzel's 20th

Hollywood, March 19. Sol Wurtzel, who got his start with William Fox as the latter's secretary, rounds out 20 years with that organization March 22.

Wurtzel worked his way up in the studio until he is now producing his own pictures for the company with an independent unit. His troupe is located at the old Western Avenue studio, where he got his Hollywood start.

## PIX COOLS OFF ON CWA-FREE AIR SHOWS

Picture codists are admittedly pulling their punches in attacks by show business on the CWA. Over the weekend film officials reported that if the CWA were to be a permanent relief matters would be different. Then there would be a fight. But now, they said, there is a belief among them that the CWA has not much longer to live.

Although CWA workers estimate that several millions of persons have seen their shows, C.A. headquarters after investigating several complaints from picture people, is inclined to the decision that this relief department to date has afforded no serious competition for the professional film theatre.

At the same time picture codists seem to be cooling in their battle to end free shows which involve radio broadcasts. An armistice has been declared, while radio is taking time out to make a survey of its own. Object of this report is to show the business that it has been unnecessarily worried over broadcast audiences. When and how the survey will be completed is not mentioned.

### Cohen Delayed

Hollywood, March 19. Emanuel Cohen leaves here this Wednesday (21) for five weeks at Paramount's home office.

He had intended to go east last week, but delayed the trip, due to a pressure of production.

## M-G Studio Lineup Remains As Is; Schenck O.K.'s 3-Yr. Contract for Rapf

Hollywood, March 19. Asserting that the Metro studio personnel and executive organization would not be changed, and that Harry Rapf had received a new three-year contract, Nicholas M. Schenck, head of Loew's, Inc., left for New York last week after a three weeks' sojourn here.

Schenck declares that the executive setup will continue as outlined on his last trip. Louis B. Mayer, vice-president in charge of production, will have studio control with Eddie Mannix, general studio manager, in charge of all production matters. Associate producers and supervisors, with the exception of Irving Thalberg, will take up their production problems with Mannix.

Thalberg is to continue as an individual unit producer.

New contract for , who has been with the company 10 years, starts with the expiration of his present deal in April. Rapf is to continue as a producer of features and to supervise production of shorts. Rapf and Thalberg both joined Metro in 1924 when Mayer took over the helm there.

Schenck stated that all elements at the studio are in full accord and that he will probably return to the Coast during July. In the future he will make four trips a year here, he said.

Going east on the train with Schenck were Edward Hatrick, Mr. and Mrs. Wm. Randolph Hearst, Jr., and Gregory La Cava. Latter while east will work on a story which Jesse Lasky will produce for Fox.

Hollywood, March 19.

George Creel, state boss of the NRA, came to Hollywood Monday (12), bringing long-awaited action to restless pic code-fuzzlers, scrambled two days later, leaving Judge Ben B. Lindsey behind in complete charge of settling extra and labor complaints.

In a split-second investigation of charges by fuming employees that neither the labor nor the extra committee was doing anything about bales of code complaints, Creel swept all enforcement authority out of committee hands and turned it over to Lindsey, at the same time whitewashing committee members of blame for the delay.

Creel passed the onus to Washington tardiness in forwarding definite interpretations of the committee's authority and to lack of funds. But he left Lindsey in full control of all pic complaints until such time as the status of the committees is cleared up and they demonstrate their willingness and ability to function.

With Lindsey set to go, complaints flooded NRA headquarters and the former Denver jurist opened new offices Thursday (15), faced with the job of straightening out more than 200 types of complaints, which involved over 2,000 individuals. He was assigned Charles Allant and Walter S. Sullivan of the NRA staff here as investigators.

### Waits by Typee

After a survey of the complaints, Lindsey announced he would try to handle the waits by types rather than individually, and sought helpful suggestions for speeding up the procedure from both producers and employees. Handled individually, (Continued on page 27)

## MPTOA Execs Cut L. A. Stay Short For C. A. Session

Affairs of the Code Authority will shortly be the main business of the heads of the Motion Picture Theatre Owners Association in Hollywood as they have agreed to leave N. Y. for the coast April 6 and be back 10 days later to attend an important session of the C. A. April 18.

Party boards a special train out of Chicago on April 7, with exhibitors from middle eastern state joining the New Yorkers at Kansas City. Arriving on the Coast on the ninth they will hold a special business session that evening in the Hotel Ambassador with official session continuing over the 10 to 12.

Then Ed Kuykendall, Nathan Yarnin and Charles O'Reilly, all members of the C. A. will check things over at the studios on the 13th, leaving that night for N. Y. Expects that many of the others will continue over for a few days. Figured that around 800 delegates will be in attendance.

Los Angeles, March 19.

Entertainment for delegates and wives on opening day of the MPTOA's 14th annual convention here starting April 10, will be provided by Warners at their Burbank studios. Party starts with luncheon, with a program taking up most of the afternoon.

Afternoon of closing day (12) will be spent on the Metro lot. Anthony Muto handling publicity for the convention, is due to arrive here April 6, with the vanguard of delegates arriving April 10 and 11.



# Unsettled Market Throws All But Film Stocks for Losses, Some Gains

While the main body of stocks lost ground, picture company issues either held their own or actually gained during the week just past. Though trade news was largely favorable, most traders considered Washington dispatches to be doubtful to unfavorable and either remained on the sidelines or adopted a near-term bearish attitude. There is no question but that NRA squabbles and labor disputes are in the center of the stage as far as Wall Street is concerned. And until some of these are definitely settled, there appears to be little expectation of a sustained bull market.

Heaviness of Motors and Steels as a result of strike threats brought heavy sell-off at noon yesterday (Monday) and again in the last 30 minutes. The market closed on bottom. Amusement stocks held well considering weakness of the whole market. Incidental investors broke the 100-mark and were off about 1½ on the day.

There was no climax to selling in the last half hour.

After creeping forward cautiously, following a brisk upturn Monday, market sloped off badly on Thursday when secretary of treasury came out emphatically against any new monetary measures for present. He singled out specifically the pending silver bill as the cause of the distress. This split the silver pyramid wide open, silver dropping almost 2½ pound. U. S. Smelting broke more than eight points, and other smelting and metal stocks fared badly. Soon the whole market joined the decline, tape being five minutes late on sell-off. Labor federation declaration and realization that costs in auto industry are bound to rise aroused most genuine concern, proving a primary factor in changing market sentiment. Amusement stocks bucked trend Thursday for a time and then followed remainder of list. But even at the lowest, in issues were not off greatly.

An attempt to rally market Friday, first through motors and then by way of aviation stocks was not highly successful. After a quiet opening of trading, whole list slumped at close on Saturday. A number of leaders made new lows for the current week. General Motors hit 51½, the lowest it's been since the present decline started on February 5. It closed wobbly, off 1½. General Motors dropped nearly a point. American Can was off 2½ points at close after slipping to 97½. Many preferred issues also suffered big declines. Ralls and utilities held comparatively firm. Film company issues also put up a good front on this day. Pathe A going to the highest point of the week while Columbia Pictures, certificates, registered its second new 1934 high of the week at 28½. Dow Jones industrial average closed at 161.65, was 1.07 off on the day, and for a net gain of 1.12. The average hit 101½ Saturday.

Of the 10 most active film stocks on the exchange, four closed fractionally lower, two held their own and four gained fractionally. 2½ points net during the week. Ordinarily not extremely active, Columbia Pictures started to climb on Tuesday and reached a new peak for year Wednesday at 27½. It was less active following two days but came to life again Saturday and went to another new high mark of 28½, closing week at 27½. Nearly as much stock exchanged hands Saturday as all week in this issue. Keith, preferred, also hung up a new mark for 1934 at 30, showing a net advance of 48¢ on the week. Universal, preferred, was the third amusement stock to register a new high, soaring to 36½ compared to its previous high of 33. It closed at 35½ for a net gain of 3½, on small volume.

Warner Brothers and RKO were unchanged on the week while Radio Corporation of America, Exchange, Loew's and Consolidated Film preferred, showed minor losses. Loew's always a leader on the big board, dipped to 31¼ where it met resistance and closed at 31½, off half a point. Paramount, Pathe Class A, Fox Class A and Columbia Pictures also sported gains. Pathe A looked best at the close, reaching high of week at 20½ on Saturday, and winding up with a net gain of 2½. Fox A stock came into favor with

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## Yesterday's Prices

| Sales             | High   | Low    | Last   | Net |
|-------------------|--------|--------|--------|-----|
| 200 Col. Pict.    | 21 1/2 | 20 3/4 | 21 1/2 | 0   |
| 200 Con. Film.    | 4 1/2  | 4 1/4  | 4 1/2  | 0   |
| 800 East.         | 10 1/2 | 10 1/4 | 10 1/2 | 0   |
| 14,900 Gen. El.   | 21 1/2 | 20 3/4 | 21 1/2 | 0   |
| 10,900 Loew's     | 31 1/2 | 30 3/4 | 31 1/2 | 0   |
| 6,200 Par. Cl. A. | 5 1/2  | 5 1/4  | 5 1/2  | 0   |
| 10,400 RKO        | 17 1/2 | 17 1/4 | 17 1/2 | 0   |
| 2,400 W. B.       | 6 1/2  | 6 1/4  | 6 1/2  | 0   |
| 2,400 W. B.       | 6 1/2  | 6 1/4  | 6 1/2  | 0   |
| BONDS             |        |        |        |     |
| \$1,200 Gen. Thr. | 9 1/2  | 9 1/4  | 9 1/2  | 0   |
| 100 Loew's        | 98 1/2 | 98 1/4 | 98 1/2 | 0   |
| 100 P. P.         | 50     | 49 1/4 | 50     | 0   |
| 1,000 P. P.       | 50     | 49 1/4 | 50     | 0   |
| 3,500 Par-Pub.    | 50     | 49 1/4 | 50     | 0   |
| 2,500 C. B.       | 49 1/2 | 47 1/4 | 47 1/2 | 0   |
| 2,000 W. B.       | 50     | 49 1/4 | 50     | 0   |
| CUB               |        |        |        |     |
| 1,000 Trans-L     | 2      | 1 3/4  | 2      | 0   |
| 200 Tech.         | 5 1/2  | 5 1/4  | 5 1/2  | 0   |

## SEE FAST REORG FOR PAR IN NEW ENGLAND

A speedy reorganization of Paramount interests in New England subsidiaries are in receivership, is looked for. In such event will come the set-up of a partnership arrangement over New England similar to those in other parts of the country and subsequent release of the receivership in existence.

Clayton LaPorte, member of the law firm of Root, Clark, Buckner & Ballantyne, which represents the Paramount trustees, is now in Boston for a protracted stay working on plans for an early peep over the trenches. At the Root, Clark offices it isn't indicated how long LaPorte may remain in Boston.

Encouraging to Par is the late but definite box office recovery in the New England states.

Receiverships in that area are over Olympia Theatres, Inc., and Publix-New England Theatres.

## PAR RENT CLAIMS

Going to Bat on Leases Hearing Due.

With the recent U. S. Supreme Court decision against future rents and damages under broken leases in their favor, the Paramount trustees are starting to go to bat against large landlord claims of this character.

A hearing is scheduled for tomorrow (Wednesday) on one of the large ones, that of the Chippewa Theatres Corp. for future rent on the Great Lakes, Buffalo (a Publix-Shea operation) for \$2,500,000.

Par trustees are presently concerned with another similar claim filed by the 1432 Broadway Corp., New York, for accrued and future rent on the Empire theatre, N. Y., amounting to \$521,000. Claimant was given until tomorrow (Wednesday) by Referee Henry K. Davis to file its briefs and the Par trustees to March 27 to file answer.

## INCORPORATIONS

### NEW YORK

Albert H. Green, Inc., pictures, plays, capital stock, 100 shares, no par value. Albert H. Green, 211 Walton avenue, Bronx. Fanny Skolnick, 611 Van Sicken avenue, Brooklyn; and Frederick Rosenberg, 6516 13th avenue, Brooklyn.

Marshall Theatre Corp., pictures, plays, vaudeville, capital stock, 98 shares, no par value. Florence Rosefeld, Estelle Reiner and Louis Friedman, 48 1/2 Nicholson & Brown, Inc., pictures, plays, vaudeville, capital stock, 100 shares, no par value. John Nicholson and Ned Brown, both of 33 West 42d street, New York, and L. F. Readon, 4015 81st street, Jackson Heights.

Camino Varieties, Inc., pictures, vaudeville, capital stock, 100 shares, no par value. Willard Zucker, Pauline Levy and Mary Schneider, all of 521 Fifth avenue, New York.

### CALIFORNIA

Ivan Kahn Agency, Inc., Capital stock, 100 shares, none subscribed. Ivan Kahn, Howard Lane, Los Angeles.

Roundup Amusement Co., Ltd., Capital stock, \$25,000; subscribed, \$250, A. L. McKenna, 3250 N. G. Street, Berkeley, T. Eason.

### NORTH CAROLINA

C. L. & W. Theatres, Inc., with principal offices in Charlotte and permission to engage in the business. Authorized capital stock, \$100,000; divided into 1,000 shares of \$100 each. T. A. Little, Raleigh; and H. V. Wynne, Greenville, S. C.

### TEXAS

Willis Rose Club, Inc., innocent parties; Houston stock, capital incorporation—V. Valtona, Frank D. Hines, John Matranza.

## Monogram's Convention

Atlantic City, March 19. Fourth annual convention of Monogram Pictures will be held here at the hotel Ambassador April 4-7.

Edward Finney, director of publicity and advertising, will be in charge.

## 10c PICTURE NOVELS FOR KIDS ARE GROWING

Another form of film revenue, plus the exploitation value, is coming from these 10c pastebord covered novels based on picture material suitable for consumption by kids. They are published in Racine, Wis., by special arrangement with the Whitman Publishing Co.

Following experiments with these books on less than a half-dozen pictures, the Whitman firm is expanding its arrangement with major producers and also is going in for comic strips.

Mickey Mouse ran to 2,000,000 copies, so Whitman has signed to base books on four Betty Boop cartoons which are released by Paramount. Producers receive a small royalty on each book sold via outlets procured by Whitman, including the dime store chains.

Books are written from the scenario of the films on which based, with a picture opposite each page of type. Stills are supplied for this purpose. In the case of cartoon, a story to it is worked out by the picture companies controlling the rights.

'Little Women' and 'Alice in Wonderland' have run their sales close to 500,000 copies. 'Little Orphan Annie,' based on a comic strip, and 'Lost Patrol' (Radio) have also been published.

## Elliott Nugent's 2

Hollywood, March 19.

Elliott Nugent goes to Paramount to direct 'She Loves Me Not' and then returns to Radio to direct 'By Your Leave'.

Pandro Berman, Radio production chief, has assigned H. N. Swanson to produce 'Leave' play by Gladys Hurbert and Emma Wells.

## HARLOW-BARRYMORE FILM

Hollywood, March 19.

Metro will make '1937 Pure', starring John Emerson and Anita Loos, with Jean Harlow and John Barrymore. Sam Wood is on the cards to direct. Patsy Kelly also in cast.

## Frisco's Zoning System

## Committees Await Washington O.K.—How the Scaling Works Out

San Francisco, March 19. Frisco's zoning, clearance and grievance committees under the film code have finally been set after much bickering and squawks that it is expected, have already set the pace for more tussles once the committees get under way.

Verifications of the appointments expected from Washington later in the week and first meeting probably will be held near end of March when headquarters, finances, and other details of setup have been worked out.

Zoning and clearance committees expected to be set up by the Northern California division chief of Fox West Coast; Morgan Walsh, owner with George Mann of the consolidated Redwood and National circuits; H. V. Harvey, co-owner of a string of small town theatres; George Nasser of the Nasser Bros. Operators of the Nasser chain; Grover C. Parsons, MGM exchange chief, and Floyd St. John, owner of the Co-operative indie exchange.

St. John replaces D. J. McInerney of United Artists, who was originally appointed. Verification of Walsh's appointment climaxes a round of bitter opposition reported to have come from eastern picture heads by Sol Rosenblatt backed him up and put over his appointment. In partial member of this group is Alfred C. Scales of the Frisco Chamber of Commerce.

The grievance committee consists of Cliff Work, district RKO presy; Charles Muchmann, WB exchange manager; Barney Rose,

# Newsreels Will Ignore Censorial Meddling; Constitutional Rights

## 1st Runs on Broadway

(Subject to Change)

Week March 23  
Paramount—'Come Ma- rines' (Par.).  
Capitol—'The Showoff' (Metro) (2d week).  
Strand—'Wonder Bar' (WB) (4th week).  
Rialto—'Once very Woman' (Col.).  
Roxy—'Hold That Girl' (Fox).  
Music Hall—'Bottoms Up' (Fox) (22).  
Rivoli—'Catherine the Great' (UA) (20).  
Week March 30  
Paramount—'Melody in Spring' (Par.).  
Capitol—'Rip Tide' (Metro).  
Strand—'Gambling Lady' (WB) (28).  
Rialto—'The Lost Patrol' (RKO).  
Roxy—'Countess of Monte Cristo' (U).  
Music Hall—'Wild Cargo' (RKO) (28).  
Rivoli—'Catherine the Great' (UA) (2d week).  
\$2 Picture  
'House of Rothschild' (UA).  
Astor (2d week).

Newsreels will stand on their constitutional rights wherever lawmakers threaten to use the shears. This was the decision of newsworld heads in conclave in the Hays office last week following the threat of Chicago's Mayor Kelly to pick out all mob scenes before the reels are allowed to reach Chi audiences.

Up until Monday (19) the reels were reported to have comparatively smooth riding in the Chicago territory, opportunity for a test case not having presented itself in the current releases of news subjects.

It was understood in New York following the meeting that reels are likely to ignore the Mayor when such an occasion arises, the reels being prepared for the consequences in a court room.

Chicago, March 19. Amendment to the Cook County motion picture censorship ordinance was presented to the council last week. Amendment, as proposed by Alderman James C. Moreland, would eliminate all newsreels from the jurisdiction of local censorship. Chicago is the only situation, in the country, where newsreels may be clipped by censors.

Ordinance shift follows the ban by Mayor Kelly of all European riot scenes in newsreels. Exchanges opened fire on this personal prejudice on the part of the mayor and are backed in their pleas of freedom of the press by the newspapers, most of which have already published editorials faying the idea of censorial control over motion picture news.

Ordinance amendment, by parliamentary rules of the council, goes now to the judiciary committee for constitutional analysis and will be brought back to the council for a formal vote some time next week.

Unification of the publishers' stand against the newsreel censorship and the idea behind the ordinance amendment belongs to Henry Herbel, Universal exchange manager and president of the Chicago Film Board of Trade.

## UA YANKS 'CATHERINE' IN WASH.; HOLY WEEK

Washington, March 19. UA office yanked 'Catherine the Great' from Keith's schedule after big rally campaign on show. Pic was set to open Friday (23) but kill order came through when it was discovered pic would bow in Holy Week. Had been booked earlier, but unexpected four weeks' run of 'Happened One Night' shoved it along.

UA would have let 'em have it provided a second week was guaranteed but Keith's balked.

## MISS DEMILLE DELAYED

Agnes DeMille, who arrived from London last week, got off the boat and went under immediate doctor's care. Flu.

Miss DeMille, niece of Cecil will be in 'Cleopatra' per Par. 'Sequences in which she will appear will be held back until she can reach the studio.

## DIANA WYNNARD LOANED

Hollywood, March 19. Diana Wynnard has been obtained by Radio via loan from Metro for 'Sour Grapes.' Olive Brook also starred. Ernest Pascal is scripting, and E. Worthington Minor and George Nicholls, Jr., will co-direct. Miles Connolly produces.

## N. Y. to L. A.

Edward Hatrick. Mr. and Mrs. W. R. Hearst, Jr. Gregory La Cava. Milton Beecher. Osmond Perkins. Charles Coleman.

## L. A. to N. Y.

J. Walter Ruben. Nicholas M. Schenck. Sol Wurtzel. Robert E. Herwood. Emanuel Cohen. Marjorie Gatenso. Joseph Bernhardt. Harry Charnas. George Raft. Howard J. Green.

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# Rival Unions' Cross-Picketing Continues; Await Test Decision

Business is held to be suffering as result the 308 and Allied unions cross-picketing, the chains and the indie operators in New York area are not taking any action to relieve themselves as goats in the rival operator war. Theatres prefer to await the determination of a motion for a permanent injunction sought by Max Cohen, the only who was willing to chance operator ill-will by going to court.

Judge Cohen the Supreme Court, who issued a temporary injunction last week, ordering removal of Allied pickets from the Wallack and Harris, grinds, is expected to hand down his final determination some time this week.

Chains and other operators meanwhile have been in touch with the Max Cohen faction on an injunctive move, but themselves are not laying ground for court action until the indie exhibitors emerge victorious or not. Future action depends entirely on that outcome.

Trial of the \$100,000 conspiracy suit of Harry Sherman, 308 president, against the Independent Theatre Owners' Association and its alleged company union, Allied, scheduled for yesterday (Monday) has been set ahead two weeks, pending a possible decision from the Court of Appeals in a matter having direct bearing on this suit. This is the appeal of the ITOA-Allied group, trying to set aside the order restoring 308 operators to booths of 11 indie houses (members of ITOA), from which they had been summarily ousted.

More than a week has passed by since it was announced at Code Authority headquarters that the Government would step between warring operators unions in New York and no formal move has yet been made. Subsequently, since the announcement that Divisional Administrator Rosenblatt would name a committee to investigate the trouble with the hope of smoothing it out and arriving at some kind of a standard scale of wages, it is being reported that various of the codists do not want to become involved in the labor fuss.

Codists who are familiar with the New York situation, including some who have an inside dating from the battle which wound up in the overthrow of Sam Kaplan, flatly state that they will have no part of it now.

Just what the Government will do now is not known. At headquarters on Saturday stating that it was still waiting on Rosenblatt for the committee.

## ONLY 1 ROUTINE NOW FOR LATE CODE SIGS

In order to get a Blue Eagle those exhibitors who didn't avail themselves of a thrice protracted deadline on compliance will have to make their record appear as if they were just entering business. This is according to John Flinn, executive committee of the Code Authority.

Only provision in the code for tardy members is that they are allowed 45 days after setting up their establishment, or company, in which to sign the code.

## Dupont Sues Cinecolor

Los Angeles, March 19. Injunction restraining Cinecolor from infringing on letters of patent, with an accounting, is asked in an action filed in U. S. District Court here by Max E. Dupont Vitacolor Corp. and Consolidated Film Industries, Inc.

Complaint alleges that plaintiffs hold patent rights to four inventions having to do with color processing, three of which are the invention of William V. D. Kelley of Brooklyn, N. Y., and the fourth the brain child of Joseph Mason of New York City. These patents cover a new and useful improvement in coloring photographic images, a method and apparatus for treating films, photographic printing and photographic image.

## PAR CREDITORS MEETING

Called March 22 on Hobilitzelle and Tax Matters

A Paramount creditors' meeting has been called for Thursday (22) before Referee Henry K. Davis to consider matters in connection with the ultimate reorganization of Paramount. One matter concerns consideration, approval and authorization of an agreement providing for the reorganization of Southern Enterprises of Texas, a Public Enterprises subsidiary which was merged into the Karl Hobilitzelle partnership, and of other theatres in Texas. This agreement, with amendments, is to replace an agreement with Hobilitzelle previously approved under the Public Enterprises bankruptcy.

Creditors will also be asked to approve and authorize execution by Par trustees of agreements indemnifying various subsidiary trustees and receivers from any liability for Federal income taxes, penalties and interest. This comes about through their signing forms in connection with the filing of consolidated Paramount income tax return for the calendar year of 1933.

## ACAD. OUTLINES CODE CHOICES

Hollywood, March 19.

Academy of Motion Picture Arts and Sciences has wired its suggestions to Divisional Administrator S. A. Rosenblatt following membership elections, for the various berths to be filled on NRA code committees.

Spots are on the Code Authority, Agency committee and the Five-Five Producer-Employee committee. Academy has not designated on which committees it suggests the various nominees serve.

Recommendations follow: Writers: Jack Cunningham, Howard Estabrook, Howard J. Green, Grover Jones, William Slavens McNutt, Jane Murfin, Robert Riskin, Ernest Valda, Carey Wilson and Waldemar Young.

Directors: Frank Capra, Cecil B. DeMille, William K. Howard, Frank Lloyd, King Vidor and W. S. Van Dyke.

Technicians: Carl Dreher, J. M. Nickolaus, Max Parker and Karl Strauss.

Actors: Lionel Atwill, Warner Baxter, Lionel Belmore, Alice Brady, Laura Hope Crews, William H. Davidson, Marie Dressler, Irene Dunn, Raymond Hatton, Helen Hayes, Del Henderson, Katherine Hepburn, Jean Hersholt, Walter Huston, George Irving, Dewitt C. Jennings, John Kellum, J. P. MacDonald, Warner Oland, Nance O'Neill, Elizabeth Patterson, Lewis S. Stone, Henry B. Walthall and Helen Ware.

Actors branch did not hold an election for its list of names. The entire membership list is to be forwarded to Rosenblatt later but with the above 34 offered as suggestions.

## ROXY'S SQUAWK OVER MAYFAIR'S 2-FOR-1'S

Howard Cullman, receiver for the Roxy, N. Y., has written a second time to Administrator Sol Rosenblatt, in complaint of an alleged violation of the picture code by the Mayfair theatre, on Broadway, operated by Walter Reads.

Complaint is on the alleged distribution of passes by the Mayfair permitting a double admission for 15c.

## Postponed a Day

Picture Code Authority is postponing its meeting, scheduled for Wednesday (21) until Thursday (22) because of Divisional Administrator Rosenblatt's inability to be present. Rosenblatt is listed to preside over a legitimate stage code session on Wednesday.

## Sue Pan, Portland, On Code Charges

Portland, Ore., March 19.

In the suit of projectionists and mechanics against John C. Stille and John W. Martin, operators of the Pantages, charging that the theatre has failed to comply with conditions of employment set forth in the theatre code, Federal Judge Fee yesterday granted the plaintiff three weeks in which to file an amended complaint and to renew application for an order to show cause why a temporary restraining order should not issue.

Suit was filed by H. L. Thomas, J. T. Moore and others.

## Boards Asked to Estimate Budgets As Cost Yardsstick

Executive Secretary John Flinn is asking all grievance and zoning boards to estimate their budgets for 1934 as soon as possible. Purpose is so the Code Authority can accurately gauge the amount it will assess the industry for code costs on the year.

Taking the lead economically, Flinn figures that CA headquarters at the present rate will not average over \$30,000 a year. Whatever that figure seems to be guided by the number of appeals made to the CA from the field force. Flinn is satisfied that the CA can continue to operate without an investigating bureau or a publicity department. Over the weekend, Flinn commenced mailing NRA labor notices which must be conspicuously posted by all filers of the temporary as well as permanent Blue Eagle. He has also despatched the manuals of instruction for the grievance and zoning boards. These have to do with the parliamentary procedure and cover everything from renting a field office to swearing in a witness.

## IBEW FIGHTS UNION IDEA OF ENGINEERS

Hollywood, March 19.

Efforts of the Society of Sound Engineers, employed at the studios as soundmen, to free themselves from union entanglements and possibly get a charter of their own from the American Federation of Labor is meeting with resistance from International Brotherhood of Electrical Workers' officials who hold a contract with the studios for all sound and electrical work.

At a confab between a committee of the Engineers and Ed Bieretz, assistant to the International president, and Harry Briggs of the local IBEW, the threatening matters were told that under no condition would the A. F. of L. countenance another charter for their type of work and that as the IBEW holds the contract with the producers that they might find themselves out of luck if they bolted the union.

Members of the Engineers, mostly tops in their craft, explained at the confab they have no fight with IBEW, but quoted a statement by William C. Elliott, who is supposed to have stated here that employees earning more than \$100 a week do not belong in labor organizations.

# C.A. Will Stand By All Summer; Means Next Autumn Should See Full Interpretations of the Code

Filmdom is confronted with what should be its most revolutionary and tumultuous summer, according to leaders, who revealed the Code Authority is expecting to stand by for emergency sessions all during the hot months. By fall all see where there should be an answer on the NRA record to such problems as price cutting and dual and three-for-one policies.

Light is suddenly beginning to shed on some of the powers of grievance boards throughout the country which have been cloaked in the mystery of legal phraseology.

Instead of just being limited to a four-pointed policy, as is disclosed by even a careful scrutiny of the code, the grievance boards are blossoming into units which can receive and pass up to the Code Authority any complaint of any nature not obviously covered by the code which they may deem meritorious. So eventually, some time before

next winter, the Code Authority, according to high sources now, is going to find itself forced to make decisions on matters not apparently clothed in the code's present reading.

**NRA in Practice—Not Theory**  
Before it makes any additions to the code, which many of such decisions will necessitate, codists reveal their own plan of safety. This is to the industry in the field find out what the NRA is all about and from practical experience, rather than theory. Certain problems, including double features, are not called by name in the code, which means little so far as trollying them is concerned. field force, for instance, can prove through a majority count that various practices constitute a state of unfair competition the Authority can use such statistics as a compendium of industry opinion to substantiate any changes it makes in the formula.

The four loosely worded laws governing the actions of the NRA police force are now being interpreted in code quarters as covering virtually all trade practice relations between distributor and exhibitor.

In Rule 2, for example, certain of the high codists see opportunity of grievance boards to curb doubles and triples. And yet this clause to the lay exhibitor, and even certain attorneys in the business, simply states: "The adoption of an unfairly competing operating policy and too frequent changes."

Illustrating how double features can possibly be reached by this clause, without need of any amendment to the code, codists hold the only proof necessary is that doubles are being used simply to keep product away from competition.

Similar elasticity and opportunity for coverage of the majority of trade evils are provided in the other three grievance board authorities, including over-buying, exclusive runs and holdouts.

The Washington victory which independent producers secured by keeping the mention of doubles out of the code may soon prove to have a false bottom if grievance boards record box office sentiment the other direction.

## The Triple Threat

Right now, however, the indie makers are fired over reports of the spread of triple features. They term this as propaganda inspired by majors to weaken double feature policies. They see, where major salesmen this season will go out into the field and warn exhibitors now doubling that dualism only leads to a three-for-one which is bound to be disastrous. Some of the indies are putting up such a strong argument against triples as to be ludicrous in view of their original stand for the two-for-one. They hold that three features gorge a public with entertainment while two just satisfy a healthy appetite. Majors, on the other hand, figure the single feature is the normal b. menu with shorts for dessert.

Indie producers, at least some of them, also declare the grievance boards have no authority to meddle with doubles. But the majors see otherwise and all concede the summer will tell.

Revelation at the same time that over 50% of the theatres in the U.S. are admitting patrons for a dime, during some period of the day, indicates to codists strong possibilities of grievance boards shortly having this on their hands. Price-cutting when it can be proven an unfair practice is held by the NRA's province regardless of its specific omission from the present code.

Non-signers of the code are also expected to add to the tumult of '34's warm weather. Code students insist if a distributor will have to concede the 10% cancellation privilege to such exhibitors, and they hold in turn that such owners can only defend themselves and have no citizenship as complainants before grievance courts. Allied Exhibitors is the only trade association of any near-national scope which has in its membership a large number of non-signers.

## THAT EXTRA 10% PUZZLING PIX

All indications to date are that only a part of the picture business will increase wages and decrease hours by the additional 10% suggested by the NRA. While Hollywood labor reports will not be disclosed until the Code Authority comes this Tuesday (22) the attitude of picture leaders is that the industry right now is employing as many people as it did in the peak year of 1928. Some of these spokesmen estimate at the same time that the amount of wages being paid is between 30 and 35% less than in '28, since virtually all the cuts effected during the past three years are current, plus the fact that many new employees are hired on the basis of this reduced scale.

It seems certain that home offices will not be touched by the new scale since employees in most instances could not be substituted. Instead of observing the NRA policy of adding more help reductions along this line would simply give present workers more leisure time, it is held.

Of the three picture departments, distribution, according to Monday reports, will probably not be affected by the 10% movement regardless of what production and exhibition does.

Union labor, according to early indications, especially that of the Hollywood studios is figured by some picture executives as the most likely choice for the new hours and wages if the Code Authority decides such can be accepted at all by films.

The industry, however, is considering the Johnsonian request seriously. Washington contacts, especially, are of the opinion that if too many industries find themselves unable to effect the 10%—both ways suggested by the NRA that the Black bill—a 30-hour week for all—will have just that much better chance.

# H'wood Pic Players' Alliance Reiterates Central Casting Miff

Los Angeles, March 19.

With copies going to President Roosevelt and Deputy Administrator Sol A. Rosenblatt, the Picture Players Alliance of Hollywood dispatches a challenging letter to Gen. Hugh S. Johnson, NRA administrator, taking him to task for his attitude towards Alliance complaints and renewing a previous demand for investigation of Central Casting Bureau.

The letter, signed by J. Edward Dahlen, welfare secretary of the group, is in reply to one sent the body by Gen. Johnson under date of Feb. 21.

Dahlen reiterates charges that

Rosenblatt, while here, sidestepped Alliance complaints and ignored complaints which Dahlen sought to present to him. He apologizes for inferences connected with the employment of Rosenblatt's sister, Ann Ronnell, as a studio songwriter, to which Johnson took exception, but in general stood pat on insistence that complaints have not been investigated and that Central Casting must be investigated.

In the latter connection, Dahlen warns that if NRA doesn't act against Central, he will enlist aid of Mrs. August Belmont's newly-formed Motion Picture Research Council in New York.



# L.A. Populated by Disappointments; 'Wonder Bar' Best of All, \$30,000; Ben Bernie Band at Par, \$14,500

Los Angeles, March 19. — Ig things expected in the downtown first run area this week did not materialize. Quartet of the initial showing houses figured they had access to sell, with the Downtown being the only one to cash in heavily with 'Wonder Bar' as did the Hollywood. United Artists not doing so well with 'Joe Palooka'. State with George White's 'Scandalous' also had quite a disappointment as traded on the first two days only as grossed \$3,100. Paramount was another big disappointment. House went and bought Ben Bernie and his band for \$7,500 and then forgot to sell the outfit which has 'Come on, Marines', as the pic attraction, result being that what should have been an easy \$15,000 week with a little advertising and exploitation will come home with around \$14,500 and a loss.

All of this quartet of L.A. premiere houses also tilted the scale 5c, on two of the daily price changes and 15c on the evening price, but it is not figured that the jump kept trade out.

Chinese finished six and one half week stay of 'Queen Christina' on Sunday night and final 10-day take around \$16,000. House goes dark until April 3 when 'The House of Rothschild' opens.

**Estimates for This Week**  
Chinese (Grauman) (2,928; 55-114)—'Queen Christina' (MG) and stage show (6th, final week). Came through for next final 10 days with a take of around \$16,000.  
Downtown (WB) (1,300; 25-35-40-55)—'Wonder Bar' (WB). Looks like a winner for the house and should hit an easy \$15,000 on the initial week, which is a pretty good profit. Last week, 'Dark Hazard' (FN). Was pretty tough grind to get around \$5,200.

Hollywood (WB) (2,768; 25-35-40-55)—'Wonder Bar' (WB). Started off with a \$2,800 premiere, then got a second day of \$2,300 which should bring first week to around \$11,000. Last week, 'Dark Hazard' (FN), in for six days, barely barely got around \$4,200.

Los Angeles (Fox) (2,800; 15-35-40-55)—'Ninth Guest' (Col), and 'I Like It That Way' (U). Split. Competition plenty stiff this week in this time so that it will be a struggle to come home with \$3,200. Last week, 'Beggars in Erin' (Mono), and 'Murder on the Campus' (Chesterfield), ran along as so-so since to \$5,000.

Pantages (Par) (2,700; 15-25-40-55)—'Countess of Monte Cristo' (U) and 'I Believe in You' (U) split. This just came taken into the house, will be lucky to hit \$2,500. Last week 'This Side of Heaven' (MG) and 'Cross Country Cruise' (U) had a difficult time. Last night was the trade as \$2,000 shows.

Paramount (Partmar) (3,595; 30-40-55)—'Come on, Marines' (Par) and stage show. Bernie band figured for the big draw. Came in without house selling force and opened to \$2,800. Looks like \$14,500 which is loss for house, but the band being present, latest week 'Death Takes a Holiday' (Par). With great studio campaign behind it picked up as went along and finished with \$12,000.

President (Edwy) (1,000; 25-35)—'Narcotic' (Esper) (2nd week). Sloughed off from initial week and pulled after first week, latest \$800 for this period. 'Sins of Love, Sexer, the successor.

RKO (2,950; 25-40)—'It Happened One Night' (Col) (2nd week). Will get around \$5,800. Last week, second stanza, did \$9,200.

State (Loew-Fox) (2,024; 30-40-55)—'George White's Scandalous' (Fox). Did not get out to bang-up start expected and will come home with around \$11,000 which is fair. Last week 'The Mysterious Mr. X' (MG) just could not get going and came off after six days with \$5,600 which is almost a low gross for house.

United Artists (Grauman) (2,100; 25-35-40-55)—'Palooka' (UA). Looks as though advanced scale here hurt bit as picture, which is getting great mouth-to-mouth, trading well, will probably be short of \$7,000 on solo week stay. Last week 'Nana' (UA) for second and final week bowed out with short of \$7,000, which is not what Goldwyn dreamed it should do.

**BEECHER'S SHIFT**  
Milton Beecher, in charge of fan magazine publicity and advertising at the Metro home office, may transfer permanently to the Culver City studio. He left New York Friday (16) to look the coast situation over for a month.

Milton Welles, pinch-hitting at the home office, would succeed in the east.

## TACOMA GROSSES

'David Harum' at \$5,000 is Excellent for Town

Tacoma, March 19. — Will Rogers and Constance Bennett are the two cinema luminaries in rival theatres banked on for box office. 'David Harum' at the RKO, looks hot; 'Moulin Rouge' at Music Box is forte, from all indications.

**Estimates for This Week**  
Music Box (Hamrick) (3,400; 25-35)—'Moulin Rouge' (UA) in for solid week, after two weeks okay run in neighboring Seattle. Expected \$5,000. Last week 'Death Takes a Holiday' (Par), 3 days, slow, \$1,000; 'Hips, Hips, Hooray' (RKO) 6 days, fair, \$2,400.

RKO (2,700; 1,300; 25-35)—'David Harum' (Fox). Both barrels of publicity barrage halting this as Rogers' best, makes outlook for \$5,000. Last week 'Queen Christina' (MG) good, \$4,200.

Blue Mouse (Hamrick) (650 15-55)—'Lost Patrol' (RKO) three days, 'Take a Chance' (Par) and 'Crosby Case' (U) dual, 4 days, expected to hit \$1,600. Last week 'Thundering Herd' (Par) and 'By Candlelight' (U) dual, 3 days 'I Like It That Way' (U) and 'Whitely Woman' (Par) dual, 4 days, fair, \$1,550.

## LOTTA NAMES IN FRISCO, BUT BIZ NSG

San Francisco, March 19. — There's a lotta punch packed into this week's picture of competition—Heppburn, Durante, and his Brothers, 'Death Takes a Holiday' and 'McLaglen-Lowe'. There has to be a lot of punch because this has been income tax week, Lent, percentage of money of opposition from beaches, and other amusements.

Mills Brothers are disappointing at the Orpheum, the first price house Frisco has seen in more than a year since all houses started double billing and cut prices. Orpheum going to 25, 35 and 40c, previous 15, 25 and 40c, and despite a paucity of good picture product, counts upon such names as Mills, Ted Lewis, Ellington to put it in. Nat is up plenty big show. Mills drawing a reported \$4,000, and then there's the added cost of orchestra, stage hands and other 15 & 16 acts. Current show has the Mills duo, 'Love Birds' with Summerville and Pitts will stay nine days, house going then to Saturday openings. Only \$10,000.

Heppburn at the Golden Gate has gotten the benefit of a buildup through the holdover of 'Night', 'Death Takes a Holiday' and 'Night', when it finally opened it was with a bang, and looks like two weeks unless a complete and unexpected change is taken place.

'Death Holiday' into the Warfield backed by special Paramount exploitation and drawing the same high ticket audience who went to the stage show. Along with stage show, house is doing well.

Jimmy Durante has gotten a swell sendoff in the United Artists. His show, 'Steig adds comedy comment, and Durante a boxoffice puller. Appears to be another two-weeker, at least.

Fox has John Barrymore in 'Long Lost Father' giving that house more class than it has had in some time, and split with 'Hula' on screen, and 10 vaude acts is doing okay.

St. Francis n.s.g. with 'Heat Lightning' split with 'I Believe in You', and not pulling so well, while 'Death Takes a Holiday' with 'Love and McLaglen' (No More Women) and Lionel Barrymore in 'This Side of Heaven'.

**Estimates for This Week**  
Fox (Leo) (5,000; 25-35)—'Long Lost Father' (Col) and 'Hula' (Max), split, with 10 acts of vaude, will be in the former giving the house class and take is quite okay at \$10,000. Last week with 'Line-up' (Col) and 'Sins of Love' (Col), split, and vaude, weak \$9,000.

Golden Gate (RKO) (2,844; 25-35-40)—'Splinter' (RKO) and stage show. Fox has John Barrymore in 'Long Lost Father' giving that house more class than it has had in some time, and split with 'Hula' on screen, and 10 vaude acts is doing okay.

St. Francis n.s.g. with 'Heat Lightning' split with 'I Believe in You', and not pulling so well, while 'Death Takes a Holiday' with 'Love and McLaglen' (No More Women) and Lionel Barrymore in 'This Side of Heaven'.

at \$10,000, disappointing. Will run nine days, changing then to Saturday opening. 'Death Takes a Holiday' (Par), and 'I Like It That Way' (U), split, under old policy, did weak \$5,000.

Paramount (FWC) (2,400; 25-35-40)—'No More Women' (Par), 'Side of Heaven' (MG), split. McLaglen and Lionel Barrymore in the two and quite good at \$12,000. Last week light with 'Mandalay' (WB) and 'Coming Party' (Fox), split, and only \$10,000.

St. Francis (FWC) (1,500; 25-40)—'Heat Lightning' (WB) and 'Believe in You' (Fox), split. Slidmum over the edges with \$5,500. Last week saw \$6,000 on 'She Made Her Bed' (Par) and 'Big Shakedown' (WB), split.

United Artists (1,400; 25-35-40)—'Palooka' (UA). Durante a draw after a good ad campaign and neat at \$10,000. Last week, second of 'Moulin Rouge' (UA), par \$6,000. Warfield (FWC) (2,700; 35-45-65)—'Death Holiday' (Par) and stage show. Heavily exploited and publicized and made the picture is only relished by class audience; neat at \$18,000. Last week saw \$19,000 on 'David Harum' (Fox) plus stage show.

## 15,000 Basketballers At Indianapolis Meet; 'Love Birds' \$7,500 Oke

Indianapolis, March 19.

Influx of almost 15,000 basketball fans to the city's first school tournament finals stimulated the box office of theatres enough over the weekend to offset the usual late start sluggishness. The Summerville-Pitts duo on the screen and a vaudeville bill is helping the Lyric to cash in neatly with a gross of \$7,500, while David Harum continues to be something of a sensation at the Apollo with a very good figure of \$4,500 showing up for the third week of its run.

'Death Takes a Holiday' is headed for a moderately good gross of \$4,200 at the Circle, and Morton Downey in person is doing very little business. 'Love Birds' is back with a take of only \$5,500, looming up.

**Estimates for This Week**

Apollo (4th Ave.) (1,100; 20-25-40)—'David Harum' (Fox). Going splendidly in its third week with \$4,500, strong. Last week in the second stanza of its holdover, the picture did \$5,800 which is very good.

Circle (Katz-Feld) (2,000; 20-40)—'Death Takes a Holiday' (Par). Not up to expectations, but more than acceptable. Last week 'Mandalay' (WB) did at \$2,750, poor.

Indiana (Katz-Feld) (3,100; 20-25-40)—'She Made Her Bed' (Par) and 'Once Upon a Time' (Col) dual, is weak with \$3,800. Last week's bill with 'Ninth Guest' (Col) and 'Meaneat Gal in Town' (RKO), also weak, with \$3,400.

Lyric (Olson) (2,000; 20-25-40)—'Love Birds' (U) and vaude. Summerville and Pitts have always proved good, and this time the house; result is a smashing gross of \$7,500. Last week 'Ever Since Eve' (Fox) and 'Delmar's Revels on Stage' did \$6,000.

Loew's Palace (Loew's) (2,800; 25-35-55)—'Show-Off' (M-G) and Morton Downey unit on stage. Prices up a little, but gross lagging plenty. \$3,800, mediocre. Last week 'Nana' (UA) was good at \$5,750.

## 'David Harum' Strong For \$3,500 in Lincoln

Lincoln, March 19.

A real try to outpull Lent is being made at the Stuart this week. 'David Harum' (Fox) is the picture of the town and can always be counted on to run up the week's figures substantially every time he plays. With 'Karlson' pulling the exploits of a hose trader, he will go wild over it and be critical, too, because a goodly percent of the population is used to seeing the same age-classes who know all about swapping nags from way back.

All other spots, with exception of Orp's last last 'Layde', will go along in the accustomed lethargy.

'Wonder Bar' is already set for that week as many other socks can be lined from now to Easter. Weather has warmed and looks like spring has come.

**Estimates for This Week**  
Capitol (Livingston) (850; 10-15)—'She Made Her Bed' (Par), and 'Crosby Case' (U). House is on dual bills. One act of vaude doing two-a-day also. Should pay off all right to spare with \$1,200. Last week 'Karlson' (U) with 'Layde' (U) and 'Golden Harvest' (Par) dualled with 'Ladies Love' (Col) split, fair enough \$900.

Golden Gate (RKO) (2,844; 25-35-40)—'Splinter' (RKO) and stage show. Fox has John Barrymore in 'Long Lost Father' giving that house more class than it has had in some time, and split with 'Hula' on screen, and 10 vaude acts is doing okay.

# Mpls. Goes to Town for Local Author's 'Earth Turns,' 'Good Dame' Also Good

## SMILES IN N. H.

'Scandale' and 'Death' Havi Good Time

New Haven, March 19. — Business not bad at all for Lent. Several good numbers around and a lot of smiles.

**Estimates for This Week**  
Paramount (Public) (2,348; 35-50)—'Death Takes Holiday' (Par) and 'She Made Her Bed' (Par). Opening okay and looks like good \$5,000. Last week, 'Bedside' (WB) and 'The Quilter' (WB), split, couldn't stand the graft. Light \$3,800.

Poli's (Poli) (3,040; 35-50)—'Scandale' (Fox) and 'I Believed in You' (Col). Adams went to this house, with swell \$11,200 in view. Last week, 'It Happened One Night' (Col) and 'Line Up' (Col). Garnered \$12,300.

Roger Sherman (WB) (2,200; 35-50)—'Journal of Crime' (WB) and 'Horseplay' (U). Just fair bid indicated at around \$4,800. Last week, 'The Gent' (WB). Last week, 'Rich' (U). Not too hot at \$4,500. College (Poli) (1,655; 25-40)—'Happened One Night' (Col) and 'Line Up' (Col). Holdover bill from Poli's act went to \$4,500. 'Catherine the Great' (UA). Every-body happy over nice \$4,300.

## ALL'S FAIR IN ST. L. HARUM BIG 18G

St. Louis, March 19. — With one exception average will be about as good as any city will do this week, and even that will be better than the week's product. This is hardly up to average. Names in the programs for one thing.

Will Rogers provides the single exception at the Fox, where there will be a nice profit. Although no record for Rogers' picture is in sight, it will be third consecutive profitable week for house.

St. Louis may do slightly better than usual due to a grand finale they are staging in the way of a stage show before abandoning the policy altogether. Ambassador will be a draw, and so will the Missouri. Lent's is doing nicely enough, but nothing big.

**Estimates for This Week**  
Ambassador (Skouras) (3,000; 25-35-55)—'Good Dame' (Par) and stage show. Fair, \$13,000. Last week, second 'Honeycomb' (Par) named from 'Six of a Kind' (Par), strong \$13,000.

David Harum (Fox) (2,500; 25-35-55)—'David Harum' (Fox) and 'Believed in You' (RKO). Big for \$18,000. Last week, 'One Night' (Col) (second week), \$14,000.

Broken Star (Loew) (4,000; 25-35-55)—'Looking For Trouble' (UA). Fair, \$12,000. Last week, 'Nana' (UA), \$13,000, oke.

Loew's Palace (Loew's) (2,800; 25-35-55)—'Show-Off' (M-G) and Morton Downey unit on stage. Prices up a little, but gross lagging plenty. \$3,800, mediocre. Last week 'Nana' (UA) was good at \$5,750.

St. Louis (F&M) (4,000; 25-35-55)—'Notorious But Nice' (RKO) and 'Beggars in Erin' (RKO) and stage show. Nice \$14,000, a bit better than last week. Success at Any Price' (RKO) and 'Shriek in Night' (Majestic), and stage show, \$12,000.

Orpheum. Probably only for three days, \$600 all right. Last week, 'Alrmaid' (U), and Carnera-Loughlin' (Par), average \$1,500.

Lincoln (LTC) (1,600; 10-15-25)—'Mandalay' (WB). Fair \$2,100 in the b.o. Last week, 'Henry VIII' (UA), very nice gross in this Lenten harassed house, \$2,700.

Orpheum (LTC) (1,200; 10-15-25-40)—'No More Women' (Par), and 'You Can Buy Everything' (MG) with vaudeville, split. Take will go up to a nice \$2,300. Last week, 'I Were Free' (RKO), and 'Girl With a Gun' (U) split. Capt. Peck's Rockin' the Boat unit on stage, split, oke \$2,200.

State (Monroe) (600; 10-15-25)—'Right as Rain' (RKO). Hardly a draw should put into to an even break with expenses (something which hasn't been common), \$550. Last week, 'Miss Fane's Book' (U) split. 'Miss Fane's Book' (U) (1,900; 10-25-40)—'David Harum' (Fox). Smash hit of the town, expecting to drag out a very oke \$2,500. Last week, 'Bolero' (Par) was never big; \$1,500; said don't like Raft and Rand means not a thing, \$2,700, fair.

## Minneapolis, March 19.

'As the Earth Turns,' at the Minnesota, promises to be a lifesaver for total loop takings in a week that otherwise (Frisco) be pretty much of a dud. The seven days before Holy Week probably would be a dull period under any circumstances, but they aren't being helped any by a week lineup of attractions.

One of the most gigantic exploitation campaigns in all local theatrical annals has gotten 'As the Earth Turns' off to a fast start, and it's a clinch to outdistance the rest of the field by a considerable margin. Because Gladys Hasty Carroll, the author of the book from which the film is adapted, is a Minnesotan, the occasion lent itself to a great ballyhoo, and Manager Harold Kaplan of the Minnesota and Sam Clark of the WB exploitation department went the limit.

For the first time the Civic and Commerce Association, town's leading group, has been getting behind a theatrical attraction, getting behind the picture solidly. Other women's and civic bodies did likewise. There were radio broadcasts galore to boost the film. On a day night a 'Hollywood premiere' was staged, the author in person telling her experiences during the making of the picture. On the way to city officials talking. Al Sheehan of WCCO was m.c. and the program went over the radio station.

Manager Bob LeFevre did a fine job in selling 'Devil Tiger' at the Lyric, and this picture, thanks to some neat advertising and a striking front and lobby display, is attracting some attention.

**Estimates for This Week**  
Minnesota (Public) (4,200; 25-35-40)—'Earth Turns' (WB). Exploitation campaign has drawn much attention to this one and effective salesmanship offset the absence of cast names and title to some extent. Strong, however, but problematical whether biz will hold up although plugging by various organizations and schools is bound to have an effect. Maybe \$11,000, good. Last week, 'David Harum' (Fox), \$9,000, pretty good.

Orpheum (Sliger) (\$300; 25-35-40)—'Mandalay' (FN). Kay Franke turned on the box game in selling this one, but there's no great rush of customers. About \$3,000. Last week, 'Dark Hazard' (FN) and Olson and Johnson on stage in 'Take a Chance', with latter responsible for pretty good \$13,500.

State (Public) (2,000; 25-35-40)—'Good Dame' (Par). March and Sidney no detriment by any means, may reach \$6,000, good. Last week, 'Palooka' (UA) and Ted Lewis on stage, with latter doing a smash, starting mildly but building strongly to good \$13,000.

World (Steffers) (800; 25-35-50-75)—'Mandalay' (FN). German war film has endorsement of many organizations, but public not flocking to it in any great numbers. Maybe the 'Emperor Jones' (UA) finished two good weeks to \$2,000 after \$2,200 initial seven days.

Uptown (Public) (1,200; 25-35)—'Roman Scandals' (UA) and 'All of Me' (Par). Split. Should reach pretty good \$2,500. Last week, 'As Husbands Go' (Fox) and 'Roman Scandals' (UA), split, \$2,800, oke.

Lyric (Public) (1,300; 20-25)—'Devil Tiger' (Fox). Well exploited and winning attention, in for nine days, will top \$3,000, pretty good. Last week, 'Search for Beauty' (Par), yanked \$2,000, good.

Grand (Public) (1,100; 15-25)—'Like It That Way' (U). First run, and 'Should Ladies Behave?' (MG), second run, split. Perhaps \$1,000. Last week, 'Dinner at Eight' (MG), third loop run, split, \$1,000 for living' (Par), second run, split, \$1,800, pretty good.

'Sitting' (Public) (900; 15-25)—'You Can Buy Everything' (MG) and 'Keyhole' (UA) and 'Hold That Girl' (Fox), second loop run. Should reach \$800, fair. Last week, 'Baker's Dozen' (U) and 'Cradle Song' (MG) and 'Frisco' (U) and 'Layde' (MG), second run, split, \$1,200, pretty good.

## POLLY YOUNG'S TWO PIX

Hollywood, March 19. — Two pictures deal with Lone Star puts Polly Ann Young in the lead for Loretta Young, in the saddle as fem lead for the mesquiteras, 'Bliss Steel' and 'The Man from Utah'.

Plays opposite John Wayne, production starting this week under Paul Malvern's guidance.



# Chicago with 'It Happened One Night'

## \$12,000 Under Previous Week; Yank 'I Was Spy'; Palace Vaude, \$18,000

Chicago, March 19. Particular disappointment for B&K is the brodie of 'It Happened One Night'. Firm had expected plenty from this one due to the borrowed names of B&K's 'Col' and 'The combination doesn't work here with the ace arena of Chicago bowing below \$31,000 for the week, which means a slump of \$12,000 from the previous week.

Oriental grosses are also messed up this week by a B&K picture booking blunder. Going exactly contrary to the exposed policy of playing no pictures at the Oriental that have played anywhere else downtown B&K dated 'In the English Made a Spy' (Fox) and the result is disastrous. So poor that B&K established a new precedent by yanking this picture and substituting 'Big Shakedown' (WB) on Saturday. With the Sunday ads on 'Spy' set the whole Oriental week was put on the kibosh.

Palace had a fine chance for business this week after a series of stage names but that circuit also kicked their chances into the alley by accepting sluff, 'Search for Beauty' (Par).

**Estimates for This Week**  
Chicago (B&K) (\$3,400; 25-55-65)—'It Happened One Night' (Col) and stage show. Picture a disappointment. Dives the house more than \$12,000 below previous week's take with hardly any indication that anemic \$31,000. Rave notices for Frank Capra's direction but picture somehow can't connect at the box-office. Last week Ramon Novarro in person and in 'Cat and Fiddle' (MG) zoomed the register to heavily \$45,000.

McVickers (B&K) (2,384; 25-35-65)—David Harum (Fox). Slid off somewhat after whirlwind opener and settled down to finish first week to \$13,000. Will be a good picture, which looks in at \$5,000, good enough. 'George White Scandals' (Fox), slated to follow this Saturday (23).

Oriental (B&K) (3,200; 25-35-40)—'Big Shakedown' (WB) and vaude. Present flicker was shoved in on Saturday (17) to replace the yanked 'I Was Spy'. What the result was the B&K blunder of the week. On account of general meased up situation caused by the picture department the week is hurt and the gross drops to \$14,000 after having run along for the past two weeks above \$17,000. Last week with 'Blood Money' (UA) house did well at \$17,200.

Palace (RKO) (2,583; 40-60-83)—'Search for Beauty' (Par) and vaude. Clark and McCullough, Betty Boop and Bill Robinson are a powerful lineup of names and were on their way to powerful grosses when interrupted by a picture booking. Picture is a B&K mess and the register slid to pitiful.

Roosevelt (B&K) (1,500; 25-35-45)—Jimmy the Gent (WB). Getting a good play and sending the take upwards and likely to touch the fine \$8,000. Last week 'Massacre' (WB) was just that at \$7,700. 'Journal of Crime' (WB) likely to follow.

State-Lake (Fox) (1,111; 25-35-40)—'Lost Long Father' (RKO) and vaude. Paul Ash headlining and doing good by the box-office. Entire register hopes nicely at \$13,000. Last week 'Some You Gave Me' (Col) ruined any chances of hope here, bad sound and worse reports killing the profits at bad \$9,000.

United Artists (RKO) (2,000; 25-55-65)—'Palooka' (UA). Second week headed for pleasant enough \$8,000 after good opener at \$14,500. 'Catherine the Great' (UA) closed Wednesday (21) for a fortnight and then comes 'House of Rothschild' (UA) on April 4. B&K not content about this one on account of other grosses and big local German colony.

### Par's 'Jorgensen'

Hollywood, March 19. Paramount is negotiating with Tristram Tupper for talker rights on his novel 'Jorgensen'. Silent rights were acquired by the studio eight years ago when it was intended for Thomas Meighan.

Studio has made two bids within the past few months, with RKO also having sounded out with an offer.

### HEIRESS CONNECTIONS

Hollywood, March 19. Merry Fahriey, Chicago 'patent medicine' heiress, after numerous legal at several points has finally landed at Paramount.

C. B. DeMille has given her a bit in 'Cleopatra'.

### KANSAS CITY GOES DUAL

Main Street \$7,000 in Quantity Policy—'Palooka', Solo, \$8,000

Kansas City, March 19. Main Street is the latest first-run to fall into the double bill class and this week is offering 'Mandaly' and 'The Meanest Girl in Town' at a quarter until six o'clock when the lower floor price is lifted to 40c. The two-for-one show at the Newman is 'Jimmy the Gent' and 'She Made Her Bed' (Par). Loew's Midland, with its straight 25c policy at all times has 'Palooka', and is up against it as picture is out of the class expected by the regulars.

Planted between the Royal and the Newman, Dubinsky's Liberty is shooting with a fan dance, the first stage attraction seen in the house for several years.

**Estimates for This Week**  
Mainstreet (RKO) (3,200; 25-40)—'Mandaly' (FN) and 'The Meanest Girl in Town' (FN). First time for double features in the house and the result will be watched with interest. Expected to get near \$7,000. Last week's 'Dark Hazard' (FN) and Student Prince stage show got \$10,000.

Midland (Loew) (4,000; 25) 'Palooka' (UA). Got away to a fair place a nice play and will likely show at \$5,000; not so hot. Last week 'Nana' (UA) drew raves from the reviewers and returned \$12,000.

Newman (Par) (1,800; 25) 'Jimmy the Gent' (WB) and 'She Made Her Bed' (Par). Bargain seekers giving this place a nice play and will likely show like a good \$10,000. Last week 'Six of a Kind' (Par) and 'Madam Spy' (U) around same figure.

Liberty (RKO) (1,500; 25-40) 'David Harum' (Fox). This is the second week for the Will Rogers feature and it is still hitting nicely. Should get \$8,000. Last week clicked for \$8,800.

## 150-Minute Show, 40c; 'Mr. X' \$22,000 at Fox; 'Harum', \$18,000, Big

Washington, March 19. Interest last week centered around two experiments, both of which worked nicely. Local WB office jumped Met from 15 minutes to 150 and shorts and cutting price from 60-cent to 40-cent top. Quantity was played up rather than quality of bill of fare. Lots of double average intake jumped a bit.

Other trial was Loew's move putting class A pic in Fox, vaudefilm spot, to see how much 2,000-seat house could take. Answer was around \$23,000 where average is only \$20,000. Stunt is not likely to be permanent as Loew's tried big stuff for Palace down the street.

**Estimates for This Week**  
Keith's (RKO) (1,830; 25-35-60)—'It Happened One Night' (Col). Fourth week headed for \$8,000. Last week same at \$7,500.

Earle (WB) (2,424; 25-35-40-60)—'Let's Fall in Love' (Col) and vaude. Sophie Tucker helping but on stage but Edmund Lowe isn't enough to stave opposition. Fair with \$12,000. Last week 'Journal of Crime' (WB) and Singin' Sam slightly better with \$13,000.

Palace (Loew) (2,368; 25-35-60)—'David Harum' (Fox). Hailed by press as Rogers' best and looks like big \$18,000. Last week 'All of Me' (Par) only (U) (1,850; 25-35-40-50). 'Fox' (Loew) (3,434; 25-35-60)—'Mystery of Mr. X' (M-G) and vaude. New night show is building through word of mouth and popularity of Robert Montgomery in new type role should give week o.k. \$22,000. Last week 'Gallant Lady' (20th Cent) put in to test grosses if house has class A pics tested beautiful \$29,000.

Met (WB) (1,583; 25-40)—'Advice to Lovelorn' (UA). Doing nicely in second week of new policy calling for lower prices and longer show. Should see o.k. \$5,000. Last week first of new policy with 'Dark Hazard' (WB) clicked with o.k. \$5,500.

Rialto (RKO) (1,111; 25-35-40-50)—'I Like It That Way' (U). Bally as big musical got rap from critics, although all give show an o.k. after week. Maybe good \$6,000. Last week 'Fox' (Loew) (3,434; 25-35-60)—'Columbia' (Loew) (1,263; 25-35-40)—'Carolina' (Fox). Back on main stem after week at Palace. Headed for nice \$5,000. Last week return of 'Queen Christina' (M-G) did very big \$5,500.

### THOSE N. O. BLUES

'Harum' Oke \$9,000 but 'Cath' Week 8G and 'Success' Blah 7G

New Orleans, March 19. One of those in-between weeks, with the fans slumbering. Couple of commendables, 'Catherine' at Loew's State and 'David Harum' at Saenger, are not doing the natives. 'Cath' may snare a desultory \$8,000, and 'Harum' the horse trader, mebbe nine grand. Orpheum has Success at Any Price of a Kind'. With junior Fairbanks in the features at Loew's and the Orpheum, and neither doing big, it looks like he is playing against himself.

**Estimates for This Week**  
Saenger (3,568; 40)—'David Harum' (Fox) and Rogers' 'Blah' (25-35-60) is plenty profitable. Last week 'Death Takes a Holiday' (Par) took \$10,000.

Loew's State (2,368; 25-35-60)—'Catherine the Great' (UA). Mob not going for this one and it can hardly look for more than \$8,000. Last week 'Mr. X' (M-G) annexed some \$8,000.

Orpheum (2,400; 35)—'Success at Any Price' (Radio). Nose-dived from the start and ended at \$7,000. Last week 'I Got Your Number' (WB) speared \$6,000.

Tudor (700; 30)—'Six of a Kind' (Par). Grinding along and may hit \$7,000. Last week 'Miss Fane's Baby' (Par) got \$2,000.

## DENVER'S 6 1ST RUNS, ALL OK, 'DEATH' 7G

Denver, March 19. Aladdin, Paramount and Denham doing better than last week, with others about same. First time in months Denver has six first-run, Aladdin doing split week, on Western and weak-sister, Aladdin up a grand from previous. 'Devil Tiger' so good at Paramount, it held an extra day.

Denham's 'Huffman' has been longer than looked at Paramount in many months.

'Scandals' doing o.k. at Denver, but below Will Rogers' film week before. Blizzard Friday hurt grosses some, Orpheum doing good business, but headed for around \$10,000, average. Lots of children at 2 time in 50c seats keeps down gross and kids in this town getting discriminating—why go to grind houses for a dime when they can see first-run with stage show at same tariff. Tabor with second-run and stage show headed for fair \$2,500.

**Estimates for This Week**  
Aladdin (Huffman) (2,500; 25-40)—'Mandaly' (FN). Average \$3,500. Last week 'Long Lost Father' (RKO), drew nicely, but under the previous week's \$4,500. 'Death Takes a Holiday' (Par), RKO, drew nicely, but under the previous week's \$4,500.

Paramount (2,500; 25-40)—'Death Takes a Holiday' (Par). Big for \$7,000. Last week 'No More Women' (Par), gave this house the poorest business in the city and many a week, even doing worse than 'Fane Baby'. Denver is about fed up on this film. They went strong here in their first week, but last week turned in only a slim \$4,000.

Denver (Huffman) (2,500; 25-35-50)—'Scandals' (Fox) did nicely, 000, but not as big as last week, when 'David Harum' (Fox) kept the cash register busy to the tune of \$9,000, about 50% above normal. Will Rogers' picture needs a little exploitation here as any film possibly could. The house had an unusual number of standouts and the film clicked well, even on the saw it, and as a result the flicker had more word-of-mouth advertising than any other in months.

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WB. Stage show with Al Lyons. Okay at \$10,000. Last week 'Cat and Fiddle' (Loew) had to stand on its own high legs, that is complete week and much help. Picture grabbed all the word of mouth and gave the box office a very nice \$12,000, 20% above average.

Paramount (2,500; 25-40)—'Devil Tiger' (Fox) and 'I Like It That Way' (U), split. Back to par, \$2,500. Last week 'Massacre' (FN), held steady, but yanked last week, and 'You Can't Buy Everything' (MG), split finished considerably below normal, closing at \$2,000.

'Buy Everything' had been booked for \$2,000, but yanked after three days. Failed to fill house, even on night the Huffman theatres were giving away an auto.

Rialto (Marshall) (20-25)—'Frontier' (Marshall) (Fox) and 'Bedside' (FN), split. Fair \$900. Usually a second run, house is boosted to first run when Huffman has more states than at a review, and some of which were disappointing, a chance to get \$80,000 is considered okay. Last week 'Spitfire' (RKO),

## Durante-Moran-Holtz Help Cap To \$55,000 and H.O.; 'Scandals' at MH \$80,000; 'Rothschild' a Smash at \$2

Jimmy Durante, with Polly Moran and Lou Holtz at the Capitol on a personal, and 'Rothschild' on a \$2 run at the Astor, on Broadway, are leading the biggest noise up gross all this week, with the rest of the town providing nothing for the distributors to write the film salesmen about.

The Cap's stage strong show in support of 'Show-Off' appears to be the juiciest bait the house has hung out in a long time and a probable \$55,000 over will be the result. That means a holdover. Cost of the stage show, including pit orchestra, is \$17,000, thus running the nut up to a considerable distance.

Arties' 'Rothschild' is doing a sensational business at \$2 at the Astor, which is under sub-license to United Artists for four weeks, playing four shows on Saturday (17) and three on Sunday, the first five days' takings were a monumental \$17,200. Sobering prospect for the house to snatch such big money. Every performance has been capacity since opening except one show on Saturday (17).

Durante, on a personal at the Music Hall in George White's 'Scandals' and up to today (Tuesday) was occupying the Rialto in 'Palooka'. Had not Durante opened at the Cap a couple blocks away Rialto would have held 'Palooka' another week until the management judges what the house can do.

'Scandals' at the Music Hall has a chance to hit \$80,000.

Sunday's weather may have hurt all business a little but not seriously.

The Palace is going good for a change with 'Spitfire'. Hepburn is drawing and indications are favorable for \$15,000.

'Christina' is at the State and a little doubtful after weakness of drag at the Cap. Probably not more than \$15,000 for so.

'Good Dame' at the Paramount, with March and Sidney names up, isn't doing so well and it \$35,000 house may be a little luck.

'Beauty Parade' occupies the hard oak. George Raft comes in on a personal March 30 and E. L. Rotha-el and His Gang April 3.

Strand, in its third week of 'Wonder Bar', looks for around \$23,000 and hold a fourth week.

On the strength of the fairly good first seven days ending today (Tuesday), Rialto will keep the picture until Friday (23). 'Once to Every Woman' (Par).

'Death Takes a Holiday' provides better than average draft for the RKO center after many poor weeks. 'Death Takes a Holiday' (Par), which plays the second half of the week, the chances are fair for \$12,000 or more. However, this still isn't what the house should be doing.

**Estimates for This Week**  
Astor (1,012; \$1.10-\$1.65-\$2.20)—'House of Rothschild' (UA). Biggest \$2 attraction in moons and on first five days of run over capacity except for one period. Last week four played Saturday (17) for gross of \$17,200, mighty. Final week of 'Catherine the Great' (UA) \$13,000, good.

Capitol (5,400; 35-75-85-\$1.10)—'Show-Off' (MG) and stage show with Jimmy Durante, Polly Moran and Lou Holtz. Big names on roster, bringing Cap life to tune of \$55,000 or better and holds over. Last week, second of 'Christina' (MG), went under \$25,000, which was a good so well for Garbo in this instance.

Mayfair (2,200; 35-55-65)—'The Quilter' (Mono). Another for Wal-ter Read, that failed to go places, but drew \$7,500 on a night (Monday) after seven days. 'Wine, Women and Song' (Synd) successor.

Palace (1,700; 35-40-66-75)—'Spitfire' (RKO) and vaude. It's the pictures that count here, as witness an above average week on strength of Hepburn draw currently. Opportunity for \$15,000 or so. Last week, second of 'It Happened One Night' (Col) week around \$10,000.

Paramount (3,864; 35-55-75-99)—'Good Dame' (Par) and stage show, March-Sidney names up, plus Earl Carroll's 'Beauty Parade' on stage, lacking in something or other and odds not strong to hit \$35,000. Last week 'Beauty Parade' was in the gravy heavy with 'Six of a Kind' (Par) \$48,000.

Radio City Music Hall (5,345; 40-60-85-99-\$1.85)—George White's 'Scandals' (Fox) and stage show. More was expected at time picture was booked but after a review, some of which were disappointing, a chance to get \$80,000 is considered okay. Last week 'Spitfire' (RKO),

hurt by two different snowstorms. Including its opening day, showed spunk on the week, \$73,000. Its weather was calculated to be around \$10,000.

Rialto (2,000; 35-40-65)—'No More Women' (Par). Love-McLaglen comedy not doing badly at all, \$11,000 on first week ending today (Tuesday) and holds three more days. 'Once to Every Woman' (Col) opens Friday (23).

Rivoli (2,200; 40-45-75-85)—'Palooka' (UA) (3rd week). Finished its third week last night (Monday) at \$20,000, pretty good and with 'Catherine the Great' (UA), following a four weeks \$2 run at the Astor, opens this morning (Tuesday).

RKO Center (3,525; 25-40)—'Wonder Bar' Holiday (Par) four days, and 'Long Lost Father' (RKO), three days. Combination, mainly on strength of 'Death', looks like a \$12,000 week, above average. Previous doubleton, 'Fashion Follies of 1934' (WB) and 'Let's Fall in Love' (Col), poor, \$9,000.

Roxy (6,200; 25-35-55-65)—'Comedian' (Par) (WB) and stage show. Hopes are low and more than par \$17,500 doubtful. Last week house was in the red again with 'Follies' (WB) and \$15,000. This is the poorest done here in a long, long time.

Strand (2,900; 35-55-75-85)—'Death Takes a Holiday' (Par) and stage show. Estimated \$23,000 is looked for and stays a fourth week. Second stretch of seven days, \$35,200.

State (2,200; 35-55-75)—'Christina' (MG) and vaude. Garbo may do correspondingly better here than at the Cap, where playing two weeks, but much above \$15,000 figure. Last week house topped \$18,000 on 'Bolero' (Par) with Graham McNamee and Pickens Sisters on the stage.

## 'Spitfire' 'G.V.' Follies' Tab Ups Detroit to 29C

Detroit, March 19. After losing the leadership to the Michigan for a week the Fox steps right out in the front again with Katharine Hepburn in 'Spitfire' and 'Greenwich Village Follies' on stage. The Michigan follows two very good money weeks with 'Death Takes a Holiday' and 'Palooka' at the United Artists follows a two-week streak of Christina and may exceed the multiple week run. The Downtown and Fisher both get a break this week with pictures that ordinarily would be a loss.

The Downtown has Lederer in 'Man of Two Worlds', and the Fisher with Mun's 'Hi, Nellie'. The Fisher bookend and may exceed the multiple week run. The Downtown and Fisher both get a break this week with pictures that ordinarily would be a loss.

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**Estimates for This Week**  
Michigan (Par) (4,045; 15-25-35-40-55)—'Death Holiday' (Par) and stage show. Okay at \$22,000. Last week 'Death Holiday' (Par) and stage show, h/g at \$25,000.

Fox (RKO-Inde) (5,100; 15-25-35-40-55)—'Spitfire' (RKO) and 'G. V.' (WB). Hepburn putting a nice \$23,000. Last week 'Believed in You' (RKO), and Morton Downey, okay at \$22,000.

United Artists (Par) (2,918; 15-25-35-40-55)—'Palooka' (UA). Nice for \$11,000. Last week 'Christina' (MG), in its second week okay at \$17,000.

Downtown (RKO-Inde) (2,665; 15-25-35-40)—'Men Two Worlds' (RKO). Nice \$6,000. Last week 'Devil Tiger' (Fox), \$6,500.

Fisher (Par) (2,500; 15-25-35-40)—'Hi, Nellie' (WB). Same okay \$5,000 as last week, 'Mandaly' (WB). State (Par) (3,000; 15-25-35-40)—'Shine a Light' (WB) with a 'Some Her Bed' (Par). Off at \$3,000. Last week 'Love Birds' and 'Advice to the Lovelorn' (UA), mild \$3,500.



# 'As Earth Turns,' \$11,000 in Philly; 'The Gent,' \$7,500; 'All of Me,' \$2,300

Philadelphia, March 19. Locust rejoins the film parade this week with one of its very infrequent pictures. Picture is George White's 'Scandals', and, contrary to most of the Locust's bookings of the past five years, it will have a continuous-showing policy and popular prices (65c top). House will probably get another Fox booking or two this spring.

Otherwise not much excitement in the week's movie situation. Fox, Stanley and Albee have holdovers and the Arcadia and Keith's second-runs which leaves only four newcomers—Boyd, Stanton, Karlton and Earle.

**Estimates for This Week**

Aldine (1,000; 40-55-65)—Nana (UA) Holding for part of third week with 'Joe Palooka' following Wednesday. Decidedly off last week with only \$7,500 taken as against first week's \$11,000.

Arcadia (600; 25-40-50)—'All of Me' (Par.) About \$2,300 forecast. Last week 'Queen Christina' (MG).

Very big indeed in second-run showing, \$4,000 in seven days.

Boyd (2,400; 40-55-65)—'As the Earth Turns' (WB). Opened Saturday. Nothing big forecast, \$11,000 maybe. Last week 'Solero' (Par.) \$11,500 in seven days.

Earle (2,000; 40-55-65)—'No More Women' (Par.) and vaude. Singin' Sam only name in stage show.

\$16,000 indicated for second week 'Six of a Kind' (Par.) and vaude, featuring Sophie Tucker, \$15,000, average.

Fox (3,000; 30-40-60)—'David Harum' (Fox) and stage show. Held in for second week with Paradise Revue and Johnny Marvin headlining stage bill. Ought to get \$15,000 to follow last week's splendid \$21,000.

Karlton (1,000; 30-40-50)—'Four Frightened People' (Par.). Mixed notices. Names, however, should spell \$3,900. Last week 'Once to Every Woman' (Col.) \$2,900.

Keith's (2,000; 25-35-45)—'I Believed You' (Fox) and vaude. Ernie Valle and his orchestra headlining, \$6,500 forecast. Last week 'Ever Since Eve' (Fox) and vaude, \$6,500.

Stanley (3,700; 40-55-65)—'Wonder Bar' (WB). Held in for second week and ought to get \$18,000. Last week \$25,000 was considerably under expected figure.

Stanton (1,700; 30-40-55)—'Jimmy the Gent' (WB) \$7,500 estimated for Cagney film. Last week 'Good Dame' (Par.) Same figure, which is average for house.

Walnut (1,500; 25-40)—'Murder on the Campus' (Chesterfield) and stage presentation. Last week \$5,000. Last week 'Son of Kong' (RKO) and stage presentation, 'Folies de Gambo', \$5,500, less than figured.

**CONY ISLAND HURTS ALL BROOKLYN'S BIZ**

Brooklyn, March 19.

Old man sunshine stuck his head out the sky this week and the burg with a ton of warmth that drove a goodly number of the citizenry to the Coney Island boardwalk, where concessionaires reaped a harvest of nickels.

Downtown, as a result, suffered a setback. Picture fare nothing to warrant calling the militia out. Stage shows at Fox, Bessie, Rubin and Anthony Emerson. Bright acts. Pic got mild notices. Should bring in \$25,000, oke. Last week, 'Six of a Kind' (Par.) \$27,000, oke.

Fox (Cohen) and stage show, 'Midnight' (U) and stage show, for a mild \$13,000. Last week, '9th Guest' (Fox), \$17,000, good.

Albee (RKO) (3,500; 25-35-60)—'Spitfire' (Radio) and vaude features. Three X Sisters and Mountaineers, both of radio. Maybe \$18,000. Last week 'Hips, Hips, Hooray' (Radio), \$16,000, palooka.

Loew's Metropolitan (Loew) (2,400; 25-35-60)—'Mystery of Mr. X' (MG) and vaude, featuring Phil Stryker and feminine musicians. Nothing exciting at \$16,000. Last week 'Moulin Rouge' (20th), \$17,000, mild.

Strand (WB) (2,000; 25-35-60)—'Bedside' (WB) (2,000; 25-35-60)—'Dark Hazard' (FN), \$7,500, fair.

**MORE 'TARZANS'**

Hollywood, March 19.

Metro is making another Edgar Rice Burroughs 'Tarzan' yarn.

Deal gives studio the privilege of preparing an orig with 'Tarzan' as the central character.

**LeBorg Sues**

Los Angeles, March 19.

ing he has been wrongfully deprived of directing a picture from his own story, 'Forgotten Hands', Reginald LeBorg filed suit in Superior Court here against Henry Guttman, producer. He asks for a cancellation of contract, an accounting and an injunction.

LeBorg's claim is that Guttman was to pay production costs, not to exceed \$3,000, and that plaintiff would receive 20% of all profits for his authorship, direction and orchestrating of the picture.

**'CATHERINE' \$4,500; 'THE GENT' \$2,800**

Portland, Ore., March 19.

Shows this week are unusually good and all the b. o. will do better, even though the weather is showing signs of golf clubs and summer homes.

Parker houses held Montgomery in 'Mystery of Mr. X' (MGM) and 'Catherine the Great' (UA), and the two will get the lion's share of the biz. 'Catherine' has been given lots of push.

Critics have gone on record as to 'Harum' (Fox) at the Paramount, and it should do considerably better. 'This pic will do good biz. has had over ten days in advance. Old American has a 'Tom' show and doing the usual good biz. The free fair still has its attraction to the locals.

**Estimates for This Week**

Broadway (Parker) (2,000; 25-40)—'Mystery of Mr. X' (MGM). Montgomery will make this big, possibly \$4,000. Last week 'Once to Every Woman' (Col.) \$2,900.

United Artists (Parker) (1,000; 25-40)—'Catherine the Great' (UA). This pic will do good biz. has had considerable build-up. Was billed before 'Palooka' (UA) and got two weeks' advance publicity. Will get \$4,500. Last week 'Palooka' (UA). Durante doesn't mean anything here, but with excellent exploitation brought in the b. o. \$3,500.

Paramount (FWC) (3,000; 25-40)—'David Harum' (Fox) and 'Once to Every Woman' (Col.) dual. 'Harum' has had plenty of advance notice in critics' columns and should do \$5,700. Last week it happened. 'One Night' (Col) and 'Ever Since Eve' (Fox) combo program did a nice nip-nip for \$6,000.

Musie Box (Hamrick) (1,400; 25-35)—'Jimmy the Gent' (WB) indicates an expected \$2,800. Last week 'Man of Two Worlds' (RKO) did \$2,600.

Oriental (Hamrick) (2,500; 25-35)—'Meanest Gal in Town' (RKO) and 'King for a Night' (U) combo. 'Meanest Gal' will bring a little extra, as it has received extraordinary notice, due to difficulties with the censor board. Maybe \$1,900. Last week 'I Like It That Way' (U) and 'Two Alone' (RKO) got \$2,100.

**King Changes Purps**

Hollywood, March 19.

John King who produced a pix for Sol Lesser, starring 'Kazan', a canine, has broken away from the dog and will make his own pix. Contract with Lesser called for six pix, but after second one, he decided to use another dog.

King will continue making 'pix with the dog' based on a number of Jack London's stories. Oliver Drake, who will direct, also will handle the story screen treatments.

**Fresnell Supes 'Babbitt'**

Hollywood, March 19.

Robert Fresnell gets the production assignment of 'Babbitt' at Warners. Picture will be a remake of the Sinclair Lewis novel, done silent years ago.

Nevin Busch and Tom Reed will do the screen play.

**GLENNON FOTOGS 'CANARY'**

Hollywood, March 19.

Bert Glennon goes to Fox to photograph 'Grand Canary', Jesse Laskey production which started to day (Monday) with Irving Cummings directing.

**No Whams in B'ham**

Birmingham, March 19.

Vaudeville comes back to town and goes in the Temple which has been reopened by Wilby. Indie vaude is being booked in as one of several houses over the circuit playing the table.

**Estimates For This Week**

Alabama (2,800; 30-35-40)—'Christina' (MG). Operations resumed at old stand, deserted when fire swept through downtown last week. Show moved to Temple, dark, where business fell off considerably aided by two forgotten pictures. This week \$7,900. Last week \$5,000, on 'Should Ladies Be' (MG) and 'Good Dame' (Par.) and vaude first three days.

Temple (Wilby) (2,100; 25-35)—'I Like It That Way' (U) and vaude. Later is being used as selling point, \$2,500.

Ritz (Wilby) (1,800; 30-35-40)—'Eskimo' (MG). Off at \$2,000. Last week 'Henry 8th' (UA), \$3,000.

Strand (Wilby) (800; 25-35)—'Advice to Lovelorn' (UA). Mild \$900. Last week 'Sons of the Desert' (MG) \$1,000.

Empire (BTAC) (1,100; 25-35)—'One Night' (Col). Held over, \$2,500. First week around \$3,200.

**'CATHERINE' IN PROV., \$11,000**

Providence, March 19.

Looks like another week of hits and misses, mostly misses. Weather unusually fine for the opening of this stanza, exhibitors attributing their tepid starts to the springlike weather. The other two seem to be holding things back. Much more so this year than the last few years.

Except in one or two cases theatre bills are oke. The stage attractions are in the lead again, but of the three stands sporting 'flesh' entertainment, not one seems to have the edge on the other.

**Estimates for This Week**

Fay's (2,000; 15-25-40)—'Midnight' (U) and stage show with Charlie Abear's 'Millionaires' headlining. Bill oke all around; while-biz is not what it should be; house is getting as much as the other fellow these days; gross looks like \$6,500 for the week. Last week, 'Devil Tiger' (Fox), lagged with the others at \$4,200.

Loew's State (3,200; 15-25-40)—'Catherine' (UA) and vaude. Opinions are divided on the picture, although the critics treated it nicely. But where the boys and girls pay at the box office are concerned it's a different story. Just now the vaude is holding things up; present pace indicates around \$13,000. Last week 'Nana' (UA), was nice at \$14,000.

Majestic (Fay) (2,200; 15-25-40)—'David Harum' (Fox) and 'The Mad Age' (WB). House is slow, oke here; under normal conditions there would be no doubt as to the strength of this one, but with the weather and the stage, the house can hope for is \$14,000, or a trifle more. Last week, 'Dark Hazard' (WB) and 'Beloved' (U) was tepid at \$4,600.

Paramount (2,200; 15-25-40)—'Solero' (Par) and 'His Double Life' (Par). Whether it's because this is Eddie Dowling's home state or because they really like the picture, the critics are being 'flesh' double life' the edge in their notices. Raft panned in most notices; bound to have effect on the final tally; looks like \$5,000 at the most.

RKO Albee (2,500 15-25-50)—'Sing and Like It' (RKO) and 'Artists and Models' on stage. With the publicity breaks this bill is getting it should be great, better, but girl show seems to be too tough for the conscience of the boys and girls who go to church during Lent. Possibly \$5,500, oke, but should be stronger. Last week, 'Success at Any Price' (RKO) and 'Passing Show' on stage was another tepid one at \$5,200.

RKO Ufa (2,500 10-15-25)—'The Ghoul' (Gaumont) and 'West of the Divide'. Biz looks oke even though the critics panned the British film in no gentle fashion. If pace continues like it has been for first three days gross should be close to \$2,800; oke. Last week, 'Man's Castle' (Col) and 'Criminal at Large' (Heber) just so-so at \$1,025 on split week.

**Damita—All Set**

London, March 10.

Lily Damita dropped out of 'Hero's How', musical at the Saville, and replaced by June, starts to work soon on 'Sons of Guns' for British & Dominion and has another picture in the offing. Damita goes to Hollywood again in the late spring to do a pic for Twentieth Century.

## Comparative Grosses for February

Total grosses during February for towns and houses listed as previously reported weekly. Dates given are the closing day of the week.

### NEW YORK

|   | Feb. 8  | Feb. 15   | Feb. 22   | Mar. 1   |
|---|---|---|---|--|
| <b>CAPITOL</b><br>(5,400; 35-75-85-1.10)<br>High..\$110,400<br>Low.. 16,000       | Women in His Life<br>\$20,000<br>(Stage Show) | Can't Buy Everything<br>\$25,000<br>(May Robson on stage) | Side of Heaven<br>\$35,000<br>(Lionel Barrymore on stage) | Cat and Fiddle<br>\$82,000<br>(Ramon Novarro on stage) |
| <b>PARA-MOUNT</b><br>(8,664; 35-55-75-89)<br>High..\$95,000<br>Low.. 14,000       | Frightened People<br>\$37,000<br>(Stage Show) | All of Me<br>\$45,000<br>(Milton Berle)                   | Search for Beauty<br>\$31,000                             | Solero<br>\$47,000<br>(Moore and Gaxton on stage)      |
| <b>MUSIC HALL</b><br>(5,645; 40-50-65-90-1.65)<br>High..\$118,000<br>Low.. 44,000 | Husbands Go<br>\$75,000<br>(Stage Show)       | Nana<br>\$104,000   | Nana<br>\$86,000<br>(2d week)                             | Carolina<br>\$80,000                                   |
| <b>ROXY</b><br>(6,200; 25-35-55-65)<br>High..\$173,000<br>Low.. 7,000             | Beloved<br>\$24,000<br>(Stage Show)           | Got Your Number<br>\$29,000                               | Madame Spy<br>\$22,200                                    | Lost Father<br>\$20,000<br>(6 days)                    |
| <b>RIALTO</b><br>(2,000; 25-35-45-55)<br>High..\$72,000<br>Low.. 6,200            | Ghoul<br>\$18,500                             | Ghoul<br>\$19,500<br>(2d week, 5 days)                    | Devil Tiger<br>\$23,000                                   | Tiger<br>\$15,000<br>(2d week)                         |
| <b>STRAND</b><br>(2,000; 25-35-75-85)<br>High..\$81,200<br>Low.. 6,500            | Massacre<br>\$13,200<br>(2d week)             | Nellie<br>\$24,900  | Nellie<br>\$15,000<br>(2d week)                           | Mandala<br>\$20,000                                    |

### CHICAGO

|  | Feb. 8   | Feb. 15   | Feb. 22                       | Mar. 1                       |
|--|--|---|-------------------------------|------------------------------|
| <b>CHICAGO</b><br>(3,940; 35-45-75)<br>High..\$38,500<br>Low.. 15,500          | All of Me<br>\$38,200<br>(Stage Show)          | Side of Heaven<br>\$33,500<br>(Ted Lewis on stage)        | Mandala<br>\$33,200           | Carolina<br>\$34,900         |
| <b>PALACE</b><br>(2,555; 40-50-60-80)<br>High..\$38,500<br>Low.. 10,000        | Advice to Lovelorn<br>\$21,200<br>(Stage Show) | Two Worlds<br>\$19,500<br>(50 Million Frenchmen on stage) | Beloved<br>\$17,200           | Suzanne<br>\$15,500          |
| <b>UNITED ARTISTS</b><br>(1,100; 25-35-75-85)<br>High..\$42,500<br>Low.. 3,300 | Gallant Lady<br>\$10,100<br>(New Prices)       | Nana<br>\$23,700  | Nana<br>\$16,000<br>(2d week) | Nana<br>\$8,100<br>(3d week) |

### LOS ANGELES

|   | Feb. 8                                       | Feb. 15  | Feb. 22                   | Mar. 1  |
|---|--|--|---------------------------|---|
| <b>DOWN-TOWN</b><br>(1,800; 25-35-40-50)<br>High..\$38,500<br>Low.. 4,500 | Massacre<br>\$5,600                          | Easy to Love<br>\$4,800<br>(New Low)                   | Nellie<br>\$5,600         | Got Your Number<br>\$5,300                      |
| <b>HOLLYWOOD</b><br>(2,700; 25-35-40-50)<br>High..\$37,800<br>Low.. 3,100 | Massacre<br>\$5,900                          | Easy to Love<br>\$5,100                                | Nellie<br>\$5,300         | Got Your Number<br>\$5,700                      |
| <b>PARA-MOUNT</b><br>(8,505; 25-40-50)<br>High..\$57,800<br>Low.. 5,500   | Frightened People<br>\$9,300<br>(Stage Show) | Search for Beauty<br>\$21,000<br>(Sally Rand on stage) | Six of a Kind<br>\$15,800 | Good Dame<br>\$15,000<br>(Anson Weeks on stage) |
| <b>STATE</b><br>(2,024; 25-40-50)<br>High..\$48,000<br>Low.. 5,000        | Going Hollywood<br>\$22,000                  | Hollywood<br>\$11,000<br>(2d week)                     | Carolina<br>\$13,000      | Coming Out Party<br>\$3,000<br>(6 days)         |

### BROOKLYN

|  | Feb. 8  | Feb. 15   | Feb. 22                       | Mar. 1   |
|--|---|---|-------------------------------|--|
| <b>FOX</b><br>(4,000; 25-35-50-60)<br>High..\$38,500<br>Low.. 8,900            | Cross Country<br>\$13,000<br>(Stage Show)     | Beloved<br>\$16,500                               | Ghoul<br>\$16,000             | Enlighten Thy Daughter<br>\$14,000               |
| <b>ALBEE</b><br>(8,500; 25-35-50-60)<br>High..\$45,000<br>Low.. 9,000          | Suzanne<br>\$15,000<br>(Vaude)                | Two Worlds<br>\$16,000                            | Husbands Go<br>\$15,000       | Meanest Gal<br>\$19,000<br>(Joe Penner on stage) |
| <b>STRAND</b><br>(2,000; 25-35-50-60)<br>High..\$28,500<br>Low.. 4,000         | Massacre<br>\$9,500                           | Nellie<br>\$12,300                                | Fashions<br>\$7,700           | Got Your Number<br>\$8,100                       |
| <b>PARA-MOUNT</b><br>(4,000; 25-35-50-60)<br>High..\$57,800<br>Low.. 5,500     | Frightened People<br>\$15,000<br>(Stage Show) | All of Me<br>\$33,000<br>(Mary Pickford on stage) | Search for Beauty<br>\$23,000 | Solero<br>\$32,500                               |
| <b>METRO-POLITAN</b><br>(2,400; 25-35-50-60)<br>High..\$39,000<br>Low.. 14,000 | Roman Scandals<br>\$20,000<br>(Vaude)         | Women in His Life<br>\$15,000                     | Gallant Lady<br>\$16,000      | Cat and Fiddle<br>\$19,000                       |

### PROVIDENCE

|  | Feb. 8   | Feb. 15                                    | Feb. 22  | Mar. 1  |
|--|--|--|--|---|
| <b>STATE</b><br>(8,200; 15-25-40-50)<br>High..\$29,000<br>Low.. 2,500      | Eskimo<br>\$11,800<br>(Radio)                    | Can't Buy Everything<br>\$7,000            | Moulin Rouge<br>\$10,600                       | Christina<br>\$15,500                                 |
| <b>MAJESTIC</b><br>(1,400; 15-25-40-50)<br>High..\$17,500<br>Low.. 2,800   | Massacre and Cross Country<br>\$4,200            | Charming Deceiver<br>and Nellie<br>\$4,300 | Carolina<br>\$4,200                            | Fashions and Women in His Life<br>\$6,900             |
| <b>PARA-MOUNT</b><br>(8,200; 15-25-40-50)<br>High..\$18,000<br>Low.. 2,200 | Girls in Boat and Woman's Man<br>\$6,800         | All of Me and Murder on Campus<br>\$5,300  | Frightened People and Cross Street<br>\$4,100  | Fall in Love and Lone Cowboy<br>\$5,500               |
| <b>ALBEE</b><br>(2,000; 15-25-40-50)<br>High..\$20,000<br>Low.. 2,500      | Shadows of Sing Sing and Hips, Hooray<br>\$5,600 | Two Worlds and Meanest Gal<br>\$4,000      | Lost Father and Once to Every Woman<br>\$4,000 | Like It That Way<br>\$3,700<br>(Shout Along on stage) |

(Continued on page 25)



# White's Scandals, \$13,500, Cincy

## 'Devil Tiger' Holds Over—Sister Aimee Day-and-Dates with Dog Show—Dogs Win

Cincinnati, March 19. Advance breath of spring weather over week-end no hurt for b. in downtown section. George White's Scandals, the screen dog trade brings currently, with 'Spitfire' trailing \$2,500 less. A little better than recent average for their houses, save Family, RKO. pop stand, which (meeting at three) and 15-50c, scale on 'Devil Tiger', held over for full week.

Sister Aimee McPherson paid her maiden visit to Cincy Sat. and Sun. (17-18) for her appearances at the Hall in verbal sparring match with Charles Lee Smith on 'Is There a God?' Sis Mac copped 10th front-page space in the dailies. Display ad of religion, Proctor's appearance carried, in amusement sections. Admish scaled at 25-35-50-60-75 for night engagements and Sun. matinee. Under new management, the show was being held annual dog show at Cincy Kennel Club, for which gate was 80c for adults and 40c. for juvenes, the canine display tap besting the canine church speller's both top and bottom.

Estimates for This Week  
Palace (RKO) (2,600; 35-44)—George White's Scandals (UA). Broadway headlines and glass musical grabbing off a hotsy-totsy \$13,500. Same b. o. last week on 'David Harum' (Fox).  
Albee (RKO) (3,000; 45-44)—'Spitfire' (RKO). Cinema glimmers for the dailies term vehicle a struggle for Katharine Hepburn. Sparkling \$11,000 on the road. Last week 'Nana' (UA) got ditto biz.

Capital (RKO) (2,000; 35-44)—'David Harum' (Fox) moved over from Palace for second week; pulling \$6,000, satisfactory. Last week 'Mystery of Mr. X' (MG), \$6,500, okay.  
Lyrie (RKO) (1,300; 35-44)—'Topsy Evers' (MG). Last week \$4,200. Last week 'The Showoff' (MG), \$3,900, moist eyes.  
Keith's (Libson) (1,500; 30-40)—'Jimmy the Gent' (WB). Cagney up-and-at 'em, rascals, passing ticket cage at \$4,700 pace, not so bad. Last week 'Journal of a Crime' (FN), \$3,600.

Family (RKO) (1,000; 15-25)—'Devil Tiger' (Fox). Jungle flash on front and extra bally of amplified mechanical animal grows a hefty heave for \$3,500, best marks of all time for this house. Last week 'Fiz' was scheduled for first half, but big pull warranted full-week run. Last week 'Air Mail' (U), resneue, and 'Wheels of a Man' (U), split, \$1,700, around average.  
Grand (RKO) (1,025; 25-35)—'It Happened One Night' (Col). Third showing in as many different houses, but here, the show, 'Crosby Case' (U), following, \$2,000, so-so. Last week 'Pabooka' (UA) and 'She Made Her Bed' (Fand), divided, \$1,800.

Strand (Ind) (1,200; 25-35)—'Morning After' (Maj) and vade topped by Dance Revels of 1934. Ticketed for \$2,300, fair. Last week 'Charming Ladies' (U), split, ad bill, headlining Pressler and Klais, \$2,700.

## 'NUMBER' PLUS 'SPICES' ADDS TO 17G, BALTO

Baltimore, March 19.

Balmy weather is keeping most of the burg seeking its recreation out-of-doors, but a patch of Holy Week combine and are for most part defeating any big biz designs the boys had initially planned.

Best figure is heading in at the Century, where 'Splice' 1934 unit on stage mates ideally with 'Got Your Number' Will top the town, at present pace indications, with bunkyard \$17,000. Last week 'Nana' at Grand. Stanley is in for a disappointing session, judging b.o. pace evinced over week-end.

Estimates for This Week  
Century (Loew-UA) (3,400; 25-35-40-55-65)—'Got Your Number' (WB) and 'Spices' unit. Bright, fast programmer blends nicely with rostrum fare, both eliciting meaningful word-of-mouth. Building into \$17,000, sparkling. Last week, 'Six of a Kind' (Par) and five acts, just fair, \$15,000.  
Hippodrome (Rappaport) (2,500; 25-35-40-55-65)—'Ninth Guest' (Col) and vaudeville headed by Will Mahoney. Fit unnamed and no asset at the choppers. Just a fair \$12,000 view. Last week, 'Happened One Night' (Col) and 'The Showoff' (MG) and stage show came in a hefty victory with \$15,700. Fortnight total, \$34,800, smash figure and a new two-stanza record.  
Keith's (Schonberger) (2,500; 25-30-35-40-60)—'Catherine' (UA). Holding over currently after hotsy \$8,800 for first stanza. In market for second \$4,000 this session.  
New (Mechanic) (1,800; 25-30-35-40-50)—'Scandals' (Fox). Press didn't particularly tumble, but varie-

agated-appeal packed in marquee names, and fact it's a cinemalogue, pulmotoring piece to near \$5,000, okay. Last week, 'David Harum' (Fox), snagged hey-heh \$3,200 in 12-day run.  
Stanley (Loew-UA) (3,450; 25-35-40-55-65)—'Nana' (UA). Disappointing. Won't creep over indifferent \$12,700. Anne Stan, locally, didn't pan out as the b.o. motivator expected, notwithstanding terrific campaign launched hereabouts in years. Last week, 'Jimmy the Gent' (WB), suffered from ill-advised booking and nosedived under drippingly crimson \$9,000.

## Cantor-Rubinoff With 'Rich,' 32G, Top Pitt; Biz Ups

Pittsburgh, March 19.

Things still looking up, a combination of perfect weather and a flock of flame attractions bringing them this week on the road, in the pebbledowns, though, and they're feeling the pinch plenty.

At Stanley, Eddie Cantor in person, with Dave Rubinoff, should wind up strong and hit swell \$32,000, which represents a profit despite stiff bill. Disappointing opening laid to management's foolish move in tipping price of usual early bird matinee, opening at 12:30, from regular two-bits to 40 cents. Figured it cost house couple of grand. Wisely seeing folly of this, house, is registering a scale today (18) of 25c, 45c and 60c, and with Cantor agreeable to five shows daily if needed, stizzling finish in prospect which should flush some profit-making session looks like 'David Harum' at Fulton, where Rogers film got away at a sensational pace and looks set for a great \$8,000. Ch show, easily a big holdover, now sailing along at nice clip with 'Christina' and prospect is for \$15,000 anyway. For Garbo, however, that's just so-so business, far from a picture having topped this year, a pretty safe margin. Figured flop two weeks of road show engagement at Nixon couple of months ago may have taken edge off it.

Twin bills haven't done any nip-ups at Davis, house—still lagging behind. Current line-up, 'Bright Girl' in a Boat and 'Keep 'Em Rolling' n.a. at \$2,300, while 'Em is slipping a bit, too, in face of tough de luxe competition. Doubtful if 'Broadway Merry Go Round' unit and 'Mud on the Camper' will produce \$7,000. Warner, pulling into profit class with reduced admission scale and 'No More Women' coming in under the impetus with a fair \$5,200 prospect.

Town still buzzing over sensational trade Joe Penner did last Sat. at Penn. Smashed all-time attendance, packed, playing to around 9,000 customers and around \$38,250, just about \$2,000 short of house cash mark. That was set, however, when there was no Government tax to pay. Also stopping Penner from cracking money mark was preponderance of kids at reduced tariff, more than 11,000 filing past door in week. House was forced to schedule shows daily except Friday and Monday, giving Penner total of 34 performances. That's also an all-time mark for number of performances.

Estimates for This Week  
Davis (WB) (1,700; 25-35), 'Bright Girl in a Boat' (Par) and 'Keep 'Em Rolling' (RKO). Duals not turning the trick here as expected and house still remains pretty much of a problem area. \$2,500 in prospect for current session. Last week 'Long Lost Father' (RKO) and 'Meaneat Gal in Town' (RKO), around \$2,400.  
Fulton (Shea-Hyde) (1,750; 15-25-40), 'David Harum' (Fox). Looks like the major-cleik of all-Rogers flickers. Stands all day long and good have trouble coping \$8,000, sensational, and probably assuring h.o. Last week 'Catherine' (UA), excellent at \$7,400.  
Penn (Loew-UA) (3,300; 25-35-40-55), 'Christina' (MG). Somewhat in the vicinity of \$14,000 the outlook. Just fair for a Garbo and considerably below her usual grosses locally. Fortnight engagement at (Continued on page 34)

## GOOD FILM FARE, DITTO WEATHER, UPS MONT'L

Montreal, March 19.

Socko pix and real spring weather are liable to boost grosses on the main street circuit, and judging by week-end houses even in the high-price periods, there should be a nice pick-up. Repeat at the Princess leaves only three first runs with original pictures.

Palace has 'World Changes' and 'I've Got Your Number', which is good enough to run to \$5,500. Capitol has the pic of the week, 'Catherine the Great', and big ballyhoo should get \$10,000, quite good for Lent. Loew's in addition to always improving vaude bills, has the very popular Warner Baxter, and 'As Handcuffs Go' ought to gross around \$10,000. Princess repeat of Gable-Colbert opus looks good for \$5,500. Imperial is again operetta, and Cinema de Paris is only first-run French cinema with 'Le Petit Roi' for gross of \$12,000.

Estimates for This Week  
Palace (EP) (2,700; '50), 'World Changes' (WB) and 'Got Your Number' (WB). May gross about \$5,500. Last week, 'The Side of Heaven' (MG) and 'Girl from Maxim's' (Regal), not so good at \$7,000, weather and mid-Lent.  
Capitol (EP) (2,700; '60), 'Catherine' (Regal). Should be a wow on publicity and opening nites, but maybe better to guess at \$10,000. Last week 'Eskimo' (MG) went very well through week and grossed \$11,000.

Loew's (3,200; '65), 'As Handcuffs Go' (Fox) and vaude. Attractive bill locally and gross cannot be below \$10,000. Last week 'Ghoul' (Regal) (vaude took it mostly) at \$3,500.  
Princess (3,000; '50), 'Happened One Night' (Col) and 'Shadows of Sing-Sing' (Col). Nice gross of \$8,000 last week and repeat should gross another \$6,000.  
Cinema de Paris (France-Film) (600; '50), 'Le Petit Roi' (Lilke), \$1,200. 'Fanny' (8th week) last week faded to \$800.

## 'NICE' NOT ENUFF IN SKEPTICAL SEATTLE

Seattle, March 19.

Ordinary program picture isn't getting the money here. If two of 'em go it dual, there is a chance, but not for the singleton. Too much opposition and the spenders too careful in shopping around for best value for their coin.

Estimates for This Week  
Blue Mouse (Hamrick) (950; 25-35)—'Jimmy the Gent' (WB) at \$3,500, good. Last week, 'I've Got Your Number' (WB) nice, but no go, slow at \$2,300.  
Coliseum (Evergreen) (1,800; 15-25)—'Henry VIII' (UA) and 'Havana Widows' (FN) dual, expected \$4,100. Last week, 'Dinner at Eight' (MG) and 'Jimmy and Sallie' (Fox), dual, okay, \$4,300.  
Fifth Avenue (Evergreen) (2,400; 25-40), 'Fashions of 1934' (WB). Lacks sock, around \$4,500, very poor. Last week, 'David Harum' (Fox), nice nights but slow mats, \$3,100, very good.  
Lafayette (Ind) (1,900; 25-35)—'It Happened One Night' (Col). Around \$5,000. Last week, same, \$6,800.  
Music Box (Hamrick) (950; 25-35)—'Nana' (UA). Great early campaign for Anna Stan, free burles in

## 'Scandals,' 'Harum' Lead Boston

## 'Christina,' \$10,000, Slow—'Sing and Like It' with Unit Support, \$21,500

Boston, March 19.

Current high spots are Met with 'Scandals' and RKO Boston, well set with pleasing stage and hilarious film. Keith's looks to have b.o. in 'David Harum', too. Unfortunately, Garbo and Anna Stan, who are for State and 'Christina' started slow.

Estimates for This Week  
Keith's (RKO) (4,000; 25-35-50)—'David Harum' (Fox). Holding the torch high and with weather break should give spot, toppy intake, \$19,500, best since 'Little Women' and 'Henry VIII'. May force holdover week. Last week, 'It Happened One Night' (Col), got \$12,000.  
Boston (RKO) (7,500; 35-50-65)—'Sing and Like It' (Radio) and 'Passing Show of 1934' on stage. Latter doing the pulling, and former providing the push. Should smack the brass ring for \$21,500. Last week, 'Coming Out Party' (Fox) and 'Midway Nights' on stage profited nicely at \$20,500.  
Orpheum (M&P) (3,000; 30-40-50)—'Mystery Mr. X' (MG) and Emile Boreo topping vaude bill. Rain-bowish for \$16,000. Last week,

## Joe Penner, \$25,000, a Socko Other Newark Houses Get Overflow—'No More Women' \$9,500

Newark, March 19.

Sensation of the new week is Joe Penner at Proctor's whose tremendous opening indicates a figure of \$25,000. At 11 o'clock Friday morning he filled every seat in the house including the second balcony and since then there has been nothing like it this season anywhere here. Penner is drawing downtown so many people that most of the other theatres are going to get more in the box office than they would otherwise.

A benefit for the Hebrew Orphan's Sheltering Home Wednesday night at the Mosque, will probably hurt a bit as a striking list of stars are announced including Jimmy Durante, Polly Moran, Ruth Etting, Bill Robinson, and Hal LeRoy.

Penner, continues to jam them each week. It's what the doctor ordered.

Estimates for This Week

Proctor (WB) (2,068; 15-65)—'Wonder Ear' (FN). Earned the right to hold over and break anyway by being near the Penner smash. Will probably beat \$11,000 on second week which would be good for a first. Last week great at \$18,500.  
Capitol (WB) (1,200; 15-25-35-50)—'Hi Nellie' (FN) and 'Search for Beauty' (Par). Should benefit from Penner's foot-doo but strangely on opening did not. Maybe \$4,500. Last week 'Gallant Lady' (UA) and 'All of Me' (Par) fair at \$4,100.

Levinsky (State) (2,780; 15-75)—'Moulin Rouge' (UA) and vaude. Like most of other recent UA pic this doesn't seem to keep up with comparative grosses elsewhere. On opening, it was mid at \$12,000. Last week 'Mystery of Mr. X' poor at over \$5,500.

Newark (Adams-Par) (2,248; 15-91)—'No More Women' (Par) and vaude. Not showing well, but will be sad at about \$5,500. Last week 'Six of a Kind' (Par) bad at \$5,500.

Proctor's (RKO) (2,300; 25-35-40-55-65)—'Hippodrome' (RKO) and vaude. Joe Penner on stage will smash the record for several seasons. Running six shows this season pictures daily. Service at \$25,000. Last week 'Happened One Night' (Col) grand at \$20,000.

Terminal (Skouras) (1,900; 15-25-40)—'Devil Tiger' (Fox) and 'Social Register' (Col) with 'The Ghoul' (GB) and 'I Am Suzanne' (Fox) split. Only fair business indicated with about \$2,400. Last week 'As Handcuffs Go' (RKO) and 'Meaneat Gal in Town' (RKO) fair.

You (Fox) and 'Two Alone' (RKO) split, just fair with \$3,300.

Great Lakes (Shea) (2,400; 25-40)—'Palooka' (UA) and 'If I Were Free' (WB). Penner's emphasis on the Durante feature. Should get around \$5,500 which is no. forte business but ok for house, as against recent grosses. Last week 'Fanny' (8th week) last week faded to \$800.

Century (Shea) (3,400; 25), 'Mystery of Mr. X' (MG) and 'Frontier March' (Fox). Looks like nice \$4,000. Indications point to continuance of better grosses at this house. Last week 'Ace of Aces' (Radio) and 'Lafayette' (Ind) (3,400; 25), 'It Happened One Night' (Col) (3d wk) and the Line-Up. May go to \$7,500. Last week, same.

Neat business at \$6,400.

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## BY CANDLE \$11,500, PARAMOUNT, OMAHA

Omaha, March 19.

Paramount offering 'The Student Prince' on the stage marks fourth successive week theatre row has provided a flesh attraction. This one presented in the off-the-beaten-path class house with a class picture. By Candlelight, looks to make itself worth while at about \$11,500.

Rest of theatre row with straight films should enjoy little better than average grosses in view of slightly better than average weather here. World showing Cosmopolitan production, 'You Can't Buy Everything' which consequently draws a heavy campaign in the local Hearst daily line the outlook perhaps a bit better.

Estimates for This Week

Paramount (Blank) (2,765; 25-35-55)—'By Candlelight' (U) with 'The Student Prince' (a version on the stage set for \$10,000, good) and week 'David Harum' (Fox) and 'Search for Beauty' (Par) second week of double feature policy proved better than the first; \$8,000.

Orpheum (Lank) (2,976; 25-40)—'Hi, Nellie' (WB) and 'This Side of Heaven' (MG). Double feature will take the house back a bit better than average \$7,500 after two weeks of stage shows. Last week 'Beloved' (U) and Henry Santre, gang got \$11,000.  
World (Blank) (2,100; 25-35)—'You Can't Buy Everything' (MG) and 'Sleepers East' (Fox). Can do well enough with the heavy billing of the U. in the Bee-Nack \$3,000, good, good. Last week 'Cross Country Cruise' (U) and 'O to Every Woman' (U) average bill, \$3,500.

Andeisi (Singer) (1,100; 20-25-35)—'Mandalay' (FN) and 'Beside' (FN). Double bill a bit above the ordinary and can count well from the U. in the Bee-Nack \$3,000, not bad. Last week 'It Happened One Night' (Col), finished a nine-day run with \$4,700.



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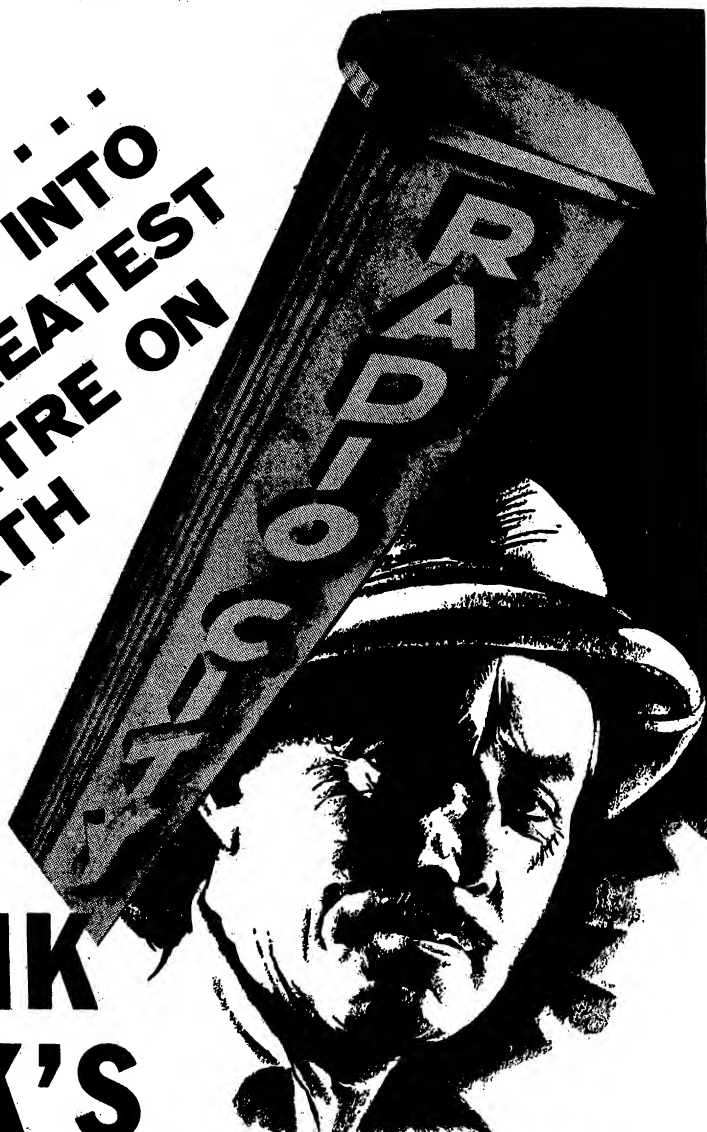
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BERMAN PRODUCTION . . . . .  
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ROBERT YOUNG  
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DIRECTED BY ARMAND DENIS

R K O RADIO PICTURE



## Safe in Retirement, Louis Aubert Tells French Filmmakers What's What

Paris, March 10.  
Sore spot in French film biz was touched by Louis Aubert, pioneer but now retired to become a deputy, speech at a banquet of film salesmen's organizations.

When you ask an exhibitor, as a minimum guaranty for a film, more than he can expect it to gross, and when you make exhibitors sign notes as advances on films which never even get made, have you any right to expect that they will pay? Aubert demanded.

He pointed out that in 1932, 156 new French film firms, in one branch or another, were formed, but that there were 108 bankruptcies and 16 friendly dissolutions. He attributed the bad financial condition of the industry to the fact that capital expenditures involved in the change-over from silent to talking films came just at the outside of the depression, and ate up the reserve which otherwise might have tided the business over.

Trade needs credit, he said, but expressed the opinion that the film bank, pet project of the lawmakers who are flitting about the industry, would be insufficient without a return of confidence.

Aubert had a good word to say for the scheme of Charles Delac to collect, nightly, percentages of gross from theatres in order to pay producers—the idea which is feared by American interests here as a stunt which would make their films pay in part for refinancing of French production.

## FULLER BREAK WITH G-T SEEN

Sydney, March 10.  
Fullers has the G-T bosses worried.

Not quite certain whether Fullers will continue in the film-pool with G-T or go alone on the buying angle. Believed that United Artists and other distributors have been dicker-ing with the Fullers, but no deal announced as yet.

Questioned whether there was any truth in the report that W. J. Douglas, g. m. of Fullers, had been offered a co-directorship on the G-T board, Charles Munro stated emphatically that no such move had been entertained.

On high authority it is learned that Fullers has had lawyers in to give a decision on the buying tie-up with G-T regarding the possibility of a breakaway. Thought that should Fullers go alone it could book sufficient pictures for a year. On the other hand, it is believed that Fullers will stay in with G-T at least until the result of the film probe is known.

Sir Ben Fuller has been out of town for some days and no actual confirmation can be obtained.

## Germans Losing, French Gaining in The Hague

The Hague, March 10.  
A few years ago Holland had practically only American and German films on its screens. Today the aspect is changing due to several reasons.

First of all, the national element has come into it, a local made picture, 'The Sailors,' cleaning up to a greater extent than anticipated. It's at the City Cinema here in its fourth week and still strong, almost a record.

Almost equally important is the fact that German pictures have lost their popularity here, as in other world markets. Newest German picture 'Fluchtlinge' almost started riots in the Ufa-Theatre, Amsterdam. Several times objectors broke up the performance.

American pictures still are most in demand here, but the French are getting the best break, easing in heavily on the former German trade. Three Frenches are here now, all doing nicely.

## D'Arrast to Join Up With London Filmmakers?

Madrid, February 24.  
Harry D'Arrast is slated to join London Filmmakers shortly. Douglas Fairbanks hopped over from Monte Carlo and practically arranged for D'Arrast to throw his lot in with the London outfit.

Fairbanks also talked over a proposition with D'Arrast for United Artists' distribution of 'An Old Spanish Town,' which D'Arrast produced in Spain in English, French, and Spanish versions. Pic is now being edited and the director will take it to Paris for music synchronization.

## PARIS STRIKE ENDS; B. O. JUMPS 25%

Paris, March 10.  
Taxis have gone back to work after being on strike since Jan. 31. Sign of relief went up from entire amusement world at elimination of the greatest handicap in the way of business that has troubled this disturbed season.

Strike was nearly 100% effective except in the very last days, when the independents started to come out in the daytime. But even then, at night, there were still no cabs at all, when theatregoers need them. Grosses had been improving during the last days of the strike, however, as the public grew used to lack of transportation. This did not prevent an all around jump Friday night, estimated at from 10 to 25%.

Hope that some of the lost money can now be garnered is springing high. Movie joy is in night club circles. Nighties actually closed during the worst of the recent disturbances, and ran at low speed throughout the strike.

## SETTLEMENT REACHED IN GERMAN SOUND WAR

Berlin, March 10.  
Long period of warfare between German exhibitors and Klangfilm on tone-film patents held by the latter has been terminated by an amicable settlement.

On individual settlements between Klangfilm and theatre owners made previous to this agreement, the charges contracted will be reduced by 25% for the period from April 1 until December 31, and by 50% for the period then remaining until termination of liabilities.

Theatres employing tone-film apparatus (infringing on Klangfilm's patent rights, without having come to an agreement, can escape civil and criminal prosecution by fulfilling conditions of a settlement offer by March 31. This involves a period of royalty payments ending March 31, 1932.

Organization of the German cinema theatre owners calls upon its members to comply with the conditions of this settlement, which is hailed as a great achievement since it enables all exhibitors to employ reproducing appliances not infringing on patents at a fair price. After expiration of the respite, offenders are liable to be expelled for unreliability.

## MEX PIC FINISHED

Mexico City, March 16.  
Aguila Films, S. A. has finished 'Compadre Mendoza' (Godfather Mendoza), a talker depicting traditional Mexican customs.

Production, directed by Fernando de Fuentes, former local Par exec, scheduled for release here early in April.

## More Foreign Films

Additional foreign film news will be found on page 29.

## First Catalan Pic

Barcelona, March 10.  
First picture to be filmed in Catalan, 'El Cafe de la Marlin,' opened at the Urquinaona, swanky film cathedral of Barcelona.

Mayor gave the customary patriotic speech and there was the usual flag waving, but also failed to click. It was produced by Orpheu in the studios of Montjuich.

## Ban Par's 'Songs' In Germany; Slap At Marlene Also

In banning 'Song of Songs' (Par), German government issued a long statement deriding the film as unnecessarily sexy from a German standpoint. The statement also takes a healthy slap Marlene Dietrich.

'With all severity,' the statement reads, we must take exception against the fact that an actress of German origin, who is also recognized in the whole world as German, continues to play the role of a hussy; all her pictures.

Film itself is tagged as showing 'deprecatory conditions in pre-war Germany.' No changes are cuts will be allowed on the film for showing here because 'by casting the leading role of a picture whose action takes place in Germany with a German actress, the impression is created that its action portrays German character of today.'

Berlin, March 10.  
Par's 'Design for Living' was turned down by the German censor, it was announced by Herr Immermann, chief of the 'Filmprüfstelle.' Pic not 'clean enough' for new Germany.

## FOX BOOKS BIP, AWAY FROM G-B

London, March 10.  
Fox has booked 'Carolina' and 'I Am Suzanne' into the B.I.P. theatre circuit and has shown some other pictures to BIP and Paramount over here.

It's the first outside booking since Fox got together with G-B for 100% booking of product in the G-B houses.

Clayton Sheehan, in New York and head of Fox's foreign department, says there's nothing significant in the bookings. Fox pictures merely piled up in London, he says, and didn't have room for all of them.

## Blumenthal Defers Resignation From Paramount; May Not Leave

Paris, March 10.  
Elimination of David Souhami, former head French Paramount distributing organization, has changed the picture so much that it now seems possible like Blumenthal, resigned European g.m., may stay. Blumenthal's resignation did not take effect March 1, as expected, and he has agreed to remain in office until June, at least. Nothing settled after that.

If Blumenthal's differences can be ironed out on this side, as believed, he contemplates a trip to New York to sew-up the matter with the home office. Much depends on local holidays and trans-Atlantic communications now going on.

John W. Hicks, Jr., and Fred Lange, who was to arrive in London, returned to Paris yesterday (9) from a week in Berlin to look over the situation there. Lange's European function originally was to supervise Continental distribution, and he was stepped up when

## Beaverbrook, Gulliver and Evans Quietly Buying Up GTC Shares

## Korda's 'Juan' Teams Fairbanks, Sr., Oberon

March 10.  
Next Alexander Korda super-film is to be 'Exit Don Juan,' which starts shooting end of March. las Fairbanks, Sen., will star.

Women in support thus far lined up are Hilda Moreno, Dorothy Oberon. Latter gets part in this due to her success in 'Henry VIII,' and goes to Hollywood when picture is finished.

## UA BACK INTO GERMAN MART AFTER 4 YRS.

After being out of the German market for about four years, due to banning of 'Hell's Angels,' United Artists is ready to go back into business in this country. Distribution deal has been made by U.A. with Bayerische Film whereby German company will get about six pictures plus options from the current season's U. A. list. Bayerische can release them as is, or dub them into German on its own, according to terms of the deal.

W. Lacey Kastner, U.A.'s new European boss, is in Berlin from Paris to close the details.

United Artists' return at this time is somewhat of a surprise to the general trade because of the banning there of 'Catherine the Great.' Picture, made by a U.A. British subsidiary, was barred because of the starring role being played by Elizabeth Bergner, refugee German Jewess. Film was not released in Germany by U.A. However, having been sold to Universal for that territory.

## Kelly's Globe Girdle

Arthur W. Kelly, v. p. of United Artists, in charge of foreign distribution, leaves Friday (23) on the first step of a complete round-the-world journey. He will sail April 3 from San Francisco for New Zealand after a few days in Hollywood.

From New Zealand Kelly goes to Australia, Java, Siam, China, Japan and Russia, then into Continental Europe for another complete visit of the European offices. Figures the trip will take about four months.

Kelly returned to New York only a few weeks ago from a seven-month survey in Europe, Egypt and India.

London, March 10.  
Charles Gulliver, Lord Beaverbrook and William Evans are quietly purchasing all the Preference shares available of General Theatre Corporation, Limited.

G. T. C. has passed its half yearly dividend, which was due in October. Next half yearly dividend is due early in April, when company defaults it is felt the Preference holders (there are 1,250,000 of these shares) will outvote the ordinary shareholders, of which there are 750,000. This would mean big changes with Beaverbrook, Gulliver and Evans again placed in power.

But there are, there are around \$11,000,000 worth of debenture shares, which are also being quietly purchased by outside interests.

One of the G. T. C. directors was asked directly whether dividends would be paid in April, to which he replied 'I do not know.'

Feeling is that Gulliver and Beaverbrook will find the money to pay dividends.

## CZECHS DROP GERMAN PICS

Berlin, March 10.  
Counteracting the German film chamber's move refusing German film actors permission to work in Prague studios, the Czech government has stopped imports of German product temporarily. Dr. Piskac, chief of the Czech film department, is in Berlin at present.

Intermezzo is causing all the more sensation here as Dr. Piskac's presence is not only regarded as a return visit to Dr. Scheuermann, chief of German film chamber, but discussions on the development of German-Czech film relations in the near future are expected.

Background of this latent tension, which was rumored some time ago but lacked official acknowledgment, is seen in the fact that German-Czech joint production in the Barrandov studios in Prague released a sharp anti-German campaign in parts of the Czech press. It was resented there that German film actors be paid with Czech money.

As a result, the German film chamber impeded further cooperation by denying German actors permission to work in Prague. The move presumably took place shortly before George R. Cauty left for the Czech capital. Dr. Piskac certainly has a strong position in Berlin with American producers ready to resume their share in the Czech market.

## RADIO OPENS OFFICES IN 3 JAPANESE TOWNS

Radio Pictures is opening exchanges of its own in Japan, starting with three offices in Tokyo, Yokohama and Kobe.

Company's new move is under direction of Phil Reisman, new foreign department head. Previously company preferred to deal with local distributors in all foreign markets, having offices of its own only in England, Australia and India.

Other foreign exchanges opened later, but not set.

Paris, March 10.  
Bo Dowling, European sales head of RKO Radio Pictures, is in headquarters in London, flew here yesterday (9) and is talking things over with Harry Leasim, Paris representative.

RKO outfit over here is on edge awaiting a decision on possible setting up of its own Continental distributing organization, which was laid out by Phil Reisman, is now up to home office.

## HOFFBERG'S HOP

J. H. Hoffberg, film importer and exporter, leaves on European trip April 4 to visit all European capitals. Several weeks will be devoted to a special survey of the Spanish market.

Has a branch office in Madrid and may open up another one in other Spanish and European centers.




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by these great showmen:

Produced by WINFIELD SHEEHAN

Associate Producer and Collaborator on Story and Dialogue: LEW BROWN. Director: Hamilton MacFadden. Lyrics: Lew Brown. Music: Lew Brown and Jay Gorney. Dances Staged by: Sammy Lee. Dialogue: Ralph Spence. Story Idea Suggested by: Will Rogers and Philip Klaf.

**FOX**  
PICTURES



PALLADIUM, LONDON

London, March 6.  
Cab Calloway is here. He is doing 50 minutes, closing the show at the Palladium for four weeks, and opened more sensationally than any act within the recollection of the press agent of the house. Standing room was at a premium and there is the largest advance sale for this and next week ever in the history of the house's variety policy.

Everybody in the house sang Calloway's "Hoo-dee" and kindred responses. No collection of devout churchgoers could have responded more loyally to the choir's chanting than the Palladium audience did to the colored maestro.

Besides his orchestra, Cab had the Three Dukes and Alma Turner. That remarkable part of the turn was the familiarity of the audience with all the bandmaster's numbers. They called for them in a manner to indicate they were just waiting what he specialized in. It is said this education was gleaned from the gramophone records.

Included in the newcomers this week are Harold Lloyd and the Jigsaws. Boy is of the original Run-away Four and has assembled a splendid act. Then there is Earl Warren, Chic Comer and the Dakotas with their rope spins, witty snapping and dancing, which got by neatly.

And this: are a couple of "Humpst-Bumpst" acrobats, last seen here with the Bertram Mills circus at Christmas-time. Gaston P. Miller, who has been absent after a few months absence, and is better than ever. Remainder of the bill will well selected from native standard acts. The house is ready for a variety bill at unusually high degree throughout. Jolo.

CAPITOL, N. Y.

Costing \$17,000 this show plays poorly. Among the three topliners, Jimmie Durante, Lou Holtz and Polly Moran haven't an act or acts. Entire production plainly shows that the three are together in an awful hurry. Durante and Moran arrived in N. Y. from the Coast 24 hours before opening. Holtz was set on his feet in advance. With the costly trio the house is bound to do business, but much doubt whether those who pay 85c. are going to be satisfied. Show runs 66 minutes.

Sara Mildred Strauss dancers, modernistic troupe along Mary Wigmore lines, also in the bill. Immediately following a poor Holtz opening gag for a machine-age number quite different from anything usually seen in this place. The 26 girls appear to have been influenced by a holy-roller revival. Later they present a dance version of "The Last Roundup" in a colorful way.

Polly Moran's first appearance is more or less of a stage wait, being the typical Hollywood personal appearance. Now they are being given and then sings a special. Later, in a hillbilly bit with Holtz, Miss Moran is mildly funny.

Holtz's material is never strong, both because of the gag and the telling. In his spasm with Durante, who does not appear until way down in the show, they are being given to each other and breaking each other up. So nothing went. They tried Holtz's old Filipino shoe-salesman sketch, but it was so bad that Durante couldn't remember the lines and necessitating cueing from Holtz.

Armida, in her specialty, is doing imitations of Dixie, Mae Marlene Dietrich and Lupe Velez. Holtz is on to give her needed support. Durante entranced to a big reception. But he's not doing a thing for laughs and most of his tries are futile. After one special he's into "Inka Dinka Doo" and it came back. For the finale the 26 girls, the part of the house staff and all of the cast, except Holtz, come on with prop noses to continue "Inka Dinka Doo." Ready to continue the show. Durante, Moran and Armida parade the runway in front of the pit, shaking hands with the audience, before the traveler.

Biz good ("The Show-Off" (M-G) on the screen) and stage lineup will likely get another chance, as it looks as if they'll hold another week.

STANLEY

Pittsburgh, March 16.  
House is selling only Eddie Cantor on stage this week. The act is "Poor Rich" (U). That the management is depending entirely on him may be gathered from fact that "Poor Rich" was originally pencilled into the Davis or twin bill but was yanked and dispatched to the Stanley the minute booking of the coffee salesman was consummated. Cantor, in the Cantor Davis bill, whom he insisted upon for this engagement; Block and Sully, who climbed in great fashion on the Chas. and Sully bill; and a local Sunday night (11) from Florida; Bryant, Rains and Young, dance trio; and Caron Sisters. Altogether, it represents neither a new production, but merely an hour of informal entertainment that only a performer of Cantor's calibre could hold together.

Show ran exactly an hour at the opening third and Cantor clocked off three-quarters of this time him-

self. Eddie gives 'em everything and doesn't pull his punches. After the Caron Sisters do a song-and-dance number, "Those Eddie Cantor Eyes" against a drop with a blow-up of the movie's map and a pair of huge, moving orbs, he comes on in regular clothes and starts in. It's one gag and one story after another. Some of them are old, some are new, but that doesn't matter. The audience. Customers came to see Cantor and to laugh, and laugh they did—even at the chestnuts. He kides his air spouters, Rubinfeld and everything else in typical Cantor style.

On his first appearance, he stays fully 15 minutes, keeping up a rapid-fire line of chatter that brought a steady response, and then introduces Bryant, Rains and Young.

In full-stage, dancers, two girls and a man, do a single number that's graceful without being particularly distinctive but serves well enough as a filler-in. Cantor follows them again for some more gags of the same kind, and then comes on Block and Sully. Comics, fore-runners of the Burns and Allen school, are still tops in the dizzy act. They have a different ending than when last here, stopping dead on several occasions during the graceful waltz to pull down the girls. They have a different ending than when last here, stopping dead on several occasions during the graceful waltz to pull down the girls. They have a different ending than when last here, stopping dead on several occasions during the graceful waltz to pull down the girls.

That's Cantor's cue for his Diamond Lil imitation in costume, and he's on. Next is a song by Rubinfeld and, of course, his violin. He's not doing an overture here, concentrating exclusively on the jazz fiddle. The crowd is in a vaudeville mood. Rubinfeld's host-town but there wasn't any of the local boy sentiment in the closing band. He got the show back on his feet and he showed the town to a knot, with some great bow work.

Cantor meets Rubinfeld at the exit and brings him down front again for some more dancing. Rubinfeld for last couple of years. Rubinfeld opens his mouth only near the end to shout the Joe Penner password, "Hoo-dee." He's not doing a thing for a big laugh, and Cantor winds up the show with a couple of songs accompanied by the violin.

Offering was framed only at rehearsal day of opening. Management didn't even know what acts were coming in until the night before coming in. Cohen.

HIPP, BALTIMORE

Baltimore, March 16.  
After five weeks of unheeded bills, this bright-eyed and peppery indie reverts to its old success-formula of dishing names. The show is a fairly good one, supplying the few do-ies; Sally Rand makes her Balto debut next week and, following, Sophie Tucker, Ozzy Starkey, and a new girl, the line up. The duck-peddlin' comic, incidentally, will be making his first appearance at this spot since Cantor's somewhat recent departure.

This week there are again only four acts on tap, and that absent fifth seemed sadly missed at the last. The afternoon show, however, Mahoney's comic turn was really the only sock on the list. Had a reasonably good additional act been added, the show would have been a lot better. The show is a fairly good one, supplying the few do-ies; Sally Rand makes her Balto debut next week and, following, Sophie Tucker, Ozzy Starkey, and a new girl, the line up. The duck-peddlin' comic, incidentally, will be making his first appearance at this spot since Cantor's somewhat recent departure.

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Closing, fast act quintet, the 5 Jansleys. Their 6 minutes of tumbling, risley and hand-balancing was a good one. A sweet topper to any vaudeville program.

Supplementing the stage fare with Columbia pic, "The Girl Guest," plus Culbertson, ridge short (RKO), and Pathe clips. Biz only fair.

ROXY, N. Y.

In spite of all the obvious excuses, including the honey that audiences at the Roxy insist on getting a lot for their money, there's too much padding going on in this house. Current bill is a perfect example. It's an ordinary little stage show, with some good and bad features, but all the numbers are so painfully dragged out that the entire thing ends up being a waste of time. Show opens briskly with the girls and boys in a so-so routine. Dressed in silver and green with parasols to match and, of course, going into the regular parade. Okay enough for the purpose.

Wesley Eddy bows in here, says hello, and introduces the Cantors. A splendid picture house diversion, but on stage inexcusably long. Eleven minutes at this early stage of the show, and then comes the act and all the rest of the performance.

Gregory and Raymon, next, are two boys who play instruments. Get most of their music out of balloons, bicycle pumps, and the like. This act, too, would probably have been okay if it were not for the fact that Eddy leads his band through a long winded overture of "Old Man River" and ends by singing the song. He's a good singer and a good dancer, but he's not a very good orchestra leader. He chose a peach.

Girls are back in a line movement, some of them wearing of Harlem. Eddy starts things going by singing one verse and chorus. Billie Joy, a girl who goes from tap to tap dancing, predominates. She's okay.

Arthur Boran, radio mimic, is spotted here and is somewhat of a novelty. He's a very good building mimic. Just why is not apparent from his showing here, although possible that stage-wiring, or some other factor, is at work. He's a building mimic. Just why is not apparent from his showing here, although possible that stage-wiring, or some other factor, is at work.

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NEWSREELS

EMBASSY

For the first time since all-news policies were introduced a house is experimenting with admissions. Under its Pathe flag the Embassy is dipping its gate to 15 cents. The move is a big one for the Luxer and also a bid for morning business, since the quarter is being maintained for afternoon and evening shows.

Emb is in a neighborhood where in the morning its original quarter stacked up pretty high, with several theatres offering a three-hour show for 15 cents. Luxer, in the Capitol area, has no such morning competition with the regular runs. The Emb's out-in to the Luxer's regular business. Luxer has become apparent during the past few weeks and the Lux will probably also have to knock off that time until noon. Saturday afternoon, at about the same time, the Emb had a better attendance than the Luxer.

The Lindbergh testimony before the senate committee, an Emb exclusive, despite the fact that the Luxer subscribes to the Pathe reel, is one of those rare subjects worth the price of admission in itself. It affords the most pertinent character study of the flier in action ever photographed. Lindbergh in sound is far more effective than in his usual silent pose. He proves to the public that he can handle himself without a press agent.

Pathe cameramen did an excellent job in capturing the Eagle. They took him to the top of the Empire State Building. And when heb roughed home forcefully the right of a citizen to be heard in court there was a round of applause for the cameramen.

At the Luxer, Paramount covered the air situation, but presented Lindy mutes alongside the Secretary of War. A hot Cotton Club rehearsal, especially the wiggles of one of the dancers, is holding interest of even some of the more hardened attendees.

An unusually intelligent treatise on prison life is afforded by a world traveler, who was recorded after being in the cage behind the bars himself. Life is too easy in American prisons, especially in New York, he said.

The little lad who fell three stories and was uninjured should find his way to Hollywood. He has a markedly different personality and manner that can be called original for children.

The program has much about kidnapping in all forms. The government repeats its advice about public co-operation. An inventor demonstrates an abduction-proof baby crib, and a dog wags his tail out the experiences of a lost canine.

Wally.

ment. Several plugs for the brand have been given by Frances, over the air, with a couple of bottle cut-outs of the beverage prominently displayed on the movable stage. Screen stars "Come On, Ma'nees" (Par.) and "The Comedy" and other shorts for fillers. Edited.

ORIENTAL, CHICAGO

Chicago, March 16.  
Going into the third week of its new policy this house makes a bad break by booking in a picture that has already played downtown, which is strictly against the picture policy originally set up for this house. "I Am a Spy" (Fox) saw downtown screening at the World Playhouse and though a sure-seater spot B&K would have been wiser to have chosen a different flicker for this house.

With the dating in of Benny Davis unit the theatre lays off the line of girls and is also saving on time and talent by using only three acts in the vaude bill instead of the regular four. Davis has plenty of talent in his array of unknowns and he's selling them. To pick out the best of them, the State-Lake for a new high in flash acrobatics and Jackie Green who looks like George Price and imitates everybody from George Price to Jackie Green, added that hill-billy trio dubbed Arkansas Travellers and they are still getting across as strongly as they've done in their own for the past three years.

In the vaude half there were the Andreases to open with their high kick act. And a female dancer, clean-cut and makes a fine appeal. While the State-Lake has set up a policy of playing no acrobats, the State-Lake has opened the stage to acrobatics consistently. There's a spot in vaude for a turn such as the Andreases, a neat trick act, especially with that gasp which makes the audience gasp.

If this were a regular style show Ken Harvey would have fitted in nicely with the presentation. However, in the State-Lake, a new act was added to satisfy by his banjo and guitar wizard-plunking. Comes in here after a recent spell at the Chicago. And the State-Lake has the vaude that trained mule with those two stooges, Red Donohue and a comedy cop. Perfect for this house and they loved it.

Business good at the first show Friday.

Gold.

TRANSUX

It's beginning to look as though Paramount had ordered its reel to step up its news gathering pace. And the reel is beginning to deliver "Big News." Paramount definitely taking the throne. Pathe occupied in the Luxer, and currently it provides this theatre with most of the material which is not due to the Luxer.

Par has a pip of a fire story, one of the best seen on the screen in months. Its Alabama crew covered the big burning store while the flames were at full height.

First picture of what the government actually means by farm homes is also drawn by Par. This shows a family moving from a dilapidated shack to a neat little bungalow with several acres. And it interviews the husband and wife, who are mentally above the average in such circumstances, who are able to convey much to the worthiness of the movement.

A Mississippi negro, who telephoned the President to save his home, is also presented by Par. Here again the subject is made forcible by the high quality of the picture. His praise for Roosevelt is making this clip one of the few to draw applause in the Luxer this week.

Dialect and pronunciation of Rockville man makes his telling of a world search for his wife ring a different comedy bell.

Pathe develops spring floods into quite a story. It starts with a diagram of how rivers become swollen, and then presents a special flood map of the U. S. This is opened up by the library, with a new slant given old views.

Pathe was a little too hurried in getting out the ambergris story. He didn't identify the cana as genuine by the time chemists had analyzed it as emanating from San Francisco sealer.

Both houses show Manchukuo entertainment; Mad-Garden ice carnival; N. Y. postal employees protest. Notre Dame spring football; baseball practice; Massachusetts all-legged killers going to court; French sea serpent; and U. S. S. Wyoming, Wally.

napping in all forms. The government repeats its advice about public co-operation. An inventor demonstrates an abduction-proof baby crib, and a dog wags his tail out the experiences of a lost canine. Wally.

PALACE, N. Y.

A better show than average, but then the average here has been pretty low for a long time. What helps this week, from the box office point of view, is "Spitfire" (RKO), with Katherine Hepburn name as a big lure.

Town was reacting to the name Friday evening, packing the house from the orchestra pit to the projection booth, with the ropes up downstairs for the balance of the drawdown. Hepburn in past pictures has been a big draw, and this time, nice profits, something which happens rarely at the Pal.

The first acts of vaude sent in with "Spitfire" were weak, but none are new. The blend is better, however, than on previous occasions, when the bookers could not find what hadn't played all around and, in some cases, for more years than most people can remember.

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The "Danceland" flash is just a new name for "Kitchen Frites," in circuit, but otherwise a pretty new, but one of the better adagio flashes. The fine torso mangling and tossing, with precision and speed, make it a fine act.

Beatty did 19 minutes, holding the mob well, but says off the Greek stuff entirely though retaining the same dance and song. He's doing things he ever did. Headliner is in here with some good material and, being a good performer, it auctions for the highest price. A couple of new slants to the novelty song and dance double between Shaver himself and Olive further strengthens an act that has been a big draw.

That bunch of nuts, the Runaway Four, are pretty old stuff by now, with slapstick acts and others of the vaude calibre, and making (Continued on page 33)





George Raft in "THE TRUMPET BLOWS" with Adolphe Menjou  
Frances Drake ... A Paramount Picture .. Directed by Stephen Roberts





INDUBITABLY A SMASH HIT!

## 'Rothschild' Lands K.O. in New York

New York.—"The House of Rothschild," opening at the Astor Theatre last night, smashed through to a success exceeding the fondest dreams of its backers. The audience gave it a tremendous ovation at the conclusion, and first editions of the morning papers show the critics doing the raves of the year.

The house could have been sold out several times over for the opening, and there is already an advance sale for the balance of the week of \$8500. Film men say the Astor is once more in for a hit that will run through the Summer.

— Hollywood Reporter

## 'Rothschild' Bats N. Y. Critics Flat; May Run Year Out

New York, March 15.—"The House of Rothschild" had its premiere at the Astor last night.

Early editions of the morning papers, including the Times, News, Telegraph, American and Mirror bubbled over with their praises of the picture and the performance of George Arliss. Some of them predicted the picture was good for the balance of the year in the house. Advance sale for the balance of the week prior to the opening was around \$8,500, which is a most healthy indication that the picture will be a s. r. o. attraction for some time.

— Daily Variety

## "Rothschild" Acclaimed

George Arliss in "The House of Rothschild," 20th Century production released by United Artists, was acclaimed by a distinguished premiere audience at the Astor Theater last night. Reaction of the opening night attendance substantiated preview reports which characterized the picture as one of the outstanding productions of recent years.

— Film Daily

JOSEPH M. SCHENCK presents

# GEORGE ARLISS

*in Darryl F. Zanuck's inspired production of*

# The House of ROTHSCHILD

BORIS KARLOFF • LORETTA YOUNG • ROBERT YOUNG • HELEN WESTLEY

And a Distinguished Supporting Cast of One Hundred

Directed by Alfred Werker



Released thru UNITED ARTISTS



# EXPLOITATION

By Epes W. Sargent

## One Forgotten

Recent months have seen more snow on Broadway than in any two or three previous years. Street cleaning department worked fast, but there were mounds of snow and three days as a time. Not a single theatre got out the snow cards which have done yeoman service in earlier years.

Snow cards are merely tack cards fastened to a lath and stuck into the sidewalk. They do not last very long, unless the cleaners are remiss, but while they last they enjoy preferred positions. Too late for this year, perhaps, since it is to be hoped the blizzard season is over, but to be remembered if next winter takes an encore.

Meantime there are two other uses for the tack cards, with one end of the lath sharpened to a point. They can be stuck in the dirt heaps along trench excavations, and they can be used as greeting cards.

In the latter case they are headed "Good morning" and are stuck into the yards facing the houses, but close enough to the sidewalk to let the curious see what they are by going a few steps up the walk. Lath and card combine in a useful, but they've been forgotten.

## Beating the Title

Manager who had turned several somersaults on titles which were not good boxoffice, decided he would lift the curse off the next. Started the week before with a new picture with an offer of \$5 for the best title, intimation being that this would be sent the production company.

All press-book cuts were routed to remove the title and question marks set in, with the lithographic paper set striped with the question marks. A similar procedure was followed in the case of the lobby frames, while the picture was threaded in on the first production credit. Full use was made of the star names, these being arranged to overcome the lack of a title.

A table in the lobby was provided with pencils and pads on which the contestants could write, and the result was announced the following week with 20 single tickets sent to the runners-up. Contest put the picture over nicely, though in near-by seats it has been estimated as much as 25% of its potential draw.

To avoid trouble with the post office the contest announcement should state that if more than one person submits the winner identical prizes will be given to all qualify.

## Be Careful

Sometimes it happens that a stunt which reads well may develop a back kick, and exhibitors using these must be careful. Now and then there is the suggestion of the use of silver paper in the back of the silver paper. Even though it is good if it is made of material that will not scuff up, but recently the suggestion was made to use heavy canvas. Whether this is on the sidewalk or in the lobby, the patron who trips over the loose folds has grounds for a suit against the theatre, and in many instances courts will hold a charge of negligence since it is . . . when that canvas will not lie flat. Even oldcloth should be watched lest some section of the edge be scuffed up and trip the unwary.

Another chance for a lawsuit is sending out a truck or other paraphernalia so loud either for design or for employment of the truck that horses will be scared. It is no plea that a parade permit has been secured. The theatre is apt to be held liable. This holds equally true of street men who appear in eerie garb to advertise a ghostly or mystery story. If they scare women the theatre is liable, and it is no defence that the parade was told not to scare women. The theatre is held responsible.

Examine stunts carefully and lay out those no matter how intriguing, which threaten legal trouble.

## New Tire Cover

ubique, Ia. Orpheum has a number of automobiles emblazoned with tire cover ads.

The wrinkle not new but the Orph has a new treatment. Vari-colored permanent border gives theatre name and 'playing now.' The center is fitted with four clips to which may be affixed the theatre's attraction, or stars.

## Long Distance Casting

Capetown. M-G-M, through the local papers in South Africa, is conducting contest to pick from Metro contract players a cast for the company's production of 'David Copperfield.'

Localities send their selections to the sponsor papers, which in turn will ship to the States.

## Dual Tryout

That Warner Bros. experiment whereby 'As the Earth Turns' was given two test premieres—one in Danbury, Conn., and the other in Dallas—seems to be something inconclusive in that both turned out well. There was really no ground for comparison, since the two campaigns were so very different.

In Danbury the New England background was the main selling point, with a giant reproduction of the book from which the story was taken, a glow turning the pages to display various selling angles. This was backed by a newspaper and advertising campaign that put the picture over nicely in spite of bad weather.

In Dallas the picture was sold as the first bunkless picture, with stress on this in the newspapers and through the Dallas Film Guild and the newspaper news columns. A local angle was played up here in proclaiming Gladys Hasty Carroll, the movie's heroine, as a former Dallas girl. She was brought to Dallas to attend social events in her honor, and also visited the book stores at announced times to autograph the volume. The bunkless inclusion referred to the absence of stressed emotion in the picture, and the Dallas audiences were supposed to write picture history by voting for or against quiet realism. They took it very seriously and responded nobly, but as an experiment it was inconclusive for the general exhibitor.

## Capitalizing Curiosity

One of the best bets for general use has been the poster at the bottom of a barrel. Change it to a more important announcement and it will work all over again.

Gag is to make a box of any desired size, just so that it is not too small, setting it on a table with a double bottom. The top of the table serves as the bottom of the box, and it has a glass plate covering an oiled announcement for any picture to be promoted.

Box can be made attractive with embossed wallpaper, backed down with light picture moulding. Painted a dull black, gilded or silvered, it will look important. Top is provided with a check cord switch that it cannot be raised. When it is raised a lever turns on a spring switch to light a lamp below the glass.

A sign provokes curiosity and at the same time assures the timid there is no shock or other unpleasant result. If they have to go to the trouble of raising the cover, the message will be more firmly implanted than one merely posted.

## Use an Aurora

Managers who have yet to play 'Eskimo' and an aurora, and who also are effective backing for the cutouts. The cutouts should be displayed in a shadow box in one or two places in front of the back of the silver paper. Below the level of the cutouts and in back are two or more fixed lights and a number of red, green and amber lamps on flasher buttons, which glow and some more rapid so that they cannot blink in time. A reflector is placed at an angle to throw the light onto the silver paper. The cutouts are constantly changing play of light against the Arctic sky.

This can be used for both lobby and theatre. It is placed in such a position that it will not be faded out by the stronger illumination on other displays.

When the 'Eskimo' too much wiring, a more simple effect can be obtained with the silver paper and strong lights thrown on strips of colored tinsel in the same colors. A rapid flasher should be used here, and the effect will be good, though not as strong as the numerous cutouts and small bulbs in reflectors, work better in store windows, since it pulls less current.

## Another Reverse

Signs done in reverse generally receive a second look, and are, unless they are done with few and large letters. Here's one that is simpler and about as effective.

Sign is done on translucent paper in reverse. It should not be done on the other side, in usual style, because the letters should be visible without transmitted light. There are small bulbs in reflectors, either along the top or at the sides. A sign in proper lettering announcements: 'If you can't read all of this, go around to the other side. But just for fun see how much you can read from this side.'

It's human nature to puzzle over the (jumble) and also human to sign behind the screen where the sign can be read naturally. Doesn't pay to try to tell too much, but one or two brief sales points can be gotten over in addition to the title and play date.

Sign should be placed reasonably close to the street, to get attention, and have a clear space behind.

## Poster Book

Duke Wellington's book on theatrical poster work ('The Theory and Practice of Poster Art, Signs of the Times') is off the press. Publisher's announcement does not indicate the price, but an advance notice gave the rap as \$5, which probably still holds.

It's hardly the book for a novice who wants to start from the bottom. It's a work for the man who is already a practical worker but who wishes to get new angles and fresh suggestions. To such it is worth the money, for Wellington covers the ground thoroughly albeit a trifle sketchily.

Ample art material supplements the printed word, but in some instances the cuts are too small to have practical value. For the greater part, however, the cuts are adequately sized and helpful to the man who has not yet reached the top round. It should particularly appeal to the signwriter who has made a start but is at a loss to continue his progress in the default of practical text books. It should find a place in the sign shop of every theatre.

## Get Out the Fans

Generally it happens that a cold winter slips abruptly into a hot spring. Don't let yourself be caught by surprise. Overhaul the fans and the ventilating system now rather than just before they start dropping from sunstroke.

If you use slip covers for the seats in summer, have them made ready now. Be sure the material is repaired and that you can put them to immediate use. Look over the summer draperies, inspect the summer uniforms, even though you may be shivering in your heavy ulster, go through the regular program and be ready the moment the need comes. Nothing is more hurtful to a business than the heat of the warm days in a theatre not quite ready for it. It may hold a patron out all summer.

And before the winter stuff is packed in moth balls, go over the uniforms and other fabrics for needed repairs and have them made now. Have all clothing cleaned and dried. It will keep better and smell fresher next fall.

# BEHIND the KEYS

## Oklahoma City.

Report says that L. L. Hancock is building a new theatre in Oklahoma, Okla., a Griffith town.

A. B. Mornand recently opened the Gem, and plans to open a string of second run houses over the state. Yale, a subsequent run prices are now five and ten cents for adults. In Youngstown, Ohio, New Criticism will be opened by Loomis & Enloe at El Reno, Okla., May 15, replacing the old Criticism recently burned.

## Canton, O.

Wallace (Doc) Elliott, for many years associated with RKO houses in Youngstown, Ohio, has come to Canton as manager of the WB Alhambra here.

All Mr. Vernon, O. movie theatre recently operating under Shoshine management. The Lyric is again dark and the Vine has been reopened.

C. J. Ward is operating the Palace, Holgate, O., under a four-year lease from B. Disler. House is operating daily with a single feature policy.

George E. Ebbeck has taken a five-year lease on the Rex, Mt. Gleason, with an option of five additional years, and maintaining a seven-day schedule. The old Rex, managed by Carl Ambrust has closed the Palace, Continental, because of insufficient business.

Theodore Laskey has taken over the operation of the Strand theatre, Brownsville, Pa., until recently operated by George Laskey, deceased.

Lock Jennings and his father, J. R. Jennings, have taken a five-year lease on the Star theatre, Bluffton, O.

Y. Louis Reinhardt, who recently acquired a lease on the old Lyceum, Canton, expect to have the house ready for reopening Easter Sunday. The house is owned by the Mozart and McKinley, Canton.

## Denver.

C. G. Diller, of Denver, remodeling in Leaside, Colo., will put in a theatre of 300 seats May 15, also remodeling in Cripple Creek with 250 seats, the Vida, to open April 15. Fred Lind opens Littleton about May 15, where his Grand, 350 seats, will be ready.

Wm. A. Robinson reopening theatre at Breckenridge, Colo., and named it the Eclipse, 300 seats.

## Manager Helps

As usual, the new edition of the Film Daily Year Book contains a compendium of the best stunts used during the past year, ably shaped up by Jack Harrower, who knows the wheat from the chaff. Many of them are from the pages of VARIETY, with proper credit given, and these help to round out a compilation of practical ideas which will be of real use to a manager looking for a stunt. This year book section is the only listing of new ideas of each year, and to the man who is trying to make money exhibiting film the section is alone worth the outlay.

This year there are many which can be used for exploitation work if the birthday is coincident with the appearance of a star in a picture.

## Industrial Anspices

With a possible sale to the entire Warner circuit depending on the showing of 'Damaged Lives' at the Parthenon in Hammond, Ill., Mr. Eruberg is going out of the way for a huge commercial backing for the picture flicker.

Has secured 100% co-operation from the Hammond Industrial firms, the Inland Steel Co. with 4,300 employees, Sinclair Oil Co., Lever Bros. Soap Co., Shell Oil, Standard Cities Seales, Ford Plant, Fruit Growers Express and the Bartlett and McGuire Tarvia plant. Companies are promising full support to induce their 35,000 employees to attend the picture. Eruberg has worked out a co-operative benefit arrangement on tickets.

## Fashions Again

Charlotte, N. C. The Imperial Theatre at Asheville doubled attendance at a reshewing of 'Fashions of 1934' by staging a local fashion show in connection with the picture.

Using 15 young women, evening sport and street dresses were displayed. The girls, followed by spots, walked down the last aisle to the stage, to the applause of the theatre lobby by way of the right aisle. The style show was staged, with the assistance of local shops, following the first evening screen show.

## Los Angeles.

Arnold Schaak has leased the San Carlos, nabe subsequent run house that has been dark for more than a year, and reopened April 1. On same date operation of Unique and Washash, nabe, passes from Pete Lasher to Eastland Theatres Co. Studio, Upland, Cal., operated by Gary Carr, has gone dark.

## Philadelphia.

Locust theatre reopens March 20 after being dark since the fall. This time it will have a grind policy with 60¢ top and no reserved seats as compared to the two-day policy used for last offering, 'Berkley Square.' A. R. Boyd and his house manager, Frank Buhler, who have the Fox, will also handle the Locust.

## Wheeling, W. Va.

Judge J. H. Brennan appointed special receivers for the Capitol theatre, Upland, Cal., named manager, Frank Buhler, who have the Fox, will also handle the Locust.

## Harrisburg, Va.

Valley Enterprises, Inc. will erect a modern theatre next to the Professional building on South Main street. Charles S. and Sam Roth, managers of the enterprise, changed their plans of using the old Isis theatre building on the opposite side of Main street. Will seat 600 to 700 people, a \$25,000 approximate cost and additional \$10,000 for equipment.

## Jacksonville, Fla.

E. J. Sparks offers reports work starting on the State theatre, Tallahassee, to replace the old theatre destroyed by fire. Site now being excavated. House will seat 1,500 with full stage equipment.

## Birmingham.

Pastime, Sardis, Michigan, purchased by M. D. Trotter and W. F. Carter.

## Winston-Salem, N. C.

Al Barber, former manager Victory, Salisbury, N. C., named manager of Colonial, succeeding Henry Brown, transferred to Lenox, N. C. as manager of State.

## Boston, Pa.

Roxy theatre here, closed several years, has reopened as a second run.

## Building Beauty

Paramount's 'Search for Beauty' is another one of those program pictures which readily lend itself to exploitation. Information on beauty and cosmetics is always a prominent part of any metropolitan daily, especially during the spring. It is a comparatively easy matter to burnish stunts and material for a very interesting article, or series of articles, in direct connection with the picture. Here it was done by the Par's exploiter Charlie Schlaifer in connection with the local Hearst paper, which almost daily includes some such display not ordinarily included in a local tie-up. In this case the theatre netted four stunts in two different issues in the before and after manner, all of which is well worth the little effort it takes.

Besides the picture offers innumerable tie-ups with health studios, photographers, screen actors, swimming pools, bathing beauty, contests for those who exhibit in the warmer climates, etc. Several of these were suggested by the Hearst paper, and the two organizations didn't permit a bang up campaign, especially as the pix was the second week of a double feature. For good an opportunity to pass up though, for some exhibs who haven't yet shown the flicker.

## Black Art

Al Zimbalist, the group of St. Louis theatres formerly known as the Skouras string, reports an effective stage trailer for 'The Invisible Man' based on the familiar black art. The trailer has a black 'Man,' but the routine can be adapted for other pictures.

A black drop was hung just in front of the screen, and a border strip with white bulbs, reversed so they shone into the auditorium. This is necessary to deepen the black. The audience are enraptured, the announcer and the property boy or other assistant. The former is dressed all in white, the latter in black, with even his face veiled.

The announcer comes on points with his cane and a red light flashes from his tip up to the borders and back into the cane. Done with a small red flashlight on the end of a black rod with a proper switch. It must be a small lamp so as not to give too much light. Announcer then steps out of his shoes and these are walked off the stage by props. The man strips down to his trousers, being under dressed in black, and finally the audience are shot into the wings, leaving the stage apparently empty. All the while the patter goes on for the picture, and the audience will see a bunch of chat because there is amusing action to go with it.

Hang on to this until you can use it, but don't try unless you can locate a non-stop black drop.

## Winter Stuff

During the recent severe storms an exhibit in update New York reported that he had suffered less from the storm than other houses in town because he was the only one to have put into practice little courtesies which patrons appreciated.

When it snows he posts a couple of boys in the lobby to brush the snow from patrons' wraps, insurance against further wetting from the weather. He was the only one to have a soft broom removes the snow from the rubbers or shoes. Rubbers can be checked inside. Each pair is held together by a strong paper spring clip, numbered.

After the rubbers are checked, the visitor is offered a demi-tasse of coffee, the bean being promoted from a local store in return for the ad. Coffee is served whenever the mercury goes below 30.

## Vallee's Favs.

For showing of Fox Intermusical, 'George' White's Sealions, a new, novel contest unearthed that merits attention if only for its attractiveness and wide appeal.

In tie-up with Rudy Vallee, who has allotted daily time space and art, contest held as crux the selection of 10 pop songs that were the favorites of the artist. Recently, who was confirming their selection, appending name and address and forwarding to newspaper. Prizes totaled \$25 in cash, raft of annie oakeys.

## Team Work

Theatre chain on upper Broadway gets out a program on its seven houses. It's a four-pager, with one column of advertising to pay the cost. Recently the programs have been sent out enclosing a price list of a liquor store in the same section. Store carries the same name as one of the houses, and may be part of the chain.



# GEORGE WHITE *tops* HIS OWN BEST SHOW\*

\*"All of my fifteen stage productions if rolled into one mighty show... would fade by comparison with this, my first screen production of 'The Scandals'."

(signed) George White

No Broadway stage was big enough to house this mighty dream show of George White. Even at \$10 top, no crowds however packed, could support such lavishness. Never has there been such a cast...so many beauties...such dance creations...such hit songs...as in this crowning triumph of George White's genius.

## GEORGE WHITE'S

**300,000 "LIBERTY" newsboys  
are selling it for you!**

Greatest exploitation scoop that ever zoomed your profits. Read the amazing details in the Special Exploitation Supplement of the big FOX press book!



## SCANDALS

**RUDY VALLEE • JIMMY DURANTE  
ALICE FAYE • ADRIENNE AMES  
GREGORY RATOFF • CLIFF EDWARDS**

**DIXIE DUNBAR • GERTRUDE MICHAEL  
RICHARD CARLE • WARREN HYMER**

and

**GEORGE WHITE**

Entire Production Conceived, Created and Directed by  
GEORGE WHITE • Musical Numbers direction of HARRY  
LACHMAN • Story direction by THORNTON FREELAND  
Music and Lyrics: RAY HENDERSON, JACK YELLEN and  
IRVING CAESAR • Executive Producer: ROBERT T. KANE

**FOX**  
PICTURE



# Comparative Grosses for February

(Continued from page 10)

## PHILADELPHIA

|  | Feb. 8   | Feb. 15   | Feb. 22   | Mar. 1   |
|--|--|---|---|--|
| <b>EARLE</b><br>(2,000; 40-55-85)<br>High. \$33,000<br>Low.. 10,500  | Going Hollywood<br>\$19,000<br>(New Prices)<br>(Vaude) | Easy to Love<br>\$18,000<br>(Cooke)<br>Ellington on stage | Fall in Love<br>\$14,500<br>(Edmond)<br>Lowe on stage | Girls in Boat<br>\$17,000<br>(Edmond)<br>Lowe on stage |
| <b>FOX</b><br>(8,000; 30-40-60)<br>High. \$41,000<br>Low.. 10,500    | Carolina<br>\$23,000<br>(New Prices)<br>(Stage Show)   | Carolina<br>\$13,500<br>(2d week)                         | Ever Since Eve<br>\$14,000<br>(2d week)               | Believed in You<br>\$15,500<br>(2d week)               |
| <b>STANLEY</b><br>(8,700; 40-55-85)<br>High. \$48,000<br>Low.. 3,750 | Fashions<br>\$14,000<br>(New Prices)<br>(8 days)       | Christina<br>\$21,500                                     | Christina<br>\$12,000<br>(2d week)                    | Eskimo<br>\$12,000                                     |

## BOSTON

|  | Feb. 8   | Feb. 15                                       | Feb. 22                | Mar. 1  |
|--|--|---|------------------------|---|
| <b>KEITH'S</b><br>(4,000; 25-35-50)<br>High. \$43,000<br>Low.. 4,000           | Beloved<br>\$10,500  | Hips, Hoorary<br>\$10,000<br>(New low)        | Lost Father<br>\$8,000 | Palooka<br>\$9,500                                    |
| <b>ORPHEUM</b><br>(8,000; 30-40-50)<br>High. \$23,000<br>Low.. 4,000           | Fugitive Lovers<br>\$12,500<br>(Vaude)                                 | Gallant Lady<br>\$12,000                      | Eskimo<br>\$11,500     | Sons of Desert<br>\$18,000                            |
| <b>METRO-POLITAN</b><br>(4,300; 30-40-50-65)<br>High. \$69,000<br>Low.. 12,500 | Search for Beauty<br>\$34,500<br>(Anita Page on stage)<br>(Stage Show) | Fashions<br>\$23,000<br>(Blackbirds on stage) | Christina<br>\$26,500  | Good Dame<br>\$27,000<br>(First Little Show on stage) |

## ST. LOUIS

|  | Feb. 8  | Feb. 15   | Feb. 22                                       | Mar. 1                                       |
|--|---|---|---|--|
| <b>AMBASSADOR</b><br>(8,000; 25-35-55)<br>High. \$48,800<br>Low.. 13,000 | Nellie<br>\$15,000<br>(Stage Show)<br>(Jack Haley on stage) | Candlelight<br>\$17,000<br>(Jack Haley on stage)                            | All of Me<br>\$13,000<br>(New low)            | Fashions<br>\$15,000                         |
| <b>FOX</b><br>(8,000; 25-40-55)  | Was a Spy and Lost Father<br>\$7,000<br>(New Prices)        | Hold That and Last Roundup<br>\$8,000                                       | Carolina and King of Wild Horses<br>\$18,000  | Two Worlds and Charming Deceiver<br>\$9,000  |
| <b>STATE</b><br>(8,000; 25-35-55)<br>High. \$31,500<br>Low.. 10,000      | Gallant Lady<br>\$12,000                                    | Side of Heaven<br>\$11,000  | Christina<br>\$13,000                         | Cat and Fiddle<br>\$15,000                   |
| <b>MISSOURI</b><br>(8,000; 25-40)<br>High. \$29,500<br>Low.. 6,000       | Easy to Love and Bombay Mail<br>\$10,000<br>(New Prices)    | Cross Country and Big Shakedown<br>\$8,000                                  | Goodbye Love and Frightened People<br>\$8,000 | Dark Hazard and Search for Beauty<br>\$8,000 |
| <b>ST. LOUIS</b><br>(4,000; 25-35-55)                                    | Ace of Aces and To Every Woman<br>\$13,000<br>(New Prices)  | Two Alone and Olsen and Johnson<br>\$15,000<br>(Olsen and Johnson on stage) | Song You Gave Me and Ninth Guest<br>\$12,000  | Advice to Lovelorn and (Sally Rand on stage) |

## BUFFALO

|   | Feb. 8  | Feb. 15  | Feb. 22                                      | Mar. 1  |
|---|---|--|--|---|
| <b>BUFFALO</b><br>(8,000; 30-40-55)<br>High. \$42,000<br>Low.. 9,000  | Down to Rio<br>\$16,000<br>(Stage Show)                   | Carolina<br>\$20,000<br>(Miriam Elicking on stage) | Convention City<br>\$12,000                  | Fashions<br>\$13,000                                  |
| <b>CENTURY</b><br>(8,400; 25)<br>High. \$21,000<br>Low.. 3,200        | Emperor Jones and Husbands Go<br>\$6,000                  | White Woman and Chief<br>\$4,500                   | Head-quarters and Jimmy and Sally<br>\$5,200 | Big Shakedown and Smoky<br>\$5,200                    |
| <b>HIPPO-DRONE</b><br>(2,400; 25-35)<br>High. \$22,000<br>Low.. 3,600 | Advice to Lovelorn<br>\$10,000<br>(New Prices)<br>(Vaude) | Female<br>\$10,000                                 | Ladies Behave<br>\$9,800                     | Frightened People<br>\$9,800<br>(Blackbirds on stage) |

## WASHINGTON

|  | Feb. 8   | Feb. 15   | Feb. 22  | Mar. 1  |
|--|--|---|--|---|
| <b>EARLE</b><br>(2,420; 25-35-40-60)<br>High. \$27,000<br>Low.. 6,000    | Easy to Love<br>\$18,000<br>(Leo Carrillo on stage)<br>(Vaude) | Fashions<br>\$13,000<br>(Donald Novis on stage)   | Mandalay<br>\$17,000<br>(Novis on stage)         | Got Your Number<br>\$17,000                                       |
| <b>FOX</b><br>(8,484; 25-35-60)<br>High. \$41,500<br>Low.. 11,000        | Six of Kind<br>\$23,000<br>(New Prices)<br>(Vaude)             | Fane's Baby<br>\$18,000<br>(Meyer Davis on stage) | Six of Kind<br>\$18,000<br>('Vanities' on stage) | Sons of Desert<br>\$22,000<br>(Greenwich Village Polled on stage) |
| <b>KEITH'S</b><br>(1,830; 25-30-40)<br>High. \$21,000<br>Low.. 3,700     | Two Worlds<br>\$5,000<br>(New Prices)                          | Hips, Hoorary<br>\$9,500                          | Lost Patrol<br>\$8,000                           | Palooka<br>\$8,000  |
| <b>PALACE</b><br>(2,988; 25-35-60)<br>High. \$32,000<br>Low.. 6,000      | Design<br>\$14,000<br>(New Prices)                             | Moulin Rouge<br>\$19,000                          | Moulin<br>\$8,500<br>(2d week)                   | Christina<br>\$27,500   |
| <b>COLUMBIA</b><br>(1,268; 15-25-33-40)<br>High. \$19,000<br>Low.. 1,100 | Olsen's Moment<br>\$3,000                                      | Orient Express<br>\$2,800                         | Sketch<br>\$5,000                                | Devil Tiger<br>\$4,500  |

## DENVER

|  | Feb. 8   | Feb. 15   | Feb. 22  | Mar. 1  |
|--|--|---|--|---|
| <b>DENHAM</b><br>(1,900; 25-30-40)<br>High. \$16,000<br>Low.. 2,000  | All of Me<br>\$7,500<br>(Stage Show)                               | Search for Beauty<br>\$7,500<br>(Jerry Ross on stage) | Frightened People<br>\$4,500                   | Six of Kind<br>\$6,500                              |
| <b>DENVER</b><br>(2,800; 25-35-50)<br>High. \$27,700<br>Low.. 3,000  | Eskimo<br>\$8,000  | Gallant Lady<br>\$8,000                               | Fashions<br>\$7,000                            | Christina<br>\$8,000                                |
| <b>ORPHEUM</b><br>(2,000; 25-35-50)<br>High. \$20,000<br>Low.. 3,750 | Down to Rio<br>\$17,000<br>(Leo Carrillo on stage)<br>(Stage Show) | Carolina<br>\$13,000<br>(Al Lyons on stage)           | Nellie<br>\$14,000<br>(Sally Rand on stage)    | Hips, Hoorary<br>\$14,000<br>(Dorothy Lee on stage) |
| <b>PARA-MOUNT</b><br>(2,000; 25-40)<br>High. \$22,000<br>Low.. 1,750 | Little Women<br>\$5,000  | Ace of Aces and Fugitive Lovers<br>\$4,000<br>(Split) | Head-quarters and Women in His Life<br>\$3,000 | Cross Country<br>\$3,000                            |

## DETROIT

|   | Feb. 8                                | Feb. 15  | Feb. 22                          | Mar. 1 |
|---|---------------------------------------|--|----------------------------------|--------|
| <b>MICHIGAN</b><br>(4,045; 15-25-35-40-55)<br>High. \$58,100<br>Low.. 6,600 | All of Me<br>\$15,000<br>(Stage Show) | Fashions<br>\$17,500                               | Can't Buy Everything<br>\$20,000 |        |
| <b>FOX</b><br>(5,100; 15-25-35-40-55)<br>High. \$50,000<br>Low.. 4,000      | Carolina<br>\$26,000<br>(Stage Show)  | I Were Free<br>\$37,000<br>(Amos n' Andy on stage) | Hips, Hoorary<br>\$18,000        |        |
| <b>FISHER</b><br>(2,750; 15-25-35-40)<br>High. \$29,000<br>Low.. 3,000      | Dinner<br>\$5,000<br>(Stage Show)     | Beloved<br>\$4,000                                 | Frightened People<br>\$4,000     |        |

## PITTSBURGH

|   | Feb. 8   | Feb. 15                | Feb. 22                                       | Mar. 1   |
|---|--|------------------------|---|--|
| <b>PENN</b><br>(3,800; 25-40-55-60-75)<br>High. \$41,000<br>Low.. 3,750 | Fugitive Lovers<br>\$26,000<br>(Vanities on stage) | Fane's Baby<br>\$7,000 | Eskimo<br>\$22,000<br>(Amos n' Andy on stage) | Side of Heaven<br>\$21,000<br>(Cab Calloway on stage)    |
| <b>FULTON</b><br>(1,750; 15-25-40)<br>High. \$12,000<br>Low.. 1,900     | Suzanne<br>\$6,500<br>(New Prices)                 | Carolina<br>\$7,700    | Carolina and Devil Tiger<br>\$4,500           | Palooka<br>\$5,800<br>(6 days)                           |
| <b>STANLEY</b><br>(3,600; 25-40-60)<br>High. \$48,000<br>Low.. 3,750    | Frightened People<br>\$5,000<br>(New Prices)       | Fashions<br>\$9,000    | Mandalay<br>\$5,200                           | Candlelight<br>\$17,000<br>(Artists and Models on stage) |

## SAN FRANCISCO

|   | Feb. 8   | Feb. 15                           | Feb. 22  | Mar. 1  |
|---|--|-----------------------------------|--|---|
| <b>PARA-MOUNT</b><br>(2,400; 25-35-40)<br>High. \$37,500<br>Low.. 5,000 | Frightened People and Nellie<br>\$11,500                         | Suzanne and All of Me<br>\$14,500 | Six of Kind and Massacre<br>\$11,500<br>(Denny and Karloff on stage) | Can't Buy Everything<br>\$12,000                |
| <b>GOLDEN</b><br>(2,844; 25-35-40)<br>High. \$22,500<br>Low.. 5,400     | I Were Free<br>\$7,500<br>(Stage Show)                           | Hips, Hoorary<br>\$12,000         | Lost Patrol<br>\$15,000  | Poor Rich<br>\$11,000                           |
| <b>WARFIELD</b><br>(2,700; 25-35-45)<br>High. \$57,400<br>Low.. 8,200   | Convention<br>\$17,000<br>(Anson Weeks on stage)<br>(Stage Show) | Dinner<br>\$21,500                | Carolina<br>\$19,500   | Fashions<br>\$13,500<br>(Leo Carrillo on stage) |

## CINCINNATI

|   | Feb. 8  | Feb. 15  | Feb. 22                          | Mar. 1                           |
|---|---|--|----------------------------------|----------------------------------|
| <b>ALBEE</b><br>(3,300; 35-44)<br>High. \$33,500<br>Low.. 5,800   | Roman Scandals<br>\$7,000<br>(2d week)                        | All of Me<br>\$9,000                                       | Fall in Love<br>\$6,000          | Six of Kind<br>\$8,800           |
| <b>PALACE</b><br>(2,000; 35-44)<br>High. \$28,100<br>Low.. 4,500  | Madame Spy<br>\$14,000<br>(Take a Chance on stage)<br>(Vaude) | Cross Country<br>\$18,000<br>(Artists and Models on stage) | Sons of Desert<br>\$12,500       | Christina<br>\$13,500            |
| <b>LYRIC</b><br>(1,800; 25-44)<br>High. \$23,300<br>Low.. 2,900   | Meanest Gal<br>\$6,500  | Hips, Hoorary<br>\$5,500                                   | Eskimo<br>\$7,000                | Frightened People<br>\$5,500     |
| <b>KEITH'S</b><br>(1,800; 30-40)<br>High. \$22,100<br>Low.. 3,200 | Dark Hazard<br>\$4,800  | Massacre<br>\$5,500  | Fashions<br>\$5,000<br>(2d week) | Fashions<br>\$5,000<br>(2d week) |

## MINNEAPOLIS

|  | Feb. 8                                | Feb. 15                    | Feb. 22  | Mar. 1                               |
|--|---------------------------------------|----------------------------|--|--------------------------------------|
| <b>STATE</b><br>(2,200; 25-35-40)<br>High. \$28,000<br>Low.. 3,500   | House on 60th St.<br>\$4,000          | Roman Scandals<br>\$14,000 | Scandals<br>\$5,500                                  | Going Hollywood<br>\$5,200           |
| <b>ORPHEUM</b><br>(2,800; 25-35-50)<br>High. \$25,000<br>Low.. 2,200 | Convention<br>\$7,500<br>(New Prices) | Hips, Hoorary<br>\$6,500   | Man's Castle<br>\$19,000<br>(Morton Downey on stage) | Fashions<br>\$4,500                  |
| <b>LYRIC</b><br>(1,800; 20-35)<br>High. \$17,000<br>Low.. 1,200      | Advice to Lovelorn<br>\$2,500         | Last Roundup<br>\$4,000    | Sons of Desert<br>\$4,000                            | Girls in Boat<br>\$4,000<br>(6 days) |

## KANSAS CITY

|   | Feb. 8  | Feb. 15   | Feb. 22  | Mar. 1                          |
|---|---|---|--|---------------------------------|
| <b>MIDLAND</b><br>(2,000; 25-35)<br>High. \$35,000<br>Low.. 5,100     | Eskimo<br>\$10,000  | Side of Heaven<br>\$9,000                       | Christina<br>\$13,500                                | Cat and Fiddle<br>\$12,000      |
| <b>MAIN-STREET</b><br>(3,300; 25-40)<br>High. \$35,000<br>Low.. 3,700 | Invincible Man<br>\$15,000<br>(New Prices)<br>(60 Million Frenchmen on stage) | Two Worlds<br>\$14,000<br>(Kate Smith on stage) | Man's Castle<br>\$18,000<br>(Take a Chance on stage) | Fashions<br>\$6,000<br>(6 days) |
| <b>NEWMAN</b><br>(1,800; 25)<br>High. \$33,000<br>Low.. 4,000         | Fane's Baby<br>\$7,500<br>(New Prices)  | Nellie<br>\$8,000                               | Search for Beauty<br>\$8,000                         | Good Dame<br>\$6,000            |
| <b>UPTOWN</b><br>(2,040; 25-40)<br>High. \$25,000<br>Low.. 3,500      | Was a Spy<br>\$6,000<br>(6 days)  | Carolina<br>\$6,900<br>(3 days)                 | Cross Country<br>\$2,500                             | Beloved<br>\$5,200              |

## MONTREAL

|  | Feb. 8  | Feb. 15                                 | Feb. 22   | Mar. 1                               |
|--|---|---|---|--------------------------------------|
| <b>PALACE</b><br>(2,000; 25-35)<br>High. \$18,000<br>Low.. 6,500 | Prizefighter and Day of Reckoning<br>\$8,000<br>(New Price) | Sons of Desert and Sigma Chi<br>\$7,500 | House on 56 St. and Diarell<br>\$9,000          | Candlelight and All of Me<br>\$8,000 |
| <b>CAPITOL</b><br>(2,700; 60)<br>High. \$30,000<br>Low.. 5,500   | Going H'wood<br>\$9,000*                                    | Dinner<br>\$10,500                      | Down to Rio<br>\$13,000                         | Christina<br>\$13,000                |
| <b>LOEW'S</b><br>(3,200; 35-50)<br>High. \$18,000<br>Low.. 5,500 | Fane's Baby<br>\$7,500<br>(Vaude)                           | Women in His Life<br>\$10,000           | Girls in Boat<br>\$9,000                        | After Tonight<br>\$9,000             |
| <b>PRINCESS</b><br>(1,900; 60)<br>High. \$25,000<br>Low.. 3,500  | Gallant Lady and West Room<br>\$9,000                       | Lady and Room<br>\$8,000<br>(2d week)   | Falling for You and Man from Toronto<br>\$8,000 | Nana<br>\$10,000                     |

## Studio Placements

Hollywood, March 19.  
Sheridan Gibney, writing, WB.  
Josephine Lovett, scripting, Fox.  
Pat O'Brien, Jimmy Cagney, 'Hey, Sailor,' WB.  
Emma Dunn, 'Dr. Monica,' WB.  
Glady Lehman, collaborating with William Lipman, orig., Par.  
Charles Middleton, 'In Conference,' Par.  
Peter Rurie, scripting 'Affairs of a Gentleman,' U.  
Herbert Mundin, Pat Patterson, Georgia Crane, Charles Starrett, 'Call It Luck,' Fox.  
Douglas Scott, kid actor, 'Too Many Women,' Fox.  
Vesey O'Davern, 'Springtime for Henry,' Fox.  
Francesca, 'Change Heart,' Fox.  
Frank Melton, 'Merry Andrew,' Fox.  
Leo Carrillo, 'Three Men,' MG.  
Carl Miller, 'Practical Joker,' U.  
Greta Meyer, 'Private Scandals,' Rogers-Par.  
Ricardo Cortez, 'Beware of Imitations,' WB.  
Walter Wanger, producing 'Postman Always Rings Twice,' MG.  
Charles Brannan, directing 'Charlie Chan's Courage,' Fox.  
Frank Sayles, 'Double Door,' Par.  
Marjorie Rameau, John Halliday, Zed Froudy, 'I Want a Canary,' Lasky-Fox.  
Robert Presnell produces 'Oil for the Lamps of China,' WB.  
Charles Dell, 'Cleopatra,' Par.  
Marion Dix, collaborating with Lynn Stirling and Herbert Fields, scripting 'Down to Their Last Yacht,' Radio.  
Norman McLeod directs George Burns, Grace Allen, Joe Morrison, Joan Marsh, George Barbier, 'Often a Broomstick,' Par.  
Jessie Fringie, 'Merry Andrew,' Fox.  
Fred Guil, Jack Townley scrivening 'Will Stanton-Ed Kennedy two-reel Radio.'  
Stuart Holmes, Harry Woods, 'It Ain't No Sin,' Par.  
Halliwell Hobbes, 'Double Door,' Par.  
Lenita Lane, 'Now I'll Tell,' Fox.  
Rollo Lloyd, 'Private Scandals,' Par.  
Ted Healy, 'Treasure Island,' MG.  
Charles Laughton, 'Barretts' MG.  
Pat O'Malley, Mary McLaren, Bess Flowers, 'Dames,' WB.  
Jane Reed, 'A Gentleman of Affairs,' U.  
Dorothy Tree, Helen Lowell, Hobart Cavanaugh, 'DuBarry,' WB.  
Virginia Hammer, Herbert Bunston, 'Dr. Monica,' WB.  
Drue Layton, 'Charlie Chan's Courage,' Fox.  
Walter Long, Jean Parker, 'Operator 13,' Metro.  
Shirley Ross, 'Hollywood Party,' Metro.  
Noel Madison, Muriel Evans, 'Manhattan Melodrama,' Metro.  
Marjorie Gatenon, 'Operator 13,' Metro.  
Wedgewood Nowell, 'Cleopatra,' Par. and 'Hell Bent for Love,' Col.  
Lawrence Hazard scripting 'Saturday's Children,' WB.  
Marjorie Lytell, 'Party's Over,' Col.  
Jane Darwell, 'A Night of Love,' Col.  
Ray Mayer, 'Call It Luck,' Fox.  
Sumner Gettel, Jack Norton, Ann Brody, 'Money Means Nothing,' Mono.  
George Marion, Jr., scripting untitled football yarn, Par.  
Ruth Cummings, scripting 'For-saking All Others,' MG.  
Edward Earle, 'Practical Joker,' U.  
Rosita Moreno, 'Don Cossack,' Fox.  
Joe Morrison, 'Grease Paint,' Par.  
Patricia Ellis, 'Beware of Imitations,' WB.  
Clara Kummer, adapting 'Her Master's Voice,' Par.  
Charley Grapewin, 'Gypsy Melody,' Fox.  
Pat O'Malley, Mary McLaren, Bess Flowers, 'Dames,' WB.  
Torben Meyer, 'World Moves On,' Fox.  
Wallace Ford 'Money Means Nothing,' Mono.  
Leo Carrillo, 'Manhattan Melodrama,' Frances Thew, 'Operator 13,' Shirley Ross to sing, Joan Gall to dance, 'What Price Jazz,' Florio short, Metro.  
Theodore von Eltz, 'Call It Luck,' Fox.  
Ray Schrock, treating 'A Man I Knew,' Par.  
Ann Dvorak, subs. Margaret Lindsay, 'Old Doll's House,' WB.  
Howard Langley, George Webb, 'Witching Hour,' Par.  
Joseph Schildkraut, 'Cleopatra,' Par.  
Alison Skipworth, Roscoe Ates, 'Canal Boy,' Par.  
Jed Froudy, June Brewster, 'Private Scandal,' Par.  
Edward Keane, 'Old Doll's House,' WB.  
Jerry Tucker, 'Hollywood Party,' MG.  
Reginald Row, 'Alias the Deacon,' U.  
Howard Lang, 'Witching Hour,' Par.  
Virginia Howell, 'Double Door,' Par.  
Ivan Simpson, 'World Moves On,' Par.  
Egon Brecher, 'Many Happy Returns,' Par.  
Randolph Scott replaces Raymond Millard, 'Great Magoo,' Par.

(Continued on page 27)



**Thank you —**

THE CAROLINA THEATRES  
CHAS. W. PICQUET, General Manager  
PINEHURST, N. C.

March 15, 1934.

United Artists Corporation  
Charlotte, N. C.

Gentlemen:

I am sure that 98% of my audience last night at Pinehurst will agree with me in the statement that "Catherine The Great" is one of the great pictures of the year.

They will also agree that Elisabeth Bergner is a superb artist, outshining any foreign female star yet seen in this country with the possible exception of one, and I personally, make no exception.

She is not beautiful in the common use of the term, but in her moments of inspiration she is beautiful; with marvelous eyes, an ingratiating smile and superb artistry.

Douglas Fairbanks, Jr. completely outdid himself, rising to heights that I never believed him capable of.

Lavish settings, perfect photography and flawless sound combines to make "Catherine The Great" a mark for all others to shoot at. It's a credit to the industry and a credit to any theatre owner to run it.

It topped all records at the box office for this year.

Very truly yours,

*Chas. W. Picquet*  
Charles W. Picquet

**—and did  
you know  
that**

ALEXANDER KORDA'S  
PRODUCT

# CATHERINE THE GREAT

WITH  
DOUGLAS FAIRBANKS, Jr.  
AND  
ELIZABETH BERGNER

Directed by PAUL CZINNER

is now in its 5th big week on Broadway!  
reached "smash proportions" easily in  
Baltimore! (*Variety*)

"equalled 'Henry VIII' which was tops"  
in New Haven! (*Variety*)

"highly profitable session with critical  
raves untopped for years" in Pittsburgh!  
(*Variety*)

Released thru UNITED ARTISTS



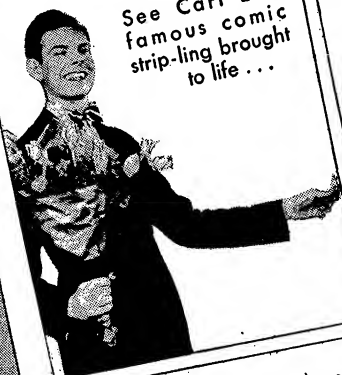




# HAROLD TEEN

He's in the Movies  
Now Thanks to  
**WARNER BROS.**

See Carl Ed's  
famous comic  
strip—ling brought  
to life...



With Hal LeRoy, boy wonder  
of "Wonder Bar", as Harold...



And Lillums in the flesh, played  
by adorable Rochelle Hudson...



With Mimi (Patricia Ellis) and  
Pa Lovewell (Guy Kibbee)...



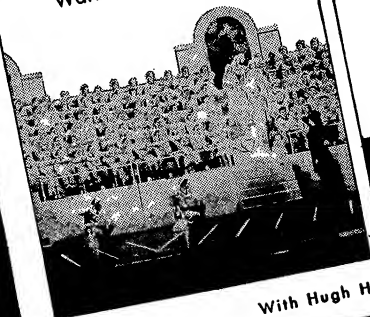
And all the other lovable folk  
of your favorite funny feature!



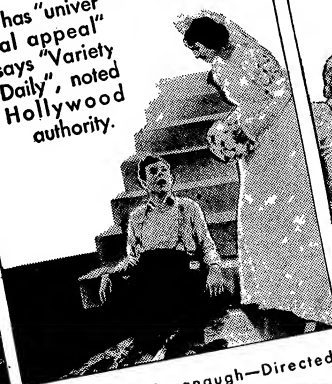
Watch Broad-  
way's greatest  
tap-dancer  
do his stuff  
in "Collegiate  
Wedding"...



And 4 other big spectacle  
song numbers in the famous  
Warner Bros. manner.



It has "univer-  
sal appeal"  
says "Variety  
Daily", noted  
Hollywood  
authority.



Don't miss it if you like to laugh.  
At leading theatres soon!



With Hugh Herbert—Hobart Cavanaugh—Directed by Murray Roth

**NATIONAL ADVERTISING** to pre-sell this showman-  
ship special to the thirty-four-and-one-half million  
followers of America's favorite comic strip, will be  
started this week by **WARNER BROS.**

Vitagraph, Inc., Distributors



# Stock Market

(Continued from page 6)

the publication of its report for 39 weeks showing a net profit of nearly a million and a half as compared with a staggering loss in 38 previous weeks. Stock climbed to 16 1/2 where it was only about a point away from year's high and closed for a net gain of three-quarters. Good buying is said to have come into market for this issue.

Bond market was consistently much stronger all week than stocks. Theater lens reflected this, and two issues went to new highs and others approached their '34 high levels. Loew's '41, showing a net gain of two points on the week, registered a new high at 98 1/2. RKO debentures also climbed to a new top at 41 on small volume. These bonds showed a net gain of seven points, biggest increase of any amusement company obligation. Pathe '37 went to 93 1/2 or off a quarter from the year's peak.

Par-Fam-Lasky '47 bonds went to 50 for a net gain of 1/4 while the certificates of this issue gained four points to 50. Here the certificates were at year's high. Par-Pub '69 certificates also equalled high for 1934 at 50 and up 3 1/2 points net. Par-Pub '59 bonds gained 4 1/2 points and closed at 50, off half a point from its high. Keith '46 and Warner '39 also neared their highs during the week, both showing good gains.

Following closely on heels of two favorable reports by Pathe Exchange and Consolidated Film Industries, report of Fox Film Corp. report added additional friends to the group looking for film stock with increasing favor. It indicated that picture companies, all along the line, are putting their financial houses in order to reap greatest benefits when business shows sustained pick up.

Fox report showed that from April 1, effective date of reorganization, to end of 1933, company had profit of \$1,410,795, compared with net loss for 40 weeks ended Dec. 31, 1932, of \$7,595,100. Statement, the first annual report since company reorganization, covered 39 weeks. Reported earnings for 1933, based on outstanding Class A and B stocks, equalled \$1,410,795, a share of which \$1,080,015 or 44c, a share was earned during last quarter of year. Balance sheet showed \$13,264,086 current assets, including \$5,031,932 cash against current liabilities of \$3,910,292. Report said company has no bank loans.

Sidney R. Kent, president, in announcing report stated management felt company had successfully weathered a most critical period and looked forward with confidence to gradual steady improvement in financial strength and earning power.

Preliminary report for Universal Pictures Co., Inc., showed net loss of \$1,016,893 for year ended Oct. 23, compared with net loss of \$1,260,283 in preceding year.

Another company coming through with a favorable report was Eastman Kodak. Net income of \$11-

119,044 was shown, equivalent, after deferred dividends, to \$4.76 a share compared with \$6.057/8 or \$2.52 a common share for 1932. Cash on hand at end of 1933 is reported at \$17,276,785 compared with \$9,118,176 at end of 1932.

Westinghouse report did not make such good reading although more favorable than previous year. Net loss reported to be \$5,636,841 compared with net loss of \$5,903,540 in 1932. In addition to this net loss, company showed \$5,004,025 was deducted from surplus, including \$1,036,555 for decline in securities and \$3,201,760 adjustment on RCA stock distributed as dividend.

Mild rally early Monday afternoon improved outlook for stocks but Tuesday and Wednesday proved to be only a weak effort to follow this way. Despite Myron C. Taylor's optimistic report on business outlook, figures showed that U. S. Steel is still far in the red. With decline in steel operating rate this week, smart investors were not astonished when Steel slipped to its new low on current move. Unusually favorable figures on electricity output and carloadings failed to attract a following either to utilities or railroads. Improvements towards close of week but best that can be said of them is that they were firm. Turn in day set for eastern roads to consider all-round reduction in passenger rates. If they are reduced to level of western roads as many think they will be, increase in business is anticipated. Tremendous improvement reported for Class I railroads. While they are not in black many, particularly in east, are within easy striking distance of some earnings.

Washington conference indicates that plans are in progress to lend credit assistance to small industries, thereby remedying defect in New Deal which has caused limited flow of credit from bankers to small concerns. However, the threat of big auto industry tie-up, labor disputes and uncertainty surrounding legislation in Washington has thrown cold water on any effort to dig market upward. Break in silver and continued strength of bonds proved to be feature of week. Senior bond issues went into new high ground. Seemingly capital is being forced into bonds since outlook for most stocks is confusing at present.

Defeat of St. Lawrence treaty in Senate in favorable market should have helped both rails and utilities. Utilities were improved early in week but neither these issues nor rails showed big improvement. Such reaction of these groups to this vote is plainly indicative of present market—no public interest and extreme caution on part of professional element. Many would expect stock market to follow bonds judging from past performances. Such may be ultimate outcome but it hardly can be expected while so much dynamite is lying around connected with labor industry, auto industry, wages and working hours and as long as much doubt shrouds outcome of numerous questions in Washington.

## Renew Austro-German Film Exchange Pact

Berlin, March 10.

Film exchange agreement existing for many years between German and Austrian producers has been renewed until March 1, 1935.

This ends discussions on the matter, which had been accompanied by pessimistic comment in Vienna.

## Belgians Want Tax Money for 1931 Business

Paris, March 10.

Question of Belgian turnover tax on rental money taken out of the country, which lay dormant for several years, is now buzzing again. Tax is theoretically 16 1/2% on all cash going out.

Belgian Government instituted the tax in 1930 and then did nothing about it for three years. Under their law they can start assessing three years after imposition, and at the end of last year they tried to collect for the first time, for 1930. As far as is known, only one company paid.

Attitude of French Chambre Syndicale, expressed a few days ago, is that the tax is illegal. Belgian Chambre Syndicale backs them up in this. Meanwhile it is up to the Government to get the money if it can, and also to try to collect this year for the 1931 taxes. United action against it is expected.

Question of Belgian refusal to accept dubbing done in France is lying dormant. French trade groups, however, are willing to accommodate the Belgians by asking Government to rule that dubbed versions made in Belgium be admitted free to France, in return for same export privilege to Belgium. Catch is that no one in France would want to buy Belgian dubbing anyway, because of difference in accent and because Belgians can't get best films.

If the tax matter should become serious, American firms would be considerably bothered, because the money has already been sent to the United States and no reserves have been set aside for this 16 1/2% sock in the nose.

## Mex Filmers Merge

Mexico City, March 16.

National Motion Picture Production Co., Mexico's pioneer talker producer, and Central Cinematografica have merged production interests.

Announce that they will undertake making six features this year under the consolidation pact.

## Efftee, Australian Pic Producers, Suspend; Blame Lack of Gov't Aid

### Praskins Aids Lanfield On British Assignment

Hollywood, March 19.

Leonard Praskins has been released temporarily by 20th Century to accompany Sidney Lanfield to England where latter will direct and Praskins will script 'Sons of Guns', musical production featuring Jack Buchanan and Lily Damita.

Lanfield and Praskins are on three months loan-out, leaving April 9, in line with Joseph M. Schenck's alliance of leading English companies with United Artists, through which 'Sons of Guns' will be released in this country.

### U.A. ALL OVER LONDON; 6 WKS. FOR 'CATHERINE'

London, March 10.

United Artists will get six weeks out of 'Catherine the Great,' at the Leicester Square theatre. 'Sorell and Son' replaces picture third week in March, and is expected to stay three weeks.

'Roman Scandals,' originally expected to go to the Palace, followed 'Sorell,' because deal is off due to theatre having made arrangements for a new musical. 'Scandals' is expected to last for 10 weeks.

Despite U.A. having a West End house, and shortly taking another—the London Pavilion—their position with Gaumont-British is pretty good. 'Emperor Jones' goes into the Marble Arch Pavilion (G.B. house) after run of 'Waltzes from Vienna,' expected to stay till last week in March. 'Nana' goes to the Tivoli, another G.B. house about the end of March.

Lyn Farnol is due in a few days to start exploitation on 'Scandals' and 'Nana.'

### Tilley Out

John Tilley, local comic, booked for British & Dominion film, 'Girls, Please,' was dropped after 12 days. Underwood Tilley was engaged for three weeks, getting \$5,000, which will have to be paid him. Sydney Howard, under contract with B.D., replaces.

### Joyce's Pickups

Frank Joyce, of Joyce & Selznick, signed exclusively Elizabeth Bergner, Douglas Fairbanks, Jr., Dr. Paul Czinzer, Merle Oberon, Olive Blakeney, Bernard Nedell, and Marcelle Chantal before returning to New York.

By ERIC GORRICK

Melbourne, Feb. 20.

F. W. Thring, m.d. of Efftee Film Productions, says that the organization will suspend operations following the completion of 'Clara Gibbings,' due to finish shooting in four weeks.

Thring says that the shutdown came about because of the possibility of the government of New South Wales restricting the erection of further theatres. Say too, that the government is slow in offering protection to local producers.

Efftee believed it wiser to shut down until a decision covering the industry is given by the Commissioner probing the film business. Thring states that he has two finished pictures. At the present time, he is concentrating more on legit than pictures.

Trade regards the Efftee move as a direct action forcing the government here to grant a quota for Australian pictures. G. T. officials say they have always been ready to play the Efftee prod. out in their houses with Hoyts and Greater Union open in the nabe districts. Indie exhibs also are willing to play local product, providing same measures up to average in quality.

Shutdown of Efftee will mean a heavy blow to the local industry.

Some months ago, the Civic theatre opened in Sydney solely for the presentation of Australian pictures, and has continued that way. Theatre is under control of Associated Australian Producers and offers a sure outlet for local productions.

### Probe Goes On

Probe continues to drag along. From all branches in the amusement field men and women come to pour into the ears of the Commissioner their version as to how the amusement racket should be conducted.

Chattering goes on daily and will probably continue in serial form until the interested parties are old and gray.

### Heat Hurting Biz

Hot weather is hurting somewhat, but trade on the whole is content high. 'I Was a Spy' (G-B), continues to get good trade and will stick. 'I Was a Free' (Radio), dropped a little, but picked up again and has done well. 'My Weakness' (Fox), is to follow. 'Way to Love' (Par), not strong enough and has been replaced with 'Design for a Living' (Par). This one looks set for a run. Business very poor with 'Two Minutes Silence' with picture out this week. 'Right to Romance' (Radio) goes into a third week, and 'Dancing Lady' (M-G), finishes a good run. Weekly trade set with 'Temple Drake' (Par), 'Mr. Skitch' (Fox), 'Captured' (WB), and 'Take a Chance' (Par).

In Melbourne trade is okay with 'I Was a Spy' (GB), 'A Ticket in Tatts', 'Love on Wheels', 'Barkeley Square' (Fox), 'I Was a Free' (Radio), and 'The Masquerader' (UA).

### Vaude Try

Said that the Lyric, Sydney, second-release house, will try a family vaude policy soon with local acts. Stated that a scarcity of pictures responsible for the vaude idea.

## BRITISH FILM BIZ UPS IN AUSTRALIA

Sydney, March 1.

British pictures are forcing their way into theatres here now to a greater extent than ever. G-T will play British pics in Mayfair, Melbourne; Mayfair, Adelaide; and Prince of Wales, Sydney, besides several other houses over circuit. Public is not so going strong for the British, and a big influx of pictures from England is expected within the next few months.

### Clark With G-B in N. Y.

William Clark, former Australian g.m. for Paramount, may join Gaumont-British in an executive capacity in New York.

Nothing set yet, but deal is understood in the making whereby Clark would become an assistant to Arthur Lee, who heads G-B's American company.

## 4,400 Wired Houses in Britain; W. E. Has 1,700, Brit.-Houston 800

London, March 10.

In the British Isles, today, there are around 4,600 theatres, of which 4,400 are wired. These include 750 replacements. Western Electric has the biggest number of wired houses, totalling around 1,700. Next is British-Thomson-Houston, with around 800. R. C. A. is third with just under 500, and British Acoustics (Gaumont-British) fourth, with about 430.

General consensus of opinion is B. T. H. is about the best British machine on the market. This is emphasized by the fact that of the 800 machines it has installed there have been only three replacements, while British Acoustics has lost about 26, with 17 of these replaced by W. E., which has close to 100 machines in G-B theatres, most of them having been installed before the Ostrer Brothers became the heads of G-B.

Of the smaller companies, British Talking Pictures (General Electric) heads the list with 313 of its original number of 408, 83 being lost to W. E. and seven to miscellaneous companies.

Biggest loss was sustained by Edibel, a small disc equipment British concern, which originally had about 303 machines. Now has

a mere 61 left, W. E. having grabbed 44, with other companies accounting for 88.

Cinephone (Rever's) is another that suffered heavy losses. Company was formed here with a flourish of trumpets and managed to get in around 84 machines. Number has dwindled to less than 50%. Both Edibel and Cinephone are understood shortly winding up their affairs here.

A. W. Harris, a small indie English company, seems to hold its own fairly well, having been dispossessed of 23 out of its original total of 148. That is mainly due to the cheapness of the system, which costs \$2,500 and is used extensively by very small capacity houses.

Biggest surprise is the Klang (German) machine, which used several American companies for its engineering. Although the apparatus is used extensively in Germany, it only managed to place 11 in the English market, with the number dwindling to five, five being replaced by W. E. and the odd one by another company.

Rather ticklish point which is worrying the bigger companies to some extent is what to do with their extensive staffs when the theatre field has reached saturation point, which it is approaching.

| STOCK EXCHANGE |        |        |                            |        |        |        |     |     |  |
|----------------|--------|--------|----------------------------|--------|--------|--------|-----|-----|--|
| High.          | Low.   | Sales. | Issue and rate.            | High.  | Low.   | Last.  | Net |     |  |
| 7 1/2          | 3 1/2  | 1,100  | American Seat.....         | 5 1/2  | 4 1/2  | 5 1/2  | —   | 1/2 |  |
| 26             | 26     | 1,200  | Consol. Film.....          | 4 1/2  | 4 1/2  | 4 1/2  | —   | 1/2 |  |
| 25             | 25     | 9,300  | Columbia P. Yc.....        | 12 1/2 | 20 1/2 | 27 1/2 | —   | 1/2 |  |
| 17 1/2         | 10 1/2 | 3,700  | Consol. Film prd. 500..... | 16 1/2 | 15 1/2 | 16 1/2 | —   | 1/2 |  |
| 90             | 10 1/2 | 5,000  | Eastman Kodak (6).....     | 90 1/2 | 88 1/2 | 89 1/2 | —   | 1/2 |  |
| 17 1/2         | 12 1/2 | 7,000  | Film Ex. (6).....          | 21 1/2 | 20 1/2 | 20 1/2 | —   | 1/2 |  |
| 20 1/2         | 18 1/2 | 60,120 | Gen. Elec. (600).....      | 23 1/2 | 22 1/2 | 22 1/2 | —   | 1/2 |  |
| 30             | 20     | 400    | Keith prd.....             | 31 1/2 | 30 1/2 | 30 1/2 | —   | 1/2 |  |
| 34 1/2         | 28 1/2 | 60,200 | Loew (1).....              | 33 1/2 | 32 1/2 | 32 1/2 | —   | 1/2 |  |
| 15 1/2         | 12 1/2 | 100    | Do pref. (6).....          | 15 1/2 | 14 1/2 | 14 1/2 | —   | 1/2 |  |
| 4 1/2          | 2 1/2  | 100    | Met-G-M prd. (1.50).....   | 4 1/2  | 3 1/2  | 3 1/2  | —   | 1/2 |  |
| 26             | 21     | 100    | Met-G-M prd. (1.50).....   | 26     | 24     | 24     | —   | 1/2 |  |
| 6 1/2          | 5 1/2  | 100    | Pathe Exchange.....        | 6 1/2  | 5 1/2  | 5 1/2  | —   | 1/2 |  |
| 21 1/2         | 10 1/2 | 12,700 | Pathe, Exchange.....       | 21 1/2 | 19 1/2 | 19 1/2 | —   | 1/2 |  |
| 10 1/2         | 8 1/2  | 45,000 | Par-Fam-Lasky.....         | 10 1/2 | 9 1/2  | 9 1/2  | —   | 1/2 |  |
| 4 1/2          | 2 1/2  | 0,700  | RKO.....                   | 4 1/2  | 3 1/2  | 3 1/2  | —   | 1/2 |  |
| 10 1/2         | 8 1/2  | 22,000 | Warner Bros.....           | 10 1/2 | 9 1/2  | 9 1/2  | —   | 1/2 |  |
| 47 1/2         | 35 1/2 | 14,840 | Westinghouse.....          | 47 1/2 | 38 1/2 | 38 1/2 | —   | 1/2 |  |

\* Paid this day. † New high for '34. ‡ Unit of trading 10 shares.

### CURB

|       |                    |       |   |     |
|-------|--------------------|-------|---|-----|
| 2,400 | Technicolor.....   | 8 1/2 | — | 1/2 |
| 800   | Trans Lux 100..... | 2 1/2 | — | 1/2 |

### PRODUCE EXCHANGE, N. Y.

|        |              |       |       |   |
|--------|--------------|-------|-------|---|
| 11,800 | Par-Pub..... | 5 1/2 | 5 1/2 | — |
|--------|--------------|-------|-------|---|

### BONDS

|        |           |                       |        |        |   |     |
|--------|-----------|-----------------------|--------|--------|---|-----|
| 8 1/2  | \$170,000 | Gen. Elec. '40.....   | 10 1/2 | 9 1/2  | — | 1/2 |
| 10 1/2 | \$100,000 | Loew '40.....         | 10 1/2 | 9 1/2  | — | 1/2 |
| 8 1/2  | \$137,000 | Loew '41.....         | 9 1/2  | 8 1/2  | — | 1/2 |
| 8 1/2  | \$7,000   | Pathe '37.....        | 8 1/2  | 7 1/2  | — | 1/2 |
| 20 1/2 | \$4,000   | Par-Fam-Lasky.....    | 20 1/2 | 19 1/2 | — | 1/2 |
| 26 1/2 | \$8,000   | Par-Fam-Lasky.....    | 26 1/2 | 25 1/2 | — | 1/2 |
| 20 1/2 | \$7,000   | Par-Pub '34.....      | 20 1/2 | 19 1/2 | — | 1/2 |
| 10 1/2 | \$100,000 | RKO.....              | 10 1/2 | 9 1/2  | — | 1/2 |
| 30     | \$10,000  | Par-Broadway '34..... | 30     | 29 1/2 | — | 1/2 |
| 18 1/2 | \$3,000   | Warner Bros.....      | 18 1/2 | 17 1/2 | — | 1/2 |
| 40 1/2 | \$270,000 | Warner Bros. '30..... | 40 1/2 | 39 1/2 | — | 1/2 |

### OVER THE COUNTER, N. Y.

|       |        |          |                      |   |   |   |
|-------|--------|----------|----------------------|---|---|---|
| Id.   | Asked. | Offered. | De Forest Photo..... | — | — | — |
| 1 1/2 | 1 1/2  | 1 1/2    | Roxy, Class A.....   | — | — | — |

\* New high for '34.



# Viva VILLA!

Shout it from the house-tops!





# Film Reviews

## THE QUITTER

(Continued from page 16)

the result that he loses both the sheet and the home, which he has persuaded his mother to mortgage. It is bought back by Ed, recently returned, with money inherited from Zack, an old employee.

Miss Dunt carries a heavy load, for the script has been tailored to her figure, somewhat to the detriment of the narrative. She makes the part believable. Charlie Grape, who gets limited chance as the father, and Bakewell manages to hold some sympathy for a very thankless assignment, with Glen Boles going nicely as the younger brother. Aggie Herring and Lyle McKee help with character bits, and Barbara Weeks is in now and then for a show, but not with much of a chance.

More compact writing would possibly have meant a different fate for this one.

## Schwarze Walfisch

(The Black Whale)  
(GERMAN MADE)

Berlin, March 8.  
Production released by NDLS; script and direction, Fritz Wendhausen. Adapted from Marcel Pagnol's 'Fanny,' starring Emil Jannings, featuring Angela Salokker, Max Gustorff, Franz Nicklisch, Margarete Kupfer, Käthe Mack, Albert Föhrich, Hans Richter, Willi Schaeffer, Karl Platen, Reinhold Gerstenberg, Camera, Emil Schuenemann, Ufa-Palace release. Running time, 92 mins.

Marcel Pagnol transposed to a German seaport. Not quite uniform in quality but a good comedy.

## THE FAMOUS JANINE COMEDIAN

# PETE

THE ORIGINAL "OUR GANG" DOG

"Pete the ring-eyed dog, of Our Gang comedies is the big feature of the variety. Pete has remarkable intelligence and presents a series of unusual stunts."

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CHAS. V. YATES  
1549 Broadway New York

## WANTED-ADVANCE MAN

A \$50,000 attraction playing large vaudeville and picture theatres needs advance man in show business that can book. Must have ear and nose and a brain. Write qualifications immediately. P. O. Box 118, Station G, N. Y. C.

# 'SERVICE'



**F+M STAGE SHOWS**  
1560 Broadway New York City

A Subsidiary of  
FANCHON & MARCO, Inc.

# ELAINE ARDEN

Appearing with Benny  
NOW—at PARAMOUNT, Brooklyn, New York—NOW  
(Week March 16)

Variety of March 15, while at Paramount, New York, said: "Elaine Arden, exotic satin-clad stunner for Benny Rubin, helped him a lot in getting his show. She has a trick of making any thing seem so simple."—Land.

Elaine Arden is the Name  
"There is a girl at the Paramount theatre this week who will be heard from some day. Elaine Arden is her name and all the Greek comedians should get a load of her skirt."—The Skit.

travelled across the ocean is beyond understanding. It's long-winded, badly acted and dull. It's a highly dramatic story of a woman who is in love with her husband's brother. Before they can do anything about it the brother dies and she has a lot on her mind. Hubby thinks it's a different kind of situation, accuses her of having a lover and takes her child away from her. A couple of missing letters straighten things out, but not until the husband, the wife, the servants and the audience have suffered a lot.

The acting is as bad as the story and the direction worse. Sound, also, is bad.  
No English titles. Kauf.

## Man Who Changed

(Man Who Changed His Name)  
(BRITISH MADE)

London, March 10.  
Universal-Julius production, released through Universal. Directed by Henry Edwards. In cast: Lyn Harding, Betty Stockfield. Running time, 70 mins. Previewed Prince Edward theatre, London, March 1.

Play of this name by Edgar Wallace was one of the best he ever wrote. Film adaptation by Henry Edwards is far superior in point of entertainment. Production by Julius Hagen, direction by Henry Edwards and the wholly competent cast, plus mechanical and technical detail makes for one of the best program pictures ever produced in England, without the aid of massive production or stellar players.

All the parts are played to a nicety. There are no individual outstanding hits, but fine team work. Even E. E. Allen, usually cast for a violent theatrical gangster, acts like a human being.

Nobody had to exaggerate. Story is too good and, as unfolded, there is suspense, the tension kind, without resorting at any time to violent, or even rapid, action.

Lyn Harding as the lead, Betty Stockfield as the principal woman, and Leslie Perrins as the heavy, make a trio difficult to duplicate in their respective roles. Miss Stockfield is not the greatest actress of the world, but she is beautiful and competent. Lyn Harding is an actor who could almost put life into a character that had none. Perrins is a class looking heavy. They all have something to do and to say, and everybody seems to be working for the general effect, and securing it.

Picture is certain to please English-speaking audiences on both sides of the Atlantic—of anywhere else. Jafa.

## Frank Morgan Sued

Frances Robinson is suing Frank Morgan, and the William Morris agency for \$1,000 accrued commissions because of Morgan's Fox Film contract. Miss Robinson was his original agent, splitting commission with the Morris office.

She alleges that Morgan thereafter elected to freelance, thus getting out of his obligations to her, but that after a period of freelancing he returned to the Morris agency exclusively and also back to the Fox lot as a contract player. Julian T. Abeles is her attorney.

## BACON DIRECTS 'DAMES'

Hollywood, March 19.  
Lloyd Bacon, instead of Archie Mayo, will direct 'Dames,' co-starring Ruby Keeler and Dick Powell at Warners.

Switch made as Mayo, who is directing 'Dark Tower,' will be tied up on this job for several weeks.

## Andy Devi Back Home

Hollywood, March 19.  
Having finished 'Stingaree' at Radio on loanout from Universal, Andy Devine is back on his home lot for 'Black Cat.'

Solene Hingst is in work with Boris Karloff and Bela Lugosi, co-starred, under direction of Edgar Dimer.

## Contracts

Hollywood, March 19.  
Mona Barrie draws a new ticket at Fox company exercising option. Conchita Montenegro signed by Fox to appear in four Spanish features for next season release. Johnny Weissmuller's option lifted on contract with Metro.

## TITLE CHANGES

Hollywood, March 19.  
Happy Landings' new handle for 'Border Patrol,' Monogram feature. Paramount has served 'Many Happy Returns' as release title for 'Offen A Bridegroom,' which has Burns and Allen starred with the Guy Lombardo band in featured spot. 'Dover Road,' recently completed by Radio, will be released under title of 'Where Lovers Meet.' Willis Kent's 'Valley of the Lawless' does an about face and is now titled 'Lawless Valley.'

## Buzzell's 'Lady'

Hollywood, March 19.  
Universal has bought the Octavus Roy Cohen Liberty mag serial, 'Transient Lady,' which is to be directed by Eddie Buzzell, instead of 'Human Side.'

Latter will be given to Lowell Sherman, who will double chore as actor-director.

## MASCOT BOOSTS SKED TO 18 FOR '35 SEASON

Hollywood, March 19.

Mascot Pictures plans enlargement of its production slate for the 1934-35 season, and will make 18 features in addition to four serials for the independent market.

Nat Levine's company figures on three feature series to include six melodramas, six exploitation specials and six westerns. Serial set will be continued for the new season.

## Seattle Voters Defeat Daylight Saving for '34

Seattle, March 19.

Seattle defeated daylight saving tried here last year, but not liked, except by the outdoor bugs.

Showmen fought the plan, as it meant a blow to the b.o.

## Shelves 'Alien Corn'

Hollywood, March 19.

RKO has postponed production on 'Alien Corn,' starring Ann Harding, for several months with the star to start March 26 on 'Life of Virgil' Winters.

It was adapted to the screen by Jane Murn from a short story by Louis Bromfield.

## MARY BRIAN IN 'SCANDALS'

Hollywood, March 19.

Feminine lead in 'Private Scandals' (Par) goes to Mary Brian instead by Helen Mack. Latter is committed to a prior engagement.

Grace Bradley was compelled to withdraw from this same film because of illness.

## DUMBRILLE TO 'ISLE'

Hollywood, March 19.

Metro has assigned Douglas Dumbrille to part in 'Treasure Island,' Hunt Stromberg production to be directed by Victor Fleming.

Player recently drew stock contract with the company.

# FAKE PREVIEWS AGAIN HITS L.A.

Los Angeles, March 19.  
Phoney preview racket repeated here Saturday night (17) though somewhat modified over the previous weekend. Nine previews were staged, all of features procured from various film exchanges, and all of which had previously been shown one or more times in various parts of the community.

Four of the so-called previews were in Fox West Coast nabe house, two in Warner theatres, and three in indie houses. West Coast spots where the showings were widely advertised were the Boulevard, Embassy, Golden Gate and the LaBrea. Chotiner's Parlsan and Ravenna, and the Eagle Rock, suburban, were the three indie houses participating, and the Warner houses previewing being the Beverly and Huntington Park.

Threatened avalanche of triple features as a regular weekend program failed to materialize, although several nabe houses added an extra western or other pic especially suitable for youngsters for the Saturday afternoon play.

## SAM MINTZ SCRIPTS 'LEAVE'

Hollywood, March 19.

Sam Mintz joins the Radio writing staff to prepare screen play of 'By Your Leave,' play by Gladys Hurlbut and Emma Wells.

Elliott Nugent will direct, with H. N. Swanson producing.

**BEN BLUE**  
WARNER BROS. COMEDIES  
DIRECTOR OF SYNCH  
LEO MORRISON, Agency

## FOR SALE

3,000 Kathie Hepburn photos, acetone prints, autographed. Suitable for premium or souvenir, \$40.00. Write Box 22, Variety, New York.

# BILLY HOUSE

## THANKS EARL CARROLL

FOR A 7 MONTHS' RUN IN  
"MURDER IN THE VANITIES"

## THANKS BORIS MORROS

For PARAMOUNT, New York  
And PARAMOUNT, Brooklyn Weeks

## THANKS RUDY VALLEE

FOR A PLEASANT EVENING ON THE  
ISHMANN HOUR  
(THURSDAY, MARCH 15)

# BILLY HOUSE

PARAMOUNT, New York

(Week March 16)  
PARAMOUNT, Brooklyn, New York  
(Week March 23)



*HELD OVER for a SECOND WEEK*

By Insistent Demand of Crowds Mobbing

CAPITOL THEATRE, New York

This Week (Mar. 16)

and

Next Week (Mar. 23)

*THE TALK OF NEW YORK*

**JIMMY  
DURANTE**

**LOU  
HOLTZ**

**POLLY  
MORAN**

The Biggest Comedy Smash in Years!



# Variety House Reviews

## PALACE, N. Y.

(Continued from page 20)

The Runaway hoke mild buffoonery. Over one-third of the night, however, Jack, Renee and Vic, these girls, all eye-washes, open in their fast and well performed gymnastic act. As good an opening as to be found. It's too bad the Palace bookers can't dig up something entirely new now and then for the house, even if it is only one act to go with four old and heavily-played ones.

Dave Mordecai is in here as the overlord of the pitmen. That insures good musical attention for the shows coming into the house.

Char.

## Victoria Palace, London

London, March 6.

That it is possible to have too much of a good thing is evidenced by Cleely Cotterill's stay at this house. It is her fifth week and, judging by business first show Monday, she is overstayng her welcome. House was 80% capacity, with expensive overhead must be in the red.

Supporting show has some good and some not so good. Amac, opener, played America some years ago with same act, 'The Elusive Lady,' which consists of three massive playing cards on a frame, with audience asked to find the lady. She is always behind a different card than the one chosen by the audience. She never gives a rest, as it has played around for years.

Three Bredwins have played America more recently. Acrobats of the continental type, with one of trio possessing a most flexible body. Good novelty, and well presented. Lily Morris is still full of vitality and can put on a number of things well. Danny Malone, young Irish singer, has a robust voice, with delivery too native. Voice was not too melodious, which might be due to lack of training or to a touch of laryngitis.

Fernando Linder, Spanish mimic, announcing his imitations in plain English for laughs, played here four years ago, at the Alhambra. Act has improved considerably. Can imitate animals, aeroplanes, and most anything. Good act for those liking that type of entertainment, but as vaudeville offering has limited appeal.

Florence Desmond, a mimic of another kind, followed Linder, which is wrong spotting. Miss Desmond, who has often been hailed as England's best mimic, is back here with a Hollywood rep. As a whole she was disappointing. 'Tugboat' is she attempts too much. When she vaudeville, instead of the 'Hollywood Party,' is a bridge game played by Zasu Pitts, Mae West, Lupe Vélez and 'Schonard' Durante. Humour was lost, as there are still a lot of people in England to whom bridge is an unknown quantity. Through-out performance, Desmond seemed nervous and ill at ease.

Bill lacked a good comedian and a first class hoofing act, and both would have been happy replacements.

Eger.

## PALACE, CHICAGO

Chicago, March 16.

A big time house, vaude show, started in the loop three weeks ago the Palace daily carried screaming ad lines that this house was 'the home of big time vaudeville' and not one of the bills sent in from New York backed up that local RKO patriot, John Joseph.

But now all is forgiven. Come on home. A vaude show that's a pleasure to sit through and a pride to advertise. A show with heaping doses of personality and talent.

Names. Clark and McCullough, Bill Robinson, Mae 'Betty Boop' Questel, Maurice Colleau and Emily, the Three Cossacks. It's a load of genuine vaude that even the old-time diehards can't say isn't real entertainment.

But while vaude delivered its best this week the screen is weak with a B & K. sluff, 'Search for Beauty' (Eger).

Three Cossacks opened snappily with their skating turn pedestalled upon a platform and then came Mae Questel with more than just a reflection of a screen name of 'Betty Boop.' Miss Questel steps out of character and delivers a sold entertainment routine. Big. 'Bad Girl' number is ace on mimicry and a sharp eye for shades of comedy. And she comes through and tops that with the 'A' and 'B' 'Bad Here Any More' characterizations. No question that vocally and even facially she's a duplicate of Helen Kane. But she's strictly herself when she steps out with those clean-cut routines.

Clark and McCullough are a lesson in comedy lines for others who have gone to Hollywood and returned empty handed. But Bobby Clark can never be empty handed as long as he has that cigar and cane while Paul Mulcaugh's best coat is still shedding for laughs. Boys are working without pulling a punch, in 'one' for plenty of cross-fire comedy and then into a black-

out sketch that tops the other 're-telling' husband's blackout. Clark builds it up into a three-act farce with incidental laughs. And when they were laughed out and ready for love the audience got more for their money, stepping around with that ease of manner that has been the heart-breaker of all imitators. Tapped out a burst of entertainment and had to speech himself away.

And all this, ladies and gentlemen, at the supper show on Friday. And when they laugh and enjoy themselves at the supper show, gents, that's entertainment. Maurice Colleau family brought the riot to a close with Maurice still needing a few lectures on restraint. Audience may get the impression that Colleau is trying to hog the spotlight. The specialties are good throughout, but Colleau might calm down slightly.

Gold.

## LOEW'S STATE, N. Y.

Garbo's 'Christina' (MG) has been reading too long on the Main Street. The stage bill offers an ordinary gross. The stage bill offers only sustaining support, although acts aggregate to form an amusing eye of entertainment. The b.o. punch, but between Frances Arms, Larry Rich's stooges, and Russ, Elmer and Armstrong enough laughs are provided to satisfy attending customers.

Miss Arms is enjoying her usual week at the State. She's welcome. Her dialectic array of stummy monologues appeals to the high laughter pitch. The Larry Rich act is split to permit the portly performer to act as m.c. He bows out only to return. Four Costing Stars, trampo queue, finale the layout.

Rich opens with the assistance of a brunette helper and Jans and Lynette revue follows. Some four people in this turn. Includes a comedian, who also sings, and a boy dancer. The latter out in top-per and tux for a sweet rhythmic clog that stamps him with watch-clog. 'Usual dance stuff by a girl and boy, who minuet in adagio fashion, followed later by wiggle number such as routines of this kind are often too particular settings and only an embroidered black cyc for background. Rich weaves in to be followed by Russ, Elmer and Armstrong. Boys have an easy time performing the Russell and Armstrong ring tricks, and then close everything tight with a slow motion turning piece.

That chalk drawing trick which Armstrong performs on one of the lad's derriere is hardly as careful, but Miss Arms also employs a clog-trick of whispering the full spelling of a.k. That puts things on par for the State on this kind of humor.

Miss Arms hops on with her 'Mrs. Raining' act, successfully performed by her in a Cantor broadcast. It gives the blonde performer something additional to offer besides her usual dialectic material. Rich has added a fat boy to his list of stooges. Gooey dress in bloomers aids for effects against the tall, slender lad Rich also employs. Also has a boy dancer. Rich performs as usual.

Trailer stunt rounds out screen material besides Metrotone news. The stage end around 7:15 min. Stone, Ross also went in for comedy, but when caught. Biz at Friday (16) supper show only fair. Shan.

## FOX, B'KLYN

Freddy Berrens sticks to the oaton exclusively this week and whenever there's m.c'ing to be done, Benny Ross fills the stint by doubling over from his own act. Outside of the curb in Berrens' functions there's no change in the general stage pattern. Alex Oumansky, house producer, climaxes his current contribution with a Congo devil dance. The lad he brought in to perform it has himself browned up and stripped to a loin cloth. It was all too arty for the congregation at the Saturday matinee. They preferred the Harlem variety of tootsie stomping and showed it by bringing the Nicholas Bros. back twice and milking this crowd dry for all their repertoire contained.

Aside from the Nicholas outlay of shuffling it was quiet going. Mary Mills, Gold and Baye up to the fore part of the bill Oumansky did no good to this team. It was much too early for the customer mood and the laugh takings for the threesome turned out exceptionally meager, for them. With the support of his redhead looker, Maxine Stone, Ross also went in for comedy, but the folks out front were more inclined to favor his song impersonations of mike personalities. The Nicholas Bros. back twice and milking this crowd dry for all their repertoire contained. Aside from the Nicholas outlay of shuffling it was quiet going. Mary Mills, Gold and Baye up to the fore part of the bill Oumansky did no good to this team. It was much too early for the customer mood and the laugh takings for the threesome turned out exceptionally meager, for them. With the support of his redhead looker, Maxine Stone, Ross also went in for comedy, but the folks out front were more inclined to favor his song impersonations of mike personalities. The Nicholas Bros. back twice and milking this crowd dry for all their repertoire contained.

## Dallas Theatre Bldg. Goes Under Hammer

Dallas, March 19.

Melba theatre building set for a hammer sale May 1. An order issued by the United States district court last week after hearing of a suit filed by Melvin W. Strauss of Chicago for the bondholders, set the auction to satisfy a judgment against the Dallas Building and Realty Co., a Paramount-Public subsidiary.

Bondholders' plan to buy the property at auction will not affect continuity of Interstate circuit's occupancy.

## 10c Scale Spreads In Chi, but Distribs Looking Other Way

Chicago, March 19.

Despite iron-clad contractual prohibition the 10c admission is blossoming rapidly in this territory. Its spread is being unhampered by the exchanges, who fought for three years to eradicate the dime tariff. Each week sees additional houses clipping to this price.

Exchanges, which did the most howling are now the most silent regarding dime tickets and are continuing to service exhibs despite the admission chop. Distribs have been complaining of a decrease in revenue and don't want to further the slump by cutting off service to any exhib.

## Fox Exchange Manager Sues Ex-Wife for 17G

Los Angeles, March 19.

Seeking to collect 80% of a judgment entered in U. S. District Court here in favor of his ex-wife in her recent action against First National Pictures, providing that the award is not over-ruled by a higher court to which an appeal has been taken, Bernard F. Robison, office manager for Fox Film exchange here has filed a Superior court action against Rae Robison, asking for declaratory relief.

Complaint cites a \$35,336.15 judgment, plus attorney fees and costs, entered in favor of the former wife who brought the suit in her own name, because, complaint alleges, Robison's connection with the Fox company made it inadvisable for his name to figure in the proceedings.

Robison contends that a co-partnership was formed by him and his wife on Nov. 8, 1923, which resulted in their purchase of the Seville, nabe pie house, at a cost of \$53,000 of which \$10,000 was in cash, and the balance payable monthly in installments of 1%. Husband and wife operated the house from Feb. 8, 1924, until May 1, 1927, at which time, complaint alleges, they were compelled to close by reason of wrongful conduct of various producing and distributing concerns, whereupon they cancelled their purchase obligation.

## Nathan Hoffman Broke

Los Angeles, March 19.

Listing liabilities of \$146,932, with tangible assets of only \$620, Nathan Hoffman, at one time actively identified with theatre operation in and around Boston, but more recently operating the Brooklyn (pix) here, filed a voluntary petition in bankruptcy in U. S. District court. Secured claims are listed at \$105,000, and unsecured at \$41,932.42. Principal secured credits are U. S. Trust Co. of Boston, holding a \$60,000 mortgage on a home in Newton, Mass., and the First National bank of Boston, with a \$45,000 mortgage on the Regent theatre, building in Arlington, Mass.

## Robt. Sherwood East

Hollywood, March 19.

Robert E. Sherwood finished screen play and script of 'Marie Antoinette' and has been released for New York Friday (16).

Writer came to the coast several weeks ago to handle the assignment for Metro, with picture slated for Norma Shearer, starrer, which Irving Thalberg produces.

rens put his stage combo through an effective arrangement of a late pop release.

For screen, fare 'there's 'Midnight' (U), a Mickey Mouse and some newscips. Considering the pleasant weather of the afternoon, attendance looked okay.

Ode.

## Chi Record Release List of 58 Pix In April as 2-Feature Argument

### WANTS THAT DAY OFF

Calif. Employee Resorts to 1893 Law to Get It

San Diego, Cal., March 19.

State Labor Bureau office here will be called upon March 23 to render decision on a complaint based on a California statute, dormant for the past two decades, that makes it mandatory upon every employed person in this state to have one day off in every seven, regardless of the nature of employment or wages received. Old law was evoked by an unnamed employee of Pacific National Theatres Co., operating several picture houses here and in other portions of California.

Law, passed by the legislature on Feb. 27, 1893, specifically provides that every employed person, whether working by the day, week or month, excepting in an emergency, must be given one day of rest each week, with day or night employment included.

### Lobby Concessionaires

Minneapolis, March 19.

The Orpheum, a single circuit house, is augmenting its income by letting out lobby concessions. First came a candy counter, followed by an automatic palm reading device with a woman shell.

It's on percentage and going big.

### LANSFORD, PA., FIRE

Eaton, Pa., March 19.

Palace theatre at Lansford, near here, badly damaged by fire, with loss estimated around \$25,000. Theatre reopened last December.

Fire started under the stage and is believed to have been caused by crossed wires. No one in building at the time. Theatre owned by John Humphries, Dr. Joe Humphries and Elias Coury.

Pictures scheduled for the Palace will be shown at the Victoria.

Chicago, March 19.

Advocates of double features in this territory are using the general release schedule of pictures for April as their strongest argument. Even the distributors who are fighting for double features are pointing to this schedule the general weakness of the pictures offered exhibitors for five weeks' worth of business. April will come around with a release schedule of 58 pictures, a record total of pictures released in any one month. Yet both exhibs and exchanges agree that there are not more than seven pictures in the entire lineup of 58 which can be called box-office.

Remainder is agreed as flabby stuff and good enough only for double features since most of the pictures can't hold up on their own. Contention of both exhibs and distribs is that the only way to save off the rising tide of double features is to cut down sharply on the number of pictures being produced so as to bring the remainder of the product up to sufficient strength to hold the box-office as individual flickers.

## Alvin, Pitt, Not Yet Ready; Switch Bookings

Pittsburgh, March 19.

Because Alvin won't be ready for occupancy by Easter week, as expected, Fox has released 'Scandals' to Fulton for that date. White picture was to have been the opening attraction at New Alvin, which has been in the process of remodeling since last winter. When it reopens, former Shubert legit house will be under management of Harris Amus Co.

Present outlook is that Alvin may be ready by first of May. When house reopens, it'll split Fox first-run product with Fulton.

ARMIDA made good in pictures—  
opp. John Barrymore in "Gen. Crack."

ARMIDA made good personally appearing—  
all the major Picture Theatres.

ARMIDA made good on the Radio—  
Louis Phillipe Program.

ARMIDA made good in operetta—  
Romberg's "Nina Rosa."

ARMIDA made good in musical comedy—  
"Strike Me Pink" condensed.  
and this week (March 16)

**ARMIDA TRIUMPHS**  
at the CAPITOL, NEW YORK  
**HELD OVER for a SECOND WEEK**  
on the Most Important  
All-Headline Bill in Years!

THANKS to LOU HOLTZ for his invaluable help.  
THANKS to Mr. JIMMY DURANT for his courtesy.  
THANKS to Miss POLLY MORAN, ARTUR KNORR and Mr. DON ALBERT for their splendid co-operation.  
THANKS to Mr. L. K. SIDNEY and Mr. MARVIN SCHENCK for their confidence and praise.

And Last, but Not Least, to My Manager

**Mr. GUS EDWARDS**

OF THE HOTEL ASTOR, NEW YORK



## All Picture Men Fite L. A. Permit Plan for New Tax

Los Angeles, March 19.

Picture men are lining up today against the proposed adoption by City Council of a permit ordinance. Measure would assess varying fees to cover fire examination and fire prevention work in city's attempt to balance its budget and devise new methods of taxation.

Proposed ordinance, now being mulled by Council, would levy fixed sums against all branches of the industry, including outside delivery of films as well as additionally taxing picture houses here on an average of \$40 each.

New levy would be on film cabinets, film storage vaults, stores that carry more than 25 feet of film for retail purposes, film storage warehouses, film laboratories, of which there are 10, and film manufacturing companies, of which there are none. Wagons or trucks delivering films would be assessed as would also wagons used to collect waste or scrap film.

Sliding fee for theatres would run from \$25 yearly for small houses up to \$100 for the deluxers.

W. H. (Bud) Lollier, manager of the Fox West Coast Theatres tax department, made a solo appearance before the special license committee handling the proposed ordinance and has been given until tomorrow (Tuesday) in which to present arguments why city occupational taxes should be reduced if the new ordinance is to be put into effect.

### 'Joker' Under Wire

Hollywood, March 19.

'Practical Joker,' Stanley Bergerman production for Universal, with Chester Morris and Marian Nixon in the tops, got under way Friday (16) under Edward Laemmle's direction.

In support are Walter Woolf, Huntley Gordon, Allan Mowbray, John Wray, Henry Armetta, Evelyn Beresford, Wallis Clark, Herman Bing, Dewey Robinson, Pat O'Malley, Carol Tevis, Lia Lee Ruby and Snowflake. Warren Hymer is also in line, but not set.

Spotting of Evelyn Beresford in 'Joker' makes her third picture assignment in three weeks since arrival from England.

### Keith Glennon West

Hollywood, March 19.

Keith Glennon, v.p. of Eastern Service Studios, is due here this week from New York to take over active management of the General Service Studios for a four-month period.

Glennon will install further equipment and carry on expansion program he initiated last November when he laid out the plans for new studios and stages on the Santa Monica and Las Palmas lot.

### SF Boothmen Want 15% Scale Boost for Nabes

San Francisco, March 19.

Projectionists and owners of local neighborhood houses are expected to come to an agreement shortly on a proposed wage scale wherein Projectionists Union asks for a boost of approximately 15% in district theatres.

Floyd Billingsley, business manager of Projectionists Local 162, has placed the proposed scale before a committee of four theatre men, including Robert McNeill of Golden State Theatres, representing the S. Theatre Chamber of Commerce.

### Cock-Robin Case

Toronto, March 19.

Convicted some months ago of stink-bombing a movie house and sentenced to a year in jail, Lew Kendall was again committed for trial on a charge of attempting to pervert the course of justice after he allegedly offered Albert Gold \$1,000 to make a false confession in which Gold was to plead guilty to the crime rather than see an innocent man punished for a crime he did not commit.

The blow-off came when Gold received only \$125 for the 'confession' which Kendall was reputedly using as the basis of an appeal in a higher court. Fred Pitton of the Roxy, who allegedly paid Gold the \$125, is also on trial for 'perverting justice.'

In his 'confession,' Gold had stated that he bombed the theatre himself at the instigation of an unknown man who had paid him \$50 for the job. Gold said a stranger has asked him if he wanted to make \$50. He admittedly asked the stranger 'who did he want killed?' Then Gold was given the stink bomb and instructions.

Gold is now held as a Crown witness against the Kendall-Pitton duo. Pitton supplied \$2,000 bail.

### 2D PRODUCTION TRY FOR COLORADO FIRM

Denver, March 19.

With formation of Premier Pictures Corp., Colorado expects to get into picture production for the second time. Local men are interested, and proposed studios are to be built five miles east of Colorado Springs. Company has bought 40 acres of a big ranch, has an option on any part of the balance, and an arrangement whereby it can use any of the land, livestock or equipment.

Former attempt to make pictures in this state was in 1913, with studios at Englewood, Denver suburb. A number of shorts were made.

Directors of the new firm, all local men, include Allen Curtis, a pioneer director for Universal; W. A. Shane, G. H. Shane, Edward Fallon and Roy Carver. Those signing the incorporation papers, from Colorado Springs, are Merrill E. Shoup, N. M. Driscoll and A. Hoffman. Company expects to be producing shorts within three months.

### B&K Pulls Pic After Day at Loop Oriental

Chicago, March 19.

B. & K. yanked 'I Am A Spy' (Fox) out of the Oriental on Saturday morning (17) after a bad opening on Friday. First time a picture has been pulled after one day in a full-week first run house in the loop.

Despite the switch in pictures, the Sunday papers carried the 'Spy' ads, all of which constituted a loss of nearly \$3,000 on advertising on the wrong picture. 'Big Shakedown' (WB) replaced.

### Mugg Levinson Lands

Los Angeles, March 19.

Leonard L. Levinson, ex-Variety mugg, and recently doing freelance press agenting, has joined the Hillman-Shayne Advertising Agency, to take charge of publicity.

Levinson will retain his present publicity accounts.

### PUPPETS BY PRINZ

Hollywood, March 19.

LeRoy Prinz is at the head of a new production company making a series of one-reel puppet films. Shorts are being made at the Christie studio, with Prinz directing.

First of the marionette films is in the three-color Technicolor process.

### Blondell in 'Dames'

Hollywood, March 19.

Joan Blondell gets co-starring with Ruby Keeler and Dick Powell in Warner's 'Dames' set to start March 26, with Archie Mayo directing the dramatic sequences and Busby Berkeley handling the musical numbers.

Ruth Donnelly, Cienda Farrell, Hugh Herbert and Guy Kibbee also featured.

### Court Order Halts Coast House Transfer

Los Angeles, March 19.

Temporary restraining order issued in Superior Court here by Judge Frank C. Collier in an action brought by Cabaret Theatres Corp. enjoins Fox West Coast Theatres Corp. with Anaheim Theatres, Inc., Charles P. Skouras, operating head, and circuit attorneys, Charles A. Buckley and Alfred W. Leeds, from transferring to Orange County Theatres Corp. any assets or property belonging to the Anaheim company, and from in any manner electing or appointing a fifth director of Anaheim Theatres.

Order to show cause is returnable March 21. Cabaret is affiliated with Partmar Theatres (Jack Partington, Harry Arthur and Fanchon & Marco) with Milton B. Arthur, president. Arthur is also v.p. and a director in Anaheim Theatres.

Injunction proceedings is the outgrowth of an agreement entered into last November, in which the F-WG circuit's West Coast and Cabaret Theatres, both in Santa Ana, Cal., would pool receipts. To carry out the provisions of this agreement Anaheim Theatres, Inc., was incorporated, with Fox-West Coast having 51.1% of the 10,000 shares (par \$10) and Cabaret holding 48.9%.

### Color Film Fight

Hollywood, March 19.

Battle over basic color film patents moves a step nearer decision in Federal Court with a bill of particulars filed by the Max B. DuPont-Vitacolor Corp. and Consolidated Film Industries, Inc. in support of their equity suit for a permanent injunction and accounting against Cinecolor for alleged infringements.

Instances cited by plaintiffs as asserted patent tresspass embrace patents granted to William V. D. Kelly and Joseph Mason, under the corporate wing of Prizma, Inc., and subsequently assigned to the DuPont company. These disputed basic rights specify a film coloring process, methods of treating film, improvements in photographic printing and methods of fixing the photographic image, all of which Cinecolor is charged with having combined in its own processes and products.

Bill of particulars was filed in answer to demand from the defendant corporation.

### Alexander Bros. Incorp.

Hollywood, March 19.

Alexander Brothers are incorporating as Beacon Productions, planning a series of six state righters. Max Alexander is president of the new concern.

### PITTSBURGH

(Continued from page 11)

roadshow prices couple of months ago, when it died at Nixon, didn't help any. Last week Joe Pate in person and 'Six of a Kind' (Par) magnificent at \$38,250, breaking all-time attendance mark.

Pit (Shafter) (5,600; 15-25-40), 'Murder on the Campus' (Chester) and 'Broadway Merry-Go-Round' unit. Feeling some of the stiff de luxe competition and \$7,000 fair. Last week 'Sleepers East' (Fox) and Pat Rooney unit about \$6,500.

Stanley (WB) (3,600; 25-40-60), 'Poor Rich' (U) and Cantor and Sully. Sliding finish in prospect here after weak opening due to management's tipping early bird mat scale from 25c to 40c. Back to regular scale today, however, and that should turn trick. Looks like \$32,000, plenty okay, and profitable despite big nut. Last week 'Wonder Day' (WB) in second week, around \$7,500, all right for a holdover. Warner (WB) (2,000; 25-40), 'No More Women' (Par). Getting benefit of upturn noticed last week when house wisely chipped scale 10c. Looks like a pretty decent session at \$5,200. Last week 'Jimmy the Gent' (WB), very much all right at \$5,550.

### ELMER REGUSE RETURNS TO ROACH SOUND DEPT.

Hollywood, March 19.

Elmer Reguse went back to Hal Roach studios today (19) as head of the sound department, a berth he left two years ago to do research work for a recording company in San Francisco.

Louis Tolhurst, who has been heading the department, will confine his activities to trick and process studio.

Flamingo reopened today, after a two weeks' layoff, with an Our Gang comedy and a musical short.

### Frisco Zoning

(Continued from page 6)

going to put up a fight for shorter clearances. They want to cut it down to 35 or even to 21 days. What's more they want to inaugurate an entire new classification for the city.

They want to give double bill houses less protection than the present 65 days, and they want to count stage shows on the same basis as a second feature film. Just how that would pan out can be illustrated thusly: At a price scale of 25, 35 and 40c the total admission for the Golden Gate is \$1, which scaled down by its three divisions, sets 33 1-3c as the average price for the Gate. But if its stage show is included as a second feature that splits its average in half, making the gate a 16 2-3c; average house, or lower in scale than the 35c top name.

Another odd one: The United Artists playing a single pic at 25, 35 and 40c has an average price of 33 1-3c. The Warfield which at 35, 45 and 65 is the highest priced in town, has an average of 45c. But if the War's stage show is counted as a second feature and is zoned accordingly, its average admission would be 22½, or less than the houses which charge less admission.

It's doubtful, however, if this sort of a switch can be put across, as it would seriously upset the entire Frisco picture which was pretty stable until these doubly bills and junior admissions came along.

### 'FORGOTTEN FACES' REMAKE

Hollywood, March 19.

Paramount will remake the former silent, 'Forgotten Faces,' with B. P. Schulberg producing.

New version is being written by William Lipman and Gladys Lehman.

### MORRIS' 2D FOR U

Hollywood, March 19.

After completing 'Practical Joker' at Universal, Chester Morris goes into 'Loves of a Sailor' under his three-picture deal with that company.

'Sailor' script is being prepared by John Meehan, Jr.

## PAUL GERRITS

PARAMOUNT

New York

N O W

(This Week, March 16)

Leaving Soon to

Start

PARAMOUNT  
PICTURES

EARL CARROLL

LEDDY & SMITH  
THANN

You Owe It to Yourself  
And to Your Business to

ATTEND

THE

M.P.T.O.A. CONVENTION

HOLLYWOOD, CAL.

Lowest fares ever offered. Round trip from New York, \$123.46; from Chicago, \$88.75; from New Orleans, \$78.45. Correspondingly low rates from every section of the country.

Make reservations through MPTOA National Headquarters, 1600 Broadway, New York.

Special trains from Chicago and New Orleans joining at El Paso. For reservations Ambassador Hotel, Los Angeles, write Ben Berenstein, Chairman, 1914 South Vermont Avenue, Los Angeles. Minimum rates: \$5.00 single; \$7.00 double.

APRIL 10-11-12



# 4A'S TACTFUL ON NBC

## False News Leads Planted by Press Boys on Yankee Network

Boston, March 19.

Yankee Network News Service continues to have trials and tribulations. After having got permission to have its representative at police headquarters press rooms the news service thought that its troubles were over as far as that place was concerned. But it seems there is still some resentment on the part of the newspapermen to the radio news reps. Newspapermen at headquarters leave type-written copies of fake stories lying around for the Yankee Net man to find and shoot to the station.

One incident which the station denies had any connection with the news service was a picture of 5,000 unemployed men published by the Daily Record who answered a call broadcast from Station WJAZ for men to shovel snow. They were no jobs. Somebody posing as Street Commissioner Dowd had called the station by phone requesting it to make the announcement. The station did so in the form of a brief news announcement.

News service broadcast an item that there could be no session of the Pinckney School, damaged \$4,000 worth by fire. Actually the fire was confined to a part of one room and the damage was only a few dollars.

Two periods daily over station WEEI, formerly devoted to the broadcasting of news from the Boston Globe, 5:30 and 11:05 P. M., are now filled by commentative talks of Fred Walker, a lecturer. Station presents the programs neither as news nor as a substitute for news, but believes the caliber of the programs will merit the attention of as wide an audience as did the news bulletins.

Milwaukee, March 19.

North American Broadcasting System, regional link composed of eight stations in Wisconsin and one, WRHM, in Minneapolis, has elected not to subscribe to the radio-press bureau of the Publishers' National Committee but to do its own news collection. Source for the gathering of news in the area covered by the network will be established and the item cleared through the NABS' headquarters in Milwaukee.

Regional web will give prime consideration to local and state news in servicing its member stations. Schedule of news broadcasts per day is yet to be worked out.

Chicago, March 19.

WGN, the Chicago Tribune station, will take the news stuff sent out by the Press-Radio news bureau. This decision was reached last week when Col. R. R. McCormick, publisher of the paper, was consulted. Col. McCormick is on the board of directors of the Associated Press and decided that his station should go along with the policies of that press organization. WGN had considered using the Tribune correspondents for its own exclusive news. However, WGN will still ship items out of the Tribune to fit in with the regular press radio bureau bulletins.

## TRADE IN WOOLLCOTT FOR A MATTRESS

Albany, March 19.

A mattress company is trying to make radio listeners sleep-conscious. It is sponsoring, over WOKO, a program entitled "Sleep Philosophy." Dr. Royden Rand, WOKO dramatic director, reads philosophy and poetry, presented with a background of recorded phonographic music.

Program is aired at 9:15 p.m. Wednesdays, taking the place of Alexander Woolcott, whose removal brought a flock of complaints to WOKO.

## NBC CALLS OFF HOUNDS

Wolf-Howling at Agency Execs in Control Rooms Out

Pageboys at the NBS studios in Radio City have stopped taking periodic toll of those present in the control rooms. Agency men squawked about the practice as both annoying and embarrassing.

As part of the studios' policing system a pageboy would pop into a controlroom with each new program program during the evening and make the round of the occupants. He would ask the name and reason for being there and jot the answers down on a regulation form. What the network was trying to do was discourage performers on the program from slipping their relatives or friends into the control room during the broadcast or the performers themselves from making this a hangout between mike bits.

But the way the checkup actually worked produced a ruffling effect on the ad agency reps, who frequently had as their guests persons from the client's organization.

## Wage, Hour Improvement Of Engineers Probably Halts Rigid NRA Rules

Washington, March 19.

Employment of radio technicians has increased while wages have gone up and working time down, radio code authority reported to Hugh S. Johnson last week. Designed to serve as basis for deciding whether to put strict limit on working time and minimum wages to studio engineers, report revealed 11.9% gain in employment between July and December; 9.8% cut in hours, and 21.1% jump in payroll. Part-time employment also gained.

While the code authority made no recommendations, its 50 pages of figures and explanations implied that no further steps need be taken by NRA to spread employment among this type of workers. Covering 476 domestic stations, or approximately 86.5% of the commercial radio industry survey disclosed average wage of full-time engineers jumped \$2.72 during last six months of 1933. General average in July was shown to be \$32.73; December figure was \$35.51.

With 213 new employees being added during last six months, number of technicians in lower brackets decreased notably as wages were boosted all along the line. The December report revealed 105 fewer engineers were earning less than \$35 weekly than in July. December number was 966; July, 1,071. Reporting stations employed 2,006 full-time engineers and 214 part-time workers in December as contrasted with 1,793 regulars and 167 part-time men in the summer.

Average working time was cut from 49.1 hours weekly to 44.3 hours, a reduction slightly greater than the general industrial average under NRA code. Weekly payroll for engineers mounted from \$58,807 to \$71,543.

## Brinkley Gives In

Mexico City, March 16.

Doc Brinkley has abandoned court and other fights to prevent the Mexican government from closing his station at Villa Acuna on the border—and has started dismantling the plant, reports the ministry of communications and public works.

The ministry cancelled station's license and ordered Brinkley to close it permanently as he had violated communications and health board laws by introducing unapproved medical propaganda into broadcasts.

## NON-EXCLUSIVE BROKERAGE OKE

Rule That Scott Howe Bowen Couldn't Get Around Is Brushed Aside by Network—Agencies Will Evidently Forget About It—May Upset Status Quo Among Station Reps

### EMBARRASSING

NBC's announcement that it is prepared to do the selling of spot time for all affiliated stations on a non-exclusive basis has placed the American Association of Advertising Agencies in a ticklish position. Either the four A's will have to back water or advise its members that the organization's stand against the non-exclusive representation of a station by a sales agency must apply to NBC as well as the smaller fry in the broadcasting business.

It was the exclusive representation policy laid down by the Four A's radio committee that was largely responsible for the development of such station rep offices as Edward Petry & Co. and Free & Sleininger and the forcing of Scott Howe Bowen and World Broadcasting out of the general representative field. World went into a library service and Bowen resorted to the Group Broadcasters, Inc., project as alternatives for existence. Bowen for two years fought the Four A's on this issue, but found that the association's influence upon its members was too strong for him to contend with and that while he was striving to preserve his business rights as a general representative the contingent of exclusive reps had been teeing up nests of stations on the basis favored by the agencies. Rather than resort to restraint of trade proceedings Bowen elected to switch to the group station selling plan.

### Gander vs. Goose

NBC's entry in the spot time selling field has placed it in practically the same position that Bowen was in when the Four A's declared itself in favor of the exclusive representation idea. Only difference between the two is that Bowen drew no network affiliation line. He sold for either NBC or CBS outlets.

A Four A's officer queried last

## Small Town Slant on News Bureau

## Want Record Kept Clear—Networks Not Giving Them Any Breaks

Lancaster, Pa., March 19.

Radio stations located in this part of Pennsylvania of limited wattage for the most part point out that the network-dominated press bureau is not the boon to small stations that has been represented. Networks are doing no favors for the independent stations in the matter of news material, the indies aver.

Stressing of the figure of \$125.0 a month paid the Radio-Press News bureau as the cost is entirely misleading, broadcasters point out. \$125.00 merely represents the initial tap and is a minor item when the rest of the bill is considered.

Here's how the broadcasters in this area have it figured out. By telegraph twice daily the station receives a 600-word press bulletin, from which it culls its material for the two five-minute news programs. At the prevailing press rates of 5/6 of a cent a word daily and half that

## Tube Blows, Utility Co. Fires Engineer, Staff Strikes, CFBO Off Air One Day

### WOR's NBC Position

For the New York area where the network's policy bars both keys, WJAZ and WJZ, to transcription users, NBC has a solution. If an NBC spot account wants the web sales department to include the New York market in its bookings the business will be shunted to WOR, Newark.

WOR is a member of Group Broadcasters, Inc., and Al Cormier, the Newark-New York outlet's commercial manager, is head of the GB's executive committee.

week said that his organization had been informed by NBC of the web's expansion into the spot selling field, but that the association would have nothing official to say about it until the radio committee held its next meeting. Anyway, he opined, the fact, if there were any, would not be between NBC and the Four A's, but between NBC and Scott Howe Bowen. This remark indicated that the Four A's will sidestep any complication that would perhaps put it in the middle of a situation. NBC's extension of the network sales service to spot booking for all its affiliates is construed among broadcasters as a move to curb the growth of indie station selling combinations such as Group Broadcasters, Inc., and viewpoint voiced here by the association's official bears out one prediction in the trade, and that is the Four A's will avoid doing anything that might enmesh it in the crossfire between NBC and the Bowen alliance.

NBC's latest branch out developed one significant move in the organization last week. RCA Victor's transcription department became an adjunct of the NBC sales department, with Frank C. Walker, manager of the former setup, assigned to take his orders from Roy Witmer, NBC v. p. in charge of sales. Also coming low under Witmer's authority is C. L. Egner, recording head of what was Victor's transcription department.

### BETWEEN PICTURES

Lanny Ross will broadcast between pictures for Paramount. Jumps east for that purpose are okay with Par.

Radio warbler reached New York last week to go on the Maxwell 'Show Boat' hour until Par recalls him for 'Greasepaint.'

St. John, N. B., March 19.

Right on the heels of being taken over by the public utility and newspaper monopoly of the local broadcasting station, CFBO, has run into a general strike. When Al Morrison, the station engineer, telephoned T. E. Drummie, manager of the monopoly's newspapers and press agent of the telephonic company, that a tube had blown out, necessitating a replacement at the cost of \$150, Drummie notified Morrison, he was instantly fired from his job. Whereupon Frank Thorne, manager of the station since it was established six years ago; Tony Shefton and Willard Lobb, announcers, comprising the whole staff, did a walkout in sympathy with the technician, on the ground that Morrison was not at fault for the blowout.

Station also went on strike through lack of personnel as well as lack of the tube. For about 24 hours there was nothing broadcast. Then a makeshift crew was assembled for the resumption of activities.

Founder of CFBO was forced out on March 1 by the monopoly, who told him to accept what they offered him for his station, or they would establish a competitive station. After announcing he would fight to the finish, he tossed in the sponge suddenly.

## Equity Plea Undecided; Talent Spokesman Is Code Slower-Upper

Washington, March 19.

Survey of artists' working conditions is waiting on okay from NRA of tentative questionnaires prepared by James Baldwin, executive secretary; John Shepard III, chairman, and M. R. Runyon. Form is in the hands of Deputy Administrator William P. Fawcett, and probably will go out some time this week. Is patterned along same general lines as the blank used in the technician survey.

Artists' inquiry has been delayed by wrestling with question of definitions. Code group and NRA, having overlooked niceties of meaning in drafting code, now are wondering who—or what—is a radio artist? Code specifies that survey must include artists and performers other than musicians.

Following Webster definition, surveyors would be concerned only with hours and income of chatterers, skit actors, dialog entertainers, news commentators, announcers, masters of ceremony, and similar professionals. Would have to split hairs in cases of entertainers who both talk and sing or play instruments. Monumental issue has NRA in a dither.

Another less troublesome problem involves selection of representatives of entertainers and artists to assist in studying the question. NRA has delayed selecting any individual to serve in consulting capacity because of difficulty in picking person who represents most factions. With Equity demanding action and at the same time representing only small proportion of broadcast talent, NRA has been hesitant about giving this organization sole say in the matter.

### 'March of Time' Ends

Remington Rand folds the 'March of Time' on CBS April 13, which broadcast will account for the show's 27th week under the office equipment maker's banner. Run rates as the longest the news dramatization has yet had during any one season of broadcast.

Whether Remington Rand will resume backing the affair this fall is problematical.



## Vague Radio Audience League Turns Into Foggy Management Bureau for 'Non-Profit' Bdcasting

Chicago, March 19.

Attack against the traditional set of commercial radio has been inaugurated in this town by the charter secured last week for the Chicago Civic Broadcast Bureau, which is organized under the auspices of the City Club of Chicago. Purpose of the Bureau as stated in its charter is to act as a specialized representative for public-interest organizations or agencies, in Chicago and vicinity which may desire to carry on radio broadcasting under direct federal license, with the purpose of serving the public convenience, interest and necessity.

To radio insiders a glowing light on this new Bureau is found in the fact that the general manager of this Bureau is Harris K. Randall who for years now has been attempting to rearrange radio through his Radio Audience League. The League of vague membership kicked up a fuss about the duplication of programs, the amount of commercial copy and the type of commercial programs.

Proposed angle of the organization is to help non-profit organizations to invade the channels now held by regular broadcasters in the Chicago area and the Bureau intends to manage the applications and business affairs of these new organizations in their appeal to the Federal Radio Commission for the channel and time allotments on the ether.

### Management Service

Following the acquisition of time by these organizations (if time is acquired) the Bureau will supervise the management of the stations for these groups. The stations, under the plan, will obtain their revenue in a manner much similar to the present commercial setup, selling time on the air for advertising but reserving a considerable portion of the time for public service programs, whatever that means.

Side plan of this newly formed non-profit organization is to systematize the time on various points of the dial so as to reduce duplications in programs. This particular point has always been the motivating factor in Randall's Audience League, which got nowhere.

### Radio Advisors

Named as directors of the Bureau besides manager Randall are Arnold R. Baar, Herbert Bebb, Mitchell Dawson, Frank N. Freeman and T. V. Smith. The first three are Chicago attorneys and the latter two are professors at the University of Chicago.

In their program of policies the Bureau boldly claims that the aim is to 'improve the city's broadcast service by getting the station channels into hands better qualified to manage them wholly in the interest of the listeners. Not possessing any station plants of their own, many organizations are peculiarly competent as sources and judges of good program material have left to the station owners all the control of licenses and hence of program bookings.' Randall offers nothing concrete in the manner of professional management or program ideas.

Chicago stations are not disturbed about the situation.

## Reunite Sister Team For Chi Fur Program

Chicago, March 19.

Evans Fur adds still another pair on two stations, WBBM, the CBS outlet, and WMAQ, the NBC transmitter.

On the new program are Vivian Holt and Lillian Rosedale, who are reunited on the ether after a separation following a long association as a team in vaudeville.

### SODA POP SAUCERS

Chicago, March 19.

Through the Mason-Warner agency here the Kool-Aid drink company is waxing 26 five-minute discs for release late in April. Platters are being turned out by the Columbia Phonograph studios locally.

Saucers are built as five-minute dramatizations.

## ANNOUNCERS CAN ACT

John Royal Keeps NBC Policy liberal

John Royal declared last week that NBC has no intention of restraining staff announcers from doubling as m.c.'s or doing straight or bit parts in variety programs. Report had it that the network had notified several of its spellers that hereafter they would have to stick to straight announcing and leave the acting to others.

Royal added that the NBC announcers were available for any role within their talents as long as it had to do with broadcasting and personal appearances.

## NBC RED FOR KYW, PHILLY

Philadelphia, March 19.

KYW move from Chicago to Philly is changing the outlook for WLIT-WFI, the department store stations dividing time on the NBC red web. With the Chicago outlet coming in, the dial moves to the blue network, and KYW carries on with WBAF shows.

There is some difference of opinion as to the necessity of a WJZ outlet, since this station covers Philly with local strength, but it looks that NBC is making good on its promise to take care of WLIT-WFI when the Westinghouse crew comes in.

## Reprisal Fear Stops KFWB from Employing 5,000-Seat Auditorium

Los Angeles, March 19.

Rather than face an expected heavy opposition from theatres, KFNB, Hollywood, called off its intention to put the Franco H. Jinks, vaude show, into the Shrine Auditorium, holding 5,000 persons. Previous week the show was put on in this hall before a heavy audience but, fearing the theatre comeback, announcers were ordered to refrain from stating over the mikes that the program was a free-see and hearer.

### Basketball Sponsors

Winston-Salem, N. C., March 19.

Radio proved a good advertising medium for a basketball tournament here last week which was staged by the Journal and Sentinel newspapers for northwestern North Carolina High Schools. Two advertisers were sold time for the broadcasts of one game each afternoon and night during the tournament over WSJS, owned by the newspapers.

Basketball fans took to the broadcasts right away and when the final arrived the largest crowd in the history of the ten years of the tournament packed the gym. Newspapers will broadcast games on own next year, charging the time to goodwill the same as the expenses of the tournament.

### Show Boat Matinee

General Foods will, starting with May 1, put on a matinee version of Maxwell House's Show Boat in half of Certo, a product used for jelling purposes in preserves.

Program, using the same talent setup, will run from 3 to 4 p. m. Fridays over 40 stations on NBC's red (WEAF) link.

Kennedy at Cecil Agency

James Kennedy has quit J. Strling Getchell to join the radio department of Cecil, Warwick & Cecil. Assignment makes him assistant to J. H. McKee, C. W. & C's radio director.

## Lyricists Billing

Paris, March 8.

French association of lyric writers is kicking because name of chap who writes the words is not published in newspaper announcing songs to be broadcast. Not only the composer deserves a break, they say.

By official order, the air announcer now credits the lyric writer, but this is not enough for the association.

## WLS Barn Dance In Third Year at Same Theatre

Chicago, March 19.

Headed for all-time stage run record is the WLS Barn Dance at the Eighth Street theatre with the show this coming Saturday to be its 10th consecutive session.

Goes into its third year at continued capacity for both performances with no sign of a drop-off. Besides the show at the theatre the station has four shows on the road, all of them playing to heavy business.

First performance at the Eighth Street theatre, on a gamble, occurred on March 19, 1932.

## Brand New 100-Watter Aggressively Competes With 11-Year Old CKY

Winnipeg, March 19.

Business-getting enterprise of CJRC, 10-watt indie born last month, is beginning to worry CKY, Manitoba Government Telephone System's 4,000-watter which had monopoly in broadcasting in province since 1923.

One instance is in hockey broadcasting from local Amphitheatre. Ice games since '23 have been broadcast by CKY with the rink management letting CKY in free. Station, of course, put in a MTS wire and made a bit of dough selling the puck battles to sponsors. This has been fairly lucrative last couple of years.

Now CJRC figures that they need hockey broadcasts to grab listeners and offer to pay for exclusive right to broadcast all remaining games this season with an option on next season. Management is considering the offer in connection with Dominion Junior hockey finals, coming up soon, but CKY will be in there until then at least.

Couple of weeks ago when CJRC sought to set up a mike to broadcast an important tussle, CKY had already sold the game to a sponsor and wanted it exclusive. Anyway, CJRC asked MTS about putting in another wire, but John Lowry, commissioner of govt. telephones, happened to be in Ottawa. James A. Richardson, millionaire owner of CJRC and influential Canadian business man, was in Ottawa, too. When MTS wired Lowry the situation, word soon came back: 'See that CJRC gets into the rink tonight.'

## New WLW Tests

Cincinnati, March 19.

WLW starts this week to put its new 500,000-watt transmitter through a series of daytime tests. Outlet has heretofore limited the tryout of this equipment to the stretch between 1 and 6 a. m.

Following completion of the daytime testing, the Crosley organization will petition the Federal Radio Commission for a permit to operate the 500,000-watter as part of WLW's regular day and night schedule.

## SPONSOR EXCHANGE

Chicago, March 19.

With Minit-Rub going off due to the spring season, the John Harrington sports reviews on WGN will be taken over by Berghoff beer. Starting April 9 under the new sponsorship, hitting every evening except Sunday.

## Burlington 100% Long-Distance Fans Rank High in Sponsor Knowledge

Possibly the most provocative city survey thus far taken in VARIETY'S 'Do fans know sponsors?' poll is that of Burlington, Vermont. This small town nestled in the far-off Green Mountains is conspicuously unlike all previous communities wherein VARIETY'S questionnaires have been distributed among radio listeners.

What makes Burlington so unique is that the town has only WCAX, 100-watter, while the state of Vermont itself is limited to five stations, the biggest of them WDEV, Waterbury with 500 watts. Other three are WSYB, Rutland, 100 watts; WQDM, St. Albans, 100 watts; and WBBX, Springfield, 250 watts.

That radio programs provide Vermonters with a goodly share of the professional entertainment that touches this inaccessible state seems amply attested by the figures of VARIETY'S census.

Burlington knows its programs and knows who pays the bills. Out of 25 programs Burlington radio fans were 50% or better in accuracy of identification of sponsorship.

This is extraordinarily keen compared to the previous findings in VARIETY'S survey. Daytime programs like Metropolitan Opera, Easy Aces, Clara Lee and En also rate high. Admittedly these programs, excluded from the evening peak listening audiences are tough questions for many radio fans.

Not the least remarkable fact about the Burlington responses is that several replies were 100% correct. This is the first city to hand in perfect scores.

Burlington, in the heart of an ultra-conservative village-dotted farming area, was right 79 out of 96 tries on naming the bankroller of 'Rise of the Goldbergs.' This gave the Gertrude Berg serial its closest tally to the race-leading team of the same sponsors, Amos 'n' Andy.

Radio fans of the Vermont town tune in other cities extensively. Columbia programs are brought in over WABC, New York while the NBC programs are heard over WGY Schenectady, WLW, Cincinnati, and WBAF, New York.

## Program Sponsor Identification

### BURLINGTON, VT.

Questionnaires tabulated from the following: Housewives, 41; nurses, 2; seamstresses, 1; salesmen, 3; executives, 3; merchants, 3; workmen, 10; farmers, 2; teacher, 1; city employee, 4; stenographer, 1; musician, 2; hotel employee, 4; grocers, 1; reporter, 1; student, 1; cooks, 2; insurance, 2; bus drivers, 3; sheriff, 1; clerks, 7.

(96 REPLIES)

| Sponsor<br>Correctly<br>Named | Sponsor<br>Wrongly<br>Named | Sponsor<br>Not<br>Known |
|-------------------------------|-----------------------------|-------------------------|
| Amos 'n' Andy                 | 94                          |                         |
| Eddie Cantor                  | 88                          |                         |
| Maxwell Show Boat             | 86                          |                         |
| Rise of Goldbergs             | 79                          | 15                      |
| Rudy Vallee                   | 79                          | 16                      |
| Wayne King Orchestra          | 78                          | 16                      |
| Ed Wynn                       | 77                          | 15                      |
| Boake Carter                  | 66                          | 28                      |
| Burns and Allen               | 66                          | 28                      |
| Metropolitan Opera            | 63                          | 29                      |
| Myrt and Marge                | 62                          | 30                      |
| Bing Crosby                   | 60                          | 35                      |
| Jessie Andrus                 | 60                          | 36                      |
| Harry Horlick                 | 60                          | 36                      |
| Joe Penner                    | 60                          | 36                      |
| Jack Benny                    | 56                          | 38                      |
| Casa Loma Orchestra           | 53                          | 37                      |
| Edgar A. Guest                | 52                          | 42                      |
| Will Rogers                   | 51                          | 49                      |
| Clara, Lu and En              | 49                          | 41                      |
| Jessie Andrus                 | 48                          | 43                      |
| Olsen and Johnson             | 48                          | 43                      |
| Phil Baker                    | 40                          | 47                      |
| Paul Whiteman                 | 36                          | 52                      |
| 'March of Time'               | 33                          | 55                      |

## WCAU Peeves Tracy

Philadelphia, March 19.

Arthur Tracy, playing at Pay's theatre last week, is fuming plenty at WCAU for a so-called insult. Tracy was scheduled for night spot on a local sustainer at 8:15 to plug the theatre, but the studio's accordionist didn't show up. With Tracy storming around and much burned up, the night manager promised him the only other non-commercial time at 8:45, pending the approval of Leon Levy, the WCAU boss, to take off the scheduled CBS California Melodies show. But a call to Levy got thumbs down without any question.

Now Tracy says more local radio programs without the dough on the line. And the boys around WCAU are taking the incident as the station's comeback to Tracy for a last year's snub.

## Pontiac Slices Time

Los Angeles, March 19.

Pontiac program that has been a half hour from KHL weekly for the whole CBS network is being sliced to 15 minutes.

Earl Dancer's negro chorus will be featured with Raymond, Ealiga's orchestra and various soloists on the program being curtailed.

### 'Roses and Drums' Ends June 3

Refigiting of the Civil War by way of the 'Roses and Drums' stanza on CBS Sunday nights will be adjourned for the summer June 3. Union Central Life Insurance is folding the show two weeks earlier than then it did last season.

## RADIO SCHOOL HAS STATION BLESSING

Fort Wayne, March 19.

Marcella Eisenberger on WOWO for the past nine years with children's programs, has opened a radio talent school under her WOWO billing, 'Aunt Sally.' A weekly program of students from the school to broadcast over WOWO is the bait for matriculation. Cost of tuition not reported.

WOWO has evidently been favorably disposed to the promotion because of its own difficulty in getting trained talent in this area. Station welcomes an emergency source of supply and encourages the undertaking on that basis.

In New York and Chicago the 'radio school,' so-called, has not enjoyed a good reputation, being money-making propositions in general with dubious value to the would-be crooners, etc.

Shell's New Adv. Boss

San Francisco, March 19.

Fred Foy is the new ad chief of the Shell Oil Co., coming from Los Angeles, where he was previously local manager for J. Walter Thompson agency.

Succeeds E. H. Sanders, who has joined Sunset Press, Frisco publishing house.

Fred Fidler of the Thompson agency, which handles the Shell account, has returned from Los Angeles, and will remain at the office, turning over production of the Shell show on the Don Lee chain to Cal Kuhl.



# WEB SEEKS GOOD WILL

## A&P, Ford, Swift, Standard Brands Bankroll Expo Radio Theatres

Chicago, March 19. More music will emanate from the World's Fair this coming summer than last year. Radio station and network execs last week conferred on the Fair grounds in a preliminary discussion of band pickups from Fair spots.

Spurt is due to the increased number of radio-minded sponsors who will have regular theatres on the ground, similar to the Atlantic & Pacific Carnival of 1933. Besides A&P, there will be the Ford mammoth exhibit with its attendant theatre. Swift & Co. is readying a show for the Fair with band background as in standard Brands.

Steve Trumbull, former CBS publicity chief here, moves over to the J. Walter Thompson agency to handle all radio contact work for the exposition. John Clayton returns to work at the Fair as p.a. for the Skyride, getting leave of absence from WLS for the duration of the festival.

Not likely that NBC will make the grand spread for the Fair again this year. They will continue pickups and other cooperative functions but the feeling among NBC execs is that this year will be a somewhat pale reflection of the 1933 lamour.

## 2 Midwest Agencies War for Chamberlain Min. Announcements

Chicago, March 19. Battle is on between two agencies for the Chamberlain hand lotion spot announcement account. Coolidge agency of Des Moines last week came into the picture and on the Ruthrauff & Ryan agency's toes by auditioning a string of six one-minute announcements for the Chamberlain account.

When getting wind of this move Ruthrauff & Ryan agency, which has the account's Eddie South band show on CBS, hurriedly made up their own string of announcements locally and shipped them to the client. Sponsor is now in a huddle trying to decide which agency gets the business with the finger pointing favorably to R. & R. for their past performance record for this client.

## Would-Be, Won't-Be Wife Must Give Particulars

On order of N. Y. Supreme Court, Peggy Garcia, who is suing Dave Rubinoff for \$100,000 on an alleged breach of promise to marry, must give more particular information as to her action against the radio orchestra leader and violinist.

Miss Garcia goes as far as to name places in her original complaint, but for the bill of particulars the court holds it's not that necessary, but she must tell how often and when and under what conditions, generally speaking, the promise to marry her was made by Rubinoff.

## GILMORE OFF AIR

San Francisco, March 19. Gilmore Oil Company has cancelled the Gilmore Circus on NBC's Pacific network, and bows completely out of the radio picture on March 30 for an indefinite period. Cancellation of the three-year-old radio show leaves vacant the Friday night spot on the network from 8:15 to 8:45 p.m., so "Weston" Oil will put its serial, "One Man's Family," on there.

## KROGER AUDITIONS

Chicago, March 19. Kroger Store chain outfit of Cincinnati are auditioning over at NBC. Have checked through such shows as "Smackout," "Breakfast Club," but still haven't reached a decision.

## The New Uplift

Philadelphia, March 19. Newest thing in elevators is being demonstrated in the WCAU building, with the strata just installing hidden loud speakers in all elevator cars.

Idea has its disadvantages because visitors are riding up and down not to miss any comedian's gags.

## NBC MAKES IT TOUGHER FOR PLUGS

NBC's program department has given the song pluggers something else to worry about. From now on the hour from which songs are to be counted will be 6 o'clock instead of 6 p.m. Under the new rule a song played at 5 o'clock will not be permitted a repeat until after 10 o'clock.

Network for the past year has limited the paying of a pop tune to once in five hours for any one night after 6 p.m. To make up somewhat for this restriction the music publishers have concentrated their placements among the dance combos holding down broadcast spots during the tea or cocktail period. With the counting point moved back to 4 o'clock the music publishers will be less inclined to cater to the latter argument. A plug placed here might result in the loss of a performance during the choice evening listening stretch and also of a larger hookup, if the prospective user happens to be one of the more popular commercials.

## Olsen & Johnson Off

Chicago, March 19. Swift show with Olsen and Johnson team plus the Harry Sosnik band goes off the CBS ride on March 23. Olsen and Johnson head for the coast.

J. Walter Thompson agency at present considering keeping the Swift program off until the coming autumn, though there is some talk of trying three 15-minute shots weekly with the Sosnik band as prime entertainment.

## FIRST RADIO NOVEL

Woodbury Serial Emerges Between Boar

First novel developed from a radio serial has been accepted by Macaulay for publication. The serial, "The Boy Who Wasn't," which Woodbury has been supporting on NBC for the past 26 weeks.

Adaptation has been done by the author of the air continuity, Carl Bixby. Publishing house has the book figured for a June release and pegged at \$2 across the counter.

Woodbury will tie in on the novel's exploitation, through the former's agency rep, Lennen-Mitchell.

## Barry Ryan's Job

Barry Ryan, son of one of the agency's partners, has replaced Jack Davidson as head of Ruthrauff-Ryan's radio department. Davidson may buy into the Goldsmith and Briscoe booking offices.

Under the previous setup, Davidson directed R.R.'s network interests while Barry Ryan concerned himself with spot broadcasting. For the latter assignment the agency has brought in Elizabeth Black.

## BURN-UP BOYS TO GET BALM

NBC, Conscious of Accumulated Peeves, Seeks to Work Out Better Relations with Ad Agencies and affiliated Stations—Appoint Edgar Kobak, Prestige Diplomat, as Vice-President

## STATION DIVVY

NBC is making efforts on two frontiers to win ill and trade popularity. One hand, it will woo the advertising agencies whose unfriendliness has been matter of knowledge to NBC for some time. On the other hand, the web is serenading its own affiliated stations who have consistently been grumblers against what they deem NBC's nigardly divvying of the coin.

As a first move NBC has filled the post of co-ordinator of sales and ambassador of good-will which the network's board of directors has had under consideration for months. Designation has gone to Edgar Kobak, formerly v.p. and sales manager for McGraw-Hill and president of the American Federation of Advertisers. His title with the web is that of v.p. in charge of sales, with his authority extending over every form of selling in the New York, Chicago and San Francisco offices.

Network's directorate started to give thought to the adoption of an ambassador of good-will after a survey by Tradeways, Inc., efficiency experts, confirmed a hunch that the sentiment harbored by ad agencies and commercials toward NBC wasn't as lovey-dovey as it could be. From this the boardman deduced that the web could use somebody possessed of both the high esteem of the advertising trade and a flair for smoothing out the nicks, grievances and differences that may have accumulated between client and network.

AFA is a pot-pourri of practically all national advertising organizations in America. Another connection that gives Kobak exceptional standing in the trade is his membership on the Advertising Review Committee, the super tribunal of ethics, which is composed of leading publishers, advertisers and practitioners of the advertising art.

Roy Witmer continues as NBC's v.p. in charge of eastern sales.

A Melon for Stations

As a second part of the good-will seeking, completion of its revised system of compensation for network commercials is being rushed by NBC. It wants the announcement of this new method of payoff for affiliated stations to come as an aptly timed sequel to the web's entry into the field of general station representation. Network is also cognizant of the moral and business effect the new and increased divvy for hookup facilities would have on a station while in the midst of trying to decide whether to let NBC do its spot booking also.

Under the new method of network time compensation an associated outlet will cut in on the rate collected for it by NBC according to a measuring rod compounded of actual area coverage, listener population and comparative local showmanship. With the exception of a few stations NBC pays off out of the commercial intake on a common level. It's \$50 for the hour, \$25 for the half hour and \$12.50 for a 15-minute sponsored program. Among the affiliates collecting-better fees are WLW, Cincinnati; WJR, Detroit; WEEI, Boston; WHAM, Rochester, and WSM, Nashville.

As a preliminary to the reframing of station remuneration of

## Saturday Night Habits Charted by Gallup From 103,000 Phone Calls

## Rip Winkle Chores

Hollywood, March 19. A farm writer KNX asking the station to change its news bulletin periods at 6 and 9 p.m. to some time between 7 and 8.

Writer gave as his reason that at 6 o'clock ruralites are doing their chores and that they are in bed before 9.

Since his agency, Young-Rubincam, has become the champ user of Saturday night network time Dr. George Gallup, director of research, has been conducting a survey to find out in what proportion they're actually listening on the weekend occasion. From findings he's gathered so far Dr. Gallup has made the deduction that the Saturday night loudspeaker population is about 20% under the average audience figures for week-end listening nights as Thursday, Friday and Sunday. For his checking he has been and is using exclusively the coincidental phone method.

Info garnered by these telephone calls, says Dr. Gallup, disclosed that the American husband's habit of making Saturday night the night out for him and his missus is as strong as ever. Also that the percentage of sets found turned on among the Saturday night stay-at-homes was away below the level prevailing for the other nights of the week. This is obviously due to a condition created by broadcasting itself. Accustomed to finding, over a period of years, that this is radio's sluff-off night when it comes to quality of entertainment, a major ratio of those who happen to be at home of a Saturday night have got into the habit of not tuning in altogether.

## No Competition

ven though the agency has these circumstances to contend with, Young-Rubincam has found Saturday night to its favor. Agency's Saturday evening lineup of commercials accounts for a consecutive run of cross-country links on either NBC or CBS between 7:30 and 10:30. Existence of a smaller potential audience, however, the agency figures, is offset substantially by the fact that its programs have little to compete with in the matter of listener attention. From outstanding name attractions it, on this particular night, gets no opposition, that of those tuned in is an assured of a hefty percentage.

For his researches this year Dr. Gallup estimates he will use around 100,000 phone calls, with a large portion of these devoted to his Saturday night checkups. The Co-operative Analysis of Broadcasting, better known as the Crossley Reports, is based on an annual usage of no more than 88,000 calls.

## Kirtland-Engel Goes Radio; Seeking Shows For 5 Chi Accounts

Chicago, March 19. Kirtland-Engel agency is the hottest spot for radio in town at present with the agency reading five shows for as many accounts. Besides have already placed one client, Feldman and Curme shoes, on for a long ride.

In the offering is a show for Illinois Meat Products which is likely to take the old WENR Derby program. Also shows for an anchovy pack publication and a department store tieup. Agency is hustling around for notions and the ante-room looks like the NBC and CBS reception rooms combined.

## HARBARD IN FRISCO

San Francisco, March 19. Major General James G. Harbord, chairman of the board of directors of RCA, is due to arrive here today (19) from Hollywood, where he has been o.o.ling the film situation.

Will speak at a Commercial club luncheon and look over the RCA and NBC setup here before heading Eastward.

## MacDonald with K-E

Chicago, March 19. D. I. MacDonald now with the Kirtland-Engel agency in charge of the radio department.

## COMMITTEE TO RUN CROSSLEY SURVEYS

D. R. Smelser, of Procter & Gamble, has been elected chairman of the committee representing both the Association of National Advertisers and the American Association of Advertising Agencies, which from now on will have full charge of the operations of the Co-operative Analysis of Broadcasting, more popularly known as the Crossley Reports.

A. W. Lehman continues as secretary and manager of the cooking service.

Others representing the ANA on the CAB's governing board are George W. Vos, of the Texas Co., and C. H. Lang, of General Electric, while the delegation from the agency faction consists of George Gallup, of Young-Rubincam, and Chester E. Haring, of H. B. D. & O. Haring was also named treasurer.

Contracts for the service will be made direct with the committee, but Archibald Crossley, who has done the statistical work for the reports since they were started four years ago, will retain that function as a member of the ANA payroll.

## ENFORCE CANADA'S ADVERTISING RULE

Toronto, March 19. Charles Shearer, representative of the Canadian Radio Commission here, has been reading the results of his inquiry into Canada by CBC stations and signals from 7:30 to 11:00 p.m. are being eliminated entirely.

## Wynn May Furlough

Texaco is contemplating taking Ed Wynn off the air in May and substituting a light musical stanza. When Wynn goes Don Voorhees will exit along with him for the summer.

Wynn was out of the Tuesday night niche four months last year.

hookup time NBC had a corp of engineers make a signal strength survey of all affiliated transmitters. Findings of this inquiry have been closely guarded by the network as the result of a jam it got into after one associated broadcaster had come into possession of the web's charting of his station's coverage.

It was so gratifying that he had copies made and flashed by his salesmen when they went calling among local prospects. Another broadcaster in the same community who was also allied with NBC burned at the advantages shown by the competitor's signal map and in a letter to the network demanded to know whether it was trying to put him out of business.



Arthur, rarely leaves for the coast soon and opens at the Los Angeles Paramount Play 1....A sponsor, through his agency, is building a new program for Mildred Bailey....John Gambling was away from WCCB for a week, making a hurried trip to Florida to be with his son who is now recovering from a serious illness....Pough show has been renewed and will be on now until July at least....NDC has been unable as yet to clear the time for the proposed Lucky Strike show....Don Burt, Jack Denny's orchestra, is celebrating the arrival of a son....Lee Adams and Tommy Bailey are dealing with a toymaker manufacturer....Ed Stinson and Ted Nelson have been given four more stations, a total of 49....Irwin Delmore, in Fred Allen's show, is a practicing attorney....Johnny Green, songwriter and orchestra leader who directs the Oldsmobile programs, now has an office on the 18th floor of CBS....Seth Parker yacht has been closed to the public since a visitor fell down a companionway and was injured.



# RADIO CHATTER

## New York

George Buehler has dropped the professional name of George Bennett previously used for his appearances as a variety soloist on sustaining programs over NBC.

Leo Weber and Johnny Winters now play classical as well as pops on their organologues over the NBC red network.

Roy Heatherton, "The Old Troubadour" on the Ipana program, on NBC sustainers, is a 24-year-old baritone who made his radio debut seven years ago with the Paulist Choir. Later sang with Paul Whiteman.

Herschel Williams, J. Walter Thompson staff producer, celebrating two weeks in Savannah.

Sam Slade landed addition to the night trick of CBS' press department. Comes from the dissolved Columbia News Service.

Charles Cardie playing the State, Newark, week of March 23, does the next at the State, New York, has a third set two weeks after at Loew's, Jersey City.

Four of NBC's execs framed them up for the final auditions committee last Wednesday night (14) by slipping themselves into the hearing list as a favor. Gave revealed after the auditions coterie thumbed down the mystery foursome as lousies. Making up the quartet were Frank Black, E. F. H. James, Skeets Miller and George Foy.

Johnny Green on the regular CBS staff as musical adviser and research expert.

Hostesses have replaced pageboys at the info desks in the NBC office quarters.

Tom Rockwell consults numerologists for names with which to his new acts but never uses the billing conjured up by the seersaying sisterhood.

Sylvia now with CBS for a buildup.

Dorothy Menzin, eight years sec to Herman Bernie, has been promoted. She's his assistant.

Austin Jorgensen, ex-Chief, is with Free & Sleinger's Manhattan office.

Preston Peters in from Chicago a couple of months ago still hasn't ridden on a Manhattan subway and has a whole list of other "firsts" to perform.

Daniel Starch, New York, has a series of wax for department stores that have interior decorating department.

John "Babe" Haulser joins the Paul Whiteman organization as singer. Another new recruit is Angie Cardaman.

Leon and Eddie's had a cocktail party in honor of Al Johnson and Al Lang Plenty.

B. A. Rolfe orchestra opens March 22 at the Avenue restaurant, Manhattan, and will have a gala press gathering.

Hank Keene's Gang now doing a supper-hour, thrice-weekly commercial for Crazy Water Crystals over WGY in addition to a daily morning sustainer. Succeeded the Banjoers, Lee and Don Hancock, on the commercial.

Victoria Colomario, a local soprano, who had been doing solo programs for a short time, is now appearing with Skip, Step and Hap-lanna on trio's daily broadcasts over WJLB and WJLB.

Act on the NBC red network Saturday mornings.

Waldo Pooler, Jerry Brannan and Tom Lewis, who were with Joe and Eddie act, recently did seven shows in one day at Utica, N. Y. Trio worked four in a theatre, played two club-dinner dates, and gave a benefit performance in a hospital.

Rubinfott gets New York license plate UO. Irving Berlin's is 7B.

Harrison Slocum, Newburgh, N. Y., tenor, who sang on his accompanist when he does his weekly stint over WGNV at Chester. The reason: the pianist is Mrs. Slocum.

WKO, Albany, has arranged a series of special broadcasts during Holy Week. At noon each day ministers representing various denominations will give religious talks.

Talk about college-trained folks in radio, WOKO is there, with Duell Richardson, Cornell; DeWitt Robinson, Colorado; and Gordon Weir Glasgow; Royden Rand, Colgate; Douglas Joselyn, Union; Al Coplan, Albany Pharmacy; Harriet Champagne, Syracuse, and Forrest Willis, Albany Law.

## New England

John Shepard, 3d, writes letters without salutations.

Jack Tierney of the WCAX staff at Burlington, Vt., now has the title of chief announcer.

William H. Rose, WJLW announcer, is vacationing at his home in St. Albans, Vt.

WCAX, Burlington, Vt., using Rue Coal comes to a head.

Edward Gisburne, continuity edi-

tor for WEEI, Boston, narrowly escaped serious injury when, as he was about to take the stairway down to the studio floor, one of his crutches broke in two. The crutches were given him by the United States government twenty years ago, after a Mexican bullet took his leg off above the knee during an engagement at Vera Cruz, in the course of which Gisburne so conducted himself as to be awarded the Congressional Medal of Honor. So attached was he to his constant companions, he had repaired them frequently with wire and adhesive tape, but at last they have become useless.

WDEV, Waterbury, Vt., has extended its broadcast time 15 minutes, being on the air daily until 5:30 p.m.

WQDM, St. Albans, gets its Plattsburgh, N. Y., programs by telephone.

Harriet Hall, St. Albans, Vt., and Hazel and Marguerite Burnap, Swanton, Vt., WGY's "Three School-maids" have been vacationing at their respective homes.

The Circle orchestra is now broadcasting over WSXB, Rutland, Vt.

Ellis Eberhardt, WIGC, Bridgeport, cashing in on piano talent at Stamford roadhouse.

"Five Rhythmites," Negro singing and musical quartet, spotted 1 p.m. Wednesday at New Haven studios, WICC.

Howard McClune, 10-year-old violinist, featured by Marge Hull's band at WIGC, Bridgeport.

WAAB, Boston, is seeking permission from the FRC to move their transmitter from Squantum to Audubon, Mass. Also would like an increase in power of 500 watts and a new wavelength of 840 kc.

John Shepard, president of the Yankee Radio Club, was in Washington the past two weeks attending the code hearings.

Eleanor Talcott, WBZ singer, has gone in the Club Touraine for a couple weeks.

Alice O'Leary, Paul Whiteman audition winner, is doing a turn at Countess Grove, Boston, with Ranny Week and his orchestra.

At the last minute Rodney May was called in by the Met, Boston, for this stage instructors at the Shadyhill School in Cambridge invited his ninth grade class of boys to his home for Sunday night dinner.

One of the stipulations of the invitation with the one stipulation that they would go if there was a radio in the home. Because they would not miss their favorite program.

## Pennsylvania

Ben Greenblatt, WCAU, Philly, piano rambler, planning band tour this summer in Europe—but no Germany!

Cameron Andrews in New York for connection with NBC as voice impersonator.

Paul Douglas' pending divorce suit to be handled by WCAU's I. D. Levy, his ex-boss.

Congrats to Sandy Guyer, WPEN, Philly, announcer, on birthday.

Mr. and Mrs. Meyer Davis at the Bellevue hostelry, Philly, to equine at his local ork crew.

Ham Dalton, WPEN, Philly, news commentator, drawing fire for rapping Charles Lindbergh on the air mail scandal.

WCAU, Philly, getting an air break ready for the brunette Dorothy Hall, after a long lay-off.

Reports are that WCAU, Philadelphia, is happy to have the Chesterfield show scam. Story is that Stokowski messed up the big studio with tricky acoustic effects.

No more eating in the WIP, Philadelphia, studios is the latest dictum from the station.

Stan Lee Broza back from Atlantic City to resume the WCAU program direct after a six-month engagement at his youngerster.

WWSW, Pittsburgh, scouting around for a new location. City's youngest station must give up its Hotel Schenley studios in a short time.

Phil Spitalny, Irving Aaronson, Jack Loran and Will Ryan are all to play at Military Ball at William Penn hotel, Pittsburgh, Friday night and will go on the air over KDKA.

Chickie Moss, who used to be on WCAE, sticks with Don Bestor for his new commercial and stage appearances.

Darrell Martin, radio editor of Pittsburgh Post-Gazette, promises crippled and ailing shut-ins autographed pictures of every air favorite.

KDKA's newest team, Tommy and Sherlock, from Akron, O., sustaining six mornings weekly now. They came here after a six-month engagement on WVVV, Wheeling, W. Va.

Dave Rubinfott spending week (Continued on page 42)

## Can. Performing Rights Case Settled After 6 Mos.

Ottawa, March 19.

Canadian Performing Rights Society withdrew its injunction proceedings seeking to restrain the Canadian Radio Broadcasting Commission from using protected popular musical compositions with the announcement that the government had purchased a license from the Society.

The tariff filed at Ottawa by the Society for the song royalties for public performance over the air was made up of fees totalling \$5,000.

## Upstate Stations Adv. Deal With Sales Crew Leads to Grief, Law

Albany, March.

When a merchant tuning in on WGLC, Hudson Falls, expecting to hear a program on which he had purchased "time" and it failed to come out of his loudspeaker, what appeared to be a broadcast sales racket was exposed and also found to have extended to WHAZ at Troy.

Forty merchants in Saratoga Springs, Greenwich and Salem paid more than \$500 for what three salesmen told them would be a program broadcast by WGLC. They represented that a prominent man in each community would speak on "Community Hour," in which the advertisers would be mentioned.

A few days after the WGLC program did not go on as scheduled, Ralph E. Wakeman, 49, of Claremont, N. H., was arrested on a charge of obtaining money under false pretenses. He was seized at Troy while boarding a train for Burlington, Vt.

Police said that Wakeman had letterheads bearing the inscription "Radio Advertising Specialists, Burlington, Vt."

Wakeman faces arraignment tomorrow (20) in Saratoga Springs Police Court.

## 4-WAY AUDITION

Meat Company Tunes in Officials In All Branches

Tacoma, March 19.

KOMO (NBC), Seattle, gave an audition for the Pacific Packing Company, one of the Coast's largest meat concerns last Wednesday evening (14), feeding from Seattle direct by Postal to offices here, also to KHQ in Spokane, where another plant is located and to Portland, KGW, where company has two plants.

Seattle officials of the company were guests of the KOMO studio. Company is listening to decide on Northwest radio hookup.

"Harpers Corners" revised to "Carstens Corners," was sent out by the cast from the feeding station.

## Frank Merriwell, Fiction Boy Marvel, Goes Radio

After two years of auditioning the script for a long row of clients the J. Walter Thompson agency has found a taker for a dramatized version of the Frank Merriwell series.

Dr. West (toothpaste and brush) debuts the serial on NBC's red (WEAF) link Monday afternoon (26) on a three a week basis.

Program will originate from Chicago, and Gilbert Patten, who wrote the Merriwell stories under the Bert L. Standish tag, will do the adapting.

Some commercial men bring Kate Smith back to CBS for a three nights a week schedule.

## More Wayne King

Chicago, March 19.

Lady Esther cosmetic, through the local Stack-Goble agency, adds a new Columbia program for Wayne King band.

Starts April 15 for a weekly Sunday shot from nine to 9:30 p.m.

## Cal Swanson's New Job

Cal Swanson is the new p.a. on radio for the J. Walter Thompson agency. His predecessor, John Gurie, has been assigned to handle the publicity for the Nash account.

The latest to join the Thompson list: Swanson comes from the Lennen-Mitchell agency where he specialized in the ballyhoo of the Old Gold and Woodbury programs.

## Mexican Music Gets Big Vote of Confidence After 8 Yrs. on WOAI

Dallas, March 19,

## STORER SAWING WOOD

Temporarily Aim Is to Pep Up WMCA, Manhattan

Detroit, March 19.

New chain being contemplated by George E. Storer will not get started until WMCA New York is completely reorganized from a business standpoint, according to Storer. As soon as this station is ready the chain plans will go ahead with a total of 14 stations in the network. Chain to cover the eastern and central parts of the country.

Storer is not resigning as President of CKLW, but may replace himself as general manager in the near future, but declines to name his successor.

## Uncle Sam Tests Radio Controlled Invention

Baltimore, March 19.

Dual radio circuits between Baltimore and Washington will be established soon by the Department of Commerce to test the practicability of a nation-wide web of aeronautical teletypewriter trunks operated by radio, a new invention.

If found practicable, the government figures to save appreciable sums of money in which the land wires which have been used to transmit weather reports and maps along the airways.

Transmitter will be located in Washington and receiver at Logan Field, local airport east. Rex Martin, assistant director of U. S. aeronautics, is bossing the project.

## Mary McDonough Charm Talks for Arden Co.

Philadelphia, March 19.

Face-fixing Elizabeth Arden signs writer Mary Cathrine McDonough this week for a new series over WCAU locally Monday, Wednesday and Friday mornings at 10 a.m. Program is called "Lady Charm." Talks for women on makeup.

Mary McDonough, a Bostonian, is chairman of the Massachusetts NRA Board.

## Vic and Sade Double

Chicago, March 19.

Vic and Sade program after a sustaining run again returns to a commercial for local sponsorship by the Ironized Yeast company of Atlanta. This follows the blow-up of the Ironized Yeast plan to use a five-minute disc plus 10 minutes of studio talent.

Vic and Sade show starts March 26 on WGNR for a Monday, Wednesday and Friday try at 7:45 p. m. Will continue its regular noontime program on NBC but without a Chicago outlet. Program was previously sponsored by Jelke products.

## Likes Monday Nites

Hollywood, March 19.

Hollywood-on-the-Air, NBC emanator from here, goes back to Monday night broadcasting, March 26.

Has been on Thursdays from 9:15 p. m. to 9:45 and will be from 9 p. m. on the new day.

Orchestra has been increased from 19 to 25 pieces.

## OIL ANNOUNCEMENTS

Chicago, March 19.

Midcontinent Petroleum Company last week turned out a flock of one-minute announcements at the RCA Victor studios here. Through the Potts agency of Kansas City.

Are known as DX announcements, and are simple dramatizations. Expect to hit the stations in the midwest by April 1.

## POET BLANDING AIRS

Hollywood, March 19.

Don Blanding, poet and author of Hawaiian material, goes on KNX for a twice-weekly broadcast.

He'll read his own stuff, backed-grounded by piano and stringed instruments.

CKV, Manitoba, celebrated its 11th anniversary last week with a special broadcast arranged by Darby Coats, program director.

consecutive weekly broadcasts over station WOAI, San Antonio, a record of eight years and two months which may or may not be equaled in the annals of other advertising, the Gebhardt Chiff Powder company, through the Dallas office of Tracy-Loock-Dawson, decided to add other southwestern stations to its outlet. Whether its WOAI programs, a Spanish-Mexican instrumental and vocal type, would appeal to a larger audience puzzled all involved.

To solve their quandary, officials of the company agreed to an "over the air" audition of two thirty-minute programs on the same night—one their standard type and one of an American type—leaving it up to listeners for a vote. This peculiar audition, believed to be the first of its kind here or elsewhere, was given advance announcement over the radio station and by radio-page ads. After the stunt, more than 10,000 replies were received (and each rewarded with a copy of a Spanish-Mexican product and recipe book)—hotly in favor of the Spanish-Mexican program.

## INSURANCE CO. SUES WBIG, GREENSBORO

Charlotte, N. C., March 19.

North Carolina Broadcasting Company is defendant in an action instituted in superior court by the Jefferson Standard Life Insurance Company for appointment of a receiver for the defendant company and to recover \$790.60 alleged to be due as rent for quarters of station WBIG at the Jefferson Standard Building at Greensboro.

Complaint alleges that J. L. M. Smith, president of the broadcasting company, has transferred and assigned his right and interest in 612 shares of stock in the company, subject to escrow agreement with J. B. Pound as security for an indebtedness of \$20,000 evidenced by notes.

Further allegations in the pleadings say that Clayton C. Townes, following the stock assignment, has taken charge of and is managing the station and is seeking to have the broadcasting license transferred to another corporation known as Guilford Broadcasting Company. Mismanagement is also charged against Townes.

Pete de Lima Does a Greeley for Hollywood

Pete de Lima goes to Hollywood on a permanent assignment for the Columbia network artists bureau. He will work out there with George McGarrett of the CBS commercial department.

De Lima has been second in command under Ralph Wonders in the New York Artists Bureau.

## Gilmore Comics Land

Hollywood, March 19.

Ken Illum and Duke Artterbury, who were featured on the Gilmore Circus over KFI and coast NBC, land on the staff of KMTR.

Comics are on for three 15-min. periods, commercialized by Daltons, Inc.

## CREAM OF WHEAT STAYS

Though its original 13-week contract expires with the April 22 broadcast, Cream of Wheat has decided to keep the Sunday night dramatic affair with Angelo Patri going until May 3.

Cereal packer withdraws from the air each summer because of the seasonal nature of the product. It's Patri's third year on the account.

## Sherri reallances

Marley R. Sherri has quit NBC's program department to do freelance as an announcer. Accounts he has taken over are the product of Walter Thompson and the Greater New York Federation of Churches.

Besides announcer Sherri functioned as contact between the traffic department and Philip Carlin, assistant manager of the program department.



# New Business

## BOSTON

**American Granberry Exchange**, ten announcements, began March 12, through Glendon Advertising Agency, New York. WBEI.

**Manikind Dog Food**, three announcements per week, began March 13, through Glendon Advertising Agency, New York. WBEI.

**Dodge Motors**, twenty-two announcements, started March 12, through Rutthrauff & Ryan, Inc., New York. WBEI.

**Kay Jewelry Co.**, 18 15-minute programs from March 15-June 29, 17 programs from Sept. 1-Dec. 28, through Sallinger & Publicover Agency, Boston. WNAC, WEAN and WMAS.

**B. Davis Co. (Baking Powder)**, 26 5-minute periods from Feb. 28-April 25, through Rutthrauff & Ryan of New York. WNAC.

**Henley-Kimball Co.**, sponsoring 87 participation in Yankee Network News Service this week. WNAC, WEAN, WORC, WMAS, WICC, WLBB, WFEA and WNHJ.

**Through Scott Advertising**, Boston, **Eastern Evening American**, 10 15-minute programs, dramatization of serial cartoon. WAAB.

**Eagle Super Markets, Inc.**, fifteen minute programs from Feb. 26-May 11. WAAB.

**Socialist Party of Massachusetts**, four 15-minute periods, started March 6, through David Malkiel, Boston. WAAB.

**Conrad & Co.**, department store, ten 15-minute programs starting April 8, through Sallinger & Publicover, Boston. WNAC.

## HARTFORD

**G. Fox and Company**, department store, 30-minute broadcast of hat fashion show by remote control from store. WDRR.

**State Theatre**, five time announcements for opening of theatre. Placed direct. WDRR.

**Dunhill Cigarettes**, indefinite number announcements Monday Wednesday and Friday at 12:15 P. M. Placed direct. WDRR.

**Hudson's**, department store, announcements daily at 11. Placed by Julia Gross Agency. WDRR.

**Imperial Dye Works**, 100 spot announcements nightly, seven nights a week. Placed direct. WDRR.

**Tudor Plats**, 48 one-minute announcements starting March 19. Placed by Lousen and Solomon of Chicago. WDRR.

## PITTSBURGH

**Armand Co.**, renewal of 18 quarter-hour discs. Placed by Reinecke Ellis Co. KDKA.

**McCormick and Co.**, 48 one-minute spot announcements for Banquet Tea. Placed by Van Sant, Dugdale Co. KDKA.

**Smith Agricultural Chemical Co.**, six one-minute spots. Placed by Mumm, Romer, Robbins and Sacco. KDKA.

**Better Homes and Buildings E-M**, renewal of 26 participations in Style and Shopping Period. Placed by George M. Rowland, Jr. KDKA.

**Frank and Seder**, one hour program six mornings weekly, indefinite, with Herbert Fritzsche's orchestra, Elsie Rutter and Buddy Bille, soloists, Ted Kaye, m. c. and Dorothy Day, stylist. KGV.

**Whitcomb Carpet Cleaning Co.**, six announcements weekly for four weeks. Placed direct. WWSW.

**Dr. H. V. Walls**, 100-word announcement, once weekly for 13 weeks. Placed direct. WWSW.

**Vulcanizers and Tire Supply Co.**, daily announcement for four weeks. Placed direct. WWSW.

**Albany's Cash Food Stores**, daily announcement for 26 weeks, laced direct. WWSW.

## WATERLOO, IA.

**Cartier Medicine Co.**, 52 weeks, minute transmissions. Spot Broadcasting, Inc. WMT.

**Wendy's Hosiery**, 52 weeks, weekly five minute program. WMT.

**Sloan & Leytze** (Furniture, Independence, Ia.), spot announcements. WMT.

**Standard Glass & Paint** (Waterloo), spot announcements. WMT.

**Webster Seed Co.** (Independence), spot announcements. WMT.

**Brookbrook** (Independence, Empton, Ia.), spot announcements. WMT.

**Samuel Stores**, 60 one-minute announcements. Placed by Frank Sawdon, New York. WMT.

**United Consumers** (Berkus, Des Moines), 52 weeks, five minute period in morning. WMT.

**Sem Co.** (Dyersville, Ia.), four weeks daily five minute programs. WMT.

## NASHVILLE

**Shell Petroleum Corp'n**, 100-word announcements daily including Sunday, one between five and six and two between 6:15 and 10:30, April 1st through 17th, 1934. Placed by J. Walter Thompson Co., New York. 51 announcements. WSM.

**Chrysler Motor** (Dodge Division), one minute announcement daily except Sunday, between 6:30 and 10:00 P. M. Placed by Rutthrauff & Ryan, New York. March 7th through March 31, 1934. WSM.

## DENVER

**Armand Inc.**, 15-minute electrical transcription, 3 times a week, indefinite. KFEL.

**Nyal Drug Stores**, 15-minute electrical transcriptions, 3 times a week, 13 weeks. KFEL.

**National Security Insurance Company**, one minute electrical transcription a day, 1 month. KFEL.

**Jefferson Hotel**, St. Louis, Mo. 78 60-word electrical transcription, 1 month. KFEL.

**Tudor Plats**, one 50-word announcement daily, two months. KFEL.

**PTM Mouth Wash**, one 50-word announcement daily, 30 days. KFEL.

**Joelin Dry Goods Co.**, five 50-word announcements daily, one week. KFEL and KLZ.

**Green Cleaners and Dyers**, three announcements daily, one year, renewal. KFEL.

**Health Creamery**, one daily announcement, six months. KFEL.

**Interstate Transit Co.**, 500 run of schedule announcements to be taken as ordered by either Pickwick or Union Pacific busses. Average six daily, including Sunday. KFEL.

**Vigoro (Swift & Co.)**, one 15-minute studio program weekly, 8 weeks. KLZ.

**Golden Eagle**, three 15-minute programs weekly, 13 weeks. KLZ.

**Moore-Bird**, spot announcements to follow weekly Minneapolis Symphony orchestra, 8 weeks. KLZ.

**Wash Motor**, one one-minute announcements. KOA.

**Frumees Jewelry Co.**, six one-minute announcements. KOA.

**Kadach Campbell Music Co.**, five one-minute announcements. KOA.

**Kelford**, 26 15-minute electrical transcriptions. KOA.

**Barbeldes Sed Co.**, weather reports, 5 weeks. KOA.

**Cottrell Clothing Co.**, 100 spot announcements. KOA.

**Inecto**, 13 15-minute electrical transcriptions. KOA.

**Robin Hood Shoes**, two 15-minute electrical transcriptions weekly, 13 weeks. KLZ.

**Joe Albert**, four one-minute announcements daily, 3 months. KLZ.

**Swift & Co.**, Garden Melodies, 15-minute weekly, 13 weeks. KLZ.

**American Furniture Co.**, Simmonds Radio 15-minute transcription weekly, 6 weeks. KLZ.

**Murray-Frey Motor Co.**, Hudson-Terraplane, 500 one-minute run of scheduled announcements, 6 daily. KFEL.

**National Security Life Ins. Co.**, one announcement daily, one month. KFEL.

**Mervold-Johnson**, Des Moines, three announcements daily, one month. KFEL.

**Bristol Balm Shaving Creams**, one announcement daily, six months. KFEL.

**Avery Apartment House**, one announcement daily, six months. KFEL.

**Jewish Cultural Society**, four 15-minute programs. KFEL.

## PHILADELPHIA

**Fred A. Broune** (Grundy refrigerators), 15-in announcements with CBS-Minneapolis Symphony program. Placed direct. WCAU.

**Ohio Cig** (egg dye), 16-minute discs. Scott, Howe Bowen. WCAU.

**AEP National Live program**, Friday, 9:45 a.m. Renewed for 13 weeks. WCAU.

**Stewart Warner Refrigerators**, five minute program at 6:40, 7:00 and 7:15. Placed direct. WCAU.

**Christian Science Committee on Publications**, 15-minute transcriptions. Placed direct. WCAU.

**Gem Products**, three times weekly participation in Home Makers Club. Placed direct. WIP.

**Ree-Gorge**, department store, to 8 a.m., week-day morning religious service, direct from Haddon Heights, N. J. WIP.

**Moskin Credit Clothiers**, four daily announcements for 14 weeks. WIPN.

**Mason, Delany Forbes** (furniture), daily announcements for 14 weeks. WIPN.

**B. Miller Furniture**, announcements for 14 weeks. WIPN.

**Stock Market Forecast**, 10 minutes daily, quotations from WINS - 14 weeks. WIPN.

**Pastore Co.** (macaroni), Sunday musical half-hour. Renewed for three months. Placed direct. WRAX.

**H. G. G. (footwear)**, Renewed for three months. (Clements Co.). WRAX.

**Horowitz Margaretten**, program at 6:15 daily until end of Jewish Holiday (Kislev, Agner). WRAX.

**Diamond Candle Co.**, Italian musical program renewal for three months (Martina Sandak Agency). WRAX.

## CHARLOTTE, N. C.

**A-C Spark Plugs**, with Raymond Knight, started March 21. WSOB.

**Best's Department Store**, two 15-minute programs of dance records each week. WSOB.

**Thompson Antique Shop**, spot announcements. WSOB.

**Erfrid Department Store**, Charlotte, N. C., series of 13 one-minute announcements daily, ending March 20, 1934. Placed locally. WBT.

**Purcell's Apparel Shop**, new series

15-minute programs featuring Eleanor Hall and Jack Parr, vocalists and Bo Worland. WSOB.

**Moore's**, women's clothing, renewal of series with John O'Daniel, vocalist. WSOB.

**Gray Water Crystal Co.**, local branch at Charlotte, series of Saturday night, 7:15-8:15 P. M. hour programs until further notice. Placed locally. WBT.

**One Minute Note Co.**, Detroit, 22 one-minute announcements daily except Sunday through the month of March. Placed by Radio Sales, Inc. WBT.

**Gillette Safety Razor Co.**, New York, continuation contract for 52 one-minute recorded announcements, day and evening, ending March 30, 1934. Placed by Radio Sales, Inc. N. Y. WBT.

**Isasop Allison Co.**, renewal Atwater Kent Radio Distributors, Charlotte, N. C., series of 15 15-minute day time programs, Monday, Wednesday and Thursday. Placed locally. WBT.

**Herrold Johnson**, Chicago, series of one-minute announcements daily, daytime and evening, ending June 9, 1934. Placed by Radio Sales, Inc., Chicago, continuation contract. WBT.

**My Shop**, Savannah, Ga., series of 32 one-minute announcements, daytime, Mondays and Thursdays, ending June 22, 1934. Placed locally. WBT.

**Pure Oil Co.** of the Carolinas, series of 13 30-minute evening programs, Tuesdays, sponsoring the famous 1934 Mammoth Minstrels, ending May 22, 1934. Placed by Freitag Advertising Agency of Atlanta, Georgia. WBT.

**Stonchess Company**, Salisbury, continuation contract for 312 one minute daily announcements, ending March 7, 1935. Placed through the Carson Brantley Agency, Salisbury, N. C. WBT.

**Walker Remedy Co.**, Waterloo, Iowa, 26 one-minute announcements daily except Sunday, ending April 9, 1934. Placed by Radio Sales, Inc., Chicago. WBT.

**Willard Tablet Co.**, Chicago, 36 15-minute programs, Monday, Wednesday and Friday afternoons, ending June 1, 1934. Placed by Radio Sales, Inc., Chicago. WBT.

## BALTIMORE

**Int. Rock Salt Co.** of Soranton, series of spot announcements. Placed by Standard Music Co. WBAL.

**C. D. Kenny Co.** (Norwood Coffee), 30-minute musicals, once weekly, 3 weeks. Placed direct. WBAL.

**Water Center Co.**, Minneapolis, transcription of 18 minutes, 18 times. Placed by Cramer-Kasselt Co. of Milwaukee. WBAL.

**Perfect Circle Pistol Rings**, once weekly, 18 minutes, 18 times. Placed direct. WBAL.

**Hendler Grocery Co.**, once weekly shopping service. Placed by Moore-WEBB.

**Gaston Co.**, once weekly shopping service, 13 weeks. Placed by Harry Pats. WBAL.

**Knob Sparkling Gelatins**, one-minute spot transmissions, twice weekly, 26 times. Placed by Federal Adv. Agency. WFBR.

**E. Miller Richardson Co.**, once weekly spot announcement indefinitely. Placed direct. WFBR.

**A. & P. Tea Co.**, once weekly 15-minute electrical transcription, 52 weeks. Placed by Clark and Leeman. WFBR.

**Fairfield Farms**, Western Maryland Dairy, 13 once weekly quarter-hour talks by Dr. John Ruhrah. WCBM.

**McCormick & Co.**, three five-minute spot announcements weekly, 13 weeks. Placed by Van Sant, Dugdale & Co. WFBR.

**Samuel Schulerberg**, T. J. Kurde Co., spot announcements, twice weekly, 52 times. Placed direct. WFBR.

## DUBUQUE, IOWA

**Tresack Baking Company**, quarter hour nightly for 26 weeks, the "Sweetheart Serenade." WEEB.

**Apple-Ripley Electric Co.**, quarter hour nightly for 26 weeks, the Sunshine Trio. WEEB.

**Rhomberg Fur Company**, three 15-minute periods weekly for 26 weeks. Bing Crosby transcriptions. WEEB.

**A. T. McDonald Company**, three 15-minute periods weekly for 26 weeks. Bing Crosby transcriptions. WEEB.

**Model Paint & Wallpaper Company**, one-quarter hour weekly of "Eyes and Ears of Hollywood" for 13 weeks. WEEB.

**Molo Oil Company**, weather forecast daily at noon for 13 weeks. WEEB.

## NEW YORK CITY

**American Gold Buying Service**, six 15-minute programs a week, 13 weeks. WFAS.

**Medicine Co.**, 156 announcements, three weeks. Placed through Spot Broadcasting, Inc. WFAS.

## LOS ANGELES

**Bussman**, Los Angeles, Don Lee Pacific network. Sunday, 7:30 to 8:30 p.m., vaude show (Vincent Leahy).

**Rock-O-Gee**, Don Lee network. Monday and Friday, 7:30 to 7:45 p.m., Frederick Star, military band (Beaumont & Holman).

**General Paint Co.**, Don Lee network. (Continued on page 42)

# RADIO SHOWMANSHIP

(Merchandizing Stunts and Program Tieups)

## OUTSTANDING STUNT: GRAPENUTS' EMERGENCY SHOWS

Young & Rubicam Agency

New York. Producers of the Byrd Antarctic Expedition program enter the CBS studios with three different sets of scripts. One to use if the pick-up from the polar regions comes through clearly from start to finish, the second, if the broadcast from the other end starts off nicely but goes away in the middle, and the third, if the showwave reception is a complete bust.

Agency on the Grapenuts account, Young-Rubicam doesn't as a rule start whipping together the continuity until the matinee preceding Saturday night's broadcast. From radiograms received that morning from the expedition the agency then gets the theme for the program.

## Wears Out Pants Fast

Albany. Sheddens Weir, WOKO studio manager, and Harry Gossip, his assistant, work a successful participation program called "Henry and Martha Gossip."

Idea is simple. The Gossips are looking over the daily newspaper and each calls the other's attention to various display advertisements, which actually are the copy of the advertisers sponsoring the radio program.

They also discuss their own needs and seem to have no end of money for on each broadcast they always are going to buy some new household gadget. A match-your-coat pants store is one of the time-buyers and it seems that Henry always is needing a pair of pants, but that has to be the setup for the plug.

Attempt at comedy consists of reading jokes from the newspaper's joke column.

Program has developed a large following, judging from the response to one advertiser's free gift offering.

## B'Gory It's Profitable

Philadelphia. WDAS, Philly foreign language station, aside from having all tongues down shows every day, has tied up with the local Irish in town. Four hour nights out of each week the local other rings with jigs, reels, hornpipes and the rest of the "old" and "new" Irish music, station's Saint Patrick's number, is becoming as well known to the Irish in Philly as Eddie Cantor to the general listener.

Station management was reluctant at first to sell so much time for Erin shows, but the mail piled up, and now WDAS is the quickest to respond to requests for country. Typical ork music is furnished by Four Provinces Irish orchestra.

## Audience Awards Prize

Chattanooga. Standing room only is the rule every Friday night when Station WDDO broadcasts the Rialto Theatre. Shilling direct from the stage that comes at 10 o'clock, it is necessary for manager Dick Samuels to close the box office and turn people away at 8:30 p. m. Shilling direct from the stage, all billy bands competing for two cash prizes, the audience to judge the bands. The station sells the program to sponsors in ten minute periods, and the people in the house like their mountain music so well that they not only listen to the commercial plugs, but demonstrably have gone out to the play and patronized the advertisers.

Program has pulled them every week since the first of December.

## Superstitious Birthday

Charlotte, N. C. In preparing to celebrate the 13th anniversary of WBT, Lee Everett, program director, is planning to give a party. The party, however, on some of the superstitions that have surrounded "13" for generations. The station's "idea mill" is digging up some of the classic superstitions of the ages for the occasion.

## Local War Hero Series

Portland, Ore. Oregonian station, KGW, will broadcast a series of dramatizations based on world war experiences of Portland men who have won medals for valor. Types of heroism under enemy fire. The program is presented each Saturday night for 10 weeks, will re-enact the adventures of veterans from the military service of the most belligerent nations of the world war.

Series is to be broadcast under the title of "The Price of Glory." The caption is designed as the answer to the question "What is the price of glory?" by Laurence Stallings, "What Price Glory?" The broadcasts will

augment the scores of world war photographs to appear in the Sunday Oregonian magazine section. They are from the famous collection of the camera shots taken during the war by a dozen nationalities.

Continuity for the broadcasts will be written by Dave Drummond. Archie Presby will be the director. Eddie Boatright, past commander of Portland post No. 1, American Legion and legion radio director for Multnomah county, will supply the veteran medal winners whose extraordinary adventures are to be dramatized.

First on the list will be Eugene McEntee, ex-member of headquarters company, 26th Infantry, 1st division. The KGW presentation is being made in co-operation with the American Legion, department of Oregon.

## ids Name Elephant

Philadelphia. Uncle Wm., conductor of the children's program of W.T.A., after plugging the motion picture, "Devil Tiger," filled the Fox theatre for a special Saturday morning matinee. Aside had to suggest a name for the baby-elephant in the flicker of their admittance ticket. Twenty thousand names were submitted.

## Ballyhoing

New York. An elaborate promotional brochure has been issued by Mills Artists, Inc., on behalf of the Cab Calloway production of "The Big Broadcast" of a motion picture press book on the scale of lithographic, photographic and elaborate make-up associated with the most fanciful efforts of advertising agencies. As far as known it is one of the few instances of giving talent a promotional build-up along these lines.

Ed Williams prepared the brochure for Mills. It is precisely illustrated with imaginative photography by Fridus. Latter part of brochure is devoted to publicity of an attraction of the trees, most of them already tested. An assortment of critical comment on Calloway is reprinted.

Manual bears the general title, "The Big Broadcast," this farfetched phrase being a trade-mark with Calloway.

Rockwell O'Keefe, Inc., has evolved an attractive circular idea that brought to the attention of radio agencies the acts booked by this office. Circulars, which are mailed at regular intervals, each tell the story of an attraction of the R-O-K list. Brochures have been in their favor the format angle. They are of a size convenient for filing away for future reference.

## KGW-KEX's Big Show

Portland, Ore. KGW-KEX radio show will be held in the public auditorium March 23. Will use talent of both stations and will afford the public for a national admission the opportunity to see as well as hear their favorites of the air.

Attractions will include KGW-KEX Opera club, which has made several coast-to-coast broadcasts, the Portland Musical Arts association piano ensemble with 20 women playing ten pianos and the KGW-KEX Symphony Orchestra of 25 pieces. All three organizations will be under the direction of Mischa Pels, music counselor of KGW-KEX. Among the individual artists who will appear are the star alto, the Bercovitz, KGW-KEX violinist accompanied by ten pianos.

## Maryland's First Ladies

Baltimore. WFBZ's new 15-week commercial program, "The First Ladies," is shaped into a series of portraits of famous Maryland women. Mary Arden Randall, w. k. socialite in these parts, will do the chatting, making her other debut. Betsey Patience, a famous actress and similar historical femmes debited for spici subjects. A studio ork as background. Series resumes tomorrow (20) in the 8:30 p. m. slot.

## WSOB's Ash Tray Survey

Charlotte, N. C. What started out to be a survey measuring the coverage of the new 50-watt transmitter for WSOB is fast coming to look like a federal census report, with tabulations behind and mail-swamping the station staff.

Survey has been conducted in groups of three counties each day, with gifts of ash trays offered to the first listeners heard from. Each day three counties from which replies are asked get further away from the station. So far an area comprising a population of 1,388,741 has been covered, with replies received from 5.7% of the population for which Manager Earl Gluck is rather proud.



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WARB NETWORK, WEDNESDAY, 11 P. M.—FRIDAY, 6:30 P. M.

**Here and There**

WHSF, Rock Island, Ill., has taken the World Broadcasting System service.

Bauer-lack (Blue Jay plaster) supplementing its network schedule (NBC) with a spot broadcast spread. It's a 15-minute musical platter with 13 of them in the series.

Formfit has added 37 stations to the list carrying the Irene Castlespiel. Makes 57 outlets in all.

Chicago office of the Hammett agency is doing a weekly series for Tasty Bread. Columbia Phonograph has the stencilling assignment.

Knox Gelatine Company of Johnstown, N. Y., is buying time for one-minute discs which carry a message about a candy recipe.

WJW, Akron, has retired from active theatrical bookings and henceforth talent from the station will be booked for personal appearances by Paul Glen vaudeville agency.

Clair Weidenaar, formerly WWAAB and WHFC, is now nouncer and program director WKBB, East Dubuque, Illinois.

Leon Friedman will have charge of radio and of the Cramer-Tolson agency, New York. Same agency has added A. H. Harris to its staff.

Fanchon & Marco, talent agency have sued A. Pearce, California radio entertainer, alleging \$4,150 in theatrical commissions is theirs since last October.

---

**I Heard  
Your Program**

By ALVIN AUSTI

I vote Sundays 7 to 11 radio's best programs, thanks to Erwin Wasey, Katz, J. Walt Thompson, Bedford, Ceall, Iackott, Camp-Ewald, Ruth & R agencies for Ted Weems, Marx & Joe Penner, Eve in Paris, Eddie C. Waring, Cohan, Haenchen, Win Jack Benny and Fannie Brice! which tops that? . . . Our office has new material, new finds in writers, talent, ideas and formulas. . . Agencies, authors, professionals, consultants, counsel, service, personnel. . . Seek victory!

**alvin austi • radio id**

we furnish talent, scripts, ad 551 fifth ave new york • wanderbilt

**OFFIN**  
AGENCY



## Radio Chatter

(Continued from page 39)

with ailing parents during violinist's engagement at Stanley, Pittsburgh, with Eddie Cantor.

Ted Weems and Zee Contrey have both been signed for an Easter Ball at William Penn Hotel March 31 and are to broadcast over KDKA.

Cyrella Tuttle, Pittsburgh girl who last appeared in "Music in the Air," now singing over KDKA.

Pat Haley, for a long time on WOAB and later KDKA, going to Cincinnati for WLW.

FRED ALLEN'S  
HEPATICA REVUE

with  
PORTLAND ROFFA  
JACK EMART  
IRWIN DEMORE  
MARY MCROY  
SCARLET LAMBERT  
SONGSMITHS

FERDE GROFE'S MUSIC  
Material by Fred Allen and  
Harry Tugend

WEAF  
Wednesdays, 9:30 p. m., E.S.T.  
Management, Walter Butcher

COLUMBIA BROADCASTING SYSTEM  
PresentsLEON  
BELASCO

ARMOUR PROGRAM  
9:30-10 P. M. FRIDAYS  
WJZ  
MON.-WED.-FRI.  
12 MIDNITE

Nightly 8 Melody Lane New York  
Sole Direction HERMAN BERNIE  
1619 Broadway, New York City

THE GREEK AMBASSADOR  
OF GOOD WILL.

GEORGE  
GIVOT

On tour with condensed  
version "New Yorkers"

Sole Direction  
HERMAN BERNIE  
1619 Broadway, New York City

THE  
SIZZ-  
LERS

First to Introduce  
"The Three Little Pigs Are  
Fork Chops Now"

For Further Information  
HAROLD KEMP, NBC Artists, New  
Radio City, New York City  
Personal Direction, CHARLES A. BAYNA

JULES  
STEIN

IS ORCHESTRA  
At Prima Rainbo Gardens  
NBC-CHICAGO-NBC  
WGNR (Daily) 10:30 P. M. CST  
WJZ (Wed.) 11:30 P. M. EST

LITTLE JACKIE  
HELLER

Mon., Tues., Fri., 4:15 P. M.  
Wed., 4 to 4:30 P. M., CST  
Sat., 4:30 P. M., NBC  
Management, NBC, Chicago  
Per. Rep., HERMAN BERNIE  
New York City

EMERSON GILL  
and His ORCHESTRA  
WTAM NBC  
Cleveland Monday  
Friday 1 P. M.

## North Carolina

"Smiling Frank" and "Sorry Sam," two comedians, went on WWNC for the first time last Wednesday evening and have now been given a regular spot on Tuesdays at 9 p. m.

Home and Walter Callahan, whose ballad and yodel recordings are being made for Perfect and Romeo records and who are weekly features over WWNC, will return to New York City within the next few weeks for a new series of recordings. These are made by the American Record Company.

Home Callahan, WWNC, slipped off and got married last Saturday, going to Greenville, S. C., for the ceremony.

Lee Everett, program director at WBT, Charlotte, N. C., is a devotee of Shakespeare and reads the classic old plays aloud for a period of time each day as an exercise in voice control and placement.

Charlotte, N. C., police flashed the news to WBT that Frances Robinson had been seriously injured in an accident and carried to a hospital. The station immediately sent flowers. A short while later Frances walked into the studio, without a scratch. It was another Frances Robinson account the hospital and enjoying the flowers.

Dr. Willis Parker delivered the National Business Women's week address over WWNC Asheville, N. C., at the Asheville, Business and Professional Women's Club.

Doris Terry Andrews, operated on recently, went back on WBT, Sunday with her sister Mary.

Clemie Reid, secretary for the program department at WBT, Charlotte, is working up a sister song act with two other women.

WDSU, Winston-Salem, N. C., has retained four new faculty members for the spring term of its radio school. They are: Noble R. McEwen, Dr. J. H. C. Smith, Helen Hart Fuller, and Miss Elizabeth Lilly.

Peggy Pears in Asheville on a vacation, presents a program over WWNC for "shut-ins" and the several hundred World War veteran patients at the nearby Oteen hospital. She is accompanied by William Stimmerman.

Ellen Deppe, of Billmore college, is presenting a program of stories, poetry and songs, designed for children, over WWNC, Asheville.

An analysis of the broadcasting time of WWNC, Asheville, recently made by G. O. Shepherd, manager, showed that the station's programs of classical music totaled 1,163 hours and popular dance music, 2,116 hours.

## Pacific Northwest

Carl Haymond, owner KMO, made the hookup and tie-in from Postal wire for KOMO Seattle audition for Carstens Packing Company program here. He saved Seattle station sending technical men here for purpose.

KMO broadcast Christian Science lecture Monday eve. This is a new feature and caused lots of comment.

Lutheran radio hour over KVI, 9:15, newest feature, with all Lutheran churches in city giving program. This town about 60 percent Scandinavian.

During Tacoma city campaign, rival office seekers, not speaking, were sometimes placed in small studio together, awaiting their turns. Several arguments waxed warm and studio manager said it would have been a sensation if they could have plugged in for the people. Four followed each other in one studio in half hour.

Reported that Frank Baker, publisher of "Tri-Star" Seattle and Daily and Sunday Ledger, who has said he would never have a radio in his home, is now listening.

Extra sales of small disc radio, Tacoma newspaper, only issue small sheet even for big city election. Executives claim radio beats them to it.

## Mid-West

WKBB, Dubuque, has a Sunday afternoon club program. Bears the title "Nut Suite Club." Presided over by a chief nut.

Niles Trammel tanned and humming back at his NBC desk in Chicago.

Dick Platt and Al Nierman, two piano team, renewed by Hinkley and Schmitt as the Cornish Water Boys.

Quin Ryan, WGN, Chicago, ducked out of town finally on his Mexico journey.

Kaltenmeyer's Kindergarten now with no Chicago outlet is on the NBC northwest group.

NBC Chicago mob carrying perfume in order to overcome the gagging odor of those cleaned carpets. Nobody seems to know what became of the reported year's contract

between the Lincoln Theatre Corp. and KFAB for daily broadcasts which was signed in December.

Monte Meyer, KFAB-KFOR sales manager, back at his desk after a week's illness.

Foster May, KFOR newscaster, hasn't learned yet not to divulge sources.

World Broadcasting Co.'s wax programs fill in a lot of time for both local stations as well as the KOIL branch in Omaha.

Harry Johnson, who edits a sports column, KFOR, did nipsups trying to keep the Omaha Bee-News and the local other team for the latest state high school basketball tournament dope.

Gretchen Lee (Katherine Stone), KFAB advice-to-the-loverline, is swamped with work doing office management of KFOR in addition to answering headed up mail.

## East

Frankie Busch set on a 17-week commercial via WAAA, Newark.

Real tag of Lee Cronin, WCBM, Baltimore warbler, is Ray Hulse.

Purnell Gould and Hope Barrell on a quickie from Baltimore to N. Y. to glim. Radio City.

Harriet Cruise, CBS, in cast of "Spices of 1934" unit, current at Loew's Century, Baltimore.

Johnny Marvin, pencilled into Hipp's vaude show week March 23, slated for guest broadcast over WFER, Baltimore.

John Carnahan, WCAO, Baltimore, announced returned to mike duty yesterday (19) after recuperating from nervous breakdown.

Stewart Kennard had the WFERBimonte dance out to the domicile for an oyster roast.

Allyn Hill, negro tenor, who sings over WFER, Baltimore, March 20, is first colored piper ever aired from station.

Sally Rand, fan dancer, answered questions for Radio Harris and Pebeo over WFER, Newark.

Artistic Jackson, musical support over NBC, is now Bill Wires orchestra instead of Green Brothers.

## South

Jack DeWitt, chief engineer of station WSM, celebrating, J. H. DeWitt, the Third, who arrived March 1.

Beasley Smith's Revue, matinee program over Nashville's WSM, moves to evening schedule.

J. J. Seuffer, celebrated last Saturday (10) his fifth year as poet and philosopher on WDSU, New Orleans, and other southern stations.

Seuffer, 26 years, Seuffer estimates, he's read 20,000 poems over the air.

Beasley Smith's program over WSM, Nashville, joins the evening schedule effective this week.

Jack DeWitt, chief engineer WSM, Nashville, is a papa now. The son arrived at three thirty a. m. last Thursday.

WSM, Nashville, presents each Monday night at 6:30 o'clock a program called "Man's Fight to Live," dialogue hand by WSM Players, under the direction of Madge West, while the music is conducted by Alvin Masten.

Winburn (Red) Paris and his radio partner, Ruth Carlin, are to be married as soon as Red gets his diploma from Vanderbilt University. Red has already placed a dazzler on Ruth's third finger.

Meader Lowery, announcer for WFSF, Montgomery, out for ten days, due to illness.

## West

Mabel Mohrman, KOMO-KJR, Seattle, staff pianist, off to a permanent home in San Francisco after a one-month detour to Honolulu. One hundred friends and studio members at the send-off.

KJR, Seattle, bringing via the other two distinguished visitors within the past week—Oswald Garrison Villard, editor of The Nation, and Japan's Prince Iyeyasu Tokugawa.

Monna Greer, the mountain girl found in a local restaurant where she was a waitress after hitchhiking here and developed into a radio personality by NBC, is off on a leave of absence. Singer-guitarist called to Texas where her little daughter is sick in ill. She's been written out of "Memory Lane" and the Mavericks programs.

## WILDBOOT QUILTS NBC

Wildroot comes off the NBC books this Sunday (25). Affected is the Sunday matinee quarter hour with Vee Lawnhurst and John Segal.

With the hair tonic tag it's the second season for this combination.

## Gas Co. On WGN

Chicago, March 19.

Gas Appliance Company of Chicago has signed with WGN, the Chicago Tribune station, for a six-times weekly program, through the Campbell-Bwald agency.

## New Business

(Continued from page 40)

work, Tuesday, 11:30 to 3:30 p. m., Penelope Fancies, originating KFRC, San Francisco.

Lesquendry, Inc., KHJ, Sunday, 11:30 to 11:45 a. m.; Thursday, 6:45 to 6 p. m., concert, ensemble and screen star interviews (Glasser Adv. Agency).

Atlantic & Pacific Tea Co., KHJ, Monday, 10:30 to 11 a. m., seven broadcasts, starting April 16, cooking school (Logan & Stebbins).

Harold Johnson Co., Wednesday, 9:15-9:30 p. m., Sunday, 10:30-10:45 a. m., Drury Lane and Singing Strings (Heath-Seenot Agency).

KNX.

Dr. Miles Laboratories, nightly, 9-9:15 p. m., news broadcast. (Walter Biddick). KNX.

Citrus Soap, Monday and Friday 7:15-7:30 p. m., "Crazy Quilt," featuring Elvia Allman and Lindsay MacFarrie. (Barnshaw-Young). KNX.

## SAN JUAN, P.

Richard Hudnut, renewed for 13 weeks each, dramatic presentation for cosmetic line and medical show for medical products. Placed through Conquest Alliance. WKAQ.

## SEATTLE

Baker Fur, 15-minute programs a week over KOL; March 12 to June 11.

Laug Chemical Co., six announcements weekly, March 15 to April 15.

KOL.

Wm. O. McKay (Chevrolet dealer), four announcements weekly, starting March 12. KOL.

Oregon Theatre, 15-minute daily except Saturday plugging Major Claude Hammond adventure stories; started March 11. KOL.

Res Theatre, 15-minute daily except Sunday program remote from theatre stage; started March 13. KOL.

Creascent Mfg. Co., series of 26 announcements for the month of April. KOMO.

Hills Bros., 13 five-minute discs between March 13 and 29. KJR.

McGlow Globe (comics), series of one-minute discs between March 12 and June 9. KJR.

Griffith, Brown and Jordan, Inc., 15-minute weekly series for four weeks, starting March 19. KJR.

## ASHEVILLE, N. C.

J. X. L. Department Store, 21 announcements weekly. WNCN.

W. J. Westall, paints and lumber, four announcements. WNCN.

Finkelstein's, gold purchase licensee, 16 announcements. WNCN.

Crawford, Crystals, three transcription programs, 45 minutes weekly. WNCN.

Carolina Power & Light Co., utility programs, transcriptions. WNCN.

Freck Radio & Supply Co., 62 programs (two weekly); Sylvia's transcriptions. WNCN.

Moskine Store, 26 announcements. WNCN.

American Coal Co., 26 announcements. WNCN.

Roder Beauty Parlor, 26 announcements. WNCN.

Brown Chevrolet Co., 26 announcements. WNCN.

Wheeler Shoe Shop, 26 announcements. WNCN.

Quidity Bakery, 26 announcements. WNCN.

Joe-Banet Store, 26 announcements. WNCN.

Mountain City Laundry, 26 announcements. WNCN.

Haverly's Furniture, 26 announcements. WNCN.

Luthers' Grocery Store, 26 announcements. WNCN.

## NEWARK, N. J.

Pillsbury Flour Mills Co., renewal, four weeks, starting March 19, Monday to Fridays, inclusive, five-minute recordings, afternoons, "Party Lady." WOR.

C. Houston Goudias, renewal for 13 weeks, Fridays and Saturdays, 11:30 a. m., "What to Eat and Why." WOR.

Borden Ice Cream Co., 13 weeks, starting April 15, Fridays, 6-6:30, Uncle Don. WOR.

Little Liver Pills, six announcements a week, one day except Sunday, 52 weeks. WNEW.

## PORTLAND, ORE.

Edward Holman and Sons, 15-minute transcription, 13 weeks, Thursday evening, 9:15-9:30, through Frederick Schmalz. KGW.

Braley and Graham, local distributors Potomac and Buick, five-minute program, 13 weeks, started week of March 11. KGW.

Dr. Harry Selmer, dentist, 15-minute news broadcast daily, one year. Through the Columbia Agency. KGW.

Lipman-Wolfe and Company, department store; spot announcement service, plugging sale. KGW.

Olds Workman and King, department store; announcement service. KGW.

Enkes Cleaning and Dying Works, announcement service. KGW.

Mellon's Powder, three months announcement service, transcription. Through Street and Finney Agency, New York. KEX.

Isbencott Laboratories, Santisept-

tic Lotion, one month program service, seven days per week. Through W. S. Kirkpatrick Agency. KEX.

Christian Science Committee on Publication for Oregon, six months program service, 15-minutes, three times monthly. KEX.

Tudor Plate, 52 announcements, one minute. Through A. T. Bears Son. KEX.

Pendleton Woolen Mills, one month broadcast of local wrestling matches. Through Gerber and Crossley. KEX.

THE  
ARMOUR ★ JESTER

PHIL  
BAKER

EVERY FRIDAY EVENING  
WJZ, NBC NETWORK  
COAST-TO-COAST

NEW YORK 9:30-10 P. M.  
E.S.T.  
Thru Station WJZ

CHICAGO 8:30-9 P. M.  
C.S.T.  
Thru Station WGN

HARRY  
McNAUGHTON

ALIAS "BOTTLE"

THE ARMOUR HOUR  
Coast-to-Coast  
Every Friday Evening

NEW YORK 9:30-10 P. M.  
E.S.T. WJZ

CHICAGO 8:30-9 P. M. C.S.T.  
Thru Station WGN

Permanent Address: LAMBS' CLUB  
150 West 44th St., New York City

Isham  
Jones  
Orchestra

COMMODORE HOTEL, N. Y.  
The big show sponsored by  
10 P. M. Sustaining—Tuesdays,  
Thursdays and Fridays, 11:55-  
12 P. M. coast to coast. WAB

Direction  
Columbia Broadcasting System

RUBY  
NORTON

JACK CURTIS

CURTIS and ALLEN

Palace Theatre. Bldg. ew York

HENRY  
BURBIG

"A Gay Young Blade"

GILLETTE PROGRAM

Monday, Wednesday, Friday  
6:45 P. M., WEAF

Sole Direction  
Ben Rocks Productions

Joe Parsons

Radio's Low Voice  
SINCLAIR MINSTREL  
Every Monday, 8 P. M. N.B.C.  
CHICAGO



### Special Meeting for 802 on Home Rule

Governing board of the New York musicians' union will determine at a special meeting, slated for Tuesday (today), what procedure to take in carrying out the membership's vote on home rule. Plebiscite held last Monday (12) showed that 3,691 of the 3,827 members who cast ballots were in favor of doing their own appointing of Local 802 officers.

Executive board of the American Federation of Musicians has been designating the local's officers for about 10 years ago. Local 802 was set up by Joseph Weber, AFM prez, as a counter faction to the original New York branch which had revolted against the international's authority.

### Demon of the Strings

## EDDIE PEABODY

Versatility in Entertainment

### PURE OIL PROGRAM

WJZ

Every Saturday 9-10 P. M.

### Featured Nightly HOLLYWOOD RESTAURANT NEW YORK

### Personal Manager RUDY VALLEE

## CONRAD THIBAUT

Wednesday, 8:30-9 P. M. WABC

Thursday, 9-10 P. M. WFAP

## IRENE TAYLOR

SEGER ELLIS  
ROCKWELL-O'KEEFE,  
RKO-Bldg., New York

## GRACIE BARRIE

"The Sweetheart of the Blues"  
ON TOUR WITH "THE PASSING SHOW"

This Week (March 16)  
RKO, BOSTON

Sole Direction  
HERMAN BERNIE  
1619 Broadway, New York

## RAY PERKINS

Palmer House Cushman's Sons  
CHICAGO BAKERIES  
NBC WOR  
Direction SEDLEY H. BROWN

## PAT KENNEDY

(The Unmasked Tenor).  
Sponsored by  
Paris Medicine Co.  
WGN, Chicago, Daily  
1:30-1:45 P. M. CST

### Best Sellers

Sheet music business last week enjoyed a lively session. Distributors found the going strong from Monday through Thursday. Showing especial strength on the build-up was "My Little Grass Shack."

Six best sellers for the week ending March 16, as reported by the leading wholesalers and syndicate stores the east, were:

- "Old Spinning Wheel" (Shapiro).
- "Thi Little Sylva".
- "Smoke Gets in Your (T. B. Harms).
- "My Little Grass (Shapiro).
- "Caricosa" (T. B. Harms).
- "Make Hay While the Sun Shines" (Robbins).

### Radio Reports

(Continued from page 38)

without that irritating shrillness but Miss Manners accomplishes that rather extraordinary trick easily.

Tunes are of the home and fire-side variety mostly, such as "Old Spinning Wheel" with older tunes such as "Schooldays." Besides the songs the company is offering a book of songs and pictures to writers-in who include name and year of auto.

All-in-all a clean-cut and satisfactory local program. Gold.

### BILLY HOUSE

With Naomi Ray  
Comedy  
COMMERCIAL  
WEAF, New York

Billy House, the rotund comic who graduated from burlesque into Shubert musicals and has established himself as a standout entertainer of his class, made his commercial air debut as one of the items on last Thursday night's (15) Fleischmann session. As an introductory event it was a happy one as registered on the loudspeaker.

From the personality angle House showed lots of promise. With the proper piloting the fellow could likely be developed into a substantial piece of radio property. But for his first meeting with a cross-country hook-up House handicapped himself with both shoddy material and bad taste. Along with this Naomi Ray, who came recently with him out of Earl Carroll's "Murder at the Vanities," failed to jell as an effective foil.

Script he gave voice to here had for its main and oftly repeated topic false teeth. With the program coming around the dinner hour House likely also curdled more than one squeamish stomach with the gagline that explained why he didn't like rice pudding. "Once," he said, "one of the raisins got up and walked out." Ode.

### ANGELO FERDI

With Tom Brown  
Bands, Songs  
15 Mins.  
COMMERCIAL  
WEAF, New York

Great Northern, one of the older horridities located in the sector just northeast of Times Square, takes this late Thursday night (11 o'clock) segment on NBC's red key to drum up trade for both its dining room and living quarters. For a lot to buy air facilities to plug its rooms is a novelty in the New York area. As the entertainment fare between decorously phrased plugs the hotel offers Angelo Ferdinand's band, the present incumbent of its Crystal Room.

Unit headed by Ferdinand makes a good selling point. It's a smartly prepared combo, inclining heavily on the strings and productive of a brand of dandypate that goes nicely with the beer as well as the feet. Tom Brown fills in on the vocal interludes acceptably. Ode.

### HOLLYWOOD ON THE AIR

Sustaining  
NBC from Hollywood

On several previous occasions, this program has been utilized to plug pictures by using brief dramatizations of highlights from the film, but on this particular program almost the whole half hour was used for a tabloid edition of the Radio farce "Sing and Like It."

While comedy nature of this picture lends itself to airing, the program as a whole is not an improvement on the usual Hollywood On the Air programs and suffers from a lack of variety that outsiders expect from a broadcast emanating in the picture colony.

Three of the members of the film cast, Edward Everett Horton, Bert Kelton, play their picture parts in the other while substitutes attempting to imitate the peculiar screen deliveries of Ned Sparks and

### MILLS' GREETING

But Friends of Both Trying to Patch Up Hylton Quarrel

London, March 10.

On Irving Mills' arrival at Southampton he was served with an injunction by Jack Hylton's lawyers restraining him from looking Cab Calloway and other acts over here. Injunction calls for speed trial.

Position is complicated as Calloway is actually not booked by Mills, but by Harry Foster. Conferences have been held between Mills and Hylton, with friends on both sides trying to patch up quarrel.

### TIN PAN ALLEY'S GOT 'THEM MEETINGS' BLUES

For the director-members of the various music publisher organizations the current week will be one consistent round of meetings. Most important of all will be the gathering of the directors of the Music Dealers Service, Inc., at which nine are slated to formally vote their resignations, in accordance with the settlement agreements negotiated with Max Mayer's counsel. These resignations become effective April 1.

For the directors of the American Society of Composers, Authors and Publishers three distinct meetings are scheduled. One the regular monthly meeting, the other the annual meeting and the third the quarterly publisher classification meeting. If the publishers find the time they will also ring in the monthly meeting of the Music Publishers' Protective Association.

### CHANGES NAME SPELLING

Jules Stein, Chicago band leader current at the Rainbow Gardens, has notified NBC that he's changed his name to Julie Styne.

Reason he gave for the moniker revision was that he's tired of having his identity confused with that of Jules Stein, MCA prez.

### ROMANELLI STAYS NORTH

Toronto, March 19.

After refusing an offer from the Hotel Roosevelt, New York, Luigi Romanelli signed a new contract with the King Edward Hotel here. Will hold him for another two years.

Romanelli owns considerable property in Toronto and also maintains a racing stable here.

Zasu Pitta, and not doing good jobs of it, spoil the illusion.

Harry Jackson's band had little opportunity on the program, playing only the new signature and sign-off themes. Both are particularly effective and big improvements on the previous open and closers. Splash and boom of the signature is of a ballyhoo order and promises a lot which fails to eventuate.

Jimmy Fidler's news of Hollywood personalities, curtailed by the length of the tabloid, was cut to only five items, but that was good news on the coast—the listeners having read it all in the afternoon papers anyhow. Sign.

### JACK JOY'S ORCHESTRA

30 Mins.

COMMERCIAL  
KFWB, Hollywood

Plugging theatre attractions, day before release, is local Warner houses, is the aim of this program. Programs are on twice weekly, Sundays and Wednesdays with the latter show including a tabloid edition of a Warner picture, lines of which are read by stock players. Teaser plan is one to intrigue listeners to a theatre, but the too-lengthy announcements for the Warner houses detract from an otherwise worthwhile half hour. Announcers on the Sunday program are on for three plugs for a minute and a half, three times during the 30 minutes.

Current band is a new combination, Joy having thrown out his former aggregation with the exception of two members and recruited tuners, mostly from name bands. His present brass section comprises chiefly horns. With Red Nichols, Ben Bernie and Gus Arnheim. Sax section includes imports from the Roxy theatre orchestra. As it now stacks up the Joy combination steps ahead of any staff orchestra contribution on this station in the past. Popular stuff figures principally on the half hours, with the arranging, handled by Joy. Singing chorus effects are particularly well blended into the instrumental features. Stan.

### 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, Durst  
Osborne, Inc.  
383 Madison Ave., N. Y.
- Arthur Pryor Jr.  
Herbert Sanford.
- & Bowles, Inc.  
ison Ave., Y.

- Co.,  
521 Fifth Ave., N. Y.
- Milton Blow.
- Blackett-Sample-Hummert, Inc.  
130 Park Ave., N. Y. C.
- Frank Hummert.
- George Torney.

- Blackman Co.  
122 E. 42d St., N. Y.
- Carlo De Angelis.
- Campbell-Ewald Co.  
Gen. Motors Bldg., N. Y. C.
- C. Halstead Cottoington.
- Cecil, Warwick & Cecil, Inc.  
230 Park Ave., N. Y.
- H. McKee.
- The Paul Cornell Co.  
580 Fifth avenue, N. Y.
- 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 Ety & Co., Inc.  
100 E. 42nd St., N. Y. C.
- William Ety.
- John Ety.
- Edward Byron.

- Federal Adv. Agency  
444 Madison Ave., N. Y. C.
- Mann Hollner.

- Fletcher & Ell  
331 Madison Ave.  
Lawrence Holcomb.

- Gardner Advertising Co.  
330 W. 42d St., N. Y. C.
- R. Martini.

- Gotham Co.  
250 Park Ave., N. Y. C.
- A. A. Kron.

- Hanff-Metzger, Inc.  
175 Fifth Ave.
- Louis A. Witten.

- E. W. Hellwig  
9 E. 40th St., N. Y. C.
- Geo. D. Carhart.

- Joseph Katz Co.  
247 Park Ave., N. Y. C.
- Adela Landau.

- Lambert & Fausley, Inc.  
400 Madison Ave., N. Y. C.
- Martin Horrell.

- Lennen & Mitchell, Inc.  
17 E. 46th St., N. Y. C.
- Arthur Bergh.
- Ray Virden.
- Robert W. Orr.

- H. E. Lesan Advertising Agency  
420 Lexington Ave.
- John S. Martin.

- Lord & Thomas  
7 Park Ave., N. Y.
- Montague Hackett.

- cCann-Erickson, Inc.  
285 Madison Ave., N. Y. C.
- Dorothy Barstow.

- Newell-Emmett, Inc.  
40 E. 34th St., N. Y. C.
- Richard Strobidge.

- Paris & Peart  
370 Lexington Ave., N. Y.
- E. J. Cogan.

- Peck Adv. Agency  
271 Madison Ave., N. Y. C.
- Arthur Sinsattmer.

- Pedlar & Ryan, Inc.  
250 Park Ave., N. Y. C.
- David F. Crozier.
- Edward Longstreth.

- Frank Presbury Co.  
247 Park Ave., N. Y. C.
- Fulton Dent.

- Ruthrauff & Ryan, Inc.  
Chrysler Bldg., N. Y. C.
- Barry Ryan.
- Elizabeth Black.

- J. Walter Thompson Co.  
420 Lexington Ave., N. Y. C.
- John U. Reber.
- Robert Colwell.

- Young & Rubicam  
285 Madison Ave., N. Y. C.
- Hubbell Robinson.
- W. R. Stuhler.

### MUSIC NOTES

Art Kassel and orch booked for several North Carolina dance dates by MCA.

A. Rolfe doing a comeback as a dance maestro March 23 at The Avenue restaurant, Fifth avenue, N. Y.

Mal Hallett and Larry Funk are each set for two weeks at the Steel Pier, Atlantic City, starting around July 1.

Rockwell-O'Keefe moving Claude Hopkins coastward with dance dates, and possibly picture studio dates in the offing.

### ORIGINAL

## CALIFORNIA COLLEGIANS

Late Features of

"Fifty Million Frenchmen"

"Three's a Crowd"

NOW

## "ROBERTA"

NEW AMSTERDAM  
NEW YORK

## YOU CAN'T MAKE PATE DE FOIS GRAS with PIGS FEET

but you can devise a radio program by consulting

david freedman  
author-program builder  
c/o Variety, New York

## Jack and Loretta

Clemens

WJZ

10:45-11 A. M.

Mon., Wed., Fri.

WILBERT'S

FLOOR WAX

Sole Direction  
Ben Moche Productions

## HENRY BUSSE

AND HIS MUSIC

NOW

CHEZ PAREE

Chicago

Broadcasting Nightly CBS

### HOTEL PIERRE

## JACK DENNY

AND HIS ORCHESTRA

WEAF  
Tues., 12:30 A. M. Richard Rodant  
WJZ  
Sat., 12 Midnight Fri., 9:30 P. M.  
Mon., 11:30 P. M. WABO

## VIVIAN JANIS

"ZIEGFELD FOLLIES"

Sole Direction  
HERMAN BERNI  
1619 Broadway  
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 is compiled 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 full-time independent stations—WOR and WMAA. Data obtained from 'Radio Log' compiled by Accurate Reporting Service.

|                                 | WEAF<br>WJZ<br>WABC | WOR<br>WMAA | Total |
|---------------------------------|---------------------|-------------|-------|
| 'Over Somebody Else's Shoulder' | 16                  | 22          | 38    |
| 'You Ought To Be in Pictures'   | 18                  | 18          | 36    |
| 'Let's Fall in Love'            | 19                  | 14          | 33    |
| 'Carica'                        | 17                  | 15          | 32    |
| 'Without That Certain'          | 21                  | 10          | 31    |
| 'Neighbors'                     | 13                  | 18          | 30    |
| 'Initiation'                    | 12                  | 14          | 26    |
| 'In a Shelter From a Shower'    | 14                  | 12          | 26    |
| 'Gai' To Heaven on a Mule'      | 17                  | 9           | 26    |
| 'There Goes My Heart'           | 15                  | 11          | 26    |
| 'Wagon Wheels'                  | 16                  | 10          | 26    |
| 'You Have Taken My Heart'       | 15                  | 11          | 26    |
| 'Do You Miss Me Tonight'        | 16                  | 10          | 26    |
| 'My Little Grass Shack'         | 13                  | 13          | 26    |

## 4 Performers Killed When Train Wrecks Auto in Flint, Mich.

Flint, March 19.

nite club performers were killed here last Wednesday (14) when a train struck their auto as they were returning from work at the Heidelberg cafe.

Dead are Lawrence Nay, 37, and his wife, lady, 25; Hurie Nay, 30, and his twin brother, Harry. Also in the car were 'Gypsy' Nay and Minnie Smith.

## Gest and Balieff

ikita Balieff will establish himself in a New York niter with Morris Gest as impresario.

Balieff arrived from Europe last week, and is making the rounds with Gest looking for a spot. They want a small place away from the center of town.

## Inside Stuff—Music

Billy Rose, through his attorney, Julian T. Abeles, contemplates action against CBS over the chain's banning of his song, 'Frosted Chocolate', which Bill Robinson (colored) introduced in the Rose niter revue at the Casino de Paris, N. Y. The songwriter-producer argues that Robinson's singing of the number and its general nature offends any CBS contention that the number might be interpreted as prejudicial to the colored race; that it is in the same sympathetic vein as 'Old Black Joe' and that the Columbia Broadcasting System's nix on the song is allegedly inspired by other motives.

Rose hasn't served his complaint as yet but his attorney states that because Rose ordered the CBS wire out of the Casino when the Don Redman band was ruled out, supposedly behind CBS' retaliatory boycott on the songs.

Harms is the publisher and while music publishers in the past have been vexed by the radio chains insisting on the cleaning up of lyrics, etc., none has ever resorted to legal action. The usual thing is a compromise through a special radio version or the sapooling of the lyrics.

Two men, unknown to the music field but apparently loaded with dough, walked into Engel-Van Wiseman and offered \$20,000 in cash for the New York rights to the 50 folio of popular songs being published and sold by this firm, paying off in full with 20 bills of \$1,000 denomination each. They were turned down.

Billet of Engel-Van Wiseman and major picture companies supplying songs for the folio, is that the \$20,000 offer may have been designed to kill off this new and dangerous opposition to the continuance of street peddling of bootleg song sheets. The Engel-Van Wiseman setup involves sale in all the five-and-ten chain stores.

First folio, containing songs from pictures of all the majors, plus other numbers, went on sale about a week ago. First volume printing will run to 600,000 copies. Initial issue contains lyrics of 85 numbers. The cheaply printed sheets of the street pitchmen sell for 5c or 10c.

Since 'Last Round Up', Billy Hill has become national newspaper copy for success stories and the like. A couple have made an obvious error in stating that Hill is a pseudonym—a reversed cologne for hillbilly—and that George Brown is the songwriter's true moniker. The reverse is true. Brown is a non-de-tin pan alley and Hill is his actual name.

Within the trade publishers are wrangling that songs which Hill turned out as 'George Brown' should remain thus labeled on the title pages, and that subsequent editions should not bear his true name, a means to hook up Hill as the author of 'Last Round Up' and 'Spinning Wheel'. Publishers who have his songs desire to rechristen 'Brown' to his original Hill so that the title page may be adorned with the indication he wrote those two big hits as a means for sales promotion.

Paul Whiteman tried out a new idea at his Sunday nite Hotel Biltmore (N. Y.) concerts by having not only guest musical artists but also the entire radio production troupe of 'The Wizard of Oz'. Outfit did a skit under Frank Novak's musical direction. Principal guest artists were Enric Madriguera who maestroed one of his original tangos, augmenting Whiteman's band with some of his own musicians from the Waldorf-Astoria hotel, and Donald Novis, radio tenor. Next week Conrad Thibault and Vincent Lopez are guest artists.

Biltmore has tilted the minimum dinner check to \$3 on Sundays with a sparse turnout the first time it was tried (18). Weekday minimum is \$2 for a club dinner.

Charles N. Green, band agent and former manager for Noble Sissle, who started a \$35,000 damage suit against Sissle for breach of contract, is similarly suing the colored band leader's present managers, Music Corp. of America, for another \$50's. Both actions revolve about the exclusivity claim, alleging that MCA induced Sissle to break away from Green's management.

MCA's defense is that the former exclusive contract was terminated by a second agreement that Sissle could freelance, and that even now Sissle was paying a split commiss to both Green and the MCA. Hence both defendants, via Attorney J. T. Abeles, are moving to dismiss the complaint.

One of the co-defendants in the Max Mayer vs. Music Dealers' Service suit, Robbin Music Corp., which insisted upon an order to dismiss the complaint against itself in that Robbins had long since bowed out of the MDS. It is stated that Mayer wanted to proceed heaviest against Robbins because of the Metro connection.

Some in the trade now regard the weakening of MDS as a boon to the industry while others are vehemently deriding the allegedly easy manner in which the publishers surrendered and leaving only Feist, DeSylva and Donaldson-D-G to legally fight it out.

In Baltimore outside cabaret, where noise of clientele limits floor show to a and a routine, pair of colored hoopers thought to expand via oral comedy. Chose that antiquated burlesq bit, 'Who's the Boss'?

At end of hooping chores one night they surprised the owner, surveying the act from a dim corner, by going into their chatter and dying. Owner tipped team to drop the dialog but the next night the straight opened with, 'Who's the boss'?

Office door sprang and owner bellowed, 'I am, you muggs, and you're fired.'

Witmarks' 'Eddie Cantor Song and Joke Book' is a new idea in motion picture song folios in that it combines the songs from Cantor's 'Roman Scandals' plus some comedy dialog, gags, stills from this Goldwyn-United Artists film and of Robinson, Wallingford, et al. It's to retail at 50c.

For the trade it's a novelty try for by-products income for, while it contains five picture songs, it is issued after the initial sales flurry on the thematics.

Select Music Publications, Inc., recently organized Rockwell-O'Keefe subside, has 'The Dutch Mill', tune that Bing Crosby picked up from Harry Barrie and Ralph Field of the Coast. In the second week of release ending Thursday (15) the song showed a sales turnover of 30,000 sheet copies.

In less than two months since Harry Engel bought out Joe Kett, liabilities of Kett-Engel, Inc., have been reduced from \$50,000 to \$17,000.

Songwriters' Protective Association is playing ball with Engel on accrued royalties, the publisher taking care of that end of it in part until next royalty dividends are due.

The Dump, newest night spot in Kansas City, uses bales of hay for seats. Advertiser its dance band as 'Dew Kellingtons'.

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN  
AT MIKE FRITZEL'S

**CHEZ PAREE**

America's Smartest Restaurant and Supper Club  
611 Fairbanks CHICAGO Delawa

## PHILADELPHIA TEST

Traditionally Poor, Cafe Town  
May Be Opening Up

Philadelphia, March 19.  
Local night club patrons will be seeing the light of day when Lew Pollock opens at the Walton Roof with his own show this Friday. This hotel is the scene in the history of the town to crash through with a big gamble in a heavy floor show appropriation. It is understood that manager Charlie Duffy is handing out a budget of a grand a week, something unknown in Philly. Vincent Traversi crew remains for the dancing, and Pollock will conduct the show.

Pollock was just able to step in at the right time last weekend, after the verbal clash between Duffy and Mario Villani, the former m.c., sent the latter packing off to a West Indies cruise. If the Wagon enterprise can succeed, it should start the ball rolling for better night club stuff than the town has seen. Only other cafe doing a paying biz is Cafe Marguery with Jack Lynch's hand at the Hotel Adelphi.

## Frankie Jaxon East

Frankie Jaxon and his colored orchestra made a first New York invasion last week in Harlem. In Chicago over Stations WJJD and WBBM Jaxon laid the radio ground work for a three-year series of theatre dates.

## AUSTIN PREFERS PIX

Hollywood, March 19.  
Gene Austin and Candy and Coco pull out of the Clover Club after a 10 weeks' engagement tomorrow (Tuesday).

Doubling spot with picture assignments has been a strenuous task for the Austin trio, who, when they finish their cinema duties will again return to the club.

## Mayhall Opens Office

Pittsburgh, March 19.  
Jerry Mayhall, formerly producer at Stanley here and more recently arranger of overture presentations at Stanley, Philadelphia, has gone into the musical contracting business. Mayhall also has the orchestra at the Tent club.

Before coming to Pittsburgh in 1929, Mayhall had been with Phil Spitalny for 17 years, both as arranger and pianist.

## NIGHT CLUB PERFORMERS

14 Weeks' Solid Bookings Available  
NATIONAL THEATRICAL AGENCY  
129 W. Saratoga St., Baltimore, Md.

## A Favorite Through the Years

**EARL BURNETT**  
and His Orchestra

Making Superb Music at Chicago's Drake Hotel and broadcasting via WGN. The Burnett crew thrills with:

"A THOUSAND GOOD NIGHTS"  
"DANCING IN THE MOON."  
"I JUST COULDN'T TAKE IT, BABY."

"THE MOONLIGHT WALTZ"  
"INFANTUITY"

**ROBBINS**  
MUSIC CORPORATION  
199 SEVENTH AVENUE  
NEW YORK

## NIGHT CLUB REVIEWS

### CHEZ SAMAKANN

Philadelphia, March 14.  
This spot has been trying hard, since Jack Lynch exited, Philadelphia's one night up in central location, with plenty of cash soaked into decorations: Chromium scheme, fancy bar, dim lights and all the pre-emptive atmosphere. No cover, but dollar and half per person sock, and two on Saturday draws the line for the young crowd.

Place seats 250. In intimate fashion, small floor and band elevation at the front in good spot. Getting to be a late night hangout for show celebs, politicians and guys with dough. Full of booze of the best, but over average rates for Philly supper joints won't fill this place very often.

New show being m.c.'ed by Mike Alpert, in grand style and admirably suited to the clientele's demands. Show opens with Jane Hayes, a blond hotcha dancer, who is a Violet Lewis, a local gal subbing for Ann Roth, does a neat job of two vocals, with the top notes a little too screechy and maybe too low for a small room.

A short-skirt song and dance by Helen Manning gets the next turn with well-acrobatic finish, Rhodium and Rhima, a ballroom duo, contributed good first flash and fair encore which they shouldn't have done with another turn coming up. Two holdover faves in Catherine Rael and Brock Adams who gets the girls with the sex ballads. A neat looking chap with a swell voice and pleasing personality.

Mike Alpert gets the medal for lifting the Chez out of the dumps. Guy sparkles, and works smoothly with Barney Zeeman's band in comic chatter all through the show. And Zeeman, another disc, Zeeman's crew who play the neatest floor show job in town.

Nice part about the place is that there's always added stuff. They represent a new era, after a fashion, in evolution of niteries in that they're in strictly nabe sectors and cater exclusively to the folks residing within walking distance.

Hollywood Gardens typifies and parallels a squad of similar spots but is probably better known due to insistencies in newspaper advertising. Sans couverts and minimums at all times, its liquor tariffs are on a par with loop barrooms. Yet there's a floor show and dance band.

Place accommodates 300, and business has been okay.

Don Skirman's nine-piece ork is nice for spot. Right up the alley for the hoopers who engage in a leaping, put-it-down frenzy of dance-hall-tepping. Floor-show liked but compares unfavorably with what's on tap elsewhere in town.

A warbler, Joan Dalley, has a deal of voice and personality but is sorely untutored. Deleo Sisters are routine with harmony and unison hooping. Irma Lane rolls all over her floor and Ann Ellis kicks up some rhythm tapology.

Waitresses are a bit incongruous in niterie and heightened by fact they've togged out in tea shoppe servers.

### TABARIN, PARIS

Paris, March 10.

In a tough season this spot stands out as having found the formula for packing them in nightly: appeal to the crowd, not to the few; good dance music; a floor show combining sensational stripping with flashy dancing and low prices.

On a week night you can put in your time at the Tabarin from 9 until 2 a.m. for a total of 16 francs a head, plus tip, that's \$3.06 today. Eight francs is the face charge and you can get a drink at a table for eight more, entitling you to park all night. There are plenty of opportunities for those who wish to pay more, but there's no need for it, and the local customers know it.

This makes the crowd a strange combination of neighborhood boys and girls out for a night of dancing, and people with a little money to spend who come after the theatre to see the floor show and grab a dance or two.

The show avoids names and depends for its appeal on inexpensive but attractive, tumbling and witty assemblage of miniature revue numbers. Show is put together by Pierre Sandrini and Pierre Duboulet, managers of the place, who hire their own talent, and cheaply.

Show opens with a number called, 'Autumn,' combining an eccentric dance by Mura Dehn and Suzy Marin with a strip ballet clad in occasional leaves. Next is a clever number called 'Hollywood,' in which Emelyn Novelty represents 'La map,' aided by wooden figures painted as American millionaires in evening clothes with revolvers pointed at their temples, which flop over on their sides in suicide at a bang of the first flash and they do the first flashy strip of the evening by dropping the top of her black evening gown during her dance on the floor and then letting the dress fall entirely, showing her derriere as she walks up steps on the stage, which is at one end of the floor.

No number is carried by the 'costumes worn by Miss Dehn and four of the chorus, representing Negro art statuesque. The fantastic little figures prance around the stripped ballet. Miss Dehn was in America for several years. Once in a 'Billy Rose musical. Follows a series of very short one acts—half a dozen at most—each representing some dress accessory. Biggest hand goes to a girl billed as Daniel, with a grand build, who represents a fur wearing outfit with a collar and one fur glove, which she keeps firmly fixed in front of her.

Solid act of the evening is the French cancan, which the Tabarin has made famous. A flower ballet tops off the show.

Tale has spread that this is the best show in town for the money, bringing mobs nightly even during the taxi strike. Evening dress is rarely seen, although a fair amount of American business is being done. Stern.

### PENNY IN ALBANY

Albany, March 19.

Ann Pennington is on a month's engagement in the floor show at the New Kenmore hotel here.

Simons at Blackhawk.

Chicago, March 19.  
Seymour Simons' orchestra comes into the Blackhawk cafe April 1.

Replaces the Hal Kemp band which heads for a tour of one-nighters.



# MAX MAYER BEATS M.D.S.

## RISING SUN SETS FOR JERRY WOOD'S OUTFIT

Tokyo, March 1.  
Jerry Wood and his orchestra are quitting Japan. Three of the boys have gone home already and the remaining seven leave Kobe today (1).  
Band stuck together until debt to Ginza dance hall, which brought them out in September, had been settled. This was managed by doing a flock of recordings for the Teichiku Record Company. Settlement with the hall was made for the band by the American Consul General, who got the American Associations of Tokyo and Kobe interested in sending the seven remaining members home. Each body put up a couple of hundred yen, and the boys are traveling home third class, mostly on their own money.  
Band was the fastest aggregation ever to come to the Far East and could have been a success with a little different management — but with different management it probably never would have come out here.

## Mills Lengthen London Stay; Crosby Won't Sail

Mills Brothers will probably double the length of their stay in England. Harry Foster agency radio-grammed last week offering the extra time. Present contract calls for a split between the Palladium and Alhambra, with after-stage doubling into the Mayfair niterie. Quartet is slated to sail on the Paris April 28. Tom Rockwell, the team's manager, will precede them by a week.  
Foster agency also queried about Bing Crosby's coming over for a tour of Europe this summer. Rockwell-O'Keefe office, which represents Crosby, replied that personal appearance dates being laid out for him on this side would prevent him from leaving the country during the next eight months at least.

## George Olsen Tours, Ethel Shutta with Him

George Olsen closes with his orchestra at the Hotel Pennsylvania, N. Y., April 6 and starts a dance-theatre tour. His wife, Ethel Shutta, on the Nestle's Chocolate radio show at \$1,000 a week, is trying to bow out of her contract with Olsen. She is signed until next August.  
As a compromise she offered to defray the wire charges to wherever the Olsen band might be providing Walter O'Keefe, her vis-a-vis on the radio commercial, jumped out as a professional courtesy. While this might be amenable all around it's up to the sponsor, who is resisting any remote control broadcasting idea.  
Most likely settlement will be for Miss Shutta to play off her radio contract time on some future commercial for the same agency, although probably a new sponsor.

## Takes Poison, Tells Of Act and Is Saved

Baltimore, March 19.  
Jerry Gladden, baton-twirler for the Franklinton hotel orchestra, recovering from effects of poison self-administered.  
Gladden told manager Frank Rowe of what he had done, and Rowe rushed him to a hospital.

## Ted Snyder Agenting

Hollywood, March 19.  
Ted Snyder, owner, New York music publisher (Waterson, Berlin & Snyder), has joined the ranks of local agents.  
He is associated with the Small-Landau Agency.

## ASCAP Allegation

To substantiate their contention that the handing out of ratings by the publisher faction on the ASCAP board of directors was interlinked with the recruiting of distribution membership for the MDS, Max Mayer's lawyers submitted as an exhibit the following list of publisher classifications showing, allegedly, they stood before and after joining the shipping combine:

| Before                     | After |
|----------------------------|-------|
| Ager, Yellen & Bornstein   | B     |
| Irving Berlin, Inc.        | A     |
| DeSylva, Brown & Henderson | A     |
| Leo Feist, Inc.            | A     |
| Harms, Inc.                | A     |
| Mills Music, Inc.          | A     |
| Remick Music Corp.         | A     |
| Shapiro-Bernstein Co.      | A     |
| Santley Bros.              | B     |
| Witmark                    | A     |
| Danaldson                  | A     |
| Gumble                     | A     |
| Bibo-Lang, Inc.            | G     |
| Harmon                     | A     |
| Goodman Music Co.          | I     |
| Kornblum                   | X     |
| Olman Music Co.            | X     |
| T. B. Harms, Inc.          | C     |
| Lux Bros.                  | C     |

\* No rating

## SPA'S BOYCOTT IDEA ON NON-PAYING PUBS

The Songwriters' Protective Association is flirting with an idea of boycotting those music publishers who don't meet their royalty obligations.  
It is felt that this will have a vitalizing effect on the industry at large in that no music firm can function without suitable song material.

## MOTHER-SON LIQUORLESS

Nuisance Charge Against Pittsburgh Cafe Partnership  
Pittsburgh, March 19.  
First night club to lose both its beer and liquor licenses in this territory is Coconut Grove, East Liberty, where suspension orders were handed down in court last week by Judge Marshall. District Attorney Park filed petitions asking for permanent revocation of the two licenses held in the name of Ester Danzill, who, with her son, Art Farrow, band leader, has operated spot for more than a year.  
Coconut Grove is situated in a residential district and residents protested to authorities that it was a common nuisance, that it operated until all hours of the night and observed none of the closing regulations.

Police officers also testified that they had made beer and liquor buys there after midnight on Saturday. Spot is still running, however, despite its inability to serve booze of any kind.

## Lombardo on Waldorf Roof Early in June

Guy Lombardo's orchestra returns to New York the first week in June at the Waldorf-Astoria roof.  
Lombardo just closed at the Coconut Grove, Los Angeles, succeeded by Ted Florito on March 19, with Veloz and Yolanda, dancers, sub-billed. Both booked by MCA, which also handles Lombardo.  
After Lombardo's film chores in Hollywood have gone to the Hollywood Club, Galveston, where Anson Weeks is in for a five-weeks stay. Weeks now has Bob Crosby (Bing's brother) in his organization. Another newcomer to Weeks' combo is Frank Saputo.

## ALMOST A STORY

Tokyo, March 1.  
VARIETY magazine here feels a little bit funny. A p.a. handed him something and he hit. P.a. told mugs that Bing Crosby's records are the best selling plates in this market, mugs sent it on and it was printed.  
Okay, except that the most recent Crosby record released in Japan was 'A Bench in the Park' and sung by the Whiteman Rhythm Boys.

## 9 PUBLISHERS ACCEPT TERMS

Judge Bryant Okays Dropping Out of Jury and Three-Fourths of Defendants as Trial Goes On—DeSylva, Feist and Donaldson Firms Alone Continue Case Before Judge for Decision on Law

### NOMINAL DAMAGES

Max Mayer has succeeded in cracking up the Mus. Dealers Service, Inc. By a series of settlements, which the jobber effected while his \$125,000 anti-trust suit against the MDS and 84 allied publishers was in midtrial before Judge Bryant in the New York Federal Court last week, the central distributing bureau will by April 1 be either a memory or a virtual shell of its original setup. Mayer's victory places the distributing structure of the industry back to where it was when the MDS made its debut 19 months ago.

Of the 12 major defendant publishers, each a charter member of the MDS, three remain to continue the litigation. These were still hanging their innings here Judge Bryant Monday (yesterday). On the previous Friday (16) contending counsel entered an agreement to discharge the jury, which for nine days had been listening to the evidence in the case, and to leave the issues at law involved solely to the judgment of the court. It was also stipulated that neither party will appeal from the verdict of Judge Bryant, that the judgment liabilities of the remaining defendants will be limited to \$24,000 and that the \$51,000 already collected from defendant publishers in settlement of their cases will not be affected by the court's decision. With the jury out of the way it was figured that a lot of evidence submitting could be eliminated and the end of the trial bridged by at least three weeks. It is now expected that the case will be in the hands of the judge for a verdict by Wednesday (21).

Three major firms which have elected to go through with the trial to a finish are DeSylva, Brown & Henderson, Leo Feist, Inc., and Donaldson, Douglas & Gumble. Of their cases will not be affected by release documents with Mayer are Harry Bloom, Abe Olman and Bibo-Lang. Mayer last Saturday advised his counsel, Irwin A. Edelman and David L. Podell, that in effecting settlements with the smaller publisher defendants they were to waive the collection of legal or damage fees. It is understood that Mayer has declined to benefit from any of the settlement or judgment money. He has allocated all this to his lawyers to cover their fees and litigation costs. All he said he had wanted was the dissolution of the MDS, and he now hoped that the feuding of the past 19 months would be forgotten and that the old business and personal relationships would be amicably resumed.

Cracking up of the trial came with dramatic suddenness as it went into its second week the previous Monday (12). The plaintiff's side was still presenting its case with Mayer himself on the stand. First to approach the head of Richmond-Mayer Music Co. for a settlement was the Warner Bros. group, composed of Harms, Inc., M. Witmark & Sons, Remick Music Corp., Chappell-Harms, Inc., and T. B. Harms, Inc.'s former half owner of Famous Music Corp. the WB lawyers also spoke for this firm. Immediately on the heels of the WB group's approach came an offer to call it quits from Irving Berlin, Inc.

With settlement terms agreed

## Chi Theatres Yelp as Cafes Grab Major Share of Dailies' Publicity

### Keeping Tabs on Izzy

Izzy played banjo for Jimmy, Lou and Eddie. But Jimmy and Lou went to the Coast and Eddie took himself to Brooklyn. So Izzy went up the Hudson away and became a picture exhibitor with 250 seats at his command.  
Now whenever they see Izzy with his banjo case, they know he's doubling, and that the picture is lousy.

upon between Mayer's counsel and the regular legal representatives for the WB and Berlin organizations, this coterie of lawyers took the matter up with Judge Bryant in chambers during a trial recess Monday afternoon. As trial counsel for the MDS and associated publishers, A. S. Gilbert and Francis Gilbert refused to agree to the withdrawal of these defendants from the case. The Gilbert Bros. argued that they were still representing everybody listed among the defendants and as long as they retained this power of attorney there would be no settlements.

### Replace Gilberts

Judge Bryant then ruled that before he could consider any motions for discontinuance it would first be necessary that the Warner Bros. and Berlin representation submit an order for the substitution of counsel. The next morning (Tuesday) this order with A. M. Wattenberg replacing the Gilberts for the WB group and Nathan Burkan for Berlin was in the judge's hands and the withdrawal of these firms as defendants soon afterwards also became a matter of court record.

When word of the Warner Bros. and Berlin move was received by the remaining defendants the initial reaction was one of resentment. But soon afterwards a number of these same publishers went scurrying off from the court building to consult their own lawyers.

By Wednesday evening Shapiro-Bernstein & Co. had arrived with Mayer's counsel at a settlement. Judge Mills the following day substituted Samuel J. Buzzell as his trial counsel and also obtained a release, with the withdrawals including Mills Music, Inc., and Lawrence Music Co. Next to settle were Ager, Yellen & Bornstein and Santley Bros. Aggregation of stepper-outers by this time represented nine out of the 12 original stockholders and charter members of the MDS. Average settlement figure for each of these firms was \$7,500, which brought the tally from this group to \$51,000. Two others to obtain discontinuance before the week ended were Irving Caesar, Inc. and Piedmont Music Co.

### Terms of Settlement

Terms of settlement suggested by each of these publishing houses were that they would:

1. Sell merchandise to the Richmond-Mayer Music Co. at the discounts and dating and credit arrangements that existed before the organization of the MDS.
2. Give Richmond-Mayer the same wholesaler's price differential that existed before Sept. 1, 1932, and also the same favorable terms and prices as allowed other wholesalers, syndicates or chain stores.
3. Cancel all contracts with the MDS, withdraw the sale and distribution of merchandise through this channel and deal direct with Richmond-Mayer after April 1.
4. Vote, as stockholders, to dissolve the MDS.
5. Agree not to form or be affiliated with any exclusive selling or distributing agency similar to the MDS or organize another combine of its kind.
6. In case of any breach of these conditions Richmond-Mayer was permitted to petition any court in the country for an injunction against them and also sue for damages.

Doubt was expressed by a couple

Chicago, March 19.  
Theatres locally are yowling against the newspapers for claimed increasing favoritism towards nite clubs in free plugs and exploitation. Theatres complain they spend three to five times as much money with the dailies than the nite clubs, yet the dailies are getting the major portion of the breaks.

Situation has come about the development of nite club pages in the show biz sections of the dailies. With the cafe ads a new item of the newspapers the sheets have been boosting cafe and niterie attractions.

In some of the dailies there is a direct ratio between the number of advertising lines and the amount of free publicity copy the cafe receives in return. The larger the ad the more space. Incidentally, this proportioning of publicity has become a rough of show business in Chicago.

In the Chicago American, evening Hearst rag which is making the greatest play for nite club advertising, the niteries refuse to place any ads unless the paper will guarantee at least a two-column picture. The cafes refuse single column photos.

## MPPA EXPECTS RECORD MARCH ON RADIO DISCS

Indications are that the Music Publishers' Protective Association will do a record month from transcription sources. It is expected that the tally for March will come to around \$10,000. Previous monthly take has been \$8,000.

In February the MPPA distributed \$6,800 of transcription coin among the membership. For March, 1933, the intake on radio discs came to about \$6,000.

of MDS officers Saturday (17) that the MDS would go on functioning as a co-operative organization even if Judge Bryant ruled in favor of the remaining defendants. Firms already committed to withdraw represented over 95% of the business that the MDS clears. Indications are that Maurice Richmond, general manager of the MDS, will, after its dissolution return to the jobbing business and that he will operate from the present MDS quarters, taking over the facilities intact from the stockholders. Probable title of the concern is the Richmond Music Dealers Service, Inc.

### ust Tell Dealers

By virtue of the release suggested with Mayer's counsel the ex-defendant publishers are also committed to notify all dealers in the music business that on and after April 1 the latter will be free to deal with jobbers or the publishers direct. Also that they have cancelled their affiliations with the MDS.  
To those of the trade who have been attending the trial's sessions regularly Friday (16) developed one of the most interesting episodes of the entire stretch. It was during this period that counsel for the defense sought to disprove Mayer's contention that promotions in the American Society of Composers, Authors and Publishers and demotions had had a lot to do with influencing publishers to throw their distributing lot with the MDS. The Gilberts on Friday put A. Greenbury, assistant to E. C. Mills, general manager of ASCAP, on the stand to refute this allegation.

In support of their claim that the ASCAP classification committee for the publishers had jockeyed ratings in the drive for MDS members, the lawyers for Mayer cited the alleged case of Kelt-Engel, Inc. In October, 1932, that firm joined the MDS on a non-exclusive basis and shortly afterwards, the plaintiff's counsel contended, Kelt-Engel made a protest against its rating of CC, but the partnership was turned down.



## Code Authority Won't Accept Anonymous Vaude Squawks; 42 Cities for Filing Complaints

Anonymous complaints will not be entertained by the Code Authority, which declares any charges on alleged violations of the vaudeville section of the Motion Picture Code will have to carry the name of the complainant in order to get a hearing. In addition to refusing to accept unsigned squawks, the Code Authority will not police the field of its own in a search for violations. Action will be taken only on signed complaints entered by an injured party.

Code Authority isn't settling any vaudeville complaint, because it hasn't been receiving any to settle. In the first month of the code's formation two complaints were filed, and the actors in both instances were paid off through the Code Authority's intervention. But since then, with violations in the vaude booking field admittedly rampant, no signed squawks have been made.

A widespread belief is that because the present vaude section of the picture code is under proposed revision, present violations cannot result in official action. The Code Authority declares this to be a false impression, stating that rewriting or no rewriting, the code as it now stands constitutes the law, and any violations can be prosecuted. Code Authority has the machinery to prosecute; all it needs is some complaints.

There are 42 code compliance boards in as many cities in the United States at which complaints can be filed. Locations of the boards, along with the name of the local chairman and their addresses:

New York—Henry F. Wol, 46 Broadway.  
Jersey City—Edwin B. Lord, 1 Newark avenue.  
Albany—Edw. N. Scheiberling, 91 State street.  
Buffalo—Walter Johnson, Chamber of Commerce bldg.  
Philadelphia—Frank Smith, 117 Hill.  
Washington—Gen. John A. Johnston, 2101 Conn. avenue.  
Cleveland—Charles E., 1800 Terminal Tower.  
Columbus—Dr. H. Gordon Hayes, Columbus.  
Pittsburgh—Peter Gluk, Park bldg.  
Cincinnati—Charles F. Williams, Chamber of Commerce bldg.  
Boston—J. E. McCornell, 111 Devonshire street.  
New Haven—George E. Beers, 205 Church street.  
Portland—Clinton W. Davis, 192 Middle street.  
Augusta—Ellis W., 46 South Chestnut street.  
Atlanta—L. Ashcraft, Trust Co. of Ga. bldg.  
Memphis—Joe A. Fowler, 118 Monroe avenue.  
Charlotte—Thomas Griffith, City Hall.  
Jacksonville—A. W. Cockrell, Raham bldg.  
New Orleans—Allison Owen, New Orleans.  
Dallas—A. W. Schultz, 1727 Young street.  
San Antonio—Nat. M. Washer, Majestic Theatre bldg.  
Oklahoma City—Robert A. Heffner, Ransley Tower.  
Chicago—Andrew, 357 East Chicago avenue.  
St. Paul—A. H. E. 1st National Bank bldg.  
Milwaukee—Julius P. Hell, 1st National Bank bldg.  
Indianapolis—T. M. Majestic bldg.  
Kansas City, Mo.—Charles L. King, Hotel Kansas City.  
St. Louis—Col. C. Orrick, Security bldg.  
Omaha—Harley G. Moorehead, City National Bank bldg.  
Des Moines—L. C. Kurtz, Kurtz Hardware company.  
Denver—W. F. Rilla, 318 Burt Block.  
Salt Lake—Mark H. Greene, Salt Lake City.  
San Francisco—J. W. Mallard, Jr., 203 California street.  
Los Angeles—Henry L. Burris, 345 South Spring street.  
Seattle—Roscoe Drunheller, Exchange bldg.  
Portland, Ore.—E. J. Bringham, 427 E. Clackamas.  
Minneapolis—C. A. Prosser, 816 W. 4th street.  
Sioux Falls—O. J. Meyhaus, Corn Exchange Savings Bank.  
Baltimore—Gen. Chas. D. Galtier, Parkway and Fayette streets.  
Charleston—G. A. Matthews, 1415 Lee street.  
Little Rock—T. Gay, Gay bldg.  
Tampa—Jack Carr, Peninsular Telephone bldg.

### DURANTE CAN'T DOUBLE

Loew Nixes Paradise Cafe Date at \$2,000

As a gesture to Chink Sherman of the Paradise restaurant syndicate, Jimmie Durante agreed to play a limited engagement at \$2,000 a week, doubling from the Capitol, N. Y., currently. As soon as the Paradise advertised Durante the Loew-Metro office served the necessary legal notice all around that Durante couldn't double from the Cap into any nitery as Loew's had brought its contract player east for the express purpose of a personal appearance at the theatre.

Durante is at the Cap at his picture salary plus percentage, the show net running to \$17,000 for himself with Folly Moran and Lou Holtz.

Paradise would follow Sally Rand, the fan dancer, with Durante, but with Schnoz's bow out, Miss Rand is being held over.

### 50-50 Plus \$3,000

Wire Coin to A&A For Wk. in Dallas

Amos Andy will play Dallas for the interstate circuit week of April 4 on a straight 50-50 split with house from the first dollar. It's the first 50-50 deal yet made by the Interstate, previous high bookings, progression having been the Morton Downey unit's 60-40 bookings.

In addition the theatre will pay 75%, or \$3,000, of the \$4,000 wire charges necessitated by the sending of A&A's regular broadcast from Dallas.

### Whiteman's \$8,000

Paul Whiteman insisted on a good picture for his Capitol, N. Y., engagement, which runs at least two weeks, and film will be Norma Shearer's 'Rip Tide'. Whiteman orchestra, doubling from the Hotel Biltmore, and also with his usual Thursday night NBC air commercial, is payroll at \$8,000. William Morris agency officiated.

## Chi's Vaude Booming With 5 Weeks in Loop Spending \$20,000, and 20 Nabs

Chicago, March 19. Vaude in Chicago is at present in better shape than any time since the depression got underway. In the past 12 months Chicago has risen from a fleshless town, with only two vaude spots in a city of 3,000,000 people, to one bubbling with week stands, split weeks, week-end and Sunday bookings. Has jumped in vaude expenditures over 500% and about 20 times in the number of acts being used.

Last year there were only the B&K, Chicago and the RKO Palace playing vaude. Today there are four weeks in the Loop. Besides the two previously mentioned, the B&K. Oriental and the J.L. & S. State-Lake. Also, the Majestic has just been taken over by Jones, Linick and Schaefer and will take over on a vaude policy by April 15. This will make five full weeks in the loop, with a total expenditure of approximately \$20,000 weekly for talent. This is divided roughly as \$5,500 apiece for the Chicago and Palace; \$3,500 each for the Oriental and State-Lake, with the Majestic scheduled to be operated on a vaude budget of some \$1,000 weekly.

### Where It All Began

In the neighborhood, booked out of the local Morris office, there are some 10 spots playing full weeks, splits and week-end vaude. These week-ends are really the basis of the vaude revival in the midwest

## B.&K. GRANADA BACK TO WEEK-END VAUDE

Chicago, March 19.

B.&K. adds still another house to its returning host of vaude spots, on Easter week-end bringing vaude back to the north side Granada. Starts as a Saturday and Sunday spot, but likely to build to its former standing as a full-weeker.

Will be added to regular week-end book lined out of the William Morris office.

## LOEW REPS. GET CIRCUIT'S OKAY

Having assurance of support from the circuit's heads and booking the agents splitting away from the National Association of Theatrical Artists Representatives will establish a permanent organization at a meeting tomorrow (Wednesday).

A committee, consisting of Johnny Hyde, Charlie Yates and Joe Flaum, secured the circuit's approval last week.

The association, as yet unnamed, will run a sick and benefit insurance fund for Loew franchise holders and associates, as well as setting up protective measures for members forced into inactivity by illness. An arrangement is being worked out under which a member out through sickness would be protected against loss of his acts for a period of a year, with the other members handling his acts for him gratis during that time.

In addition to its benevolent activities the association will function as an arbitration bureau for disputes among agent-members and between agent and actors. But no permanent arbitration board will be set up. The contesting parties will be permitted to select their own arbiters, who will settle disputes together with a third and neutral party mutually named.

Arthur Lyons, NATAR president, stated yesterday (Monday) that any effort by the Loew faction to withdraw members from his organization will be ignored. "We are not forcing anybody to join our association," he said. "If they don't want to come in, that's their business." His brother, Sam, is the Loew franchise holder in the Lyons & Lyons agency and is expected to be a member of the Loew agents' association.

## What One Little Gal Has Done With 2 Fans, an Adding Machine, Some Bookkeeping and Publicity

A set of ostrich feathers isn't the only thing Sally Rand can swing. The 'Little Egypt' of last World's Fair also totes a mean set of books—business books—as well as an adding machine. She attributes to the bookkeeping and adding, as much as to the fanning, the fact that her firm's accounts have been strictly in the black this season.

itting down as though to analyze inflation, and hauling out a set of business. Miss Rand proceeded to explain to a VARIETY mugg just how she has translated the biz methods of big business to her own particular branch of the fan dancing industry. The mugg tried to look as bright as possible.

"I don't consider my dancing to be of prime importance," said Miss Rand, "and I keep that in mind when selling my act to a theatre manager or bookie. My only thought is the boxoffice and I talk boxoffice and nothing else. The important point is that I draw business into a theatre. If I happen to entertain the people once they're inside the theatre, that's another matter. The big thing is to get them in, and I do get them in, and that's my sales argument."

It commenced to dawn on the listener that here was no stripper whose thinking is confined to deliberating the proper angle to hold the fan for sufficient peek-a-boogie and still keep the act kosher. This is a gal who has built herself up to \$5,000 a week, who hasn't missed a day's work (except in traveling) since last August and who has done it all herself.

### Handles Own Deals

Still trying to look bright, the mugg wondered out loud how a girl doing her own business, and making her own percentage deals, can avoid finishing on the wrong end of a short count now and then.

"I don't make any deals until I'm sure they're right," said Miss Rand. "There is more than one way of getting the lowdown on a theatre's average business. I check it from various sources before I make my deal. But the advance preparation isn't everything. You've got to watch that boxoffice all week. In one midwestern town, they rang in 1,800 passes on one night and an unknown number of 'kays' at the door. I could sue the gentleman for that."

For a girl who started out last summer with more guys cutting up her weekly salary than anybody in the world, with the possible exception of the famous Miss Rand, is surprisingly lacking in professional representation. In fact, for the past several months she has done her own 10 percenting, so every thing remains net.

"I do not say that agents are entirely unnecessary," Miss Rand explained, "but for several reasons they are useful. The William Morris office is now representing me on some theatre dates in New York. But, there are some bookings I can arrange myself, such as the ones I just played on the way east. I made deals that an agent couldn't have bettered, and when I can promote a salary of \$3,000 through my own efforts, I don't see the logic in handing \$300 to an agent who couldn't do more."

Miss Rand, the mugg deduced, has not followed custom by resigning herself to the fate which all actors believe theirs—that as regards business they are practically helpless and need the strong, guarding hand of a business representative. Miss Rand likes to play her own accompaniment on the cash register.

"I will do business through an agent when necessary," she explained, "but I prefer to keep the business end elastic so that I may be free to make my own deals and arrangements when I think it advisable."

Arranging the correct guarantee figure or salary and the proper percentage split to be arrived at isn't all there is to it, Miss Rand believes. If that were all it would be a cinch and an agent could handle

it just as well. But there's lots more, and Miss Rand performed a secretarial swan dive into her letter files to prove the contention.

### From the Files

Letter No. 1 was a four-page, single spaced typewritten missive composed for the eyes of theatre managers. It's replete with info and suggestions, ranging from chorus and orchestra routines special exploitation stunts, and containing everything but Lincoln's Gettysburg Address. The lighting should be thus and so and tie-ups can be arranged on everything from milk to beer. These instructions are mailed to the theatres considerably in advance. Miss Rand is a stickler for preparation. The orchestra must memorize her music, because she works with all house lights out, including the pit bulbs.

If the instructions are followed there can't be any slip-ups. I don't leave out anything. When I get to the theatre everything is set and I give as good a first show as a last show. I don't like to take chances, and through contacting the managers myself I entirely eliminate the element of chance."

There's something else Miss Rand insists on. It's that nobody excepting the necessary employees be permitted to view her fan dance from backstage. She attributes all her police troubles to the backstage snipers. I know that nobody in the audience can see anything to cause complaint. My trouble in Chicago resulted entirely from people seeing my act from backstage.

### Handling Blue Noses

Committees and individuals with censorial ideas take up most of her time opening day at most theatres, says Miss Rand. "I know how to handle that. They can't stop me from going on because contemplation is not a crime. And I insist they witness the performance from the orchestra, so that when I do go on they can't see anything anyway."

The censorship idea is something else she can handle better than an agent or manager, Miss Rand believes. She's heard all the questions and knows all the answers and she can present her own case better than anyone can do it for her.

There is something else with which Miss Rand is uncommonly familiar and that's the value of publicity. She talks in headlines. She has surrounded herself with Dave Lipton, an exploiter, who picks her spots. She does the talking. She knows that when she tells a pop-eyed reporter that "I didn't become famous until I took off my pants," that reporter immediately senses a hot lead for his yarn.

A large section of the Rand business files is devoted to publicity ideas, stories and tie-ups. "She even has a prop interview for embarrassed high-school paper editors. It saves them time and Miss Rand 'asks' herself questions that they wouldn't dare venture.

Part of the Rand baggage is a trunk filled to the brim with stills, cuts, mats, posters, handbills and 24-sheets. Nothing in the space-grabbing line is missing. Miss Rand writes most of her letters and publicity symposiums herself. The rest she dictates to her Oriental maid who doubles on the Remington.

The idea of Miss Rand's fan dance is that the time is evening, there is plenty of soft moonlight and Miss Rand is a nudist moon-beam. When Miss Rand looks appealingly at her audience there are probably lots of guys who would string up anyone so presumptuous as to suggest that as she looks out front she's not dreaming of love but only counting the house.

## Pix Good—Vaude Out

The St. Louis, St. Louis, Mo. by F. N. Chon & Marco in New York drops stage shows for a straight picture policy Friday (23).

House has a string of big pictures and the stage end is figure unnecessary.



# CIRCUITS WILL SAVE NVA

## \$950 to \$8,000 for Joe Penner in 6 Months Through Radio Build-Up

Joe Penner will walk out with \$8,000 on his \$3,750-plus-percentage booking at Proctor's, Newark, this week. Warner's Earle, Philadelphia, which plays Penner on same terms next week (24) expects the comic will get \$10,000 for himself. In months ago Penner was getting \$950 and wasn't considered a draw. Radio's build-up for Penner is considered the most remarkable so far in the way it has increased his income in the short period of six months. His once weekly broadcast at 8:30 p. m., Sunday night catches the kids just before bedtime, and his theatre audience "so far have been unique in the large proportion of juveniles they contain."

The RKO "Newark house" was forced to do seven shows over Saturday and Sunday, or three more than usual. Business yesterday (Monday) necessitated five shows, whereas the average is three. Following Philadelphia Penner plays an indie (Comerford) split week in Wilkes-Barre and Scranton, then opens for Lowry, playing the entire Lowry circuit. He's being booked through the William Morris office by his personal rep, Marty Sampter.

Pittsburgh, March 19. Joe Penner has hopped the rattle and gone on his way, but the professional part of the town is still buzzing over the record he left behind him, the chief feature of which is his mutilation of the all-time attendance record at the Pitt. In his six-day stretch he catered to upward of 96,000 customers, and that's a crowd in any man's theatre. He cracked another record by doing 34 shows on the week, doing six romps daily except on Friday and Monday. Other towns have been shut up to five shows a day, but Penner reached six to get 'em all through, and that's the best record here outside of the old dime museum days when they gave a fresh show every hour on the hour. Penner couldn't crack the cash take for a double reason, but he came within \$2,000 of the bank deposit record in spite of the fact that the house is absorbing the ticket tax and the additional handicap of something like 11,000 kids setting past the wicket at reduced admissions.

## Santrey Show 3d Unit On 5-Wk. N'west Tour

Chicago, March 19. Third unit to head for the north-west out of the Billy Diamond office is Henry Santrey's "Soldiers of Fortune," 30-people show. Playing five weeks through Minnesota and the Dakotas.

Others set to follow are the Blackstone magic show and the WLS Merry-Go-Round. Already having covered the territory are the Jay C. Flippen unit and Harlem Scandals, with the Norman Thomas quintet.

## Cherry Sister Dies

Cedar Rapids, Ia., Ellen Cherry, 71, elder sister of Effie and Addie Cherry, the Iowa vaudevillians, died March 13 in the Linn county home, Cedar Rapids, after a long illness. Ellen herself had been a member of the Cherry act more than 40 years ago, but had retired from the Cherry sisters team and made her home with another sister, Elizabeth, on a small farm near Marion.

Another sister, Jessie, dead 20 years, was also a member of the team at one time. Burial in Cedar Rapids.

## ACTS NO-LIKE ALLEYS

Chi cokers Making Sure About Hotel Rooms When Fair Repeats

Chicago, March 19. Local booking offices are already making arrangements with the various hotels to take care of vaude performers during the World's Fair this coming summer. They are taking no chances of a repetition of the 1933 situation, when the acts found themselves unable to secure accommodations.

Some of the hotels went out of their way to help the performers at the time, but others adopted a 'nuts-to-you' attitude.

## Frisco Commish Rules Theatre Not Liable in Aerialist's Accident

San Francisco, March 19. State Industrial Accident Commission handed down an important decision when it ruled this week that the Fox theatre and the Firemen's Fund Indemnity Company were not responsible for injuries sustained by Pauline Loretta Smith, aerialist, while doing her vaude act. Commission ruled that the theatre was not an employer, but a contractor, and therefore was not responsible for the accident since it merely contracted with a booking agent to play and pay an act for a definite period of time. Ruling was concurred in by Timothy A. Reardon, director, and Frank J. Burke, secretary of the state commission. The accident occurred last January 20, when Mrs. Smith, doing her aerial act under the name of Pauline Smith and Co., crashed some 20 feet to the Fox boogie when equilibrium gave way. Her husband was assisting on stage at the time.

## STAGE SHOWS BACK IN FRISCO, SCALES UP

San Francisco, March 19. A glimmer of hope is seen for Frisco's panicky policy of double billing and price-cutting with the Grapewine, which has been running from 40 to 55, effective this week, with the Mills Brothers inaugurating a return to stage shows and passing of dual films at that theatre.

Fanchon & Marco putting the price boost in here, and also at the Los Angeles Paramount, which gets a similar raise with names on stage. Mills Brothers are in for nine days, Orph then switching from Thursday to Friday openings. Two other acts and Jess Stafford's band complete the show, with Mills' reported getting \$4,000 for the week. Ted Lewis set to follow at reported \$3,500, and Duke Ellington, Kate Smith and other names in the offing.

Orph has picture trouble, though, taking what it can get in way of slough stuff from RKO, Universal and occasional others, following Fox-West Coast's pull out of picture bookings for that theatre.

But local showmen see in the Orph's price raise about the only chance for Frisco to get out of the present rut into which it slumped some eight months ago and began double billing and slashing of prices all around. If the Orph clicks with these names and the 25, 35 and 55 price scale, the Fox Paramount, Fox St. Francis, United Artists and RKO Golden Gate are regarded as virtual cinches to raise the ante. Probably only the Fox with two 35s and 10 acts of vaude at 25 and 35 will remain as is, that policy having become pretty well established despite lack of quality in shows.

## BUT THEY WANT REORGANIZATION

Financing Arranged Pending Theatre Collections—Circuits Desire Charitable Functions Continue—Warner Bros. Accountant on Board as Reorganizer

### DRIVE IN APRIL

Assurance that the NVA's charitable functions in New York and Saranac Lake will continue without interruption has been given by the five major theatre circuits. At a meeting in Harry Warner's office last week the manager-members of the NVA Fund decided to prevent the NVA's impending financial collapse by mutually bankrolling the organization until such a time as it can be placed on its feet.

In addition to arranging financing, the circuits believe a thorough reorganization of the NVA in all its phases is necessary to prevent a relapse into the same condition which faced the NVA until the circuit benefactors stepped in last week. Closer supervision of the NVA and its financial affairs will apply in the future, and to this end Harold Rodner of Warners has been elected to the NVA Fund board of directors to personally oversee the NVA reorganization.

On the NVA Fund board Rodner joins Pat Casey, Sam Dembow, Jr., Leslie E. Thompson, Moe Silver, Sam Scribner, Martin King, William Lee and Henry Chesterfield. For the past couple of years Lee and Chesterfield have been running the NVA alone, former specializing on the Saranac Lake end and Chesterfield on the New York clubhouse and doles.

Chief means for raising funds will again be the customary theatre collections for this year at least. Circuits have decided to run it late in April, along with the usual benefit show at the Metropolitan Opera House, New York. It is expected the drive and show should net the NVA around \$300,000, which will be sufficient to run the NVA for the coming fiscal year under economies to be effected. Meanwhile, by signifying they will jointly support it, the circuits are practically underwriting the NVA for that amount of money.

### Housecleaning

The reorganizing, perhaps amounting to a spring housecleaning, will be in the administrative end as well as financially. The one-man control system now prevailing in the two NVA phases under Chesterfield and Lee, respectively, will undergo a change. In any event, it's the circuits' desire to assure the NVA's present dependents in New York and at Saranac Lake that there will be no slackening in the charitable work, and that only present evils will be eliminated.

Economies chiefly desired are those affecting the New York social clubhouse end, which at present, according to Chesterfield's last estimate, involves a yearly overhead of around \$150,000. This includes a monthly charity list of about \$5,000. Clubhouse operation eats up the other \$90,000.

Bare upkeep of the clubhouse in rent and amortization costs between \$25,000 and \$30,000 a year. The place represents an investment of around \$1,000,000. There are no mortgages, as the rent is paid on a round lease. This asset is guaranteed by the NVA Fund as too valuable to lose, especially since a return to better conditions will greatly enhance its value. At the same time the present upkeep is out of proportion to the NVA's pocketbook.

The search for a tenant for the

## Chow, Dancing with Casino's Str. Vaude at \$2.50 for Everything: Cellar a Nite Club After Midnight

### Ring 'Em In

New York indie booker has found a new way to buy acts cheap. He phones 'em at 10 o'clock in the morning. At that time they're sleepy to know what they're saying.

## \$5,000 NET FOR ROXY FROM PAR

L. Rothafel (Roxy) returns from Europe Thursday (22) and immediately starts rehearsals for his 12 weeks' Paramount theatre dates, which commence March 30 in Boston.

Rothafel will draw \$5,000 net weekly for himself on the theatre dates. He'll carry a company of about 40, billed as his 'gang.' Paramount will pay the supporting people separately, also transportation expenses. Amount involved, all told, is around \$10,000 a week. Charlie Morrison engineered the deal.

Rothafel's second week (April 6) will be at the Paramount, New York, after which he goes to the Brooklyn Par and then west.

## RKO RENEWS FOR CHI PALACE UNTIL 1941

Chicago, March 19. RKO has secured a continuation of its lease on the Palace here until 1941. Milton Maier, of RKO's legal department, was in town last week to settle actual details with the receiver.

RKO continues its hold on this vaudeville spot despite lease offers from rival local operators and circuits.

### Wynn's Red Road

Ed Wynn's traveling vaude show, at \$2.75 top, folded in Reading, Pa., last week after being out on one and two-niters for three weeks and two days. Tour is reported \$10,000 in the red.

clubhouse on West 46th street will be continued, with a removal of the NCA's offices, and social quarters to a less costly place depending on the result of the search. If a rental sufficient to cover the overhead can be obtained, the move to other quarters will be made. Meanwhile a sizable reduction in the New York cost will be effected.

Regarding the administrative problems at Saranac, including the status of Mrs. Katherine Murphy, the circuits will work these out in the next couple of weeks. In the meantime was considered the immediate problem, since without it the NVA could not continue. Future status of Chesterfield and Lee, who are the chief salaried employees of the NVA, will also be settled, along with that of Mrs. Murphy.

Drive for funds in the theatres this year will be the first run by the circuits on a basis of strictly mutual co-operation. Up to last year the drive had been in the hands of the now inactive Variety Managers' Association, and prior to that by Keith-Albee. Financing and laying of the groundwork for reorganization were worked out by a committee consisting of Thompson, Dembow and Silver.

downstairs with dance music, upstairs in theatre combination selling for \$2.50, will be the novel attachment, the independent straight vaudeville try at the Casino, New York, for the \$2.50 the buyer gets a \$1.50 orchestra and a \$1.50 table d'hôte dinner. On cheaper theatre tickets bought in combination with the dinner there will be a proportionate reduction.

Initial bill for the Casino, which opens April 2, will comprise seven acts and a line of 40 girls. George Jessel, \$3,000, headlines. Other acts are Walter O'Keefe, the De-Marcos, Ritz Bros., Pops and Louie, Gertrude Niesen and Lucille Page. Line is being rehearsed by Bobby Connolly, who is producing the show.

Restaurant is situated in the cellar of the Casino theatre building. Earl Carroll intended to open a night club there in conjunction with his upstairs 'Vanities' when he remodeled the house about three years ago, but never did. During the early 1920's it was The Ringdier, a nite club operated by Benny Leonard and his brothers.

Nite Club After midnight Cellar portion seats 450. Intention of the new operators, Haring & Blumenthal, Jack Shapiro and Harry Shiffman, is to run it as a public restaurant with a bid also for diners other than the theatre customers. A liquor license has been obtained, but booze and wine will not be included in the \$1.50 dinner served to ticket holders. It is easily accessible to the theatre lobby and will be open for drinking purposes during the 20-minute intermission of the vaude show. At 12:30 nightly it will be converted into a regular nite club with a show on at a \$1 coupon basis.

House expects to hold the show over two weeks and possibly longer if business stands up. Bills at the start will cost around \$13,000. With that stage budget the theatre, not including the restaurant, can live at \$20,000. It is estimated that at the 50c-\$1.50 night and 25c-75c matinee scales the gross can reach \$32,000 a week on car city. Casino cost is about \$2,500.

Elmer Rogers, who was at the Palace during its entire 20 years in straight vaudeville, and probably the best known of the reserved-seat vaude house managers, will manage the Casino. Arthur Fisher is booking the shows.

## SALLY RAND IN \$5,000 UNIT; 12 WKS. FOR RKO

William Morris office is building a unit around Sally Rand for 12 weeks of RKO bookings, starting April 6 in Cleveland. Fan dancer will carry a troupe of three or four vaude acts and a line of girls. Show's RKO terms call for a \$5,000 guarantee and percentage. The \$5,000 Miss Rand gets \$3,000. Her proposed Lowry route as a single at \$3,000 was called off last week, with the RKO time substituted.

### Drinks Go with Act

Huntington Watts, impersonator, shows for four days at Locw's Ziegfeld, beginning Friday (23). Refreshments go with Watts' appearance.

### MISS LITTLEFIELD BETTER

Mrs. Victor Moore (Emma Littlefield) is recovering from a severe attack of bronchial pneumonia. She has been confined since December 23.



## Marcus Show Almost Upsets Tokyo Equanimity, but Censors Give In

By BURTON CRANE

Tokyo, March 1. Notwithstanding expectations, the A. B. Marcus Show moved into this country village of 5,000,000 with little trouble from the police, despite rules on stage costumes and stage movements which make Boston seem a honky-tonk in comparison. Cops have made allowances—and very generous ones, for them. First of three revues opens this afternoon at Nippon Gekijo. House will change every week or 10 days.

Costume rules here say no girl may show anything between the brassiere and girdle, and that trunks must extend two inches below the crotch. On Feb. 26 inspectors from the police had a private showing of the revue, first making the management exhibit the costumes and then asking for samples of the dancing movements. The four police captains who made the final decision declared that, although there didn't seem to be a girl's costume in the Marcus show which provided anything like cloth between the brassiere and the girdle, they weren't going to be hard-bolled about it. If the management would see to it that all tumblers were covered, they decided, no further trouble would be made. As for the metallic paint dancer,

Ha Cha San, she would simply have to wear a brassiere. Police censors found nothing wrong with the movements of the dancers, possibly figuring there had been so many snake-hips in recent talker musicals that a few more didn't make any mind.

### Newspaper

While the cops were being magnanimous, two Tokyo newspapers were giving the show a great publicity break. Seems that the show's advance man had taken an armful of the outfit's homeside heralds to the Nippon Gekijo and left them there, as a sample of what might be done.

Were considered a little too hot and never used. But 325 of them lay around the office until a policeman came in, looked them over and confiscated them in the name of public morals and police curiosity. Newspapers got the yarn just a little bit balled up. This is the way one paper put it:

The police confiscated 90,200 advertising posters of the Marcus Show Monday afternoon by orders of the Home Office. Among the posters in question were 100 large-sized ones which measured about 12 by 12 feet, bearing nude beauties in reclining poses, and 100 medium-sized of nude women in standing (Continued on page 53)

## Evelyn Brent-Harry Fox Debut New Act in Denver

Los Angeles, March 19.

Evelyn Brent and Harry Fox are breaking in a new comedy act for Fanchon & Marco at the Orpheum, Denver, this week.

Team opens at the Warfield, Frisco, March 30, with Paramount; L. A., to follow.

## Fisher Charges 2 Bookers With Code Violations

Specific complaints against two other indie booking offices have been lodged with the Code Authority by Arthur Fisher. He charges two of his competitors with paying actors less than the \$7.50 per day and \$40 per week minimum set by the Motion Picture Code. Code authority will investigate.

Names of the two bookers involved were not released pending the results of the investigation. Fisher, in his complaint, claims that the other indie bookers, by paying below code salaries, were in a position to grab the theatre clients of bookers who are living up to the code. He stated that he has already lost a couple of houses to such chiselers. Fisher also asked how the code authority intended to protect the on-the-level bookers.

### \$3 Less 5%

The indie booker is said to have cited two particular cases of under-scaling. One of these concerns a seven-people turn which played three days split between two New York houses and received \$3 per person per day, less the 5% booking-office fee. Another act, a dance team, is alleged to have received \$22.50 for three days, also in a New York theatre.

Fisher cited his turn-down of a New England house, which wanted 20-people shows for five days at a total cost of \$500 weekly, only to see it accepted by another indie booker on those terms.

Code authority in New York states it has been informed that violations are especially flagrant in and around Boston. But all complaints so far have been anonymous, as a result of which no action can be taken.

## Groucho, and a Grouch

Editor VARIETY:

When picking up a VARIETY out of the ash can in front of the Somerset Hotel today (19), I was charmed to find that it has lost none of its old time inaccuracy.

You are still crediting Ritchy Craig (who by the way was a swell writer) with writing our last year's radio scripts. As a matter of truthfulness, last year's programs were written by those four frightened people, McKnight, Oppenheimer, Sheekman, and Perrin. The latter three have been sold down the river to Sam Goldwyn.

If anybody is still reading this letter, for the benefit of him and posterity would state that, our present misdeeds are being authored by three fugitives from a joke book, Tom McKnight, Carl Winston and Bob Rosenbaum all of whom prefer to remain anonymous.

Please cancel my subscription at once and send me 'Popular Mechanics.' At least it has new pictures in it. I'm getting pretty sick of looking at Will Mahoney and York and King.

Groucho Marx  
(A Taxpayer)

## Inside Stuff-Vaude

Another agency licensing bill, this one passed last week by the New York State Assembly, created quite a stir in theatrical circles into which the news penetrated. But now it seems to have been a false alarm. That it does not apply to regular theatrical booking office and agencies was asserted in Albany yesterday (Monday) by its author, Assemblyman Harold C. Ostertag (Rep.) of Attica, N. Y.

Assemblyman Ostertag stated that while it does not apply to regular theatrical booking agencies, it is aimed at protecting them as well as entertainers. He explained that the bill is intended to prevent general employment agencies from chiseling upon theatrical agents by engaging performers and entertainers, and then sending them to disreputable places or for any other purpose which a theatrical agent would not handle—whatever that means.

Bill had been endorsed by Henry F. Walters of the RKO legal department and is sponsored by the State Department of Labor as a means to end fee splitting and other racketeering by general employment agencies. In its partial application to show business, the Ostertag bill is the second introduced in the New York State Legislature that had been written to cover theatricals by people who apparently don't know the first thing about show business. First one was the Wald bill, written by Senator Wald and the American Federation of Actors' (ABA) attorney, William Rapp.

The Wald bill seems to have been killed in committee by organized opposition from the agents, and their attorney, Julius Kandler. Even Ralph Whitehead of the AFA, who sponsored Rapp as the AFA counsel, admitted the bill would not have been introduced in the state senate as Rapp wrote it had he (Whitehead) seen its contents in advance. Possibility of state licensing of New York agents now is quite dim anyway, due to the decision of New York City License Commissioner Paul Moss to bond and license all artist reps as well as bookers under an existing city ordinance. Double licensing, by both city and state, isn't likely. And the fact that the city law is already on the books precludes chances of the state stepping in for some of the license fee gravy.

immie Durante set a precedent in a Broadway picture house Monday (19) when he stepped out on the rostrum and scored Walter Winchell for columnizing that the Schnozzola and Lou Holtz were battling back stage. They're at the Capitol, N. Y., currently.

Durante stated that Winchell was wrong and, 'I just wanted you straight on it.'

Somewhat belated by tropical storms, the S. S. Rotterdam's arrival last Friday (16) almost jizzed up Harry Lang-Luise Squire and Ann Pritchard-Jack Goldie-Shibley Sisters who were that boat's entertainers for the one trip. They opened on time, but in frenzied connections, respectively at the Earle, Philly, and Loew's State, Newark. Customs' co-operation facilitated matters.

Larry Rich agreed to go into the Shuberts' revival of 'My Maryland', which goes out in a couple of weeks as a legit roadshow, following the Shuberts' threatened injunction suit against his vaudeville bookings. He's at Loew's State, New York, this week.

When no legit work was forthcoming he asked for and was given permission to play vaude. Shuberts recalled him for 'Maryland' and, when the comedian refused to drop his vaude bookings last week, injunction proceedings were started.

A protest wire from Bill Morris, Jr., reached Saranac Lake against the proposed erection of a granite shaft on top of Whiteface Mountain. Mountain lovers want Whiteface to remain as is.

There's a movement on foot to decorate the big hill that Robert Louis Stevenson made famous.

## They'll All Be There,—

PAUL WHITEMAN AL JOLSON RUDY VALLEE  
JIMMIE DURANTE ABE LYMAN EDDIE DUCHIN  
GLEN GRAY VINCENT LOPEZ WILL OSBORNE  
MILDRED BAILEY PEGGY HEALY IRENE TAYLOR  
SEGER ELLIS MIKE NIDORF CORK O'KEEFE  
BILL ROBINSON ETHEL WATERS BLANCHE CALLOWAY  
HENRY SPITZER ROCCO VOCO JACK ROBBINS  
WILL ROCKWELL GEORGE HARRY LINK LOUIS BERNSTEIN  
JACK BREGMAN SAMMY SMITH GEORGE PIANTODOSI  
ARCHIE FLETCHER HERMAN RUBY ARTHUR WILLI  
MARVIN SCHENCK LOUIS K. SIDNEY JESSE KAY  
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# THREE BONOS

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# UNIT REVIEWS

## Dancing Honeymoon

(RIVOLI, HEMPSTEAD)

Hempstead, L. I., March 16.

At this catching this unit was a lot of good talent, slapped together in front of nice scenery, with a line of girls interspersed. Started on the proper foot, but by the time it was half over all semblances of good production were gone and it was nothing more than a string of good-looking girls in a line like a poorly spotted variety bill.

Not that it can't be fixed, but before it is almost entirely torn apart and rebuilt. The talent is there. In fact, so much of it that it makes the fixing tough.

Here "Dancing Honeymoon" was running about 15 minutes overboard, doing 75 minutes all told. This was due to girls every turn doing its stuff all in one spot, when all should have been split up and trimmed considerably for the sake of production.

Goodness, producer, has not lost his touch of assembling an excellent talent roster, but he missed in properly spotting 'em. Also allowed excessive bits to go in that looked nothing more than stage waits.

Cast includes Helene Denzino, Jay Velle, Lillian Dawson, Nord and Jeanie, Charles Masters, Frank Libuse and a girl impersonator by Ben Barri of Cleveland. Velle subbed for Neville Flesoon, who wrote some of the special material and is billed as the stager.

Aside from Charles Masters, entire layout of talent is good. Masters is a good imitator of Jack Powell, the trick drummer, and makes it worse by staying on too long.

Miss Denzino's dancing is, as usual, very good. She's graceful, good looking and well costumed in all of her toe routines. Her three mime assists work with her in the different tempo efforts. As needed, the line adds a nice blend.

Unit opens as though it's going to play to a book, but discards the continuity quickly leaving the audience high and certainly much more arid than the humor. Velle is on as a news photog, snapping the passengers in a honeymoon express. It is a good unit, but the members of the show to appear for small bits, but from then on the only production is in the drops, with the unit repeating itself running vaude fashion.

Nord and Jeanie, latter a cute midget, do their entire vaude act all in one spot. This was wrong two ways. The fat boy and mite should have been routine as to work at least twice in the show, and secondly their material should have been cut at least one-third, leaving two out of three left.

Same goes for Frank Libuse. He did not come on again after his short bit in the opening until the unit was 15 minutes underway. Then he did his entire hoke turn with all, if not more, of the rough stuff it entails. Libuse augments a Holtzman cane with a large prop hand.

Lillian Dawson, with Jay Velle tickling the Ivories and intoning her numbers, did three specials, when no more than two were necessary. Also, the girl impersonator, who was billed as a dancer, was not, about a dance-hall hostess, is ante-dated. The night club scene is a good spot for Libuse and Nord and Jeanie to make appearances. The fat boy and mite show the show is re-routed, should be one of the standouts. There is no conflict with her type of work.

There is a girl impersonator, a girl in the show, introduced by Velle as Miss Turner, who added a great deal in speed to the early part of the unit with eccentric acts. The 15 minute unit has rather an easy time of it as all of their routines are brief. Their costuming is good, although the last couple of military outfits clash with each other.

## ROCKIN' THE BOAT

(ORPHEUM, LINCOLN)

Lincoln, March 16.

This is the first of the idea shows to hit here. Book and music written by Capt. Arnold Peck, who m.c.'s the show, is a good one. Peck, who is credited with the score on several song hits. Unit has the 10-piece Columbia band, Lee Sisters, Evelyn Duffie, Freddie Cain, Elny Porter, May Mansfield and Cora Garner as talent, besides a six-girl line and Peck and Ferry.

Weaknesses are noticeable in spots where the show slows. Comedy is just fair, and May Mansfield singer, shows up with a radio voice which sounds strained if going farther than the first six bars. She sings a dirty type tune and is short of power to sell. Should jazz the music up for her.

Line is oke with six lookers and well dressed, but a little rough. Two substantial songs are saved for the end, with Cora Garner, Harlem's Kate Smith, hotlin' up in song and dance (weight is 240 net), and a bit with Porter telling a bedtime story which is dramatized by the band.

As a whole, performance has too much of one kind of dancing (tap) and little else. It's really a night

# NEW ACTS

## EDDIE MILLER

Solo

10 Mins.; One

Orpheum, N. Y.

Eddie Miller has finally gone solo. Around a good deal including with some big acts. Miller at one time carried a pianist who doubled for a dance. More recently he had the team of Henriette and Florence Kingsley for support.

A vocalist strictly who sells his tune wares quite well and has enough power behind the pipes to make something of an impression by that alone. Miller answers the requirements of the No. 2 spot. Would fit into a picture house unit okay, too.

Introductory number is a composite of several numbers that have been popularized by Morton Downey, Eddie Cantor, Al Jolson. Three pops follow Miller picking the biggest sellers' current.

Did very well here Saturday afternoon, when caught.

## BOICE AND MARSH

Comedy

10 Mins.; One

Orpheum, N. Y.

Standard comedy female team with new talk to sandwich the song special and the violin-acrobatic single, which remains. Merchandized, the material is duck soup for any vaudeville audience. Girls could have done an encore.

Miss Boice, portier of the two girls, carries the comedy burden, including delivery of lines and clowning, falls, etc. Talk on occasion is a bit rowdy but within safe territory.

Miss Marsh makes three changes of costume but no dancing except gyrations in connection with the violin solo.

Char.

## F&M Unit in 2 Pars, But

Minus Mahoney in B'klyn

Paramount, New York, and follows to the Brooklyn Paramount. In the latter house Mahoney will be replaced by another comic, due to his having recently played the spot.

## B'HAM'S VAUDEFILMER

Birmingham, March 19.

The Temple was reopened Sunday (18) by Wilby with pictures and vaude units, booked in by Jimmy Harrison.

The house was secured by Wilby last fall when it went dark after being operated independently. Was once the ace house when Loew's had it.

spot show. Prices were ante to 40c top for this, and turnout was swell first day. Unit was bought straight, which is probably reason management wanted to salt away some heckles.

Pic is "Girl Without Room" (Par), with Universal news, Paramount pictorial and trailers. Biz good.

Barney.

## TICK TOCK REVUE

Dance Flash

10 Mi Full (Special)

Hippodrome, Baltimore.

Mild-mannered, gentle act, with eminently capable of opening or shutting at spots of the Hipp's calibre, and that means majority of houses extant.

Everything in good taste, and quartet of hoofers possessed of sound ability and clean-up, attractive personalities.

Lane Sis and pair of unblinded men open; the foursome, men in tails, women begowned, dashing off an au tram precision routine to popularized "Lady" score. Girls then lam and boys do a dual low-down strut, off and the Lane Sis, return after a change into rhinestone strips and basses for a session of acro unison. Scamper and the boys are back, this time less formal—miss dinner jackets the apparel.

Challenge dancing chiefly this trip, rhythm tapping and wobbly-kneed limberleg. Nicely "overed" and gals join in for a brief single specialty all around before traveling.

Accompanist teinvaing throughout. Costumery new and worthy. Setting unobtrusive and tasteful, opened show here.

## THREE FONSALES

Comedy

6 Mi.; One

Academy, N. Y.

This is one of the funniest knock-about turns to debut since the Diamond Brothers. In fact, there are times when they are even rougher and funnier than the latter turn. They're on for but six minutes, probably being physically unable to stand more than that, and for four minutes they are a riot. The letdowns are natural.

In coming on with a piano and as a straight harmony trio their self-laughter is so much more of a surprise. After a couple of minutes of throwing each other around the stage, and whacking one of them across the mid-section with a broom and prop sledge-hammer, they go back to the singing. But it isn't long before they are again committing mayhem. All are clothed in grey street clothes.

This is one turn, patterned after many but a vast improvement over almost all that deserves to be played everywhere. Deuced here and got roars.

## DOROTHY MARTIN & CO. (8)

Adagio

9 Mi.; Full (Special)

Orpheum, N. Y.

Adagio act that is slightly different in that it includes two routines instead of one, with the boys taking turns in tossing two separate girls. Miss Martin is evidently the one taking part in the second and more hazardous flipping spasm.

First routine is a waltz between two of the boys and the unblinded girl. It is a graceful dance. Not as much applause for how-ever, as in the second routine, in which every toss is a stunt, with the three huskies and Miss Martin waiting for applause after each catch.

All mitting received in the finale number by the adagio quartette is deserved, their tossing and catching being of the break-neck variety that had the audience here gasping at times. A fitting closer in this spot and should be likewise elsewhere.

## Carroll Beauty Parade

(PARAMOUNT, N. Y.)

Paramount bought four sets from Carroll and is using these as a basis for a unit with the Carroll title, backing up the acts with a line of 24 stunning girls in the whitewash costumes Carroll affects. Apparently the girls are beautiful, but dumb, according to specifications, for they do no footwork. Billy House, Paul Gerrits, Naomi Ray and Eddie Harrison, Una Villon, are in from the tab "Vanities", with Woods Miller and Ray Kavanagh added.

Show has not been expertly routine. Runs only about 45 minutes, but drags so it seems longer. Lacks speed and only at two points did the audience evidence much appreciation. The girl numbers did not even draw tableau recalls, and the intervening specialties are too long for best results. They should be split, but that would require a more frequent use of the title.

Opener is a double staircase, black, against black, with the girls in radium gloves doing an arm manual. Darkened stage prevented much ogling of the scanty costumes, which was the only other thing the girls had to offer. Abruptly into a double taps by Lewis and Van, who picked up some applause for their footwork, but who stayed on entirely too long for an opening number. Then to a rehearsal number with the girls in costume but doing nothing. Just on to introduce.

Billy House blows in from the audience at this point and assumes the role of stage manager, working with Naomi Ray and a couple of others for a bit. As the girls are in the best of taste, Clara brings on Miss Villon, who gestures her songs clear down to her heels. Supple bender and red hot, and the audience felt kindly toward her, but not enough to do much palm patting. Back for a second song with House stooging, and apparently enjoying it. Didn't quite seem to make the grade, though it got laughs.

Woods Miller spotted for a song which he kept up while the drapes opened to disclose the girls on the stairs again, but instead of parallel to the foots now brought together and head on. The girls carried white ostrich fans which they waved in the conventional manner. And then they stood up, but most of the time they were seated. Poses permitted a full inspection of the scanty costumes, with a nude for a centerpiece at a close.

Ray and Harrison in their burlesque ballet picked up a few laughs, but not what all that strenuous work deserved. But Paul Gerrits picked up plenty, with his skating number and the only real act of the show. He was fast and effective. House on for a bit with a fat girl and then into a bit where another man gets into the same overcoat with him, giving him three arms and three legs. This got some giggles.

Singer back and then full stage with part of the girls working in front of some pendant neon tubes and the others back in chiffon costumes that left little to be guessed at. They shuffle the moment and then this set of tubes is taken up and another outfit is let down, two sets working on two revolving discs. The girls grasp these and prance around in maypole style until the show is over. Light effect depended upon to get the applause finish, but it left the audience cold.

Paramount bought some scenery from Carroll but the girls about all. This could do with less scenery and more idea.

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## 50 YEARS AGO

(From Clipper)

Ford Brothers, ex-bandits, gave a demonstration of sharpshooting in a St. Louis theatre. Manager pinched. Ball cartridges against the law.

Burlesque troupe played Indianapolis and gave out 5,000 free tickets for the dress circle, which held under 1,000. First to come got seats. About 4,000 kicks.

Lawrence Barrett played 'Hamlet' in Indianapolis. Found he had no sword in the scabbard, so rushed off to get one while Polonius waited to be stabbed.

George Castle took over the Park theatre, Detroit, to manage. Had an agency in Chicago and a company on the road.

Keith advertised he had purchased the interest of his partner, W. A. Gardner, in the Boston dime museum, and would play a lone hand. Gardner had died.

Webber Oper Co. stranded in New Haven. One of the actors sought to save his trunk by tossing it out of the window. Pinched for breaking an awning.

Semblich, her season ended, wrote Henry E. Abbey she was through with America. But she came right back.

Augustin Daly arranged with William Terris to play a short season in London. Terris quit the Henry Irving company to manage. Jump from Chicago to London was a record those days.

Edith Kingdon had a contract with the Daly Co. for the following season. Shortly married George J. Gould, son of the financier.

## 15 YEARS AGO

(From VARIETY and Clipper)

So many acts were using English offers to boost salaries here that Chas. Bornhaupt, agent, demanded a cash deposit, forfeited if he got them a job and was turned down.

Keith bookers stopped doubling acts into two houses. Said the actors became too tired to do good work.

State-Lake, Chicago, threw open its doors. Chicago gasped at the magnificence. Used Negro girls for ushers.

Marie Dressler put Ed Wynn on the pan at a benefit. He had given his word to m. c. and didn't show up. She told the audience what she thought.

Some Philadelphia theatres were prying possible customers from the specs by promising better seats out of the b. o. A certain number set aside for each show for that purpose.

Thanhouser Film Co. in process of dissolution. Leader at one time but moribund.

William Harris gave Sam Shipman what was reported to be the highest royalty contract ever signed. For 'Lamb's Are Lions'—Shipman was to receive 10% of the gross and 3% of the profits. Didn't last long.

Angel who backed the Coburns in 'The Better One' sold out to them for \$100,000. Entire production reputed to have cost under \$10,000.

A rush of film players to the stage.

## Inside Stuff—Radio

Several radio agencies around Chicago are incurring the enmity of talent bookers by attempts to secure talent for nothing. In return the agencies offer talent that well-worn pay-off radio publicity. Bookers are wise to the situation, however, and all have so far given these chiseling agencies the go-by.

Those advertising agencies which are practically hot for this free name talent are those agencies which have done least to develop radio and which today are on the air with the poorest of shows. These agencies have been chiseling right along on talent costs and script payment. And now they want name talent for imaginary publicity. They don't want just talent; they want headlines. It's comparable to the Saturday Evening Post asking Booth Tarkington to write a story gratis, setting agencies in return.

CBS Artists Bureau's business resume for the first 10 weeks of 1934 as compared to the parallel stretch for the previous year shows that the boost in income from cafe and hotel bookings has practically evened up the loss caused by the continued slump-off of vaude dates. With the night spots around New York giving 'em bigger and costlier shows the web's garnering from this source have also been substantial enough to make up for the big money acts CBS had on the personal appearance move the year before.

As far as salaries are concerned in the theatre predicts the offers for even the second ranking names on the network's list are way off from what they were a year ago. If an act doesn't mind the late night grind it's better off from the money angle in playing the cafe and hotel stands.

Television is still very much in the experimental stage, according to Prof. E. B. Kurtz, head of the University of Iowa electrical engineering department, so far as perfection now to the point where such programs as football games and other athletic contests can be broadcast.

At the present time, according to Professor Kurtz, the range of subjects suitable for television broadcast is extremely limited. Only three separate performers can be picked up and broadcast with scanning equipment now in use, he explained, and great improvement in equipment will be necessary before a large scene can be put on the air.

Dr. Best, Minneapolis dentist, has invented and is using a dental chair radio device which, it is claimed, makes patients forget their pain while they listen to the ether programs and thus permits the dentist to facilitate his work. The device has receiving pieces which attach to the patient's ears and he alone hears the ether entertainment, there being no sounds or noise of any kind to disturb the dentist or others in the office. A local company manufacturing the device sells it directly to dentists at \$250.

General Mills ceded 10 minutes of its time on NBC Friday morning, (16) so that Col. Lindbergh's remarks before the Senate Committee on Postoffices could go on the air. In the case of CBS there was no sponsor standing in the way. Columbia faction claimed that NBC made no move to arrange for the pickup until after the former's Washington outlet, WJVS, announced earlier in the morning that it would broadcast the event.

A complete revision in night-owl programs has been instituted by radio stations in the Los Angeles territory following a deluge of complaints that material being ethered was overdone with stereotyped ad matter.

First local broadcasters to make a change in their schedules are KGFB and KFAC.

While visiting in Toronto, Carlton Dyer, advisor to the British Broadcasting System, told newspapermen that BBC programs lack a sense of humor and were directed by men from Oxford and Cambridge universities who insist that their particular brand of English accent be the standard.

John Shepard, 3rd, is not a member of the group of station owners seeking to set up a competitive news bureau on a nation-wide basis. Shepard's news gathering is limited to his own Yankee network in New England.

## Inside Stuff—Legit

Drama Study Club recently held a meeting at a New York hotel to discuss the Dickstein bill, which proposes to bar alien actors and thereby aid employment among American players. Many professionals, including almost the entire British contingent now in New York, attended. One development was the switch of several American actors who, when called upon to speak, started out in opposition only to finish up as proponents of the measure.

Session almost became dramatic when Julius Tannen was called on. Tannen in arguing in favor of restrictions on aliens, similar to those existent abroad, did a sporting thing. He did not mention his own experience, that of being called and rejected by the Theatre Guild for 'They Shall Not Die' in favor of Claude Rains, British actor, who was on the platform.

Elsie Janis is the backer of the Charles Dillingham show, 'New Faces', Fulton, N. Y., but another duo of names—Mary Pickford and Will Rogers—also were to have participated financially. For some reason, which even Miss Janis doesn't know, the film stars faded out after production started.

'Faces', with some of its material and song numbers, was first done at Pasadena, Cal., under the title of 'Low and Behold'. Original plan of Miss Janis was to secure several name players but when the expected support was not forthcoming she fell back on the new talent idea. There are a few players from the Coast in the cast. Betzi Beaton, however, is currently in the 'Follies'.

Change of plan forced the show into extra rehearsal time and cast received full salary for the final two preparatory weeks.

Two wealthy members of the Lambs are credited with supporting the private Gambols presented in the clubhouse, each buying blocks of \$10 guest tickets. Charge to members is \$250.

Robert L. Hague, angel of the Lambs in more ways than one, usually buys 75 tickets and gives a dinner for fellow Standard Oil (N. J.) executives and salesmen prior to the performance. When Phil Greene of Philadelphia attends he brings over a party of 100 or more. Latter's friends are glad to pay for their duets—any excuse to get out of Philly.

Max Gordon seems to have been alone among managers in favoring 'Dodsworth' for production result being that he has a hit all to himself. Invitations to other showmen to take a piece were turned down. Understood that half a dozen producers had the play before it reached Gordon, the others rejecting it and saying it was a bad script.

Sidney Howard adapted 'Dodsworth' from Sinclair Lewis' novel. Howard is regarded as the most thorough playwright of the field by many fellow authors.

Jack M. Welch is now a grandpop. His son, George Cohan Walsh became the father of a boy last week.

## Inside Stuff—Pictures

Last year Radio was faced with the problem of getting a picture out of 'Lost Patrol' yarn which had been purchased and turned down as unsuitable by several producers. Company had a deal with John Ford to direct one picture. Ford ran into the 'Lost Patrol' script and told execs that was the story he wanted to handle.

Execs had another story they wanted Ford to make, but the director became so insistent that he propositioned the studio to give him a percentage deal instead of a flat rate for the picture. Agreement was finally reached whereby Ford participated in the picture's boxoffice draw and took but 25% of his usual fee to direct.

Picture has so far hit a gross where Ford has collected double his regular salary per picture, and director figures there is more coming.

Trans-Atlantic broadcast last Thursday (15) in conjunction with the British Cinematograph Benevolent Fund gala at the Empire, London, held too many technical flaws. It was a half hour program via NBC's WEAF with the first 15 minutes originating in London at the Empire and the second half split between New York and Hollywood.

Transmission from England was too indistinct to decipher names of most of the speakers, let alone half what they said. On this side Will Hays, Mary Pickford and Dick Arlen spoke from New York, while Jean Harlow, Leslie Howard and Reginald Owen comprised the Coast contingent. Bad pickup-up on the Coast had Miss Harlow well into her speech before the relay put her on the air with no one aware of who was speaking until the announcement, 'You have just heard—'

George Gerhardt, of Radio City Music Hall, points out that institution was all set for a tie-in to the Academy awards no matter how they went.

Charles Laughton in 'Henry' and Leslie Howard in 'Berkeley Square' both played the Hall in those films, as did Miss Hepburn in 'Morning Glory'. May Robson in 'Lady for a Day', also played the m. h. On directors Frank Capra, in 'Lady for a Day', George Cukor with 'Little Women', and Frank Lloyd for 'Cavalcade', all played the Hall as well.

'Three Little Pigs', 'Karakatoa' Harris, shorts, also played Radio City.

Jean Hersholt, in rounding out 21 years in Hollywood, has held term contracts with various companies for 20 years of that period. Previous to coming to this country in 1913, Hersholt played in pictures for Great Northern Film Co. of Copenhagen.

Player first held contract with Thomas Ince and appeared in the first scene shot on the present Metro lot when Ince first started his studio on that site. He later went to Universal, switched to directing for Ben Hampton, and then went back to Universal on acting ticket covering seven years.

Hersholt has been on contract to Metro for remains with that company on a new deal.

That tier who front paged himself and a French scribbler, for presumably discovering the Queen of Sheba's hideaway in the Arabian Desert, has played around in pictures. His full billing is Edouard Cornillon-Moliner.

He was once general counsel for France Films and handled Metro's legal tangles for Rex Ingram in Nice before that.

'Cornie-Yawn', as friends call him, was an air ace in the French army. He brought down his first German plane at 16, and has dabbled in flying ever since. His father, a big shot among lawyers on the Riviera, yanked him into chambers but couldn't keep him there.

Mexican government only made two objections on 'Viva Villa' (M-G). Both citations are being remedied in retakes.

After viewing the picture Government reps didn't think that Villa's historic entrance into Mexico City was impressive enough. Revolutionists rode in at the head of 60,000 troops and Metro, it was pointed out, had been too sparing in soldiers. Also set for a change is a scene in which Beery (Villa) is shown drunk after a victory. Officials pointed out that they have no qualms about showing a Mexican general full of tequila, but Villa neither drank nor smoked.

Howard Dietz, who returned from the Coast a week ago, after going out to help on 'Hollywood Party', gets equal billing with Harry Rapf as a result of his visit.

Originally to stand in credits only as co-author of the story, credits now lead off with the line, 'produced under the personal supervision of Harry Rapf and Howard Dietz.'

Story credit is to Dietz and Arthur Kober instead of to Dietz and Edmund Goulding as originally.

Hollywood film exhibit on Steel Pier, Atlantic City, will be enlarged this summer, according to Eddie Corcoran of the Paramount exploitation department. Corcoran started the exhibit six years ago and has had charge each year.

Burling Jarrett is now in Hollywood contacting the major film factories on participation. Exhibit this summer will include original caricatures of stars and directors by George Z. Lawson.

Femme brought to Hollywood by a major producer to work in the story department after experience on N. Y. stage, hoped she might get screen chance. Now, after more than a year on stories, she has banked sufficient to enable her to return to N. Y. and await a stage role which she hopes will lead to her being discovered as screen material.

Although reports around have been that Metro tested 95 candidates for the crooner in 'Sadie McKee', company has actually tested 15 newcomers.

Studio is after a newcomer who could be introduced through an important part.

A portion, if not the majority, of losses sustained by distributors damaged prints, may be wiped out by what is known as the film treat-izor, a device which has been evoked not only for the protection of film during projection, but, its claimants say, also for improvement of sound and screen illumination.

Mae West has asked Par to kill reports that she will be in George White's next 'Scandals'.

Miss West plans a personal appearance tour after completing 'It Ain't No Sin', following which she may take a vacation. Outside of this, Miss West has no plans except to continue with Par.

Paramount hasn't much pull when it comes to passes for 'Sailor, Beware', current at the Hudson, New York, although Par paid a princely sum for the picture rights.

Producers of the play holding Par down on passes even during Lent and bad weather.

Universal is considering the purchase of a new silent shutter for still cameras, recently placed on the market. Invented by Erik Stone and Will Orm, it enables the shooting of action stills without disturbances to the mikes.

Hollywood writers are lugging at studios bidding around \$100,000 for the screen rights to 'Dodsworth'. In book form the yarn was submitted to the studios for \$10,000 over a two-year period, and no takers. Three studios are now in the market for the play.







# Free CWA Legit Shows Continue Despite Considerable Opposition

About a dozen legit plays continue to be given gratis in the high school auditoriums of New York, with actors receiving compensation from the government through the Civil Works Administration, and it is hoped that these activities will be expanded through spring. Project, however, has come in for criticism and some opposition from managers, authors, unions and picture interests.

Readjustment of the CWA show activities was first suggested at the general code hearings at Washington early this month. Last week the topic was discussed by the legit Code Authority, which was called to a meeting when the scheduled hearing on proposed code changes in Washington was set back from March 21 to March 28. Matter of adjusting the CWA policy of free shows met with divided opinion, with the result that no action was taken.

Although it was denied that there was objection to the gratis shows by any specific manager, that is not strictly so. Managerial sentiment is that the CWA shows are not conducted along businesslike lines, and even though the amount of money devoted to the purpose is comparatively inconspicuous, showmen believe the expenditures should not be confined to actors alone.

**Authors' Rights**  
Claim is set up that free performances tend to eliminate certain small revenues that are due managers and authors. Amateur rights are a case in point. Usual charge for such performances is \$25 per night, that fee being divided between the manager, author and play broker, who usually publishes the plays. Argument is that if the government aims to support actors, who cannot appear without the plays, other interests should participate. Authors first put forth that claim when George Kelly withdrew his "The Show-Off," stating he loaned the play for a month without royalty but not indefinitely, and adding that free performances might injure the value of the play for stock.

It is stated that a protest was sent to the NRA in Washington March 7, signed by the code authorities for legit, pictures and radio. General purport of the communication was to point out a seeming clash between the NRA and CWA, because the latter is admitting audiences without charge and the former tries to maintain fair competition within the amusement field. CWA officials in New York discounted the contentions of the three code authority groups, saying that the shows are given principally in schools spotted in neighborhood where a majority of the people are on relief payrolls and therefore unable to pay admission, even if they wished to.

Argument in the legit CA meeting was not academic. It was brought out that the stagehands and scenic artists are opposed to the CWA shows, but that Equity firmly backs the project on the grounds that it aids unemployed actors. Difference is not the first between the union factors in the CA, Equity and the stagehands both insisting in having the right to say what is a stock company presentation and what is not. Now apparent that both the stock issue and the free show decision will be controversial topics at next week's legit code hearing in the capital, latter matter also carried for adjustment by the radio and picture CA's.

**Equity Co-operation**  
Equity co-operated with the CWA shows from the start. Although keeping hands off in the casting, it loaned office space and some material assistance. CWA money was appropriated solely for wages—actors getting from \$25 to \$30 weekly. Before the shows opened there was a 10% general reduction ordered on CWA payments, something of a disappointment. As there was no money for transportation of the actors nor props, Equity raised about \$2,000 among its members and some outsiders, and each player in the free shows was given \$2.50 for carfare, money, too, being spent on props. Pay cut was later rescinded.

Film CA's attitude in the matter is based on protests from neighbor-

## 2 Coast Tryouts

Arthur Lubin and Harold Roy have two plays they are to try out at the Pasadena (Calif.) Community Playhouse within the month. Lubin is at present in Hollywood; Roy joins him in a week.

Richard Bennett, to have come east for the Shuberts in "The Green Roomer," will try out the title role in Pasadena. Shuberts still own the rights.

The other script, independently owned by Lubin-Roy, is "The Drums Professor," by Edmund North and James Gow, Hollywood scriptists.

## OPPOSITION POSSIBLE FOR EQUITY ELECTION

Equity may have opposition ticket in the field for the election of officers and one-fifth of the council, 10 members of which retire annually. Reports to that effect have recently circulated and, if substantiated, may crop up at a general Equity meeting at the Astor Friday (23), when the nominating committee will be named. There are nine nominators, three named by the council and six selected from the general membership by ballot at the meeting.

Sponsors of a supposed opposition movement have not come out in the open, but similar rumors have been prevalent since the organization was formed. It is known that a certain percentage of Equity members is disgruntled because of rulings which have not favored them, while unemployment in the legit field is also believed to be a reason.

Some in this group, or groups, are expected to ask about Equity's finances and salaries paid in the New York headquarters. Officers and paid representatives are claimed to have taken three salary cuts in the past two or three seasons and every sixth week their services are given gratis.

Equity's officers are to be elected for three years. Cotling, who carries more than usual interest because it marks the end of the first three-year term. Previously officers were named annually.

## Canadian Stage Hands' Strike Halts 'Pastures'

"The Green Pastures" will end its fourth season in Toronto Saturday (23), about four weeks having been lopped off the bookings which had extended into April. Canadian stage hands' strike is the main reason for shortening the tour, a road call having been issued by the IATSE against four theatres in Montreal, where "Pastures" was due next week. Forced cancellation of Montreal was matched by a dropped booking in London, Ont.; management there explaining it didn't want the show because the house could make more money playing pictures. Hamilton and several Pennsylvania bookings were thereupon cancelled by the show management.

## Dorothy Lee Set for Coast 'Loves Me Not'

Los Angeles, March 19.  
Dorothy Lee, from the flickers, gets the femme lead in Homer Curran's production of "She Loves Me Not," set to open at the Belasco here April 23.  
Hugh Enfield replaces George Lewis in the cast of "Biography," featuring Alice Brady, coming into the Biltmore April 2.

## Dunning III

Phillip Dunning, author-manager, is ill with malaria in Mexico City, but a message from his wife stated he was out of danger late last week. Recent letters from Dunning commented on his dodging the company winter. The Dunnings, accompanied by their daughter, Virginia, are stopping at the Regis hotel, in the Mexican capital.

## Easing the Pain

Not long after Max Gordon was out of the ether on his recent trip to the hospital, one of the picture company execs hopped up there and started talking price for a Gordon show.

Pains or no pains, Max bickered the price up \$5,000 between groans.

## Shuberts' Rotary Stocks; Opposish To W&L Troupes

Shuberts are entering the stock company field and will start with resident troupes in Boston and Philadelphia. The propose to organize rotary stocks also, with Newark added, but must get an okay from Equity's Council.

Wee & Leventhal have recognized stocks operating between the three stands. Whether this firm will regard the Shuberts as opposition, or vice versa, is a toss-up, but there is no doubt that the Shuberts aim to invade the field, which has proven profitable. Some doubt if the three spots can stand opposed stocks.

Last season W&L's activities in New York, including its throw-away system, were declared unfair competition and were banned in the legit code.

W&L's activities include touring of some attractions and presenting new shows, which are included in their rotary stock system, or so rated by Equity.

## W.&L. Start N. H.

New Haven, March 19.  
Shubert opened the Wee and Leventhal popular price legit shows here last night (Mon.). W. and L. are not mentioned in the deal in any way, and simply provide a weekly change in cast and show. House itself builds whatever sets it needs.

Pauline Frederick in "Her Majesty, the Widow," cracked the ice, and "Dangerous Women" is set to follow. Here is under management of E. D. Eldridge, who handles everything from this end.

## Coast Showmen Go to President In Battle Against Throwaways

Los Angeles, March 19.  
Charging that the office of Charles H. Cunningham, local NRA administrator, is unable to enforce the legitimate theatre code, and that State Administrator George Creel is passing the buck after repeated violation reports, Leonard E. Blackmer, code counsellor for the Henry Dury and El Capitlan theatre interests, has taken an appeal directly to the President, in his battle to eliminate throwaway passes.

Blackmer protest is based specifically on the failure of the NRA administrator to stop the Hollywood Playhouse from distributing and honoring the 40c service charge passes, after all local legit managers had been notified by Local Administrator Cunningham several weeks ago to desist.  
Continued violation by the Hollywood house prompted Blackmer, Thursday night (15), to send a 280-word telegram to Creel in which he charged that for 30 days the Playhouse operators had been tempoized with, and allowed to continue the practice, in spite of the fact that at least two other local legit houses have been forced to close as a direct result of the widespread use of the throwaway passes.

Last Friday night (16) Blackmer was advised by Creel that Cunningham's office had received instructions to make a thorough investigation of the alleged violations, and that he, Blackmer, should follow up on it. Blackmer then wired the President or anyone else.

As a result of this, Blackmer, Saturday morning (17), wired President Roosevelt as follows:  
"On January 27 evidence given

## Consumers League Enters Legit Code Battle With Suggestions For Equalizing Ducat Handling

### Lambs' \$10,000 Net

Estimated profit to the Lambs' Club from its St. Patrick's Day gambol is \$10,000, which about doubles the net for the repeal party in December. Prices were higher and capacity at 1,080 paid guests claimed, boxes and front tables being \$20 per plate. In addition there was \$4,000 in program advertising and revenue from games and gadgets.

Understood the affair was the biggest financially of any Lambs affair except one or two appearances of the Gambol out of town.

## W.&L. DROP CUT-RATE IDEAS IN BALTIMORE

Baltimore, March 19.  
Definitely decided, after a confab between Len McLaughlin, managing director of the Maryland, and Wee and Leventhal, that when the latter starts routing in its rotating stock revival plays the London pit system and 40c pass policy will not be pursued. Originally set and announced top of \$2 has been halved, however.

Figure it would take overlong to educate the theatregoers to the customary W. & L. policies as in current use in Philadelphia and Boston, and that the systems as a whole might meet criticisms in some quarters that would drastically offset good-will. Also, the 85c. top that will prevail for the newly formed Baltimore Civic Repertory, stock outfit which Charles Emerson Cook will open at Ford's, opposish house, same day (April 2) the Maryland gets under way, made it look feasible to W. & L. to tariff the customers a straight buck and waive the side issue and intricate admish prices.

Subscription season for the rotating series at a slight reduction per ticket is already being hawked by McLaughlin.

Washington,  
Drastic provisions to curb ticket brokers and abolish throwaways will be demanded of the National Recovery Administration when legit theatre code is reopened for amendments March 28.

With some legit producers and the Code Authority itself primed to bring these issues into consideration, NRA Consumers Board is arming with exhibits, facts and figures for use in the fight to see that theatre patrons get a fair, as well as new, deal. Board apparently is not satisfied with the licensing rules now in effect.

Shielding details mystery, NRA authorities have revealed that one plan to be advanced for consideration in studying the scalper problem calls for a new set-up, combining the central agency and independent broker system. One suggestion calls for the CA itself to go into the ticket business.

Scheme, described as having the endorsement of Divisional Administrator Sol Rosenblatt, Deputy William P. Farnsworth, and government member Robert K. Strauss, would provide for registration of all ducats, stamping maximum price, assessing a small fee for service, and distribution to brokers through a central medium set up by code authority.

Idea would provide a means for tracing distribution of all pastebards from box offices to final purchasers, it is felt, and simplify enforcement of provisions against excessive premiums. Would prevent scalping without affecting cut-rate. It is pointed out.

Throw-away situation is becoming serious, particularly on the Pacific Coast, where complaints have been filed in great numbers and E. E. Clive, operating the Hollywood Playhouse, has been titling with NRA compliance officers for several weeks. Tickets are coming from other cities, with patrons who were innocent enough to pay box-office prices complaining that friends got seats of the same quality for lower prices through the use of throw-aways.

Consumer board will demand that producers check every one piece for the same kind of seat and if the system is not outlawed, provision be made to differentiate between character of seats sold at box-office for one price and with a coupon for lower figure.

While Southern California is reputedly the worst situation of this sort, complaints are coming in from metropolitan sections of the east and fear is expressed that the system may spread.

Idea behind both consumer board proposals is to provide a single system for the entire country. Ticket distribution method has been outlined particularly, with this thought in mind.

Showmen and ticket brokers discount the proposal to frame the same rules for all parts of the country. Broadway is not comparable to any other amusement spot, they point out.

Broadway's ticket brokers will dispute the arguments put forth by the Consumers Board and the managers. They claim not to have gotten a fair enough shake in the CA rules. Stock managers, too, will defend low price ticket systems, claiming they are aiding the unemployment situation and keeping theatres lighted which would otherwise be dark this season.

## Schwartz in Trenton Opposish to Own Pic

Trenton, March 19.  
Maurice Schwartz, who will appear here Tuesday night (20) in a performance of "Yoshe Kalb" with his company, will be "playing" in opposition to his own picture on the same night. The film, as the play, will be in Yiddish.

Picture is "The Unhappy Bride," which also stars Maurice Schwartz. It is being sponsored by the Daughters of Jacob Society and proceeds will be devoted to the Dr. Herzl Zion Hebrew School.

"Yoshe Kalb," played in Princeton two weeks ago.



## Ferry Out as Dorchester Producer; Whitley Over to Rehearse N.T.G. Show

en / English.

with the Compagnie des Quinze  
the Golbe theatre. Fresnay is  
Frenchman, but speaks perfect  
English.

by Piere Fresnay, now appears with the Compagnie des Quinze at the Golbe theatre. Fresnay is Frenchman, but speaks perfect English.

latable, to keep the audience on the go all evening. As usual in the case of Verneuil, it is a cinch Broadway possibility if fixed.

climbing in the Andes. His idea of a good time is to chain his prisoners in couples, putting each husband with another man's wife.

changed to 'The Beloved Idiot.'

can afford to curtail his public appearances to suit his own whims and desires.

### June's Reception

June received an exuberant welcome when she joined 'Here's How

June received an exuberant welcome when she joined 'Here's How' at the Sayville March 5, replacing Lill Damita.

It was a thankless task, as there is little for her to do—not even



# Non-Pro 'Maedchen' Heads Loop Legit List; 'Alibi' on Toboggan

Chicago, March 19. Best chances in the loop are those of the independently produced 'Maedchen in the Loop' by Charles K. Freeman, who steps out of the amateur little theatre group to bring this piece to the boards. Play also served to introduce Shalindel Kalish to the public, a name that went up in lights on performance in the lead role.

Rest of the loop is in a wall. 'Ten Minute Alibi', Selwyn (D-1500), will go until Easter week. The Selwyn on its \$150 top run. Dive of this play has Shuberts so scared they're running around giving out stories that Chicago is short. Has about killed their mammoth plans for musical stock at the Apollo and dramatic stock at the Harris. Show sticks three weeks at the Selwyn according to its Equity guarantee following cut in cast salaries.

**Estimates for Last Week**  
'Elizabeth Sleeps Out', Studebaker (C-1,250; \$1.50) (8th week). Around \$2,500 and will go until Easter week. Horace Sitare figures on going into his play of the month's policy.

'Ten Minute Alibi', Selwyn (D-1,040; \$1.50) (8th week). Despite its scale, business has dropped on a toboggan. Under \$3,000 now and little hope of pick-up. Shuberts talking of taking the show on a mid-west road tour and has offered the cast three-quarters salary.

'The Curtain Rises', Cort (C-1,100; \$2.20) (10th week). Going along with little difficulty at low overhead. Nearly \$3,000 weekly and plenty for everybody concerned.

**Other Attractions**  
'Maedchen in the Loop', Blackstone, Charles K. Freeman establishes himself as top director with this one. Business fine on excellent notices.

## LE GALLIENNE'S 2D WK., \$13,500

Los Angeles, March 19. Eva LeGallienne Repertory Company wound up two successful weeks at the Biltmore, garnering a sweet \$13,500 on the second stage, which just about equaled first week's take. House is dark until 'Biography' opens Easter Monday.

Henry Duffy's production of 'Men in White' at El Capitan, in its first week, is building strongly and ought to be good for four to six weeks. Take for the opening stanza was better than \$5,000, which is OK.

Hollywood Playhouse resumed activities Thursday (15) with a revival of Leon Gordon in 'White Cargo'. Elz disappointed and few of two weeks' run not likely to better \$1,500.

## ONLY BOSTON LEGIT IS CUT-RATE 'CROCUS'

Boston, March 19. Almost a total eclipse for legit here this week. Only the Hollis is light, and with a cut-rate 'Crocus', with Rollo, Gowers and Mabel Tallafero. Forty cent service pass idea is doing nicely for this spot; almost capacity biz, with profit on average gross of \$4,000 weekly.

Shuberts announce a series of revivals of oldtime musical favorites, first to be 'My Maryland', at the Shubert theatre, March 26.

'The Dark Tower' will be the Hollis offering, starting April 2, with Jessie Royce Landis, Alexander Clark and Dorothy Vernon. Same week has Met grand opera at the Boston Opera House. Following week, 'Her Master's Voice' opens at the Commodore, with Roland Young and Laura Hope Crewes; and Monte Carlo Ballet Russe opens at the Boston Opera House for first half of the week.

## Cornell Gets \$4,000 In Two Shows, Lincoln

Lincoln, March 19. Katharine Cornell repertory company, after playing a mat and eve performance of 'Barrett's of Winchmore Street' in the Liberty here, went out of town with \$4,000, which is the best 'dough-pot' dragged into this house for years.

Teated at \$3.75 top, the matinee was four-fifths capacity, with a sell-out for the night. Two show scaling of the house called for \$4,600 if capacity.

Town is roadshow conscious, but it's hard to get a house. Only reason Liberty was available for this week because deal was made before the house was turned over to second run films. 'The Fresh Faces' was the only other show in this season.

## THREE FIRSTS CLICK

Trio in Hollywood Little Theatre Sold for Pix

Hollywood, March 19. Authors with first plays have registered 100% at Lela E. Rogers' Hollywood, a 100-seater. Three plays have been produced in the past few months and all have been purchased by pic companies. In each case the play was the author's first produced and first to be caught for pix.

Plays produced were 'Funny Man', by Albert M. Ottenheimer; 'Even As Heathens', by William Jefferson Parker; and 'Let Who Will Be Clever', by Alden Nash.

## LAMBS' GAMBOLE

(Continued from page 52)

and Dave Sarnoff, radio execs, who were in the audience, good-naturedly telling them he was going to say what he really thought and felt for once and no sponsor could make him change his tunes. Sang a couple songs, ending up with 'Mammy' to explosive results.

Julius Tannen m.c'd for a bit, replacing Stephen and Frank and introduced Doc Wolf Hopper, who recited a couple of limericks. Tannen also auctioned off a painting by Howard Chandler Christy which he had bought for \$100, and presented to the club.

Phil Baker and his two stooges at their raucous and the Glee Club, the Friendly Sons of St. Patrick, about 50 male voices, sang three numbers. Then another specially prepared number, 'Sweethearts of the Folies', which was Hassard Short with words and music by Irving Berlin. James Melton sang this number while from center stage the Hardy Pierson Girl, the Sigmond Romberg girl, the Percy Wenrich girl, the George Gershwin girl, the Raymond Hubbell girl, the Jerome Kern girl, the Irving Berlin girl, the Cole Porter girl, the George M. Cohan girl and the John Philip Sousa girl, made their appearance in costume. Some of these appearances and costumes were very funny, especially the last, while the biggest hand went to George M. Cohan who brought his own ga on.

For a male half dozen famous songwriters were called on to do their stuff on the piano with a few songs, the audience joining in. Appearing were the Folies, Gus Edwards, Jack Norworth, Harry von Tilzer, Harry Armstrong and Cohan. Armstrong's entry was a particularly enthusiastic one, singing the entire verse of an untitled song before anyone in the audience caught on to the fact it was 'Sweet Adeline'.

Show had to be cut down and rushed through because of the stage hands' and union refusal to reject double-time for overtime after midnight.

Dancing followed the show and lasted on into the night. In the small lobby just ahead of the grand ballroom entry were several gas-ferrying and other gay getups, money raised on which also went into the Lambs' Fund. *Kauf.*

## THE PERFUMED LADY

Comedy in three acts, presented by Wee & Leventhal at Ambassador, March 12. Written and staged by Harry Wagstaff Gribble; set by Watson Barrett. Catherine Pellett..... Helen Brooks Homer Pellett..... Helen Lackland Shuler, Jesse of an untitled..... Thorne Butts Thora Donnell..... Arjorie Peterson Karen Pascal..... Ollie Burgoyne Eva Mendel..... Ollie Burgoyne Jane McNish..... June Martel Hens Platt..... Carl Johan

This play is subtitled 'A Little Affaire in Three Acts'. It's even less of a play than the first. It's too little to leave anything.

Very minor story is spread out thinly over three acts during which nothing much happens. Only thing in the play's favor is that it has eight characters and one set. Even so it probably won't linger on Broadway.

Has something vaguely to do with a boy who's engaged to marry a girl, but wants to play around a bit. Gets a girl to his apartment just as she's on her way out and her brother walks in. Brother is the boy's room-mate and very Puritanical. A lot of excitement goes on, but everything ends okay with the girl and the room-mate and the room-mate getting the other girl. With the lead part and Ben Lackland impudently and the room-mate Marjorie Peterson and June Martel do nice work with their assignments and Carl Johan impresses as having possibilities if ever cast in the right house. Ollie Burgoyne acts some laughs as a colored maid. *Kauf.*

## Shows in Rehearsal

'The Shining Hour' (Chicago company) (Shuberts), Booth.

'Reunion in Vienna' (Canadian company) (Colbourne and Jones), Guild.

'My Maryland' (stock) (Shuberts), Morosco.

'The Bachelor' (Bushar and Turk), Playhouse.

'Furnished Rooms' (Burgland, Miller & Pasquier), Wentworth hotel.

'One More Honeymoon' (Nicholson & Brown), Little.

'House of Remsen' (Nicholas Sussan), Little.

'Goodbye Again' (Wee & Leventhal) (road), Ambassador.

## LEDERER SOCK \$17,000, FRISCO

San Francisco, March 19. Francis Lederer in 'Autumn Crocus' is the biggest draw Frisco legit house has had in eons, and Homer Curran and Henry Duffy have had virtual sellouts since the capacity opening at the Curran last week. Looks to gross a very big \$17,000 on the week, and due for a healthy run of probably four weeks or more.

Lederer's performance opening night drew "bravos," first time they have been heard in years; critics did a rave and so did the fans, who have been flocking ever since.

## CWA Shows

(Continued from page 53)

hood picture house managers, who claim the shows have affected attendances. CWA in New York estimates that slightly more than 1,000,000 persons have witnessed the free shows, but declares its disbeliever that it has affected the commercial theatre.

Claimed at the free show headquarters that 400 players have been aided by engagements in the gratis shows. Original setup called for putting 150 actors to work, indications being that casts are now being rotated from the list of applicants, original total of which was 3,000.

Frank Hillmore, in a statement refuting the opposition to the free shows, said: 'As far as the professional theatre is concerned these performances are actually recruiting future audiences, investigators having ascertained that many persons who have seen the plays never had seen a legitimate performance before. The shows are meeting with such enthusiastic receptions from children, their teachers and parents that plans are under way to extend them to other communities.'

If these protests succeed in blocking that extension it will not only deprive many actors of opportunity to work, but it will deprive these communities of a cultural experience and an aid to morale of which they are greatly in need.

## Philadelphia Wakes Up

## Forrest and Chestnut Relight 'Tower' with Sydney \$6,500

Philadelphia, March 19. Four legit houses open and lighted this week, three of them offering try-out attractions. That's as much action as Philly has seen this season and, what's more, at least three of the four houses have plenty of business already.

It looks as if the spring would bring at least a part of old-time legit prosperity here.

'Annie' is the offering at the Forrest, playing one week only at \$3 top. Theatre Guild winds up its subscription season at the Chestnut just as the Rialto winds, as usual, listed at a \$2.50 regular scale.

As against these two newly-reopened UBO-houses, Sam-Nirdlinger's independently-operating larger and more hazy 'Life Insurance' and 'The Dark Tower' respectively. Former is a try-out with Basil Sidney, Kenneth McKenna and Ilka Chase. Latter opened last week and winds up the accustomed two weeks' stay Saturday night (24). It hasn't been as successful as some of the out-rat-rat-rat-rat at these houses. First week's gross was about \$6,500.

That looked good as compared to

# Seven Hits Approaching 6-Month Mark 'Dodsworth' Drama Leader with \$22,000

Seven successes are approaching the six months' mark on Broadway. It was this group which principally perked up the season. All are still turning a profit and some may last out into the summer. But with one exception, ('As Thousands Cheer') attendance has tapered and the demand now is for spring hits to replace the going.

Comparatively few clicks entered the list since the holidays, but it is hoped that fresh hits will develop from incoming shows between now and Easter Week. Several possibilities are opening out of town this week and the current premiere card of four new attractions is a chance of pace from the daily duos of the past month, two of the quartet rated having a chance.

Last week 'Fresh Faces' the Fulton drew the praise of the reviewers, although it was a much better performance after the first night and should do fairly well. 'Perfumed Lady' drew notices of the reverse type at the Ambassador; it was announced to fold, but is hanging on. 'Yellow Jack', which was accorded a healthy mention, puzzles sponsors because business is so spotty; it grossed around \$9,000 the first full week.

Dramatic standout of the winter is 'The Perjured Lady', which went to \$22,000 last week, despite an off first three days traceable to the federal income tax date. It leads its divisional rivals, getting bigger money ('Cheer', 'Follies' and 'Roberta') Drama runners-up are 'Mary of Scotland', \$18,000, and 'The Wind and the Rain', \$15,000, both still highly profitable.

Next 'Holy Night' several shows are slated to lay off, but that is uncertain. Only two carded openings, both dated for Saturday night—'One More Honeymoon', Little 'Broomsticks', having withdrawn from that house last Wednesday (14), and 'Furnished Rooms', there are to be announced.

**Estimates for Last Week**  
'Ah, Wilderness', Guild (25th week) (C-914-\$3.30). Cohan-O'Neill setup going along to substantial gain; receipts again approximated \$11,000 last week.

'All the King's Horses', Imperial (8th week) (M-1,468-\$3.30). Perked up somewhat to around \$9,000; musical mixing grade at moderate pace; Bernard Granville replaced Harry Tighe.

'Another Love', Vanderbilt (1st week) (C-771-\$2.75). Presented by Stiefel and Lewis; adapted from French by George Oppenheimer; also called 'Etienne' and 'Beloved'.

'As Thousands Cheer', Music Box (25th week) (R-1,000-\$4.40). Advance sale of \$65,000; tickets being sold in large capacity all shows with gross \$25,500 and more.

'Big Hearted Herbert', Biltmore (12th week) (C-991-\$2.75). Indefinite; off lately, but better than \$7,000 and profitable; should run into May.

'Broomsticks', Little. Closed last Wednesday (14); played five weeks. Deceased, but should be decided (C-1,387-\$3.30). New dramatic leader aimed into summer; quickly climbed close to capacity, with the taken around \$9,000.

'Follies', Winter Garden (12th week) (R-1,498-\$4.40). About \$27,000 last week; dipped and some talk of leaving next month (4th week).

'Gearing Up', Cort (1st week) (C-1,059-\$3.30). Presented by Group

Theatre in association with D. A. Doran; written by John Howard Lawson; opens Thursday (22).

'Her Master's Voice', Plymouth (22nd week) (C-1,042-\$3.30). May tour after Easter; some profit at around \$8,000, but better money expected out of town.

'Mary of Scotland', Alvin (17th week) (D-1,387-\$3.30). On early last week, but closed strongly; approximately \$18,000, second best to new leader, 'Dodsworth'.

'Men in White', Broadhurst (26th week) (D-1,118-\$2.75). Still in the money and can run out the season; estimated around \$12,000 again; among best of season's dramas.

'New Faces', Fulton (2d week) (R-900-\$3.30). Opened last Thursday (15) drawing excellent notices; should make grade.

'No More Ladies', Morosco (9th week) (C-961-\$2.75). Smart comedy getting class trade and good notices; support; slightly up last week at \$10,500.

'Pure in Heart', Longacre (1st week) (C-1,019-\$3.30). Premiere postponed from last week; opens tonight (20).

'Pursuit of Happiness', Avon (24th week) (C-830-\$2.75). Longer the run, higher the price for picture rights; top money applies late in May; estimated at \$5,000.

'Roberta', New Amsterdam (18th week) (D-1,717-\$3.30). Film firms again bidding for rights; good profits on operation too; last week again about \$24,000.

'Sailor Beware', Lyncum (36th week) (C-1,042-\$3.30). All quiet back stage with salary cut row settled; cast paid in full last week when takings reached or bettered \$9,000.

'The Wind and the Rain', Ritz (22d week) (C-1,412-\$3.30). Average better than \$20,000 but past weeks off and the takings approximated \$16,000; plenty profitable at pace.

'The Wind and the Rain', Ritz (6th week) (C-1,075-\$2.75). Cut rate guarantees appears working okay; both ways; moved here last week with takings around \$5,500; four person show.

'The Perjured Lady', Ambassador (2nd week) (C-1,166-\$3.30). Announced to continue beyond subscription period; notices not favorable; first week estimated around \$3,000.

'The Shattered Lamp', Elliott, (1st week) (C-1,364-\$2.75). Presented by Hyman Adler; written by Leslie Reade; Nazi drama first played in London; several previous titles, including 'Attention'; opens Wednesday (21).

'The Shining Hour', Booth (6th week) (D-708-\$3.30). Looks set through spring; strong agency call indicates class trade; holds steadily to \$11,000 mark.

'The Wind and the Rain', Ritz (8th week) (D-918-\$3.30). Also an import from London but comparatively mild; averaging \$4,500 with cut rate support.

'They Shall Not Die', Royale (5th week) (D-900-\$3.30). Propaganda play likely to continue beyond subscription period; attendance nearest upstairs; bettered \$10,000 last week.

'Tobacco Road', 48th St. (16th week) (D-969-\$3.30). Face has increased to \$9,000 and should stick into summer; making good profit after first week.

'Yellow Jack', Martin Beck (2d week) (D-1,214-\$2.75). Very spotty; some performances well attended, others weak; mostly lower floor; up somewhat at \$9,000.

**Other Attractions**  
'The Drunkard', American Music Hall; revival with free beer.

'Wrong Number', Provincetown Playhouse; just a Village show.

'Ballet Russe', St. James; final week for repeat.

## Engagements

Wm. Philbrick, Alice Fleming, Geo. Pembroke, Chas. Harrison, 'One More Honeymoon' Born, Grace Francis, 'Milk and Honey', William Williams, 'Races', Luella Gear, 'The Family Album', Junior Durkin, '30,000 To Go' (Hollywood), Hollywood.



MGM STUDIOS  
CULVER CITY, CALIF.



## id for Authors

Federal funds in aid of authors—playwrights, novelists, short story writers and others—has been virtually agreed on, following a conference in Washington, where spokesmen for the Authors' League of America convinced recovery officials that writers throughout the country are in need of aid.

Plan, as outlined, calls for devoting \$500,000 to this purpose. It is proposed to engage not less than 250, nor more than 500, writers at one time, each to be paid \$25 weekly for 10 weeks for a special type of authorship. Indications are that this group will be retained for similar 10 week periods or new groups formed, since the amount of money to be devoted to writers exceeds that required for 500 over a 10 week period.

Authors' League is to administer the plan but has assured Washington that the aid work will not be confined to the League's membership. Each author will be required to write stories native to the locality in which he resides, various which are expected to include and reflect the folk lore of all sections of the country. It is hoped thereby to obtain a true picture of native America.

Estimated that in 10 weeks each writer will approximate 25,000 words. Stories are to become government property and will be filed in the Congressional Library, to be examined and directed for possible publication in part—or in whole. At this time it is not expected that any such writings will be of a commercial value, but if so, would be disposed of by the government.

There will be three zones writers to be chosen after application and not altogether dependent on density of population but more on the necessity of the various applicants. A line bounding the southern side of Pennsylvania will be carried across the country, defining the general zone. States to the north and east will constitute zone one; states west of Pennsylvania and north of the line will be zone two and the balance of the country will be in zone three.

League leaders feel they have secured a hearty concession from Washington in bringing the authors within the scope of the general Recovery aid project, mostly encompassed by the Civil Works Administration, especially in light of plans to greatly reduce such activities.

Pressure on the league by writers who are suffering from the depression has been the most serious since the organization was formed. Authors relief is somewhat along the lines of that accorded actors but plans call for aiding more writers than the present set-up for legit players. However, the writer's federal relief plan covers the country, whereas to date relief for actors has been centered in New York.

## Gauging Foreign Writers

Books by foreign scribblers will make up a bigger part of the book lists of American book houses than ever before, it is indicated by recent activity. Practically every one of the leading publishing concerns has sent a representative over to pick up the new foreign literature that looks promising.

Three got back within one week, Thayer Hobson, head of Morrow; J. Jefferson Jones, of Lipincott, and Eugene F. Saxton, of Harper's. They returned with arms loaded. James Henle, president of the Vanguard Press, still in London scooping up scripts.

Majority of the stuff brought back is by British scribblers.

## Ired Bought At Auction

Philadelphia interests understood to be behind the purchase of the United Publishers Corp., one of the biggest trade-paper publishing concerns in the country. The controlling stock of United is being bought the other day and the nominal purchaser was John Blair Moffat, attorney.

United publishes a list of mags, including Hardware Age, Iron Age, and Boot & Shoe Recorder.

## Havas U. S. Depot in N. Y.

Havas Agency, European news service, is building up in New York. Eight men have been brought in from Montreal and Toronto, and a couple from Paris, to handle the news dissemination from N. Y. as the American headquarters.

Havas has a tieup with A. P., for interchange of news, but figures it should also be on the spot. All desk and news men in New York are French linguists.

## Best Sellers

Best Sellers for the week ending March 17, as reported by, the American News Co., Inc.

|   |                                    |
|---|------------------------------------|
| 'Anthony Adverse' (\$3.00) .....            | By Hervey Allen                    |
| 'Modern Tragedy' (\$2.50) .....             | By Phyllis Bentley                 |
| 'State versus Elinor Norton' (\$2.00) ..... | By Mary Roberts Rinehart           |
| 'I Went to Bit College' (\$2.50) .....      | By Lauren Gillilan                 |
| 'Village Tale' (\$2.00) .....               | By Phil Stong                      |
| 'Work of Art' (\$2.50) .....                | By Sinclair Lewis                  |
| Non-Ficti                                   |                                    |
| 'Life Begins at Forty' (\$1.50) .....       | By Walter B. Pitkin                |
| 'Native's Return' (\$2.75) .....            | By Louis Adamic                    |
| 'Brazilian Adventure' (\$2.75) .....        | By Peter Fleming                   |
| '100,000 Guinea Pigs' (\$2.00) .....        | By Arthur Kallet and F. J. Schlink |
| 'While Rome Burns' (\$2.75) .....           | By Alexander Woolcott              |
| 'Ulysses' (\$3.50) .....                    | By James Joyce                     |

## New A. Service for Yokels

Associated Press has established a new service in Washington. Two men have been appointed to cover each state of the Union on what is called regional news. Instructions for these lads are to cover small items for stories being such as might be good in Podunk, but no use whatever in Squeedunk. By giving some of the men several states, when states are small, it takes only 62 men to cover the country. Even the smallest states, however, get two men for double-check purposes.

These news items don't go out on the main trunk wires, but are sent through what is called the duplex, not interfering with or clogging up regular news channels.

## Mrs. Hersey May Add Fiction

With a disclaimer from bankruptcy, Merle W. Hersey going ahead with plans for an extension of her mag publishing activities. Mrs. Hersey recently broke away from Harry Donenfeld, taking with her the revived Police Gazette and a couple of sexy pulps. Now expects to add a couple of general fiction mags to her holdings.

Harold Hersey was involved in bankruptcy proceedings recently via Criterion Magazines, which represented a comeback effort for Hersey in the publishing field. No business connections between the two Herses.

## Hub Court Bans Yarn

Boston. Hub Court bought the life story of Norma Millen, young wife of one of the Millen brothers accused of bank robbery and murder in Massachusetts, but the court prohibited its publication in the tab on the grounds that the revelations might tend to influence a jury not yet chosen. Judge asked her attorney whether he participated in the payment by the Herald, but he refused to reply on the grounds that it might incriminate him.

Millen girl's story, however, is appearing in the New York Mirror. Later, though it has made no attempt to boost its Boston circulation because of the association between the two tabs.

## Wash. Leg-Men Train Commuters

Reporters in Washington are annoyed at the street car companies. According to a new plan in the Capital, anyone who wishes can buy trolley-line commutation tickets for \$1.25 a week. They allow for as much usage by one person as desired, with no limitations.

Newspaper offices and press bureaus immediately bought the tickets for all leg-men and eliminated main excuse for expense accounts.

## 'Lord' Heavily Syndicated

Charles Dickens' book, 'The Life of Our Lord' is now being serialized in 208 papers, with new orders still coming in.

Meantime Simon & Schuster can't make up its mind on how many copies to print on the first edition of the book, coming out May 15. Figure will probably be 50,000.

## Benzigers Expanding

Latest of the publishers to expand with the improvement in the book biz is Benziger Brothers. Hitherto limiting its output to Catholic religious books and juveniles, the Benzigers are adding adult fiction to their lists. Under the new policy they will get out about 75 volumes a year against their previous 40.

## Meisting to Ori

Vaughan Meisinger, formerly with the Chicago Tribune and Los Angeles Examiner, is en route to the Orient to work on the North China Press. Accompanying him is Charles Daggett, who was on the news staff of the Los Angeles Times and the Illustrated Daily News.

## Gannett's Speeches

Publishers of dailies usually rely on signed editorials to get before the public their views on various questions. However, Frank E. Gannett, head of a string of dailies in upstate New York, New Jersey, Connecticut and Illinois, is supplementing his press campaigns with speeches before civic organizations and public bodies.

In recent months Gannett has delivered scores of talks, principally on the monetary policy of the Roosevelt administration and on the two percent sales tax bill introduced in the N. Y. State Legislature. Gannett carried his fight against the latter proposal to a legislative committee last week, making a speech at hearing.

His papers print his orations verbatim.

## Mirror Sees Coll

After some delay and considerable maneuvering, King James won permission for one of its reporters to interview Lottie Coll, sentenced to Bedford Reformatory for first-degree, confessed manslaughter.

After buying her 'life story' the syndicate was informed that no visitors were permitted, the ban being blamed on the Dillinger escape. Last week, however, Supreme Court Justice in Westchester signed an order on the prison allowing a reporter from the syndicate to see the prisoner three successive days.

## Chi H&amp;E Shakeup

One of those inevitable shake-ups hit the morning Hearst rag in Chicago, the Herald & Examiner, and took the desks away from several writers. Most important to get the ozone was Sis Wright, who, Dorothy Dearborn had built up the most widely read theatrical gossip column in the city.

Others out included Mrs. Samuel Chase, who wrote society column in the Sunday Herald & Examiner under the heading of 'Did You Know?' and Eden Wright, who handled furniture column. The fashion department columns were given less space.

## Idle Writers Register.

Mass Registration was held by the Unemployed Writers Association yesterday (19) at the National Re-employment Service.

Idea is to impress the authorities with how many unemployed scribblers there are.

Group has made several efforts to get CWA money awarded them. Col. De Lamater, head of CWA activities in New York, forwarded their requests and projects to Washington.

Group will hold a mass meeting at Greenwich House, in the Village, March 27.

## Hearst Dailies Cop War

Chicago Tribune has war-picture worry. Is running a series in the Sunday roto section, but the Examiner and the American are printing the same shots several days before the Trib reaches the stands.

Attempts to prevent copies of the roto section from getting out before publication day have proven unsuccessful.

## Shaw Tops On Boxing

Gene Tunney has an article in the April 'Golden Book' in which he discusses literature and athletics, from Homer to George Bernard Shaw.

Gene says that Shaw knows more about boxing than anyone else in the literary racket, second being William Hazlitt.

## Golden Gloves Builds News

Just how many copies of the New York News are sold through the interest aroused by the tab's Golden Gloves amateur boxing shows is not known, but newsmen agree that the tournament constitutes one of the best of promotional stunts. Paul Gallico, News sports editor and columnist, is credited with the Golden Gloves success.

Finals at Madison Square Garden last week again packed the house, with a goodly percentage of ring-siders in evening dress. Chicago too has similar events—the auspices of the Tribune, parent paper of the News.

Inter-city contest, to be staged here at the Garden next Wednesday (28) will climax the Golden Gloves for the season.

The finals are staged like shows, competitors in satin robes and trunks entering the darkened ring to trumpet fanfare, then spotlighted while being introduced.

## Chatter

Amon Carter, publisher of the Fort Worth Star-Telegram, and Mrs. Carter vacationing in Los Angeles.

Ted Le Berthon back on the L. A. Herald-Express.

Walter Fleischmann has deserted the newspaper biz by joining Norman D. Waters, ad. concern. He'll handle exploitation theups.

Jimmy Cannon out of the Washington I.N.S. bureau and back in New York.

All newspapermen in New York who ever worked in Paris are being rounded up for a get-together dinner Thursday (22) at the Old Chelsea restaurant.

Bennett Cerf, head of Random House, and Harold Ginzburg, president of Viking Press, are going to Europe together for a two-month tour which will take in most of the continent.

Saturday Evening Post is getting a serialization on Gus Edwards.

Third edition for Vicki Baum's 'Fallen Star'.

'Where the Ghetto Ends' is the new title for Leo Denner's book on Jews in Russia.

Is Heywood Brown getting credit for the stuff he's been sending in from Florida?

All the Rineharts, except Stanley, engaged in Florida fishing.

Eric Linklater wintering in Italy and won't come over here until it's considerably warmer.

Siegfried Sassoon married.

Fluence Brock the new editor of Woman's World.

Helen Grace Carlisle back from Bermuda.

Ralph Borsodi in from Dayton, Ohio, and explaining homesteading as practiced out there.

Octavus Roy Cohen in town a while before returning to Bummington.

Something went wrong with the expose of West Point, which Robert Wohlforth was writing for King, and it won't see publication for a time.

Eugene Cunningham, El Paso scribbler, flew in.

A. P. Herbert no like title, 'Unholy Matrimony', and changed it to 'Holy Deceit' just before the book went to press.

Kate Mary Bruce is a niece of Somerset Maugham.

Jere Mangione the latest addition to the editorial staff of McBride's.

Columbia University library has thrown out all of Erskine Caldwell's obscenes.

Dorothy Hope to London.

Van Wyck Brooks contacted seven Embassies in Washington for details for a new mystery yarn he's writing. It's one of those international armament things and Mason wanted to make sure.

Alex Woolcott got into quite an argument by telling radio listeners two weeks ago that Somerset Maugham used the word 'infer' when he meant 'imply'.

Maugham didn't like it and asked how Woolcott knew what he (Maugham) wanted to say. Tom Fay, former newsmen on New York Daily News, has joined the staff of Los Angeles Examiner.

Jay Darling, political cartoonist on a Des Moines sheet, given spot on the 'Brain Trust'.

Will field rod over the Bureau of Zoological Survey.

Lee Mashkin of Mirror blue-printing a novel about tabs which has Simon and Schuster hemming.

Prize non-publishable novel going rounds is Laurence Vail's 'Hail Matrimony!' a sort of black 'Ulysses', but played for laughs.

Frank Sully crying 'framed' because his 'Here I Am in Bed' hit all best-seller lists but Vannetta's.

## Book Reviews

## Hitler Terror

There's a belief that current life cannot be dramatized on stage or in fiction because too close to home. Lion Feuchtwanger seems to disprove this theory in 'The Oppermann' (Viking, \$2.50), a strong book on Germany as it is today.

It's a novel of a German family just prior to, during and immediately after the Hitler conflagration. Seems a dangerous subject for writer as important as Feuchtwanger to tackle so soon, but he's made this book even stronger and more powerful than his 'Susa'. It breathes authenticity and the story brands itself into the brain of the reader. The cruelty and terror of the Nazi regime that Feuchtwanger relates are almost unbelievable, or would be unbelievable if they didn't come from the pen of a writer as important as he.

Book will be quickly and deservedly into the best-seller lists throughout the country.

## Another Train Murder

Too bad there've been so many mystery and other films located on trains. If there hadn't been Agatha Christie's latest, 'Murder on the Calais Coach' (Dodd-Mead, \$2.00), would make a good picture.

Miss Christie, a fine mystery yarn spinner, has a new idea in this book. The explanation of the crime is on an absolutely new tangent and a swell one. Book will sell well. It might be worth while to make the murder of a train and into a country house, or something of that sort, to use that solution of hers in a film.

## Village Erotica

Phil Stong holds to Iowa for his third novel, 'Village Tale' (Harcourt, Brace & Co. \$2), but it's desirable to see the story instead of under the elms this time. The little village of Brunswick develops the same amative impulses as big cities, but the affairs are more open to inspection because of the smallness of the community. The cheating and affairs are clearly exposed, but too well written to be classed with the ordinary 'nov' novel.

Slaughter Sonoville's love for Sybil Jamieson, wife of his would-be rival for social supremacy, is the background of minor affairs, with a delightfully drawn character of the village wild woman of a bygone day. Also some strongly et minor characters, many of whom are on the loose in an engaging fashion.

## Good Women

Rex Beach's 'Masked Women' (Farrar & Rinehart; \$2) is a compilation of six short stories which have been published in magazines, and loos 'y knit into continuity.

The best story is the lead, 'Seven Devils', the history of 'Thirteen' Pierce, who abandons fortune telling and phrenology for the more profitable work of an evangelist. This should make a corking good motion picture. Of a different calibre is 'The Slander Girl', the story of a woman who goes hi-hat when she marries a millionaire, and 'Frisco Belle', the history of a pair of cheaters. 'The Tin Crown' is the lyric of a Tin Pan Alley writer, with 'Fourth Offense' a distinctly different story of a glorified showgirl. The last yarn, 'Fox Fire', is the most imaginative. In this a carnival girl becomes the nemesis of her father's murderers.

Plenty of variety and expert telling make this a thoroughly readable volume.

## Behrman's Plays

From vaudeville actor to reporter, to press agent to playwright, S. N. Behrman has led a varied and colorful life. Examination of Behrman's plays in printed form shows him to be a better writer of modern-day sophisticated language than suspected.

'Three Plays' (Farrar & Rinehart, \$2.50) consists of 'Serena Blansh', 'Meteor' and 'The Second Man'. First of these was produced by Jed Harris, other two by the Theatre Guild. All were good dramas, but 'If it even better into the 'Reading Lamp Theatre'. They make as good, or better, reading as watching.

This is true despite fact that Lunt and Fontanne were in the two Theatre Guild plays, and the Harris production had a cast including Ruth Gordon, Constance Collier, Hugh Sinclair, A. E. Matthews and Julia Hoyt. Strong cast those, but the plays are there even without them.



# Going Places

By Cecelia Ager

## Arline's Heroines

Treading delicately but firmly across the pitfalls of vacuity and blash into which the majority of George Arline heroines stumble while bent on registering the 100% girlish innocence common to the lot, Loretta Young establishes a precedent in 'The House of Rothschild' that's going to revolutionize the whole field of considering Mr. Arline's sweet, foxy grandpa, or in other words, the whole Arline leading lady business.

It is not necessary, Miss Young shows, to be a dope in order to believe Mr. Arline is quaint but lovable. A girl may have spirit, personality, even intelligence, and still adore him. Her essential virtue need not deny her the potentialities for character goodness. Miss Young explains, doesn't always result from laziness, nor from dullness either.

And Miss Young's feat is all the more remarkable for the fact that her role is standard. It's what she herself gives it that distinguishes it from her forerunners. Miss Young is growing up. She has, in 'The House of Rothschild,' that of the gentle dignity that Mr. Arline, as Nathan Rothschild, so much admires. True, she takes part in some very un-Napoleonic era clinches, but that's for Hollywood and sex.

Helen Westley barks like Helen Westley and has everybody liking her, liking her so much, in fact, that she becomes a menace to everybody's liking. Arline best. Florence Arline, however, is unflinching in her loyalties.

## The Most Beautiful

The Most Beautiful Girls in the World, at least so described by a mysterious but very earnest voice issuing from a loudspeaker on the stage of the Paramount, may be seen in the 'Earl Carroll Beauty Parade,' boy, and how.

So much of one girl may be seen, in truth, that the customers get struck dumb at just the moment when it would have been sweet of them to express with some sort of demonstration their appreciation for Mr. Carroll's self-possessed Art Studies. But, the nice people, they've been taken unawares. They would never have believed, after watching the Most Beautiful—rumbunctious on a black velvet staircase, waving white feather fans, white knees, legs and thighs, and wearing only the essential sequins—that there should arise from their midst like Venus from the sea a maid in a little less than the nice people had come to believe really were the essential sequins.

Small wonder they were stunned. They had heard, the credulous souls, of the hullabaloo that greeted Miss Sally Rand's playful performance at the same house.

Mr. Carroll, it is comforting to note, takes the best care of his Most Beautiful. He will not permit them to wear their lovely selves out. If they must be animate, they shall lure with a minimum of effort. They open seats for a hand drill, in glistening leotards accented with orange velvet blossoms and orange velvet gloves. The certain languor that marks their movements is no more than right. Four times a day they hear it boomed about of themselves that they are the Most Beautiful, and with a title like that, they should be indulgent.

So they rest again during their fan number, so that when they have to close the show—strolling about in white chiffon transparencies, with bunches of grapes attached to their wrists and hair, holding neon tubes in their hands which make a terribly machine age maypole—they are ready for that arduous pedestrian task. The Most Beautiful may be beautiful, but they're no fools.

Also in Mr. Carroll's Beauty Parade is little Anna Villon, who, in a vermilion velvet sheath tosses a nicely defined, show-offish derriere, and Naomi Ray, buxom lass who works vigorously for too often reluctant laughs.

## Leotards and Wolfhounds

It is Alice Faye's chief duty in George White's 'Scandal' to look up at Rudolph Vallee modestly incredulous but deserving whilst he croons out at her a barrage of hit thoughts and melodies. Miss Faye fulfills her assignment with remarkable aplomb, meeting his hyri-

cal adoration with neither too much complacency nor too little interest. If anybody's going to be self-conscious about a highly publicized situation, it won't be pretty little, wide-eyed Miss Faye.

Miss Faye is sitting pretty anyway. As a result of her swell delivery of the 'Nasty Man' number—which gets the picture off to such a good start—people keep hoping that she's going to sing another. She doesn't, not until she answers in due to the charge of 'Sweet and Simple' but what's important is that people keep hoping. That's a sweet state of mind to get an audience in, in a girl's first picture.

Miss Faye is as poised and natural as she is sizzles; not such a memorable face, but an outstanding figure. Her costumes very nearly conceal it with their lush, fancy detail, but luckily there were some leotards, and a plain sunbunnet sue farmer girl frock whose fit explains the legendary charm of farmers' daughters.

Dixie Dunbar, the folks liking her, her pertness and youth and good disposition. She wears a dark polka dotted taffeta frock, its silhouette interesting for front skirt flair and ruffled bulk across the shoulders. Adrienne Ames' black velvet evening coat over a white beaded sheath has silver fox—wrap it around the skirt of the dress, then let it meet the fox banding the coat. That makes twice as much fox as usual.

Gertrude Michael gives out cryptic looks as a sabbie on the scent for a story, but loosens up once she's found it.

The chorus is at one time dressed in velvet fitted and closely draped sheaths, with layers of white fox around their necks, and out of the white fox shoot sprays of black bird of paradise. At one and the same time, each girl leads a white Russian 'wolfhound. Tremendous.

## Two Kinds of Women

Amazing, the miscellany that Sylvia Sidney—a virtuous, therefore, a good girl in 'Good Dame'—votes with her in one small black suit case. Everything it takes to land a mugg. Needles and pins, an iron, darning wool and a darning egg, buttons for shirts—all these besides her wardrobe lurk in one little—extraordinarily lightweight when she carries it—black bag. Miss Sidney, who adores to sit around in hotel bedrooms and talk, just talk, has discovered that by pulling a button off a man's coat she can sew it back on again, which makes a touching picture, and besides, there she is with a needle in her hand just in case. Miss Sidney also washes out gents' shirts, presses them, waits to cook breakfast and seizes stray socks to appease her passion for mending. 'Good Dame' believes in the allure of the household arts.

It would have been just as well if Miss Sidney hadn't put another dress in that black bag, too, for it happens to be a dress with a deep cape collar and sleeves full gathered just below the elbow—more dress than little Miss Sidney should bear. Particularly since she's made such a good impression in her first costume, a neat young black suit with crisp white frills around its U-shaped neckline, a tailored white blouse, and a very becoming black tenn pulled gaily over one ear—the most fetching headgear of Miss Sidney's picture career. She's looking like a baby-faced potential Magdalen as usual, warm with provocative and sympathetic appeal.

Noel Francis, not such a good dame, is loved and left as she deserves, since 'Good Dame' is so comfortably old-fashioned about the respective fates of womanhood's two kinds of women.

## The Weaker Sex

The Palace presents Jari, Renee and Vic this week, three steel-muscled young ladies whose airily demonstrated athletic prowess, while praiseworthy in the extreme, somehow makes one think more fondly of the helpless clinging vines. These young ladies—in white rime-studded leotards and brass, two-piece adding tiny fringed skirts made of satin strips—scoot to do their tricks on sissy regulation mounted rings and trapeze. They'd far rather offer their necks as mountings and hang from their knees. Still better, one girl fancies hanging from the top bar by her

## Did You Know That—

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# Among the Women



## East

Max Gordon discharged from the hospital after the operation.

Elmer Rogers, former manager of the Palace, to do the worrying about the new vaude shows at the Casino. Barnett Appleton found guilty of misrepresentation in the conduct of a radio school in Special Sessions. His victims suggested a life sentence.

Elsie Janis joins other residents of North Tarrytown in opposing tax assessments. Says the assessors soaked her 40%. Case will be heard April 6.

Lea and Jake Schubert sued by the Nixon-Nirdlinger Amusement and Realty Corp. for rent of the Apollo theatre, Atlantic City. Asking \$82,000 for the period from Dec. 1932, to same month in 1932. Suit if N. Y. Supreme Court.

Frank Merlyn toying with 'Anti-Climax'. It's the labor of Harold Johnson. He also has 'Sing and Sing'. Both in the safe until fall. Harold Blen, who did 'Lil Old Boy', turning Grace Lumpkin's 'To Earny' into a drama. Story of the southern mill. Theatre Union may put it on if it looks good, but not until the summer is passed.

Mulrooney done the war bonnet and goes after fake liquor labels. If it isn't 80 proof, out goes the license.

John Murray Anderson gandering gamely for 'The Family Album'.

Mayor LaGuardia holds up that municipal lottery idea. Could not use newspaper, mails or express companies. Can't check federal laws. Gaff Curci back from Europe. Joan Blair, dancer, on the same boat.

Julie Jenner, of the 'Follies' chorus, promoted to a specialty. Nikita Balleff, confederer of the Chauve Souris, met at the dock by Morris Gest and Tamara Decarhanova. Russia didn't come.

American Peoples Theatre, sponsored by the N. Y. State Dept. of Education, gets the building at 257 E. 10th street for laboratory and show-shop.

Myron Fagan to Hollywood to prepare his production of 'Memory' with Helen Morgan.

Mark Elmer, ticket out-rater, tells Senate Finance committee the 10% face value tax on theatre duets is ruining the business.

Word from Miami City that Phil Dunning is ill there with malaria. Mrs. Dunning and their daughter are with him. Later reports favorable.

Group of Met opera stars are hunting for a new tenor. Open to all amateur tenors and high baritones. Auditions at Knabe Hall until March 22. Winner gets a piano and—maybe—a chance.

'Cocktails at Five' won't get shaken up until August. Had been planned for spring.

Philip Wittenberg, named special counsel to the legit code authority. To redraft the code and headache about ticket specs.

Move on to the number of taxis on N. Y. streets.

Independent artists turn down offer of a show in Radio City. Sore over the Rivera incident.

Met will not give opera in Philadelphia next season.

Lily Pons gives her 'dwarf jaguar' to the zoo. Officials are unappreciative enough to call it an ocelot.

'Wind And The Rain' will not shut down Holy Week as planned.

Will Rogers' daughter, Mary, will be in the Canadian company of 'Reunion in Vienna'. Starts March 30 in Hamilton.

Mineral of the late Margaret Hamilton Thursday (15) in St. Patrick's cathedral attended by nearly 2,000.

Peggy Fears had announced she would rather go to jail than have her personal affairs in the inquiry into the bankruptcy of the Lucinda dressmaking shop. Told to produce certain checks or else. She told the referee Thursday (15) she had searched and searched but couldn't find them, so she didn't go to jail but she did get into mild hysterics. Pleading complete ignorance as to the shop's conduct, leaving that to trusted employees, she testified.

Earl Carroll will do a 'Sketch

## PALACE CAFETERIA and RESTAURANT

Broadway's Choice Eating Place  
**HAS REOPENED**  
with new equipment and the whole Town's new.  
Prices and Food that Will Bring You Back  
**151 W. 46th St., New York**  
(Near Broadway)

To men and women with theatrical contacts—(Big Commissions)—Very attractive proposition in the distribution of highest quality home-made candies. The packages are distinctive and repeat orders are assured. Holiday wrapped. Phone or write for appointment.  
Ruth H. LeBeau, Box 20, Variety, New York.

# News From the Dailies

This department contains written 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.

Book! Instead of this spring.

Two women, one of whom is said to be a show girl in a current N. Y. review, are concerned in the Kascoff kidnapping. Name not revealed.

Tommy Manville, his wife, the former Marcia Edwards, and three detectives as bodyguards off on trip. Dept. of Public Welfare puts the slug on the proposed ball of the National Writers' Club. No like the ticket selling.

'Salor Beware' cast agrees to mark time until the salary cut can be discussed.

Robert E. Ringling quits grand opera to head the Barnum-Ringling caravan because of the poor health of John Ringling. Sam Gumpertz writes for the general public.

Inaugural week of the Federation of Musicians' local balloted Monday (6) on the question of local autonomy. Result to be officially announced at next meeting, but it's known the vote stands 3,729 for as against 127 antis.

New one is Theatre Mart Group. Mostly Harry Thomsen, Boris Bernardi and Jay Adler.

Hugh Stange in federal court asking that Sam Warshawsky be released from the libel suit.

'False Dreams Farewell' is a steal from Warshawsky's 'The Fastest Thing Afloat'. Asks \$6,250 which FKO will pay.

Poli taken last week on 'Yellow Jack'. Out of around 1,000 N. Y. actors about 50 threatened the continuity into acts. Play will continue to run without intermission.

Bars to come back to N. Y. according to decision of joint legislative committee. Movement to hold length of 20 feet quashed.

Unskilled theatre laborers decide not to strike. Not even certain they are united.

Primo Carnera tells it all to the referee in bankruptcy Friday (16). Financial affairs in a monetary adjustment until next month.

Jacques Krakeus has written a song 'Poor Little Roxette'.

Unlucky at high-stakes paper in Rockville Center. L. L. muckracking the adult population for drinking and card playing.

Percival Vivian to resume the Shakespearian repertoire at the former Jolson theatre. Starts Thursday (22).

'Rita Jones', recent suicide, now idles at Gertrude Williams' former showgirl. Secret wife of Robert J. Coverdale. Body had been held at the morgue for claiming. Identification made by the broker's sister, but she doesn't know where he is.

Betty Randolph late in appearing before a referee Friday (16) in her fight against Gertrude Williams for alimony and counsel fees pending trial of her separation suit. Referee gave the decision to Schweinhart by 10 minutes later explaining she had been told by her husband's attorney that she need not appear until 3:30. Case reopened and new hearing tomorrow (Wednesday).

Channing Pollock has completed his 'Synthetic Gentleman' and is rewarding himself with a trip to London may see it before New York.

Frank Gilmore, of Equity, defending CWA plays against the charge of competing with the motion drama. Holds the gratis performances recruit paying patrons.

Katharine Hepburn, Paris-bound, went aboard by the third cabin gangplank, but spotted by reporters.

Mary Pickford tells foreign newspaper men there's too much talk in New York. X. hotel Saturday (17).

Pola Negri reported to be engaged to Harold McCormick. She doesn't deny.

James Dunn, Jr., vaudeville, found dead in the hallway of his Bronx home Saturday (17). At first believed due to heart disease, but medical men think the broken neck may have been contributory, though the fracture was sustained 28 years ago.

Sidney Franklin, bull tosser from Brooklyn, going to France for professional engagements.

Krinsky & Cochran rec'd to be figuring over 'Damn Deborah', which has been on the fire several times.

Miriam Hopkins through with the stage for the season and will hop for Hollywood.

Players club torn between a de-

sire to revive 'Pudd'nhead Wilson' and a yearn for 'Shore Acres' for its annual spring revival. 'Acres' seems to have the inside track.

Sophie Treadwell's new play is 'The New Day', meaning a Russian locale.

William J. Huribut says that if anyone revises his 'Recessional' it will be a guy named Huribut and not Roy Hargrave.

Shuberts may revive 'Gypsy Love'. Also considering 'Cocktail', which they have had for a long time.

'Give Me a Ring', one of last Summer's London revues, may be done here with Rudy Vallee in the cast. No return to recent long-distance telephoning.

'Salor Beware' cast on a sliding scale. If the gross drops below \$8,000 it's the original scale. Over that it's the upped wages. No strike.

Jim Thornton to have a benefit at the Forrest April 1.

Actors' Equity to meet Friday (23) to decide if American Federation of Actors is to get the old White Rats A. F. L. charter.

Loew theatre to show 'Rasputin' to capitalize on the libel suit.

Bobby Connelly is staging the dances for 'Champagne Cocktail' Jack Blue, Murray Lewis and Bill Bard have the leads.

Dramatization of 'God's Little Acre', by Enzi Bashe goes the rounds. 'Acres' outbats 'Erskine Caldwell's' other sizzler 'Tobacco Road'.

Harriet Hillard now a free woman. Annulment of her marriage to Roy Sedley effective yesterday (Monday).

Spring Sunday called thousands to Coney Island. Rain chased 'em home.

Prominent artists—and the press—select the most beautiful 'Follies' girl Friday (23).

Heirs of the late Arnold Rothstein must pay \$124,910 State inheritance taxes.

Henri Brodard, French puppet master, due here to give his doll dramas.

Girl pianist halted a panic in a San Francisco (Calif.) pie house yesterday (Monday) when the lights went out. Manager called for a volunteer and she stepped up.

## Coast

Navajo tribe of Indians in a council at Fort Defiance, Ariz., decided that no more film stars or mayors of New York will be inducted into the tribe.

L. A. police arrested Leon P. Wilson, former nitelub operator, on charge of possessing counterfeit \$5 notes.

While Ben Stifeloff's family was vacationing, thieves entered their home in Hollywood and stole clothing and jewels valued at \$1,000.

Charles Parsons, London author, on a Hollywood tour.

Divorces obtained in Tijuana, Mexico, have no legal standing in Superior Courts of California, according to a decision made by Judge Seal.

Conway Tearle must still give up \$1,600 a week of his pic salary to satisfy a claim of the estate of his first wife, Mrs. Josephine Park Tearle, who died in 1930, according to a ruling by a San Francisco court. Court told back alimony amounted to \$9,932.

Marion Gering and his wife have separated.

William A. Selter has received a cable that Laura La Plante will divorce him in Riga, Latvia. Miss La Plante will make two films in England for Warners before returning to America.

An amended complaint has been filed in Superior Court by Herman A. Koch, Sacramento county public administrator, in his suit in behalf of the estate of Dorothy Millette against Jean Harlow, widow of Paul Bern. Suit seeks to obtain half of Bern's \$48,000 estate on the grounds that Miss Millette was Bern's wife.

Release of \$5,961 belonging to Elissa Landi under attachment in a Santa Monica, Cal., bank, was ordered by Superior Judge Gould.

Calif. Patrick injured in two falls while working on 'Murder at the Studio'. Jack Long, stunt double for Ralph Bellamy, also injured while appearing in the pic when he fell 70 feet.

Retracting charges contained in a \$100,000 lost love suit already filed against Victor Fleming, Paul L. Lehman, cameraman, has filed suit in L. A. against Marjorie De Haven Lockwood, actress, and daughter of Carter DeHaven. Lockwood charged in the complaint that his wife accompanied Fleming to San Francisco.

Conway Tearle has been ordered by Superior Court in San Francisco to pay \$2,000 as the balance on a \$10,000 alimony judgment to the es-

tate of his former wife, Mrs. Ephine Park Tearle.

Frances Dee lost a \$750 brooch and a \$2,000 ring when thieves ransacked her home.

A Hollywood cobbler sued Al Boasberg for \$70 for making a pair of shoes. Judge let him off for \$20 when gagster asserted the shoes pinched his feet.

Alleging carelessness on the part of the manager and assistant manager, Alice Dawson, has filed suit against the estate of her husband, Al Boasberg, asking the two employees, \$15,000 damages for injuries.

Charging an agent with taking advantage of her lack of knowledge of the English language, Sarah Pedak, actress, and former wife of Percy Molnar, playwright, has filed suit in L. A. in which she asks for a rescission of a contract she entered into with S. Valde.

Describing Jack Kearns, former manager of Jack Dempsey, as the father of her child, Elizabeth Williams, 45, has filed suit in L. A. for \$23,400 against Kearns for support.

Four men were arrested and charged with suspicion of grand theft in L. A. as a result of police investigation into an asserted confession-selling racket involving the Star of Hollywood, former gambling ship. As a result the harbor commission has asked for a municipally owned wharves to the ship.

Alta May Wooden, former dancer, awarded \$60 a month alimony in L. A. in her suit for child support pending divorce trial against Thomas Wooden.

Retrial of Alta Lessert, charged with killing Tommy, pic cowboy, will be held April 16 in Los Angeles. Jury disagreed at the first trial.

Alton Thomas Tuily, son of Jim Tuily, sentenced to from one to 25 years in San Quentin following his conviction of an offense against a woman.

Agnes Marie Cauthorn, dancer, filed suit for divorce from Har- old R. Cauthorn in L. A.

## Agents Worried

(Continued from page 3)  
for some petty grievance be discharged without just cause.

Austin Sherman is drafting the amendments to the contract form and regulations the Labor Bureau has prepared and will probably submit it for approval of the other members of his committee and the 16 attorneys representing agents before it is presented to the Labor Bureau heads.

Agents claim that their business would absolutely be ruined and they would find themselves in the hands of the promoters if they were to give commissions on jobs where the actors got their calls direct.

They say that studios would deliver calls direct to agents who might be in disfavor with them direct and gradually wean all clients away from any agents who did not cater to the whims of the employer.

The agents might be pointed out as the great right spring up with studio employes in some way or other, whereby they might want a cut on all agent takes on calls through their studio, with a threat held over their heads that the call would be made direct; and the agents would get nothing for it and eventually lose clients who were getting direct calls, with the agents unable to dig up calls for them even though they had done so before.

Outside AMA  
Agents in meantime held meeting at Attorney Ralph Blum's office Thursday (15) with latter suggesting they protect themselves in the Labor Bureau and Code situations by group organization away from the old Artists-Managers Association which is now inactive.

Calls were sent out to nearly all agents with the following attending Duplay & Frank Minna Wallis, Mike Leves, Phil Berg, William Morris, Jr., Eddie Siliton, and Harry Wurtzel.

It is understood that the agents in attendance did not seem to be able to figure out a way where a general and compact organization could be effected with all of the 107 licensed agents joining it.

Numerous attorneys during last week including Sherman and I. Baer Newman also suggested that the agents form a compact association claiming that the agents do not realize the seriousness of the situation they have confronting them in various studios.

Otherwise they would be up against a barrier were each to shift for

himself in the matter of grievances and legal complications which arise through businesses not being organized for self protection.

Possibility of six agents getting together in a representative organization is seen by leaders of a new movement on state and federal regulation can be obtained on agents evincing willingness to drop petty personal bickering and get together to regulate themselves.

Revived interest in agent solidarity to face outside regulatory pressure was first promoted by Attorney I. Baer Newman of the agency attorneys' committee of 16, and is renewed by the general approval of the executive committee of three.

Austin Sherman, chairman; Attorney, Martin Gann and Ralph Blum. The committee said that agents 'positively do not realize the seriousness of the regulatory regime confronting them.' Sherman and Newman admitted that considerable discussion had been held regarding the possibility of getting all agents together to write their own code of ethics, one which would solve all squabbling by getting three-way approval from agents, state and NRA.

Sherman said that, meanwhile, he was going ahead to complete the draft of agency rules and regulations, promised. Chief Deputy Thomas Barker and Attorney Charles Lowy of the state labor comish. Sherman's draft is to be shown his committee and the other attorneys for their approval in advance of the meeting with state officials, skedded for Wednesday (21).

**B'way Film Stars**

(Continued from page 1)

for Lupe Velez and Johnny Weissmuller as a team.

In addition to the picture names, the Paramount also has S. L. Rothel (Rox), and 'his gang' for the week of April 29, this deal involving about \$10,000 for the show, which Rothel draws \$5,000 for himself. It will be the second date on his 12-week Par route, which commences in Boston.

By stepping in with its own names and making it a fight, the Par follows the Capitol in throwing aside all its recent resolutions against heavy salaries for stage attractions. This battle not only resembles that of last year, in which both Broadway de luxers nearly lost their respective shirts, but goes it one better as far as salaries are concerned.

In last year's fight the two theatres wore themselves out losing heavy salaries names at each other. After a while both decided that many of the names weren't worth what they were getting, and in a mutual get-together by the booking offices everybody decided to lay off.

Stepping right into the middle of this picture house name feud is the indie Casino, which starts a two-day stage show policy April 2. Its chances of landing draw names were precarious anyway, but with the Par and Capitol again on a salary bender it may find things even tougher. Casino has only the one date to offer, and it's minus film studio affiliation, although the operators intend to spend about \$15,000 a week for shows.

**New York Theatres**

Wed. to Fri. March 21 to 23

**RKO THEATRES**

86th St. —  
"Long Lost Father"  
& "Orient Express"

81st St. On B'way  
"Long Lost Father"  
& "Cronky Case"

In Person!—Jimmy Durante, Polly Moran, Lou Holtz, Armand—Others.

On the Screen  
SENFENCE TRACY  
in "The Now-Or"

**CAPITOL**

LOEWS SWAYZIN 25th Nov. to Fri. 10 A.M. - 10 P.M.

**SALE**

**CARBO**

"QUEEN CHRISTINA"  
—the Vaudeville!

Starts Friday—Newman, MacDonald, "The Cat and the Fiddle"



# GUARDING B'WAY FROM FIRE

## Show Boat—1934

(Continued from page 1)  
that's steamship company's  
gravy.

A cruise to South America and the West Indies by a VARIETY mugs from March 8, returning March 16, on the Rotterdam (Holland-America Line) and booked under the auspices of National Tours, is an opener to a new kind of seagoing showmanship. Ralph Delavie, president of National Tours, is credited with having developed the theatre-on-the-briny the furthest of any.

It's so primed that there's always plenty doing. The professional talent which has gone into this new showmanly evolution, touts the cruises as a cinch route with no layoffs. They are assured not only of prominence and steady income but also of a discriminating and more sympathetic audience.

### Stock Company

example, the following permanent staff (a short crew for the winter tours) on the Rotterdam is an idea to what degree this aquatic showmanship has been developed. Harold Hennessey, standard vaudeville m.c., has graduated under Delavie's National Tours into an executive post as cruise director and general head man of all shipboard activities. Waterson Lowe, who designed the Klaw theatre and has done theatrical settings for many legit, is the lecturer who spouts in a semi-educational vein on what the tourists should see at the ports of call—Puerto Cabello and La Guayana in Venezuela, South America, for example, Curacao, in the Dutch West Indies, and Nassau, B. W. I., with footnotes on the reliable shops, what prices to pay for perfumes, likker, etc.

Bill Hennessey, Herbert Wless and William Allen are sub-m.c.'s of the cruise staff, pacing the sundry innocuous games of chance (horse races, "Here Comes Sharkey", which is another name for the lotto, beano, tango or bingo games so popular at the shore resorts), and in general aides to Hal Hennessey.

Arthur Lloyd, vet vaude prestidigitator, is the permanent card manipulator who fills in with magic work, and also stages special magic shows for the kiddies, elderly ladies, et al.

Dave Gardiner (Gardiner and Edwards, and last associated with Sam Baerwitz in vaude flash act production) is another permanent cruise staff member as the official comic of the ship festivities, besides mixing with the passengers, etc.

Then there's a permanent stock company the Deep Sea Drama Guild, Ray Rawlins, director and lead; Alsey Alba, ingenue; Irene Hurley, second woman; Warren Lyons, heavy. They do two tab versions, one during the first week and another on the way back. The offerings were "The Story, New Lies", nee Margaret Mayo's "Baby Mine" in two acts, and Noel Coward's "Private Lives", abridged. National Tours makes the script arrangements and since they are non-admission performances (all the entertainment is sans admittance) the royalties, if any, is nominal.

The permanent staff also carries Adele Hanson, concert pianist; Carmen Condon, contralto, and her husband, Kenyon Condon, baritone, as concert artists, who have a recital opportunity all to themselves; and also Michela Gardner (Mrs. Arthur Lloyd), soprano, formerly with the Metropolitan opera.

### ree Acts

The 'visiting' talent on this cruise included Harry Lang and Luis Grillo, Ann Friedman, Jack Goldie and Co. (Hazel and Ruth Shibley); Peggy Dolan, songstress, in several of White's 'Scandals' and with the Shuberts, who has made 19 of these cruises; Dell Twins (Beth and Ellen), Paul Adler, impersonations a la Eddie Garr, and Maxine Boura, tapster.

The variety portion was the highlight of the ship's entertainment, the officers voting this unit among the tops, which means they'll be invited for repeat engagements. The talent invariably accepts as a stopgap during layoffs as it's con-

### Full Service

When they step into a taxi now the routine is—"999 West 58th, and WABC."

sidere a nice, inexpensive vacation, even though they don't get paid. Hennessey is the life-of-the-party m.c., prominent throughout in all ship activities from the horse races to the masque, Spanish and country fair balls.

Brooks sends along a flock of suitable costumes for these three galas for which those passengers who would participate rent at \$1 and \$2. Mr. and Mrs. Wally are the permanent costume chaperones, dressing their parts well, as shills for their wares. Brooks takes no chances as National Tours underwrites the service by guaranteeing a certain income. About 40% of the passengers go for the costume gag.

Harry Moss, American, is the band leader, and Vallee of the combo, which comprises seven Dutchmen and an American trumpet player, Jess Brickman, and Lino Newman, clarinet, who is a kid brother of United Artists' Al Newman and of legit producer Bobby Newman. Moss and the hot cornet player, with Newman at the piano, with the aid of an interpreter make the other Dutch muskies give out plenty good jagged, considering everything. The Dutch musicians double into concert for the cocktail hour and dinner musicales.

### Like a Production

A boat like the regular is hooked up like a production. It's not \$5,400 per day. The boat can break at 800 passengers. This trip had just under 400 so it was in black from scratch as there is extra gravy for both the line and National Tours from the shore excursions, bar, etc. Capacity is 800, and 500 is not an unusual passenger list. This trip was deemed light but no loser.

For the term these show boat cruises are a life-saver. The Rotterdam is a big and very substantial vessel but its 27 years places it at the mercy of the new crack Italian or the sveite French liners. Hence the southern water excursions or, in the summer, to Newfoundland, Quebec, Montreal and Bermuda on a quatrangle itinerary, they're plenty busy. So much so that the boat has just been budgeted with \$1,000,000 for renovations. An outdoor swimming pool was added from the start to the regular indoor pool in the gym.

The manner in which the remmies go for "The Story, New Lies" (lotto) games prompted the inquiry why a gambling ship idea, with a regular casino, wasn't a natural. The answer is that all suspicions of any such thing must be removed by maritime law. What's more the line would prefer playing for prizes, instead of the 50c and \$1 maximum fees.

That the lines see a big future in this new deep sea showmanship is answered by repeal. Contrary to snap impresspp, prohibition while an initial boom and a boon for these trip-to-nowhere cruises also kept nice people away. Now that catch-as-catch-can drinking and carousing is going out of style, nice people have learned that these cruises are not drunken sea orgies as was true a couple of years back when the boats opened bars as soon as past the 12-mile limit.

The economic reaction to this is seen by the fact that the best accommodations—cabins with baths, etc., which cost the most—sell out in advance first, and the minimum tariff accommodations are seldom sold out. The reverse was true before; the cheap passages went first and they couldn't get the money for the better class accommodations because a certain element merely seized on these cruises as an opportunity for some plain and fancy drinking once out at sea.

### Bar Does Okay

However the bar does okay always. On the trip before this the reported net to the line was \$5,000 from the bars which means at least a \$10,000 gross income from wine

## THEATRE SECTOR DOUBLE CHECKED

All the Boys Are 'on the Floor' When an Alarm Rings In During Theatre Hours—A 9-9 Call Gets Every Fireman in the City

### HOW THEY ROLL

When a fire alarm goes in from the theatrical district between the hours of 6 p.m. and 9 a.m., four engine companies, two trucks, a deputy and two battalion chiefs roll. On the second alarm four engine companies, a water tower and an additional truck turn out, with this repeated on the third alarm.

With the first alarm all firemen on duty in Greater New York must be 'on the floor' ready to respond to a 9-3 call, which would bring every available piece of apparatus in the district and nearby territory. A 9-9 alarm, denoting a holocaust, calls for all apparatus in the city.

Within the Broadway area, one of the most carefully guarded sectors in the world, it's check and double-check on fire hazards to ward off possible calamities. Besides each fireman detailed to all theatres and auditoriums, a captain and four lieutenants who have been disabled in active service are constantly in the theatre district checking the men on detail. These men also inspect all buildings where film is used and stored.

To them has been given the power of adding teeth to the stringent fire department regulations with their current authority to issue summonses to violators. Previously, inspectors had first to report violations to headquarters before the accused could be brought to trial. Now the tickets are handed out on the spot, giving the violator no opportunity to 'square' matters.

### Assigned to the Division of Public

and Liquors in 12 days. But no in-the-cabin drinking; all in the public saloons. Bottled goods isn't sold for indoor consumption and stubs bought on shore is taboo for consumption in the dining saloon or in the public rooms.

Cocktails and appetizers are 25-35c; a split of Schveppes (English mixer) water is 7c. Champagne of indisputable vintages 44 and 45 tops. Perrier champagne by the glass 50c and 75c.

The acts don't overwork. The variety talent which is intermittently booked, for example, works only twice, once going out and at another gala on the way back. Ditto all vaudeville artists. Idea is for variety and not to overdo on anything or anybody.

Films every night, chiefly pre-releases. Universal and Columbia product exclusively, and mostly outdoors excepting when weather forbids, when exhibitions are in the main stage.

An idea of Ralph Delavie's showmanship is manifested by the manner in which he helped the line solve its dinner sessions. All ganged up on the late (second) sittings and the first dinner sessions were light. Delavie with two words, "main sitting," created the 6:30-8 session as the bull period for eating, thus equalizing matters with just that phrase as people figured 'main sitting' meant the most important period, while the smart diners still knew enough to book their tables for the 'supplementary sitting' at 8 p.m. on.

There are notorious other showmen wrinkles on these 1934 show boats, such as teachers from bridge clubs coming along to tutor (the Terrace Bridge Club of N. Y. was represented thusly on the Rotterdam). There is also an omnipotent ship's photographer who snaps anybody and everybody promiscuously and then displays the prints with numbers.

## Cocktail Prices Change With Hour Of Day, 35-50-75 Cents, and Trade Uncertain as Temperance Grows

### Infringement

Galveston, March 19.  
Tom Sharkey, once contender for world's heavyweight crown and in his sixties, has bought a half interest in the Crystal Saloon on main drag here.  
Sharkey cherishes one great grudge. It's against Jack Sharkey, whom he calls 'the man who stole my name.'

## MEX BULL FIGHTERS WANT MINIMUM WAGE

Mexico City, March 16.

Organized bull and bullock fighters have gone minimum daily wage scale, now that Mex unionists have obtained a higher lowest pay for their stints. Mexican Union of Bull and Bullock Fighters demands minimum stipends that the blood and sand arena managements can pay performers.  
Union also demands arenas ban free lance fighters and those it has fired.

lie Assemblies of the fire department, these officers are the only members of the f. d., aside from company commanders, capable of slapping tickets on those responsible for a possible fire hazard. Company commanders, however, are not permitted to write tickets except in such cases where a person interferes with firemen in the line of duty; packs a car within eight feet of a hydrant, or rides over a hose.

Reason why all firemen were not given the summons books was explained as undesired promiscuous ticket-writing. In minor violations, such as smoking backstage of a theatre or in a building containing film, where firemen would probably immediately write a summons, the officers first give a warning. The second time means a ticket.

Division of Public Assemblies was formed in 1918. Previous to that the men doing this work were called fire prevention inspectors and worked in plain clothes. Now all members of the fire department are uniformed when on duty anywhere. Along with the five officers in Manhattan's theatre and auditorium inspecting staff are seven disabled firemen. These men check on picture houses seating less than 600 people where no firemen are regularly detailed.

### San on Cleaners

Another Times Square regulation, and carefully watched, is the restriction of the theatrical district to clothes cleaning establishments. The cleaners who were in the district when this regulation was put into force were permitted to remain, but no new ones have been allowed in during the last few years. At no time is a clothes, rug or drapery cleaner allowed within 50 feet of a theatre, hall or auditorium anywhere in New York.  
The last big fire in a theatre in this city was the Brooklyn theatre catastrophe of Dec. 5, 1876, when 380 lives were lost. The show in the house at the time was melodrama, "The Two Orphans," starring Kate Claxton. The Brooklyn post office is now on the site. Other large fires such as the Standard and Windsor occurred while no audience was present.

Since that time the only other serious theatrical blaze in New York occurred at the Pathe studio on Dec. 10, 1929, when 10 people burned or suffocated to death.

If the burlesque houses close it will be a sad story for the fire boys, as watching the strippers work for close range is considered one of the choice assignments by the flame fighters.

### Southern vacash return

setting the nice weather as a denter to nite trade. Biz on the whole is holding up, but already the shifting trends and the public's fickleness in general is asserting itself upon the post-prohibition spots, just as has always been the case with the prohibition niteries, speaks, etc.

Hotel Madison, for example, is a notable instance. All of a sudden this spot was in; now it's 'way off, hurt by too much prosperity.

Hotel Roosevelt's new bar is n.s.g. Ritz bar, which was figured to kavo everything, is but fair; either the aura is too forbidding or it lacked that undefinable atmosphere necessary to put it over.

Waldorf-Astoria is holding up and taking the hotel out of the red from the bar biz alone. The others are so-so. Drinking, of course, is no longer smart as was obvious with repeal. It's now smarter to order a mild appetizer or, as in the continental manner, a split of Perrier or Poland water, and just sit around. The house can't collect from sitters-arounders.

### roadway Spots

Casino de Patee continues the big nite club biz-getting pace as before. The Paradise picked up a little with Sally Rand. Phil Harris' dance music hopped up the Palais Royal a bit, although that Sam Magdon spot has dropped its \$2.25 minimum dinner covert and there's no minimum tariff at all. The Hollywood restaurant with Vallee is up with the Casino in the big money class.

Leon and Eddie's of the ex-speaks is among the outsiders in successful survivors, gradually easing up the tariff to a \$1.50 minimum (i.e., two drinks per person at 75c) week days and a \$2.50 per person minimum check on Saturday nights.

Stork Club is another which upped its dinner from \$2.25 to \$2.50, now that the likker income can't offset the loss (if any) on food, and is making money both from the kitchen and the bar.

All these legalized ones now have three booze scales; cocktails 35c at lunch and up to 5 p.m.; 50c for dinner and 75c nights.

## Milwaukee Auditorium Goes Beer Garden With 6,000 Capacity

Milwaukee, March 19.  
Joseph Gieb will convert the Auditorium into a Volk (family) beer garden, opening June 10 and continuing the policy until Oct. 2. Capacity is 6,000. There will be a floor show, with feature attractions changed frequently.

Leo Reisman and a band of 25 have been engaged for the season.

## FRISCO WITH INSOMNIA GOES FOR BIKE GRIND

San Francisco, March 19.  
First six-day bike races here since the floppo exhibition in 1917 went over healthily at the Civic Auditorium this past week. Primarily intended as a buildup for a return date in May.

Promoted by George Biakely and Ed Saunders, grind pulled good money at six bits, \$1.10 and \$1.65, and drew more prize money through ad and promotional tieups than same promoters made on their last New York show, they said.

Best houses were recorded around midnight, which is not strange for Frisco, as it's generally accepted as a burg that doesn't know what sleep means.



## Broadway

Tommy Gulman to Europe. 'Tide' has moved into new terra.

Sam H. Harris due back from coast this week.

Gregory Raffo taking his accent over to London.

Fox is giving a test to Owen Regan, Irish actor.

Abel Green back from West Indies with smoky mugs.

Harry McWilliams has the flashiest business cards.

Don Skene back on Herald Tribune writing boxing.

Wally (Par) Smith has submitted a second story to RKO.

Burnoff and Wensley to London for some vaude dates.

Jack Hazzard not feeling so good. It's those Great Neck writers.

Tonie Schvart out of 'Pursuit of Happiness' five days last week.

Herman Robbins back from Hickory, Fla., after a month's sunbath.

Lambs Gambol had plenty of opposition from St. Patrick's Day parties.

Lynde Denig repping Helen Ferguson's Hollywood publicity bureau in the east.

Bud Gray and Ed Olmstead in Akron, O. in advance of a picture for Milt Field.

Mark Leuschner is in charge of publicity for the New York Philharmonic drive.

Evelyn Laye had a good time for three weeks in New York. Now she's en route home.

Association of Foreign Press Correspondents at Henry Pickford's lunch Sat. (17).

Crepes suzette is too much for a 7th ave. restaurant. They call 'em French liquor pancakes.

Lou Diamond, Par shorts and music head, prolonging his stay on the Coast a fourth week.

Mrs. Lou Goldberg has been advised she's mentioned in a will that's to be read shortly.

Morris Gest and Nikolai Balleff strolling in the square the night Balleff docked from Europe.

Eddie Lewis, of the William Morris Par office, back there after a couple of weeks in New York.

Ardie Smith, in critic of the Buffalo Times, was in New York last week looking over the shows and sights.

The ticket guy Joey Keith, with the Mullins in Florida, fined 10 bucks by Jimmy Wilson for breaking training.

The Colonel states that the only time he was out of his dressing room to flop was at the Sing Sing benefit show; he didn't want her to be held over.

Charles E. Richardson is the handsomest of the three Par trustees, according to consensus of opinion of the girls in the Par building.

William Randolph Hearst was hissed and applauded about equally when newsreel denouncing NRA went on opening night at 'The House of Rothschild.'

Faith Bacon takes mild exception to a recent item in which it was said that the best capitalization she made of her Vanities' pince was some of dates. She reminds that she went into the 'Follies' for a season.

## Toronto

Jack (Imperial) Arthur will holiday in Fineshure, N. C.

The Royal will get Richard of Bordeaux in mid-April.

Horace Niblock, Empire treasurer, is daddy again.

Catherine will get up for the 'Children's Theatre' opening.

Doug Stanbury, whose pappy is a medico here, coming home.

The piano-funking Cleo, from Ham-bour and Helen Oram will wed.

Allardyce Nicoll, Scottish critic, will speak here on Irish Night on English drama.

Charlie Emersons, (he's stage manager of Colbourne-Jones), have just been started.

'Oriental' Garuens', dance-spot, being run by Al Pluckett, late star of the 'Dumbells Revue.'

Frank Camp, from here, back on Broadway in Charlie Waldron's former 'Pursuit of Happiness.'

Local theatre interests have summoned George Kepple up from New York to talk over legit productions.

Wealthy Alex Huston and his family down to the Big Town to see brother Walter, in 'Dodsworth.'

Delridge (Empire) Doyle in London with her hubby, A. E. Anson. But remembered for that 'Romance' role with Doris Keane.

After that profitable 'Toshe-Kal' run at the Royal, Maurice Schwartz will stage a repeat at the Standard here after the Boston engagement.

Bud Hullick of 'Stoopnagle and Bud' used to be a member of Billy Bisset's orchestra when the Royal York maestro was playing in Buffalo.

Anti-censorship blast of Roly (Mail & Empire) Young had government and picture heads here re-rendering, but the Boston engagement seen his withering criticism in the first edition, which was later yanked and softened.

## London

Lawrence Evans off to Cairo.

Cynthia Foley television broadcast.

Sam Spiegel on a weekly flying trip to Paris.

Maurice Browne around hidden under a beard.

Yvonne Printemps sez 'like verma much Garbo piece.'

Clifford Whitley talking over big business with Arthur Dent.

John Southern again, talking of acquiring the Syndicate Hall.

Captain Woolf Barnato joined board of Bentley Motors, Ltd.

Ambrose broadcasting on same day he docked from America.

Lennox Robinson's comedy, 'The Big House,' laid out for the first time.

Definite date for Drury Lane 'Three Sisters' opening is April 5.

Alexander Korda and Charles Gulliver meeting for the first time.

Geoffrey Swaffer, Evening News art editor, down with appendicitis.

Jack Buchanan opening Carlton theatre, new deluxer in Portsmouth.

Birmingham's new theatre, in staging 'Counsellor-at-Law' April 10.

Jack Hylton celebrating 10th anniversary of his band. Seems much better.

Paul (Mousie) Garner etting kippers at Lyons' is a lesson in etiquette.

Freddie Newmeyer to direct the new Bobby Howes film for British International.

Charles Cochran weeping over the historical inaccuracies in the filming of 'The Sign of the Cross.'

Norman O'Neill, musical director and composer, seriously ill following string accident.

Ten prominent names in former Drury Lane shows lining up for supers at 7 1/2 per week.

Paul Graetz a Paul Stein discovery, out of 'Magnolia Street,' after two weeks' rehearsal.

Aubrey Hyman on long distance from Johannesburg, and sounding clearer than local call.

Not generally known that Elizabeth Bergner was a pupil of Professor Max Reinhardt.

Charles Gulliver meeting his son, Clifford, at Southampton, after a long absence as intendant of the 'Berlin State theatre,' is now touring Europe as propagandist for German literature.

Larry Ludwig, Diptel, Paul Horbiger, Paul Kemp, Kaethe von Nagy, Renate Mueller, Brigitte Helm, Ida Wuest, Trude Marlen, Brigitte Horne, Willy Fritsch and Hermann Speelmans, U.S.A.

So high is the flood of unrequested manuscripts submitted to German theatres that the director of the Munich State theatre has decided to make the reading department on payment of 10 marks.

Jan Klepura's contract with Cine-Alizans and Universal has been terminated by written settlement.

Klepura will now work exclusively for Cine-Alizans, Berlin. 'Waltz Under Stars' has just been completed.

Graveure's new film, 'A Waltz for You' includes lots of draw names, such as Adele Sandrock, Helene Weigel, Fritz Oedmar and Camilla Horn. It's a Badal production for German FOX.

Opinion spreading that Berlin's Municipal Opera is in danger. Entire personnel has been given notice for the end of the season. With the Kroll Opera also dark it would leave Berlin without a major opera house out of former three.

## Berlin

By Hans Bermann

Milan Scala at Cologne and Dues-seldorf early in March.

Fox news reel No. 10 declared 'state-politically valuable.'

Luisa Rainer, young German legit star from Vienna, to join Max Reinhardt's road show as 'Ophelia.'

Three ex-Berlin VARIST mugs played poker in London last week.

Chancellor of Higher Education Foundation to Wagner memorial at Leipzig.

Emil Jannings in another NDLS film, 'The Iron Gustav.' Plot covers a period of 20 years.

Sixteen mm. newspaper theatre opened at Duesseeldorf to good response. Chiefly handles local stuff.

'Hans Westmar,' film in dubbed Italian, to be released in Rome in April. First time Luce is handling a foreign feature.

Stendhal's world-famous classic, 'Rouge et Noir' the first film of Italia-Optout production, starring Gustav Froehlich.

John W. Hicks and Frederick W. Lange in town. Hicks leaving for New York, Lange for London. Lange proceeding to Prague.

Wilhelm Diegelmann, senior of German legit and film actors, died last March. Max Reinhardt was old member of Max Reinhardt's company.

Wilfried-Basse, film's 'Germany Between Yesterday and Today' was changed after discussion with the Pruefstelle, into 'People Like You and I.'

Hanns Johner, recently granted leave absence as intendant of the 'Berlin State theatre,' is now touring Europe as propagandist for German literature.

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## Vienna

rich Glass

Jacques Deval's 'Tovarish' third transfer in three months.

General plan to cut down prices of admission by 8 or 10%.

Nora Gregor has a new 12 months' contract at the Burg theatre.

Bruno Walter touring with Vienna Philharmonic April 21-May 3.

Elisabeth Bernger's British-made 'Catherine' attracts genuine queens at the Apollo.

U's 'Czibi,' talker, starring Franziska Gaal, still running and attracting all over city.

English Shakespeare's adaptation of 'Diktator der Frauen' to open at London's Crydon Repertory theatre. April 9.

Kolond Rainer, new play, Franz Theodor Czokor's adaptation, 'Who Have Been,' for English and American stage.

Scala projecting a revival of 'The Gelsa' in the life of Jacquin, in-born Japanese Mitschiko Meini Tanaka, wife of local tea and coffee king.

English Players re-appearing with 'Othello,' 'Ten Minutes' Alibi, 'The Green Bay Tree,' 'Eight Bells,' 'The Return Journey' and 'You Never Can Tell.'

Jarmila Novotna leaving 'Guditta' end of March for a talker in Athens while her 'Guditta' partner goes concerting around the Con-tinent to continue in Lehars' piece in March.

Max Paulsen, former manager of the Burg theatre, who openly despises talkers, takes shelter under pseudonym 'Ferdinand' and takes part in 'Masquerade,' talker, starring Paula Wessely.

## Paris

By Bob Stern

Chez Elle, niterie, closed.

Clifford Fischer to Menton.

Granville Barker back from Rome.

Georges Carpentier managing fighters.

Frank La Grand arrived at George V.

Eide Norena back, boosting radio in U.S.

Lys Gauty opening niterie on Rue Victor Masse.

Jim Witteried adding Fred Payne to his string as p.a.

Don Alfredo Marimba band recording for Columbia.

Shopkeepers vacating Lido arcades since Lido went dark.

Menton inaugurating its new casino with gala dinner.

Almace, niterie, reopening on rue Notre Dame de Lorette.

Princesses Marthe Bibesco to make first trip to U.S. in fall.

Marie Dubas now playing Brussels with her own revue.

Tita Rufo giving recital at Casirio's in rue de la Harpe.

Jeff Jackson, local fight promoter, planning trip to America.

Plate glass smashed during riots in Sainpierre, not being replaced.

Nelson Doubleday here, reporting loosening up in literary trade.

Raquel Meller trying minor comeback by singing in gala at Nice.

Whole town turning out at benefit of Union des Artistes at Cirque d'Hiver.

Edgar Mowrer speaking on Germany before Junior Guild of American Cathedral.

'Invisible Man' (U) getting a good searoff at Agriculteurs, twin right and left bank showcases.

Dr. and Mrs. Charles Holder (former Doctor Caruso), entertaining at home in rue de la Harpe.

Jim Gerald planning personal appearances, with songs, accompanying films in which he appears.

Favillon, ex-music hall, latest Paris hit. No type to go dark.

Henri Varna working on a retrospective revue, 'Happy Days,' for Alcazar (former Palace) in May.

Ruth Allen and Elizabeth Hale starting playbooking office under name of International Play Service.

Charles Farnes organizing bank of American French college boys for mi-careme dinner at Ritz.

British-made 'Loyalties,' directed by Basil Dean, from Galsworthy play, getting a hand from local critics.

Little White Beds Ball new date definitely set at March 20 at Opera.

Katharine Hepburn invited to appear.

Lucienne Boyer joining mob of those who deny they had anything to do with Stavisky or his playmates.

Chi Trib running a series by columnist, Louis Atlas, back in U.S. on vit, telling how radio gives him a pain.

Habitués of Mon Paris, niterie where Stavisky used to hang out, are scattering to all parts of Europe.

Sacha Guitry, with Jacqueline Delubac, among celebrants of the end of taxi strike at Cafe de Paris.

Paris newspapers protesting that Katherine Hepburn lacks curves.

First Hepburn picture to be shown here at the Moulin Rouge.

Cecile Sorel now booked to stay in new version of Casino de Paris show. Will lead jazz band, and is also sketching, sketching by Leo Lelierre.

'Guilty Hands' at Washington Palace hailed by H. Frederic Pottecher, critic of Comedia, as a masterpiece of American cinema for the French to try to imitate.

Maurice Cartiers, who made a vain attempt to run an operetta season at the Moulin Rouge, is getting rosette of 'officier de l'instruction publique' to console him.

Harold Smith taking advantage of trip to Belgium with American Legion color guard for King Albert's funeral to look over Belgian film conditions for Hays interests.

'Duck Song' on the sob side and 'The Song of the Lark' on the laugh offerings, are among the American film offerings here this week. Former at Champs Elysees, latter at Studio 28.

Granowsky, director of 'Rol Pause,' reading 'Muscovite Nights,' based on an original story by Pierre Benoit with Harry Baur, Spinelly and Pierre Lanchar in cast. Shooting to start in May.

J. H. Seidelman came back to Paris from London last week to continue life of Jacques, in the ducked off to England again. He'll be back later, he announces, to carry on negotiations.

Sacha Guitry, reading a piece about the life of Jacques, in inventor, which he'll play in Lyons at the request of former Premier Edouard Herriot. Also working on a play for the same theatre here to go on at end of this season.

## Hollywood

Dorothy Dell ill with laryngitis.

Mrs. Charles Reisner back from Palm Springs.

Bob Husey showing his mother around Hollywood.

Carolyn Wagner added to the Universal publicity dept.

Charles Davila, U. S. minister to Roumania, o.o'ing Metro.

Pat Casey a busy guy entertaining visiting union executives.

Bill Frawley now feels the picture business affords a future.

Eileen Collins enroute to Chicago for annual A. U. swim meet.

Babe Hardy back from vacation at Del Monte and San Francisco.

Glenda Farrell tossed a party for Frank Capra, Joe Swerling and Bob Riskin.

Marjorie Gateson flew to N. Y. to be at the bedside of her mother, seriously ill.

Ramon Novarro in town for three days before his South American concert tour.

Joan Holliston, Boston artist, here to paint picture celeb's mugs for mag covers.

Freeman Bernstein, who was around for a couple of months, has hoped to Reno.

Charles Bickford's foot got under a horse and was bruised at the Riviera polo club.

Wally Pate was up Frisco way over the week-end for preview of 'Stand Up and Cheer.'

Andy Hervey has changed his mind about going with the Paramount publicity department and is staying at Lietro.

Hunt Stromberg and Harry Raff are feeding at bridge, and the pair are looking for partners for the momentous battle.

That final Derby at Agua Caliente got about 50% of the picture mob over to the western states.

Louis Hechtlinger, page boy at Fox, jingling 25 bucks prize money for suggesting 'Wild Gold,' as new title for 'Gold Diggers of 1934.'

Jimmy Malizish has been spotted as exploitation director for all Warner Brothers houses and exchanges in the western states.

Dorothy Devore and her hubby, A. Wylie, father, defendants in a suit filed by H. A. Nelson, who is suing her for desertion.

So many press agents around town they will have to wear badges to keep from canvassing each other, especially those who acted on the screen in the western states.

Earl Baldwin, author of screen play of 'Wonder Bar,' got a tough break at the premiere here. Slipped through the crowd, uncounseled, unseen and wasn't spotlighted when celebs were taking bows.

Roy del Ruth discovered, during director's bulldozing Drummond Strikes Back, that three former Scotland Yard dicks, working on the set. The trio were strangers to each other.

## The Hague

By M. W. Eddy-Lael

Impresario Dr. Krauss managing Holland tour of German opera company.

Mary van Eyeden-Vink, popular actress, celebrated her seventeenth birthday with big reception.

Not often a Dutch company tours other parts of Europe. A Dutch revue, 'The Four in Germany,' managed by Dimitrios.

Planiat Carl Friedberg muffed his dates here as his son has to undergo a serious operation, his engagements taken over by Askens.

Princess Juliana, heir apparent, visited Ballet Jooss and liked it. This week she went for first time to a dinner party in a restaurant at The Hague.

French-Dutch Society organized a performance at Royal theatre, The Hague, of 'La Brouille,' by Charles Vidra, Lion Bernart and Catherine Fontenay of the Comedie Francaise and Paul Gerbault in the most important roles.

## Bucharest

y Mari -Lise Emili

'As You Want Me' bliz.

Bela Bartok here, concerting at the Maison des Francais.

Edmond's 'Kiss Before the Mirror' 100 up taken over by Askens.

Twentieth cent anniversary of Constantin Grigorian, the founder of Rumanian opera.

Maughams 'Starred Flame' revived at the National theatre, with Maria Filotti playing lead.

American minister presiding at annual redoute of 'American Institute' with all the stage folks present.

State's Opera preparing Schubert musical, 'Blossom Time,' with Maria Filotti and Maria both of the National theatre, in it.

Sadoveanu is experimenting by performing parts of Goethe's and Marlowe's 'Faust' alternately for purpose of comparison.



# Pittsburgh

By Hal Cohen

Victor Graff is 22 pounds heavier. Jerry Mayhall's son, Buddy, eight, can riddle Bach's 'Second Concerto.' Charles Rich has a laugh that's a dead ringer for Frank McHugh's. Rae Trader, woman fish, singing with orchestra at Tent club for experience.

Bobbie Arnet headlining new 18-people show at Plaza cafe. Staged by Lou Bolton.

Harry Kalmine and Frank Penny sold music together in theatre lobbies 15 years ago.

Variety club staging annual stage-screen benefit show at Penn Sunday night, April 15.

John McGreevey's biggest worry is that his three-week-old boy won't like football or basketball.

Playhouse has postponed production of 'Taming of Shrew' in modern dress because of illness in east.

Sam Stratton and Frank McGrann both in town beating the drum for a variety show, due at Nixon Easter week.

Kenny Kenfield back in Pittsburgh after seven months in Oil City as a manager for the Harris interests.

Tony Conforti, operator of Nixon cafe, has taken over Reymers for high-class restaurant and cocktail bar.

Accompanying Eddie Cantor to town is his oldest daughter, Marjorie, who acts as coffee salesman's secretary.

June Powelson, wife of Enright's assistant manager, on tour as chorine with Art and Gordon Havel unit Sweet and Lowdown.

Bernie Armstrong has built a huge pipe organ into his Squirrel Hill apartment at a cost of \$38. Estimates that he would have run to \$3,500.

# Minneapolis

By Les Ross

Sickness taking considerable toll of RKO office here.

Charlotte Greenwood, master of ceremonies at Mike Collins' Ring.

Jim London earned \$61 a minute in his wrestling appearance here.

Without selling liquor, the Galleries night club, grossed \$33,000 in three months.

Al Allard, head of Fawcett Publications art department, studying books with fatherhood.

W. L. Nicholas, Fairmont, Minn., exhibitor, in Abbott hospital recovering from operation.

Town reveling in skating show at Arena, a three-day sell-out and lesson in showmanship.

Film Board the past week reported no theatres in territory closed and two reopened.

W. H. Workman, MG exchange manager, discharged from hospital after close call with pneumonia.

Phil Dunne, Columbus, Chicago branch man, recovering from gallstones operations in Asbury hospital here.

Suit of W. A. Steffes, exhibitor, to test validity of zoning in territory, on federal court calendar for present term.

Degrees in Scottish Rites taken simultaneously by Eddie Ruben, John J. Friedl, L. J. Ludwig and Harold Kaplan.

Out-of-town exhibitors visiting Film Row included G. A. Troyer, Rugby, N. D.; John Fuller, Valley City, N. D.; C. W. Kaake, West Duluth, Minn.; J. C. Hill, Milligan, Minn.; Jack Walker, New Richmond, Wis.; E. W. Johnson, Floodwood, Minn.; Charles Lyons, Aiken, Minn.; Dr. H. L. Cole, La. Moore, N. D., and Guy Troyer, Rugby, N. D.

# Dallas

By Raymond Terranella

Hoss racing time again—Arlington Downs' spring meet due end of the month.

Big Crosby taking in the town en route to Galveston with Anson Weeks' band.

Sara Haden, in 'Spitfire', is daughter of Texas' renowned Charlotte Walker.

Elizabeth Harris Vollmer giving Capitol patrons horoscopes and tea-leaf guidance.

Mrs. Kate Hobbs, in Little Theatre's 'Biography', rating a rave from all the papers.

Tom Mix and wife putting up at the Baker while Tom routines the Saxe Dill-Tom Mix circus wintering at Fair-Park.

Vivian De Andrea, Frank Monroe, Ruth Laird's ballet, Kathleen York and Wayne Hancock united for stage shows at Palace.

Dallas Little theatre picks Gorky's 'Lower Depths' for April production, engaging Sholom Tanin for principal role and assistant director.

When Charlie Foy dropped into town to visit brother Dick, who popped Jean Darnell with a family picture she snapped at the Majestic back in 1917.

# Mexico City

By W. L. Graham

Cold and windy.

Police organizing sleuth corps to protect tourists from soft song men and other gypers.

Mexican Authors' Union investigating charges by Rafael Hernandez, Porto Rican composer, that his compatriot, Gonzalo R. de la Gaita, plagiarized two of his most popular songs, copyrighted them here, and cleaned up.

Nudism faring badly here. Naked dance by two girls drew cancellation of a theatre's franchise in Morelia, capital of Michoacan state, and orders for troupe to leave town and never come back. Au naturel bathers and beach strutters at Acapulco, west coast resort, being arrested, heavily fined and sentenced to long terms.

Buddy Monroe back from N. Y. and into the Terrace Club floor show.

Herb Morgan planning a quickie to Orlores' training camp at Bilozi, Missa.

Clara Tree Major layers in for single performance of 'Rip Van Winkle.'

Joe Fields dropping cabaret booking agency to devote self exclusively to Rivoli.

# Chicago

Herb Ellsburg has dropped poundage.

Maurie Rubens and wife wintering in Florida.

M. H. Singer off for a tour of the Sierra country.

Max Turner has split with the Leo Salkin office.

Norman Kassel now handling publicity for the Easness circuit.

A. J. Balaban hopped back east, but expected back this way about April 1.

J. C. Stein prepared a song sheet cover to announce the birth of his daughter.

Luther Greene producing three Scandinavian plays at the International House.

Jim Sarafied sporting a conch shell hat on his return from the Topeka country.

With Jack Oeserman back from Florida, Walter Branson hiked off to Bilozi for a spell.

Three months behind original plans, they're finally pulling down the old Randolph theatre.

Emil Stern and Sid Spiegel off for England to learn the Easness in the hands of Eddie Silverman.

Following Aaron Saperstein's lead, practically the entire Allied membership entrained for Hot Springs.

Ramon Navarro and Clark Gable stopped traffic when arriving on the Century, with Gable refusing to get out of car.

Saul Bragin, Abe Platt and Charlie Goldfinger polishing up Goldfinger's Buick in preparation for that trek to the coast.

# Portland

By Bill Beede

John Stille is now managing the Pantages.

Spring weather has the boys polishing the golf clubs.

Ned Lynch's life story running in the Sunday Oregonian.

Charlie Couch, KOIN, seen looking for a job.

Fred Floch still having trouble with the labor union pickets.

Andy Saso busy with his Mickey Mouse club every Saturday morning.

Behind the Mike Mayday is understood to be doing a little something on his own.

G. E. Jackson plans to change over the Columbia to a beer garden with burlesque.

J. J. Parker to New York, by way of Panama Canal, on B.S. He will look in on Havana.

Fred White, Oregonian critic, threw the book at 'Narcotic,' but it held for extra time.

George L. Baker is now number one booster for Oregon-made products. He was made manager of the Oregon Manufacturers Assn.

Bill Nettles has again changed the name of his club, also added dancing to the menu. The city elders have been tough with him.

'Stuffy' and 'Belle' for years a member of Cole McElroy's orchestra, now has a restaurant. Resembles a meeting of the local musicians union nightly.

# Baltimore

By Albert Scharrer

Spring!

Tim burg's newest craze.

They break at Bowie April 14.

Bob Wiede violating the family.

Symph. Orch's season successful.

Faith Bacon has begun scribbling a statistical tome on fan-dancing. 'Memoirs of a Nude.'

Joe and Pete Michon planning to scrap their act this year in favor of warbling act.

Philip Merivale's dotter, Rosamund, listed as ingenue of new

stock troupe to open at Ford's Easter Week.

Charles Emerson Cook back from N. Y.

Baron von Stackelberg a returner from Bermuda.

Celtics, pro court five, paying burg first visit in six years.

First fan dance ever waged on local vaude rostrum laid an egg.

Book break signs, harbingers of Spring, popping out all over town.

Sam Goldwyn forced to cancel sketched guest appearance at Ad Club.

Howard Burman to N. Y. with pic script for Scholz Durante's personal.

Buddy Monroe back from N. Y. and into the Terrace Club floor show.

Herb Morgan planning a quickie to Orlores' training camp at Bilozi, Missa.

Clara Tree Major layers in for single performance of 'Rip Van Winkle.'

Joe Fields dropping cabaret booking agency to devote self exclusively to Rivoli.

# Academy Prizes

(Continued from page 3)

'Lady for a Day' was second to Frank Lloyd in the direction class with George Cukor, director of 'Little Women,' third.

For the best original story of the season award went to Robert Lord for his story 'One Way Passage,' produced by Warners. Second and third were Frances Marion and Metro's 'Prize Fighter and the Lady,' and Charles MacArthur for 'Rasputin,' also Metro.

Sarah Y. Mason and Victor Heerman, co-scenarists on 'Little Women,' were first in the class for best adaptations. Robert Riskin of Columbia was second for 'Lady for a Day' and Paul Green and Sonya Levinsky third for 'For's State Fair.'

Charles Lang was 'way ahead in the contest for best photography for his work on 'Farewell to Arms,' Par; George Folsey second for 'Reunion in Vienna,' Metro; third, Karl Struss for 'Sign of the Cross,' Par.

For best art direction Hans O. Erdy second with 'Farewell to Arms,' following William Darling's work on 'Cavalcade.' Cedric Gibbons of Metro third for 'When Ladies Meet.'

Par Best Sound

In the best sound reproduction class, Paramount won a first with 'Farewell to Arms.' Warners garnered second and third, respectively, with 'Fugitive' and 'Gold Diggers.'

Best sound recording went to Franklin Hanson for 'Farewell to Arms.'

Walt Disney's cartoon, 'Three Little Pigs,' got the biggest percentage victory of all awards, being first in the cartoon class and winning by 80% over Disney's second entry, 'Building a Building.' Universal's 'Merry Old Soul' was third.

Radio's 'So This Is Harris,' starring Phil Harris, won the top award for the best two- reel comedy. Radio also garnered a second with 'The Great Dictator,' and the 'Fecora' investigation. Third was the Universal 'Mister Mugg.'

'Krankato,' Educational, was way ahead for tops in the best novelty short class. 'Menu,' a Pete Smith Metro subject, and Educational's 'The Sea' were tied for second.

Classified as merit for scientific and technical achieve, ent went to Electrical Research Products, Inc. for its wide range recording and reproduction system, and to RCA-Victor for its high fidelity recording and reproducing system.

Composite Photography

Honorable mention in this class went to Fox. Fred Jackman and Warners and Sidney Sanders of Radio for their development and effective use of the translucent cellulose screen in composite photography.

Result of the balloting was announced at Academy Award banquet at the Ambassador hotel, Los Angeles, Friday (16) attended by more than 850 persons, although reservations earlier were restricted to 750. Last-minute rush to procure admittance had the Academy arrangers pulling in extra tables at the 11th hour.

Will Rogers wisecracked his way through the m. a. act and handed the winners the awards, the traditional bronze statuettes. Speech-making was down to a minimum, with Duke Ellington's band the piece de resistance for dancing.

# Denver

By Jack Rose

A. G. Edwards quit as Fox salesmen in the city.

T. B. Noble made a short visit to Dallas.

Mike Smith, U. S. Army post booker, here from St. Louis.

Leo Adler, traveling auditor for U. A., is spending two weeks here.

U. A. is doubling as m. c. at the Orpheum and the Lido night club.

Jack Langan, Universal exchange manager, was a victim in a holdup at a friend's house.

Harry Huffman has been appointed chairman of the advance gifts committee for the annual campaign for several local hospitals.

Carson Harris kept his head. Besides his job as publicity director of the Denham, he acts as news editor of four weekly papers.

Fox West Coast held managers meeting here last week.

With the following in attendance: Fred Glass, Sterling, Colo.; Geo. Paper, Longmont, Colo.; Ray Davis, Colo.; S. Kellott, Aguirre, Colo.; Collins, Colo., and Chet Miller, Cheyenne, Wyo.

Out of town exhibitors in Denver the week before Ed Schulte, Casper, Wyo.; J. G. Burbanks, Laramie, Wyo.; Leon Coulter, Loveland; B. F. and Geo. McCormick, Canon City, Colo.; S. Kellott, Aguirre, Colo.; J. K. Powell, Palisades, Neb., and A. F. Allen, Glenwood Springs, Colo.

# Seattle

By Dave Trepp

Pinky Day tearing duets.

Mr. and Mrs. John Hamrick visit in Portland.

Dave Hemiloch bosses Woodland Park concessions.

Edward J. Fisher now routing Serge Oukrainsky Russian ballet for Pacific Coast dates.

Jerry Melville, Trianon singers' contest, getting engagement with Tex Howard's band.

Al Hoffman and Lillian Gruber have a quiet wedding and then to Los Angeles.

Brock & Thompson back from Shanghai after six months there. Liked it and may return.

Williams Sisters, Evelyn, Laura and Alice, over from Tacoma at Club Victor in harmonizing.

State liquor stores open March 24, gold making stores and dealers cut prices on stocks now on hand, as they must unload by that date, says the law.

Don Mills back in the burg with 'Skipper Don Mills and his radio stars.' Nine in the company, all of them selected last fall in talent contests in Washington and Oregon.

# Des Moines

By R. W. Moorhead

Real dancer at a banquet didn't realize there was a big mirror back of her.

Solid sell-out for Cornell's 'Barbed Wire' at Washington, D. C., Shrine auditorium, at \$2.75 top.

Depression sure enough over. This court term records the biggest divorce rate in the state.

Grand View park, Sioux City, to get \$50,000 open-air stage and concert shell, civil works project.

Lawyer's machine mfg. plant, manager, recuperating from appendectomy-pneumonia combo.

Ted Shawn male dancers set for Drake U. auditorium April 4, sponsored by Drake physical edu. dept.

Town to have hot-cha dog racing track in connection with large restaurant to be opened soon in abandoned brick machine mfg. plant.

Dorothy Sands tells women's club the American theatre is too afraid of the theatrical and deplores actors going 'raw' on the stage, thereby losing the glamour which is the tradition of the theatre.

# Detroit

By Lee Elman

Eyd Goldie is slipping. He can't sleep past noon.

Bath House Harris functioning again at Flip Sherman's.

Dave Hatz Johnnie Sidney Hill to reduce the waist line.

Joe Beauchamp going to start a pogrom against agents.

Jack Smith, down in Florida covering the ball team, squawking too much work.

Fred Schader made his radio debut introducing a theatre program over CKLW.

Jane Schermerhorn, soc. ed. of Times, also down south sojourning. Comes from a long line of sojourners.

Harmless Press photo, didn't like the way Tilden held his tennis racket and the story sold 5,000 extra copies.

# San Francisco

By Harold Bock

Herman Cohen to Agua Caliente. Low Frost back from Los Angeles, where he went on a talent hunt.

George McManus returns to his Allied exchange desk from L. A.

Bill Vagnon looks fit these days, after a lazy voyage to Cuba.

John del Valle feels better now that he did away with the tonelle.

Hal Elias has left for Seattle with a Metro press book under his arm.

J. J. Murdoch back to Los Angeles with the family after a few days away from home.

Kathleen Wilson is back in 'One Man's Family' after a six-month leave of absence.

Cecil Underwood has a bum ankle after chasing an Oakland train named 'Pete'.

Harry Etting back on the job at the 'Golden Gate' after a one-day honeymoon by plane.

Art Urban is out of Broadcast Weekly, radio fan sheet, and printer now owns a radio.

Irvin Sinclair and the frau have returned from New York; he'll continue his art work here.

Those 15-cent bottles holding one swig of gin, whisky or cocktail are no help to theatre janitors.

Tillman is polishing up his rifle in anticipation of some deer hunting up Mendocino way.

Paul Carson will build himself a swank place in the country, with flower beds and hammock.

Joe Weber was in at Musicians' Union for a few days and then headed back to headquarters.

Mike Fisher's nickel-dance experiment at the Golden Gate ballroom was a quickie; he's back to work.

Charles Myers, 70 treasurer of the old Orpheum back in 1900 days, died last week after a long illness.

Clara Phillips, ex-show girl, asking for a parole from San Quentin, where she's serving murder term.

Kan. Dailly resembles an RKO production, what with a new hat, pressed pants and a flower in the lapel.

Since death of a cop, police have folded three Market beer taverns—First, Dave, Rainbow Tavern and Dugout.

Hank Goldenberg can now bark like a seal. One of his seal acts parked outside his office window for a week.

Paul Spier has rented a new home for the wife and the young one; has a special closet to store the kid's pictures.

Oscar Fernbach waxes poetic in his Express radio column, doing burles on the opera broadcasts entirely in rhyme.

Annual Press Club Rukus set for May 5 at Golden Gate with Chris Egan, Fay Krayne and Merrill Coley in charge.

Leah Sonnenborn in charge of the line gals at the Wardfield while Fanchon takes an occasional fling up here for a once over.

Ed Fitzgerald bought a bus ticket to Los Angeles for a poor old woman, who later wrote him asking for enough dough to return.

Rufus Blair and Jack Dally have scammed for the Paramount lot after nearly plugging 'Death Takes a Holiday' at the Wardfield.

Don Wiley returns from San Diego to rejoin editorial staff of 'News.' Harry Lang, San Fran man writer, back to Examiner.

Guy Kibbee and the missus and the Oliver Hardys up for a few days, but former got a hurry call from WB and rushed back to Hollywood.

WB staged a 'Red Hot' party at the Palace. Frost and Paramount lot was supposed to send wires of congrats, but they didn't arrive until following days.

# Lincoln

By Barney Oldfield

Frank Watkins' life despaired of by physicians.

Jack Staty and Paul Gordon shop-talking about bicycle acts.

Erner & Fisher can't get back to Brooklyn fast enough, they say.

Vaude is a big big door at the Orpheum for the days of each week.

Jerry Zigmund and Bob Livingston had a swell time trying to get the Hoge now house manager at the Orpheum and has gone in for circus suits.

Kathleen Cornell refused to comment on actions of L. Barrymore and L. Galliene when questioned by interviewers here.

Everyone's speaking to everyone else on theatre row again. Strains seems to have come.

Tom Burke was a personal escort for 'George White's Scandals' at a private screening here.

Shrine put on championship match between Ray Steele and John Fenech for the days of each week.

Nebraska State Fair is virtually assured in 1934 after C. of C. promise to help. Indebtedness now in \$255,000.



## OBITUARIES

### KATE GRIFFITH

Kate Griffith, 75, widow of the late Harry S. Austin, and once a player on the operatic and dramatic stages, died in the Percy Williams home, East Islip, March 13. She had been a guest of the Actors' Fund since 1929.

Born in Dublin, she came to America in 1865 and shortly after joined the company of Mrs. John Drew at the Arch Street theatre, Philadelphia. For several seasons she was a member of the Hess and Emma Abbott opera companies, returning to dramatic work with Fanny Rice, Creston Clarke, Lillian Russell and for George Broadhurst and David Belasco. Her last appearance was in "The Nigger" by before her retirement.

### DUNCAN B. HARRISON

Duncan B. Harrison, 72, dramatist and manager and a major on the retired list of the U. S. Army, died in New Rochelle, March 13. He wrote "Paymaster," in which Maude Adams, then known as Moyna Sullivan, made her professional debut. John L. Sullivan, the heavyweight champion, also appeared briefly in this play and later in "Honest Hearts and Willing Hands," which Maj. Harrison also wrote and managed. Spanish-American war and was pilot instructor to the N. Y. police department for several years.

Interment in the National Cemetery, Arlington, Va.

### PORTER J. WHITE

Porter J. White, 69, retired actor, died March 12 at his home in Astoria, La. It was his boast that he was the first player to recite "The Face Upon the Floor," Hugh A. D'Arcy's once widely known poem. They were next-door neighbors in the rooming house in East 10th street. He went on the stage in the Robert B. Mantell company. Later he formed his own touring company, bearing his name, presenting current successes in the smaller towns.

Survived by his widow, nee Adelaide M. Fairchild, and a son.

### NORMAN O'NEILL

Norman O'Neill, 55, musical conductor and composer, died in London nursing home March 3, following operations as the result of a street accident. For some years he was musical director at the Haymarket theatre, and wrote the incidental music to "Mastorclinks" "The Blue Bird" and Barrie's "Mary Rose." His music was being used in the current production of "Henry V" at the Alhambra, and his insistence on conducting the day of the mishap caused his collapse and mitigated his chance of recovery.

### JAMES DUNN, Jr.

James Dunn, Jr., 44, was found dead in the hallway of his Bronx home, March 17. At first believed to be due to heart trouble, but later connected with a broken neck sustained 28 years ago. Well known in vaudeville as one of the team of Spiegel and Dunn, but more recently teamed with Jere Delaney. They played a church benefit the previous evening and it is believed that he fell as he returned home. Survived by his widow, the former Helen Marlow, and a daughter, Veronica, in pictures.

### ANDREW J. TRACEY

Andrew J. Tracey, 23, of Anna and Andy, died Thursday, March 8, in St. Thomas hospital, Akron, from head injuries received when his automobile crashed into the rear of a parked truck on a highway near Youngstown.

Ann Floco, 21, his dancing partner, also a passenger in the car, was seriously injured, but will recover. The pair were en route to their home in Youngstown following an engagement at the Ritz night club, Akron.

### GERTRUDE WILLIAMS

Gertrude Williams, former showgirl, committed suicide by poisoning two weeks ago in a cheap rooming house, under the name of Rita Jones. At first thought she had inhaled gas, but later developed she had not turned on the fumes, probably fearing for the safety of the occupant of an adjoining room. Used a narcotic instead. Body sent to the morgue to await claimant. Identified Friday (16) by her sister.

in-law, who told of the girl's secret marriage to Robert J. Coverdale, a former broker.

### JOSEPH J. DALEY

Joseph Jerome Daley, 50, died in New Rochelle March 13, after an illness of five days, of pneumonia. He had been playing in the cast of "She Loves Me Not."

Born in Benning, Vt., he turned his attention to the concert stage, later going into opera. He was a member of the Volunteers, a vaudeville quartet, and with them played several European engagements.

Survived by five brothers.

### CHARLES IBLYN

Charles Ibyln, 63, a pioneer picture director, died in Los Angeles March 14. He started in pix in 1908, and at one time was director general at the old Ince studios. He also directed vaude acts, and stage plays, at one time working at the Belasco L. A.

Survived by his widow and two daughters.

### ALICE DUDLEY

Alice Dudley, 57, died in a Hackensack hospital March 13. She had been employed there for several months as a practical nurse. She had played many parts in New York productions, and was Mrs. Rose's company shortly before her retirement.

Survived by her adopted daughter, Mrs. Raymond Morosco.

### ELLEN CHERRY

Ellen Cherry, 71, eldest of the four Cherry Sisters, who capitalized their gaucherie in New York vaudeville for a few weeks around 1900, died in Cedar Rapids, Ia. Interment at Marion, Ind.

Survived by her sisters, Addie and Effie.

### FANNY WENTWORTH

Fanny Wentworth, 85, died in a Watertown (S. D.) hospital, March 14. She was the original Topsy in "Uncle Tom's Cabin." Later she appeared in support of Edwin Booth, Maurice Barrymore, Lillian Russell, Harry Kellar, the magician, and others.

### JAMES PETER DURKIN

James Peter Durkin, 55, on the American stage and screen for 30

### FRANK N. HEARN, Jr.

March 16, 1932  
My Darling  
Always in My Heart  
MOTHER

years, died March 12 in the Los Angeles General hospital.

Alice Durkin, the widow, survives. Burial and interment in Hollywood.

### SYLVIA DIANINA

Sylvia Dianina, one of the leading members of Ballet's Chauve-Souris, died suddenly March 6 in Cairo, Egypt.

Details in legit Foreign Show News section.

### STEVEN J. CRAY

Steven J. Cray, 66, builder and operator of the Star theater, Belkows Falls, Vt., and the Star theater, St. Johnsbury, Vt., died recently after a short illness at his home there.

### MRS. REGGE DORAN

Mrs. Regge Doran, 32, wife of D. A. Doran, died in Hollywood, March 16, after a lingering illness. Several years ago she was the women's contact for Fox-West Coast in Los Angeles.

### JAMES T. RAY

James T. Ray, 52, vet film operator at Martin theatre, died Friday (9) at Galveston. Ray was member of Local No. 305, Moving Picture Operators.

Father of Frank and Lew Borzage died March 16 at Los Angeles as a result of injuries received in an auto smashup.

Survived by five sons, Dan, Bill and Henry, besides Frank and Lew, his widow, and two daughters.

Sister of Dave Allen, Mrs. Libby Silberg, chief of the Central Casting Bureau in Hollywood, died March 15 in Los Angeles after a long illness. Mrs. Silberg is sur-

vived by a daughter, a sister and one brother, in addition to Allen.

Father of Jeffrey Bernerd, of Gaumont-British Film Co., died in London March 2 on his 80th birthday.

Uncle of Ruth Roland, G. Thompson, 66, former pic star, was found beaten to death in his home near Victorville, Cal., March 14.

## Censor Bill Off

(Continued from page 5)

ticularly desiring vengeance for his forcing a vote on the soldiers' bonus issue.

Told to call off his dogs, Patman attempted Saturday (17) to avoid inquiries about his plans, but finally told VARIETY he was unable to announce identity of expected witnesses because a number of persons invited to testify on behalf of his bill had failed to answer his communications. He indicated that the bill might be taken up later in session after committee's calendar has been cleared of more pressing matters.

Anti-black booking legislation specifies that after six months it would be unlawful for any producer or distributor of copyrighted films to insist that a licensee, or leases take all or a designated number of pix to obtain the ones he desires.

Measure would require distributors to furnish a full and complete synopsis or outline of the story, incidents and scenes depicted to exhibitors before trying to book pix. Synopsis would be required for all films of 4,000 feet and would have to contain 1,000 words. Penalties proposed are fines from \$100 to \$1,000.

Seeking to give Federal Trade Commission powers courts have held it lacks, measure would extend Clayton anti-trust law to cover leases and licenses. It specifies that it would be unlawful to discriminate in price, rentals or royalties between different purchasers, lessees or licensees of commodities whether patented or unpatented, copyrighted or uncopyrighted, if commodities are sold, leased or licensed for use, consumption, resale or exhibition where the effect may be to substantially lessen competition or fix prices. Provision would not apply where discrimination was necessary to meet competition, nor would it prevent distributors from selecting their customers.

This step was in accordance with plans of Representative Sirovich of New York, outlined in several recent articles, and marked surrender of Allied States Association to the NRA. Rebuffed in every attempt to induce Administrator Hugh S. Johnson to overrule Divisional Administrator Sol A. Rosenblatt and insert anti-black-booking clause in film code index looked to Congress for relief.

Pettijohn and Myers. Slashing attacks on Abram F. Myers, Allied States Association head, by Charles C. Pettijohn, Hays general counsel, and Representative Chapman of Kentucky featured hearings today.

Whiskered arguments were dished up in new drive by reformers against Canon William S. Chase acting as ringmaster and Representative Patman as producer. Principal clowns included Mrs. Robins Gilman of Minneapolis, president of Federal Motion Picture Council, and Mrs. Ida W. Smith, head of the WCTU.

Apparently hesitating to take stand in presence of his ancient enemy, Pettijohn, Myers was forced to defend his connection with allied and activities while on Federal Trade Commission after Hays' spokesman had injected defense of black-booking in discussion and drawn attention to Myers' onetime efforts to put over outright five-year contract for Tiffany Pictures.

Contending that the theatre owners asked for black-booking—they want it today," Pettijohn testified that less than 20% of existing contracts call for exhibitors to take entire output of any studio. Record of cancellations shows, Hays' spokesman asserted, that "what these groups call good pictures, Mr. Exhibitor says is no good." Neither of the Mae West pictures has been cancelled while both have had record-breaking repeat engagements because "the women asked for them to come back," Pettijohn said. Emphasizing that 68% of film patrons are women and "we have to listen to them".

Relating the fate of "Old Ironsides," "Abraham Lincoln" and other high-caliber pictures, Pettijohn said

success of "Little Women" and "Alice in Wonderland" has prompted producers to put out a lot of these pictures this season. Turning to Myers, Pettijohn said, "I hope he tells you about the Tiffany franchise he wrote and tried to put over where the exhibitor had to take all their pictures and play them for five years. It was the most outlandish blind buying contract ever written and today he's here selling about block bookers." These remarks prompted the Allied's leader to rush forward from back of the committee room, but Pettijohn continued without noticing Myers' agitation.

Hays' spokesman slammed Canon Chase as being in the reform "business" and asked committee to pass a law prohibiting people who have never read the bill from sending letters and telegrams to clutter up offices of members of Congress. Myers then was called at insistence of Congressman Chapman who opened fire by asking if the Allied boss was "the same Myers who was once on the National Commission." Getting affirmative reply, the Kentucky member then asked, "Didn't you meet a group of motion picture producers or exhibitors and assist in organizing the group with the understanding that if you were not reappointed you'd go to work with them?"

"That's an utter," Myers shrieked. "That's false information about me whispered in your ear by someone from the Producers' organization." As Myers hastened to explain that he resigned from Federal post voluntarily, Chapman dragged in Allied's stand on the NRA code by asking, "Didn't you write letters asking that no picture operator should comply with the NRA code?"

### Heated Words

Allied leader shouted fiery denial and offered to introduce for committee scrutiny copies of all correspondence sent out on code matters. Becoming incoherent in his excitement, Myers began to demand a further hearing when he could explain all of his activities and answer Chapman's "insinuations." Asking for opportunity to present his case, Myers, precipitated uproar by yelling, "you're obviously not a fair Congressman."

When Chapman coolly observed he had numerous additional questions to put to Myers, Chairman Rayburn allowed Allied heads' protests and Myers withdrew from witness stand grumbling audibly. Surprise act was put on by Representative Connery of Mass., former hooper and theatre operator, who was hissed loudly by crowd of women reformers who constituted 75% of the audience. This disposes of the comment later from Pettijohn, who said performance was the "finest example of censorship I ever saw."

Testifying he sees five shows weekly, Connery said he had observed a "marvelous change" in the moral tone of pictures and warned that enactment of the Pittman bill would create situation like prohibition. States will take care of difficulties, he said, and there is no need for federal investigators to snoop around Hollywood.

Pointing out that "if the people don't go to the theatre, it's to your interest to put into the theatre pictures they want," Connery ridiculed the idea of prohibiting Shakespearean plays with 50 murders in the first act were common. Baystater said that "they didn't make you Congressmen murderers."

Intense feeling between reformers and Hays organization was evident throughout session. Canon Chase and Mrs. Gilman took several slaps at the producers' association, while Representative Pettigall of Indiana asked "What has Mr. Hays done that justified his large salary?" Mrs. Gilman shot back, "stopped such legislation as this." Woman agitator was made to squirm when Representative Marland of Oklahoma referred to "Henry the Eighth" and "Catherine the Great" and asked if she would prevent production of such pictures. Mrs. Gilman said she

## FIVE HOUSE CIRCUIT LOOMS IN BURLESQUE

Baltimore, March 19.

With the folding of the Max Wilmer circuit, Hark Nickel of Baltimore, Izzy Hersch of Philadelphia, Jimmy Lake of Washington clubbed, forming a wheel weeks and producing and their own shows.

Not stock, each show separately routed and routed intact, then disbanded after the five weeks' jaunt. Gus Flaig does the production work, and Jack Beck the personnel spotting out of Philly.

Combine aims to finish out the season as is, but next fall looks to expand, claiming overtures have been made by ten houses in as many burles along the eastern seaboard. Burley site in Union City, N. J., and Billy Watson's house in Paterson are claimed as definitely in. Watson, incidentally, is issuing that perennial promise of touring next year with a beef trust line of gals patterned on his original troupe.

### Couldn't Kill Comedes

Albany, March 19.

Killing off the male quartet in a stock burlesque show at the State wasn't any fun for a stagehand, who had to fire the revolver offstage to make the strip fans laugh—if possible. John Keenan, the s. h. was wounded on the right hand when a blank cartridge exploded in the pistol.

### WAR THEN BURLEY

Boston, March 19.

Ed Galtner opens Park today with return engagement of war film, "Forgotten Men," set to remain two weeks. Minsky burlesque announced to follow.

would "prevent showing them to children." Marland quizzed Minneapolis woman about wisdom of extending censorship principle to literature and art, and Mrs. Gilman weakly replied it would be okay with her if you want it.

Usual stock arguments about percentage of pictures with love, sex, and crime plots were presented by Canon Chase and Mrs. Gilman, Mrs. Smith, and Rabbi Israel of Baltimore. Committee was told bill seeks to accomplish only what Hays organization promised and failed to do. Mrs. Gilman compared need for film regulation to need for Government control of meat packing while Canon Chase protested, "I'm not an enemy of the movies—I like the movies."

Position of major code producers during code conference was attacked during discussion of moral problems and black-booking. Mrs. Gilman insisting that "the code conference is evidence of the need for regulation," while Canon Chase maintained, "this bill doesn't contradict the code, it supplements the code. When you read this code and the industry's string of broken promises you'll see that we can't be content with a code."

Obviously chafing at committee's gentleman's agreement to pigeon-hole legislation, Canon Chase insisted his crowd was not being allowed sufficient time to present arguments and asked that arrangement be made for future hearing, but Chairman Rayburn refused to commit himself.

## LETTERS

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## I. MILLER

INSTITUTION OF INTERNATIONALS

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1551 BROADWAY



# Heart Throbber Biz Getter

## Hollywoodians, Mostly Kids, Give Airplane Training a Whirl at Two Bits a Throw

Hollywood, March 19. There is one amusement biz. in this town that doesn't know what red ink is and makes dough from morning till midday. It's a training airplane located on a vacant lot near the main stem.

Spot has been going full blast for more than a year and is run by a world war vet. It is patronized mostly by kids who are nicked 25c. for a two minute ride with the majority going in for more.

Since its institution more than 2,000 youngsters have clocked the turnstiles. After so many rides the air enthusiasts are taken for a free ride in a big ship and are given a spiel that they should go further in this field. Some do.

Biz never lets the weather conditions keep the doors shut and keeps from morning till midday.

## RUBIN GRUBERG SHOW OUT OF BANKRUPTCY

Montgomery, Pa. A compromise agreement in settlement of the bankruptcy proceedings against Rubin Gruberg, former carnival owner, by which Mrs. Gruberg agreed to pay \$7,171.31 for all equity of the trust, was reached last week between attorneys for the bankrupt and the creditors.

In return, attorneys for Mrs. Gruberg, Max Shapiro, Spillman Engineering Corporation, George H. Kramer and Joseph H. Cannon agreed to release the bankrupt estate from all claims. The agreement was confirmed by an order from M. S. Carmichael, referee.

Gruberg for many years operated two carnival outfits, listing the shows as Model Shows of America and Rubin & Cherry. It was announced today that Gruberg intends to reorganize and that he will begin another carnival tour the early part of April.

## NEW ENGLAND SHOWS

Influx of motorized Show Anticipated for Secti

Invasion of motorized small circuses may be anticipated for the early spring in New England according to present information. Small outfits have the Yankee area in mind for an auspicious start of the new season.

Reasoning behind the apparent intentions of the motor haulage showmen is the fact that last season New England was exceptionally good for those that played it. Section has been ahead of the rest of the Republic in the matter of industrial recovery.

## HOCKEY AND THE BIG SHOW

Opening date of the Ringling Brothers-Barnum and Bally Circus at Madison Square Garden will be decided tonight (Tuesday) after the first play-off in the hockey championship is contested in Montreal between the Rangers and the Maroons. If the latter team wins, the big top will open Friday (30). Next week, because the N. Y. Rangers sextet would be eliminated. Should the Rangers win, the circus is off until April 5.

Because Lent is early this year the big show will miss Holy Week; usually good at the Garden, and should the Rangers remain in the play-offs, all but the last two days of Easter Week will be out. Outfit at Sarasota is ready to shove off for New York, waiting the word from Montreal tonight.

## PROFITLESS PINCHER

Galveston, March 19. Ed Edwards, carnival performer, whose specialty is "escaping" from stranglejackets, faces theft felony charges at Corpus Christi in connection with the theft of a trained monkey valued at \$150, trained coon valued at \$50 and other articles from Thomas B. Rape.

Edwards was said to have beaten the coon to death because "it wouldn't perform for him. He sold the monkey to a truck driver for \$1.50, the complaint alleged.

## Machine Plant as Amusement Park

Des Moines, March 19. Under direction of Frank Bellizzi, former country club manager here and in California, an amusement place is being evolved from an abandoned threshing machine plant.

Besides a dog racing track and bleachers, there is to be a dance floor, restaurant and bar.

## IDEAL CIRCUS LOT SOLD FOR BREWERY

Kansas City, March 19. Circus lot at 17th and Indiana, which has been the location of the big tops for the last 40 years, has been sold for a brewery site, which will give the general agents something else to worry about.

Old lot was one of the most convenient of any in the country for the reason that the shows unloaded right on the lot. was also easily reached by several street car lines and convenient to the public.

## ALBANY CIRCUS LOT

Albany, March. A loan agency has acquired fair grounds as quarters for a circus as well as a public recreation center. The Albany Finance Company has bought the Cambridge Valley Fair real estate at Cambridge from Mr. and Mrs. Frank Lake.

Sig Sautelle's circus, now wintering at Red Creek, will move to the Cambridge grounds. Immediately other plans are to make the grounds a year-round recreation center, resuming the annual fair, installation of a swimming pool and amusement devices.

## RAISING THE ANTE

Trenton, March 19. Apparently overlooking a provision of the act creating the State Racing Commission, which states that total annual expenses, including salary of a secretary, shall not exceed \$5,000, the Legislature has passed a bill to provide a \$10,000 appropriation.

## Races and Rodeo

Alliance, Neb., March 19. Alliance Amusement Assn. is completing its new track and rodeo grounds in the expectation of being ready for a rodeo in July. Track will be half a mile, with a grandstand seating 4,000.

## Marcus Show

(Continued from page 48) poses with their legs up. The rest of the 30,000 were small ones which measured about the size of a half-sheet of a newspaper. One side of these small posters was smeared all over with photographs of nude women. Naturally, the Home Office objected and the posters were seized, because they were considered injurious to public morals.

### Coverage

Town has been more thoroughly covered with paper than at any time since the Hagenbeck Circus played here. But that only means between 20,000 and 30,000 sheets, not 90,000.

Marcus Show is playing the Nippon Gekijo on percentage and house has changed its policy completely for the engagement. All seats except gallery are reserved for two-a-day, except Saturdays and Sunday, when it's three. Review will run with one picture, "The Barbarian," (M-G) which here is called "A Night in Cairo." Marcus Show is the largest foreign attraction ever to play here, topping in size the (now defunct) Capit Grand Opera, out-of-Italy, which came here for year after year. Has 63 persons, including a five-piece band and small backstage crew.

Henry Bellit revue troupe opened Feb. 6 in Manila and played two weeks. Opening in Hongkong Feb. 22 for a week. Will do Canton for four days and then trek for Shanghai, where two or three weeks are indicated.

## Picts a Cinch

(Continued from page 2)

memorize three-minute routines. They get it, after weeks and weeks of rehearsals and more weeks of try-outs. But for pictures White only has to teach them one step at a time, photograph each step separately, and by cutting, he's got the whole routine on film in a day. Eight girls out of the 84 can be wrong—all he's got to do is grind it again. It's lovely in pictures, not having to depend upon a chorus girl's memory.

Doubts never beset White about the current extent of the demand for musical pictures and he doesn't worry about audience yearning for or apathy to the revue form in musicals, either. Because he remembers 14 years ago Erlanger advised him, after his first "Scandals," to give up revues. "They're dead," said Erlanger. "Finished." Whereupon White went right on producing his "Scandals," and is still, he claims, the only consistent money maker in the field.

### Entertainment Counts

The point is, says White, that a good revue is good any place, any time. The form of entertainment doesn't matter; it's the inherent entertainment that counts. And as to picture revues—why shouldn't a film revue be that much more entertaining than a book film musical, who's asking? The dialogue is forgotten soon as the sock numbers wipe it out—when a film revue has no asininity of dialog to heckle it, but marches straight from one sock number to the next? Each sock different from its predecessor, of course, the whole thing goosing the audience to a frenzy.

Taking it all in all, White considers pictures a sweet business. Especially now that he's found out there's no mystery to it. You can make a lot of money in 15; 12 weeks work on the picture, 25 days actual shooting, and it will make three times what the stage "Scandals" grosses, without costing twice as much. The picture will advertise the show, and the show, he thinks, will sell the picture.

And what White wants clearly understood is that he produced, directed, wrote, acted and he devised the whole picture—he wants it understood.

## Sez Le Maire

(Continued from page 3)

from the east—to lunch. To lunch at the smart places, to dinner at the top spots. He yearned to look upon the fabulous jewels in their natural habitat, to be goaded by their dash, flair, glamour and sheer stunnings, for he had seen them on the screen and he believed they were like that—always.

### Tamables and Disillusion

And so he would be sitting, toying with a tamale, and all of a sudden a hush would steal over the room. He'd look up—at the most astounding sight his fashion-trained eyes had yet been compelled to flinch from. "Glória Glory! It's Glória Glory!" broke out in ecstatic whispers all over the place. Then he'd force himself to look again.

And it was Glória Glory, oh the heartbreak of it, it was Glória Glory, escaped to her designer, glamorous Glória Glory in her very own clothes; in clothes she chose all by her own little self. Glória Glory on her own.

"She looked," said Mr. Le Maire, groping for the phrase to conjure up the whole distressing picture, "like a cat on a hot tin roof. Like tating on shooting tweeds. Like a yachting suit made out of ostrich fronds. And that was the star whose screen clothes get her consideration for those best dressed women in the world line-ups. Adrian, Travis Banton, Orry-Kelly—who those clothes were, definitely benefactor of humanity."

"Oh, you see smart girls in Hollywood—off the sets. Yes you do. Once in a while a knockout will walk in some place and you ask, 'Who is she, surely she must be somebody in pictures?' And they tell you, 'Why that's So-and-so from Kansas City. She's visiting friends in Beverly. Oh no she's not in pictures.' But whenever you see a girl gotten up like Rodeo Pete, you can be sure that she's in pictures, and that she's not in working costume, either."

"It's funny, but it's true. Anytime you see a smart girl in Hollywood, she always turns out to be a visiting Elk from Iowa."

## Park and Beach Association

## Urges Further Changes in Code

### SAN FRANCISCO DIGS

\$10,000 Fund for Expense of Selecting Expo Site

San Francisco, March.

Its qualms of apprehension swept aside, Frisco is definitely going ahead with plans for a 1937-38 world's fair, celebrating completion of the San Francisco-Oakland and the Golden Gate bridges at a total cost of some \$125,000,000.

Fund of \$10,000 has already been subscribed by business and industrial interests to engage necessary engineering services in selecting a site for the fair. Among sites contemplated are U. S. Army lands in the Presidio, Golden Gate park, Islals Creek, the Lake Merced area, Yerba Buena Island shoals in middle of the bay, and Oakland land along the train piers. Yerba Buena and Lake Merced sites are generally regarded as the most logical.

Frisco Chamber of Commerce (which shudders at the mere mention of "Frisco," claiming there is no such word) and the Oakland Chamber are backing the project, and already have committees in the field and a publicity bureau arranged.

This is the city that set all records for international celebrations of one sort or another with its Panama-Pacific Exposition in 1915.

## URGES 1c TICKET TAX ON ALL SHOW BUSINESS

Washington, March 19.

Movement for change in Federal amusement tax system was renewed last week when appeals were made to Senate Finance Committee to write into the new revenue bill provisions relieving circuses and sports events of the painful levy.

Principal suggestion came from John Kelly, Ringling Bros. executive, who urged committee consider advantage of putting a flat-rate charge in effect and drop the percentage fee principle.

Advocating a one-cent tax on all admissions, Kelly said circuses are paying more than proportionate share; government is losing out on revenue it might expect to receive; few film theatres kick in under present limited exemption, and night clubs do not pay sufficiently large amounts.

Continuation of the present tax, which hits every circus and majority of fair-sized carnivals, will mean ruin for the business, Kelly warned.

Emphasizing that at circuses paid \$380,000 last year, Kelly said roughly only 300 film theatres impose taxes under the present scale of exemptions. Minimum figure should be boosted to around 75 cents to give fair deal to everybody if this system is to be continued, he said.

Pointing out that figures indicate 6,000,000 admissions are sold daily, Kelly said: "Twenty-three million dollars could be collected with a one-cent tax and the yield might run as high as \$33,000,000."

Senatorial antagonism to flat-rate principle was shown by Chairman Pat Harrison, who chided Kelly: "You would be in a stronger position if you were asking for an exemption for the circus rather than a one-cent tax on all other workers." Congress will not go for such a levy, Harrison warned, relating to previous heated fights over point where exemptions should end.

### PROSKE LOSES TIGER

Albany, March 19.

Shriners staged their annual circus at the State Armory last week, with biz on an even keel. Upon his arrival in Albany, Captain Proske reported one of his tigers had just been killed by its mate, Ranizaini, while in a cage. The victim was same, valued at \$2,000.

### Vet Showman Ill

roy, N. Y., March 19.

Police are seeking relatives of Charles Edwards, 60, ticket taker of the Garfield freak exhibit, who was stricken with paralysis. He was taken to the Troy hospital. Edwards had a membership card in the Camden, N. J., Elks lodge.

Washington, March 19. Several changes in proposed NRA code for amusement parks were advocated by park, pool and beach operators last week at reconvened session to work out details the long-pending pact.

Reporting that National Association of Amusement Parks and American Association of Pools and Beaches had merged to meet objections that neither was truly representative of the industry, Frank W. Darling, representing employers, presented a series of amendments, mostly to labor clauses, which drew immediate fire from operators and workers.

Explaining an amalgamation had taken place as result of NRA criticism of previously-independent organizations, Darling said merged associations represent 382 of the estimated 700 commercial pools and parks which would come under the code and include 69.3 of commercial operators in metropolitan areas.

Principal amendments proposed by Darling included a reduction in proposed minimum wage for actors, clause permitting "equitable reductions" in wages in certain cases, changes in method of selecting the code authority, authorization for members of the industry to use code eagle displays, and promulgation of sanitary and safety rules.

The minimum wage provision as revised would eliminate credit for tips and cut the basic figure from \$10 to \$7, while the clause prohibiting reductions in wages when hours are cut would be changed to permit employers who have maintained high wages during the depression to meet competition by making minimum wage provision as revised would eliminate credit for tips and cut the basic figure from \$10 to \$7, while the clause prohibiting reductions in wages when hours are cut would be changed to permit employers who have maintained high wages during the depression to meet competition by making minimum wage provision as revised would eliminate credit for tips and cut the basic figure from \$10 to \$7, while the clause prohibiting reductions in wages when hours are cut would be changed to permit employers who have maintained high wages during the depression to meet competition by making minimum wage provision as revised would eliminate credit for tips and cut the basic figure from \$10 to 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eliminate credit



# "Wanna buy a Penner?"



Excerpts from Variety...

Penn (Loew's-UA) (3,300: 25-40-55-60-75)—"Six of a Kind" (Far) and Joe Penner in person. Radio come has 'em stormed the gates as they haven't been stormed in years and should be a cinch to push into the coffers. That's top money here for two or three years. Last week "Moulin Rouge" (UA) disappointing at under \$10,000.

## PENN, PITTSBURGH

Pittsburgh, March 9. Management had to call out the police to hold back crowds storming b.o. for first show this morning. First time Penn has seen anything like it since boom days of 1929. The magnet's Joe Penner and Penner alone. Picture, and remainder of show can be tossed in ash-can as far as business draft is concerned, for it's the duck salesman who's doing it and will continue to do it for remainder of week.

Penner should give this site its biggest week in couple of years and turn a neat profit for a house that certainly needs a profit for a change. ... Now, with an international radio rep. with the kids all over the country promising to be good if they can stay up and listen to his Sunday night broadcasts, he's nothing short of sensational.

Above Variety figures were estimates... the actual gross was over \$38,000.00—and attendance 99,840—in six days!!!  
NOW—Proctor's Newark breaking records daily!

FLASH



# VARIETY

PRICE  
15¢

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64 PAGES

## NRA ON TALENT SALARIES

### Will Ask Papers to Omit Location Of Services for Film Stars in Future

In future it is likely that the New York press will be asked to refrain from printing the location of services to be held for deceased screen celebrities. Plan follows the exhibition by the public, both at the chapel and cemetery, during the rites for the late Lilyan Tashman. It is proposed to go to the Hays office in the matter.

The morbid curiosity of the crowd almost led to fights between those riding in the funeral cortege and the sidewalk gawkers who climbed on running boards and opened doors seeking autographs. The crowd outside the chapel applauded as celebrities arrived for the services and at the burial ground many stood around smoking, besides which women plucked flowers from the casket and almost fell in the grave in the rush.

When the crowd outside the chapel realized their antics were resented, some replied by crying, "We make these movie stars, you can't keep us out!"

Services for Miss Tashman were held Friday (23) at the Universal Chapel in a room accommodating about 100. Interment was in the family plot at Washington Cemetery, Brooklyn. There were no pall bearers. Bert Lytell and Horace Braham acted as ushers.

Rabbi Sidney H. Golden, of Temple Emanu-El, officiated with Eddie Cantor delivering the eulogy.

Miss Tashman died suddenly last Wednesday afternoon (21) in the Doctors' hospital, N. Y. As a house guest of Marion Tiffany Saportis, Miss Tashman had previously told her hostess and her husband, Edmund Lowe, that she was going to visit friends in Connecticut for a couple of days. Instead of which she entered the hospital. Causes were given as the result of a tumorous condition. Miss Tashman's age is variously placed at from 33 to 42.

Both Miss Tashman and her husband had just completed work on "Frankie and Johnny," an independent picture made in New York, and were set for personal appearances in the film houses.

Besides her husband, Miss Tashman is survived by several sisters. Mr. Lowe leaves for the Coast to-day (Tuesday) to look after the estate.

### Yale Road Show

New Haven, March 26.

Yale students have organized a stock troupe to tour to the Coast next summer.

Company, managed by James W. Miller and directed by Arthur Kuhlman of Yale Drama School, will do revivals in one-night stands west to Cal. and south to Mexico.

### No Legit, Amateurs Flood Vt. Theatres

Burlington, Vt., March 26.

Lack of stage attractions has resulted in this State being overrun with amateur troupes. Nearly every community organization that puts on a home-talent show takes to the road and plays every available theatre and hall within a wide radius of its own town. So many around right now that a professional legit troupe would have hard work finding a place to play in the smaller towns. And the amateurs are making money at it.

Last year at this time about 18 shows of various types were barnstorming through Vermont with the advance guard collecting some real money.

### Contract Bridge in Rockefellers' R. C. Amusement Plans

A 'contract bridge capitol of the U.S.' on the 65th, glass-enclosed floor of the RCA building in Radio City is among the Rockefellers' plans for expansion in the amusement line. Rockefeller interests are negotiating with Mr. and Mrs. Ely Culbertson to transfer all their activities to Radio City and take over the Rockefeller bridge project on a percentage basis.

The bridge idea is just one phase of the Rockefellers' proposed Recreation Center which has been allotted the entire space on the 63d, 64th and 65th floors of the RCA building. Additional plans will take the Rockefeller into the restaurant business, and also into the realm of 100-a-dance public hooftology.

Whole project to be ready this summer, is under direction of Frank Darling, former director of Playland Amusement Park, Rye Beach, N. Y. He is handling the negotiations with the Culbertsons as well as laying out the bridge, eatery and ballroom plans.

Proposed layout is understood to call for the dancing on the entire 63d floor, several types of restaurants on the 64th and bridge on the 65th. There will also be space for billiard tables on the top flight.

Bridge plan is said to chiefly involve public and private instruction, but the reported desire is also to make the 65th floor under Culbertson's direction the home grounds for the important contract tournaments, with the whole thing carried out along showmanship lines.

### THINK AUDIENCE SIZE TO GOVERN

Radio's \$5,000 Weekly Wage  
Okay in View of 10,000-  
000 Audience—\$3,000 a  
Week Likewise Okay for  
Films Having 1,000,000  
Paying Admissions—Legit  
Pro Rata, Et Cetera

#### SWEEPING SURVEY

The entire show world may be affected by the report, ostensibly on films and Hollywood, which the NRA is expected to present to President Roosevelt any day. Unification of certain functions and regulations in various departments of all branches of show business, such as labor, for one, was being speculated over the weekend in high amusement circles. Close aides to the Divisional Administrator, while conceding this and several highlights, likely, steadfastly refused Monday (26) to reveal any official pre-knowledge of the already bulky report, estimated by some to number 500 pages of typewriting which the NRA is now completing as the first digest of the amusement business.

Formally the report is not due until April 7, but film codists, informed that the work of sitting industry salaries, statistics and (Continued on page 63)

### MET TESTS SMALLER R. C. HOUSE FOR OPERA

Metropolitan opera company made a test at the RKO Center, smaller Radio City theatre, last week to get a line on the acoustics and general physical adaptability of the house to grand opera.

Test was handled by Walter Damrosch, conducting a 40-piece orchestra and a large vocal chorus. Meantime it's practically set for Max Gordon to go into the RKO Center as a legit producer early next fall with "Waltzes From Vienna."

Under the proposed deal Gordon would take over the theatre with his own crew, show to be staged by Hassard Short. Gordon leaves for Europe next week and will make the concluding negotiations for the American rights to the musical extravaganza over there.

Gordon considered the show on his own about a year ago but turned it down at the last minute in the belief it was too big a production for this side. R. C. theatre has been considering "White Horse Inn," another extravaganza musical, but is understood to have given that up as too involved in production rights.

### Revolt in Younger Ranks of Equity; Seek Clean Slate, New Councillors

#### High-School Columnists Take Beating, Banning

Toronto, March 26.  
Following an epidemic of fights that have resulted from sassy paragraphs, the ambitions of high school gossip columnists here have been nipped in the bud by Dr. C. C. Goldring, superintendent of schools, who has decreed that henceforth such columns are out.

School mags will continue, but, in view of the serious injuries sustained by some of the youthful combatants, personal jabs are banned.

### How U.S. Consular Agents 'Stooge' in Hollyw'd for Data

Hollywood, March 26.  
A hotel goes up in Belgrade. A clerk in the American consular service there gets hold of the blue prints of the building. He turns them over to the consul and they are sent back to the Motion Picture Division of Federal Trade Commission at Washington, and in turn they reach research files in Hollywood.

Some day a picture company will want to film a scene in a Belgrade hotel. The blue prints will be of immeasurable help to a studio and they will be dragged out of the files, now a part of the Hays office service to the majors.

Make-believe and makeshift no longer go in Hollywood. Too many picture fans are quick to pen sarcastic letters to the studios if details in film scenes are not correct in every essential.

Behind the screen research is one of the picture industry's most important elements today.

Since the Producers' Association has instituted a research department of its own, to enhance the work of the individual studio departments, even the government has been recruited to help in keeping those fan-squawking letters out of Hollywood.

All American consuls and attaches do their bit to keep Hollywood. (Continued on page 58)

### Stock Out, Socks In

Minneapolis, March 26.  
For 18 years the Shubert-theatre here has housed dramatic stock and road attractions.

But the dramatic stock has departed permanently, and now in its place there are popular priced boxing programs weekly.

Most spirited meeting in Equity's history, since the strike of 15 years ago, was staged in the Astor Friday (23) and the expectation is that an opposition ticket for officers and members of the will mark the election late in May. Indications are that the younger actor element in Equity aims for a clean slate—an entirely new set of officers and fresh representation in the Council.

At the start of the session resistance to the chair was akin to a revolt and it looked like the meeting would be 'out of hand.' At least one-third of the 600 members present was conceded being with the younger group, which appeared to have become fairly well organized. There were hot comments from the floor and some tart rejoinders from the platform.

Meeting's purpose was to name six of the nine members who form the nominating committee, but a number of other issues were injected, with the platform unable to steam-roller the gathering. Actually, the independents elected three persons to the committee, although they put six into the balloting.

Test of Strength  
Test of strength between Equity's present regime and the younger element appeared to end about even, but with Equity's Council naming three of its group to the committee, (Continued on page 55)

### Loew Asking Public's Okay Before Accepting Tab 'Of Thee I Sing'

Contemplating playing a tab version of 'Of Thee I Sing,' the Loew Circuit is taking the precaution of sounding out public opinion in advance, admittedly apprehensive that the political satire might be considered an attack upon the national administration.

Canvas is being made by theatre managers in circuit towns. They are contacting newspaper publishers and critics.

One Syracuse, N. Y., commenting upon the canvass, observed, 'that mental attitude isn't quite in keeping with the Spirit of '76.'

### For Lower Sidewalks?

Budapest, March 26.  
Midgets are organizing a world association, with a view to holding an International Congress of Dwarfs in Budapest next year.

Local representatives say there are 15,000 of them in various countries and they must be organized to safeguard their common interests against those of tall people.



# Screen Actors' Guild Sets Back Election; Want Cantor Prez Again

Hollywood, March 26. With Eddie Cantor not due out here until after May 1, election of officers of the Screen Actors' Guild has been set back to May 17.

Nominating committee has turned in its slate which recommends re-election of Cantor for president; Robert Montgomery, first v. p. to succeed Adolphe Menjou; Ann Harding for second v. p. in place of Fredric March; James Cagney, third v. p. to fill Miss Harding's previous berth; Kenneth Thomson to be re-elected secretary; Richard Tucker, assistant sec., succeeding Morgan Wallace; Lucille Gleason to fill Groucho Marx's spot as treasurer and Jean Hersholt, assistant treasurer, succeeding Mrs. Gleason.

Board of directors this season will be increased from 21 to 33 members with 20 to be elected. Nominations for board are George Arliss, Mary Astor, Arthur Byron, Joseph Cawthorne, Bertin Churchill, Clay Clement, Henrietta Crossman, Dudley Digges, Marie Dressler, Leon Errol, Norman Foster, C. Henry Gordon, Miriam Hopkins, Boris Karloff, Ben Lyon, Jeannette MacDonald, Villard Mack, Noel Madison, Ralph Morgan, Alan Mowbray, Bradley Page, Dorothy Peterson, Edward G. Robinson, Ivan Simpson, Lyle Talbot, Thelma Todd, Spencer Tracy, Arthur Vinton, Leon Wadoff, Warren William and Lois Wilson.

Junior Screen Actors' Guild, the extra group in the organization, elects its new officers April 9. Nominations for president, Lee Phelps; first v. p., Tom O'Grady; second v. p., Florence Wix; sec., Edward Clayton and treas., Edwin Baker.

## O. K. for Sound

Paramount's Mexico City branch manager reports that a Primo Aguilero Anduze, a state-righter in Yucatan and a big customer of Par's, has an employee who's something of a prizefighter.

The fighter calls himself 'Kid Paramount' and wears the Par trademark on his trunks.

## U's Chiller with Lugosi, Karloff And Atwill in It

Hollywood, March 26. Impressed by their collaboration in 'Black Cat', Universal mystery chiller just completed, Carl Laemmle, Jr., is negotiating with Boris Karloff and Bela Lugosi to co-star them in 'The Suicide Club', Robert Louis Stevenson tale which U has taken off the shelf for early production.

Effort is also being made to Lionel Atwill, who played 'Dr. X' for Warners as third topper in 'Suicide'.

## SUES RADIO FOR 750G OVER 'AFTER TONIGHT'

Los Angeles, March 26. Baroness Carlo Jensen has filed a suit in Superior Court here against Radio Pictures asking \$750,000 for alleged plagiarism of her story, 'She Spys', which, she alleges, Radio utilized in its Constance Bennett picture, originally produced under the title of 'The Woman Spy', and released as 'After Tonight'.

Action asks \$500,000 in actual damages and \$250,000 in anticipated damages that may accrue.

## 'Undressed Parade' Next Starrer for Crawford

Hollywood, March 26. Next starring Joan Crawford at Metro will be 'Undressed Parade', from an original by Virginia Kellogg. Screen play authored by P. J. Wolfson and Allen Rivkin; Walter Wanger will produce.

Player swings into 'Undressed Parade' early in April, after completion of her present picture, 'Sadie McKee'.

## Baerwitz Leaves Metro For Another Prod. Spot

Hollywood, March 26. Following completion of the Ted Florio short, 'What Price Jazz', now in production at Metro, Sam Baerwitz leaves the lot as producer of musical shorts. He has had the berth two years.

Baerwitz, nephew of Nicholas M. Schenck, is headed for another major lot.

## Guard Crosby Baby

Hollywood, March 26. Fearing kidnapping of their baby boy, two armed guards have been stationed at Bing Crosby's home at Toluca Lake for a week.

Guards went on when a policeman reported that he had heard a chap talking in a telephone booth about 'the Crosby baby'.

## Pauline Lord's First Film, 'Cabbage Patch'

Hollywood, March 26. Pauline Lord, the first time in her long theatre career steps into a picture. Paramount has signed her for a picture called 'Mrs. Wiggs of the Cabbage Patch', which Norman Krasna will direct. W. C. Fields and Charlotte Henry also set.



## WILL MAHONEY

This Week, March 23; Paramount Theatre, New York

The Baltimore Post said: "Will Mahoney is still stopping the show. He starts off in low with a song, so, but soon warms up his limber legs and nimble feet and flexible tongue until the audience thinks he has reached his peak. Will can still tickle the funnybone of an audience as well as its ears."

Address  
All Communications Direct to  
Will Mahoney  
460-80th Street  
Brooklyn, New York

## GILBERT'S NEW SUIT VS. METRO

Los Angeles, March 26. Following the sustaining of a demurrer filed on behalf of Metro-Goldwyn-Mayer by Loeb, Walker & Loeb, that the original complaint of John Gilbert, against the producing company for declaratory relief, did not contain allegations sufficient to warrant an action, attorney Peyton H. Moore, on behalf of the actor, has filed an amended complaint which seeks to clarify the charge that Metro has Gilbert unjustly tied up under contract.

Superior Court Judge Thomas C. Gould, in sustaining the Metro demurrer, held that the first Gilbert complaint contained so many questions which the court was asked to interpret, that he felt the plaintiff's action should confine itself to more specific allegations.

Gilbert's contention, is that he is held under a Metro contract that gives the studio sole right to his services for one year, with options for six additional years, but does not provide for any specific employment or payment in the event Metro should elect not to utilize his services as actor or director.

Contract between Metro and the actor-director provides that studio may utilize his services for three pictures a year, at the rate of \$25,000 per picture, but does not stipulate that it will do so, which Gilbert contends is not an equitable contract, and which he asks the court to fully interpret.

## Extras Pick Up

Hollywood, March 26. Extras had a pickup week at close to the 6,000 mark for Central Casting placements up to Saturday.

Mae West pic at Par with 150 spotted each day helped plenty.

## F. Heath Cobb Sued

Los Angeles, March 26. Default judgment has been entered in Municipal court against F. Heath Cobb and his wife (Nancy Welford) in an action started by California Claims Service, Inc., assignor of the New York Cloak and Suit store to recover cost of clothing and wearing apparel, allegedly purchased by Mrs. Cobb.

Judgment covers the \$150 claimed due, plus \$35 interest and costs amounting to \$12.25.

## MIRIAM HOPKINS TO H'WOOD

After a winter in the east, during which she starred in the ill-fated play, 'Jezebel', and also made personal appearances, Miriam Hopkins left Friday (23) to return to Hollywood.

Next is 'She Loves Me Not' (Par).

## MARGOT GRAHAM'S QUICKIE

In N. Y. From London for One Day To Marry—No Pic Deal

Margot Graham, British picture star, did a quickie in New York Thursday (22), when she arrived and left within 12 hours on the Berengaria. But while in town she annexed herself a husband.

Miss Graham came over to marry Frank Lister, British actor in 'Richard of Bordeaux' at the Empire. While en route the play folded, so hubby decided they ought to go right back on the same boat without wasting any time. They did.

Paramount had a picture offer she wanted to discuss with her and chased her around town all day without being able to locate her.

## Fake Air Spiel Is Claimed by Ginger Rogers

Los Angeles, March 26. Charging that an authorized and injurious radio interview was imputed to her on March 20 over NBC through local station KFI under sponsorship of Sylvia Ubecke, on the Health Bread hour, Ginger Rogers has filed a \$100,000 damage suit in Superior Court.

Action names Sylvia Ubecke, also known as Madame Sylvia, Hollywood masseuse, Marie C. Anthony, Inc., as owner and operator of KFI; Health Bread Company and NBC.

Reputed interview as allegedly announced over the air by Madame Sylvia purported to be between Ginger Rogers and an unnamed motion picture director during the course of which a female voice supposedly impersonating the actress announced that she was tired of doing only one type of picture characterization, namely musical comedies. Miss Rogers would prefer doing dramatic roles, the voice is asserted to have continued. Voice of the male interlocutor is alleged to have interjected that Ginger Rogers was incapable of doing dramatic roles and that she would never be a success in any such characterizations.

During the same broadcast, the complaint recites, Madame Sylvia etherized a skit in which it was made to appear that she was talking to Ginger Rogers and was advising the actress she was working too hard, needed a rest, and should eat products of the bread company Sylvia represented.

Complaint, filed Friday (23) by Attorney Harry E. Sokolov, declares that Ginger Rogers was not interviewed, was not at the studio, and had not authorized the ailing. Her professional standing has been injured with her fans, actress claims, and consequently with producers through imputation that she is disqualified for dramatic roles.

## HELEN HAYES SPOTTED IN MG'S 'WOMAN KNOWS'

Hollywood, March 26. Helen Hayes will be starred at Metro in 'What Very Woman Knows' when she returns here from her current legit engagement in 'Mary of Scotland'.

Miss Hayes is scheduled to be back on the Metro lot June 2.

## Harlan Thompson's First As Director, Par's 'Kiss'

Hollywood, March 26. Edward Everett Horton has been spotted as comedy lead with Carole Lombard, Cary Grant and Helen Mack in B. P. Schulberg's 'Kiss and Make Up' at Paramount.

Picture, being readied for production in April, gives Harlan Thompson his first directorial chance, Schulberg having drafted him from the Paramount writing staff.

## March Joins Shearer In Metro's 'Barretts'

Hollywood, March 26. Finishing 'The Firebrand' at Twentieth Century, Fredric March goes to Metro for the lead in 'Barretts of Wimpole Street' (Shearer).

## THALBERG COPS BIG DRAW TOPS

Hollywood, March 26. Many current drawing film names have been set by Metro for forthcoming pictures to be produced by Irving Thalberg.

Following 'Barretts of Wimpole Street', soon to go in with Norma Shearer starred, Thalberg will produce 'Merry Widow' with Maurice Chevalier and Jeannette MacDonald. Next he will have Constance Bennett for a remake of Michael Arlen's 'Green Hat'. Then Ann Harding for 'Biography'.

'Three Weeks' follows with Glori Swanson and Clark Gable bracketed and then in order 'Mutiny on the Bounty', with Gable, Robert Montgomery and Wallace Beery; 'Tish', starring Marie Dressler; and 'Earth', the Pearl Buck story.

## SPOT COLBERT, COOPER IN AIRPLANE FLICKER

Hollywood, March 26. Gary Cooper and Claudette Colbert will be co-starred by Paramount in 'Twenty Hours by Air'. Commercial airplane story which the film will be based was written by Bogart, Rogers and Frank Dazey. No director set.

## Irving Pichel in Line For 'Hunchback' Remake

Hollywood, March 26. Irving Pichel is in line for title spot in Universal's talker remake of 'Hunchback of Notre Dame', which will be produced for the 1934-35 program. Lon Chaney did the original 'Hunchback'.

Company is negotiating with this player through the Bren & Orsatti office.

## Helen Broderick in 'Gay Divorce'-Radio

Hollywood, March 26. Fred Astaire is now due here from England to continue his radio contract until May 15. He'll go into a film version of 'Gay Divorce', the play in which he is now appearing in London.

Also set for 'Divorce' are Ginger Rogers and Helen Broderick, now in New York in 'As Thousands Cheer'.

George Marion, Jr., will script 'Gay Divorce' for Fred Astaire, Ginger Rogers and Helen Broderick, as soon as he completes 'Kiss and Make Up' for B. P. Schulberg at Paramount. After 'Divorce' writer is due back at Par to prepare 'Here's Your Quarterback' for production by Louis D. Lighton. Beyer & MacArthur set the deals.

## EDNA BEST ABROAD

Hollywood, March 26. Edna Best is leaving this week for England on a personal business mission.

Says she'll rejoin her husband, Herbert Marshall, here around May 15.

## SAILINGS

March 24 (New York to Genoa) Mr. and Mrs. Jack Kirkland, Mr. and Mrs. S. Perelman, Arthur Kober (Roma).

March 24 (New York to Paris) Tito Schipa, Sally Bates, Vladimir Golschmann, Constance Cummings, Beau Levy (de France).

April 14 (New York to Paris) Bennett Cerf, Harold Guinzburg (de France).

March 22 (New York to London) Margot Graham, Frank Lister, Evelyn Laye (Bengalia).

March 24 (New York to Buenos Aires) John B. Nathan (Eastern Prince).

March 21 (New York to London) Grover Jones (Pres. Harding).

April 4 (Paris to New York) Eric Pommer (de France).

March 30 (Buenos Aires to Paris) Sam Burger (Conte Biancomano).

April 6 (West Indies cruise), Mr. and Mrs. Gilbert Gabriel, Robert Garland, Mr. and Mrs. John Dymal (Mauretania).

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# De Sylva; an Old Tin Panner Himself, Values the Song Plug for B. O. Only

By CECILIA AGER

Cycles are not the public's fault, cycles are not a reflection of the public's taste. They're created by producers imitating another producer's hit.

The public liked a good picture; it happened to be about a gangster. So quickly everybody made gangster pictures—and the 'gangster cycle' was born.

But what the public responded to in that first picture was the fact that it was a good picture—not that it was a gangster picture. It didn't matter. The producers figured they liked one gangster picture, so they must like gangster pictures. Whereupon the public got gangster pictures, plenty of them, and got the blame for them, too.

Producers make follow-ups in their rush to grab at some one else's reflected box office; the whole movement becomes a cycle, and the public takes the rap. That, at any rate, is the way Buddy De Sylva reasons the cycle thing.

Mr. De Sylva, in town for the premiere of his 'Bottoms Up,' and ready to produce a stage musical, has figured out a lot of other things, too. For instance, that this second outbreak of musical pictures is not a cycle, but a permanent, necessary pepping of the industry's whole program. There's always going to be a spot for musicals and a demand for them, De Sylva argues, because a well-balanced program of picture releases has got to contain a percentage of safety—and the basic premise of musical pictures is that very safety.

Don't Withhold Pic Songs  
Speaking now of musicals and their proper exploitation, De Sylva disagrees completely with the usual practice of withholding a picture's songs from the air until the film's release date. Through those songs, (Continued on page 59)

## ZEPPU MARX BUYS INTO BREN-ORSATTI AGENCY

Hollywood, March 26.  
Zeppo Marx has retired from the stage partnership of the Four Marx Brothers and gone into the agency business, buying an interest in the firm of Bren & Orsatti. The concern will be known in the future as Bren-Orsatti-Marx.

Zeppo may play in pictures with the other three brothers and says if he is too busy in the agency business he can phone his part over to the studio as they have screen images of him to dub in the sound.

## Mary Pickford Talking About Another Picture

Mary Pickford is going back to the Coast in three weeks purportedly to discuss plans for another picture. At one time recently it was reported Adolph Zukor had sounded the star on making one for Paramount but nothing definite eventuated.

Prior to going back, Miss Pickford plays a week for Par at the Michigan, Detroit, opening Friday (30), following for WB at the Earle, Philadelphia, April 4. An additional week for Public at the Minnesota, Minn., is off because of the Hollywood return by the middle of April.

## Ada Cavell Set

Hollywood, March 26.  
Ada Cavell, after RKO studio could find no appropriate vehicle for the New York stage actress, now with the ticket extended, has been assigned to two pictures. Murder on the Blackboard, which George Archainbaud will direct, is one, and 'Sour Grapes' the other.

'Grapes' (Clive Brooks and Diana Wynyard) starts first.

## BEE LILLIE'S SHORT

Hollywood, March 26.  
Beatrice Lillie will do a short for Radio on a deal set by the Leo Morrison office.

Player will come to the Coast in June. Other deals are also in prospect.

## Just H'wood

Hollywood, March 26.  
Odd sight on the Paramount lot is Josef von Sternberg walking to the commissary carrying a cane in one hand and in his other arm totting a half bushel basket painted purple.

Arriving in the restaurant, he places the basket on the table and takes from it cold beans and cold rice pudding, and pays 10c to the cashier for a plate of rye bread. He generally accompanied by his cutter, who eats a full meal.

## U.S.C.'S COURSE IN PICTURES

Los Angeles, March 26.  
New department of cinematography at the University of Southern California for the spring quarter is under supervision of Dr. Boris V. Morkovin. Subjects are fundamentals of picture production, camera and teaching m.p. appreciation.

Lecturers for these courses include Mervyn LeRoy, director, and Earl Theisen, curator of the L. A. Motion Picture Museum.

## COLORED LINDY YARN FOR STEPIN FETCHIT

Hollywood, March 26.  
Initial production for E. W. (Ted) Butcher, an associate producer at Fox, will feature Stepin Fetchit as a Harlem negro who attempts to be the Lindbergh of his race by planning an air flight to Africa.

Low Brown and Harry Akst will write the musical numbers; John Blystone slated to direct.

Producer's second picture will star Will Rogers, set to follow latter's 'Merry Andrew.'

Spot vacated by Butcher as studio production manager will be filled by Charles Woolstenhulme, who has been with the company as an assistant director for the past 10 years.

## Pete Smith to Explain Dealing from Bottom

Hollywood, March 26.  
Manipulation of card sharks will be unfolded in a Pete Smith short which Metro will produce. Luis Zulgoni has been signed by that company to manipulate the pasteboards in front of the cameras for the single reel.

Jack Cummings will act as associate producer on the picture, which will have the Pete Smith monolog on sound track to explain those extra cards up the sleeve.

## Talbot's Spot

Hollywood, March 26.  
Picking the prettiest girl in Sioux City, Iowa, home of corn-fed beauties, is the assignment laid upon Lyle Talbot. Morningside College put the finger on the WB player for the task in connection with pulchritude rating of fems for the year book. Actor was put in the spot because he used to play stock in Sioux City where he had a local rep with the college girls.

Talbot has split his responsibility by drafting Elmer Fryer, portrait photographer, and Percy Westmore, Warners make-up chief, to help him make the decision from among 12 beauties.

## RUSS BROWN CLICKS

Hollywood, March 26.  
Carl Laemmle, Jr., liked Russ Brown's work in 'Humbig' and immediately set him in 'I Give My Love' as his first under a new term contract.

Actor was brought out once before on a six months' option by Twentieth Century, but never used.

## Sh!—Dark Tower!

Hollywood, March 26.  
To preserve the mystery plot of 'Dark Tower,' Warners has slapped a strict visitors' quarantine on the set, with taboo applying even to studio personnel excepting players and staff actually working in the picture.

Conspiracy of silence about 'Tower' takes this far strictly preserved by all from Director Armand Mayo, E. G. Robinson and Ricardo Cortez to the slightest bit player and technician.

## WAMPAS READIES BABE STAR VOTE IN H'WOOD

Hollywood, March 26.  
Wampas will elect its 13 baby stars tomorrow night (27) and also vote off the tie for presidency between Sam W. E. Cohn and Phil Gersdorf.

P. a. organization will pick 13 starlets from a list of 38, all of whom will be at the meeting to allow the members a chance to give them a personal double-o.

Three previous nominees, who will be out of town and thus unable to appear in personal appearances or radio broadcasting, have withdrawn. Trio are Julie Haydon, now in San Francisco with the legit 'Autumn Dreams' and Adelyn Doyle and Marjorie Lytell.

Newest nominees are Katherine Maux, the Wrigley girl, brought here by Sam Goldwyn for 'Roman Scandals'; Rose Vespor, recently in Radio films; Dorothy Short, who was in Metro's 'Meet the Baron' and 'Hollywood Parade'; and a Fox contractee, and Muriel Kirkland.

Nominees getting in just under the wire were Jean Carmen, who is currently in the legit 'Let's Be Civilized' at the Pasadena Community Playhouse; Miriam Martin, of Portland, Ore., former set model, and Meema Joos, who has appeared in leads in indie westerns.

## \$27,750 Suit Filed in Borzage Coast Crash

Los Angeles, March 26.  
Exactly 10 days after an auto crash in Cahuenga Pass that resulted in injuries and bruises to Lewis Borzage, an assistant director at Universal, and his wife, Pearl, and the death of his father, suit to collect damages totaling \$27,750 was filed in Superior court here against Eugene Carlson and his husband, allegedly responsible for the smash.

Mrs. Borzage asks general damages of \$10,000 and a like amount for special damages. The husband seeks to recover \$5,000 in damages, \$1,925 for lost salary for the three months his physicians say he will be unable to work, \$700 for medical expense, \$350 for car damage, and \$75 for loss of the use of the vehicle.

Low Borzage was moved home Friday (23) from Hollywood hospital, as his wife is expected to get released for trek homeward tomorrow (27).

## Jackie Coogan Pic Jam Over, Film on Release

Hollywood, March 26.  
Final cutting and dubbing of musical background on Jackie Coogan two-reeler, 'Love in September,' has been completed, and picture will be offered for release on deal for a series.

Cutting of the two-reeler had been held up due to financial jam encountered by original backer of the picture, Albert von Tilzer, hand-dred arrangement of the musical score.

## Resume Lloyd's 'Paw'

Hollywood, March 26.  
Harold Lloyd company used 150 extras Friday (23) when 'Cat's Paw' resumed at the General Service Studio after two weeks' halt due to serious illness of Director Sam Taylor.

Taylor is now fully recovered.

## LEE TRACY'S 'KID'

Hollywood, March 26.  
Lee Tracy will be featured in 'Lemon Drop Kid,' by Damon Runyon, first of the three pictures he will do at Paramount.

# Hollywood's Field of Honor; With Rapier's n' Everything, at Dawn

## Room Credits

Hollywood, March 26.  
Pascal is carrying Hollywood's passion for picture credits into the home by inscribing in each room of his new house the name of the studio which, through pay for scripts, provided the money for that portion of the domicile.

A plaque credits the living room to 'Courtesy of Warners,' and Radio is gratefully tagged with the kitchen.

## LAUNCH FUSION SCRIBE TICKET

Hollywood, March 26.  
Newest phase of campaigning for the election of officers in the Screen Writers' Guild, April 5, is the launching of still another ticket of candidates, making four since the so-called Liberal Group drew up its list in opposition to the present officerholders.

New ticket is a fusion arrangement, created by representatives of the present administration and some freelance writers, who bolted their faction to launch this so-called harmony ticket.

Eight of the present officers are in the harmony group, four are from the freelance faction and three others are explained to represent any other element in the Guild which may have been in disagreement with members of the present board or its policies.

Launchers of the ticket claim it is backed by 125 of the more than 300 voters in the organization.

Present office-holders are Ralph Block, Oliver H. P. Garrett, John Howard Lawton, Frances Marion, Dudley Nichols, Wells Root, Ernest Pascal and Courtney Terrett. Four freelancers are Wilfred MacDonald, Arthur Ripley, Raymond Schroch and Tristram Tupper. The three suggested as representatives of all other factions are Rupert Hughes, Brian Marlow and Allen Rivkin.

Writer situation got into a further muddle last week when John Meehan and Joseph L. Mankiewicz, who resigned from the Academy of Motion Picture Arts and Sciences when they joined the Guild asked the former organization to reinstate them. Mankiewicz was a former Guild secretary.

## U'S 45G HORSE OPERA BUCK JONES SERIES

Hollywood, March 26.  
Universal is closing a deal today (Monday) with Buck Jones to make six to eight westerns for next season. This will make Universal the only major producer to use the hay burners.

Deal is straight percentage from the first dollar with Jones receiving no salary. They will be produced at an average cost of \$45,000.

## Frank Buck's Personals

Acting in behalf of R. J. O'Donnell and with the latter's approval, Sam Denbow signed Frank Buck for personal appearance in Texas with his picture, 'Wild Cargo.'

Dates are Melba, Dallas, April 20; Texas, San Antonio, April 27, and Hollywood, Fort Worth, for four days starting May 4. Buck makes a personal app with 'Cargo' this week at the N. Y. Music Hall when it opens Thursday (29).

## PHILLIP DUNNE AT U.A.

Hollywood, March 26.  
Finishing two treatments at Metro, Phillip Dunne moves over to United Artists to work on the screen play of 'Count of Monte Cristo' for Edward Small.

Writer was set by the Jack Gardner office.

Hollywood, March 26.  
Hollywood's reported first rapier duel concerned Leroy Prinz and a recent importation from Germany, supposedly prominent. Reports say that Prinz stillhooded the foreigners in the facial region, besides taking a few cuts about the chest.

Following reports of the duel, said to have occurred over the German's remarks about the American aviators during the World War, the L. A. district attorney's office stepped in and probed. However, after interviewing Prinz, they passed up the matter.

Prinz told the probers that the only duel he fought was with his brother, Edward Prinz, and that it was for practice.

That's where he got the cuts on his arms and facial head.

Didn't like cracks  
Duel is said to have come about on the challenge of the foreigner, who had taken a little chastisement from Prinz for his remarks. Prinz did not like the cracks the German made about the American fliers and took a poke at his nose. Latter, in Continental fashion, not cognizant of the California laws of 1849 prohibiting duels, passed his card and demanded revenge on the field of honor.

Prinz, it was stated, comes from a banking Prussian family, all Heidelberg men and quite handy with the rapier. Also stated having acquired schooling as a member of a Chicago fencing club.

At the rendezvous several film people were reported present, and in front of eight spectators they crossed swords.

Prinz's wounds required seven stitches, 'tis said, from the doc on the grounds. But you should have seen the other guy.

## SID FRANKLIN'S DUO FOR METRO-THALBERG

Hollywood, March 26.  
Next two pictures Irving Thalberg will produce will have Sidney Franklin for director.

First of these will be 'Barretts of Wimpole Street,' Norma Shearer will be starred; second titillates 'Gladys Bennett in Mabel Arden,' 'Gladys' who Metro did in 1929 as 'A Woman of Affairs.'

## Par Sets 6 Comedians In 'Six of Kind' Sequel

Hollywood, March 26.  
Reports on theatre business recorded by 'Six of a Kind' has decided Paramount needs to make a sequel to that picture, using the sextet of players cast in the former.

New picture will be made under title of 'Three Pair,' with J. P. McEvoy cooking up original and screen play of the comedy, which will have cast headed by W. C. Fields, Allison Kirkwood, Burns and Allen, Charles Ruggles, and Mary Boland. Douglas MacLean, producer of 'Six of a Kind,' will also handle the sequel.

## Baxter to London May 1 On Fox's G. B. Swap

Warner Baxter is going to London around May 1 for Gaumont British in the exchange deal for Madeleine Carroll, whom Fox got in the swap.

Miss Carroll has been in Hollywood for weeks; Baxter can't break away until next month or so.

## Goulding's Siesta

Hollywood, March 26.  
With the completion of 'Rip Tide' at Metro Edmund Goulding's contract expires.

Director will take a month off to look for a story, either returning to Metro or possibly going to Paramount.

## FOX PICKS MISS MORRISON

Rochester, March 26.  
Ethel Morrison, character woman with the Lyceum Players, leaves to go to Hollywood.

She has been signed by Fox for a picture engagement.



## RKO Revising Realty Dept. to Conform with Theatre Changes

Reorganization of RKO's real estate department will be effected this week to conform with the new theatre operating setup under which the theatres are segregated to subsidiary ownership. Under the new supervision of real estate remains as is under Al Reoch but with sub-heads to be placed over each theatre division.

Behind the changes, which, from accounts, may yet penetrate into the legal department, is said to be pressure from the Mike Meehan headquarters growing out of dissatisfaction over the form of circuit-operation of theatres regardless of corporate ownership. Meehan is a heavy holder of Keith-Albee-Orpheum preferred stock and Keith bonds.

Under the segregation of theatre divisions, announced as having been engineered by J. R. McDonald and Leslie Thompson, or both, the 100, or thereabouts, RKO-operated theatres are divided into seven divisions—KAO, Proctor, Rhode Island, Union City, Midwest, Rhode City and Orpheum Circuit. Instead of past formation divisions, which has been based on geographical conditions, the new layout is strictly according to subsidiary ownership. Thompson, assistant to the president (McDonald), and Nate Blumberg, as general manager of theatre operation, are over all.

**New Setup**  
KAO Corp., numbering 63, are distributed among five affiliated companies (B. F. Keith Corp., B. F. Keith Affiliated, Greater New York, Vandeville Theatre Corp., Lexington Avenue Corp., B. F. Keith Columbus Co.), and are divided into eight sub-divisions under as many division heads. They are, with the theatres:

N. Y. Senior Metropolitan Division; Charles B. McDonald—Chester, Coliseum, Colonial, Fordham, Hamilton, Jersey Palace, 110 St. 86th St., New York; Albee, Kenmore, Madison, Prospect, Brooklyn; Flushing, Richmond Hill, White Plains.

N. Y. Junior; L. Goldberg—Empire, Regent, Franklin, Royal, New York; Tilyou, Orpheum, Shore Road, Greengrout, Bushwick, Dyker, Brooklyn; Strand, 100 Columbus, Far Rockaway, Cedarhurst, Rockaway Park.

Great Lakes; Nat Holt—Palace and 106th St., Cleveland; Majestic and Palace, Columbus; Uptown, Detroit.

Massachusetts; Charles Koerner—Bijou, RKO Boston, RKO Keith's, Boston; Lowell.

New Jersey—Washington; J. M. Brennan—Rivoli and State, New Brunswick; Trenton, Lincoln, Palace, Capitol and Broad, Trenton; Washington.

Syracuse; W. J. Tubbert—Keith's and Strand, Syracuse.

Rochester; J. Golden—Palace and Temple, Rochester.

Detroit Pool; Dave Ideal—Downtown and Fox, Detroit.

Proctor division, under H. R. Emde, is the largest both in number of theatres (21) under one head, and in territory covered. It stretches from New York to Albany and takes in both the RKO Proctor Corp. and RKO Proctor Affiliated houses, also the RKO Center theatre in Radio City. Latter is under the Radio City Theatre Co. The Music Hall, operated alone, is under operation title of Radio City.

Emde has J. Shure as an assistant in Albany and Schenectady in lieu of a bicycle.

Proctor division houses, besides the smaller Radio City theatre, are: Palace and Proctor's, Albany; Erie, Plaza, Proctor's, State, Strand and Van Curen, Schenectady; Griswold and Proctor's, Troy; Proctor's and Strand, Yonkers; 23d St., 58th St., 125th St., New York; Proctor's and Terminal, Newark; New Rochelle, Kearney, Mt. Vernon.

**In the West**  
Orpheum Circuit is split into three parts: Elson Division, Elson Division and Coast Division. As distributed they are:

Chicago, James Christie—Orpheum and Virginia, Champaign; Chicago (Palace), Des Moines, Kansas City, St. Paul.

Elson, William Elson—Minneapolis, St. Paul.

Coast, Cliff Work—Los Angeles, San Francisco.

Midwest Division (11 theatres) un-

(Continued on page 57)

## 'Castle' Suit

Los Angeles, March 26.

Demurrer on behalf of Frank Borzage, M. C. Levee, Columbia Pictures Corp., et al., to the Superior Court action brought by Harry Stoddard some time ago charging plagiarism, has been ordered off the calendar, to permit filing of an amended complaint by plaintiff.

Stoddard's complaint alleges that the still walking sequence in Columbia's 'Man's Castle,' was taken from a story submitted by him to the defendants, for which he received no compensation or credit.

## Warners Continues Selling WB. Pix Away From Own Theatres

Proposing to stick to its Strand, N. Y., alone, keeping the Hollywood closed down, Warners again is spreading its product around town. Latest sale away from Warners' own exhibition branch is to the Roxy, which is taking the next couple of days, before in Chicago. Reported rental is \$5,000.

Meanwhile, other pictures which Warners does not need for its Strand, are on the market for the old Roxy, Mayfair and Rialto, between which a half dozen WB pictures have been booked in the past several weeks.

While selling away from its own theatres, forcing Warner Bros. to keep two closed (Hollywood and Warner) is a policy virtually without precedent among national distributors which own theatres, WB has its reasons. Instead of trying to keep either or both the Hollywood and Warner in operation, with New York badly overextended as it is, WB believes it good business to take a profit in distribution by sale of pictures to the opposition, against the loss incurred in keeping houses dark.

## U PAYS OFF CONSOLID. LAB, REOPENS ITS OWN

Hollywood, March 26. Laboratory at Universal studios reopened yesterday (Sunday) after being shut for one year due to Consolidated debt with U whereby latter received loan of around \$550,000 and a contract covering rates for negative and work print processing from the commercial lab in return for closing its own plant.

After trying out the Consolidated lab for the year, Universal paid off its obligation and decided to handle its own negative developing. Roy Hunter resumes charge of the U plant.

Although Universal will confine lab work to negative and rushes at this time, it is expected plant here will do all release prints starting in June for domestic and foreign exchanges.

## Madison Mystery

Hollywood, March 26.

Eric D. Madison, 40, former accountant in Warners studio restaurant at Burbank, was found dead in his apartment in Burbank Sunday night (25) with six bullet wounds in his body. Police are searching for his wife, Nellie Madison, 31, who worked for a short time as assistant cashier in Warner studio restaurant. She had disappeared from their home about 12 hours before the body was discovered.

## More Censoring!

Ottawa, March 26.

The tiny Canadian Province of Prince Edward Island is working on a proposition for a film censor board of its own. It's the only one in the Dominion without local censorship. The move started when complaint was made that 'Henry the Eighth,' British pic, was immoral.

Prince Edward Island has only four theatres but if a censor board is set up it would mean that the film exchanges would have to open offices in Charlottetown, the principal town on the island.

## Jane Murfin's First as Supervisor Is Lederer

Hollywood, March 26. First assignment as supervisor for Jane Murfin at Radio will be Francis Lederer in story of old California days. Edgcomb Pinchon working on original story.

## PAR'S 60 FOR '35 PER AS USUAL

Paramount program for 1934-35, soon to be entirely set up in prospect of an early convention, will run around 60 pictures, as usual, with no intention of trimming output.

With product that was taken on after program had been set up, last year the company delivered 65 while this year (1933-34) the count is 62. The Eddie Dowling picture released by Par, was an additional taken on this season.

Lou Diamond, shorts head, is expected back in New York within a week after conferences on the Coast in connection with lining up output in this division for '34-'35, expected to be about the same as this year.

Emanuel Cohen is expected in New York this week following a couple of days, before in Chicago on the way east.

Lou Diamond, shorts head of Par, arrives back in New York by the end of the week for conferences to lay out the 1934-35 program at the home office with distribution men and others sitting in.

## The Columbia Cohns And Joe Brandt to Be Exam. Before Trial

Examination before trial of Jack Cohn and by deposition of Harry Cohn and Joe Brandt, in connection with the case against the trio and Columbia Pictures by Mrs. Emma Cohn, a Columbia stockholder, has been postponed by agreement until April 4. This examination is slated for that date before Justice McCook of the N. Y. Supreme Court. Mrs. Cohn (no relation) seeks an accounting of the firm's income over the past several years.

## Mono's A. C. Conv.

Hollywood, March 26.

Trem Carr, Lou Cow, Edward Stubbs and being the A. C. Monogram exchange, Floyd St. John of the Frisco exchange and J. T. Sheffield, northwest district manager, shove off to converge at Salt Lake City en route to Monogram's fourth annual convention in Atlantic City April 4-6.

Production activity at the Monogram plant will suspend, pending return of Carr and Ostrow, and will resume with 'Jane Eyre,' 'Derby Day' and 'Happy Landings,' still to be made on the present lineup.

Convention will set the 1934-35 program, with sales managers reported to be urging a slate of 26 pictures, two more than this year's program.

## RKO Palace, Cincy, Stuck Up in Patrons' View

Cincinnati, March 26.

Three bandits stuck up the RKO Palace box office last (Sunday) night at closing time and escaped in auto with \$400 receipts in a box which they took from Arthur Picola, doorman, while covering him, Betty Coleman, cashier, and Clarence Valentine, assistant manager.

Cage is in the lobby, near sidewalk, and robbery was witnessed by departing patrons and passersby.

## MG Unshelves Duo

Hollywood, March 26.

'Jungle Red Man' and 'Happily Unmarried,' both temporarily held up at Metro, are back in work for rework being done by Arthur Picola, doorman, while covering him, Betty Coleman, cashier, and Clarence Valentine, assistant manager.

'Red Man' is the picture for which Metro plans an expedition into the upper reaches of the Amazon in Brazil.

## Calif. Licensed Agents Okay Biz Rules and Regulations

### Bergerman Off U Briefs

Hollywood, March 26. Although production of shorts at Universal for the coming season's program has not been set, Stanley S. Bergerman is definitely off the list of prospects.

Bergerman understood to have been offered the short reeler on a subsidiary production basis by Carl Laemmle, Jr., but preferred to continue making features independently as at present. Warren Doane is currently handling U shorts. 'Sin for Cinderella,' romantic musical comedy by Sig Herzig and Jay Gorney, who scribbled 'Moonlight and Pretzels' for Bergerman, will be his next production at Universal, following his current 'Embarassing Moments,' Barry Trivers is doing the script on 'Sin,' asked to start about May 15. Gorney will write the music.

'Embarassing Moments' is the new title for 'Practical Joker.'

## Newsreels Attack Patman Censor Bill As Unconstitutional

Washington, March 26. Provision in pigeon-holed Patman film-censorship bill regulating production of newsreels was termed unconstitutional, unnecessary, and unwise in brief filed last week with House Interstate Commerce Committee by Jack S. Connolly, Pathe general manager and representative of all newsreels.

Connolly criticized particularly clause which would authorize proposed Federal M. P. Commission to make rules governing films which "aim to or do assist in the election or defeat of any political candidate" in order to guarantee all candidates and parties equal consideration and same publicity opportunities.

The proposal to vest in a politically appointed committee regulatory powers to guarantee freedom from political bias in the presentation of newsreels raises the question of the sincerity of this whole proposal, brief said.

Quoting commendatory letters from Chairman Farley and Sanders of Democratic and Republican national committees after the 1932 Presidential campaign, Connolly related instances of unquestioned public service by newsreels and emphasized that "our theatres do not cater to Democratic or Republican audiences. A partisan newsreel could not survive a single political campaign."

## More Par Scriptists

Hollywood, March 26.

Paramount continues to swell the ranks of its writing staff, which now standing at 52 passed the previous high point for three years of 50 set last week.

George Mankner Waters went on Al Lewis' production payroll Friday (23) to script 'End of the World,' the Vina Delmar story and Lex Neal was engaged the same day to write comedy dialog for 'Grease Paint,' the next W. C. Fields film.

Edwin Justus Mayer, finishing his script of 'Here Is My Heart,' next for Gary Cooper, washed up.

## Russe 'Mother' Passed In N. Y. After 6 Years

New York censors have passed 'Mother,' a six-year-old Russ film. Picture was brought in about five years ago but rejected old. Amkin put it on a shelf. Last week, on a chance, they brought it down to consider and it was screened again, saying nothing about the previous turnaround. Passed without comment or cuts.

## Par Slows R. U. R.'

Hollywood, March 26.

Production of 'R. U. R.' robot film to be made by Paramount has been put back on the schedule to allow Lloyd Sheldon, who will supervise, to vacation for three months.

He'll leave here around May 15 for Europe.

Los Angeles, March 26.

With state labor bureau and a committee of attorneys representing 90% of state-licensed agents finally in accord on terms of new rules and regulations for agency biz, final draft was old Friday (23) and now goes to Labor Commissioner Joseph T. Green for official adoption and promulgation. Annual renewal of agents' state licenses thus will go through on schedule April 1.

New rules and regulations, which are in the nature of an enabling act to make the state law for agents actually work, provide for commissioner's control over agency practice and contract minimum provisions for contracts; authority of the commissioner to pass on contracts to make them official and to settle any disputes arising under the agency law or the new rules. Prior contracts are not disturbed.

Negotiations were successfully concluded by Chief Deputy Thomas Barker and Attorneys Charles Lowy and Leo Schaefer for the state, and an attorneys' committee of Austin Sherman, Martin Gang and Ralph Blum, who had been picked by 16 barristers representing a majority of agents.

Both sides wound up tossing bouquets for fair and helpful spirit of co-operation evinced by the other. Belief that new rules are fair and practical and will not interfere with the legitimate conduct of a legitimate agency business' was unanimously expressed.

### Enforcement

Enforcement fist in the new setup is that failure to comply with new regulations or Agency Act is ground for action by the commissioner toward revocation of the offending agent's license.

Under oral contract in the new rules, agents can't collect commissions unless they actually procure the employment for the client, while written contracts are not void, but must fulfill the following provisions:

The agency shall use all reasonable efforts to procure employment for the client—client meaning any person seeking engagements in the picture industry.

The contract must set forth definitely the term thereof and compensation to be paid by client to the agency.

With four months set as minimum reasonable period for unemployment' either party can terminate the pact if the client is ready, able and willing to accept employment, and shall fail to obtain employment within a reasonable time. Termination must be by written notice with right to terminate cancelled if the client has failed or refused within the 'reasonable period' of four months to accept a bona fide offer made to the client on behalf of a responsible employer at fair terms.

All controversies between agency and client must be referred to the Employment Agency Act and the rules and regulations for the enforcement thereof, are to be referred to the Commissioner as provided in section 19 of the act, subject to procedure and appeal as provided in the act. (This authority over disputes has previously been the subject of considerable controversy and out of the courts).

### Commission Duties

The form of every contract or receipt proposed to be used must first be submitted to and approved by the Commissioner and filed in his office. Whenever a written agreement proposed to be made by the agency differs from the form previously submitted and approved, a copy must be submitted for approval either prior to the execution thereof or within five days thereafter. Failure of the Commissioner to approve or disapprove within five days shall be deemed an approval. Commission, however, promises to approve any and all contracts, notwithstanding what new or special matters may be contained, providing the pacts do not conflict with the new rules and regulations.

Several additional rules are set up in addition to the minimum conditions which all contracts must meet.

The right of cancellation is given the client on the inability of the agency to render services agreed upon, for any cause whatever, or

(Continued on page 4)



# DARROW ASSAILS PIC CODE

## Do Not Underestimate the Film Public's Intelligence or Desire for Clean Pix—Hays Tells MPPDA

'There can be no real excuse for the vulgarities that have sometimes marked otherwise splendidly fine film productions except the inability of those responsible to comprehend true public taste,' Will Hays declared at the annual meeting of the Motion Picture Producers & Distributors Assn. yesterday (26). 'That there could be no misanthropic of this statement, Hays augmented it with a thesis on 'public intelligence' such as he has rarely done before, at least for publication.

'The industry cannot underestimate with impunity the importance of the general level of public intelligence which determines the popular acceptance or rejection of any type of motion picture,' he continued in the same vein.

'Public intelligence has been badly underestimated by the supercilious few who have stood aside and sneered at the standard of popular taste, while raising a finger to help purely artistic successes that have died in oblivion at the box office.

'It has been underrated by producers who have been misled by the fact that even the degrading and the vicious may command paying audience, but who have overlooked the potential support for pictures of the better kind.

'Public intelligence has been underrated by those who have so little faith in the basic honesty of the public mind that they would prohibit crime plots on the screen and presumably detective stories in fiction,' Hays injected as an obvious rap at reformers.

For certain parts of the industry itself, he included the observations, 'It has been under-rated by those within our own creative ranks who have been wont to rest their artistic laurels upon double meaning in dialog and the suggestive in action.

'It has been under-rated by such as argue that the character of public entertainment should be reduced to a standard that could not emotionally affect the most youthful and unstable mind.'

**Hays on Morality**  
As a summary of his delivery on morality he declared:

'Public opinion will forgive the errors due to the fallibility of human judgment in applying the principles of self-regulation to the production of every motion picture that flows from our studios. It is easier—much easier—to determine public reaction to a scene, sequence or situation after than before the fact. It is clear that what may appear innocuous in the preceding work may prove offensive or worse, when tested in the light of wide public response. But public opinion will not forgive the insult to public intelligence inherent in the deliberately tawdry, suggestive, or banal.

'The screen must supply adventure, romance, laughter, and the thrill of beauty to its audience. The goal of the industry this year as next year, must be continuously to raise the proportion of really fine, inspiring, imaginative and thrilling picture entertainment and continuously to lower the acts of commission or the rate of error by which the industry draws upon itself destructive as well as constructive criticism.'

Concluding his address, most of which was given over to morality and criticism, along with an observation that the industry emerges from the depression, artistically greater than before. Hays remarked, 'Better pictures are the answer to every unfair charge leveled against the screen... Motion pictures are getting better all the time.'

Only change in the personnel of Hays organization at the annual meeting was the naming of Hal Roach as a director to succeed Charles Christie.

### Another Jolson Pic

A second picture Warner Bros. with Al Jolson starred is due. Question of another Jolson star depends largely on Jolson.

## WB-FN'S 60 PIX BY MAY 1; NO SHUTDOWN

Hollywood, March 26.

Warner Brothers-First National will complete its entire product of 60 pictures for 1933-'34 release by May 1. This is over an 11-month period, which is a production record for speed at the studio.

The plant will continue active throughout the year, eliminating the annual shutdown. Production for time being, however, will be curtailed to about two or three companies in constant work instead of the six to eight which have been going since last June. Plant during April will start work on a few of the 1934-'35 pictures with the possibility of bringing them in for convention showing purposes prior to the completion of all the current season product.

Coincident with visit east of Jack L. Warner, decision has been reached to throw the key to the Burbank studio away for the entire summer. It will be the first time that the big plant has not closed down either in the late spring or during the warm weather.

Last year the Burbank film factory shut down for 10 weeks in midsummer after a good portion of the new pictures for delivery this season had been completed. In previous years the studio had closed for a similar or longer period.

On a quick trip to the home office to powwow on coming season's (1934-'35) setup, Jack L. Warner is staying longer than first planned. He returns April 2. Charles Elmfield, pub-ad head of WB, accompanied Warner back.

A program of 60 pictures is the outlook from Warner Bros. for 1934-'35. This splits the setup between the Warner and First National trademarks evenly at 30 each and represents no change from this year.

## Radio May Deliver but 45 Of Scheduled 52 for '34

Radio will not deliver its full program of 52 scheduled for this year, ending the season with probability that but 45 will be released. The exact number will not be determined until Jules Levy, now on the Coast on this and other matters, decides whether or not certain pictures in production will be held back and sold on the coming season's output.

At the same time Levy will discuss the extent of the 1934-'35 program. No advance indications as to how many pictures may be scheduled.

### Roxy's Plans

S. L. Rothafel's London theatre plans are in abeyance until after his stage tour.

He will probably return to the British capital for three or four months' stay later in the summer.

## ROSY IN BATTLE WITH REVIEW BD.

General Overhauling of the Film Pact Possible—Clarance Darrow's NRA Review Board Placing All C. A. Members on Carpet—Gen. Johnson, Rosenblatt, Et Al.

### ALLIED'S CHARGES

Washington, March 26.

General overhauling of the film code was believed possible today (Monday) as the NRA review board issued summonses for all Code Authority members and various film sales managers to facilitate investigation of charges that the pact is monopolistic.

Allied States Association, instigators of the sweeping probe, apparently had victory within its grasp when the review outfit headed by Clarence Darrow, proceeded to listen to complaints about major production domination of subsidiary boards and antiquated protests about block booking.

Session got off to a heated start when Divisional Administrator Sol A. Rosenblatt was refused opportunity to make an explanatory statement and then in turn refused to appear as voluntary witness. Only witnesses at the morning session were Russell Hardy, special assistant to Attorney General Cummings, and Abram F. Myers, allied leader.

Reopening of pact for revision of exhibitor sections, trade practice provisions, and administrative features generally admitted as the logical outcome providing the board has any actual influence with the White House.

Day's sensational proceedings will without any question precipitate a bitter dispute between General Hugh S. Johnson and NRA opponents, with President Roosevelt serving as referee.

Tilt between Rosy and Lowell Mason, review board counsel, was result of failure of investigators to summon NRA official and to request films on film code matters. When Rosy asked permission to make statement, Mason objected and asked the NRA executive what his position was. After Rosy had explained he was appearing as administration member of the C. A., Darrow sourly replied, 'That doesn't give you any right to speak.'

Although barred from speaking, Rosy got in a few licks as he declared vehemently 'I believe even this board is required to observe a semblance to what is called the due process of law.' Noting that he had not been notified, nor had his files been requested, the Code Negotiator expressed opinion that 'this procedure is not in accordance with the aims, ideals, and purposes of this board.'

Rosenblatt's refusal to take the witness stand under these circumstances led Mason, who was named impartial member of one of C. A.'s grievance boards, but resigned, to ask authority to request General Johnson to force his aide to appear at a subsequent session.

Discussions will be resumed Thursday whether or not code authority members show up, the board voted at close of afternoon session. Urged by Rosenblatt to positions session on account of C. A. meeting in New York, Darrow grumpily inquired, 'Is this Code Authority above this board?'

Admission that the board lacks power to compel appearance of witnesses, was made by VARIETY by Chairman Darrow and Counsel Mason, but later said if film leaders disregard requests the report to President Roosevelt will 'point out (Continued on page 48)

## Film Men Prepare Offensive Move Regarding Censorship And Block Booking Agitation

### Robt. Harris West

Hollywood, March 26.

Robert Harris, eastern story editor for Universal, arrived at the studio Saturday (23) for a huddle with Carl Laemmle, Jr., and Leonard Spigelglass on yarns for 1934-'35 program.

Conferences expected last a week.

## DISMISSAL IS REFUSED PAR ON TRAGEDY

Albany, March 26.

Appellate Division of the N. Y. Supreme Court on Friday (23) refused to dismiss the \$150,000 libel suit brought against Paramount over 'An American Tragedy.'

In the majority opinion, Justice F. Walter Bliss discusses sound motion pictures as a possible new form of libel.

The suit was brought by Mrs. Minerva E. Ryan, who contends she is the mother of the girl depicted in the picture version of Theodore Dreiser's novel. Her complaint says she is shown to be illiterate, unkempt, slovenly, neglectful and low-grade person. She also charges it shows her as neglecting her daughter both educationally and morally and permitting her to carry on clandestine relations with Chester Gillette, her slayer, and others.

In reference to his view that talking films constitute a possible new form of libel, Justice Bliss says:

'Such a production may be libelous. In the hands of a wrongdoer these devices have untold possibilities toward producing an effective libel.'

'The production ('American Tragedy') is defamatory of the plaintiff. One instance of such defamation may be cited. The complaint states that the plaintiff is untruthfully portrayed as having neglected her daughter morally and permitted her to carry on clandestine relations with Chester Gillette. Such conduct on the part of a mother is not accepted as proper among right-thinking people in the light of present social standards. Surely this portrayal would tend to expose the plaintiff to public contempt and aversion and would induce an evil opinion of her in the minds of right-thinking persons and deprive her of their friendly intercourse in society.'

Justices Hill and Rhodes concurred in the majority.

In a minority opinion, in which Justice Craspe concurs, Justice McNamee holds that the complaint should be dismissed because 'the plaintiff has charged only the innuendo, as it were, and has entirely omitted any allegations of the facts or any description thereof that would justify her conclusions.'

The Appellate Division's decision was based on an appeal by Paramount from an order of Supreme Court Justice Heath denying the company its motion for dismissal of Mrs. Brown's complaint.

## 3 Features for 10c in N. Y.

Harry Harris, Bronx exhibitor, triple-features at his Central theatre daily for 10c.

Harris is not only fighting Loew, RKO and other independent competition, but also himself. Harris has the Bronx theatre a block away from his Central, where he offers only double-features.

Following several meetings last week, major picture men reached a decision to make an offensive move on the censorship question instead of maintaining the usual defensive attitude. Capsizing of the Patman bill, plus the demonstration against censorship made in Albany, is reason for the film belief that the time is ripe for the industry to carry the fight beyond merely answering questions.

Flicker officials more or less agree that for the past nine months many pictures have been 'speckled,' but claim that was due to an experiment in the workings of the Hollywood morals mill which developed the wrong technique. Picture insiders dispute the 25% estimate of bad films made by various pro-censor and anti-block groups. They point out that since NRA at least 12 features have been returned to the studios for reediting.

That suddenly discovered Federal statute, whereby a Federal court can send the producer of a lewd or lascivious production away for five years is regarded in some circles as a 'comforter' for those mourning Patman's defeat. Statute has been on the books since 1919 but no producer has been known to be accused of violating it for 15 years. It was meant, as far as picture minds can determine, for makers of stag affair pictures.

Hand-to-hand encounters are also being scheduled in the matter of block booking. For the first time Haystacks are taking to the road to explain and debate this system. Initial match is scheduled to be held before the Worcester (Mass.) Board of Motion Picture and Theatre Review, one of the bitterest of anti-block groups, today (Tuesday). Will Hays is delegating an attorney to meet Walter Littlefield, Worcester exhibitor.

Ignorance of industry trade practices is the theory which motivates most of the present attacks, according to these film men. Many a picture that the uninitiated would call good is bad in the estimation of the exhibitor. It is stressed. Education in this respect is therefore regarded by picture heads as necessary.

## Producers Will Open Up Studios For MPTOA Conv.

Hollywood, March 26.

Major producers met Saturday (24) and decided to let the Motion Picture Theatre Owners of America say just what kind of entertaining they want from the producers when its members are here for convention April 10-12.

Will Hays was in telephonic communication with the producers at the session and it was left for Hays to contact Ed Kuykendahl today (26) for suggestions, while at this and Joe Breen of the Hays office will contact Ben Berenstein, president of the Southern California Independent Theatre owners, to work out details.

Producers are set to throw the studio open for conventioners' o-o'ing and also want to throw a banquet for the exhibs on one of the nights they are here.

### JOE SCHENCK EAST

Hollywood, March 26.

Joe Schenck leaves tomorrow (27) for New York to attend a United Artists directors meeting.



## Amus. Issues Give Good Account On Whole in Face of Dull Market

With the threat of vast automobile industry tie-up and fear of stock exchange regulation bill still overhanging market, the stock market proved a colorless affair. Up one day and back the next. No decisive test of either upside or lower levels was made, although market Monday appeared to be headed for a thorough testing of Dow-Jones 98-100-point mark. However, there was no climax to selling on that day when industrial averages cut through 100 for first time in current move. Through it all, amusement stocks gave a good account of themselves, several actually showing small net gains on the week.

Causes of present uneasiness and lack of interest in market still continue present, making outlook for coming week a doubtful one. Trade news was almost uniformly bright as compared with previous year when country was just coming out of bank holiday. Delay of threatened strike of automobile workers of nation brought brisk rally in motors Saturday and enabled whole board to close on upside. Lowry's made its high of week Saturday at 32½. Industrial average closed at 100½, which was up more than point from Friday, and considerably better, than its low mark earlier in week.

Falling off in volume of all stocks was felt by film company issues. (Continued on page 62)

## HOPES TO K.O. FEDERAL AMUS. TAXES NOW COLD

Washington, March 26. Hope for repeal or revision of Federal amusement tax were raised, then crushed last week as Senate Finance Committee put finishing touches on Administration's bill reforming revenue laws.

Although few minor changes were ordered in excise taxes, committee refused to go along on suggestion of Chairman Pat Harrison that 10% duty levied be checked overboard and turned down a second proposal that circuses be exempted from the impost.

Harrison had advocated repeal of approximately \$95,000,000 worth of miscellaneous nuisance taxes and revival of discarded capital stock and surplus profits levies to make up for the loss of income. Committee went for the second part of his scheme but agreed to drop only the taxes on soft drinks and low-priced furs.

Outlook is, that all corporations will be forced to cough up \$1 for every \$1,000 of declared capitalization indefinitely and give the government 5% of all revenues in excess of 12.5% of the stock valuation. Both taxes were in effect for only a year, having been written into law to finance the recovery program and suspended by Presidential proclamation when the dry law faded.

Another levy opposed by American business was continued, although only until July 1, 1935. This was the 2c. bank check tax which the House voted to repeal on Jan. 1. Outlook is that bill in final form will conform pretty much to Senate committee draft and that there is little chance punitive stock levies will be ditched.

### N. Y. to L. A.

Jimmie Durante.  
Lou Clayton.  
Helen Morgan.  
Irving S. Strouse.  
Bill Pine.  
Miriam Hopkins.  
Joe Nolan.  
Anna Daven.  
Annabella.  
Pierre Beaussart.  
Andre Berley.  
Jean Murat.  
Daniel Parola.  
Edmund Lowe.

### L. A. to N. Y.

Dave Werner.  
George Cukor.  
Howard Estabrook.  
Aline MacMahon.  
Irene Dunne.  
Robert Montgomery.  
Nick Foran.  
Joseph M. Schenck.

### Yesterday's Prices

| Sales            | High | Low | Last | Net |
|------------------|------|-----|------|-----|
| 400 Col. Pict.   | 27½  | 27½ | 27½  | +½  |
| 500 Gen. Fil.    | 48   | 48  | 48   | +½  |
| 700 East. K.     | 80½  | 80  | 80   | -1  |
| 800 Gen. Elec.   | 21½  | 21½ | 21½  | -½  |
| 5,700 Low's      | 32½  | 31½ | 31½  | -½  |
| 2,100 Par. Cifs. | 48   | 48  | 48   | +½  |
| 5,800 R. C. A.   | 8½   | 8½  | 8½   | -½  |
| 1,600 W. B.      | 6½   | 6½  | 6½   | +½  |
| 100 Trans-L      | 2    | 2   | 2    | -¼  |
| 100 Tech.        | 8½   | 8½  | 8½   | -¼  |

## Three-Way Bills in L. A. Continued Fight; Duals With Stage Acts

Los Angeles, March 26. Triple feature programs, and triple bills that include two feature picts plus stage band and vaude, continue to be utilized here by indie exhibs and unaffiliated circuits in the southern part of town, in the battle that has been raging for past several weeks.

Balboa, one of the Fanchon & Marco, affiliated houses, used three screen features this week-end in an attempt to compete with its opposition house, the Madrid, which has been triple-billing throughout the week.

Nearby, the Manchester, another F&M affiliate, in addition to dual features on screen, spotted the E. Max Bradford Paramount band on stage for the week, besides strongly featuring Shirley May, fan dancer.

## Future of Par's Detroit Position Uncertain

The Paramount home office has not as yet taken up the question of what will be done eventually in Detroit in connection with a partnership, deferred last summer when George W. Trendle and John Balaban engaged in a contest for an interest in the group. Trendle is in as operator on a straight salary for nine months, soon expiring. A partnership with Trendle or a bid from Balaban, who indicated he would put one, must be decided.

On their trip to Detroit a week ago, Ralph A. Kohn, Sam Dembow and J. Frank Freeman, did not go into the partnership matter, it is understood. Group went out on various operating matters, including discussions in direction of reductions in leases.

## Reorg. of Par Theatre Links Soon; Texas Publix Out of Receivership

Speedy reorganization of remaining links in the vast Par theatre chain system which are either in receivership or bankruptcy, is promised from the inside along with indications that the entire Par circuit shortly will be on its own again.

Major attention is directed toward clearing up the New England situation and in the direction of Washington where the bankruptcy which exists over the Tennessee group of houses. A reorganization plan is imminent in Tennessee to cover theatres in Nashville, Chattanooga, Knoxville, Bristol and Johnson City. These houses, grouped under Tennessee Enterprises, went into receivership early in 1933, with C. L. Dooley as trustee. Move is now under way to wind up the assets and to put through a reorganization plan. Present intention is to swing operation of the theatres to Kincoy & Wilby, Par's biggest southern and Atlantic seaboard operators.

S. A. Lynch, chairman of the reorganization committee returned from Florida during the past week and is at work with his associates on New England. Meanwhile, Root, (Continued on page 57)

## More Trans-Luxers

Before the year is out Trans-Lux plans to build five or six new news-reel theatres within Greater New York. Houses will be on the same style and policy as the Luxers now in operation, news and shorts at 25c admission at all times.

Trans-Lux on Broadway will continue its 25c scale in spite of the rival Embassy's slice to 15c mornings.

## Producers Force Outside Firms to Pay Union Scale

Hollywood, March 26.

In a pact between major producers and the unions, signatory to the basic studio agreement, the producers have promised to force firms, contracting for work on the lot, to pay their men the scale standardized in the agreement. Move is to eliminate any possibility of studios having construction work done at the studios for wages lower than are paid made to members of the same crafts employed by the film concerns. Chiefly involved are carpenters and electricians, which are represented in the union, agreement by the Brotherhood of Carpenters and Joiners and the International Brotherhood of Electrical Workers respectively.

Currently there is very little construction work at the studios being done by outside concerns. Nearly all of this work is handled by the studios direct.

## N. Y. FIREMEN NOSEY AROUND FILM BLDGS.

One result of the new LaGuardia administration in New York is a tightening of the supervision of fire rules in buildings where film is kept. Inspectors, apparently under new orders, are closely checking all such buildings on departmental regulations.

Though a minor offense, usually bringing a fine of \$25 to \$50 the first time, smoking in film buildings is getting to mean a sure-fire ticket.

## WB's Penner Revival

Warners has dug up a two-year Joe Penner short, 'Here, Prince' and is re-issuing it on the theory Penner's recent air rise has made it saleable again.

RKO booked the short into all Metropolitan New York houses and is billing it with the feature.

## SPOKANE'S CENSORSHIP

Muddle Put Editor-Board Member Middle—Oke for 'Nana'

Spokane, March 26.

Censorship muddle here develops a peculiar situation in newspaper circles. Recently appointed censorship board made its first chore the banning of 'Nana', due at the Granada. Granada and Jack Kloepper, the United Artists representative, immediately unlimbered and went into action, bombarding the newspaper offices with letters of protest. Angle is that only the Press, Scripps sheet, took sides with the film people. The Chronicle and Review sided with the censors. The blow-off was that the editor of the Press is also a member of the censor board, putting himself on a spot, though with an out in the fact that the censors act merely as advisory committee to the police commissioner. It is charged that the latter, A. B. Colburn, did not put the 'Nana' ban to a complete vote.

## Canon Didn't Know Louisa M. Alcott Died Years Ago; N. Y. Censor Squabble

Albany, March 26.

The author of 'Little Women' tried in vain for three or four years to sell her story to film producers. 'Don't you know she has been dead for several years?'

The first of the above remarks was made by Canon William Sheafe Chase, staunch blue law advocate. The second remark was made by Charles C. Pettijohn, general counsel to the Motion Picture Producers & Distributors Ass'n.

Both remarks were highlights of the hearing Wednesday (21) before the Assembly Ways and Means Committee on proposals introduced in the state legislature for repeal of film censorship.

Opponents of censorship came to the hearing armed with a letter from former Governor Al Smith, long foe of censorship. Smith wrote that 'no form of entertainment can long survive that has not the support of the public and they will not support improper or indecent pictures.'

Former Senator George H. Cobb, author of the censorship law and first chairman of the old state motion picture commission, defended censorship, saying 'uncensored pictures have been corrupting children and teaching them crime.'

Cobb related that once when he was head of the picture commission Al Smith, then governor, asked him to show him some selections from future work. Cobb also declared that 'opposition to censorship involves dollars, not morals.'

Other speakers urging repeal of censorship included Will Irwin, representing the Authors' League, Writers' Screen Guild and Dramatists Guild, and Mrs. Morris Fisk, representing the National Council for Freedom from Censorship.

Canon Chase admitted some deletions are foolish and also that he doesn't see very many films as shown in New York State, but gets reports on them. He said the best way to see that pictures are not decent is for producers to consult with skilled persons before the filming begins.

Canon Chase declared repeal of censorship would break down the New Deal and, pressed for an explanation, he declared the film industry had prevented a morals provision from being included in the NRA code for the film industry. He said four or five men dominate the films and decree what the people shall and shall not see. He opposed suggestions that the police be given control over pictures, saying court cases would heighten the interest in indecent films and thereby attract persons to show they should not see. He warned that the danger of war comes from 'motion pictures and inviolable government.'

The hearing was concerned with three bills. Assemblyman Herbert J. Brownell, Jr., New York Republican, sponsors the measure to eliminate censorship, retain the tax of \$3 per 1,000 feet of film and reduce the fee on duplicates from \$2 to \$1.50. Assemblyman Irving D. Neustein, New York Democrat, proposes that no censorship or fee be imposed on newsreels and educational films and also that regulation of the picture industry be put in charge of the State Department of Audit and Control instead of the State Department of Education as at present.

## THEATRE NOT LIABLE FOR PATRONS, RULING

Charlotte, N. C., March 26.

South Carolina Supreme Court has ruled that a theatre is not an insurer of the safety of its patrons and affirmed a non-suit in a stench bomb case against the Carolina theatre at Columbia.

Annie Lawson Fox brought suit for damages, saying she tripped and fell while trying to escape the fumes of a bomb released in the theatre. Judge M. S. Whaley, of county court, gave the theatre a non-suit and it went up on appeal.

## 1st Runs on Broadway

(Subject to Change)

Week March 30

Paramount — 'Melody Spring' (Par).  
Capitol — 'Rip Tide' (Metro).  
Strand — 'Jimmy the Gent' (WB) (2d wk).  
Rialto — 'The Lost Patrol' (RKO) (31).  
Roxby — 'Countess of Monte Cristo' (U).  
Music Hall — 'Wild Cargo' (RKO) (29).  
Rivoli — 'Catherine the Great' (UA) (2d wk).

Week April 6

Paramount — 'Melody Spring' (Par).  
Capitol — 'Rip Tide' (Metro) (2d wk).  
Strand — 'Gambling Lady' (WB) (4).  
Rialto — 'The Lost Patrol' (RKO) (2d wk).  
Roxby — 'Constant Nymph' (Fox).  
Music Hall — 'This Man Is Mine' (RKO) (5).  
Rivoli — 'Looking for Trouble' (UA).

\$2 Pictures

'Huspe of Rothschild' (UA) Astor (3d wk).

## Rothschild Remains At Astor, N. Y.; 'Villa' Into Criterion at \$2

Rather than force United Artists out of the Astor, N. Y., with 'House of Rothschild', Metro is permitting the house to remain with UA and instead MG closed to take over the Criterion for 'Villa Villa'.

'Villa' goes into the Crit April 6 at \$2. House was subleased by MG from Par.

## INDIES NOT RENEWING IATSE WAGE COVENANT

Hollywood, March 26.

Independent producers will not renew wage scale and working agreement with studio International Alliance of Theatrical Stage Employees locals, when present contract expires in June.

Leading independents have admitted that there will be no further agreement with the IATSE, and reasons existing at the time the pact was signed two years ago are amply taken care of by the motion picture and NRA codes. Because of operation of the codes, any future pact with the IA or other unions is unnecessary.

Original contract was negotiated by the IA locals and Independent Producers Association after the unions pulled their men off indie pictures pending negotiations for minimum scale and working conditions for sound men members of local 655.

Resultant negotiations provided for establishment of minimum wage scales for projectionists, stage carpenters and electricians, props, grips, cameramen and sound men. Producers agreed to maintain a closed shop in and out of their studios for the two-year period. In return for this major concession the IATSE unions agreed that no strike would be called against an independent signatory to the pact and the IA groups would not go out in sympathy with any other union.

With the independents declaring non-renewal of the agreement, IATSE locals will be left without any producer contracts, and will have to fight to maintain the closed shop conditions that have existed for two years in the independent field.

## R. C. Hall's Films

Two pictures from RKO and one from Fox are on the books for the Easter week starting April. Thursday (29) house gets 'Wild Cargo', the Frank Buck adventure item released through RKO. The other RKO, 'This Man Is Mine', follows. Other is 'All Men Are Enemies' (Fox).



# WITHOUT AID OF BANKS

## Important Union Precedent Set by Decision in St. Joseph Inj. Case

A Federal court injunction restraining unionism from violence in St. Joseph, Mo., is now being studied in New York by film leaders. These already regard the decision as unique in law but they are more interested in the precedent which it establishes in show business and the significance which it may have throughout the field nationally.

Cases of violence during labor troubles have been numerous but major theatre men, other than reporting to the police, have refrained from voicing their suspicions in open court. The burden of proof in many instances of theatre bombings has smacked too strongly of the circumstantial to stand up before a bench and bar, such spokesmen now reveal.

The St. Joseph, it brought by Edward and Barney Dubinsky against Moving Picture Operators' Union, Local No. 559, during the hearing of which members of the stagehands' union, local No. 43, and the musicians' union, local 50, were called as witnesses, resulted in Federal Judge Merrill E. Otis handing down his opinion. Excerpts of this are:

I say the real issue here is of (Continued on page 62)

## 'ELYSIA' OK'D IN CHI BY COURT RULING

Chicago, March 26. After six months of court squabbles the nudie, 'Elysia,' got through on a legal order and goes into the loop Majestic for a run. Though Aaron Jones has the house the Lehman estate had promised that if the nudie picture got through the censorship before May 1 they could have the house for the exhibition. However, must be out by May 15 when Aaron Jones starts active operation under a new policy.

Johnny Mednikow also planning to show the fresh-air flick at the fair this summer.

## Meagre Satisfaction In N. Y. Cross-Picketing

Unless some other stance against the situation proves more effective. Greater New York theatre operators fear unbridled and indeterminate continuance of the cross-picketing between New York operators (309) and its rival union, Allied. During the past week Max Cohen, independent exhibitor, who went to court to force Allied pickets off the street in front of his Wallack's and Harris theatres, was unsuccessful in getting a permanent injunction.

Justice Cohen, in the N.Y. Supreme Court, in his final determination on the matter, ruled, however, that the signs carried by Allied pickets in the present operator tussle, are both improper and unfair. In his opinion, he restrains Allied from exhibiting the type of sign this union's pickets have been parading, but there was no ruling as to whether picketing may not continue as long as there isn't any misrepresentation on the sandwich boards.

## Story Buys

Paramount has closed for 'Case of Mrs. Ames,' Arthur Somers Roche serial in Collier's. Understood price, \$25,000. Metro has bought film rights to 'Evelyn Prentice,' Knopf novel by W. D. Woodward.

## WALTHALL IN THRILLER

Hollywood, March 26. Willis Kent will star Henry B. Walthall in 'Murder in the Museum,' a thriller aimed for states rights. Picture will be directed by Melville Chazay, elevated from assistant director.

## Pine West, Gilham Next

Ill Pine, national exploitation head of Paramount, entrained for the Coast Saturday (24), in advance of Bob Gilham who follows in about two weeks.

Will make preparations for the new year book for 1934-'35 program and to discuss exploitation plans.

## 600 COMPLAIN TO C. A. SO FAR

Film Code Authority to date has received approximately 600 complaints, according to Executive Secretary John C. Filmm. Most of these will be referred by the Authority back to the territorial zoning or grievance boards during the next two weeks.

Ilmm is calling attention to the fact that the boards, with the added compliance duties, will now listen to all of vaudeville's troubles as well as those from exhibs and picture people.

After four months of secret meetings and establishment of ground work the NRA will come out into the open in flimdom' Easter when at least 15 of some 61 zoning and grievance boards will be officially open for business. By April 15 the entire field set-up will be flying NRA colors.

The NRA police flag is literally pink, blue and white. The white is the color of the blank on which complaints mentioned in the code are to be written. The other two are for complaints not defined in the code. Some more colors are going to be added for charges now taken care of by compliance boards as soon as the picture police department is in a position to add these duties.

Before the end of this week members of the committee-naming group of the Code Authority are confident the remaining territories of New York Philadelphia, Boston and Minneapolis will be ready for the get-to-work pistol.

Expediting the field force work has been made possible, it was revealed this week, by the consent of producers and distributors to meet their share of code costs in advance. Already \$20,000 has been advanced for maintenance of the code authority headquarters.

Finance representatives are confident the NRA in pictures can operate on an annual budget of \$350,000. This means that producers and distributors would pay half and that \$180,000 yearly will be divided among some 3,000 exhibitors.

But each exhibitor won't have to pay \$30 a year. Some will pay less and some more for their NRA dues. Theaters are now being analyzed in groups with draw and capacity of each theatre being considered. At Code Authority headquarters it is figured it may be another five weeks before each theatre will know its apportionment.

## Hazel Flynn Into R. C. Music Hall as P. A.

Hazel Flynn, recently resigned film critic of Hearst's Evening American, Chicago, is coming into Radio City Music Hall, N. Y., in charge of publicity and advertising, succeeding George Gerhard.

Miss Flynn has been with the Chi American for many years as 'Rob Reel.'

## CHIC CHANDLER'S SHORTS

Hollywood, March 26. Chic Chandler is set at RKO for a series of six two-reelers. Shorts will be produced by Lee Marcus.

## PIX MUST LIVE ON OWN INTAKE

Industry Looks to the B. O. for Self-Financing — The Banks No Longer Around the Corner for Free 'n' Easy Bankrolling

## CURTAIL EXPANSION

Major flimdom in pushing plans for 1934 is counting 90% upon the U. S. box office for financing. Statisticians familiar with the current intake of big companies are satisfied the major industry can meet operating costs of the business, but that in order to be on their own they will have to continue to curtail expansion.

Doubt is expressed that the industry will ever return to the hey-day practice of figuring that the bank's just around the corner for everything from the office boy's salary to a Hollywood budget.

Since 1930, however, flimdom has been virtually expansionless. Not over 20 theatres of 3,000 seats or more in capacity have been erected in the U. S. Most of these were under contract before then.

The industry has virtually forgotten about wide film, third dimension and visual education. It has ended all ambitions to corral a piece of radio or to compete with the electricians in their own mechanical field.

Elimination of these and concentration of the all-film job of making, selling and showing pictures is held the real economy which is enabling the business to ride on its own turnover.

The cost of the average major picture for 1934 is geared to hit around the same \$300,000 that it did in '30. Although wages as a whole are figured approximately 30% under '30, the total is calculated nearly equalized by the entrance of the NRA and more jobs. Looking into the 1934-'35 year film leaders see no immediate need for the kind of expansion which would have to be met, right at this time.

(Continued on page 51)

## Patience Must Be One Of the Virtues of the C. A. Field Forces

The Code Authority is cautioning its field force much in the manner a police commissioner advises his own men. There must be no prejudice or bias about while NRA coppers are on their grievance and zoning patrols. And the men are also informed they must not be found guilty of stalling or in any way impeding the progress of NRA justice.

When a case comes before one of their units the field judges, while advised that they are not bound by technical rules of evidence, are cautioned that they must guard against all that is irrelevant and immaterial. A fine point is seen as extruding here, one which opens up much controversy because the field codists are mainly laymen and without a barrister's appreciation of definition and the limitations of interpretation.

The boardsmen are also being warned against arriving at a decision before all of the evidence has been recorded.

## DANZIGER WITH AGENCY

Big Danziger has hooked with the Donohue & Co. advertising agency, New York. Company has the Metro, Fox and United Artists accounts.

Formerly attached to the Par home office advertising department, Danziger later shifted to the Coast on national advertising and exploitation.

## Clarence Darrow's NRA Review Bd.'s Powers Has Film Codism Nettled

## L. A. Codists Confab

Los Angeles, March 26. Zoning and clearance boards designated to function in L. A. territory met informally Friday (23) but because of absence of official confirmation of their appointments no business was transacted. Committee dispatched a telegram to Code Authority in New York asking for instructions.

Hollywood, March 26.

Members of the L. A. Zoning Grievance Boards received certification from the Washington Monday (26) and planned immediate organization meeting. Lola Gentry Adams, secretary of the L. A. Film Board of Trade is slated for secretary of the boards.

## EXTRAS' CODE SQUAWK SENT TO WASH.

Hollywood, March 26.

Tangle over authority of code standing committee on extras and Judge Ben B. Lindsey, recently named by state NRA boss George Creel to handle picture code extra and labor walls, has been dropped on Sol Rosenblatt's desk for solution, by the NRA officials here. Subject also will be hashed over at extra committee's meeting tonight (26).

Meanwhile, Judge Lindsey has completed classifying 2,000 pix code squawks, while awaiting answer from studio bosses on his plan to speed up wall settlements through bulk handling of complaints, and has also promoted compromise washup of squawks by IATSE lensers against Paramount.

Lee Phelps, president of the Junior Actors Guild, and a member of the extra committee, recently wired Rosenblatt on the situation and is reported in Screen Player, official publication of the Guild, to have received the following message:

'Re telegram even date complaints referred to should be presented to grievance committee appointed by Standing Committee for Extras.' (Signed) Sol A. Rosenblatt, division administrator.

Creel, after his recent investigation of both the code labor and extra boards, stated all complaints would go to Lindsey until the committee's functions, powers, finance, etc., were straightened out. He also said his investigation had revealed the committee were stymied for action due to lack of authority, etc., but whitewashed them of any intent to stall.

Creel also stated he expected Lindsey to clear up the complaints in short order, hence NRA has put the matter up to Washington.

## Chi Code Bds. Meet

Chicago, March 26.

First informal meeting of the Grievance and Zoning boards under the industry code organization will be held tomorrow (27). Each member received messages from John C. Filmm last week to get together.

Lowell B. Mason, of the Chamber of Commerce, who was appointed outside member of the Zoning board, has resigned due to stress of other business. Another outside arbitrator will be appointed.

Washington, March 26.

High-handed tactics of NRA Review Board, which today listened to squawks about film official Washington in either NRA particularly exercised.

Reports are that the White House has been astounded by the procedure adopted by group headed by Clarence Darrow to look after interests of little members of all codified industries and that drastic steps to change set-up are in contemplation.

NRA executives particularly resent fact that review outfit works more or less in the dark although the kick sessions are public affairs to which anyone may listen. George Hugh Johnson is reported up in arms over fact that no notice is sent his outfit when any codes are set for discussion.

Review outfit was established. Presidential order to afford sympathetic ear for persons claiming NRA disregards their interests and codes are oppressive and consequently has authority to recommend changes in any code. Considerers are monopolistic, discriminatory against small enterprises, or might encourage monopolistic control.

VARIETY established Saturday (24) that no notice of film discussion was sent to Divisional Administrator Sol Rosenblatt or any other official connected with negotiation or supervision of code. Dodging questions publicly, review board officers said code authorities are notified but that no public announcement of hearings is made.

## NRA Quite Vexed

Witnesses are required to file requests to be heard but outfit stubbornly refuses to reveal name of individuals slated to testify. No reason for withholding info could be obtained. NRA according to report is quite nettled about this phase of the situation.

Rosenblatt's only notice of scheduled complaint hearing came from friendly newsmen who asked if he would appear. At first in favor of letting things ride since he had not been notified officially, code boss finally decided too much was at stake and he would be present to hear if not to participate in discussion.

Industry reps are particularly agitated, and are holding their breaths to see what develops from the board investigation. While confident that nothing new would be brought out and that most of the kicks would resemble Allied States Association protest, they were apprehensive over the fact that NRA was not invited to speak for the code and that Clarence Darrow's demonstrated sympathy for the underdog might result in renewal of fight between Allied and Rosenblatt.

Johnson was stirred because of fear that persons who had appeared before his organization and whose cases had been discarded would find a champion who could make his path to the White House rather difficult to negotiate, but inside reports suggest that board is just one of those things which will make reports that will be promptly pigeonholed.

## Publix, Fox-West Coast Adjusting Coast Houses

Following a draft of plans for a reorganization of west coast properties under its agreement of the past year ago with Fox-West Coast for operation of Pacific Publix houses, a special meeting has been called for Friday (30) for creditor approval.

Under the reorganization of Publix's far-western theatres, new leases are being arranged and various bond issues are being decreased, together with extension of maturities to provide breathing space at this time.



# School Vacash Offsets Holy Week For L. A.; 'Bar' on Big Mat Play \$17,300 2d Week in Two Spots

Los Angeles, March 26. Most of the downtown de l'uxura has no fear of the Holy Week bugaboo for the kids are out of school and traffic in the first run area is very heavy. Paramount leads the take group, with Ted Lewis on stage being the magnet to carry along 'Wharf Angel' and should hit around the \$22,500 mark. 'Little Women,' which opened March 23, was right on the heels of the RKO with indications that it will easily reach \$15,500, with the women and youngsters packing the house during the daylight periods. 'Wonder Bar' after excellent first week at the two Warner houses subsided considerably on the second stanza.

State not being able to combat the Paramount and RKO strong draw combinations in getting a stage attraction for the week went double bill (24) and is doing nothing at all with 'The Girl in the Red' and 'Lazy River,' 'Catherine the Great' not so totsy at the U. A.

Second run emporiums seem to have increased their trade with the double and triple magnets (24) and about 15% to 35% over last week, with matinee trade more than doubling as a result of the nine-day holiday, the kids from primary schools to college, are enjoying.

**Estimates for This Week**  
Downtown (WB) (1,800; 25-35-40-55)—'Wonder Bar' (WB) (24 week). For second week doing great at matinee, will reach the \$3,000 mark. First week of this opus was excellent with a take of around \$15,900.  
Hollywood (WB) (2,750; 25-35-40-55)—'Wonder Bar' (WB) (24 week). Running little behind the Downtown on second stanza of this Johnson offering to a take of around \$3,000. For first week, a premiere at \$2 it came through excellent style in garnering close to the \$18,000 mark.  
Los Angeles (Wm. Fox) (2,800; 15-25)—'Speed Wings' (Col) and 'Beloved' (U), split. Shoppers and kids helped plenty here; will run to an easy \$5,400, which is big.  
'The Great Guy' (Col) (24 week) and 'I Like It That Way' (U), just a bit better than figured, \$3,400.  
Pantages (2,700; 25-40)—'The Show-Off' (MG) and 'Let's Be Ritz' (U), split. Little play over previous week but still playing in the red. Around \$2,800. Last week pretty tough sledding to hit \$2,800.  
Paramount (Partmar) (3,895; 30-40-55)—'Wharf Angel' (Par) and stage show. Ted Lewis opening good and looks like an easy \$22,500, which is very good. Last week 'Come On Marines' (Par) on its own would not have hit \$8,000, while Ben Bernie off to a very poor start on account of his imperfect adaptation and exploitation came through to a gala finish with an unexpected \$17,600.

**President (Bdw)** (1,000; 35-40-55)—'The Love Riddle' (34 week). This sexier playing special shows for men and women shot its bolt on first stanza and may hit \$1,000. First week got good femme trade that brought intake to around \$3,000.  
RKO (2,850; 25-35-40)—'Little Women' (RKO). Hollywood run did not hurt on its own, but went off to whirling start and looks as though it is good for three or four weeks here. First stanza take hit around \$15,500. Last week it happened One hit around \$1,000, third and final week for this one big at around \$7,100.  
State (Loew-Fox) (2,024; 30-40-55)—'Murder on Trinit' (Fox) and 'Lazy River' (MG). Nothing expected from this combination with double bill first time in house meaning only \$5,500. Last week 'George White Scandals' (Fox) was in for ten-day run and just could not click as \$11,500 for period denotes.  
United Artists (Grauman) (2,100; 30-40-55)—'The Great' (UA). They're not so hot for this costume offering. It will probably get around \$5,500 on the week. Last week 'Palooka' (UA) just could not get started with women scarce in house so take was most disappointing at \$4,900.

## LOUISE LORIMER'S FIRST

Hollywood, March 26. Louise Lorimer gets her first part under new Universal contract in C. F. Zeldman's 'I Give My Love,' soon to go into production.  
Milton Krims is doing the script, an adaptation of the Vicki Baum story which Karl Freund will direct, and for which John Meehan, Jr., is writing added dialog.

# H. W. in N. O.—n' How!

New Orleans, March 26. Holy Week with many holes in local orchestra seats, where spectators are wont to repose. Fare in most of the temples is far from exorbitant and is pretty terrible. Loew's State has 'Louisiana,' the renamed 'Lazy River.' Saenger is trying with 'Four Frightened People' and Orpheum has a Cagney, 'Jimmy the Gent.'

**Estimates for This Week**  
Saenger (3,562; 40). 'Four Frightened People' (Par). No reference to the audience, but all gaggles aside, if house touches \$6,000 everybody will be thankful. Last week 'David Harum' (Fox) annexed handsomely \$13,000.  
Loew's State (3,218; 40). 'Louisiana' (MG). Just a stopgap for Holy Week and \$5,000 will be plenty. Last week 'Catherine' (UA) far from great \$4,000.  
Orpheum (2,400; 35). 'Jimmy the Gent' (WB). Not so forte; will get fairish \$6,000. Last week 'Success at Any Price' jerked after six days when failing hit \$4,500.  
Tudor (700; 30). 'No More Women' (Par). Started nicely and may get \$2,000. Last week 'Six of a Kind' (Par) drew \$2,200.

# 'SCANDALS,' OK 30C, TOPS DET.

Detroit, March 26. The Fox is out in front this week by a big margin and looks to do plenty of business. Using 'Scandals' and a cheap stage show, it will gross plenty.  
The Michigan, with 'Dark Hazard,' is not so good and looks to the carmin' again. The Downtown should profit with second week of 'Spitfire,' ditto 'Palooka' at U. A.

**Estimates for This Week**  
Fox (Inde-RKO) (5,100; 15-25-35-40-55)—'Scandals' (Fox) and stage show. Leading town for \$30,000. Last week, 'Spitfire' (Radio) and 'G. V. Pollier' for nice \$23,000.  
Michigan (Par) (4,445; 15-25-35-40-55)—'Dark Hazard' (WB) and stage show. A sour \$15,000 indicated. Last week, 'Holiday' (Par) and stage, mild \$17,500.  
United Artists (Par) (2,018; 25-35-40-55)—'Palooka' (UA). Only \$3,000 in sight. Last week it got a nice \$14,000.  
Downtown (RKO-Inde) (2,555; 15-25-35-40-55)—'Spitfire' (RKO) (2d week). Maybe \$7,000, okay. Last week, 'Man of Two Worlds' (RKO), mild \$11,000.  
Fisher (Par) (2,750; 15-25-35-40-55)—'Journal of Crime' (WB). Around \$4,000, mild, expected. Last week, 'Nadia' (Inde), nice \$6,000.  
State (Loew-Fox) (2,555-35-40-55)—'Wine, Women, Song' (Synd) and Countess Monte Cristo' (Par). Poor \$3,000 is all due drawing. Last week 'Show Off' (WB) and 'Made Her Bed' (Par), same.

# Lost Father,' \$15,000, Philly

## 'Coming Out Party' \$5,500—'Heat Lightning' \$3,000—Philly Depressed

Philadelphia, March 26. Outside of the Earle (and that's only a possibility) there doesn't look to be anything in town good for more than mediocre trade. Last week's business was also light. 'Wonder Bar' nose-dived with startling rapidity in its second week, and kept going down. \$12,000 intake looked brutal alongside the first week's \$25,000.  
Cagney (2,000; 25-40-55)—'The Gent' did a bit better than expected at the Stanton with \$3,000 reported while 'As the Earth Turns' got the predicted \$11,500 at the Boyd, not sensational but better than some of this theatre's recent grosses.

**Estimates for This Week**  
Aldine (1,800; 40-55-65)—'Palooka' (UA). Jimmy Durante comedy not likely to equal recent pace of this theatre's attractions. Not more than \$6,000 indicated. 'Nana' (UA) in third and last week got \$5,000.  
Crescent (2,000; 25-40-55)—'Cat and Fiddle' (MG). Second run that should do well at this little house. \$2,500 indicated. Last week 'All of Me' (Par) \$2,300.  
Boyd (2,000; 40-55-65)—'As the Earth Turns' (WB). Just holding in until Wednesday when 'Riptide' (MG) succeeds. 'As the Earth Turns' got \$1,500 in first week—a little above house's recent average. It will have completed four days of second week.  
Earle (2,000; 40-55-65)—'Long Lost Father' (RKO) and vaude. Tenth anniversary bill, \$15,000 indicated, which is a trifle up but not unusual. Last week 'No More Women' (Par) and vaude, \$15,000.

Fox (3,000; 40-40-60)—'Three On a Honeymoon' (Fox) and stage show. No names featured. Not more than \$15,000 forecast and likely under that. Last week 'David Harum' (Fox) and stage show. Second week and a good \$15,000.  
Karlton (2,000; 40-40-60)—'Heat Lightning' (WB). First run with nothing over \$3,000 indicated. Last week, 'Four Frightened People' (Par), fair, \$3,800.  
Kearns (2,000; 25-35-40)—'Coming Out Party' (Fox) and stage show. Having plenty troubles, \$5,500 indicated. Last week, 'I Believed in You' (Fox) and vaude including Eddie Vallee's Orchestra, \$6,500—a little above average.  
Loew's (1,200; 40-55-65)—'Scandals' (RKO). Re-lighted house; notices not raves and nothing sensational expected though run may be steady.  
Stanley (3,700; 40-55-65)—'Mystery of Mr. X' (MG). Opened Friday with nothing more than \$13,000 indicated. Last week 'Wonder Bar' (WB) slid from a first week's \$25,000 to a second \$12,000.  
Stanton (1,700; 40-40-50)—'Lost Patrol' (RKO). Opened Saturday. Notices fine and should get \$5,500. Last week, 'Jimmy the Gent' (WB) \$3,000 which is a trifle better than theatre's recent average.  
Walnut (1,000; 25-50)—'Social Register' (Col) and stage presentation. Nothing over \$5,000 indicated. Last week, 'Mixup on the Campus' (Chesterfield) and stage presentation, \$5,500. House is having its troubles.

# Cantor Gets \$12,000 Last 3 Days in Pitts., \$31,000 on Week; 'Marines' \$3,900

## 'SCANDALS' BKLYN'S TOP \$17,500; MET, PAR OFF

Brooklyn, March 26. Downtown picture houses are spotty. 'Scandals' (Fox) at the Albee is helping somewhat. Big radio revue at the Loew's Metropolitan plus 'Show Off' on screen isn't proving a draw. 'Forgotten Men' and 'Flicker,' is third week at the Majestic.

Coney seems to be getting the business, judging by week end attendance on the boardwalk.

**Estimates for This Week**  
Paramount (WB) (5,355; 25-35-50-65)—'Marines' (Par) and stage show featuring Earl Carroll Beauty Parade. Lively show with tolerable flicker, but probably only \$20,000. Last week 'Good Dame' (Par) \$25,000, okay.  
Fox (F&M) (4,000; 25-35-60)—'Coming Out Party' (Fox) and stage show featuring Three Little Sisters of radio and Benny Ross. Looks like \$13,500, satisfactory. Last week 'Midnight' (U) did \$13,000.  
Albee (RKO) (3,500; 25-35-50)—'Scandals' (Fox) and vaude. Good attendance, around \$17,500, okay. Last week 'Spitfire' (RKO) did \$18,000.  
Loew's Metropolitan (Loew) (2,400; 25-35-50)—'Show-Off' (RKO) and NBC vaude revue. Radio personalities on stage, but blah \$14,000. Last week, 'Mr. X' (MG) did \$17,000, okay.  
Strand (WB) (2,500; 25-35-50)—'Heat Lightning' (WB). Looks under \$5,000, poor. Last week 'Bedside' (WB) only \$5,200.

# Sally Rand Fans 17½ Into Hipp, Baltimore, Despite Holy Week

Baltimore, March 26. Holy Week, coupled with the falling weather, was a disaster for the Monumental City over the week-end, is badly bumping the straight flick houses, and the box office chances of these spots are further made unappealingness of the product.

Only bright beacons on the rlatto emanating from the pair of vaudeville Century and Hippodrome. The former nicely grooved with attractive lures both angles, 'Mysterious Mr. X' and 'Broadway Roundup' on rostrum. The Hipp is riding the gravy train, took a flyer and brought on Sally Rand to buck the religion-threaded session, and is doing it. It was a matter of striding right into the flesh and skin back lot, and it worked. The faner is backing pre-Easter precedents of sluggishness right off the dock, with a sliding \$17,500.

**Estimates for This Week**  
Century (Loew-UA) (3,000; 25-35-40-55-65)—'Mysterious Mr. X' (MG) and 'Broadway Roundup' on stage. Both flesh and show entertainment evoking comment and furnishing only substantial competition burg can offer Sally Rand. Like a matter of striding right into the flesh and skin back lot, and it worked. The faner is backing pre-Easter precedents of sluggishness right off the dock, with a sliding \$17,500.

Pittsburgh, March 26. Holy Week in any language is still Holy Week. Lent, while felt less locally here this year than in the past, apparently concentrating its drain on last round-up and the little dogies aren't getting along, least not in the direction of b. o.

Penn only house to push in a double-barrelled attraction to try and minimize natural reaction and with 'Good Dame' and Morton Downey's show should get \$23,000 anyway for a fine weekly session. Show opening laid almost entirely to Pittsburgh's peculiar eccentricities. Give this town a money drain previous week of Penn's current opening. Last week, 'Penger' at the Penn week before last to sensational business believed partly responsible for Eddie Cantor's ordinary start at Stanley last week. But Cantor wound up sensationally, getting around \$12,000 in his last two days, and this in turn felt to have taken edge of Penn's current opening.

Otherwise there's nothing worthy of being written home about. Second week of 'David Harum' at Puller's came through with a take of \$14,000, figured to be better than anything house could push in at this period for a first week would do. Big first week at \$3,800 topped everything at the Penn week months. Pitt gradually easing off in face of stiff stage competition from deluxura recently and future problems with the 'Ladies with Let's Go Places' unit, and 'Wine, Women and Song,' a week \$5,500 in prospect.

Expected increase in first-run sites won't take place here for at least another month. Alvin, which will be operated by Harris Amusement, is in construction and doubtful now of getting open before May 1. By that time a couple of others may be getting ready for summer, balancing the ledger.

**Estimates for This Week**  
Davis (WB) (1,700; 25-35)—'I Like It That Way' (U) and 'Crosby Case' (U). Weak combination, but probably good enough for Holy Week. No hope for a take of \$2,000. Last week 'Eight Girls' (Par) and 'Keep 'Em Rolling' (RKO) fair at \$2,500.  
Karlton (Shea-Hyde) (1,750; 15-25-40)—'David Harum' (Fox). Held over for second week and in h. o. session should do well enough by itself at close to \$4,000. First week big at \$5,500, giving house its best money-maker in more than a year. 'Harum' staying two extra days beyond second week, with 'Scandals' (Fox) opening \$11,000.  
Penn (Loew's-UA) (3,300; 25-40-55-60-65)—'Good Dame' (Par) and Morton Downey unit. Town's best bet for Holy Week. Should be a take into a brisk \$23,000. Nothing outstanding, but for this session considered fair enough. Last week 'Queen Christina' (RKO) did \$13,000 way below usual Garbo record.  
Pitt (Shaffer) (1,600; 15-25-40)—'Wine' (Indie) and 'Let's Go Places' (WB). Looked n.a.h. house at last feeling slight competition from deluxura. Not more than \$5,500 in prospect. Last week 'Murder on Trinit' (Fox) and 'Broadway Merry-Go-Round' unit also out of the profit column at \$5,700.  
Stanley (WB) (3,000; 25-35-50)—'Bolo' (Par). Hardly enough to keep \$5,500, pretty bad. Last week Eddie Cantor in person, with 'Poor Rich' (U), wound up in great fashion, gathering \$31,000, which represents slight profit for house despite nut.  
Warner (WB) (2,000; 25-40)—'Come On, Marines' (Par). Just nothing picture and that means a lightweight take \$3,900. Last week 'No More Women' (Par) fair at \$4,800.

# Dave Gould Routines Two for RKO-Brock

Hollywood, March 26. Dave Gould will direct dance numbers for two Lou Brock productions at RKO, 'Down to Their Last Yacht,' and 'Cockeyed Cavaliers.'

Gould previously handled dances on four Brock pictures at RKO, and they're shrugging it down to flaccid \$2,500. Last week, 'Gallant Lady' (UA), second run after moderate intake at Stanley, did excellent \$4,400.











## Souhami Sues Par for \$180,000; Klarsfeld Named Lange Assistant

Paris, March 26. David Souhami, former g. m. of French Paramount, is bringing legal action against Par here charging that he did not resign but was "recharged." Intemperately, unjustifiably, a number of other French advisers, He asks damages to the tune of 3,000,000 francs (\$180,000).

Souhami claims Par had no right to oust him without at least calling a stockholders' meeting of the French corporation, and that anyway he did not receive the compensation to which all employees are entitled by French law on being dismissed and which is very high the case of big executives.

He admits having signed an undated resignation as g. m. when he took that post four years ago, but claims that when this resignation was brought out a couple of weeks ago, as Par told him he was out, a recent date had been added. This, he contends, constitutes forgery under French law, and he threatens penal procedure on this allegation if he does not get satisfaction on his indemnity. He also alleges that Par's action in saying publicly that he resigned when, according to him, he was fired, constitutes a false announcement which he also will contend is a penal offense in France.

Action is creating a big stir in local film circles.

Souhami is reported to be dickering with J. H. Seidelman, Columbia foreign sales chief, to handle Columbia distribution here, probably with his own independent company, formed alone or with others. He refuses to make an official statement on his plans until the Paramount question is settled. Seidelman was Par's export chief when Souhami took the French job.

Among Souhami's claims is that he was a director of the Paramount French subsidiaries as well as boss of the main French company, and even if it were shown that he had resigned as managing director, they had no right to oust him from the other posts. He will make a claim as a stockholder, declaring that he still has shares representing a substantial sum.

### New Setup

Meanwhile, the new Paramount layout is fairly well settled. John W. Hicks Jr., vice-president of Paramount International, has gone to London and is back here. He leaves Fred Lange definitely in Souhami's shoes and also in charge of distribution for the continent, but the French organization will be run by Henry Klarsfeld, with the title of General Director. Klarsfeld, a Roumanian naturalized French citizen, has been in charge of the renting department for 12 years, and knows the organization thoroughly. He and Lange have left for a tour of the northern French and Belgian agencies, and Lange will then go to Central Europe, remaining away about six weeks all told.

Output is pepped up at the prospect of working under Klarsfeld, and is planning to release about eight local made-independent productions contracted for by Paramount to fill out Hollywood product for next season.

Print of 'Bolero' has just reached here, and it is considered to have big possibilities in the French market. 'Fedora', which was made in about six weeks at Joinville studios by Louis Gasnier and a couple of partners, will be released almost immediately, thus inaugurating the new Paramount backstairs local production.

Ike Blumenthal remains until June, with his old title but buying himself chiefly on studio supervision. He plans a trip to America in a month or so to straighten out his situation and decide whether his resignation holds or not.

Leon de Vidaz, Souhami's assistant, who did not quit when his boss went out, was ousted Wednesday (14) with the customary indemnity. Several minor employees also have gone.

## Yank Pics Predominate In Uruguay; French Next

Washington, March 17. Although American motion pictures predominate in Uruguay, German and French films are making steady progress in that market, according to a report from Vice Consul A. W. Lippincott, Montevideo.

Majority of the 250 films released during 1933, the report states, were American. Next to American pictures, French films appear to be the most popular in Uruguay, as French is generally understood throughout the country. Films recorded in Spanish were well received during the past year.

American pictures which made the greatest successes during 1933 were all features which achieved note in the United States.

## U's Foreign-Language Pix Distributed in U.S. by Another Co., Du World

Universal has sold two of its foreign language films to DuWorld Pictures for distribution in the United States. Deal is pending for DuWorld to take over handling of all U's foreign languages.

Pictures in the current deal are 'Romance in Budapest' with Francisca Gaal, a Hungarian talker; and 'City of Dreams', a Spanish.

## HYAMS GET EDMONTON HOUSE ON 21-YR. LEASE

London, March 17. H. & G. Cinemas, Limited (the Hyams brothers) has leased the new Regal Cinema, Edmonton, a London suburb.

House was built by A. E. Abrahams, and cost \$330,000. Several film circuits, including Paramount, Gaumont-British, British International Pictures and Mistlin & Lee (Indie picture theatre owners) submitted offers for lease, but Hyams boys outbid all.

Understood they are paying \$60,000 rental per annum and a \$50,000 premium for a 21 years' lease.

Location of the deluxer is thickly populated, but it is of the artisan class, with 30 cents top admission price. Hyams brothers are surrounded by opposition on all sides, including Gaumont-British, Associated British Cinemas and several Indies, and look like encountering plenty tough going in getting a regular supply of product.

## Native Dutch Film Hits; Another Coming

The Hague, March 17. Dutch film, 'The Sailors', is now in its sixth week at the City theatre, which is an unforeseen success. Since 'Trader Horn' no film has had such a long run here.

Film is based on a play by Boubier, Dutch author. Another popular play by him, 'Pale Elizabeth', is now also going to be filmed. Production will be in same hands as that which made 'Sailors'.

### Burger's Flying Trip

Sam Burger, Metro's special foreign emissary, leaves Rio de Janeiro Friday (30) for Paris, where he will join Arthur M. Loew for some special conferences on foreign biz.

Immediately afterward Burger goes, by air, to Singapore, India, China and Japan to carry out some observations made by Loew on his recent visit in that territory and make some office and personal switches.

### LEM DAILY SHIFTS

Lem Daly, editor of the Spanish publicity publications for Paramount, has resigned to join United Artists to do the same work.

He will be replaced by Vletor Johnson from U. A.'s regular exploitation staff.

## G-B's Rhodes Pic

Capetown, Feb. 28. G. de Gruchy Barkas is here collecting material for Gaumont-British in connection with the proposed film, 'The Life of Cecil J. Rhodes'.

He is at present in Rhodesia getting details and information for the story.

South African government will issue free passes to the full company over its railways and the Rhodesia government will do likewise.

## PRESS-PICTURE BATTLE AGAIN IN PARIS

Paris, March 17. Newspaper-film war, with the Chicago Tribune, Paris edition, on one side and American distributing branches on the other, which was prompted by a crack taken at piz in mid-February by Alex Small, Trib columnist, grows hotter, with film cases in the air.

Metro, under Allan Byer, manager for France, has now pulled all advertising out of the Trib, and refuses to be reconciled. Carlo Bavetta, for Fox, led the way but has partially restored his business, after the Trib printed an article by Lee Dickson, film critic, taking Small to task.

This is not the first fight these firms have had with Paris-American newspapers. Several years ago, Bavetta objected to a criticism and wrote a letter to the effect that he thought that American enterprises abroad should help each other. He did not, at that time, pull his business, but slowly cut it down, and when Trib solicitors came around to find out why, they got the hint. Affairs was patched up.

Byre at about same time raised a fuss over a piece about 'Arsene Lupin', in which the reviewer, while describing a clever exploitation, stunt devised by Sam Wegener, Metro's Paris p.a., added that it was a good thing for the film that Metro had a good press agent, because the piece was a piece about it.

Byre thereupon stopped all space in the Trib, and was very tough about it.

Paris Herald, the Trib's competitor, has always had a rule to praise all piz.

Small's column is highbrow comment on politics, sociology, philosophy, history and whatnot.

## Yank Pic Outlook In Europe Better, Sez Joe Seidelman

Paris, March 17. Full of enthusiasm for the immediate future of American films in Europe, J. H. Seidelman is back in Paris from a hop to London.

'Seidelman says that he finds a big demand on the Continent for American product.

'Whether it's because the local-made are not satisfactory, or are just insufficient in quantity, I can't tell,' he said. 'Whatever the reason, they want pictures from Hollywood.'

He leaves for Italy today (10) to look over the situation there, and returns next week.

## NEW MEXICAN FILMER WANTS TO SPEND MORE

Mexico City, March 23.

Newest native producer, Eurindia Films, figures that more money must be spent to make pictures larger revenue getters, and in that connection has sent a representative by plane to Los Angeles to buy the best equipment its resources can afford.

Company proposes to build its own studios here, perfect technical equipment and acquire a large and varied wardrobe. Argument is that films made in Mexico would do much better if producers didn't try to put them out on a shoestring.

## Fox Folds European Production Branch; Dollar Exchange Makes It Too Costly; Pommer to U. S.

## Spain and Liths Give 'Day and Age' the Nix

Spain and Lithuania last week banned Cecil B. DeMille's 'This Day and Age' (Par), making it almost unanimous for Europe. In both countries reason given was that the film had 'fascist tendencies.'

Picture has the dubious distinction of more bannings around the world than any other Paramount picture to date. It played without trouble in France, was a smash in Germany and did okay in Italy but otherwise got a thumbs-down from censors everywhere.

## Filmer Asks Foreign Brit. Office to Act On 'Catherine' Ban

London, March 17. London films investigating through influential channels, to get the Foreign Office to enquire into Germany's action in barring 'Catherine' from being shown in Germany. Alexander Korda and his directors are preparing a statement of claim against the German government for loss of profits and prestige. Thing may develop into a very important political issue.

Insiders acquainted with the German situation claim the Berner agitation was entirely due to the Jewish star having left Hitlerland just before the Nazi regime gained power in Germany. Miss Berner became wise to the pending 'Antisemitic feeling in Germany in time and quit the country, taking with her about \$750,000.

## HERE'S ONE PICTURE GERMANS SPOT AS OK

Berlin, March 17. 'Gabriel Over the White House' was presented in a special performance for the American Club in Berlin with most prominent members of the American colony and representatives of the Foreign Office present.

Actual premiere was attended by Herr Kerl, Prussian minister of justice, and Dr. Scheuermann, president of the film chamber. Film received notices of high recognition as an indicating document of a truth-seeking people.

## Nathan G.M. in S.A.

John Nathan sailed Saturday (24) for Buenos Aires to assume his new duties as Paramount g. m. for South America. He was previously manager of Mexico for the company.

Harry Novak, Paramount's head in China, has been recalled. He is currently in Hollywood visiting friends and hasn't decided on his future. Undecided who will replace him in the Far East, with decision not to be made until John W. Hicks Jr., head of the Far's foreign department gets a chance to act. He arrives from Europe today (27).

## New Madrid Co.

Madrid, March 16. Francisco Ramos de Castro and Gerardo Ribas, playwright and newspaperman, respectively, have organized a film company named 'Selecciones Guadarrama', which will feature productions based chiefly on Spain's scenic beauties. First picture to be entitled 'La Bola de Nieve' ('Snowball') to be shot almost entirely in the Guadarrama hills near Madrid. Marquis of Portago, Spanish nobleman with a film bug, will be starred. It'll be his second film vehicle, first having been 'Sierra de Ronda', now in the local grind.

Fox has changed its mind on Eric Pommer and will bring him to Hollywood for production purposes, after all. Original intention had been to have Pommer do Fox piz in Paris only. Under the new setup he will make 'Music in May', originally scheduled for Paris production, on the regular Fox lot, and will follow up with a remake of 'Four Devils'. Former is a lavish musical from legit, latter a circus story which Fox did originally with Gaynor and Farrell as a silent.

Pommer sailed from Paris April 4, going directly to Hollywood, where he will join the Bob Kane unit. French version of 'May' will be made simultaneously, with some European actors being imported for the purpose.

Not certain who goes into 'Music in May' yet, but likely to be Damita and Henri Garat, who were originally set to do the film abroad.

Paris, March 26.

After months of hesitation and inactivity, Fox-Europa, ambitious production unit created for rich Pommer, was folded. Pommer will go to Coast some time in April.

Reason for the flop is the dollar-franc spread, which makes it more expensive, relatively, to produce here for export than it used to be. Pommer says he is only going to California to make two or three films, and hopes to be back producing here the fall, but he admits that his return depends on a change in the foreign exchange situation, which would make francs cheaper than at present in relation to dollars.

Fox-Europa has made just two piz: 'Lillom' and 'On a Vole un Homme' ('Man Stolen'), which have been practically made for months, but which have not yet been brought out largely because of Pommer's long illness, which also accounts, in part, for the delay in getting started on a third film and the final decision not to make it here.

Pommer will be here long enough to see how his two pictures make out in this market. For 'On a Vole un Homme' opens this week at the Marignan, replacing the third section of Pathe-Natan's three-part 'Miserables', and 'Lillom' is expected to go on early in April either at the Ermitage Club area theatres, the Miracles or the Agriculteurs-Bonaparte, combination of showcases, three of which are bidding for it.

Pommer has lots of confidence in 'Lillom'—feels sure that he has a click. Each of the two films he made here are reported, however, to have cost about 5,000,000 francs (\$800,000), which is a big piece of change here to spend in this country and hard to get back.

With the exchange situation as it is, it is cheaper to take a French cast to Hollywood and make both French and English versions there, says Pommer. 'There are plenty of French actors free now who are only too happy to make the trip. As for the English version, Hollywood is obviously the ideal place for casting, which is difficult if one wants to make an English version here.'

## You Just Can't Buy French Wine, Cognac For Import to U. S.

Paris, March 17.

All the wine and cognac that expatriates shipped to playmates in America for Christmas, after filling out complicated consular blanks to get it into America, has come rolling back here, accompanied by bills for warehousing in New York and for return overseas freight.

It seems that the formalities exacted on this end enable wine to get into America all right, but do not enable consignees who haven't special import licenses to get it off the dock.

Only way the trick can be worked is to give it to a friend who is crossing to bring it in with his baggage.







The team that made  
"Sunny Side Up" *great*  
makes "Bottoms Up"

*Greater*



## Bottoms Up

B. G. De Sylva production for Fox release. Story and screen play by B. G. De Sylva, David Butler, Sid Silvers. Directed by David Butler. Cameraman, Art Miller. Art director, Gordon Lane. Harold Adamson. Richard Whiting. Gus Kahn. Music and lyrics, Berton Lane. Harold Adamson. Dance director, Harold Hecht. Dance and dance sets, Russell Patterson. Cast: Spencer Tracy, John Boles, Pat Patterson, Herbert Mundin, Sid Silvers, Harry Green. Previewed at Grand Lake Theatre, Oakland, Calif., Feb. 19. Running time, 96 mins.

Oakland, Feb. 19.—'Bottoms Up' is smart comedy and production plus, revealing a comer in Pat Patterson, who clicks classily in her first American pic. Film is a triple doubling job, being written by David Butler, who directed cannily; Buddy De Sylva, who penned several swell tunes, and Sid Silvers, who stands out in a comedy role.

Its another of those behind-scenes stories, but lavish production is minimized. Line routines are not lavish but neatly done with the pic depending mostly on a frothy story and excellent songs.

Miss Patterson is bright and pert. She looks cute and sings two numbers. 'I'm Throwin' My Love Away,' and 'Bottoms Up.' Former is a song clicker.

John Boles does romantic lead impressingly in 'Little Did I Dream,' and his first comedy song, 'Waiting at the Gate.'

Spencer Tracy is a standout with his fast talking promoter role. Silvers gets most of the laughs with the brightest gags, many obviously his, and a few dated from vaude. Harry Green, as a picture producer, is a sure-fire laugh-getter as is Herbert Mundin, in his usual cockney role. Thelma Todd's work as the femme heavy is standout.

Story is that of four down-and-outers, namely, Tracy, Miss Patterson, Mundin and Silvers, with Tracy building up front for the group as members of English aristocracy. They take to Hollywood and by general fakery, Tracy sells everyone for a pic contract. Girl falls for Boles. Fake nobility is exposed, so Tracy does the pollyanna walkout in favor of Boles.

Picture running 96 mins. is draggy in spots on first cut preview, particularly in the opening and closing sequences which can easily be tightened for fast entertainment. Photography good. Picture generally stacks up as a smart production with Miss Patterson and Silvers commanding greatest attention.

It is cleverly produced with inverted camera stuff in several sequences that lend novelty and tie in with the title.

Review from "Variety Daily"

says Variety Daily "SMART



LAUGHS  
SONGS

LOVE  
THRILLS  
SPEED



**COMEDY... PRODUCTION PLUS... SWELL TUNES  
... FAST ENTERTAINMENT... 'PAT' PATERSON  
CLICKS CLASSILY... SPENCER TRACY A STANDOUT!"**

Even without a single song... "Bottoms Up" would be grand entertainment. A story loaded with emotional punch... a million laughs... a picture that will make every patron your friend. A cast bright with appealing personalities... and watch "Pat" Paterson! The tunes are extra... and extra catchy. B. G. DeSylva and David Butler add another hit to their long list!

# BOTTOMS UP

**SPENCER TRACY  
"PAT" PATERSON  
JOHN BOLES**

**HERBERT MUNDIN • SID SILVERS  
HARRY GREEN • THELMA TODD**

Story and screen play: B. G. DeSylva, David Butler  
and Sid Silvers. Songs by Harold Adamson and  
Burton Lane, also Richard A. Whiting and Gus Kahn

*Made by the makers of "Sunny Side Up"*

**Directed by David Butler**

**Produced by B. G. DeSylva**

**FOX**  
PICTURE





**STATE, N. Y.**

By cutting down the vaudeville to a minimum and letting the presentation half ride this house show have a neat running show by second performance. As weak as the vaude half was, that's strong the presentation was, and a series of socks that built the show and sent the custom away happy.

First bow goes to Mrs. C. Niggemeyer for her hand of (Continued on page 26)



START SPRING SHOW SEASON WITH A WHOOP!

# Ladies and Gentlemen OF THE PICTURE-GOING PUBLIC

Here come the big shows!

The Palace Theatre's **SPRING ENTERTAINMENT SEASON** starts in real earnest this week!










Out of consideration for hundreds of my patrons who otherwise would have been forced to miss them, I HAVE DELAYED PRESENTATION OF MANY OF THE FINEST CURRENT SCREEN ATTRACTIONS UNTIL THE WEEKS FOLLOWING LENT.

That is one reason why April and May will

be Greater Movie months at the Palace.

Another reason is that Better Times are bringing Better Pictures. Because their business has noticeably improved, the Hollywood studios which produce my pictures can now afford better stories, more expensive casts, and more elaborate productions than for several years past.

So I don't think I am promising too much when I assure you that you will find exceptional entertainment in every one of the pictures listed below, which will be my principal attractions for the next ten weeks—

- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> <b>WONDER BAR</b> , latest spectacular musical hit from Warner Bros., producers of "Gold Diggers" and "Footlight Parade." With 10 Stars.     |   |   | <input type="checkbox"/> <b>20 MILLION SWEETHEARTS</b> , funniest and fastest of all Warner Bros.' musicals, starring Dick Powell, Ginger Rogers, famous radionames. |
| <input type="checkbox"/> <b>BARBARA STANWYCK</b> in <b>GAMBLING LADY</b> , the story she waited five years for—featuring Joel McCrea and Pat O'Brien.                 |  |  | <input type="checkbox"/> <b>RICHARD BARTHELMESS</b> in <b>A MODERN HERO</b> , with Jean Muir, from the outstanding novel by famous Louis Bromfield.                  |
| <input type="checkbox"/> <b>HAROLD TEEN</b> , film version of the tremendously popular Carl Ed comic strip, with Hal LeRoy and 5 hit-song numbers.                    |  |  | <input type="checkbox"/> <b>UPPERWORLD</b> , by the man who wrote the sensational "Underworld," starring Warren William, Mary Astor and Ginger Rogers.               |
| <input type="checkbox"/> <b>AS THE EARTH TURNS</b> , 'first bunkless picture', from the famous best-selling novel, introducing the lovely new Warner star, Jean Muir. |  |  | <input type="checkbox"/> <b>JOE E. BROWN</b> in <b>A VERY HONORABLE GUY</b> with Alice White, Irene Franklin. Funnier than ever, but entirely different.             |
| <input type="checkbox"/> <b>REGISTERED NURSE</b> , thrilling melodrama of a nurse's "affairs," featuring Bebe Daniels, John Halliday, Lyle Talbot.                    |  |  | <input type="checkbox"/> <b>MERRY WIVES OF RENO</b> . More hilarious than "Convention City", with practically the same cast of Warner Bros. comedians.               |

However, if I am wrong in my opinion of these pictures I want to know about it. So I have placed a box opposite each title and I will appreciate it if you will save this list and after you have seen each picture rate it A, B, C, or D for "Excellent," "Good,"

"Fair," and "Poor," in the space provided. Then after you have seen them all, send me the marked list or hand it to the Palace doorman. It will be an immense help to me in selecting future pictures to suit your tastes. I thank you.

Sincerely,  
*Joe Showman*  
Manager, PALACE THEATRE

RUN THIS AD NEXT MONDAY! • • BLOW UP FOR LOBBY!



"I WAITED FIVE YEARS FOR THIS STORY—AND THIS PREVIEW PROVES IT WAS WORTH WAITING FOR..."

*Barbara Stanwyck*

## Preview

### Gambling Lady

Warners production and release. Directed by Archie Mayo. Original story by Doris Malloy. Screen play, Ralph Block and Doris Malloy. Camera, George Barnes. Cast: Barbara Stanwyck, Pat O'Brien, Joel McCrea, Claire Dodd, C. Aubrey Smith, Phillip Reed, Phillip Faversham, Robert Barrat, Robert Elliott, Ferdinand Gottschalk, Arthur Vinton, Willard Robertson, Arthur Treacher, Huey White. Previewed at Warners' Beverly, March 1. Running time, 65 mins.

Smart direction and superb performances put a high entertainment stamp on 'Gambling Lady,' complementing a story which deals excitingly with the situations presented in bright new makeup.

The character of the title role gives Barbara Stanwyck the richest opportunity she has yet had, and she troupes it admirably. Joel McCrea handles a romantic and exacting assignment to perfection.

Movement of the dramatic action

by an able supporting cast, headed by Pat O'Brien, Claire Dodd and C. Aubrey Smith, proceeds with creditability and polish, pace and conviction under Archie Mayo's expert guidance.

Crisp dialog abets consistency of all the characters. All in all, a colorful tale is absorbingly unreeled for wide appeal and more than average box office expectancy. Romance between Miss Stanwyck and McCrea is delightfully handled.

In a cast marked for its high average, Claire Dodd and C. Aubrey Smith stand out, next to Stanwyck and McCrea, with Robert Barrat and Arthur Vinton also in for impressive parts, and Ferdinand Gottschalk, Robert Elliott, Willard Robertson, Huey White, Arthur Treacher, Phillip Faversham and Phillip Reed taking good care of lesser spots.

Camera is beautifully handled by George Barnes. Presentation is lavish and gorgeous. Supervision is smart. Every department has coordinated for ace product.

Warner Bros. Present

The 1934

*Stanwyck*

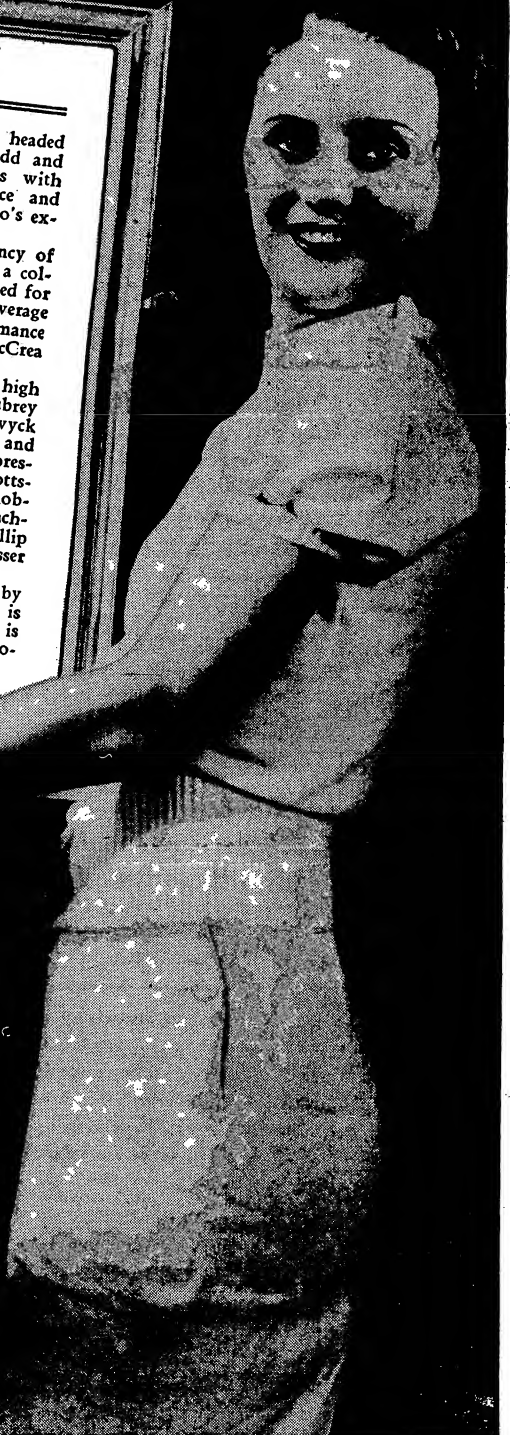
in

"GAMBLING LADY"

with

Joel McCrea • Pat O'Brien

Viagraph Inc. Distributors





# EXPLOITATION

By Epes W. Sargent

## Lifting the Curse

Edgar Hart, of the Majestic, Columbus, figured he could not sell anyone with a little more than "The Ghoul" and headed out something to lift the curse, producing a highly effective seller for a not too hot picture.

He made a sarcophagus of canvas, with bluish-gray stone sides and greenish marble top, all of course in canvas. At the base was a sort of headstone carrying a blow-up of Karloff's face, spotted with a green light through a small hole cut in the vault. The center of the stone was inset with a circular window to suggest cathedral glass in various colors with the lighter colors toward the center. Through this window the body of a beautiful woman, represented by the prettiest figure Hart could coax from a local store, richly draped in a gown (also from the store) and lighted by a strong white light.

The structure was two feet high with a top flange of canvas, and the top and sides were lettered for the picture. It was placed in front of the box office with the foot toward the sidewalk and flush with the building line.

It stopped most of them dead and they either went inside or carried away the suggestion that there was more than ghostliness in the feature. It did a better business than anticipated.

Only trouble is the window, which is built of a framework of light stuff to suggest the leading of stained glass, which permits the various colored segments to be pasted down.

## 'Nana' Shakes 'Em

Out in Spokane 'Nana' is the center of the biggest exploitation stunt pulled there in a long time. Spokane has just gotten itself a censor board, to represent the city and county, having been appointed to help the Public Safety commissioner make up his mind.

First head to fall into the basket was Anna Sten's, with the Granada, which had the booking, urging all citizens to write in and tell the newspapers what they thought of such doings.

Two out of the three papers sided with the censors, but whether they were for or against, they used plenty of space, making 'Nana' the most free advertised picture in a long time. So well advertised that now some of those who voted favorably seem to be of opinion that the picture has had too much free advertising and should be penalized on that account.

## Timely

Sophie Smith of Little Picture House, New York, stays up on her toes like a ballet dancer. Her latest is to hook into the air mail controversy through a revival of the picture of the same name. Gets the interest of those who are reading about the mails, and enables her to put a fresh kick into a revival.

Stacked it up on the shelves and it went over like a new title. This is not the first time she has brought a picture back, (at a lower rental) to the market. But the first time she has cleaned up on the idea. It might not work for the first-run houses, but the little uses of the picture releases does not stress the newness, making the big appeal the geniality of the theatre, with the exact entertainment secondary to the house personality, catering to a clientele which appreciates the atmosphere of a class resort.

It does not seem, however, that the idea is beyond the reach of houses appealing chiefly with film, if the film offering is made attractively up to date through a news connection. Generally it is comparatively easy to dig out these old titles, and it should be worth a trial. Little late for the air mail, but the other chance will pop up. It might be well to keep the idea in mind.

## Popular Stuff

The p.a. staff, under Charlie Smakwitz, g.m. of Warner theatres in this section, made good use of the 'Hold It Up to the Light' stunt in newspaper ads for 'Miss Fanny Baby Is Stolen,' while it was at the Troy theatre.

On a right hand page at the bottom was a 2nd adv. with the following: 'Hold it up to the light. Miss Fanny Baby Is Stolen. Get rid of the cops. We have got your baby. We cut off a piece of his clothes to show you. The cops got rid of the cops you will never see your baby again.' At the bottom in type was 'Complete details will be found in the "Troy theatre ad." The whole thing required only 16 inches of space—eight inches each, and was an eye-catching novelty.

## Progression

Small town is anxious to have the organ that's a little more than just a pump. They are trying to sell the idea to the merchants in order to obtain the production cost, but they're all from Missouri. It is the production of a single sheet of mimeograph copy with the house program briefly stated. Rest is news he gets out of Variety. He gets his copy of this paper on Thursday mornings, which gives him plenty of time to get out a sheet for Friday afternoon. Copies are given only to those who attend the Friday performances. It has helped his Friday average. People ask for the sheet when they enter and it is seldom that any are found on the floor. They are given out as the patrons enter to give them a chance to put it away in purse or pocket.

Next step will be to print a coupon entitling the holder to a slight rebate on some item from a certain store. Each store will be taken in turn. When he has demonstrated the pull of the mag, he'll visit the merchants again and talk advertising with a practical background.

Next figures that he can get at least six in, and that will pay for a four-pager. When that's out, he counts on the others flocking in when he raises to an eight. But he's got to keep the mag in the readers' stuff that's fresher than the fan mags.

Eventually he expects to build a mag that will cover nearly two towns. Will ask two bits for a six-month's sub to pay the postage, contending that it will be worth a lot more than a penny to any fan and that they'll respect it if they have to pay for it.

## More 'Cargo'

Only a few weeks ago RKO sent out about five pounds of mimeo press book on Frank R. 'Wild Cargo.' It follows with the formal press book, some of which is reprinted from the rush job. It's some reprint, but more easily handled, since it is in two sections and colored container.

The latter is a suggestion of the publisher RKO is sending out on the picture, and can be used on both sides, for window displays. It shows the steamer with its deckload of animal cages with a turnup to provide the flag of the large sections of the campaign book may be slipped. The front and back are held together with the familiar string-and-button device. The cord terminates in a stamped tin anchor where an anchor should be. Unwinding the cord and opening the book gives the flag of the large assortment of lithographic stuff. It is one of the most interesting of the several trick containers developed by RKO since the 'Women' series went over so strongly. RKO is taking the medicine it prescribes for others and doing advertising in an effective fashion.

## Dignity

One of the most striking signs to come to Broadway in a very long time is that for 'Rothschild' at the Astor. The sign is a black and white run riot with color, red, green, yellow and pretty nearly everything else. It was purposely put together to make a statement about the picture. Then suddenly, it is all changed in favor of white letters on a black ground, solid block letters that in their simplicity convey the expression, while conveying the idea of something well worth while. A line of gold bulbs runs down the center of each letter to outline.

With this sudden change the sign gets more attention and creates more of an impression than any other along the street, and it is done so simply and obviously as to be a lesson in change of pace. Try solid elegance for a lobby display on this or any similar picture and the idea will demonstrate itself. It is different in appeal, therefore it suggests a different type of story. It is severely elegant and the typical use of the sign.

Someone up at United Artists rates a pat on the head for this one, it's an inspiration.

## Playing a Hobby

Seeking the weak point in the armor of a hostile school principal, a manager discovered it to be the correct usage of language. School boys are on most points but he was fanatical about the misuse of words and the general uselessness of the pictures—Manager soft-soiled the picture argument but sold the principal the language.

Now each Saturday morning the kid club works on language problems as part of the fun, with tickets for the paper. Each club has handed a set of five incorrect sentences which he is to correct. There are two sets: for children up to 10 and those from 10 to 16. Club now includes 50% of the pupils, and the manager is glad the principal was not an algebra bug.

## Use House Staff

Los Angeles. Utilizing the entire house staff on an exploitation campaign, with cash prizes in sight for the three best campaigns, is piling up loads of advance publicity and exploitation for RKO. Hillstreet engagement of 'Little Women' Every attachment has been made an exploiter for the engagement, and, in addition to eight or 10 regulation tieups, of which everybody concerned will help, between 350 and 400 other exploitation ideas have been submitted by the participants, many of which will be utilized.

As a result hundreds of store windows have been tied up for novelty displays; local board of education has authorized all school teachers to announce the engagement to their pupils; thousands of autographed photographs of Katharine Hepburn, together with book marks, blotters, novelty doll cutouts and other advertising matter are being given citywide distribution.

Eddie Eckles, in charge of Radio studio publicity, will judge the campaigns, with the winner getting \$10, second, \$7.50, and third, \$5.

Regular house campaign, which supplements the staff exploitation has been extended and includes extra newspaper space, 100 stands and other outstanding stunts.

## Used Radio Gag

Seattle. Getting cooperation of schools, by having rivalry developed between entrants from different high schools and colleges, in its radio stage talent contest, Paramount got some extra bite the past two weeks. Ken Stuart of KOL was in of 350 acts were looked over, first in private audition. Then 72 were selected to go on stage, this number being subject to reduction until the final night when 9 competed for the two top spots. Winners got week at theatre, with Jules Buffalo band, and week on air, over KOL.

## Out With the Widow

Seattle. Coliseum had girl and man walk streets, she tall and masked, he small and bearded, as gag ballyhoo for 'Henry VIII' (UA) and 'Havana Widows' (PN) dualed there past week. Pair looked ludicrous with comedy element played up in other advertising as well for 'Henry'. Placards on back were 'Henry VIII is having a good time (on man's back), with "Havana Widows" at Coliseum' (on gal's back). Manager Herb Sobotka had gag lines with a hatchet on a dozen doors in front, at his theatre, further making merry over the bluebeard king.

## Two Angles

'When "The House of Rothschild" comes into release exhibitors will be wise who take extra space in the Yiddish papers for special appeals, but who soft pedal the racial advertising in the English advertising. The reason for this should be an appeal beyond that to racial pride, and if that angle is overplayed, there is danger that gentile patrons may not react adequately. "Diasa" also concerned a Jew, but it was sold solidly as a great play about a great man.

This has been even more true in the instance of the new production. The Rothschild family, through its immense wealth and power, was one of the most important story lines in European public life in all countries, and the story of the Rothschilds has neither race nor creed. It will thrill anyone who has a sense of history, and should be sold widely and not through a single circumscribed channel.

There should be no difficulty in interesting the grade and high schools in this release as screen literature, and there is a good reason for this. The picture is based on other pictures in the past, to argue for an early closing of the schools to permit the students to attend a late matinee performance.

## Traveling Banners

Omaha. An original device for use in building an attractive front was developed here by Art Abelson, manager of the World. First, it was a huge mechanical book with automatic turned pages, and this led to the thought of employing an electric motor for other uses, the newest one of which is a moving banner or streamer line over the street entrance.

The original idea of the moving banners was borrowed from the electrically lighted traveling headlines and announcements used by the press associations and the newspapers in the larger cities as a means of attracting public attention. But it took the motor in the book to show Abelson that such headlines could be economically employed by a theatre as a means of exploitation.

The lobby with its five double-doors entrance provided space for two moving banners. The banners themselves were about two feet in width and the reading space visible to the on-looker was about ten feet in length running horizontally across the front. A single motor between the two banners drove the machinery motive power for both banners, and kept them moving continually.

When first used on 'Devil Tiger' Abelson's banners were operated manually, but next time he intends to use the same equipment in a vertical set-up unless it happens to be a newspaper yarn for which he thinks the gag is best suited.

## 'Henry' Down Under

Wellington, New Zealand, put over 'Henry VIII' pretty much along the lines any astute American manager would have followed. The Regent theatre opened with 'Henry' and drew plenty of attention where the idea was new, and then the stores broke out into a rash of window dressing to hook into the picture.

The best bet was a confectioner handling a 'King Henry' brand of chocolate. The banners were which loaded photographic shops with the statement that the greatest photographic achievement of the year had been photographed on Zerkoff the same as the store was offering.

Street baby is frowned upon but the Regent was permitted a station in beef eater on a prominent corner with his halberd carrying a banner for the picture. The rest was a heavy posting of block and pictorial posters.

Bernie Allen, the United Artists manager and L. C. Fama, his advertising hustler, helped in the campaign.

## Six Sales

Paramount's 'Six of a Kind' title gives a good hook into merchandise. Can be worked individually or as the basis of a co-op page or even a newspaper. Advertise six of a kind sales in the various stores, six oranges, six eggs, six pairs of stockings or whatever the merchant wants to move and which can be moved in half a minute.

Value of the stunt depends upon the noise made about it, and for this reason it will pay to use special advertising to get the interested to have as many pluggers as possible. No store should be permitted to duplicate the offering of another shop. If one grocer sells six cans of soup, other grocers should pick some other article.

The more advertising placed in the display windows the better. Might be possible to induce the merchant to purchase their own accessories, giving help on the local cards announcing the bargains. In this way town can be plastered at the previous cost of the show. The merchants will be content.

## Likker Bally

The first known actual use of liquor in exploitation of pictures is by the Ballys. The theatre has stalled a couple of showcases, filled with the actual stuff, in the lobby during the past week as a come-on for 'Wine, Women and Song'.

This is an independent picture, distributing through Syndicate. Thus the use of grog for exploitation purposes does not come within the previous cost of the show. The stores paid major part of the bill because of the attention-getting quality of the girls.

## Gold Digging

Rochester, N. Y. Manager Jay Golden of the RKO Palace got a smash advertising play in the newspapers for the vaudeville 'Century of Progress Revue' by tie-ups with stores for full-page display in each newspaper. Line of girls in snappy costumes took center of page and announced the show.

The stores paid major part of the bill because of the attention-getting quality of the girls.

# BEHIND the KEYS

Canton, O. Joe Gossett, local manager has been named manager of the Lyceum here, recently acquired by Young & Rinehart, local. The house is slated to reopen early in April.

Dick Cruciger, who has been manager of WB Plaza in Sandusky, has been shifted to manager of the Ohio Theatre in Cleveland, where he will transfer of Wallace (Doc) Elliott, to WB Alhambra, in Canton.

New Princess theatre, Donora, Pa., has been closed for straightening up by T. R. Shanahan, a newcomer in the exhibiting field.

Harry Kemper, for several months manager of the Lyceum, East Liverpool, has resigned. George Ellis, city manager for the A. G. Cinstant houses in that city, temporarily is in charge, in connection with Ellis.

Dick Wright, WB Strand manager Akron, is recuperating after an eye operation in a Cleveland hospital. J. Knox Strachan, until recently manager of Warner Bros. Alhambra, Canton, has been transferred to Fortum, where he will be in charge of the two WB houses in that city.

Los Angeles. One year and 12 days after its destruction in California earthquake last March, Sunbeam, nabe picture house, was reopened Thursday (22) by Bernstein & Lustig. single features at 20-25c.

Chicago. Rex, Oshkosh, taken over by Jim Gregory, S. L. Valos and Tom Chamales. rings list to nine.

Reinbeck, Ia. Princess, dark, leased by J. R. Jones, who plans to reopen Easter. Also operates Traer here.

The Orpheum, Fairfield, Ia. operated for eight years by Mrs. W. H. Hoffman. sold to L. E. Gaines.

Davenport, Ia. Tristaco will open the Columbia, April 1. Wm. Prass, former publicity manager of the Garden, Davenport, Art Farrell, former manager of the Grand, Ottumwa, now in Des Moines as manager of the Strand and Garden, Ottumwa, Wm. Beckley manages the State, Omaha. R. K. Fullerton takes Farrell's place in Ottumwa.

Mansfield, O. Court order authorizing sale of Madison here for \$40,000 to satisfy \$48,000 note held by the Guardian Trust Co., Cleveland, has relieved bank liquidators of the responsibility of managing the theatre for the next 2 years.

Dallas. James 'Skipper' Cherry, Palace manager, has been made a resident here, retaining, however, his old post.

Walter Henshel, Palace publicist, has replaced Mrs. Paul Short at the Majestic, where he was promoted to boiler of short films for the Interstate. Frederic McFadden goes to Palace in Henshel's place.





**FOX**  
PICTURE

**RUDY VALLEE • JIMMY DURANTE**  
**ALICE FAYE • ADRIENNE AMES**  
**GREGORY RATOFF • CLIFF EDWARDS**  
**DIXIE DUNBAR • GERTRUDE MICHAEL**  
**RICHARD CARLE • WARREN HYMER**  
 and  
**GEORGE WHITE**

Entire Production Conceived, Created and Directed by  
**GEORGE WHITE** • Musical Numbers direction of **HARRY LACHMAN** • Story direction by **THORNTON FREELAND**  
 Music and Lyrics: **RAY HENDERSON, JACK YELLEN** and  
**IRVING CAESAR** • Executive Producer: **ROBERT T. KANE**



# LATEST!!!

from the box-office front!

**DES MOINES:** Opening days at Des Moines Theatre beat every FOX picture of season . . . including "Carolina," "David Harum," "Paddy."

**MIAMI:** Absolutely biggest business of 1933-34 at the Mayfair.

**PHILADELPHIA:** Terrific crowds and sensational word-of-mouth guarantee extended run for Locust Theatre.

**ATLANTIC CITY:** First four days definitely tops greatest FOX hits of season at the Apollo.

**BALTIMORE:** Continued terrific pace at New Theatre warrants hold-over week.

**CLEVELAND:** Unabated S. R. O. business gives Hippodrome biggest week of any FOX hit this season.

**NEW HAVEN:** Week tops "Carolina" and "Mr. Skitch" as hold-out crowds pack Poli Palace.

**CINCINNATI:** Word-of-mouth maintaining terrific opening pace at the Palace Theatre.





## Midwest on Edge of Price-Cut War As Chi Nabe Acers Slash Admish

March

Entire midwest picture admission situation is on the verge of toppling into the pit of cut-throating as circuits begin an out-and-out price war among themselves. Exchanges are having hurried meetings in an attempt to stem this tide of sliding scales among the large deluxe spots and are talking of forcing these theatres to stick to the rates named in their contracts.

Top price among the big neighborhoods was the Piccadilly, Belmont, State, Congress and others is being clipped from 40c to 25c and the matinee price from 25c to 15c. With these 3,000 seater institutions 15c admission on the pre-release and first week of release dates it means that the smaller theatres will be forced to follow these theatres with the same pictures and at the same price, since they cannot go down to 10c, which is banned in all contracts. The 10c move, while perhaps not immediately dangerous, would leave these theatres open to legal action by the exchanges.

Distributors themselves feel that these big deluxers must be restrained from continuing their price slash moves since it endangers the entire picture structure of the midwest.

Out-of-town exhibitors on the edge of the city, are also yelping that the Chicago low prices are begin-

ning to drag people into the city. The out-of-towners state that if the situation continues they will also be forced to slice rates, resulting in a widening circle of cut admission prices throughout the territory.

Exchanges are striving desperately to break the back of the movement. They are talking of enforcing the clauses in their contracts but so far they are all hesitating because of the fact that the cut prices are being put through by the powerful circuits of the territory. Schoenstadt's at the Piccadilly have received several squawks from the distributors but so far service has not been impaired. The same goes for the Balaban & Katz circuit and the slices at its big 3,000-seat neighborhoods.

### GROCERY GIVEAWAYS

Los Angeles, March  
Grocery giveaways were resumed at the F-WC Mesa, nabe subsequent run, Friday night (23) after town has been free for several months of so-called rackets.

### Jerry Goldberg Agents

Hollywood, March 26.  
Jerry Goldberg, son of the late Joe Goldberg, film sales manager, is now an agent.  
He's working out of the Hoffman-Schlager office.

### Throwaway Cushions

Los Angeles, March 2  
Nabe exhib, who is having tough sledding because several nearby opposition houses are using triple feature shows, announces that if it continues he'll give each of his patrons a cushion as an admission prize, so they can use them when patronizing the other theatres.  
Says he wants to keep patrons comfortable at the long shows so they'll come back to his house.

## SEATTLE SAGS; 'BOLERO' 5G'S

Seattle, March 26.  
Showmen will sigh with relief when Holy Week is gone. Holdovers rule at both Hamrick houses. 'Nana' (UA) after big opener, and 'Jimmy, the Gent' (WB) best Cagney draw to date, but hardly warranting second week, although it is being held. Not much expected for 'Holy Week' anyhow, even if change had been made.

### Estimates for This Week

Blue Mouse (Hamrick) (950; 25-35)—Jimmy, the Gent' (WB). Second week, expected to gross around \$2,000. Last week same film, okay, \$3,300.

Coliseum (Evergreen) (1,800; 15-25)—'Mr. Skitch' (Fox) and 'Miss Fane's Baby Is Stolen' (Par) dual. Should be \$3,500. Last week 'Ischy VIII' (UA) and 'Havana Widows' (FN) dual. \$4,400, good.

Fifth Avenue (Evergreen) (2,400; 25-40)—'Bolero' (Par). Maybe \$5,000. Last week 'Fashions of 1934' (FN) dragged along, showing no life, miserable \$2,500.

Liberty (J-VB) (1,900; 15-25-35)—'It Happened One Night' (Col). Indicated \$5,500. Last week, same film, \$3,100.

Music Box (Hamrick) (900; 25-35)—'Nana' (UA) (2d wk). Still playing up the new star, Anna Sten, for results. Around \$3,000. Last week, same film, big \$5,100.

Orpheum (Oaknow) (2,700; 25-35)—'A Frightened People' (Par) and 'I Like It That Way' (RKO) dual. Giving Claudette Colbert the big type billing, thus playing opposition to herself at Liberty theatre. Anticipated to take \$3,700. Last week 'Devil Tiger' (Fox) and 'Search for Beauty' (Par) dual, fair, \$4,400.

Paramount (Evergreen) (3,100; 20-30)—'Good Dame' (Par) with stage show. Bus' radio-stage talent contest finale. Expected to tally \$5,000. Last week 'This Side of Heaven' (MGM) helped some by talent contest, but only mild at \$5,900.

### Omaha 100% Duals

Omaha, March 26.

Theatre fare for the week presents a drab outlook as all exhibitors soft-peddling with Holy Week starting them in the face.

Last week Paramount pulled a fast one by dropping admission top for Monday and rest of week to 40c after first three days of showing the 'Student Prince' on the stage at 55c proved disappointing.

### Estimates for This Week

Paramount (Blank) (2,760; 25-40)—'Death Takes a Holiday' (Par) and 'Hold That Girl' (Fox). Double bill will be taking it on the chin at \$5,700, too bad. Last week dropping of the admission top to 40c on Monday after three days at 55c only made customers the more wary. Although 'By Candlelight' (U) on the screen was only a mild draw it satisfied once the patrons were in the seats, and responsibility for the week's let-down rests on the figurative shoulders of 'Student Prince' tab version on the stage, \$5,000, a bust.

Brandeis (Singer) (1,100; 20-25-35)—'Massacre' (WB) and 'Sigma Chi' (Mono). Dual may be able to clear the rough spots, \$3,200, weak. Last week 'Mandalay' (FN) and 'Bedside' (FN) doubled to hold up through the week and okay at \$3,800.

Orpheum (Blank) (2,975; 25-40)—'Love Birds' (U) and 'I Was a Spy' (Fox-Gaumont). Weakest double bill house has had all year and will have only itself to blame for \$5,500, down in the dumps. Last week 'Nellie' (WB) and 'Side of Heaven' (MG) double can thank the first for the better than average biz, \$7,200, not quite expectations.

World (Blank) (2,100; 25-35)—'In the Money' (Ches) and 'Nora Moran' (Maj). Double bill of indies can't count for much: \$3,000, low. Last week 'Can't Buy Everything' (MGM) and 'Sleepers Easy' (Fox) cashed in on the heavy billing of the first, \$3,900, good.

## Par Studio's First Bldg. Construction Since '29

Hollywood, March 26.

First building construction on the Paramount lot since 1929 starts immediately when company puts up two structures. One will contain quarters for Fred Leach's production staff, the architectural department and eight additional star dressing suites.

Second structure will house the publicity, fan mail, art, foreign and mailing departments.

### CINCINNATI

(Continued from page 10)

hunt for anything over \$4,200, so-so. Last week 'David Harum' (Fox) shifted from initial showing at Palace, \$5,000, satisfactory.

Keith's (Libson) (1,500; 30-40)—'Heat Lightning' (WB). Reviewers credit story with being unique, yet not so hot, and are favorable to Aline MacMahon in her first starring role. Cast waiting for 'b. a. pressure. Start indicates \$3,800 will be beaucoup. Last week 'Jimmy the Gent' (WB) \$4,500, all right.

Grand (RKO) (1,025; 25-35)—'No More Women' (Par). Started Sunday (25) for six days. Might hit \$1,500, no scowls. Last week 'Night' (Col) third showing, and 'Crosby Case' (U), split, \$3,600.

Family (RKO) (1,000; 15-25)—'Ever Since Eve' (Fox) and 'Hold That Girl' (Fox), divided. Around average \$1,000. Last week 'Devil Tiger' (Fox) plugged with hurrah front trimmings and noises to \$3,100 for theatre's top figure at this scale.

Strand (Ind) (1,200; 25-35)—'Murder on Campus' (EP) and five acts of pop vods. Fair \$2,100. Last week 'Morning After' (Maj) and vaude topped by Dance Revels of 1934, \$2,550.

## CAMPAIGN TO OUST PENNSY CENSOR BD.

Philadelphia, March 26.

Civil Liberties Union of Philadelphia is starting a campaign for the elimination of the Pennsylvania State Board of Censors, and instead the question of decency and morals to be judged by the court.

Campaign started by the union sending a letter to Samuel D. Schwartz, chairman of the censor board, demanding public statements of all censor eliminations. Idea is that since the board is supposed to function for public good, that public is entitled to know the extent and nature of the protection so that it can judge for itself on the merits of the case.

Richmond, March 26.

The Virginia general assembly rejected two attempts to abolish the Virginia state board of motion picture censors, and also defeated bills legitimizing Sunday amusements and sports.

At the beginning of the session in January, Gov. Peery recommended a 5% tax on picture theatres, but shortly thereafter this recommendation was withdrawn.

Lynchburg, Va., March 26.

First case ever to be taken to the courts over a Virginia censor board ruling is planned by First Division Exchange of Washington, following the barring of 'Road to Ruin' from the state.

Officials of the firm have served notice they will appear in Richmond circuit court and ask Judge Julien Gunn or a jury to view the film and decide upon its legality.

# SARA MILDRED STRAUSS DANCE GROUPS

CAPITOL THEATRE, NEW YORK, WITH DURANTE, HOLTZ AND MORAN—THIS AND LAST WEEK—HELD OVER FOR NEXT WEEK WITH PAUL WHITEMAN.

### VARIETY SAID

"Sara Mildred Strauss dancers... stand out... quite different from anything usually seen in picture houses... colorful."

36—SARA MILDRED STRAUSS DANCERS—36

## ZIEGFELD FOLLIES

New York Times, Brooks Atkinson

"Add in the beauty column the several well-staged and well-costumed ballets by the Sara Mildred Strauss dancers."

New York Sun, Stephen Rathbun

"The Sara Mildred Strauss Dancers who are all expert."

16—SARA MILDRED STRAUSS DANCERS—16

## ED WYNN SHOW

Springfield Union

"The Sara Mildred Strauss group of young dancers help to make the show different and unusual."

Providence Journal

"The Strauss Dancers are distinctly excellent."

Cornell Sun

"...as splendid bit of symbolist over hope to see."

16—SARA MILDRED STRAUSS DANCERS—16

## DANCERS AVAILABLE FOR ALL TYPES OF ENGAGEMENTS

Direction  
MICHAEL MYERBERG  
Steinway Hall, New York  
Circle 7-0456

The hero is killing the villain—  
that's good!  
He will marry the girl—  
as certain he should.



Gee, what a picture—it would be a treat  
If I could get set in this slithering seat!



But say, such a theatre!  
—how often I'd come  
To see pictures here—  
but I really get numb.



I miss all the thrills, for this house needs repairs  
They'd double business with comfortable chairs!



Ask Us,

"How can I reseat  
and pay for new  
chairs conveniently?"



## American Seating Company

Makers of Dependable Seating for Theatres and Auditoriums

General Offices: Grand Rapids, Michigan

BRANCHES IN ALL PRINCIPAL CITIES.



## HURD REMAINS BIZ HEAD OF L. A. FOTOGS

Hollywood, March 26. Though there was strong opposition against him, Howard Hurd was retained as business representative of International Photographers Local 659 IATSE at a stormy meeting which ran into the early hours of Monday morning. Vote was 104 to 73, with the opposition to Hurd determined to continue its battle in the executive board of the body for a complete revision of the entire setup of the Union. Leaders opposing Hurd stated after the meeting that the fight was far from finished and they were prepared to battle to the last for any plan that would result in getting cameramen together again in an organization that held confidence of the large majority of members of the craft. Although extending vote of confidence to Hurd meeting left it to Board of Directors to reduce expenses of the organization by making new salary arrangement with Hurd, cutting down present staff and office space as current expenses are running far ahead of dues being collected. Ed Estabrook, who has been acting as business manager of the organization, presented his resignation effective April 1 prior to the meeting which was accepted when vote retained Hurd. Estabrook took position over when executive board relieved Hurd of responsibility for organization operating several months ago.

## Two for Jay Henry

Hollywood, March 26. Jay Henry, recent importation by Paramount from New York, has been assigned to 'Grease Paint,' next W. C. Fields feature. Upon completion of the latter, he moves into the cast of 'Great Magoo.'

## J. T. Cosman Sued in L.A. By His Former Secretary

Los Angeles, March 26. Charging that she was assaulted and roughly handled by J. T. Cosman, by whom she had been employed as secretary, Vernal L. Boyle has filed suit in Superior court in an attempt to collect \$3,510 in damages. Plaintiff charges that on Feb. 27, following a disagreement at the office of Cosman, who is American distributor for the Gaumont-Ross Co., she announced her intention to resign, and that when she attempted to remove personal papers from her desk she was attacked by Cosman. Ben C. Cohen, attorney for Cosman, stated Miss Boyle had been discharged and in retaliation filed the suit. He says it has no basis of fact.

## Portland, Ore., to Change Its Pic Censor System

Portland, Ore., March 26. Portland seems due for some change in its system of picture censorship. Every film the censor board has rejected lately has been passed by the city council and shown to the public anyhow, with the result that the city now has censorship in supposition but not in substance. Mayor Carson's idea is to abolish the censor board and make the commissioner of public safety, who has charge of the police and fire bureaus, and, under the present set-up, is the mayor himself, responsible for enforcement of the ordinance about decency in screen shows as well as stage shows. As the mayor says, 'It is primarily a police duty.' Portland is one of nine cities in the United States having picture censor boards.

## Pitts in 'Dames'

Hollywood, March 26. ZaSu Pitts is spotted for a featured comedy part in 'Dames' with Ruby Keeler, Dick Zowell and Joan Blondell at Warners as soon as she finishes her current assignment in Charles H. Rogers' 'Private Scandal.' 'Scandal' not due to finish for at least 10 days, while the story part of 'Dames' is slated to go into work under Ray Enright's direction tomorrow (Tues.).

## MANY PAR RENT CLAIMS UP FOR LEGAL KAYO

With a couple of large rent claims quickly expunged, the Par trustees are reported confident there isn't going to be any trouble wiping out millions in this column under the hickory. A hearing will be held today (Tuesday). Referee H. K. Davis on a bunch of them and another hearing tomorrow (Wed.) on another. Preparation of a flock of motions followed action of the referee during the past week in quickly knocking out the \$2,500,000 future rent claim of the Chipewaga Trust Co., controller the Great Lakes, Buffalo, together with the \$19,800 bill for rent on the Paramount, Steubenville, O. Total of seven different landlord claims on which Par objections will be heard today and tomorrow involves \$1,309,000 and covers rent for theatres, buildings and an exchange property. Largest is for \$300,000, demanded by the Lincoln Square Realty and Circle Theatre Co., Indianapolis, as past and future rent on the Circle, Indiana and Ohio theatres in Indianapolis. Next largest is for \$366,764, filed by Stanley C. Warwick of Palm Beach, Fla. to cover rent, taxes, insurance and repairs on the Beaux Arts theatre and building in the resort town. Lease there runs to March 31, 1940, and involves the Stanley Co. of America, which has an agreement with Warwick, guaranteed by Par-Public, operator of the theatre. Another large claim is for \$140,759 as past and future rent on the Electric, Joplin, Mo. Landlord in this case claims Public-Missouri acted as an agent for Par-Public on the lease. Other claims which the trustees hope to expunge on grounds of the recent U. S. Supreme court decision are those of the Electric Theatre Co. for \$71,570, covering rent on the Electric, Kansas City, Kan., in which Public-Kansas is claimed to have acted as agent for P-P; of Ann Jarvis for \$68,714 to cover rent on the exchange building Philadelphia under a lease not expiring until June, 1937; claim for \$59,823, mostly for future rent on the Electric, Springfield, Mo., lease of which was guaranteed by Public Enterprises; and claim of Belpink Theatres, Inc. for \$21,450 as rent from Jan. 1, 1933 to March 31, 1936 on the Fremont, Fremont, O.

## Operators' Unions Lose Out Twice on Appeals

The Appellate Division during the past week acted adversely for appellants in two operator union cases. Efforts of the Independent Theatre Owners of America and its alleged company union, Allied Operators, to gain a reversal of the order restoring 306 boothmen to theatres from which ousted, failed and the \$1,000,000 damage action of Harry Sherman, 306 president, against this group gets nearer to trial. Other action of the Appellate court was refusal to Sam Kaplan and associates for leave of appeal from lower order denying right for reinstatement in 306. Because question of NRA and codistic violations are involved, the Government may take a hand along with the New York operators union. Local 306, in its appeal to the Court of Appeals, on which argument will be heard April 17. Leave of appeal was granted by the Appellate Division. This is the tussle between 306 and its rival union, Allied, together with latter's supposed-controlling factor, Independent Theatre Owners of America, over dismissal of 306 operators from 11 Manhattan and Brooklyn houses were replaced by Allied. Appeal is mainly on questions of law and NRA violation, and follows an order recently by the labor board restoring 306 men to the booths from which they were ejected.

## B&K Concentrating Loop Theatres For Control of Randolph Street

### U Subs Joyce Compton In Alice White's Spot

Hollywood, March 26. Joyce Compton lands the featured fem spot in Universal's 'Affairs of a Gentleman' which Alice White refused because she thought the part divided honors with too many other supporting characters. 'Affairs' went into production last week, with Paul Lukas and Leila Hyams in the tops, under direction of Edwin L. Marin.

### Muchnic Moves Up When Nolan Coasts for RKO

George Muchnic succeeds Joseph Nolan as assistant secretary of the RKO Distributing Corp. Nolan is now assistant to B. B. Kahane, president of RKO Studios, Inc. and is on his way west to assume his new post. Muchnic's appointment made by Ned Depinet. Has been with the RKO law department. Other appointments include Thomas Quinn, as head of the claim department of the distributing company. Claim department hereafter will function as a separate departmental unit whereas formerly was among Nolan's various activities. Succeeding Muchnic in the audit control division is E. J. Smith while Frank Alford moves up as assistant to Smith. Alford formerly was on the statistical end. Joseph Skelly, manager of branch operations, will also handle exchange leases.

### U SPLURGES 'ROBINSON'

Hollywood, March 26. 'Swiss Family Robinson,' the Johann David Wyss adventure classic, has been set as one of Universal's pretentious productions for the new season. No director, player or writer personnel named as yet.

Chicago, 26. Chicago's theatrical map seems to be undergoing a new change. Although RKO is understood to have renewed its lease for the Palace until 1941, reported that B. & K. would like to take over on a sublease, direct from RKO, with B. & K. giving RKO a contract to use its vaudeville and pictures. Plus a break for RKO pictures through the rest of the B. & K. circuit. Idea behind the entire negotiation is the plan of B. & K. to concentrate its theatres on Randolph street and completely control it. Would use the RKO Palace for pictures instead of the McVickers, switching the vaude and picture setup from the Palace to the Oriental, and turning the McVickers back to Jones, Linick & Schaefer. New arrangement would give B. & K. the Oriental, Palace, United Artists and Garrick on Randolph street, besides their State street Roosevelt and Chicago. Aaron Jones would have the State-Lak Woods, Majestic and McVickers. With the legit Woods and Garrick now pictures on the Rialto, other operators are starting to negotiate with the other legit spots with negotiations on for pictures for the Apollo, Erlanger and Grand.

### Al Santell's Initialer

Hollywood, March 26. Al Santell, recently returned from Europe, is at Radio to direct 'Life of Vergie Winters.' Ann Harding starring. Film will be based on a short story of that title by Louis Bromfield.

### LIBERTY'S NEXT

Hollywood, March 26. Liberty's next picture will be 'Mad Honey Moon,' from story by Eleanor Gates, George Wagner adapted and William Nigh directs.

# 'SERVICE'



## F & M STAGE SHOWS

1560 Broadway New York City

A Subsidiary of FANCHON & MARCO, Inc.

After a Successful Year in Pictures and Theatres on the West Coast

# ON BROADWAY AGAIN!

## LOTTIE MAYER

and Her

# 16 Diving 16 Daring

Featuring

Her Original Disappearing Water Ballet

PARAMOUNT, NEW YORK, NOW This Week (March 23)

PARAMOUNT, Brooklyn, Next Week (Mar. 29)

ALL MATERIAL EFFECTS FULLY PROTECTED BY PATENTS AND PATENTS PENDING



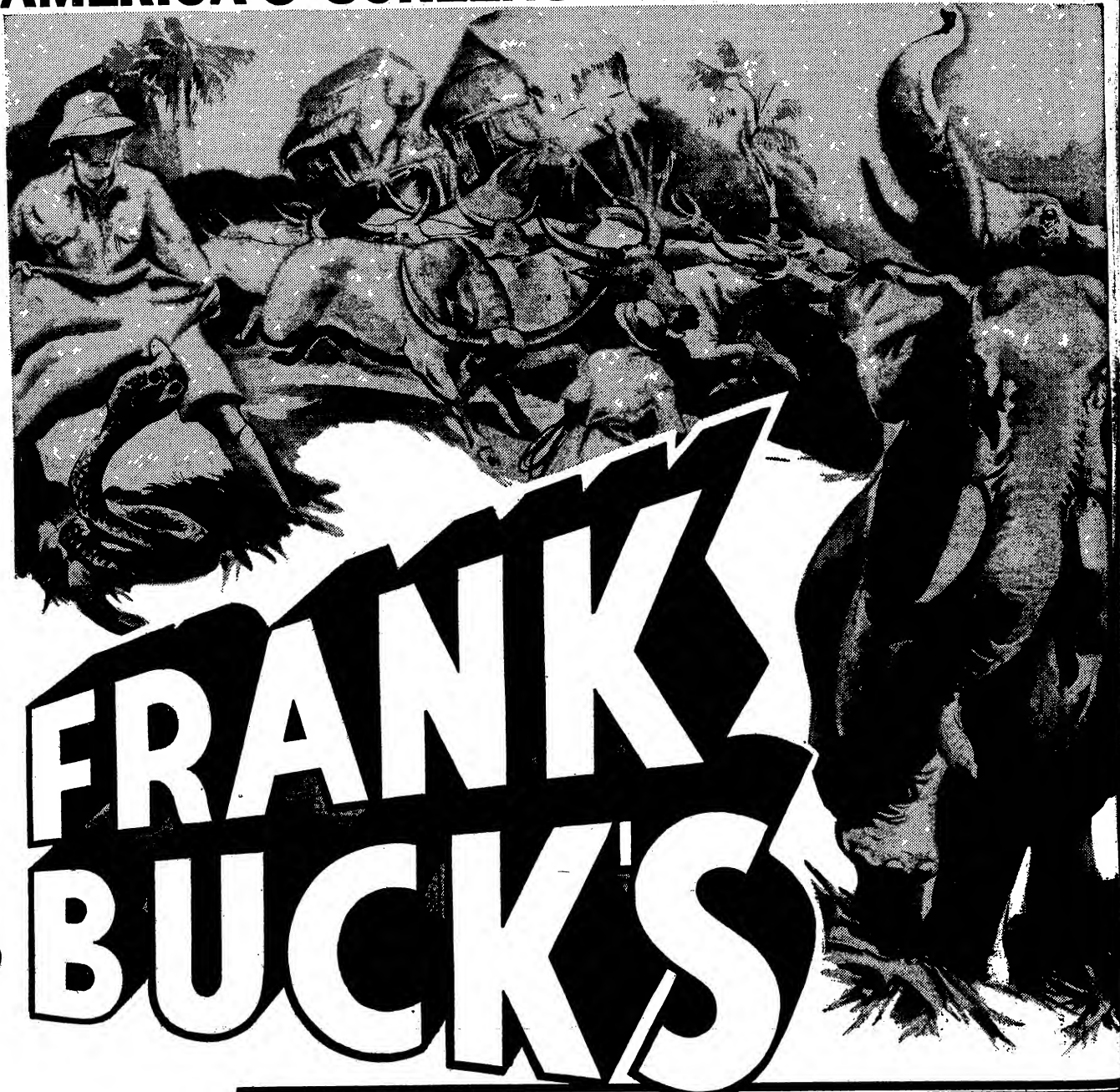
## THE RANDALLS

MARION and MARTINEZ  
Mile. CAPIER

THANKS to Mr. Joseph Moss  
CLOSING Our 8th Week (March 29) at His Hollywood Restaurant, New York  
DOUBLING This Week (March 23), Fox, Brooklyn  
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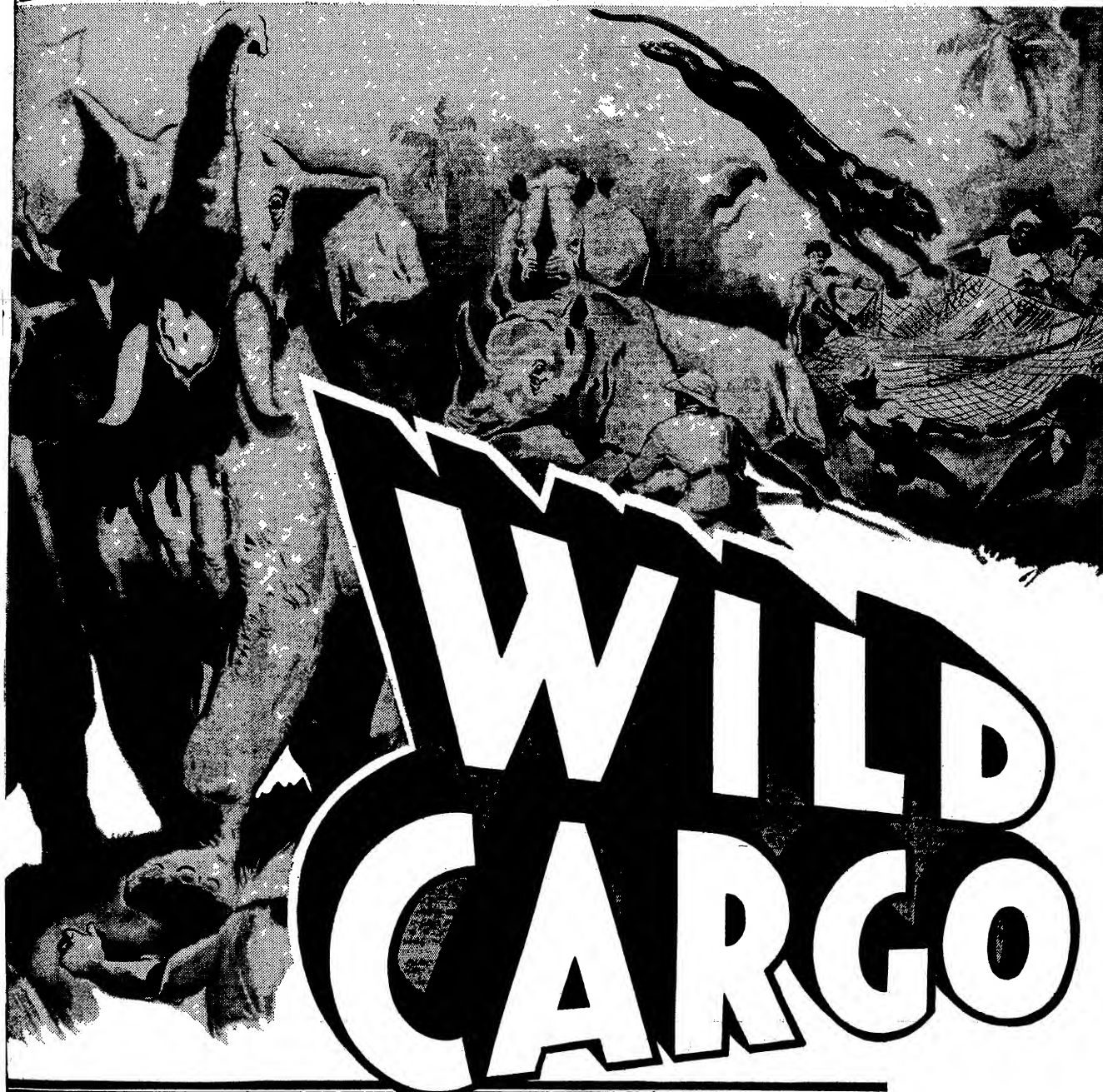
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## Variety House Reviews

### STATE-LAKE, CHI

(Continued from page 16)

line of girls. Her routines week after week are the tops in the loop for grace and neatness. Two routines a week and both of them standouts. This week her opening tango number was a beauty and then she closed the show with a top-off, the girls doing taps to "Poet and Peasant." This has been done by single acts in vaude in the past but the way this line handled the number makes it a cinch winner and good for an early repeat.

Ash brought in his old stand-by comedy violinist, Bobby Gilbert, and the dialectician is still howling 'em. They didn't seem to recognize the Gilbert stage here, the audience accepting him as a part of the orchestra. Other specialty worker was Marie Hollis, who bowled them with her acrobatic dancing. These are the acts that Ash needs to work with and all he needs. Give him a specialty dancer or a single singer and player and he can build them neatly and work himself into the picture. The whole thing makes for a solid entertainment. On the other hand with such an act as the three Fonnells there's little for Ash to do. He must stick to the background while the comedy acrobats apparently wreck each other, giving the audience an opportunity to burst the buttons on their vests. Picture, "Sleepers East" (Fox). Business excellent at the first show. Gold.

### HIPP, BALTIMORE

Baltimore, March 23.

It's Holy Week, so they imported Sally Rand and her ostrich sprouts and sent her into the lists to see what she can do about it. Result, it's Sally Rand week. She opened in teeth of all day blizzard and stood 'em up first and last shows; intermediate ones were near capacity.

This is the fanner's debut in the Free State, and the house took a palpable flyer on penciling in a money name to bridge the perennial tough sledding session. Opening day indications wreathed grins all around.

Line-up this week has been compressed into a 66-minute cohesiveness and billed as a unit. And differs from the past excursions by this house into production activities in that it pans out well. It seems an improvement over the potentialities this talent layout would have as a straight vaudeville show. Aside from the plume manipulator, there're just three acts and a line of lookers, and two of the acts would badly conflict if aligned in juxtaposition, and that would be inevitable if arranged in vaude sequence.

Sal wings her famous flight in characteristic manner, descending staircase after the chorus line has

assayed a swirling-skirt routine that was made ultra-effective by the par excellent lamping involved. With the gals on the lam when she hits stage level, Miss Rand rears off her three minutes and goals. Mob scrambled babbling, and seemed just bit surprised by standard of her technique and her work. They had been drafted, apparently, out of curiosity and expected an act of quasi-freak talent.

With the fan waving at close, the stunt up ahead didn't particularly mean much to the mob that for the most part reposed on its mits. Opening, Ching Ling Foo, Jr., troupe. A sound novelty act that seemed longer than most typical routines. Septet of males dashes off a melange of balancing, pyramiding and gymnastics, plus characteristic plate spinning and bar work. Pair of girls has their moment midway with a bit of spool twirling and contortive body bends. A flashy opener, in the aggregate, and enhanced by new and tasteful together and the full stage set, embroidered drop with border.

ert Walton emceeds throughout and does well on the whole, though his prime spot, near close, is stretched overlong and a wad of chatter and mugging could be clipped profitably. Has an angular, pallid stage for the big bit. Mostly serves as a speechless butt for Walton's remarks, and when he eventually uncorks the tonsils, it's to pipe a pair of pops. Not enough vitality and verve in the rendition, but maybe that's to be construed as character. Walton's insistent chiding of him as an immediate mortuary case, Mike, dragged around by Walton might be dispensed with.

Chester Frederick's turn spotted in what would correspond to No. 2 in vaude. Uses pair of girls and pup tent, campfire and grass mat collection of props, backed by a warehouse drop depicting a Rocky mountain scenic splendor. Not quite lucid what necessitates all the rostrum clattering, save an opening allusion that the gals are on a back-to-nature vacation trip and expect a man visitor. Frederick. Once started, he packs a lot of combustion in his comedy antics, but the gags are just so-so and the only saving impetus in his two act hoofing endeavors. Girls have a song apiece and duet and manage to bridge a stage wait.

Line of 12 girls, aside from the fan dance, are interspersed at two other junctures, first, near opening; a mild, run-of-mine routine. Other, and a real tour de force, had them attired as femmes in front, and tailed-'n-toppered gals in rear. Fine on novelty value and the mob, sated by the usual passe routines stomped by chorus line of these parts, craned its neck in interest and at the close pounded so warmly the line leader had to acknowledge with a bend.

### ALBEE, B'KLYN

With "George White's Scandals" (Fox) the main screen item and a nicely balanced setup accounting for the stage chore the going at the Saturday matinee disclosed that the house was enjoying heap good business and the customers were having a corking good time. Vaude alignment runs strictly to traditional form, minus marquee familiar or recruits from radio, but the way that the individual turns have been fitted into the bill makes for a snappily paced and well rounded hour of entertainment.

Sharing the laugh producing assignment are Timbini to closing, and Cookie Bowers, who follows the acrobatic opener, the DeGuchi Japs. Timbini's blackface meanderings collected bassonely but the real matinee mob predominated by matrons and their offsprings dealt far more liberally with Bowers' deftly routinized kit of sound effects, pantomime impersonations and good old-fashioned hoke. For the family trade Bowers has something plus. The operatic burlesque which he has adapted recently to the repertoire, however, could be returned to where he got it at no disadvantage to the act.

Through Buster Shaver and his Lilliputian couple the show's mid-sector reflects lots of class, novelty and superbly staged flash entertainment. The waits adagio which Shaver mixes with the girl mite uncovered a unanimous volley from this audience. Closing spot retails more dancing. It's Natacha, Natova, and her partner for the finale adagio number. Despite the esoteric hoke with which she surrounds this latter bit, the customers acted up generously.

DeGuchi troupe has a stunt that sells itself effectively, a four chair risley balance which climaxes the exhibit. The bit eased the act into a solid send-off. Ode.

### Paramount, Seattle

Seattle, March 21.

Ninth week for present policy at the Paramount, and it seems to click for this house. Cuts into everything else, especially the sister theatre, Fifth avenue, another Evergreen operation.

In spite of Lent, the Par has been hovering around the black ink which is most unusual for this off location mammoth house. Credit is due present management for putting spot into the running, with big up 30% in point of admissions, compared to recent bad policies. Harry Woodin, manager, and Morrie Nimmer, assistant, are in charge at this house, following in the wake of many astute managers who couldn't crack this problem. They are using versatile showmanship by way of stage contests, radio tie-ups, children's clubs and, and, and, try to swing locals into the habit of coming to the Paramount, admittedly quite some job.

A few more weeks should make

the habit stick. Main bait is low fare, 20c. at any time in the balcony and at mats, with 30c. general evenings; then a singletone, shorts, and a feature with a few extra entertainment, five acts. So it's value. Idea of showing a revival piz daily once only, at noon, adds more to the value.

This week top honors go to the old-timers, Fortunello and Cirnelio, who tumble about in the same routine they have used for many years. Close follow Wilfrid Dubois, juggler, who does plenty.

Opener is three colored boys billed as Sleepy Towners, who wake 'em with lively steps, each getting a real hand in solo numbers. Tex Morrisey gets a lot of laughs as she romps out among the spectators in the garb of a mule, known as plain "Hank." Surprise is when she shows inside the mule-covering and shows a pretty female head. Received by this house had similar acts, dog and horse being modus operandi, all carrying low. n laughs.

Wilmont, Peters and Mitzi Dale mix talk and dance with a comedy, with Mitzi in hula and the boys burlesquing it. Comedy predominates the entire bill.

Myrtle Stuebe, at the organ, pleased in presentation of "Throw Another Log on the Fire." Jules Buffano and band changed their usual style, holding off band number until the final act, the show with medley of pops, showing versatility of members, who soloed, with one of the boys, Robby Claggett, stepping from instrument to instrument, playing the piano, two saxes, and brass of five members of the band. Nice novelty.

On screen, "This Side of Heaven" (MGM). Trepp.

### ORPHEUM, FRISCO

San Francisco, March 21.

The Fanchon & Marco banner doesn't seem to wave any more breezily than any others over this house. Fanchon and Marco have dropped until he bowed out, then came RKO which bought it as part of the Pan deal and subsequently it backed to the landlord after a long and unfortunate session. Now it's Marco's. Through it all, there has been only one trouble; lack of good picture material. The best available names have played here during the past five years and yet the smash weeks can be counted on a pile of hands.

Mills Brothers are in at a hefty \$3,500. Their contribution is extremely well received, the show is good, but the film draw just not there with the "Bride" (U) on screen. So, the result is bum biz. Despite that the Mills are staying for a total of 16 days with a change of bill at the end of nine days, and plugged by an expensive augmented campaign via radio, outdoor posting and out of town papers. There's a reason for this unusual one. House was owned by Bill Waggon, who took it back from RKO. He lined up with Marco, and later pulled in a heavy and expensive stage shows, running a competition to his own F&M productions down the street at the Fox-West Coast operated by Fanchon. He cut his prices to 40c and though the take wasn't big, created such nuisance value that Charlie Skouras made a deal with Marco whereby if he gave up his Orph stage productions Skouras would give him two acts pictures weekly. Deal went on for several months when F&W suddenly pulled its film, leaving the Orph to worry along with what it could pick up from Universal, RKO and Columbia.

New setup, which began this week, has the prices tilted to 55c, nights, making it second highest priced in town, next only to the Ward. There are a few short subjects stretching from here to there—too many, in fact, and including "Strange As It May Seem," Universal news, a Lou Holtz comedy and an Oswald cartoon.

Forty-five minute stage show is neat, well staged, nicely set and satiating entertainment all-round. Topped by the Mills Brothers, who close it by working before a mike, doing a routine of their tunes already familiarized via radio. Boys worked zippy and strong, and so well received that they had difficulty in getting away despite a pair of encores, and applause lasted well into the trailer.

Jess Stafford's band of 10 uncorked several numbers, a novelty arrangement of "Goose and Gander" with rhythmic instruments proving particularly effective. Wanda Allen, blonde toe worker, had a pair of numbers that were exceptionally well done and liked. Lee, and Doty, pair of sailors with a shapely fem aide, landed with their comedy and hoofing, but boys carried that nance stuff far too far. Back.

### ORPHEUM, LINCOLN

Lincoln, March 23.

Proving this week that a bill composed of three novelty acts and one knockabout turn isn't good, one of the slowest moving shows ever in this burg is being put on the patrons this half. Business just fair. Alphonse Berg, the designer, steps out of his bit to act as m.c. and fairish, too. Jack Stary and his cycles open

the bill. Suffers by comparison to the Paul Gordon act, which was in here two weeks ago and took the edge off.

Hank Brown and Hal (Hoffman), couple of fall guys, take nasty spills in No. 2. They need some better chatter. When they decide to do legit hitting, result is not bad. Alphonse Berg and Co. (two girls) in the troy is a dresses-made-while-you-wait novelty that might sell better if the result is not bad. Alphonse Berg and Co. (two girls) in the troy is a dresses-made-while-you-wait novelty that might sell better if the result is not bad.

Nadrye, Harry and Gwen, acrobatic and magic turn, came the nearest to being liked. It's unusual in that one boy juggles two girls at the same time. Stunts may not be hard, but look good.

Pic "As Husband's Go" (Fox), news (U) and trailers. Blackstone, the magician, is due in soon. Vaude usually leads biz and biz is up everywhere else, so the fair is, to show. Barney.

### FOX, DETROIT

Detroit, March 20.

A local innovation that almost goes back to the old prolog days with the stage shows running only 20 minutes and without any of the so-called stage show type of routine. In fact, this is a little prolog with the embellishment of a singer and dance team.

Playing with "Scandals" (Fox) little could be done on the stage that wouldn't conflict with the picture, and Dave Ideal wisely did the next best thing in building this type of presentation. Incidentally, saving himself money.

For the three acts used a good choice has been made with each perfect for its spot. Ross MacLean headlines, singing two pop songs, with Karle LeBaron and Co. doing two dance routines and Rudy Pryor ballet numbers with the Carla Torney line from the Michigan theatre embellished to 16 girls. Line was loaned for the week.

Using a simple stage set with unusual lighting, the 16 girls decorate the large stage to good effect. In addition, the Vaude choir group of mixed voices is used. All making a colorful and pleasing prolog.

Band on stage with Benny Nelson directing. Lee.

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# CALENDAR OF CURRENT RELEASES

## Harold Auten

elo (German). Sensitive study of psychological difficulties. Elisabeth Berner. Dir. Phil Canner. 30 mins. Rel. Feb. 15. 1540 B'way, C.  
 Irages de Paris (French). Adventures of a girl who wants to be a star in Paris. Jacquelin Francel, Roger Therville. Dir. Fedor Ozep. 82 mins. Rel. Dec. 23. Rev. Jan. 9.  
 Poi de Carot (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 96 mins. Rel. Sept. 1. Rev. Dec. 20 and May 30.  
 Savage God. Commander Dyott's thrilling adventures with savage hunters. Comm. Dyott. Dir. Commander George Dyott. 87 ins. Rev. Aug. 8.

## Chesterfield

1540 Broadway, New York N. Y.  
 Dance, Girl, Dance. Musical. rai. Alan Dinehart, vainy Knapp, Ada May. Dir. Frank Strayer. 69 mins. Rel. Sept. 1. Rev. Oct. 31.  
 In the Money. A prize fighter and his affairs with women. Lois Wilson. Skeets Gallagher, Warren Hymer. Dir. Frank Strayer. 66 mins. Rel. Nov. 7. Rev. Jan. 9.  
 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. Rev. Nov. 14.  
 Notorious. But Nice. Marian Marsh has a hectic love adventure. Betty Compton, Marian Marsh. Dir. Rich. Thorpe. 71 mins. Rev. March 6.  
 Murder on the Campus. Mystery with a college background. Shirley Grey. Charles Starrett and J. Farrell McDonald. Rel. Dec. 27. Rev. March 13.  
 Quitter. The newspaper business in a small town. Chas. Grapewin, Emma Dunn. Ir. Rich. Thorpe. 67 mins. Rel. Feb. 6. Rev. March 20.  
 Rainbow Over Broadway. Musical romance. Grace Hayes, Joan Marsh, Lucien Littlefield. Dir. Richard Thorpe. 72 mins. Rel. Dec. 23.  
 Telen Sweeties. Dramatic romance. Sally Blane, Charles Starrett. Ir. Rich. Thorpe. 70 mins. Rel. March 15.  
 Together Again. Father and son story. Dickie Moore.

## First Division

Releases Also 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. Edward Martin. 78 mins. Rel. Sept. 15.  
 Beggars in Er. Lionel Atwill, Betty Furness. Dir. Phil Rosen. 70 mi.  
 Broken Dreams. father's devotion to his young son. Randolph Scott, Martha Sleeper, Beryl creel, Buster Phelps. Dir. Robert Vignola. 65 mins. Rel. Dec. 1.  
 By Appointment Only. A physician couldn't make up his mind which of two women he loved the most. Lew Cody, Sally O'Neill, Marceline Day. Dir. Frank Strayer. 72 mins. Rel. Feb. 15.  
 Road Streets. Young doctor, flitted by the woman he loves, ruins his career, until daughter of same woman finds in love with him, years later. Rel. Jan. 22. Dir. Frank Strayer.  
 Dances, Girl, Dance. Musical. 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.  
 Devil's Wate. A condemned man, on the verge of execution, is mysteriously murdered. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 65 mins. Rel. Sept. 1.  
 East. Em Alvie. Jungle super thriller. 56 mins. Rel. Feb. 1.  
 Forgotten Men. Collection of unremembered war film, taken from government archives of 14 warring nations. Rel. April 1.  
 Itive. The secret service agents on the trail of a half-million dollar mail robbery. Rex Bell, Cecilia Parker. Dir. Harry Fraser. 58 mins. Rel. Sept. 15.  
 French production of a de Maupassant story. Dubbed in English. A village paragon who lost his virtue. 55 mins. Rel. Dec. 26. Rev. Jan. 9.  
 He Couldn't Take It. Inside story of a process server, who makes good with his summonses and gets his man. Ray Walker, Virginia Cherrill, George E. Stone. Dir. Wm. Nigh. 64 mins. Rel. Jan. 1.  
 I Have Loved. A Broadway stage star is faced with blackmailers on the eve of marriage to a rich man. Sally O'Neill, Allen Vincent, Alan Dinehart. Ir. R. Thorpe. 69 mins. Rel. Oct. 1.  
 In the Money. A goofy father, suddenly broke, pin their hopes on a Shakespearean play. Charles Grapewin, Emma Dunn, Glen Boles. Dir. Richard Thorpe. 68 mins. Rel. Feb. 15.  
 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. Feb. 15.  
 Murder on the Campus. Mystery with college background. Shirley Grey, Charles Starrett, J. Farrell McDonald. 69 mins. Rel. Feb. 6. Dir. Richard Thorpe.  
 Mystery Elmer. Josh Beery, Astrid Allwyn. Dir. Wm. Nigh. Rel. Dec. 15.  
 Notorious But Nice. Drama of a man who loves a girl, finds she is a loveless marriage with the king of the underworld. Marian Marsh, Betty Compton, Donald Dillaway, Rochelle Hudson. Dir. Richard Thorpe. 74 mins. Rel. Oct. 15.  
 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 Seale. Dir. E. Mason Hopper. 65 mins. Rel. Aug. 25. Rev. Nov. 21.  
 Phantom Broadway. A radio crooner attains poppy fame when his accompanist secretly does his singing for him. Ralph Forbes, Vivienne Osborne, Pauline Goddard. Dir. Phil Rosen. 71 mins. Rel. Jan. 15.  
 Quitter. The father with the wanderlust returns home long enough to straighten out the affairs of his now grown-up sons. Barbara Weeks, Billy Bakewell, Charles Grapewin, Emma Dunn, Glen Boles. Dir. Richard Thorpe. 68 mins. Rel. Feb. 15.  
 Rainbow Over Broadway. Musical romance of an ex-musical comedy star of twenty years before who makes a sensational, overnight comeback in a Broadway show. Grace Hayes, Joan Marsh, Frank Liebertson, Lucien Littlefield. Dir. Richard Thorpe. 72 mins. Rel. Jan. 15.  
 Road to Ruin. Innocent girl finds shame through ignorance and neglect of modern parents. Film on modern youth. Helen Foster, Paul Page, Neil O'Day, Glen Boles. Dir. Mrs. Wallace Reid and Melville Shyer. 58 mins. Rel. Feb. 17. Rev. Feb. 20.  
 Sensation Hunters. A college girl finds herself stranded in Panama. Arline Judge, Marion Burns, Preston Foster. Dir. Charles Vidor. Rel. Sept. 15.  
 Sixteen Fattons Deep. Sponge dives for his man. Sally O'Neill, Creighton Cheney. Dir. Arthur Hodge. 70 mins. Rel. Nov. 17.  
 Skyways. Adventures of a hot-tempered aviation pilot who gets into one scrape after another. Ray Walker, Kathryn Crawford, Lucien Littlefield. Dir. Lew Collins. 73 mins. Rel. Sept. 15.  
 Sweetheart of Sigma Chi. College musical comedy romance. Based on the famous campus fraternity song. Buster Crabbe, Mary Carlisle, Sally Starr, Florence Lae. Ted Fio Rito and band. Dir. Edwin L. Marin. 73 mins. Rel. Dec. 15.  
 Texas Tornado. (Kent). Texas Ranger cleans up the rustlers. Lane Chandler. Dir. Oliver Drake. Rev. March 6.  
 Throne of the Gods. Travel in the Himalayas. 55 mins. Rev. Dec.  
 Woman's Man. Hollywood inside story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Luddy. 68 mins.

## First National

821 W. 44th St., New York N. Y.  
 Beside. Comedy-drama of a woman's doctor. Warren William, Jean Muir, Allen Jenkins. Dir. Robert Florey. 65 mins. Rel. Jan. 27. Rev. Mar. 13.  
 Ig Shakedown. The dramatic expose of the cut-rate drug racket. Betty Davis, Charles Farrell, Ricardo Cortez. Dir. John Francis Dillon. 64 mins. Rel. Dec. 15.  
 Bureau of Missing Persons. Comedy-drama based on the activities of the little-known department. Betty Davis, Lewis Stone, Pat O'Brien, Allen Jenkins, Hugh Herbert. Dir. Roy del Ruth. 71 mins. Rel. Sept. 15.  
 Convention City. The hilarious lowdown on big business conventions. Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee. Dir. Archie Mayo. 69 mins. Rel. Dec. 30. Rev. Dec. 27.  
 Dark Hazard. Richard Dix, Robinson, a white-hot racer. Genevieve Tobin, Glenda Farrell. Dir. Al Green. 60 mins. Rel. Feb. 3. Rev. Feb. 27.  
 Fashions of 1934. Story of a style teatime against a lavish background. Wm. Powell, Betty Davis, Verree Teague. Dir. Wm. Dieterle. 80 mins. Rel. Feb. 17. Rev. Feb. 20.  
 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. Rev. Nov. 7.

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 subscription to that period should preserve a copy of the calendar for reference.

The running time as given 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 deletion. 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 cooperation of all managers who may note discrepancies.

## Jean Parker Joining Durante in Musiker

Hollywood, March 26.  
 Jean Parker will have the femme lead in Metro's musical 'Student Tour'. Others so far set are Jimmy Durante and Charles Butterworth. Tunes will be produced by Monta Bell, Chuck Reiner directing.

## Radio Scripts Upped

Hollywood, March 26.  
 Radio increases its writing staff by three.  
 Thornton Wilder is working on the script of 'Joan of Arc', for Katharine Hepburn; Salisbury Fields is handling a treatment on 'Romance in Manhattan' from an original by Don Hartman, and Albert Shelby Le Vito is writing a yarn around the exploits of Joaquin Murietta, early California bandit.  
 The Le Vito yarn will be used as a starter for Francis Lederer.

## Lacking Femme Lead, Lasky Slows 'Canary'

Hollywood, March 26.  
 Unable to get a leading woman, Jesse Lasky has put back starting of production on 'Grand Canary' until April 2, Warner Baxter has male lead.

## ADOPTS 10 YEAR OLD IDEA

Collection of novel epitaphs from old churchyards and cemeteries has been turned by Carl Stearns into a series of one-reelers. Series is labeled 'Life's Last Laughs'.  
 Clancy put out a similar series about 10 years ago as silents.

## Contracts

Hollywood, March 26.  
 Stepin Fetchit's option lifted by Fox for additional period.  
 Universal has signed Rian James as writer, director and associate producer.  
 After lamping work of Russ Brown in a bit in 'Humbly', Carl Laemmle, Jr. has placed the player under Universal stock contract.  
 Polly Moran's contract to play in 'Down to Their Last Yacht' has been extended to a two pic deal at \$100,000.  
 Metro has paced Ross Alexander. Metro has lifted option on Stuart Erwin for an additional period.

## TITLE CHANGES

Hollywood, March 26.  
 'Highway Patrol' new handle for 'State Police' indie for Sovereign.  
 Warners changes title of 'One Man's Woman' to 'The Personality of a Rhythm in the Air' to 'On the Air'.  
 RKO changes its 'On the Air' to '20 Million Sweethearts'.  
 'Thank Your Stars' is the new moniker at Paramount for 'The Great Magoo'.  
 'Together Again, Inevitable, is now 'Reunion'.  
 'Practical Joker', Stanley Bergerman picture at Universal, changes handle to 'Embarassing Moments'.  
 Warners' 'Happy Family' is 'The Merry Frinks'.

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. 15. Rev. Sept. 26.  
 Havana Widows. Two girls in Havana searching for suckers. Joan Blondell, Glenda Farrell, Guy Kibbee, Ruth Donnelly, Frank McHugh and Allen Jenkins. Dir. Ray Enright. 64 mins. Rel. Nov. 18.  
 I Love a Woman. Based on novel by David Karpner. Story of the affairs of an industrial leader and an operatic star. Edward G. Robinson, Kay Francis, Genevieve Tobin. Dir. Ired E. Green. 90 mins. Rel. Sept. 22. Rev. Sept. 26.  
 Journal of a Crime. Drama by the French playwright Jacques Deval, and depicts the effect of a murder on a woman of fine instincts and delicate sensibilities who kills an unscrupulous rival. Ruth Chatterton, Adolphe Menjou, Claire Dodd. Dir. William Keighley. 69 mins. Rel. March 10.  
 Mandala. Adventure in the Indies. Kay Francis, Lily Talbot, Riccardo Cortez. Dir. Michael Curtiz. 65 mins. Rel. Feb. 10. Rev. Feb. 20.  
 Massacre. Drama of the modern Indian and his conflicts with the white men. Richard Barthelmess, Ann Dvorak. Dir. Allen Croeland. 70 mins. Rel. Jan. 13. Rev. Jan. 25.  
 Registered Nurse. Drama of the romantic side of a nurse's life in a metropolitan hospital. Bebo Danits, Lily Talbot, John Halliday, Dir. Robert Florey. 73 mins. Rel. April 7.  
 Son of a Sailor. Comedy of a sailor who takes a funny situation because of his habit of telling romantic stories about himself. Joe E. Brown, Jean Muir, Frank McHugh, Johnny Mack Brown and Theima Todd. Dir. Leo McCarey. 68 mins. Rel. Dec. 22.  
 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.  
 Wonder Bar. Dramatic musical spectacle laid amid the gay revelries of a fashionable night club. Kay Francis, Dick Powell, Dolores del Rio, Al Jolson, Ricardo Cortez, Hal LeRoy, Guy Kibbee, Hugh Herbert, Ruth Donnelly, Fifi D'Orsay. Dir. Lloyd Bacon. 84 mins. Rev. March 6.  
 World Changes. The epic drama of a family through four generations. Alan Ladd, Alan Hale, Mary Astor, Donald Cook, Margaret Lindsay, Jean Muir, Patricia Ellis. Dir. Mervyn LeRoy. 95 mins. Rel. Nov. 26. Rev. Oct. 31.

Studio: Fox Mills, Fox east 444 West 66th St. N. Y.  
 As Hounds. Original. When Ladies Meet with the sexes reversed. Warner Baxter, Helen Vinson, Warner Oland. Dir. Hamilton MacFadden. 65 mins. Rel. Dec. 23. Rev. Jan. 30.  
 Berkeley Square. From the stage play of the same title. Turn back the years from 1914 to 1924. Howard Hather, Al Jolson, Frank Lloyd. 87 mins. (roadshow time). Rel. Nov. 3. Rev. Sept. 13.  
 Carolina. From Paul Green's stage play of last season. Janet Gaynor, Lionel Barrymore, Robert Young, Henrietta Crossman. Dir. Henry King. 82 mins. Rel. Feb. 20.  
 Charlie Chan's Greatest Case. Another adventure of the Chinese sleuth. Warner Oland, Heather Angel. Dir. Hamilton MacFadden. Rel. Sept. 15. Rev. Oct. 10.  
 Coming Out Party. Original done by the Lasky unit. Frances Dee, Raymond, Alison Skipworth. Dir. John Blystone. Rel. March 9.  
 David Harum. The old York State House trader. Will Rogers, Louise Dresser, Harry Van Dyke. Dir. Rex Cruise. 64 mins. Rel. Feb. 27.  
 Devil Tamed. Wild animal yarn made in Asia. Marion Burns, Kate Richmond, Harry Woods and natives. Dir. Clyde E. Elliott. 60 mins. Rel. Feb. 14. Rev. Feb. 15.  
 Doctor Bull. From the novel, 'The Last Adam'. Will Rogers, Louise Dresser. Dir. Hamilton MacFadden. 64 mins. Rel. Sept. 22. Rev. Oct. 10.  
 Frontier Marshal. The familiar theme of the unknown cleaner-up. Wayne, Dir. Lew. Siller. 66 mins. Rel. Jan. 19. Rev. Feb. 6.  
 Good Companions. The (British made) from the Priestly novel of an English secret troupe. Jessie Matthews. Dir. Victor Saville. Rel. Sept. 8. Rev. Oct. 17.  
 Hair to the Moon. From an old stage hit by the late Paul Armstrong. George O'Brien, Mary Brian. Dir. Geo. Marshall. 72 mins. Rel. Feb. 9.  
 Hold That Girl. Original. Spencer Tracy, James Cagney, Claire Trevor. Dir. Hamilton MacFadden. 64 mins. Rel. Feb. 15.  
 Hoopla. Talker version of 'The Barker', stage play made as a silent. Clara Bow, Preston Foster, Rich. Cromwell. Dir. Frank Lloyd. 85 mins. Rel. Dec. 15.  
 I Am Suzanne. Novelty story with puppet sequences. Lilian Harvey, Gene Raymond, Piccoli Marionettes, Yale Puppeteers. Dir. R. V. Lee. 99 mins. Rel. Dec. 22. Rev. Jan. 23.  
 I Believed in You. Comedy. Rosemary Ames, Victor Jory, John Boles. Dir. Irving Cummings. Rel. Feb. 23.  
 I Was a Spy. (British) Based on the story by Marthe MacKenna. Herbert Marshall, Madeleine Carroll, Conrad Veidt. Dir. Victor Saville. 85 mins. Rel. Dec. 15.  
 Jimmy and Sally. James Dunn, Claire Trevor. Rev. Dec. 19.  
 Last Trail. The Game Gray story. Geo. O'Brien, El Brendel, Cl. Ire Trevor. Dir. James Zinnig. 69 mins. Rel. Aug. 26. Rev. Jan. 23.  
 Mad Game. The story of a madman. Spencer Tracy, Claire Trevor. Dir. Irving Cummings. 64 mins. Rel. Oct. 27. Rev. Nov. 14.  
 Mr. Sketch. From the story 'Green Dice'. Will Rogers, Sata Pitts, Rochelle Hudson, Harry Green, Eugene Paletette. Dir. Jas. Cruise. Rel. Dec. 29. Rev. Dec. 29.  
 My Life Betray. Lilian Harvey's second U. S. release, but the first made from the play by John Balderson. Lilian Harvey, John Boles, El Brendel. Dir. John Blystone. 70 mins. Rel. Nov. 10. Rev. Nov. 7.  
 My Wives Men. From the novel by Lillian Harvey. Lew Ayres. Dir. David Butler. 64 mins. Rel. Sept. 29. Rev. Sept. 26.  
 Olsen's Night Out. El Brendel's first feature. Barbara Weeks, Walter Catlett. Dir. Mal. St. Clair. 70 mins. Rel. Nov. 17. Rev. Jan. 9.  
 Orient Express. Mystery on a railroad train. Heather Angel, Norman Foster. Dir. Paul Martin. Rel. Jan. 12. Rev. March 6.  
 Paddy the Next Best Thing. From the stage play. Janet Gaynor, Warner Baxter. Dir. Harry Lachman. 85 mins. Rel. Sept. 8. Rev. Aug. 22.  
 Pilgrimage. Mother love from a 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 flashbacks. Spencer Tracy, Colleen Moore. Dir. Wm. K. Howard. 87 mins. Rel. Feb. 6. Rev. Feb. 20.  
 Scandals. Staged by George White on the lines of his revue. Rudy Vallee, Alice Fay, Jimmy Durante. Dir. Geo. White, Harry Lachman. 80 mins. Rel. Dec. 22. Rev. March 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. 4. Rev. Sept. 26.  
 Sleepers. From the novel by Fredk. Nebel. Wynne Gibson. Dir. Foster. Dir. Kenneth MacKenna. 69 mins. Rel. Jan. 24.  
 Smoky. From the novel by Will James. Victor Jory, Irene Bentley, Ford. Dir. Eugene Ford. 66 mins. Rel. Dec. 8. Rev. Jan. 3.  
 Walls of Gold. From Kathleen Norris' novel. Sally Eilers, Norman Foster. Dir. Marshall S. Necheles. Rel. Oct. 19.  
 Worst Woman in Paris. The Lasky production for Fox. Title is explanatory. Bentia Hume, Adolphe Menjou, Helen Chandler. Dir. onta Bell. 75 mins. Rel. Oct. 20. Rev. Nov. 28.

## Freuler Associates

Omce: R.K.O. Bldg., New York N. Y.  
 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.  
 Love Past Thirty. A woman's struggle against the lure of youth for the man she loves. Alice Faye, Vincente, Theodor von Eltz, Gertrude Messinger, Phyllis Barry. Dir. Vin Moore. 73 mins. Rel. Jan. 27.  
 Marriage on Approval. Novel. The conflict between the old generation and the new in the realm of love and marriage. Barbara Kent, Donald Dillaway, John Howard Higin. Rel. Nov. 20.  
 War of the Range. Tom Tyler western. Dir. J. P. Sept. 22. Rev. Dec. 12.  
 When a Man Rides Alone. (Monarch) Tom Tyler does a modern Robin Hood with a gold mine. Dir. J. P. McGowan. 68 mins. Rev. Dec. 27.  
 Gaumont-British Office: 226 West 42nd St. New York.  
 (BRITISH MADE)  
 Channel Crossing. Drama. Matheson Lang, Constance Cummings. Dir. Milton Rosmer. 68 mins. Rev. Oct. 31.  
 (Continued on page 29)



# "RIPTIDE" PREVIEW!



with Herbert MARSHALL • Mrs. Patrick CAMPBELL  
An M-G-M Picture Written and Directed by Edmund Goulding

**By wire from California!  
Put a flash Preview poster  
in your lobby today!**

**A FEW OF THE RAVES SENT BY THE PRESS ALL  
OVER AMERICA TO HERALD THE BIGGEST  
BOX-OFFICE ATTRACTION OF OUR TIME!**

*Variety* says: "Irving Thalberg puts over smash hit in his comeback production. A superb picture from every angle for Norma Shearer. It is a triumph of the first water. Placing Herbert Marshall opposite as a jealous husband was inspired. Montgomery completes trio—giving no less an account of his intelligent and ingratiating qualities as the incorrigible playboy who intrudes on the wedded life of Shearer and Marshall."

*Motion Picture Daily* says: "Showmen are proffered appeals in 'Riptide' for matinee, supper show, or top hat crowds. Glamorous and seductive, Miss Shearer's talents portray Mary, American girl with a past, in whom emotional cross currents lash and tear. Reaches for feminine patrons of all ages."

*Hollywood Reporter* says: "'Riptide,' Thalberg's first since his return, a hit. Marks Norma Shearer's return after long absence, during which lady seems to have added even more to her physical and histrionic charms. Flawless performances of Marshall and Montgomery added to the vivid and impressive moods as portrayed by Norma Shearer, with its great appeal for any type of audience, particularly the feminine contingent, 'Riptide' stands to make its producers and exhibitors a barrel of money."

*Harrison Carroll, L. A. Herald Express, and King Features Syndicate writer,* says: "Norma Shearer more brilliant than ever."

*M. O. Peake, Boston Globe,* says: "It is a profoundly moving picture. Great triumph for Norma Shearer and remarkable cast."

*Rob Wagner, Satevepost, Liberty Magazine writer,* says: "Irving Thalberg production 'Riptide' is one of the handsomest productions of the season. Norma Shearer, Robert Montgomery, Herbert Marshall turn in performances that should be tonic to any theatre."

*Ted Smits, Int. News Service,* says: "Beautifully conceived and directed. Norma Shearer gives most charming performance."

*Ivan St. Johns, Photoplay Magazine,* says: "One of Norma Shearer's greatest performances. It is great entertainment for men and women."

*John Mitchell, Tower Publications,* says: "'Riptide' will appeal to intelligent audiences everywhere. Irving Thalberg continues to set the pace for fine pictures."

*Doug Churchill, New York Times,* says: "'Riptide' will be most welcome to all Norma Shearer fans."

*Welford Beaton, Hollywood Spectator,* says: "Norma Shearer comes back to us in the most brilliant performance of her career."

*Walter Ramsey, Modern Screen,* says: "Norma Shearer in 'Riptide' will remind women of the country of 'Divorcee,' 'Free Soul,' 'Strangers May Kiss.'—It is great entertainment."

*Edwin Schallert, L. A. Times,* says: "'Riptide' will exert a great moving effect upon audiences because of the emotional performance of Norma Shearer."

*Louella Parsons* says: "'Riptide' will thrill every woman. It is just the kind of picture we need to bring back S. R. O. signs. It is a magnificent triumph for Irving Thalberg, Norma Shearer and all those associated with it."

*Ralph Wilk, Film Daily,* says: "'Riptide' is a red letter event for Thalberg, Shearer, Goulding and entire cast."

*Elizabeth Wilson, Silver Screen,* says: "This is the picture for which women have been waiting."

*Ruth Waterbury, Movie Mirror,* says: "Shearer and Montgomery make the screen's most satisfactory co-stars. Their scenes in 'Riptide' are compounded of that gay romance which spells box-office the world over."

*Alice Tildsley, Phil. Public Ledger,* says: "One of the best performances Norma Shearer has ever given and one of the best ever given by anyone."

*Jimmy Fiddler, Screenland,* says: "Always a Norma Shearer fan and even more so after seeing 'Riptide.' She is a great artist and it is a great picture."

**Telegraph wires are sizzling with "Riptide" adjectives!  
Greatest nationwide advance ballyhoo in history!**





## TECHNICOLOR SUED OVER '02' NEGATIVE

Avenger. The. Vengeance in prison. Ralph Forbes. Adrienne Ames. Dir. Ed.  
Marin. 72 mins. Rel. Aug. 25. Rev. Oct. 10.  
Beggars in Ermine. Lionel Atwell, Betty Furness. Dir.

Thunder Over Mexico. Eisenstein's Mexican made picture over which there has been so much controversy. All native cast. 60 mins. Rel. Nov. 15. Rev. Sept. 24.

(Continued on page 31)

on the Loch Ness monster, titled 'The Secret of the Loch.' Nancy O'Neill has the femme lead.

## PAR'S MUSICAL BALLY





*Bunny* . . . in the flesh!

Physically temperamentally and histrionically no other actress is so well suited to bring to life on the screen the heroine of Hans Fallada's great novel, as—

*Margaret Sullivan*

—With DOUGLASS MONTGOMERY and others  
IN

# LITTLE MAN, WHAT NOW?

THE BEST SELLING NOVEL OF THE YEAR

**CARL LAEMMLE**

has the honor to present another  
Universal Masterpiece. Screenplay  
by William Anthony McGuire.  
Produced by Carl Laemmle, Jr.

Directed by

**FRANK BORZAGE**



Lee Tracy in I'LL TELL THE WORLD—Edna  
Ferber's GLAMOUR—Karloff and Lugosi  
in THE BLACK CAT—Vicki Baum's I GIVE  
MY LOVE—COUNTESS OF MONTE  
CRISTO and LET'S BE RITZY



The schedule was interrupted this week when entry was gained by a thief who took the money but ignored film.



## PARAMOUNT ON



Two recent radio polls—one by the Scripps-Howard newspapers and one by Radio Stars Magazine—revealed that BING CROSBY is the favorite troubador of the air. His next picture will be

## "WE'RE NOT DRESSING"

with Carole Lombard, George Burns and Gracie Allen, Ethel Merman and Leo. Errol; directed by Norman Taurog, music by Gordon & Revel and released April 27th.



**March 29**—Lanny Ross will broadcast music from "Melody in Spring" on the Maxwell House Showboat Hour at 9 P. M. Eastern Standard Time over NBC red network.

**March 31**—A preview be broadcast on the Hollywood, at 8:00 over the Columbia Sys



# THE AIR TODAY!



Second to Bing Crosby in the Scripps-Howard and Radio Stars Magazine radio polls, Lanny Ross's enormous air following was revealed when he received 40,000 requests for photographs from two broadcasts on Maxwell House Hour. Ross's first picture will be

## "MELODY IN SPRING"

with Charlie Ruggles, Mary Boland and Ann Sothorn, directed by Norman McLeod and released April 20th.



of Melody in Spring will  
Garden Hour 45 Minutes in  
M. Eastern Standard Time,  
on a coast-to-coast hook-up

**April 2**—Bing Crosby will broadcast the entire score of "We're Not Dressing" on the Woodbury Hour, at 8:30 P. M. Eastern Standard Time, over the Columbia network, from the Atlantic Seaboard to Denver. He will be assisted by Carole Lombard.



# CALENDAR OF CURRENT RELEASES

(Continued from page 31)

**Marold Teen.** Hilarious comedy romance which brings to life on the screen the characters of Carl Ed's comic strip. Hal LeRoy, Rochelle Hudson, Patricia Ellis, Guy Kibbee. Dir. Murray Roth. 68 mins. Rel. April 7.

**Meat Lightning.** Thrilling romance of desert love and hate, based on the Broadway play by Leon Blum and George Abbott. Aline MacMahon, Ann Dvorak, Lily Talbot, Preston Foster. Dir. Mervyn LeRoy. 63 mins. Rel. March 3. Rev. March 13.

**Nellie.** Comedy-drama of a newspaper 'jovyn' columnist. Paul Muni, Glenda Farrell, Kathryn Segura. Dir. Mervyn LeRoy. Rel. Jan. 20. Rev. Feb. 6.

**House On 56th Street.** Drama of a gambling lady. Kay Francis, Ricardo Cortez, Gene Raymond, Margaret Lindsay, Frank McHugh. Dir. Robert Florey. 68 mins. Rel. Dec. 25. Rev. Dec. 5.

**I've Got Your Number.** Rowdy, rollicking story of the telephone trouble hunter who finds it. Joan Blondell, Pat O'Brien. Dir. Kay Enright. 67 mins. Rel. Feb. 4. Rev. Feb. 6.

**Jimmy the Gent.** Hilarious comedy romance based on the story by Laird Doyle and Kay Nazaro, which reveals a new kind of racket, that of digging up heirs. James Cagney, Betty Davis, Allen Jenkins. Dir. Michael Curtiz. 67 mins. Rel. March 17.

**Kennel Murder.** A drama depicting the unusual solution of an unusual murder. William Powell, Mary Astor, Helen Vinson, Ralph Morgan and Eugene Pallette. Dir. Michael Curtiz. 75 mins. Rel. Oct. 28. Rev. Oct. 21.

**Lady Killer.** Jimmy Cagney bats 'em around again. Jan. Cagney, Mae Clark, Leslie Fenton. Dir. Roy Del Ruth. 67 mins. Rel. Dec. 5. Rev. Jan. 2. from Monterey. Western drama. John Wayne, Ruth Hall. Dir. Mack V. Wright. 67 mins. Rel. July 22. Rev. Aug. 22.

**odern Hero.** A. Based on the novel by Louis Bromfield, opening with the hero's romance of carrying the hero through tremendous financial battles to a captain of industry. Richard Barthelmess, Jean Muir, Marjorie Rambeau, Verree Teasdale. Dir. G. W. Pabst. Rel. April 21.

**Upperworld.** Drama by Ben Hecht dealing with a millionaire's adventures with a chorus girl. Warren William, Mary Astor, Ginger Rogers, Dickie Lee. Dir. Roy Del Ruth. Rel. April 28.

**ire.** Life of France's celebrated wit and philosopher. George Arliss, Boris Karloff, Richard Dix, George Arliss. Dir. John Adolf. 72 mins. Rel. Aug. 5. Rev. Aug. 22.

## Miscellaneous Releases

**Before Morning.** (Greenblatt). From a stage play. Police official cleverly traps a murderer. Leo Carrillo, Lora Baxter. Dir. Arthur Hoerl. 65 mins. Rev. Nov. 21.

**Big Chance.** The (Eagle). Priefighter-socialite story. John Darrow, Merna Kennedy. Dir. Al Herman. Rel. Sept. 5.

**Big Race.** The (Showmen). Race track story. Boots Mallory, John Darrow. Dir. Fred Newmeyer. 82 mins. Rev. March 3.

**ival Lady.** (Goldsmith-Hollywood). Carnival background for a triple love story. Boots Mallory, Vincent Allen. Dir. Howard Higgin. 67 mins. Rev. Dec. 15.

**riminal at Large.** (Heiber). Edgar Wallace mystery story. British made. British cast. 74 mins. Rel. Dec. 27.

**Down to Dawn** (DuWorld). Rural story in a foreign setting. 35 mins. Rev. Jan. 8.

**Enlighten Thy Daughter.** (Exploitation). Warning to parents. Remade from a silent. 75 mins. Rel. Jan. 15. Rev. Feb. 20.

**Faithful Heart.** The (Heiber). British made. Romantic story of a faithful love. British cast. 65 mins. Rev. Aug. 22.

**Film Parade.** The (State rights). Old clips and new material assembled by J. Stuart Blackton. 35 mins. Rev. Dec. 27.

**Igloettes of Paris.** (Equitable). Gold digger story in Parisian locale. Madge Bellamy, Natalie Moorhead. Dir. Alphonse Marlet. 55 mins. Rev. Oct. 17.

**Hell's Holiday.** (Superb). Compilation of war scenes. 90 mins. Rev. July 18.

**Her Forgotten Past.** (Mayfair). Society girl marries her chauffeur then wed a lawyer believing her first husband dead. Monte Blue, Barbara Kent. Dir. Wesley Ford. 55 mins. Rev. Nov. 7.

**Her Splendid Foe.** (Progressive). Studio girl impersonates a star in Hollywood. Linda Sted, Betty Merrill, Theo. von Elitz. Dir. Ralph Baksh. 60 mins. Rev. Nov. 14.

**Hired Wife.** (Pinnacle). Man hires a bride to get a fortune and falls in love with her. Greta Nissen, Weldon Heyburn. Dir. Geo. Melford. 60 mins. Rev. March 10.

**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. 26.

**Laughing at Life.** (Mascot). Story of gun-running adventure. Victor MacLagen, Conchita Montenegro, Ruth Hall. Dir. Ford Beebe. 71 mins. Rev. July 18.

**Love Past Thirty.** (Monarch). Beauty parlor rejuvenation for a faded flapper. Allen Feltz, Fred von Elitz, Phyllis Barry. Dir. Vin. Moore. 60 mins. Rev. March 13.

**Marriage on Approval.** (Monarch). In which a girl gets married in the first reel and finds it out in the last. Barbara Kent, Donald Dillaway. Dir. Howard Heiber. Rev. Jan. 6.

**Neighbors Wives.** (Syndicate). Domestic murder problem. Dorothy MacKall, Tom Moore. Dir. Francis Natterford. 66 mins. Rev. Oct. 17.

**Police Call.** (Showmen). Ring story with an adventure angle. Nick Stuart, Merna Kennedy. Dir. Phil Whitman. 63 mins. Rel. Aug. Rev. Aug. 22.

**Public Stenographer.** Title tells the story. Lola Lane, Wm. Collier, Jr. Dir. Lew Collins. Rev. Jan. 30.

**Secret Sinners.** (Mayfair). Chorus girls and a song writer. Sue Carroll, Ick Stuart. Dir. Wesley Ford. 58 mins. Rel. Oct. 20. Rev. Dec. 27.

**Ship of Wonders.** (Showmen). Crew of refugees fight over a girl rescued in mid-ocean. Leon Wacrom, Gertrude Astor. Dir. Lew Collins. 68 mins. Rev. Nov. 21.

**Trapeze.** (Protex). Anna Stern's first German picture, dubbed in English. 55 mins. Rel. Feb. 10.

**What's Your Racket.** (Showmen). Familiar gangster frameup. Regis Toomey, Noel Francis. Dir. Fred Guio. 60 mins. Rel. Jan. 1. Rev. March 6.

**White Face.** (Heiber). British made crime story from an Edgar Wallace book. All-British cast. 65 mins. Rev. Dec. 5.

## Foreign Language Films

because of the slow movement of foreign film this list covers one (Most of these available with English titles.)

**Berlin-Alexanderplatz.** (Ger) (Capital). Strong crime drama. Heinrich George, Maria Bard. Dir. Phil Jutz. 90 mins. Rel. May 1. Rev. May 15.

**Bettelduende.** (Ger) (Opera). Opera. Dir. Viktor Janson. 80 mins. Rel. Oct. 15.

**londe Christi.** Die (Ger) (Bavaria). Musical. Karin Hardt. Dir. Franz Seltz. 75 mins. Rel. Feb. 15.

**ludad de Cartago.** La (Sp) (Fox). Drama of marital relations. Antonio Moreno, Catalina Breda. Rel. Feb. 15.

**rus V La Espada.** La (Sp) (Fox). Historical romance. Jose Mojica. Frank Strayer. 75 mins. Rel. Feb. 1.

**Der Brave Sueder.** (Ger) (European). Fast comedy. Max Pallenberg. Dir. Fritz Kortner. 90 mins. Rel. April 1. Rev. April 4.

**Deux Orphelins.** Les (Fr) (Blue Ribbon). Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 1. Rev. Feb. 15.

**Do Noches.** (Hofberg) (Spanish). Musical. Conchita Montenegro. Dir. Carlos Borcosque. 65 mins. Rel. May 1.

**Dream of My People.** The (Jewish) (Palestine). Silent travelogue of Palestine with records by Cantor Rosenblatt. Dir. Jos. Fox. 60 mins. Rel. Feb. 15.

**Drei Tante Mittelreiss.** (German) (Capital). Fast German farce with all-star cast. Dir. Carl Boese. Rel. May 1. Rev. May 23.

**In Gewisser Herr Gran.** (Ger) (Capital). Spy drama. Hans Albers. Dir. Gerhard Lamprecht. 70 mins. Rel. Feb. 15.

**ine Liebesnacht.** (German) (Capital). Farce. Harry Liedke. Dir. Joe May. 62 mins. Rel. May 1. Rev. May 23.

**ine Stadt Stunt Kop.** (Ger) (Capital). Farce. 70 mins. Rel. Jan. 15.

**En Glad Gutt.** (Norwegian) (Scandinavian). From John Brunius. 80 mins. Rel. Nov. 15.

**Enemies of Progress.** (Rues) (Amkino). Last of the Czarist generals. Dir. Beresnyeff. 85 mins. Rel. Jan. 15.

**En Wild Schon.** Wieser Besser (Ger) (Ufa). Farce. Dolly Haas. Dir. Kurt Gerron. 65 mins. Rel. Jan. 1.

**Frau Lehmann's Tochter.** (Ger) (General). Melodrama. Hansi Niess. Dir. Karl Heil. 75 mins. Rel. Oct. 15.

**Frau Von Der Man Spricht.** (German) (General). Mady Christian. Melodrama. Dir. Viktor Jansen. 75 mins. Rel. April 15. Rev. May 2.

**Fraulein-Falsch Verbunden.** (Ger) (Capital). Musical comedy. Trude Bröner. Dir. E. W. Eino. 70 mins. Rel. Jan. 15.

**Freischütz.** (Ger) (Ufa). Romantic comedy. Willy Fritsch, Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 1.

**Fröcherl.** La et Les Deux Orphelins. See Deux Orphelins.

**Galavestellung.** Die (Ger) (General). Mystery comedy with music. Max Adalbert, the Fratellini. Dir. Friedrich Zelnik. 87 mins. Rel. Dec. 1.

**Gefahren Der Liebe.** (German) (Madison). Sex drama. Tony Van Eyck. Dir. E. W. Eino. 70 mins. Rel. May 1.

**Gluckesvinder.** Der (Ger) (Capital). Boarding house romance. Folk Bros. Charlotte Anders. Dir. Rudolf Bernauer. 75 mins. Rel. March 1.

**Grosse Attraction.** Die (Bavaria) (Ger.). Drama in show. Max. Richard Tauber. Dir. Max Reichmann. 70 mins. Rel. Aug. 1.

**Heil on Earth.** (Ger) (Garrison). (dialog in five languages). Horrors of war. Dir. Victor Trivas. 80 mins. Rel. Jan. 15. Rev. Feb. 6.

**Heilshor.** Der (Ger) (General). Farce. Max Adalbert. Eugen Thiele. Rel. Sept. 1.

**Heute Nacht Eventuell.** (Ger) (General). Musical comedy. Dir. E. W. Eino. 70 mins. Rel. July 1.

**Hochtourist.** Der (Ger) (Ufa). Romantic comedy in Alps. Walburg. Dir. Alfred Zelsler. 70 mins. Rel. Jan. 15.

**Horizon.** Russ (Amkino). Jewish search for home. Lev Kuleshov. 82 mins. Rel. May 1.

**Ich Glaub Nie Mehr an Eine Frau.** (Bavaria) (Ger.). Life of a sailor. Richard Tauber. Dir. H. Reichmann. 80 mins. Rel. Oct. 1. Rev. Oct. 24.

**Island of Doom.** (Russ) (Amkino). Two men and a woman on a desert isle. Dir. Timonhenko. 90 mins. Rel. July 15. Rev. July 18.

**July 14.** (Protex). (Ger) (Garrison). (dialog in five languages). Annabell. Dir. Rene Clair. 75 mins. Rel. Oct. 15. Rev. Oct. 24.

**Korvettenkapitän.** (Ger) (General). Military farce. 75 mins. Rel. April 1.

**Lachende Erben.** Der (Ufa). Farce. Max Adalbert. Dir. Max Ophule. 77 mins. Rel. Nov. 15.

**Laubenkleine.** (Ger) (General). Obal.

**Laughter Through Tears.** (Yiddish) (Worldkino). From a Sholom Aleichem novel. Dir. G. Critcher. 78 mins. Rel. Nov. 15. Rev. Nov. 21.

**Lockende Ziel.** Das (Ger) (Bavaria). Musical. Richard Tauber. Jr. Max Reichmann. 80 mins. Rel. June 15. Rev. June 20.

**Liebling von Wien.** Der (European). Stole musical. Willy Forst. Dir. Geza von Bolvary. 75 mins. Rel. June 1. Rev. June 13.

**Luegen auf Ruegen.** (Ger) (General). Farce. Otto Walburg. Dir. Viktor Jansen. 80 mins. Rel. Dec. 15.

**Lustring Musikanten.** Die (General) (Ger). Musical farce. Camilla Spira. Dir. Max Reichmann. 70 mins. Rel. May 1.

**M (Ger) (Foremost).** Powerful dramatic study. Peter Lorre. In. Fritz Lang. 95 mins. Rel. April 1. Rev. April 4 and April 18.

**Marius.** (Paramount). (French). Marseilles satire. Dir. Alexander Korda. 103 mins. Rel. Jan. 1. Rev. April 25.

**Meisterdetektiv.** Der (Ger) (Bavaria). Mystery satire. Welles Ferdi. In. May 1. Rev. Feb. 4.

**Melo.** See Harold Auten.

**Milady.** (General) (French). Sequel to Three Musketeers. 1a. mant-Berger. 120 mins. Rel. Sept. 1. Rev. Sept. 12.

**Mirage de Paris.** See Harold Auten.

**Mile. Nitouch.** (French) (Protex). Charming love story. Raimu. Dir. Chas. M. B. 70 mins. Rel. Nov. 15.

**Moj Wujazek z Ameryki.** (Polish) (Capital). Musical comedy. 120 mins. Rel. Oct. 15.

**Mond Über Morokko.** (Protex). See Cing Gentlemen Maudit.

**Morgengrön.** (German) (Protex). Submarine warfare's cruelty. Dir. Gustav W. 70 mins. Rel. May 1. Rev. May 15.

**Mutter Der Kompagnie.** Die (Ger) (Bavaria). Military farce. Wells-Ferd. Betty Bird. 70 mins. Dir. Franz Seltz. Rel. March 1.

**Nie Listopados.** (Polish) (Capital). Historical romance. Dir. J. Warnecki. 55 mins. Rel. May 1. Rev. May 2.

**Patriots.** The (Russ) (Amkino). Ir. E. Barnett. 80 mins. Rel. Sept. 15.

**Petticoat.** (General) (Scandinavian). Comedy-drama with music. Dir. Per-Axel Branner. 80 mins. Rel. Feb. 15.

**Poli de Carotte.** See Harold Auten.

**Potemkin.** (Russ) (Kinematograph). Sound version of Eisenstein's classic. 70 mins. Rel. April 4.

**Quick.** Koenig de Glows (Ufa) (Ger). Comedy. Lilian Harvey, Hans Albers. Dir. Rolf Randolf. 70 mins. Rel. Dec. 1.

**Return of Nathan Becker.** (Worldkino) (Russian) (Yiddish). Comedy. Dir. Shipes and Milman. 72 mins. Rel. April 1. Rev. April 25.

**Rosier de Mme. Husson.** See He, First Division.

**Salon in Kalra.** (German) (Ufa). Musical comedy. Renate Mueller, Willy Fritsch. Dir. Reinhold Schunzel. 80 mins. Rel. Dec. 15. Rev. Dec. 25.

**Sapp.** 90 mins. Rel. Nov. 15.

**Scampolo.** (Kinematograph) (Ger). Cinderella romance. Dolly Haas. Dir. Hans Steinhoff. 93 mins. Rel. April 1. Rev. April 11.

**Schickel der Renate Langen.** (Ger) (General). Domestic drama. Mady Christian, Franz Lederer. Dir. Felix Guenther. 70 mins. Rel. Oct. 15.

**Schutzenkoenig.** Der (Ger) (Bavaria). Max Adalbert, Gretl Thei. 70 mins. Rel. April 1. Rev. April 15.

**Simple Tailor.** (Russ) (Amkino). Drama of Jewish life. 1st sound track. Dir. V. Vilner. 70 mins. Rel. Feb. 15.

**Sohn Der Weissen Berge.** (Capital) (Ger.). Alpine drama. Luis Trenker. Rel. May 1. Rev. May 15.

**Song of Life.** (dubbed English) (Embassy). Art and photography predominant. Dir. Granow. 70 mins. Rel. April 15.

**Spy.** The (Polish) (Capital). Drama. 80 mins. Rel. March 1.

**Storch Hat Eine Getraut.** Der (Ger) (General). Lil Dagover. Dir. Herman Kosterlitz. 80 mins. Rel. Nov. 15.

**Tausend fur Eine Nacht.** (Ger) (Capital). Farce. Max Adalbert. 70 mins. Rel. Feb. 15.

**Theodor Koerner.** (Ger) (General). Historical drama. Dorothea Wicke. Dir. Karl Boese. 80 mins. Rel. May 1. Rev. May 15.

**Tod Über Shanghai.** (Ger) (DuWorld). Mystery play of Americans in Japan. Dir. Rolf Randolf. 75 mins. Rel. Dec. 15.

**Traum von Schornbrunn.** (Ger) (General). Musical. Martha Eggerth. Dir. Johannes Meyer. 85 mins. Rel. May 15. Rev. June 6.

**Traumende Mund.** Der. See Melo, Captain Auten.

**Trois Mousquetaires.** Les (General) (French). Duma's classic with songs. Dir. Henri Diamont-Berger. 128 mins. Rel. May 1. Rev. May 9.

**Und ee Leuchtet die Puzetta.** (Ger) (Ufa). Musical romance. Wolf Albach-Retty. 70 mins. Rel. Jan. 15.

**Victoria und ihr Hussar.** (Kinematograph) (Ger). Viennese opera. Michael Bohnen. Dir. Richard Oswald. 90 mins. Rel. April 1. Rev. April 11.

**Volga Volga.** (Fr) (dubbed English) (Kinematograph). Adventure of a Cossack Robin Hood. 70 mins. Rel. Dec. 15. Rev. Dec. 25.

**Wandering Jew.** (Jewish American) (Yiddish). Terror of Hitler regime. Ben Seligman. 70 mins. Rel. Oct. 15. Rev. Oct. 24.

**Wie Sag ich's Meinen Man?** (Ger) (Ufa). Farce. Renate Mueller. Dir. Reinhold Schunzel. 70 mins. Rel. Jan. 15.

**Wenn Die Liebe Mode Macht.** (Ufa) (Ger). Comedy with music. Renate Mueller. Dir. George Rollé. 80 mins. Rel. Nov. 1.

**Whither Germany.** (Kinematograph) (German). Difficulties of life. Hertha Thiele. Dir. S. T. Dudov. 71 mins. Rel. April 15.

**Yiddish Tochter.** (Yiddish) (Quality). Old-fashioned Yiddish drama. Yiddish Art and Vlna Troupes. 75 mins. Rev. May 23.

**Ylekor.** (Yiddish). Revamp of silent. Maurice Schwartz. Dir. Sidny Gold. 80 mins. Rel. May 15. Rev. June 6.

**Zwei Gute Kameraden.** (Ger) (General). Military musical. Fritz Kampers. 70 mins. Rel. Nov. 15.

## Key to Address

Amkino, 725 Seventh Ave.  
Bavaria Film, 489 Fifth Ave.  
Blue Ribbon Pict., 151 W. 55th.  
Buena Vista, 630 Ninth Ave.  
DuWorld, 725 Seventh Ave.  
Embassy Pict., 725 Seventh Ave.  
European Film, 154 West 55th.  
Foremost, 150 Broadway.  
Garrison Films, 725 Seventh Ave.  
General Foreign Sales, 725 7th Ave.  
Glora Films, 630 Ninth Ave.  
H. Hoffber, 725 Seventh Ave.  
Jewish American, 630 Ninth Ave.  
Kinematograph, 725 Seventh Ave.  
Madison Pict., 111 West 57th.  
Protex Trading, 42 E. 58th.  
Rex-Rice, 65 Fifth Ave.  
Palestine-American Film, 89 2d Ave.  
Quality Pict., 630 Ninth Ave.  
Scandinavian Films, 220 W. 42d.  
Ufa, 725 Seventh Ave.  
Worldkino, 1501 Broadway.

## Studio Placements

Hollywood, March 28.

Shirley Temple, 'Always Honest', Fox, and 'Honor Bright', Par.

Helen Twelvetrees, 'She Was a Lady', Fox.

Shirley Ross, 'Manhattan Melodrama', MG.

Jack Pennick, Torben Meyer, Hans Jopy, Pierre Callos, Marion Donnelly, 'World Moves On', Fox.

Patsy Kelly, Todd-Pitts two-reeler, Roach.

Osgood Perkins, 'Du Barry', WB.

Aonia Rogers St. John Hyland, adapting 'A Son Comes Home', Par.

Charles Coleman, 'Always Honest', Fox.

Irene Franklin, 'Change of Heart' and 'Red Heads', Fox.

Ferdinand Gottschalk, 'Du Barry', WB.

Edward McWade, Robert Barrat, 'Old Doll's House', WB.

Donchey Burgess, 'Affairs of a Gentleman', WB.

Dale Van Every, yarn, Par.

Conchita Montenegro, 'Merry Wives', Fox.

Sigfried Rumann, 'trance', Fox.

Addison Richards, 'Humburg', U.

Albert Mack, 'Frank's Spooks', scripting 'Naughty Marietta', MG.

Thelma White, George Irving, Nelson McDowell, 'What Price Jazz', short, MG.

Gertrude Sutton, Francis MacDonald, 'Sadie McKee', MG.

Glenda Favour, 'World Moves On', Fox.

Wynne Gibson, lead, rest American, 'Harem', RKO.

Lloyd Bacon directs Jimmy Cagney-Pat O'Brien, 'Hey, Sally', WB.

John H. Enright, 'The drama sequences', 'Buck', Berkeley, musical and dance numbers, 'Dames', WB.

Morgan Wallace, 'Many Happy Returns', Rogers-Par.

Kitty Carlisle, 'Warren Hymer, 'She Loves Me Not', Par.

W. C. Fields, Helen Mack leads in 'Fifty-two Weeks for Fleurette', Par.

Renée Gadd, 'Humburg', U.

John T. Murray, 'Practical Joker', U.

Horace Jackson, writing screen play 'Shoe the W. d. Mare', Par.

Bodil Roising, 'Little Man What Now?', U.

Dick Quine, 'Dames', WB.

Robert N. Harlan, 'Bradley, 'Money Means Nothing', Mono.

Robert McWade, 'Old Doll's House', WB.

Augustin-Farber, scripting 'Transatlantic', with Eddie Buzzell, U.

Biddle Welch, adding dialog, 'Private Scandal', Par.

Harry Ruskin, comedy dialog, 'Fifty-two Weeks for Fleurette', Par.

Raymond Hatton, 'Mad Honey-moon', Liberty.

John Howland, 'Treasure Island', MG.

Katherine Alexander, 'Barrets of Wimpole Street', MG.

Skeets Gallagher, 'Great American', RKO.

John Howland, 'Private Scandal', Par.

Herbert Holcomb, Jr., 'Cleopatra', Par.

David Landau, 'Dark Tower', WB.

Booth Howard, 'Old Doll's House', WB.

Frank Conroy, 'Manhattan Melodrama', WB.

Vince Barnett, 'Cat's Paw', Hollywood.

Virginia Sale, 'Practical Joker', U.

Pauline Lord, 'Du Barry', WB.

Franklin Pangborn, 'Many Happy Returns', Par.

Florence Roberts, 'Cleopatra', Par.

Donald Crisp, 'Grand Canary', Fox.

Charles Reisner, 'Four', MG.

Jessie Pringle, 'Merry Andrew', Fox.

Henry O'Neill, 'Now I'll Tell', Fox.

Charles Barton, gagging 'Many Happy Returns', Par.

George Stone, 'Practical Joker', U.

William Demarest, 'Many Happy Returns', Par.

Edna Nugent, Lynn verman, 'She Loves Me Not', Par.

Grace Curdin, 'Cleopatra', Par.

Buster Crabbe, 'Badge of Honor', Mayfair.

Marjorie Nixon, Nell Hamilton, 'Mad Honey-moon', M. H. Hoffman.

Nick Foran, 'She Learned About Slacks', Fox.

Dorothy Peterson, Edward Paul, 'Cor. Sue', 'Treasure Island', MG.

Muriel Evans, 'Manhattan Melodrama', MG.

John Crosby, 'Now I'll Tell', Fox.

Bryant, Washburn, Par.

Zeida Sears, 'Sadie McKee', MG.

Duby-Haleys, 'John Spooks', 'Here Comes the Bride', Par-Rogers.

Margaret Lindsay, 'British Agent', WB.

Edith Arnold, Jane Meredith, 'Humburg', U.

Dorothy Brainer, 'Redheads', RKO.

Dorothy Yost, scripting 'Gay Divorce', RKO.

Robert Grei, 'Cockeyed Cavalier', RKO.

Edgewood P. in chon, 'Francis Lederer', RKO.

Hugh Herbert, 'Dames', WB.



# ADULT SERIALS' COMEBACK

## WGN, WOR Interchanging Facilities For Mutual Plugs on Even Swap

March 26. Getting together in a co-operative agreement WGN in Chicago and WOR in Newark have set up a mutual advertising plan whereby they interchange facilities for mutual plugging over the air. Each station goes on the air once weekly for 30 minutes of advertising for the other transmitter. No money being switched, both stations paying off by the mutual interchange.

For instance, the show on WGN which starts this week will merely state that the program is being presented by WOR, Newark, and plugging it as the leading indie station of New York and New Jersey, and going into a regular sales talk of its coverage. And closes by asking all interested to contact the WOR representative in Chicago, William Rambeau. WOR, on its side, comes through with a similar type program. Show part of the programs is composed of the studio orchestra.

Both WGN and WOR are independent stations with no official chain affiliations, although WOR is cordial with NBC.

## Six Acts Off Chi NBC Artists List in Second Shakeup Since Jan.

Chicago, March 26. Another shake-up in the NBC program department sloughs off a number of performers. On the out are the Nell Sisters, the Merriemens, Tony Caboch, Dick Teala, and Sara Ann McCabe. Reinald Werrenrath also leaves the artists bureau, but that's merely a matter of routine, with Werrenrath accepting a couple of weeks sustaining as a gesture.

This makes the second cleanout since the first of the year. But little being done on the replacement. Program department's idea for new setup are some original items as a 'good' male quartet, a 'good' soprano and so on down the line. Auditioning like mad but nothing new yet.

## FRED WESTON GETS WCAE MANAGERSHIP

Pittsburgh, March 26. Fred A. Watson, for last two years advertising manager of Pittsburgh 'Sun-Telegraph,' Hearst daily, has just been named manager of WCAE, Hearst radio station here. He succeeds Jesse L. Kaufman, who leaves immediately for New York to take over an executive post with the Hearst Radio Service. Weston's appointment came as something of a surprise, since his name had not been included previously in the list of candidates prominently mentioned for the job.

Although Kaufman's resignation took place couple of months ago, he has remained in active charge of WCAE since then due to inability to decide upon a successor. Before going to 'Sun-Telegraph' Weston was advertising head of Kaufmann's department store here.

He takes over his new duties at once. No other changes in station personnel planned.

## Legit Vet Kettering Joins NBC-Production

Chicago, March 26. Ralph Kettering, the Chicago legit veteran, joins the NBC production department. Kettering, formerly operating the Adelphi and the Illinois theatres in the loop, takes up a regular schedule on the production staff under Clarence Menser.

## Eliminate A. T. & T.

Chicago, March 26. WCFM, the Federation of Labor station, expects to have its new 5,000-watt transmitter out in Downers Grove in operation by Labor Day. And will stick to a policy of conducting its shows from the studio to the transmitter without using A. T. & T. wires. Programs will be slipped on the transmitter, some 40 miles out of town, by means of re-broadcast on a short wave.

## PHILADELPHIA A FARM TOWN!

Philadelphia, March 26. Largest time account landed by WCAU in the station's history, was snared by Bob Street, manager, after a flying leap to Chicago to close a deal with United Remedies. Contract calls for six and a half hours a week for a full year, using two half-hour daily transmissions. Shows are Pinto Pete and the Pickard Family, airing at 12:15 and 4:00 p.m., respectively, every day. Programs plug line of patent medicines popular in the mid-west.

Argument with the client on the penchant for hill-billy stuff brought the retort that product hits at farmers, and there are as many farmers in Philly as there are in Kansas. Remark must be true, because the new shows are drawing heavy.

## DAVID SARNOFF'S LIGHT ONCE OVER

David Sarnoff joined Mecca Temple, the New York body of the Mystic Shriners, Tuesday (20). He had been elected to the January class, but was unable to attend then, so he footed the hot sands last week.

He was playing in luck, for there was a small class and the initiation was light.

## E. E. HORTON ON SHELL

Angeles, March 26. Edward Everett Horton does a comedy skit tonight (26) the Coast CBS Shell Show.

He's the film guest star the night.

## iss Coronado Shortwaves

Lillie Coronado, singer in four languages, will comprise a full hour's shortwave program to South America the night of April 18 over WGY, Schenectady.

Miss Coronado formerly broadcast over WMCA.

Pat Kennedy can't stop talking about that forthcoming marriage in June.

Myron MacCamley, office manager of KGW-KFX, Portland, knows times are improving, because a number of accounts are paying in advance, and according to MacCamley, that is something.

William M. Brandon, Davenport, Iowa, secretary and treasurer of WOC-WHO, Des Moines, is slated as the next president of the Davenport Rotary club.

Consumers' Research bulletin for March classifies a dozen of the leading radio receiving sets according to the technical analysis of CR engineer.

## MAYBE REVIVAL IN THE AUTUMN

Omens Indicate Dramatics May Be Restored—Eliminated Because of Variety Shows—Talk of Air's Need for Better Acting, Writing

## COLWELL IDEA

dramatic acting and writing for the radio lies in the direction of revived sponsorship for adult serials. This appears to be the conclusion of those who believe the elimination of radio dramas has removed an element of diversity the air needs.

VARIETY publishes this week a story of the rising costs of one-time booking of dramatic stars on guest programs. That development fits naturally into the question of reviving adult serials and securing these dramatic stars at prices an ordinary sponsor could afford.

What applies to name actors and actresses applies to established playwrights. Only financial arrangement that can possibly attract the type of author that radio has almost never used is to serialize either original stories or radio adaptations of published best-sellers, etc.

There is some discussion at the present time over the practicability of radio adapting semi-classics by Jack London, Rupert Hughes, Richard Harding Davis, etc.

Network program departments and others are known to be mulling over the idea of trying to revive night time dramas. Meanwhile VARIETY has a candid expression from an advertising agency executive.

Sluff-off in the adult brand of serial show which has marked the current broadcast season impresses Robert J. Colwell, continuity authority for the J. Walter Thompson agency, as just a temporary condition. He thinks that the installment idea of dramas is due for a strong comeback next season. Colwell is of the opinion that they'll come back bolstered by outstanding stage names.

Current season hasn't produced a single adult serial show of click proportions. Fairly successful have been the 'Red Davis' and 'Dangerous Paradise' (Elsie Fitch-Nick Dawson) scripts. Latter particularly turned out a neat merchandising jog for Woodbury facepowder. For each

## Rising Cost and Use of Guests Prompts J. Walter Thompson to Book Stars Over Long Stretch

## WAKEMAN EXONERATED

Court Discharges Complaint Against Outside Salesman

March 26.

Ralph E. Wakeman, of Claremont, N. H., was freed Wednesday (21) in Saratoga Springs City Court of a complaint that he had obtained money under false pretenses in the sale of commercial time on WGLC at Hudson Falls.

Frederick Rogers, commercial manager of WGLC, said at a previous court hearing that 'Wakeman had no contract to sell any air time. On Wednesday, however, his lawyer admitted there was correspondence between some representative of the station and R. H. Moss & Company, authorizing the latter to solicit radio advertising. He said the person who signed the paper for the company had no authority to do so.

program it's been a run of 26 weeks. Of the remaining new nightmares on NBC 'Potash and Perlmutter' went 26 weeks for Feen-a-mint and 'Lum and Abner' rounded out 16 weeks under the Ford banner. Only two evening serial scripts left on that web are the long runners, 'Amos 'n' Andy' and 'The Goldbergs'.

On CBS 'Little Italy' (Blue Coal) bows out this week, leaving 'Myrt and Marge' the sole delegate with adult ear intent on that network's night schedule. Though 'Just Plain Bill' comes at an early hour, the direction of its appeal is as much juvenile as adult. As for daytime adult serials, the representation on both CBS and NBC is under last season's tally. With CBS 'Helen Trent' is the only newcomer to the network. 'Easy Aces' is a switch-over to matinees from the night-time schedule while 'Marie, the Little French Princess' (Affiliated Products) continues from last season. Of this classification the lone samples on NBC are 'Betty and Bob', 'Clara, Lou 'n' Em', and 'Today's Children'. No one of these is a this season's debutante.

Kid shows in the instance of both NBC and Columbia have been holding up nicely this season. CBS has its 'Skippy', 'Hi-Bar-O Ranch', 'Jack Armstrong' and 'Buck Rogers', while NBC this season added to such holdovers as 'Orphan Annie' and 'Billy Batchelor', 'Jello's Wizard of Oz', 'Jeddo Coal's dramatized classics of literature, Scott's Emulsion's 'Circus Days' and Ralston Purina's 'Tom Mix Adventures'.

J. Walter Thompson agency is introducing a new wrinkle in talent contract writing. It's offering agreements guaranteeing so many guest appearances over a period of months. Program to which this proposition is particularly being applied is Kraft Phoenix Products. Agency figures it can buy more economically and also protect itself in the matter of supply by assuring the names and ear names of say, a broadcast every four weeks over a period of a year. Contracts will be made flexible enough to allow the agency if found expedient to shift the guest artists to any one of the variety shows coming under the agency's supervision.

Economy angle is trying to exercise is one born of experience. Acts it has introduced to a mike at one salary, have asked for hefty boosts when weeks or months later the Thompson agency tried to book them for a repeat guesting. Talent in the meantime had appeared on another agency's airchild at a figure considerably above the Thompson payoff and that sum became the price the latter agency would have to meet or else.

With so many network commercials now using the guest idea the field for talent has broadened in a big way. Not only has the employment been spread out, but salaries for the guests have jumped substantially. Large number of acts keep working consistently by moving from one program to another, and in the case of many their 'X' checks keep upping as they swing the circle.

It is estimated that compared to radio's previous peak season, 1931-32, the number of entertainers employed among network commercials the current 1933-34 stretch will, when tallied, show an increase of at least 40%. Among the network shows currently operating on the guest plan are Bob-O, Borden's Ipana-Sal Hepatics, California Packing, Charles Colgate-Palmolive, Ex-Lax, Ford Motor, Cadillac, Feenamint, Hudson Motors, Kraft-Plexin (starting April 19), Hind's Honey and Almond Cream, Palmer House, Plough medicines, Real Silk, Rudy Vallee-Fleischmann, Underwood, U. S. Tobacco (Dill's Best) and Ward Baking.

## Schlitz Spends Coin For Name Band; Then Wants to Slight Name

Chicago, March 26. Some difficulty arising between the Schlitz beer company and the Henry Busse band which is scheduled to head the show when it starts next week on CBS. Schlitz wants the band but wants to name it simply the Schlitz orchestra. Busse won't go for the nameless tag since he has built the orchestra in three months locally to one of the ace names for music in the midwest.

## Boswells' Compromise With Artists' Bureau

Boswell Sisters have compromised their differences with the CBS Artists' Bureau. Terms of the settlement provide that the threesome continues to pay the network commissions until June 1, after which in turn terminates the management contract it has with the act as of that date. Original contract between CBS and the sisters contained an option clause that would have permitted the former to extend for a year beyond June 1. Team walked out on the CBS booking office about two months ago.

## April Not True to Form

## Usual Tent-Folding Not Materializing— Networks Get Break

ications are that the business of network broadcasting will enjoy the healthiest spring history. Compared previous years the number of accounts slated to drop off in April is negligible. April as a rule has been the month in which a goodly percentage of air advertisers do the old Bedoin act of tent-folding.

On the CBS list so far there are only two night time commercials scheduled to scrap in April. One is Corn Products (Linit) April 1 and the other Americana Oil, currently using the Marx Bros., on April 22. Daytimers who have elected to wind up next month are Laveris (Jean Merrill), April 5, Wheatena's Ye Happy Minstrel, 21st, Ely Walker

Co. (Fleur de Lis), 25th, rillo (Tito Guizar), 29th.

Accounts exiting from NBC in April are Cadillac, 8th, Cimalene, 3rd, Lady Esther's Sunday serenade, 8th, Carleton-Hovey Co., 8th and 11th, Spratt's Patent, Ltd., 13th, John H. Woodbury Co. ('Dangerous Paradise'), 20th, and Wheatena Corp. ('Billy Batchelor'), 20th.

NBC has another account all set to step into the Wheatena vacancy. It's Gillette Razor with Gene and Glenn. Others due to make their debut on this web in April are Palmolive with a Tuesday night show (5), Quaker Oats with a Tuesday evening session framed around Babe Ruth himself, starting the 16th, and Liberty Magazine with a weekly affair, beginning the 6th.



## 75% of Canton Replies Masculine, Yet Clara, Lu and Em Rate 62%

Canton, Ohio's, replies to VARIETY's city-by-city survey on the general "Do you know sponsors?" shows little variance in the leaders, but a considerable fluctuation in the degree of local familiarity with the secondary group of programs.

Poll in the case of Canton is heavily masculine in the matter of those answering the printed questionnaire. In previous polls the percentage of replies has been predominantly feminine and the largest individual classification has been housewives. All of which creates an oddity rather unexpected in the case of "Clara, Lou, Em", who would scarcely be expected to rate so high with a male constituency. Showing of Joe Penner is rather

low for Canton. However, the data upon which VARIETY's poll is based was collected about six weeks ago. Penner is shooting upward rapidly in the radio world and the brand-consciousness of his fans must inevitably be keener than reflected.

VARIETY's surveys will run another month or so and will then be summarized. Numerous inquiries concerning this summarization have been received from marketing experts and research organizations as well as advertising agencies. For their benefit VARIETY states here that the summary will be completed on a national basis. Partial or regional summaries other than the weekly digests of the individual cities have not been made and will not be.

Next Week: Albany, N.Y.

## Program Sponsor Identification

### CANTON, OHIO

Questionnaires tabulated from the following: Housewives, 3; school teachers, 3; stenographers, 3; beautician, 1; clerks, 15; laborers, 10; students, 8; unemployed, 2; salesmen, 12; chauffeurs, 1; artist, 1; executives, 11; advertising, 3; entertainer, 1; sign painter, 1; undertaker, 1; reporter, 1; messenger, 1; farmer, 1; musician, 1; athletic director, 1; milliner, 1. (97 REPLIES)

|                      | Sponsor<br>Correctly<br>Named | Sponsor<br>Wrongly<br>Named | Sponsor<br>Not<br>Known |
|----------------------|-------------------------------|-----------------------------|-------------------------|
| Maxwell Show Boat    | 95                            | 2                           | 3                       |
| Ed Wynn              | 92                            | 3                           | 5                       |
| Amos 'n' Andy        | 90                            | 6                           | 4                       |
| Eddie Cantor         | 86                            | 10                          | 4                       |
| Red Vallee           | 86                            | 7                           | 7                       |
| Wayne King Orchestra | 81                            | 16                          | 3                       |
| "Rise of Goldberger" | 73                            | 24                          | 3                       |
| Clara, Lu and Em     | 63                            | 30                          | 7                       |
| Myrt and Marge       | 58                            | 37                          | 5                       |
| Jack Benny           | 56                            | 41                          | 3                       |
| Paul Whiteman        | 53                            | 36                          | 11                      |
| Will Rogers          | 51                            | 46                          | 3                       |
| Burns and Allen      | 49                            | 46                          | 5                       |
| Bing Crosby          | 47                            | 47                          | 6                       |
| Metropolitan Opera   | 41                            | 52                          | 7                       |
| Jessica Dragonetto   | 40                            | 49                          | 11                      |
| Olsen and Johnson    | 32                            | 63                          | 5                       |
| Phil Baker           | 29                            | 64                          | 7                       |
| Easy Aces            | 28                            | 64                          | 8                       |
| Joe Penner           | 27                            | 67                          | 6                       |
| Harry Horlick        | 26                            | 68                          | 6                       |
| Boake Carter         | 17                            | 80                          | 3                       |
| Edgar A. Guest       | 16                            | 80                          | 4                       |
| Casa Loma Orchestra  | 11                            | 70                          | 19                      |

## COAST RADIO M. C. SUES JEVNE CO. ON CONTRACT

Los Angeles, March 26. Suit for declaratory relief because of alleged breach of contract has been filed in Superior court by Bert Butterworth against H. Jevne Co., and including as defendants KMTR Radio Corp., V. E. Dalton and Thomas B. Creamer, latter two execs of the broadcasting concern.

Butterworth, who describes himself as a radio announcer, master of ceremonies, producer of radio and theatrical programs, and engaged in the radio advertising business, alleges in his complaint that the Jevne Co., food manufacturing and distributing concern, repudiated contract entered into for program etherizing over KMTR.

Complainant cites an agreement made Dec. 11 last with Jevne by himself and as agent of KMTR whereby an hourly broadcast, once each week, to popularize the Jevne products was to be sent out over KMTR at a weekly charge of \$416, but cut 50% for the first four weeks in an effort to induce Jevne Co. to enter into a two-year contract.

Following the first four broadcasts at \$208 each complainant charges the Jevne Co. asked that program be continued and they were for three consecutive weeks, after which Jevne refused to continue. Only interest of KMTR in the action is for \$67.50 for each broadcast, with balance of claim having been assigned to Butterworth.

### ISEBELL WBBM SPIELER

Chicago, March 26. Harold Isebell added to the Chicago CBS spicing staff. Isebell goes back in radio, as far back as the old "Ensomnia Club" with the Coon-Sanders band at the Congress hotel in the old days.

## LOSES 10-YR. CLIENT

KNX's Long Run Advertiser Switches to KMTR

Hollywood, March 26. KNX has lost its account with Perfection Bakery, which has been on the station for 10 years and claims a record for one continuous advertiser on any coast station.

Bakery had until a few months ago a weekly vaude show over this station but lately changed to a straight studio program of 15 minutes.

Account switched Saturday (24) to KMTR for a weekly revue using station talent, plus a five minute daily program with Mary Rosetta, singer.

## WCTU Endorses CBS

Albany, March 26. Columbia Broadcasting System stands in strong with the Hudson Falls branch of the Women's Christian Temperance Union.

Its members have gone on record as endorsing the action of CBS in prohibiting liquor advertising on its network.

## Pittsburgh Columnist

### Gets Local Sponsor

Pittsburgh, March 26. Stage and radio offers all in one week for Charlie Danver, who writes daily "Post-Gazette" column of "Pittsburghesque." He's just been signed by Parmelee Taxi people for couple of chatter talks, a la Winchell, on company's regular WCAE time, and may stick permanently.

In addition Pitt theatre will use Danver as m.c. in a local talent revue to be produced there shortly under the name of scribbler's column, "Pittsburghesque." It's slated for a mid-spring presentation.

## Association of Ideas

Chicago, March 26. Having heard the Bab-O theme song of "Shine Little Bathroom" to the tune of "Glow-worm," a rival manufacturer of a facial soap has an idea. Considering new theme song, "Your Eyes."

## All-Day Show, 12 Stations, Costs \$50,000

Angelo, March 26. A Coast record was set Saturday (24) when General Petroleum bought 13 hours' time in one day from 12 stations of the Don Lee Coast CBS network. It cost the company in excess of \$50,000 for the all-day broadcasting, which another one-day record for this part of the country.

Starting at 7:30 a.m. the oil company commercialized every program on the 12 stations until midnight, except the transcontinental mists from CBS. Ballyhoo was to put over a new gasoline.

While the regular sustaining talent on the stations used in the 13-hour hookup, plus the used by some commercializers who stepped out temporarily, special stuff was written.

Used during the 13 hours were one symphony orchestra, three concert orchestras, six dance bands, two brass bands, three novelty bands, one Hawaiian orchestra, 18 members of a singing chorus, 27 vocal soloists, seven quartets, eight trios, one sextet, one octet, 25 dramatic actors and 19 masters of ceremonies. Production of the broadcasts was handled by 22 writers, 15 musical arrangers and 18 technical engineers.

Total station time paid for in the one day was 156 hours.

## Air Musical Comedies As Relief from Usual Fare Is WCAU Novelty

Philadelphia, March 26. Newest idea in Philadelphia ether novelty will be tested by Stan Broza, program director of WCAU. Plan calls for weekly offerings of original air musical comedies, with score and book specially written for each show. Purpose of the program type is to eliminate the craving for big names, and to give the everyday singer and actor more of a break.

Also affords an opportunity to build a staff of worthy tuners, and turn the continuity crew into more adaptable channels. According to Broza, this kind of show will point the style for summer and fall, in the belief that the listeners are tiring of the same monotonous ideas in radio shows. With this plan, the only fat check goes to the composers and writers, while the necessary talent can be picked up at moderate prices, since the air rendition doesn't call for Lawrence Tibbets if the sponsor wants to conserve. As a merchandising tie-up, Broza visions the thing as giving away free copies of each program's score with purchases of the products in stores.

Meat of the aircast will be, in the old stage way, the usual hokum of a boy and girl, the thin plot which weaves in and out of original tunes with melodies and lyrics suited to show's pace. Last week (23) Broza auditioned a sample program for Philly agencies and got a wow report. Audition was composed by Billy James and Carol Irwin, continuity head.

## Fitch May Stretch

Chicago, March 26. Fitch hair tone company is considering expanding its present 15-minute show with Wendell Hall. Figuring on half-hour show with Hall as headliner and surrounding with music.

Has auditioned several musical combos but so far sticking to the straight one-man program, through NBC.

## Air Line News

By Nellie Revell

Joe Penner is set on a deal with Loew for 10 weeks of vaudeville, at \$10,000 weekly, of which \$2,000 is to be paid out by Penner for the supporting bill, over which he will have full say. If the amount for support runs less than this it is to be refunded. If it goes over, the duck vendor will make it up out of his share. All of Penner's vaudeville contracts stipulate no Sunday shows, but he makes it up in extra performances during the week. Sundays Penner broadcasts.

### Bathtub Parody Out

"Glow Little Bathtub, Shimmer, Shimmer," the theme song on the Mary Small Babbo program has given way to its original phrasing in the words of that standard song, with the tub part washed clean away. Two reasons prompted the change, first the general laughter given the idea and later the refusal of the publishers, Marks, to grant either NBC or the advertising agency the right to change the words.

### When the Beef Comes—Eat!

NRA has effected broadcasting of dinners due to the inability of having the serving of the dinner interrupted, since waiters cannot work overtime under NRA. Jewish Relief Dinner, to have been sent out by WOR, missed out, because, starting late, the meat course could not be held up when the scheduled broadcast time came. It cost the station \$100 to fill in.

### Short Shots

Robert Simmons is the tenor selected for the Jack Benny-Don Bestor General Times commercial starting April 6 at NBC. Bob will also be on the new Lucky Strike program... Multisided Coconut Oil Shampoo starts a CBS commercial, with Lillian Roth, Edward Neil, Jr., and Ohman and Arden's band April 2... Gladys Rice has a new manager, George Dillworth... Wednesday (28) is Paul Whiteman's birthday. Also Phil Carlin's little girl, Virginia. Will Osborne, regarded as mild mannered, is defending a \$3,000 suit as a result of socking a process server named Dillinger, who couldn't wait until the end of a broadcast, to serve a summons... Ozzie Nelson and Harriet Hilliard have been renewed on the baker's bread show for 39 weeks... Walton Butterfield, continuity and production director of WNEW, is organizing a little theatre dramatic group. Players from the Broadway stage will be invited to join... Jack Shilkret replaces Don Voorhees on Bond Bread... Red Davis will return to the air in September... Literary Digest, despite its poll on radio likes and dislikes, is planning to go back on the air... Sound Studios has been signed to do the recording on Showboat, Jr., for General Foods for the new afternoon program. This is the program for Certo products... CBS is juggling the time of its sustaining people due to having increased this roster... Songsmiths leave the Sal Hepatica program after this week. They didn't want to be merged or submerged with the choral group on that program.

### Gossip

Several personnel changes at WOR, with Don Kerr, announcer, and Beatrice Marcus, secretary to Robert Wilder, program director, out. Ruth Talcott replaces her. James Maher shifted to night trick in the press department... Charlie Carlie opens in Newark vaudeville March 30... Harry Salter is going to Bermuda before he begins the Terrestrial commercial April 3... Tito Guizar goes to the coast for Warner Bros. May 15... Ray Heatherton goes with Eddy Duchin on the Junie face cream commercial... Ford sponsors have decided they want classical guest stars, just when Fred Waring had adjusted himself to an all-Warner Show. Latter seems favored by press and public comment... Shirley Howard couldn't go on that Jewish Consumptive Home broadcast because her sponsor insists she be called the Mollie girl and that wasn't permitted... Frank Black and John B. Kennedy auditioned for Pontiac automobiles, previously a CBS account... Bill Wyrge replaces the Green Brothers' band on Tastyneat's Tuesday spot, first broadcast being today... Radio Rogues, who were called off the Fred Allen program at the last minute last week, sail for Europe April 14... Walter Batchelor expects to undergo a neck operation shortly... Nujol is going in the air soon at NBC... Leon Belasco is entertaining his brother, Jacques Dallin, from France. Latter never here before, speaks a perfect English, which is more than his Americanized brother can do... Bill Card, formerly at NBC, has returned from Salt Lake, where he was convalescing for six months. He has fully recovered.

### Just Talk

Although NBC hasn't been able to clear the time yet, final audition on the Lucky Strike variety show to follow the Metropolitan Opera broadcasts, was held Friday (23) with one or two changes in the lineup. Conrad Thibault was added and Milton Cross announced... Clem McCarthy, newspaper man, auditioned at NBC... Richard Himber and Joey Nash open in Jersey City, vaudeville, April 6... Tom Neely, from the production department, succeeds Peter De Lima in the CBS Artists' Service... Eddie Garr, mimic, will come to the airwaves soon as a dramatic actor... Kate Smith and her stage revue have been booked for a month in Texas. She is expected back in Manhattan by May for a commercial... Although Ferde Grofe gave the audition for Sal Hepatica, Ipana, Lennie Hayton got the job, having a longer contract with the sponsors. Grofe's contract was bought back... Lee Cronican and Eddy Brown teamed in a new half hour at WOR replacing the N. Y. Opera Association going off Easter Sunday... Florence Case will be the girl singer with Don Bestor's band when he goes with Jack Benny... Sylvia Fross' debut on Columbia has been delayed by an operation for tonsils. Evelyn MacGregor, staff singer, has been replacing her in the meantime... Roger Krupp, newest WNEW announcer, is a former member of the Los Angeles Art League.

### Stand

Rudy Vallee is back on NBC sustaining broadcasts but reports persist of a possible Columbia affiliation for the crooner. This would not affect his commercial... Dream Dramas, Big Ben Clock commercial, off NBC... Frank Novak is having his compositions written for the "Wizard of Oz" published, but may have to use another name, other than "Oz," if the time before starting her professional career... Phil Harris' orchestra is getting another NBC sustaining program from the Palais Royal, making three altogether... Holman Sisters, piano team, start an NBC sustaining program April 6... Jim Fettes and his band, from Philadelphia, have been signed by CBS and will broadcast from that city's Casa Loma ballroom.



# Legit Showman Converts Selwyn Into a 25-40c 'Theatre of Air'

Corporation is being formed to turn the Selwyn Theatre, on 42d street, into 'theatre of the air.' Continuous variety show will be given, at a 25 and 40 cent top, entertainment to consist entirely of air acts and air material. When possible the programs will be sent out over radio or other stations, but the majority of the program will consist of straight air acts for theatre purposes.

Project is headed by Crosby Gaige, legit producer and owner of the theatre, others of the execs including Gus Edwards, Channing Pollock, Mme. Irma Swift of Hunter College, Harry Levey and Arthur G. Montagne.

Theatre is now being wired and stage is being rebuilt for the new use, with proposal to open about April 15. Stage will be entirely glassed in system. Thus regular vaude, legit or picture performers will be able to do their regular routines for prospective commercials or others without trouble. Promoters expect to obtain talent cheap as it is figured that under current conditions prospective air turns cannot be given sufficient testing by the radio chains and regular air channels and that this will provide a means of so doing.

Proposal is to work on a weekly change program.

## Philadelphia Radio, Cafes Unite to Stop Free Talent Chisels

Philadelphia, March 26. Philly radio stations and night clubs are putting up a tough front to squelch the prevalent local strong-arm methods used by social clubs and influential politicians to snare free talent for benefits. In most cases it is found clubs could easily have paid for talent, but preferred to chisel.

During the last two weeks the radio stations have contributed artists to over 15 dinners and political gatherings, preferring to lay low and not raise a squawk. But with the night clubs coming in to combine forces, both factions have decided on a no-deal policy. Philly situation is that politicians make up most of the supper club trade, while social groups contain many of the sponsors of local air shows. In the case of night club sending floor show talent on gratis dates to solicit favor, radio stations are prepared to rip out pick-up wires in an effort to stop this practice.

## Hard Liquor Banned—But Wines Get WOKO Okay

Albany, March 26. Despite a ban on hard liquor commercials, WOKO has accepted a wine account from a liquor store. Descriptions of brand and age of wines are given, but no prices are quoted.

Program is called the Micro-manics, with comedy talk between a supposed radio song writer and studio janitor.

## WBT's Fire Scare

Charlotte, N. C. March 26. WBT studios, on the sixth floor of the Wilder building here, had a narrow escape when an early-morning fire completely destroyed an adjoining three-story building. Windows to the studio melted and cracked from the heat of the fire below. Wire reinforcements in the glass windows held them together and kept the flames out.

## Gene-Glenn Delay

Debut of Gene and Glenn on NBC for Gillette Razor has been put off to April 23. Original arrangement called for the team's starting this coming Monday (2).

Commercial has decided that it would be better off waiting until Wheatena vacated April 23, the four niches a week that NBC has set aside as Gillette's permanent schedule. Spot temporarily assigned the blade maker would have necessitated three or four repeat shows a day.

## After 2 Years

Connie Campbell, unknown but ambitious entertainer, put on a unique self-arranged audition last week in New York with the aid of two socially-prominent women, Anne Morgan and Mary Olds.

Audition was held in the auditorium of the American Women's Assn., and M. H. Aylesworth, of NBC, and Arthur Hopkins, legit producer, were among several people who showed up.

Girl gave a complete performance, revealing everything she could do. Unusual method adopted by Miss Campbell follows a couple of years trying to crash the barriers in the orthodox patient waiting way.

## Dixie Stations Local Talent On Natl. Acct.

Four southern stations have been added to the Dixie Co.'s spot campaign which is devoting itself exclusively to the use of local talent. Outlets are WSCS, Charleston, S. C.; WDAE, Tampa, Fla.; WJCM, Gulfport, Miss.; and KFDM, Beaumont, Tex.

Contract handed out in each instance through the Young-Rubicam agency calls for two 15-minute programs a week over a period of 13 weeks. Another account in the same agency which is operating on the local talent plan exclusively is Fels Naphtha soap. On the Fels payroll to date are artists spotted on 14 stations located within the basic area.

## WDNC Starts April 2

Charlotte, N. C. March 26. WDNC, the new station at Durham, will begin operation April 2, according to an announcement from E. W. Carr, general manager. It will be an outlet for the Columbia system and will cover northeastern North Carolina.

The station was purchased several months ago by the Durham Radio Corporation. It is the former WRAM of Wilmington, N. C. Equipment has been moved to Durham and is being installed on the top floor of the Washington Duke Hotel, with the antennae on the roof.

WDNC will not share time with any other station and will operate from 7:30 o'clock in the morning until 12 o'clock at night.

Officers of the corporation are Frank Pierson, president; G. W. Munford, secretary-treasurer; and Manager Garr, vice-president.

## Patched-Up John Fogarty To Chi for Vaude, Cafe

Jimmie Gillespie is taking his charge, John Fogarty, to Chicago for some vaudeville dates, and also to double into a cafe.

An infected jaw necessitating several stitches cut Fogarty's ether warbling short.

## KOL SHOW ON STAGE

Seattle, March 26. 'Carnival Hour,' KOL's veteran variety entertainment program, goes to the stage of the Orpheum theatre today for a 13-week run. Will go on daily, except Saturday and Sunday, at the noon hour. Show will be remoted to KOL for broadcasting.

Ken Stuart as m. c. heads the large list of entertainers. Ivan Dimars is music director.

## SCHUMANN-HEINK WARBLERS

Chicago, March 26. Mme. Schumann-Heink auditioned at NBC here last week. Possibility of one of two major accounts.

## Los Angeles Sub-Office For Press-Radio Bureau

San Francisco, March 26. Press-Radio News Bureau has been extended to the Coast with headquarters established in Los Angeles this week and W. R. Gordon, formerly with Associated Press, in charge.

Meetings between publishers and radioists were begun here with first intentions being to establish the Western bureau here, but finally it was decided in favor of Los Angeles.

## BARNACLE BILL EPIDEMIC

Three of Them on Record—Shelley Claims Priority

Roy Shelley, WMCA, New York, claims that he is the first and original Barnacle Bill the Sailor. Shelley has no objection to the Barnacle Bill versions that are holding forth on WMAQ, Chicago, and WGY, Schenectady, but he does feel that credit for the creation of the nautical character on the air is due him.

As long as the etherizations of the other Barnacle Bills don't come into the metropolitan area it's okay with him. But if they do he'll raise a squawk as he did in the case of NBC last week. Web had Cliff Souther of the Chicago studios scheduled to start a Barnacle Bill series over a hookup with New York included last Tuesday (20) but Shelley protested and NBC cancelled the program. Souther is doing his yarn spinning under that tag currently over WMAQ for Bunte Bros. candy.

In Schenectady Frank Oliver does an ancient mariner routine and also bills himself as Barnacle Bill.

Shelley backs up his assertion to the radio rights to Barnacle Bill with some old clippings which show he started to do the character while with WOR, Newark, four years ago. He's still using the billing on WMCA.

## TRAHAN LANDS MINUS USUAL AUDITION

Probably the first stage comedian to be booked for a major commercial without an audition, Al Trahan starts a 13 weeks' run on Hudson's Terraplane (Sunday) program (NBC) March 30. Show also includes Lennie Hayton's band and the Saxon Sisters.

Trahan was signed through his stage manager, Charlie Morrison, on strength of his stage work and without the customary tryout. It's his first time on the air commercially.

Francis X. Bushman renewed on WGN for another 13 week gallop.

## Hungarian Radio Forces Gypsies To Rehearse—1st Time in History

Budapest, March 17. Gypsy musicians' epic fight with Hungarian Broadcasting Company has come to an end because strike-breaking gypsy orchestras swayed the fortunes of war in favor of radio.

Gypsy music figures largely on radio programs here, either as broadcast or from the studios, from cafes and restaurants where the orchestras play. Whether gypsy broadcasts are too frequent or not enough is a matter of constant discussion among radio fans.

Management opined that gypsy orchestra programs repeat themselves too often and that it is necessary to supervise what they play, so they delegated Dr. Endre Spur, music theorist, to supervise and rehearse with them.

Gypsies retorted that the character of their playing bars interference on the spur of the moment, at their own inspiration, without rehearsals. Radio stuck to its point of view and since all gypsy bands were not agreed upon the point, the sticklers for their rights had to give in. Gypsy band programs will be previously arranged henceforward and are to include new and seldom-played old numbers.

## Columbia Pioneers in Proving Radio's Claims; Agencies Think Air Defense Needs Increase

### Saved by a Prof.

Minneapolis, March 26. Investigating the possible connection between the average person's intelligence and his interest in radio, the University of Minnesota has found that persons who like to listen to radio programs are no less intelligent than those who prefer other forms of entertainment. That is the conclusion reached by Clifford Kirkpatrick, associate sociology professor, the investigator, who says 'there is nothing weighty about my discovery.'

Ad agency men aver that the time isn't far off when radio will have to step out and really sell itself against competing media. So far broadcasting has been able to sell itself on its own merits as a merchandiser of goods and without the necessity of comparing its effectiveness along those lines with newspaper and magazines. But as soon as the advertising trade has devised a workable set of measuring sticks, broadcasting will be forced into the position of proving its case in comparative dollars and cents.

Whatever competitive charting radio has done has been confined to its own medium. It's been a case of one network proving that it could do a better job than the other and one station competing against another outlet or outlets in the same community.

Agency men cite Columbia as the only organization in radio that has ever made a move in the direction of measuring the sales cause. Columbia's consistent and prolific output of promotion matter in this direction is held chiefly responsible for CBS's rise from third to first place among networks in time sales volume.

## BRINKLEY'S FLOATING STATION

Galveston, March 26. Galveston County Medical Society became incensed when the local Booster Club announced that it was issuing an invitation to Dr. John B. Brinkley to use Galveston as a mooring base for his contemplated sea-going broadcasting station. Doctors don't want the Brinkley presence or influence in this area. State medical college of Texas is in Galveston.

Since his barring by the Mexican government following a similar verdict in America three years ago, the goat gland doctor from Iowa has framed a substitute method for staying on the air. He now contemplates the use of the yacht 'Shadow' as a floating transmitter, presumably independent of the jurisdiction of both Mexican and American authorities. Whether or not he can get away with this stunt remains to be seen.

Modern 'Mechanix', a Minneapolis journal for inventors, recently published a front-page fantasy imaginatively visualizing just such a law-abiding transmitter as Doc Brinkley contemplates.

Biggie Levin taking time out to get well at the St. Luke's hospital, Chicago.

## Royal Mounties Who Always Get Their Man After \$3 Tax-Dodgers

Toronto, March 26. One-time heroes of stage and screen, the scarlet-coated Mounties will now embark on a house-to-house prosecution of Canadian radio-listeners who have not paid their annual \$3 license fee, states Radio Inspector Samuel Ellis. New licenses for 1934 must be paid by the end of March or prosecutions will follow, says Ellis.

One license fee only will satisfy federal officials whether the household owns two or twelve radios, it was stated. Automobile radios will also be covered by the single household license.

Ottawa, March 26. Because of drastic collection of the private owner's receiving set license fee the Canadian Government may decide to abolish the levy—but impose a tax on radio tubes as they leave the factory or are imported.

Present licensing system brings in revenue of \$1,500,000 but it is admitted there are plenty of evaders.

## 1st Mrs. Carveth Wells Raps Her Successor

Bridgeport, Ct., March 26. Ex-wife of Carveth Wells, explorer, who did an adventure series for Continental Oil over NBC for two consecutive seasons, has filed a \$50,000 alienation of affections suit against her successor. Complaint claims that the current Mrs. Wells while secretary to the explorer plotted and destroyed the relations existing between employer and wife, with the result that early in 1932 the globe-trotter obtained a Mexican divorce and shortly afterward married Zetta Robert, the literary and business aide.

Wells' first marriage occurred in 1910 in Toronto, and the plaintiff says she lived happily with him until 1928, when the present Mrs. Wells entered the explorer's employ. Adventurer and the second Mrs. Wells have a home in Weston.

## Harmonica Institute

Borrah Minevitch has organized a Harmonica Institute of America to capitalize on his radio shows and market his own make of mouth-organ.

Minevitch for years promoted the Hohner (German) harmonica on a royalty arrangement.

## PRESS MENTIONS AIR

But Not as Broadcasters' Would Prefer It

Philadelphia, March 26. Philadelphia dailies are opening up to radio news for the first time in six years. But possibly the press interest in radio is not precisely pleasing to radio advertisers since it concerns short waves only. Admittedly the short wave craze among radio fans is little help to advertised products on long wave programs.

Bulletin has started and Ledger and Record are expected to follow in the matter of shortwave department.

Furniture stores selling short wave receiving sets are newspaper advertisers which probably accounts for the policy.

## ROADSHOW GILMORE CIRCUS

Los Angeles, March 26. Gilmore Circus, air vaude show, which has been on KFI and NBC coast stations for six years, goes off the station April 9 and will be roadshowed by Bernard, Melkijohn & McCall in auditorium and picture houses up and down the coast.

Circus opens in San Diego around April 15.



**GENE DENNIS**  
Physicist

**30 Mins.**  
**COMMERCIAL**  
**WJR, Detroit**

Gene Dennis is on a number of midwestern stations on an irregular schedule. **WJZ, Detroit**

Program would be more interesting if condensed to 15 minutes. Running twice that, there is an inescapable monotony. About 15 questions, all anonymous, are answered in that period with three or four long-winded sales spiels in between. Program is nothing but gab. Merchandising tie-ups are fairly elaborate. It's a direct mail proposition selling water crystals from

Carlsbad, Czechoslovakia, from a sales office in Chicago. An unspecified amount of crystals described simply as 'a month's supply' is sent for \$3 along with a book by the physicist, of unspecified length and physical format, entitled 'The Right Answer.'

Only 10c a day is the clever selling line for the phiz pellets. Carlsbad gives a big historic build-up with "The Great Emperor of the Great Free Men of the World" who have taken the Carlsbad baths such as Douglas Fairbanks, Carl Laemmle, Fritz Kreisler, Czar Nicholas II, are mentioned. Copy through association of ideas will give the yokelery the impression that the Carlsbad crystals selling for \$3. postpaid is what these celebs wert for.

As a medicine show proposition and in competition with the aggressive Crazy Water Crystal merchandisers the Gene Dennis connection

tion probably is effective. An effort is made to punctuate the delivery by using announcers to caption the answers in the style of newspaper headlines. Sponsor evidently appreciates that the program is too talky and tends to grow boring some of the time, but lacks the pace.

On the vaudeville and picture house stages Gene Dennis has been box office for years. That drawing power probably is valid for radio with certain limitations inherent in the nature of the medium and the need for discretion. Physics are strictly on radio probation in the U.S.A. the past several years.

nals are innocuous enough. Her advice is common sense with little of the supernatural about it. At the beginning of the program a series

of staccato announcements with a bell sounded between each statement give short biographical notes on the girl's theatrical career. This is to convey something of her stage accomplishments which the microphone cannot illustrate. She is represented as having astounded Al Jolson, Dick Powell, Professor Einstein, etc. Announcer introduces her as 'still an unspooled, demure Kansas City girl.'

Miss Dennis speaks in an informal conversational tone, making no effort to nunch her stuff. Each

answer is rather extended in detail. Once or twice where controversial subjects like mothers-in-law are introduced or some unconscionable cheating husband is discussed the

innate humanity evolved creates something like story tension, but in general the pace is too slow and the answers too prolonged. More laconic replies seem a natural alternative. *Land.*

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**JENNY CONCERT**  
With Ruby Newman, Del One Hour  
**COMMERCIAL**  
WEI, Boston

Jenny Concert is one of the really outstanding radio shows produced in a Boston studio. Of an hour's duration, its variety and diversification is bound to please the most discriminating of musical tastes. In the program it is known as the program that kept Eddie Cantor out of Boston until the coffee show

Ruby Newman and his symphonic orchestra, a unit larger than used on most pop shows, occupies the spotlight. A portion of the spot is shared with Del Castillo, WEEI's staff organist, who does solos and joins in synchronization with the orchestra, and the better known Boston vocalists.

Ruby Lewinman after eleven years knows pretty well what people around here want and he knows how to give it to them. He is of the opinion that symphonic music

on the air is arriving at a degree of popularity that was not considered possible before.

Bills are paid by the Jenny Manufacturing Co., a New England gasolene outfit, who believe in not cramping out, but making a copy at the listener. For which all due thanks.

**MERRY-GO-ROUND**  
With Carl Moore, Don Van Wart,  
Alice O'Leary  
Songs and Patter  
15 Min.

**COMMERCIAL**  
1 NAC, Boston

As a change from the usual humdrum type of radio program and children's fare, just before dinner

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(Continued on page 6)



# Radio Reports

(Continued from page 38)

th Merry-Go-Round is a good bet. It's a combination of rapid-fire songs and good tunes, interspersed with one-minute commercial announcements. Roland Winters, who handles the announcing, acts as straightman for the songs of Carl Moore and Don Van Wart, a two-man team that also can handle gab. Alice O'Leary, whose vocal offerings add a more serious note to the spot, has a pleasing voice and an individual style. With the proper handling and coaching this young gal is headed for bigger things.

This spot opened a new avenue for Don Van Wart. Originally taken on as a staff pianist, which means accompanying screaming sopranos, quartets and an afternoon recital spot, Moore discovered cross-fire talent in the young concert pianist.

## SINGING STRANGER

Wade Booth, Dorothy Day  
Songs, Drama, Band  
COMMERCIAL  
WJZ, New York

Bauer-Black has taken two afternoon quarter hours on NBC to plug its Blue Jay compiler and the program that it had cooked up for the job is pretty amateurish in concept and design. In picking an idea the commercial has been motivated by the theory long abandoned by the better radio showman that the program's theme must be identified with the product. It's felt that the listener must be made conscious of and to that end the character that the program attempts to project is a globe-trotting minstrel.

With the baritone Wade Booth the program has allied Dorothy Day for the dramatic excerpts. Miss Day, who two years ago appeared in the Chicago company of 'Counsellor-at-Law' is also the author of the continuity. Exceptionally pointless and trite was the dialog she fashioned for the debut stanza (20) and awkwardly emotional was the delivery of these lines by both Booth and herself. Booth, who has had years of it in vaude, musical comedy and picture houses, is still, however, sturdy and lyrical on the pipes.

By a farfetched twist the continuity manages to get around to a mention of dancing and that opens the way for a commercial on foot trouble and the product. Plug on the opening program went faster. Listeners were promised that if they tuned in the end of the hour they would be apprised of the gift that the 'Singing Stranger' had ordered for them from the Orient. Odeco.

**PRAI IE SHOW WAGON**  
Bob Albright, Mark Williams, Lucy Turner  
Songs  
15 Mins.  
COMMERCIAL  
WLW, Cincinnati

Crazy Water Crystals, the ubiquitous sponsor, is behind this new series of Mon. and Wed. 7:30 p. m. airings. Oklahoma Bob Albright as m. c. singer and spieler, makes use of his long vaude experience and turns in a job that would make a med showman proud.

Start and finish with noises of a gawg moving on and off a la Borax. Program offers more entertainment then when Smilin' Ed McConnell soloed it locally, and Albright's sales plugs appear equally as snorting.

Vocal chores at this hearing were: 'Roll on Mule,' by Mark Williams, with hick semblance and mixed chorus support; 'Elle Roy,' hillybilly nask by Lucy Turner; 'When I Cross Big Divide,' smooth by Williams; 'Alabama Jubilee,' mixed voices and barn dance accompaniment; 'Letter Dipped in Black,' sobby by Miss Turner, and Oklahoma Bob baritone 'Ragtime Cowboy Joe' with chorus backing.

Albright oiled himself as 'Ol' Bob' and rings in 'Folks, I ain't aimin' to fool yo', in pitching his advice for listeners to surround a gal of water daily with Crazy Water.

Set-up ought to have no trouble in building listeners and upping product's sales. Rolling.

**EMORY DEUTSCH**  
Violin  
15 Mins.  
Sustaining  
WABC, New York

Through the buildup that CBS has framed for Emory Deutsch in this Thursday night spot, there are commercial possibilities of this violinist will likely be brought home to some prospect. Deutsch has something directed to selling to a style steeped in the harmonies of plaintive gypsy music is a fine flair for, dishing up melody to the popular taste.

CBS has surrounded Deutsch with a symphonic ensemble whose arrangements have been expertly stentored to the soloist's method and touch. David Rabinowitz, there for an occasional interpolation of poetic throat-throb, Odeco.

## HERBIE KAY'S ORCHESTRA

With Dorothy Lamour, Fuzzy Combs and Wally Neal  
30 Mins.  
Sustaining  
KOA, Denver

A program built to satisfy. Originals in the swank eat and dance spot of Denver, the Cosmopolitan hotel. Broadcasts five times a week and has one of the largest radio followings here.

Three soloists give the biggest listener appeal, and they are used freely. On the program caught there are half a dozen vocalizations, with Dorothy Lamour singing three of them. She has one of the best voices going over the air from Denver. Every word understandable, even when in fast time, and her voice is a smooth rich soprano. She sang 'Do You Miss Me Tonight?' 'In a Shelter From a Shower' and 'My Little Grass Shack.' Fuzzy Combs sings 'Oh You Nasty Man,' and 'Without That Certain Thing Called Love.' He has radio personality and a nice Lamour enunciates so you can catch every word.

Novelty effects are injected at intervals and Walter Campbell of the KOA staff does a neat job on the announcing.

**SYLVIA GLYDE AND JOSEPH BIER**  
Vocal with Sherman Keene's Orchestra  
15 Mins.  
Sustaining  
WOR, Newark

Nice soprano-baritone duet hand-appeal and pleasant melody on WOR 6:30-6:45 p. m., EST. Friday nights on sustaining. Both have been vocal duo since they were in the radio. Bier has been an announcer Sherman Keene's WOR studio orchestra assists.

Station seemingly is giving this pair a little special attention such as fashioning lyric couplets to introduce each selection. Both cross-talk the rhymes in prelude of their songs.

Very pleasing vocalists at the dinner hour. Abel.

## ACE BRIGADE ORCHESTRA

Dance Music  
Sustaining  
WBEB, Chicago

Starting at 10:30 every night, WBEB has a merry-go-round of bands to take in the various cafe and orchestra not only Chicago outfits but the New York stars also. Such crack bands as Ozzie Nelson's, Isham Jones are in competition with Chicago's hotels and cafes, such as Harry Sonnik's band at the Edgewater, Henry Busse at the Chez Paree.

Success in these bands comes Ace Brigade and his Virginians from the Merry Garden ballroom, and instead of being hurt by following some of the star attractions, Ace Brigade can really take a bow for the way he handles the program and his music. For his air show Brigado manages to shove in one or two numbers that may cause a little confusion at the dance emporium, but which gives him a high rating on the ether. Judy Talbot is singing the songs the orchestra and fits in well with her tonsils.

Brigade deserves plenty for his ingenious arrangements that must be suited to both the dance votaries and the listening mob at the same time. Brigade is ripe for sponsorship.

Some stepping up of the theme song would be the only outright change that seems necessary. 'Carry Me Back to Old Virginia' is a good one but it's played a bit too direct. Faster tempo here would appear a welcome note. Gold.

**PHILCO PHIL**  
Al Garr  
Songs  
15 Mins.  
COMMERCIAL  
WBT, Charlotte

Philco Phil, a mystery singer, running for two and a half years on WBT, has just been renewed. The owner of the popular lyric tenor voice has never been disclosed over the air or in advertising material. A mark has been resorted to in keeping the secret from those that haunt the studios.

Man is Al Garr, who also sings on the 'The Philco Phil' program over WBT, and in the Pure Oil Dixie Minstrels. He has the same 'mammy' quality in his voice that makes him so popular. He is especially popular with the lady folks.

**DAVID LLOYD GEORGE**  
Transatlantic Talk  
30 Mins.  
WVC, Schenectady

Veteran English statesman was heard in one of a series of talks on 'The Future of the British Empire' broadcast over the BBC and carried to WVC by the RCA-Columbia communications. Speakers go on the air in England at 8:30 p. m., a peak hour there. This means 3:30 here.

# ARMOUR'S ACCOUNT TO LORD & THOMAS

Chicago, March 26.

N. W. Ayer has lost the Armour account. Agency now concerned with the supervision the meat packer's advertising business. Is Lord & Thomas. Switch goes into effect immediately and applies to print as well as radio.

Relations between Armour and Ayer almost reached the cracking point last fall, due to the client's dissatisfaction with the Friday night stanza on NBC. Network cleared up the situation by submitting the current frame, headed by Phil Baker.

## Crowded Frequency

March 26.

When the new temporary Boston police radio one-way system was assigned a construction permit on 1,712 kilocycles, the question arose as to what would happen when five Greater Boston radio police stations begin operating on the same frequency. Police radio stations of Somerville, Cohasset, Newton and Arlington also have same frequency as well as Providence and East Providence in Rhode Island.

Chief of police of Arlington sent a vigorous protest to the FRC at Washington, with the request that some other wavelength be assigned to Boston. Somerville and Newton stations houses and nearly 100 cruiser cars in Boston, this city would be on the air frequently.

## Shave Shows Compete

Chicago, March 26.

Kranks Lather Cream goes on WGN for a 13-week minimum gallop. Through the Reincke-Ello-Youngren and Finn agency here.

On Monday and Friday-evenings at 7:15 which places it directly opposite the Barber program on WBEB with Edwin C. Hill. Kranks is using Leonard Salvo organ music and John Harrington for spels and gab.

## MORE PRESIDENTS

Hollywood, March 26.

Having serially dramatized the lives of George Washington and Andrew Jackson, KMTR will follow with another in the President series. This time Theodore Roosevelt will be the subject.

Roosevelt series starts April 9, with local radio and film talent in the parts. Dramatization is by Edward Lynn, who handled the two previous series and who wrote 'Catherine the Great' for the coast CBS network.

Low Goodkind, Chicago adv. agency exec, learned about show business when he got a bit minute disappointment of Edmund Lowe for his Palmer House show. But dug up George Raft for a replacement.

Golden State ilk, an on-and-off in radio since it left KFRC, San Francisco, two years ago, starts this week (26) with two a week on NBC for 52 weeks, buying a domestic science period instead of the variety show and the serial it previous sponsored.

Jack Kerrigan handling the Hotel Blackhawk, Davenport, Ia., for WBBF, Rock Island, Ill., on the mike and business ends.

and therefore unfortunate in not having a big radio audience.

Former premier is one Englishman who has voice, delivery, and mike technique. Of all the speakers caught on this series he proved to be the outstanding, from the viewpoint of the American listener. Instead of that high-pitched voice and over-Oxfordish manner Englishmen often display on the air, Lloyd George spoke in a low, clear, virile voice.

Lloyd George's talk dealt largely with the unemployment situation in England, and as such, was of more interest to British than to American ears.

Reception was remarkably clear, except for a little fading near the finish. Jaco.

# Dealers Think Advertisers Should Favor Radio, CBS Surveys Find

## Faux Pas

Maya, March 2

Chairman Hector Charlesworth is in wron with the newspapers of the Dominion. In a recent public utterance, Charlesworth asserted that 80 percent of the people of Canada did not see a daily paper. He was discussing his broadcasting commission.

When he was checked u Charlesworth declared that he apparently made the statement but that what he really meant was that probably 80 percent of the people did not see the printed programs in daily newspaper before they heard them on the air.

Even this is hardly satisfactory to the press.

## FRISCO NBC ADDITIONS

San Francisco, March 26.

Three new ones on the NBC payroll are John Kraft and Jack White, producers, Frances Minton, continuity.

Kraft comes from Hollywood where he did radio and pix scribbling. White is new to radio, and Miss Minton has been on Women's Magazine of Air writing job here.

Hired by Lew Frost, program director, who also expects Gogo Dalys, bluester, to arrive about April 1 after a delay from her original mid-February starting date.

CBS has collected publication a series of surveys showing how retail dealers think the manufacturer should spend his money on advertising. All the findings slated for this pamphlet give radio the edge.

Three of the surveys were bankrolled by outside trade sources while Columbia retained the query putters for one them. Later was an inquiry directed at all the druggists in Philadelphia, and Detroit. In this instance the retailers were asked to advise how the national advertiser in the drug and cosmetic trade should place his coin so as to get the most results and the survey's summary gave radio 62.2%, newspapers 36.4% and magazines 3.4%.

Retail Drug Association of Southern California put a similar question to 766 druggists in that area and radio in the allocation came out with 56%, newspaper, 40%, and other media, 4%. In the same territory chain-outfits, such as the Rite-Aid, the Certified Stores and the Spartan Stores gave radio 62.2%, newspapers 48.4 and other media, 1.5%.

Ross Federal Service made a survey among 1,600 retailers in 172 small towns and found that if the storekeepers had the manufacturer's money to spend on advertising they would give radio 47.1% of it, newspapers 33.1% and magazines, 19.8%.

Columbia will have the pamphlet with these findings off the press for distribution within the next two weeks.

# Inside Stuff—Radio

Even though Nikita Balleff has tied himself elsewhere on a representation contract NBC's program department will do whatever it can to acquaint the Russian mime with radio. Morris Gest brought Balleff over to John Royal last week to discuss a buildup idea and during the palaver Balleff disclosed that he was already under obligation commercially to Morton Millman. Latter had met him as he got off the boat from Europe two weeks ago and signed him to a management agreement binding his services exclusively for 60 days. No guarantee was involved.

Millman hopes to sell to the J. Walter Thompson agency.

Bing Crosby took the seven weeks' contract from Woodbury at \$2,500 per broadcast in preference to the \$3,000 offer made by Studebaker. Term insisted upon by the motorcar maker was a minimum of 13 weeks. Warbler thumbed this angle on the ground that he wanted to be free for a tour of personal appearance immediately on the expiration of his Paramount contract, the end of May. It was Studebaker's intention to step into the Monday night niche held by Woodbury on CBS. Had not Crosby renewed the soap packer would have called it quits for the season with the April 9 broadcast.

Powel Crosley, Jr., head of the Crosley Radio Corp., and prez of the Cincinnati Reds baseball club, is one of 10 prominent permanent and winter residents of Sarasota, Fla., who last week bought the Sarasota Herald, evening and Sunday morning paper, and only daily published in Sarasota county.

One of Crosley's associates in the paper is Samuel W. Gumpertz, managing director of the Ringling circus interests. Crosley has maintained a home in Sarasota for several years and makes frequent visits there via plane from his permanent residence and business headquarters in Cincy.

Yankee Network News Service broadcast an item that Carl Dreyfus was to retire as publisher of the Boston Evening American and the Boston Sunday Advertiser and would be succeeded by ex-Mayor James M. Curley.

Following day the American came out with a two-column box on the front page which stated that the announcement was untrue in every particular. The same night, Dick Grant, editor of the news service, read over the air a letter of denial from Publisher Dreyfus.

After a year's rest at his former home in Cooperstown, N. Y., following a bus accident, Douglas Bailey, former production manager at WTIC, Hartford, Conn., has resumed his musical career by joining the faculty of the Schenectady, N. Y., Conservatory of Music.

For three years Bailey was director of auditions and accompanist at NBC in New York.

Coast football broadcasts for the ninth consecutive year have been announced by the Associated Oil Co., and the outfit has a heavy advertising campaign under way tying in with spring practice publicity.

Company states 355,672 Coast fans went on record favoring the broadcasts and points out in ads that 'permission to broadcast was secured by paying the schools a large sum for the privilege'.

Contract between General Tires and Jack Benny calls for the comedian-to-be-paid-\$4,000-weekly, for 26 weeks. Company also pays for Benny's scripts. This is an increase for Benny of \$500 weekly over his last contract with Chevrolet.

General Tires also holds an option on Benny for 13 additional weeks at \$4,500. Program starts April 6.

How the producer for one ad agency keeps the work close-to-home is exemplified by the talent setup on a tobacco distrib's program. Warbler of the same theme song is his own brother and one of the comics on the show is associated with the production man in a real estate proposition in Florida.



50,000 WATTS

Congratulations to WGN on Its 10th Anniversary

50,000 WATTS

**ART KAHN and ALLAN GRANT**

WGN, CHICAGO TRIBUNE STATION

50,000 WATTS

Congratulations to WGN on Its 10th Anniversary

50,000 WATTS

Congratulations to WGN on Its 10th Anniversary

**Lawrence Salerno**

WGN, CHICAGO TRIBUNE STATION

**Ireene Wicker**

KELLOGG'S SINGING LADY

Monday to Friday, Inclusive, 4:30 P. M., CST, WGN-NBC

Congratulations to WGN on Its 10th Anniversary

**Francis X. Bushman**

CHICAGO TRIBUNE STATION

50,000 WATTS

Sincere Congratulations to WGN

50,000 WATTS

**Virginia Clark**

(HELEN TRENT)

CONGRATULATIONS  
WGNOn Your 10th Anniversary and for the Opening of Your  
50,000 Watt Station**FAMOUS MUSIC  
CORPORATION**PUBLISHERS TO PARAMOUNT PICTURES  
1619 Broadway, New York CityCONGRATULATIONS  
WGNOn Your 10th Anniversary and for the Opening of Your  
50,000 Watt Station**DeSYLVA, BROWN  
& HENDERSON**

JOEY STOOLE, Chicago Manager

Congratulations, WGN  
10th—Anniversary—10th**Leo Shunken  
Dick Broemel**

STAFF ARRANGERS

**BERENICE  
TAYLOR**

CHICAGO TRIBUNE STATION

50,000 WATTS

Congratulations

WGN

(Chicago Tribune Station)

**PAT****KENNEDY**

ALSO

Many Thanks to

WGN, Paris Medicine Co.,  
Stack-Coble Adv. Agency—  
Not Forgetting Quin Ryan and  
Len Salvo.

50,000 WATTS

Congratulations to WGN (Chicago  
Tribune Station) 10th Anniversary**Blackhawk Restaurant**

139 No. Wabash Ave., Chicago

"YOUR HOTEL IN CHICAGO"

THE NEW

**PALMER  
HOUSE**Congratulates WGN on Its  
10th AnniversaryThe Palmer House is privileged to  
present the world's outstanding en-  
semble—directed by Ralph Gins-  
burgh—and the city's foremost  
dance orchestra—directed by Rich-  
ard Cole—as EXCLUSIVE WGN  
FEATURES.

50,000 WATTS

Congratulations to WGN on  
Its 10th Anniversary**RALPH  
GINSBURGH**And His  
PALMER HOUSE ENSEMBLE

50,000 WATTS

Congratulations, WGN

50,000 WATTS

**ARTHUR WRIGHT**

Personal Management DAVE KAPP

50,000 WATTS

Congratulations to WGN on Its 10th Anniversary

50,000 WATTS

FROM

**The Blackstone Hotel  
String Ensemble****Irving Margraff  
Paul H. Kruze****William Levitt  
Joseph Margraff**Personal Management KEN RAY  
BLACKSTONE HOTEL CHICAGO

Congratulations to WGN on Its 10th Anniversary

**NATALIE ALT**

WGN, CHICAGO TRIBUNE STATION

Congratulations to WGN on Its 10th Anniversary

**LEONARD SALVO**

ORGANIST

"Weaver of Romantic Dreams"

WGN, CHICAGO TRIBUNE STATION

Congratulations to WGN on Its 10th Anniversary

**GEORGE DEVRON**STEVENS HOTEL—BOULEVARD ROOM—CHICAGO  
Management MUSIC CORP. OF AMERICA

50,000 WATTS

Congratulations to WGN  
10th Anniversary**The  
Rondoliers**Pioneers of the Airwaves  
WGN—DAILY—CHICAGO

50,000 WATTS

Congratulations to WGN  
on Its 10th Anniversary

50,000 WATTS

**MARK LOVE**

WGN, CHICAGO TRIBUNE STATION

50,000 WATTS

Congratulations to WGN  
on Its 10th Anniversary

50,000 WATTS

**RALPH JUUL**

(JUST PLAIN BILL)

50,000 WATTS

Congratulations to WGN on Its 10th Anniversary

50,000 WATTS

**WGN CONCERT ORCHESTRA  
ADOLPHE DUMONT**

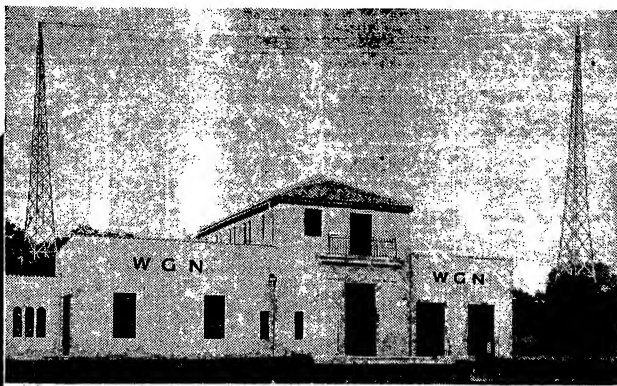
MUSICAL DIRECTOR

CHICAGO TRIBUNE STATION

DRAKE HOTEL



CLARA, LU  
AND EM



TOM, DICK  
AND HARRY



THE W-G-N TRANSMITTER AT ELGIN, ILL.

# W-G-N SALUTES THE NATION

On Its Tenth Anniversary With

## A NEW 50,000-WATT TRANSMITTER

Starting this week, W-G-N, affiliated with the Chicago Tribune, the leading independent station of the middlewest, doubles its power to reach new heights of broadcasting efficiency and a larger service area with its great programs. W-G-N, the independent station with programs of network quality, signalizes its tenth anniversary on the airwaves with the inauguration of its new 50,000-watt transmitter equipment. This doubles its former broadcast power.

New listeners in a wider service area and an increased intensity of coverage of the central five states are assured with the installation of the latest type of transmitter. The middle-western market which will be served embraces more than 20,000,000 people and most of them already are regular listeners.

W-G-N has pioneered many of radio's greatest programs of today. The custom of broadcasting news events from coast to coast and the unusual in feature programs broadcast independently of the national networks has made W-G-N an outstanding station since its inception.

W-G-N originates five programs for the two national networks—Orphan Annie, Singing Lady and Clara, Lu and Em for NBC, and The Romance of Helen Trent and Just Plain Bill for CBS. In addition W-G-N combines with the Michigan network to present The Lone Ranger and with WOR and WLW for the Stars on Parade program. Two other W-G-N shows, The Boy Reporter and Bob Becker's Program on Dogs, have been so successful that the sponsors have had these live talent productions on W-G-N recorded and rebroadcast by transcription on several other stations.

Great names of the entertainment world are featured daily on W-G-N, and its service programs and educational features are unsurpassed.

On Thursday evening, March 29, the salute to the nation and the inauguration of the new transmitter equipment will be celebrated with an all star parade of talent before the W-G-N microphones. Stars of the stage, screen and radioland will combine their talents for a full evening of brilliant entertainment.

WAYNE  
KING  
and his  
orchestra



QUIN A.  
RYAN  
Manager of  
W-G-N



IRENE  
WICKER  
"The Singing  
Lady"



SHIRLEY  
BELL  
as "Little  
Orphan  
Annie"



RALPH  
GINSBURGH  
and his  
ensemble



PIERRE  
ANDRE



BESS FLYNN  
as "Mother  
Moynihan"



VIRGINIA  
CLARK  
as "Helen  
Trent"



FATHER  
EUGENE  
O'MALLEY  
and his Paulist  
Chorists



RALPH  
JUUL  
as "Just  
Plain Bill"



EARL  
BURTNETT  
and his  
orchestra



FREDERICK  
STOCK  
and the  
Chicago  
Symphony  
Orchestra



ADOLPHE  
DUMONT  
W-G-N  
Concert  
Orchestra  
Director



BOB  
BECKER



THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL  
416.4 METERS—780 KILOCYCLES

NATIONAL PRESTIGE... SUPERIOR PROGRAMS... 50,000 WATTS POWER  
CLEAR CHANNEL... INTENSIVE COVERAGE IN CENTRAL FIVE STATES



PAT  
KENNEDY



FRANCIS X.  
BUSHMAN



RICHARD  
COLE  
and his  
orchestra



ARTHUR  
SEARS  
LENNING



JAN  
GARBER  
and his  
orchestra



JOHN  
HARRINGTON



BOB  
ELSON



## RADIO CHATTER

### New York

Sally Singer, who warbles on the big-time airwaves, really is Sally Schermerhorn of Glens Falls.

Harry Springer is offering a new daily organ program from WEGS, Elmira, N. Y., and it's entitled 'Console Capers.'

Ernie, Al and Nate have returned with their comedy and music to WESG, Elmira, N. Y.

Nan Halperin introduced over WEVD Friday night (23) the winners of the Long Island Daily Press radio contest and also did some entertaining on her own.

NBC has built a program around the reminiscences of E. B. Marks, music publisher in 'They All Sang.'

Edith Murray had to give up four weeks of RKO time as the result of an auto smash up.

Weber and Fields auditioning for NBC.

Tony Wons talking about getting up Alexander Woolcott, David Ross, Pedro de Cordoba, 'Voice of Experience' and himself into a production of 'Julius Caesar.'

Clem McCarthy in dramatic

### I HAVE TWO SCOOPS

By ALVIN AUSTIN

One—a great radio adv executive wants to make a change, 15 yrs in agency biz, has acct's, is big radio expert, handles bc's g's beg, to end, fine broad exp & ideas. . . Phone, write or otherwise flash me. . . QUICK. . . Two—Ready! Most unusual, imposing show ever on air. . . all finished. . . can start instantly. . . live broadcast only (no transcriptions). . . sample program is on record for audition only. . . sensational, really. . . fit for very largest, best sponsors only. . . cannot audition your office or stations, only at ours. . . Sponsors may come here directly if they prefer. . . MOVE FAST, please!

alvin austin • radio ideas  
we furnish talent, scripts, adv, slants  
521 5th ave new york • vanderbilt 3-1752

THE CROONING TROUBADOR

## nick lucas

WABC NETWORK, WEDNESDAY, 11 P. M.—FRIDAY, 6:30 P. M.  
COLUMBIA BROADCASTING SYSTEM

### Congratulations and Best Wishes To WGN and Members of The Executive Staff

Your ten years of activity in radio entertainment and public service has always been deserving of the highest praise. WGN's splendid broadcasts reflect your high standards that have been a credit to the radio and show world. For this—Congratulations!

Entering the new high-powered radio field with 50,000 watts of broadcast strength, your fine programs will be carried to even greater distances and larger audiences. For your entrance into this larger field—Best Wishes!

During the years of our pleasant association in the broadcasts of our orchestras, our relationships have always been most cordial and helpful. For this—Our Appreciation!

**Andrew Karzas**  
Aragon and Trianon Ballrooms

sketch given a hearing by the NBC program board.

Don Bestor will have Florence Case for the warbling in the General Tire show, which starts Friday (6).

Leon Belasco's stay on the Armour show extended for five weeks. Three Little Saxes, one of the few air teams in the east still strictly identified with the tag of the pay-check signer.

Landi Trio and White open at Warner's Earle, Washington, April 12 instead of the 20th.

Gene and Glenn will do their stint for Gillette from New York.

### New England

WDEV, Waterbury, Vt., is trying DX test programs on Sunday mornings from 2 to 5:30 o'clock.

WCAX, Burlington, Vt., now using two announcers on its evening programs of recorded dance music.

Middlebury (Vt.) College Glee club is scheduled for broadcasts over WJZ and WOR.

Stephen C. Dorsey Insurance Agency, Rutland, Vt., sponsoring bridge broadcasts over WSYB in that city.

The Playhouse, Montpelier, Vt., sponsoring a series of recorded dance music programs over WDEV, Waterbury.

Joe Rines, whose orchestra is aired from the Hotel Bradfords Cascades Roof, Boston, over WEZ nightly, requested listeners who wanted a photo of the band and Joe to write in. In five days Joe received over 3,000 letters.

It is rumored that Jacques Renard will replace Charlie Hector and his orchestra at the Club Touraine, Boston. There's a WNAC wire in there.

Walter 'Hap' Meyers, bossman at WEZ, Boston, was a guest passenger on board the American Airways new Condor speed plane in a trial trip to New York and back the other day.

One of the surest hardangers of spring is the annual urge at WEEL to organize a baseball team in the hope that the ball-and-throw tossers at WEZ can be taxed into a contest.

The questionable privilege of organizing the boys at WEEL is perennially thrust upon the should-

ders of Lewis Whitcomb, who, after four years of considerable consideration, believes the time is ripe, if he could find a pair of spiked shoes, a trainer and an indoor baseball.

Despite his enthusiasm, several of the WEEL gang are talking a good game of baseball and the idea has possibilities akin to the annual sea trip on the swan boats.

Note to Mr. Webster: How about including the verb 'to audit' in the next dictionary. Eleanor Geer, WAAB program director, had a letter the other day from someone who wanted to audit for a program.

Cleon B. White, Boston showman, is now resident manager of Artists Service for NBC in New England.

First broadcast from Boston in the history of the Metropolitan Opera Company will be heard over NBC networks during the Met's brief sojourn in the city this week. Next Saturday American Tobacco will present its regular matinee performance from the Boston Opera House.

Wayne Randall of the New York NBC press department in Boston the other day on a rush visit. Had lunch with local radio scribes and NBC men during which the radio-press agreement was discussed.

Bob White, poet and friendly philosopher of the air, has added a new nightly sustaining broadcast to his present schedule over WNAC, Boston.

Occasional vulgarity of Penner, Cantor and Brice has caused an undercurrent of growling among touchy New England listeners.

Arlene Lederer, WICC, Bridgeport, planning again after Bermuda basking.

Bridgeport Little Theatre league, directed by Mrs. Frederick Geler, readying for WICC drama series.

Herbert Anderson, baritone at WICC, Bridgeport, introducing guest stars in Sunday night stint.

Margaret Worley, 8-year-old daughter of Norwalk Methodist preacher, added to 'Lines and Spaces.'

### Pennsylvania

Harold Davis, WDAS program czar, hopping to N. Y. every weekend to see Jo Riley, of the Major, Sharp and Minor trio.

Hugh Sutherland, WNCU script actor, wears a Penn. Univ. Phi Beta Kappa key.

Bill Bailey signed to do between-the-rounds commentary with Benny Leonard on the GBS fight show via WPEN.

Helen Grey, the WFI press director, laid low by an auto smash. Gal wearing a nasty scar over the right eye.

WCAU announcer James Begley, with a dozen CBS jobs a week, being groomed for promotion.

A bad case of measles caught up with Blayne Butcher's toy, Patricia Ann, on St. Patrick's day.

American Legion of Allegheny county presenting famous war heroes to tell heretofore untold war experiences over WWSW, Pitts-

burgh, as tie-up with national campaign for preparedness against war.

While Bill Huston, WPEN remote announcer in N. Y., is fighting the flu, subbing is being done by Allen Courtney, program boss of WOV.

Dave Haskin in Philadelphia to arrange for the new Jan Savitt band, between jobs for Lamin and Freddie Rich in N. Y.

Philly Musicians' Union lining up a big charity ball for April, with Benny Meroff's unit scheduled for the date.

WCAU talking it over with Mickey Alpert to do a commercial show, while m.c'ing at the Cheez Samokann.

Stan Lee Broza grooming a young college band along the Waring style for an early build-up in Philly. Unit comes from Penn.

With the nuptials announced between the two WCAU warblers, Carlotta Dale and Pearson Lesay, the studio is considering a big aff wedding June 25.

Darrell Martin, radio Ed. 'Post-Gazette,' Pittsburgh, corralled Morton Downey as his guest columnist for a day.

John Fraser, graphologist, formerly with WOR, Newark, doing character analyses for listeners from exiles in the handwriting at WWSW, Pittsburgh.

There may be a local Pittsburgh hook-up for Fred Waring when he comes to town April 13 for annual dance of Masques Club.

Matty Gregor's KDKA, Pittsburgh, band named winner in Motor Square Garden battle of music with Veebe Stern and WWSW orchestra.

Marjorie Cantor, Eddie's daughter, Frenchy, his valet, and Eve Sully interviewed on same program over KDKA, Pittsburgh, last week.

Dave Rubinoff took St. Steinhauser, radio Ed. Pittsburgh Press, to New York as his guest over weekend for former's Chase and Sanborn broadcast.

Rev. Jack Hunyon, young radical evangelist, had a 15-minute talk with Aimee Semple McPherson over WWSW, Pittsburgh, when Angelar Temple, leader, came to town to debate with Atheist Smith.

Betty Dugan, formerly pianist with WWSW's Radio Rascals, Pittsburgh, now on own program over that station. It's heard twice weekly and designed to give radio experience to talented youngsters.

Donny Riggs, Pittsburgh KDKA's 'Uncle Tom and Betty,' now has two sponsors and eight programs weekly.

Will Lamont's Hotel Roosevelt orchestra, with Sally Hughes, soloist, now a regular sustaining feature over WWSW, Pittsburgh.

Pitt 'Panther,' umorous publication of University of Pittsburgh awarded its March plaque, given to 'most notable visitor to Pittsburgh during the month,' to Eddie Cantor last week.

### Pacific Northwest

Governor Martin of Washington was in KVI, Tacoma studio, for broadcast. Heard Bluebelles, pop girls' trio rehearsing, and extended his hand, saying they were one of his popular artists. Girls were given first hand invitation to attend next Governor's ball.

Big daffodil parade was picked up and sent out over KVI (CBS), Tacoma. Saturday Miles located along parade and at Queen's throne, and she extended greetings.

Paul Helmeier, manager of KGW and KEX, located in a brand new office. Whole studio set-up changed and oldtimers hardly recognize the old favorite station on 'Hoot Owl' days.

Dean Metcalf, KGW announcer, impressed the continuity department last week by turning in a swell music continuity.

Harry Singman, chief engineer KGW-KEX, turning out new sound

chariot for studio use—new setup carries assortment of noise devices, as well as being equipped with sound—turntables and recording equipment.

Archie Presby, production and program manager of KGW-KEX, working towards goal of having one drama presentation each week—night—at present lacks but two days of goal.

Dave Drummond turning three action scripts weekly KGW and KEX.

Forty-five days' work for a crew of Portland radio technicians, besides employment for various other craftsmen, will be provided through the award of an \$8,000 United States forestry contract to the Radio Specialty company of this city for 100 portable radio transmitting sets.

### Mid-West

KSO used remote control in all principal departments at formal opening of new Utica Clothing co. Station imported NBC's 'Merry Macs' who strolled the four floors for broadcasts of 15 and 45 minutes.

This 100-watt station has had high success importing national talent, including Kate Smith and Morin sisters and will do more. Al Triggs, ace sports announcer, did announcing and Paul Spor directing orchestra for the event.

Minneapolis Tribune publishes 'explanation' over radio column; (Continued on page 44)

### Read What "UNCLE NICK" SAYS

## THREE SCAMPS

HEADLINING  
ROXY THEATRE  
(This Week, March 23)

Nick Kenny—New York Daily Mirror, March 26  
I WONDER!  
If the Three Scamps know that the act they're doing at the Roxy theatre this week is good enough to stop any show, anywhere?

RADIO'S HOTTEST TRIO  
ON THE NBC NETWORK  
SIX TIMES WEEKLY

### TWO COMMERCIALS

Personal Direction  
JAMES L. SAPHIER  
RKO Building, Radio City  
Circle 7-7890

## IRENE TAYLOR

HEADLINING  
RKO PALACE, NEW YORK  
THIS WEEK (March 23)

Personal Management  
Seger Ellis, ROCKWELL-O'KEEFE, Inc.  
RKO Bldg., Radio City, New York



# RADIO SHOWMANSHIP

(Merchandizing Stunts and Program Tieups)

## OUTSTANDING STUNTS:

**RADIO BOY SCOUTS**  
KGW-KEX, Portland, Ore.

**DATED COLD CREAM**  
WAAT, Jersey City

**B. on Air**  
Portland, Ore.

Troop No. 199, Boy Scouts of America, the first and only radio troop in the United States, received its charter from the national council in New York. The parolment was presented to Larry Allen, promotion manager of KGW-KEX and a member of the troop committee, by P. H. Yeatman, scoutmaster. Radio, too, is officially registered by the national council of the Boy Scouts and its purpose is to provide an opportunity for boys who live too far from troop meetings, or in towns where no troop exists, to become scouts. The group was organized several years ago, but it was only recently that the idea was decided to turn it into a radio troop.

Meetings of the troop are held every Saturday over KEX and the Scouts belonging to the troop attend the meetings merely by tuning in on the station. Regular instructions in scouting are given and members may advance in rank by listening to the programs and sending in for advancement applications.

Charter is signed by all of the honorary officers of the organization, the national president, commissioner and chief scout executive. Committeemen of the radio troop are Paul R. Heitmeier, manager of the Oregonian KGW-KEX radio service; C. O. Chatterton, assistant business manager of The Oregonian, and Larry Allen.

**Dated Cold Cream**  
Jersey City.

Nature Food on WAAT here is using a 'dated cold cream' stunt. Naturally sun-esteed by Chas and Sam's similar copy idea for coffee.

It's a direct mail proposition. Listeners are asked to mail in \$1.00 to receive a box of cream that has not gone rancid on dealer's shelves.

**Holy Week's Radio Show**  
New York.

As a box office stimulant for Holy Week, Loew's State in association with WFBL will produce a stage revue featuring local artists broadcast from the station. Harry P. Shaw, Loew manager and extroper, will triple in brass as producer, director and master of ceremonies.

List of talent includes Jackie Shannon, Bill McGrath, Duce Weir, Red Thomas, George Armstrong, and Eddie Leonard. "Three Notes in Blue," "The Gypsy Man," "Little Miss Hannah" and Roy's Rhythm Kings, band directed by Louis Armstrong, Orchestra and some of the best broadcast from Loew's stage every Sunday afternoon as a curtain raiser to the film program, programs being commercially sponsored by Roy's, local credit furniture house.

Scenery recently used at Loew's State, New York City, for an NBC revue, is being brought in for the local production.

**revity and A&P**

Atlantic and Pacific, sponsor of the Harry Horlick musical show, is issuing a weekly program for their Radio City broadcasts.

A&P is proud of its long-established policy of laconic advertising, calls attention to the maximum of 45 seconds devoted to commercial plugs. Programs as brief as 15 seconds with photographs of the talent gives brief comments on the various compositions. Those attending the broadcasts are handed the program as they leave the store.

Notes, by Milton Cross, are simple, brief.

**ramatized Propaganda**  
New York.

Use of radio for dramatized propaganda on behalf of pending legislation is sufficiently unusual to warrant comment. The question was a WOR broadcast by Dr. Arthur Frank Paine, psychologist, who used a cast of amateurs to illustrate the old-fashioned and disreputable divorce laws of New York State as they presently operate.

## WI Showmanship

WINS, independent station, recently took over and successfully carried through an elaborate full-hour program with Robert Ripley, Bellini's or West's originator, which was originally scheduled for NBC. Network belatedly found itself unable to clear the 6-7 p.m. niche so the responsibility passed to WINS because of its international publicity of the short-wave hook-up over W2XAF made postponement impossible.

WINS had only three days to whip the program into shape for presentation. In this time it had to prepare a script, line up a dozen foreign language musicians, including Chinese, Japanese, and Arabic and make orchestration of rare music like the Icelandic anthem.

Beside Ripley with 14 pages of script for his own contribution the program was handled for WINS by Kenneth Robinson, announcer; Hal Bidwell, producer; Vincent Sorey, music director; Paul Von Kunitz, engineer, all functioning under the showmanly supervision of Bradley Kelly, station boss.

It was possibly one of the toughest assignments ever tackled by an independent broadcaster and won WINS much favorable comment.

**More Wit, Less Sugar**  
New York.

Tony Wons' afternoon session for Johnson wax represents progressive improvement over his former radio work. The music and a better grade is apparently being stressed over the heavily sentimental stuff. That's wise and effective.

A confidential just-between-us approach is used by Wons in the text of his remarks about the product, Johnson's wax. However, a more orthodox approach is forthcoming from a regular announcer.

**Magician-WOWO in Stunt**  
Indianapolis.

A direct tie-up between WOWO and its new radio playhouse in Indiana theatre had magician doing his act in the waves. Led by his assistant the sleep in window of station building on first floor at the same time spelling over the radio each word. Now you are going to sleep, now you are going to sleep, etc., etc.

A mob collected around window slept in window for ten hours and was then taken out to theatre, where regular program was presented from stage. Great Rialto theatre show and has his unit at house for five-day run.

**lim Plots on Air**  
Philadelphia.

Phyllis Foster, WDAS women's commentator, inaugurating new radio idea this week by forming station's drama Guild to air current plot dramatizations. Complete cast consists of studio employees. Tie-up on publicity with local theatres brings on the first of the series. One of the few Philly air shows snaring any newspaper space. Show is a quick catch-on, and sponsorship is looming for three clients.

**ighting Mayors**  
Charlotte, N. C.

At the same hour, recently, that New York's dynamic Mayor La Guardia was explaining the troubles of the nation's largest city over the radio, Mayor Arthur H. Wearn, of Charlotte, N. C., the product of the same administration in just as vital a manner over WBT.

Southern mayor had been taking his troubles to the people over the radio for months. When the unexpected 'competition' appeared from New York, WBT listeners switched, with bated breath, from one presentation to the other.

The stories of affairs in the two city halls were strangely similar.

Both mayors were lashing out at 'obstructive politicians' in addition to the fact that Mayor Wearn answered his taxpayer critics who had formally objected to closed sessions of the council. He declared that, since he was a broadcast man, he would be with a broadcast from the minutes of the council meetings, that the sessions were 'open'.

**Insurance Program**  
Oklahoma City.

Ance Earp, Oklahoma City Insurance man, broadcast his contract for the Safety club programs heard over WKY, each Sunday morning at 8:45. More than 4,000 boys and girls have joined the club. The program is to receive six signed pledges to observe the six safety rules.

**WBT Boulevard**  
New York.

WBT has received the unusual recognition of having a state highway named after it, despite protests from older citizens at the junky name. The highway is named for WBT Highway.

Route runs by the station's power

plant, several miles from the city. This was formerly known as 'Nations Ford Road,' and it has been a principal avenue of trans-state travel since it was first established as an Indian trail more than 200 years ago. Leading to the only passable ford across the Carlsbad river for miles in either direction, the route was later an important post road.

A howl from the historic-minded and the highway commission stuck to its announced intention of renaming the route for the radio station.

**Crazy Crystal-W. U. Tie-Up**  
New York.

Western Union is one of the most receptive big business organizations for tie-ups of all kinds. Lovell Thomas, Sunoco program recently arranged to receive congratulatory messages (by number) over W. U.

Another Western Union tie-up is evidenced over WBNB here for Crazy Water Crystals, up-and-coming merchandizing outfit which sells baucoup medicine at \$1.50 per pound. Persons desiring to purchase the crystals may do so (presumably for a messenger fee) by calling Western Union.

Uncomment to this effect is made over the air.

**Stations Curious**  
Tacoma.

Many eastern stations are writing here to get a line on an experimental broadcast recently sent out by KVI (CBS) in which a meat-cutting demonstration was carried for the first time on the air. It is the first broadcast of this nature ever tried out on the air.

Two meat cutters sliced a side of beef and described the cuts as they went. KMO was also hooked in on this program.

**Unspoiled Vermont**  
Montpelier, Vt.

Publicity Department of the State of Vermont is taking advantage of the DX test programs over WDEV, Waterbury. With letters reaching the station from all parts of the country at the rate of nearly 100 daily, the publicity department is mailing to each writer a booklet describing the state, and entitled 'Unspoiled Vermont.'

Publicity department figures through these means they are reaching a new class of people who may be interested in the state.

**ing Results**  
Albany.

Two sales, one amounting to \$400 and the other \$700, are being made. An immediate response to a commercial on WOKO, sponsored by an Albany furniture store. There is no undue plugging, merely a brief description of modern furniture and the sponsor's name and address at the conclusion of the program. The rest of the weekly five-minute period is devoted to talks by Dr. Royden Rand, WOKO dramatic director. He speaks on various topics, such as character, beauty and personality.

**Tacoma Smells Cique**  
Tacoma.

Tokels are wondering why the outside of the station building on Saturday nights with not a sound for B. A. Rolfe. They are talking about money sound effects.

Robert B. Cochrane, night supervisor of Station WVNC, Asheville, has resigned to accept a position with the Evening Sun in Baltimore, Md. He has been with WVNC for the past two years as announcer, publicity, and production man.

Clark Bros. Gum Co., Chicago, has assigned to WJR, Detroit, WGY, Schenectady, and WBT, Charlotte, a recorded series of 13 weeks. Judge's for run of 13 weeks. Agency on the account is Kastor and World Broadcasting did the producing and booking.

CKLW, Detroit, snatched a 13-week run of CBS chain-break at 11:30 p.m. on Saturday in April, for the Halsted Oil company's Spring-Eze product. Six times weekly through the Behl and Walde agency.

Snedden Weir, studio manager of WOKO, Albany, has been off the air because of a cold and tonsillitis.

Raymond Rubicam, partner in Young & Rubicam advertising agency and principal owner of Tide, has brought out the first issue of a tourist camp trade paper entitled 'Highway Traveler.' Dexter Masters of Tide is editor.

Laurence Callahan, radio announcer, was arrested at Fort Worth, Texas, on charge of operating station FWTK without a license, and the station equipment was dismantled.

# New Business

## Renewals

Lady Esther Co., 13 weeks, effective April 15, CBS, 39 stations, with a Sunday half hour added to the Monday night program affected by this renewal.

Hudson Motor Car Co., 13 weeks, Saturday night half hour on NBC's red (WEAP) link, starting March 31.

Bristol-Myers Co., 13 weeks, effective April 4, 9 to 9:30 p.m. on NBC's red, for Ipana Toothpaste.

## PHILADELPHIA

John Lucas & Co. (paints), Daily spot announcements for five weeks (Jerome H. Grey Agency).

Fox-Weiss, 15-min. daily, Sunday at 9:30. Placed direct for 26 weeks. WCAU.

United emedes, half-hour transcription, twice daily, six and a half hours a week, 52 weeks (Heath-Seehof, Inc.). WCAU.

Triple Shoes, spot announcements, twice daily. Placed direct for 3 weeks. WCAU.

Hollywood Dress Co., two 15-min. talks weekdays for 14 weeks. Placed direct. WPEN.

Eighties, jewelry store offering gold-buying service. Two talks weekdays, six on Sundays, 14 weeks. Placed direct. WPEN.

Philadelphia Medical Research, four 5-minute talks each week for four weeks, starting April 1. Direct. WVA.

Watson-Chalmers (doctors' supplies), 13 weeks participation in 'Milady's Interests' program. Three a week, 13 weeks. WFL.

Magen Store Co., musical program Sunday night at 6:30 to 6:45. Placed direct for 13 weeks. WRAX.

C. F. Simkin & Sons contract renewal indefinitely for daily spot announcements. Placed direct. WRAX.

Hollywood Dress Co., daily announcements in foreign languages for three months. Placed direct. WRAX.

## BOSTON

Gold Redeeming Corporation of America, 39 announcements, starting March 26. Through David Malkiel, Boston. WEEL.

North Shore Dye Company, 13 15-minute programs, starting March 27. Through David Malkiel, Boston. WEEL.

M. Winer & Company, 13 15-minute programs, started March 23. Through David Malkiel, Boston. WAAE.

## SEATTLE

Baker Fur Co., recordings, 15 minutes daily except Sunday, March 12 to June 11. KOL.

Bulova Watch Co., time signals twice daily for one year starting March 21. KOL.

Alka Seltzer, 15 minute disc, 'Comedy Stars of Hollywood,' three times a week for one year over KOL; started March 20.

Old series of 13 announcements over KOMO and KJR. Wilson-Fairbanks Co., 15 minutes of stock quotations daily except Sunday for 60 days; started March 20. KJR.

## BRIDGEPORT

Retail Merchants' Furriers' Association, Cosmopolitan Quartet (William Rockel, Reinhard Gard, Anthony Bordes, Edward Hart and Mrs. Helen Christie), quarter-hour at 10:45 p.m. Mondays, beginning March 26. WICC.

## TACOMA

Burnett Bros. Jewelers, spots KVI. Crystal Palace Shoe Repair, daily 15-minute programs. KVI.

Nu-Wood, John Dower Lumber, spots daily. KVI.

Mello-Glo, one-minute transcription three days weekly for 13 weeks. KVI. Spot announcements.

Cartier, daily announcements for one year. KVI.

Glaser's Distrib. Co., two 15-minute programs weekly, 'Do You Believe in Ghosts?' KVI.

## OMAHA

Merriold Johnson, Des Moines, plugging contest offering \$2,500 in prizes, five minute program, Tuesdays, Wednesdays, Thursdays, 3:30 p.m., until further notice. WOP.

Storz Brewing Co., 1d Saxon Beer, announcement daily except Friday for one month; began March 18. WOP.

Institute of Radio Broadcasting, training in continuity writing, announcement daily except Sunday, March 18 to April 12. WOP.

Omaha Electrical Exposition, 15 minute program daily April 3-7 inclusive, 3 p.m., broadcast from exposition site. WOP.

Little Boy Blue Blowing, and Little Bo Peep Ammonia, announcement daily except Sunday on the women's morning program 'Talking Things Over' with Bea Baxter. Indefinite contract, placed through Greig, Blair & Spight, Inc. WOP.

Dearborn Chemical Co., announcement daily, Thursdays, Saturdays, March 13 to July 12, inclusive. Placed through Bezel & Jacobs, Inc. WOP.

Smith Agricultural Chemical Co., six announcements between March 21 and April 8. Placed through Mumm, Romer, Robbins & Pearson, Inc., Columbus, O. WOP.

United System, character loans, announcement daily week of March 18-24. Placed through Earl Allen Co. WAAW.

Eighties, jewelry store offering gold-buying service. Two talks weekdays, six on Sundays, 14 weeks. Placed direct. WPEN.

Philadelphia Medical Research, four 5-minute talks each week for four weeks, starting April 1. Direct. WVA.

Watson-Chalmers (doctors' supplies), 13 weeks participation in 'Milady's Interests' program. Three a week, 13 weeks. WFL.

Magen Store Co., musical program Sunday night at 6:30 to 6:45. Placed direct for 13 weeks. WRAX.

C. F. Simkin & Sons contract renewal indefinitely for daily spot announcements. Placed direct. WRAX.

Hollywood Dress Co., daily announcements in foreign languages for three months. Placed direct. WRAX.

## HONOLULU

Lever Bros. (Lux), 13 weeks, mystery show. Placed through Conquest Alliance. KGMB.

## FORT WAYNE

Armand Company, 13 weeks' renewals, placed through A. T. Sears. WOTO.

Home Stores, Inc., 15 mins. wax of Anson Wex's recordings. Fridays, 7:30 p.m. WOTO.

Yelver Veece Co. of Indianapolis. Start April 2, three times weekly on breakfast club. WOTO.

Central Securities Corp., stock quotations, Mondays, Wednesdays, Fridays. WGL.

Hooster Paint Company, weather reports daily. WOTO.

Leagator Corp., spot announcements during breakfast club. Through Advertising Service Corp. of Kokomo. Roller skates given away during program. WOTO.

Metro Art Studio, 15 mins. Mondays, Wednesdays, Fridays, during breakfast club hour. Through F. W. Zin of Cincinnati. WOTO.

Thursdays at 6:15 p.m., fast music. WGL.

## LINCOLN

Van Bockle Glass & Paint, 12:15-12:45 p.m. Tuesdays and Fridays. KFOR.

Hospitalization Corp., an announcement daily except Saturday and Sunday. KFOR.

General Cafe, daily announcements. KFOR.

Lincoln Tent & Awning, 13 announcements, one daily. KFOR.

Leadville Beauty Shop, daily announcements. KFOR.

Lincoln Oil, additional daily announcement plugging Gillette Ties along with present contract, 26 times KFOR.

Capitol theatre, daily announcements. KFOR.

Coleman Lamp & Store, 13 elec

Butternut Candy, 10:30-10:45 a. n

Mondays, Wednesdays and Friday

(Continued on page 44)



## New Business

(Continued from page 43)

KFAB, Program is transferred from Omaha to Lincoln studios on new contract.

Mayfair hotel (St. Louis), daily announcements for three months. KFAB.

General Mills, Sundays (CBS), KFAB. Hill Hatchery, two announcements daily. KFAB. Kansas Seed Co., 12:30-1 p. m., daily participation in Farm Programs. KFAB.

Bowman Seed Co., 6:15-6:45 a. m., 78 broadcasts, one daily. KFAB. Institute of Radio Broadcasting, daily announcements and participa-

tion in Times 'n' Tunes. KFAB. Paramount Tree Surgery, participation in Times 'n' Tunes. KFAB. Dr. Nichols, also daily on Times 'n' Tunes. KFAB.

### PORTLAND, ORE.

Sheridan Fruit Company, local account; sold through Frederick Schmalz Agency; announcement service till further notice; 'Cooking School' and 'Friendly Chat,' program features. Daily. KGW.

Clark-Cadillac Company, announcement service, 12 times. Sold through station. KGW.

Turule Motor Company, announcement service, plugging new Air-Flow Chrysler. Daily. KGW.

Word and Grimshaw, automotive agency, through Ray Carr Agency, announcement service. KGW.

Bradford Clothes Shop, through Adolph Block Agency, one year announcement service, 30 times per month. KEX.

The Home local eatery, baseball announcements throughout season. KEX.

Radio and Television Institute, quarter hour programs each Wednesday, till further notice. KEX.

Carter's Little Lister Pills, through Street and Finney Agency; one year announcement service, transcriptions. Daily. KEX. Commercial Tire Company, announcement service, throughout baseball season. KEX.

### CHARLOTTE,

Carolina Baking Co., Charlotte, N. C. Series of tie-in announcements before and after General Mills hour chain program, Saturday nights. Placed by Freltag Advertising Agency, Atlanta, Ga. WBT. L. W. Driscoll, Inc., Charlotte, N. C. Twenty-six 30-minute programs, Sundays 5:30-6:00 p. m. The Sideshow of Life—beginning March 28, 1934—placed locally. WBT. Posa Dye Co., Newark, N. J. 15-minute transcription programs Wednesdays, beginning March 28. Placed by Radio Sales, Inc. WBT. Sterchl Bros. and RCA Victor Co., Inc., Charlotte, N. C. Series of 15-minute Sunday daytime programs, beginning March 18. Placed locally. WBT.

### KNOXVILLE, TENN.

Knox State Works, 13 weeks, weekly recorded quarter hour, with 'King's Men.' WROL.

Post Sign Co., Knoxville, weekly quarter hour, recording with Chico DeVerd and band and two time signals daily, 52 weeks. WROL.

Watch Tower Society, Brooklyn, weekly 15-minute recording, 52 weeks. WROL.

Moskin Stores, Inc., New York, 26 minute announcements. WROL.

Sears Roebuck, 13 minute announcements. WROL.

McLellan Store, 26 minute announcements. WROL.

Woodruff, Knoxville, 26 Frigid-aire announcements. WROL.

Crazy Water Crystals Co., original contract for six quarter hour recordings, 'Souvenir' a week extended for indefinite period. WROL.

### PITTSBURGH

Palace Credit Clothing Co., three announcements daily for indefinite period. Sold direct. WWSW.

Fort Pitt Brewing Co., daily participation on Polly Put the Kettle On (Lillian Malone) program for 13 weeks. Placed direct. WWSW.

### ABE LYMAN

AND HIS CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC

SUNDAY, 2:30 p. m.-3 p. m.

WEAF

WEED

9:30 p. m.

JOHNNY GREEN

AND HIS ORCHESTRA

OLDSMOBILE PROGRAM

COAST-TO-COAST

TRUNK and 9:30 P. M.

BRUNSWICK RECORDS

VIVIAN JANIS

"ZIEGFELD FOLLIES"

Sole Direction

HERMAN BERNIE

1619 Broadway, New York City

## Cal. Agents

(Continued from page 4)

the failure to maintain a regular office for the transaction of business, for a continuous period of three months.

A clause on publicity or advertising of any nature, to be handled by the agency, sets up that a 'specific written agreement'—these points must be made, otherwise, any money paid to the agency for puffs or ads must be returned, whether or not expended by the agency.

Agents must keep records of applicants and persons under contract with them and a written record of compensation received by the clients and paid by them to the agency. These must be available for inspection by the commissioner at all reasonable times, the info to be kept confidential.

The rules and regulations are subject to change and amendment upon 'proper notice to all licensed motion picture employment agencies and after due hearing thereon.'

With talk of agents again trying to organize for self-regulation and adoption of a broad code of ethics buzzing around Hollywood from several factions, Attorney I. Bear Newman, representing an anonymous group appeared at the session to formally request a 90-day moratorium on regulation.

Newman, whose backers later were reported to be a group of agents headed by M. C. Leves, asked the postponement of putting the rules under consideration into effect to permit the group with which he was associated 'or any other group to effect agency solidarity.' He stated immediate adoption of the rules might be a 'practical obstacle' to be perceivably 'set together.'

Deputy Commissioner Barker put the proposal up to the agency attorneys' committee, who nixed it, stating they would stand on the present setup.

Sherman stated he might have been in favor of such a procedure had the negotiators failed to reach such a 'complete and amicable accord;' while Blum said he 'has, was and is trying to convince agents of the need for organizing,' but that 'I, Newman, or any other group can go ahead without conflicting with the present setup.'

Barker said he personally would not proclaim a 90-day moratorium without the committee's approval, but that his office would at all times be ready to give full co-operation to any 'constructive plan by agents to organize and improve their relations.'

### Handle Tiffs

After the session, both Barker and Lowy stated it was not their intention to jump into every agent-client controversy, feeling that their office is too busy with rush of smaller-salaried workers' troubles to handle tiffs of persons financially able and willing to hire counsel and air it in court. However, they will investigate any complaints made, they stated, and secure rigid enforcement against violators.

Screen Actors and Screen Writers Guilds, which, through their attorney, Lawrence Bellenson, have several times conferred with state officials on agency regulation, with the position being taken by Barker and Lowy that agents and not clients are being regulated, has announced a hands-off policy and apparently is satisfied with the new rules.

Pressure for closer state control of Hollywood agents was started two years ago and reached the hot stage last summer, but Barker and Lowy suspended their efforts to allow the Academy of Motion Picture Arts and Sciences to go through with its agency code of ethics. State officials watched the Academy negotiations carefully and extended full co-operation.

Final Academy draft drew their semi-official nod, but the employee-producer-agents setup went flopping when the Academy tripped all over itself in pix code negotiations last October. Some of the Academy ideas went into the present picture code. State rules and regulations campaign was revived six weeks ago by Lowy and Barker on assurance from Deputy Administrator Sol A. Rosenblatt that NRA would play ball 100% with the state and would in no way attempt to interfere with state regulations.

## Radio Chatter

(Continued from page 42)

Radio programs are prepared by the radio stations. The Tribune cannot undertake to assume responsibility for confusion resulting from last minute changes.

Two WCCO performers, Betty Brewer and Kenneth Spears, will wed shortly.

North American Broadcasting system Milwaukee has included WHRM, local independent station, in its chain.

Three of the WCCO engineers have their own short wave transmitters.

WCCO's staff organist, Ramona Gerhard, selected as soloist on Minneapolis Symphony orchestra Sunday pop concert program.

Rhiney Gau, German comic, a WLW fan-mail topper.

Elmer Dressman, publicity director, and Maurice Thompson, studio manager, of WCKY, joining Variety club.

Arthur Ainsworth, WLW announcer, a devout backyard gardener.

A pair of two-year-olds in Roscoe Goose's stable named L. B. Wilson and Broadcaster in honor of L. B. Wilson, prez of WCKY; they debut at coming Louisville meeting.

Sputter and Whine, WLW black-face funsters, memorize Mike work.

Charlotte's, Negro male foursome, do spirituals on Crosley's 50,000-wattter sans accompaniment.

Hink and Dink, vocal minstrel team of WLW, now in Refinery Carnival, Saturday night commers.

New Thought Temple airing Sunday morning services, held in RKO Paramount theatre, over WKRC; music by Pat Gillicke, organist on station's staff.

Paramount organ also used five nights weekly by Harold Krell for Modern Company's blasts on WKRC. Theatre gets rental fee for use of instrument and three plugs on each program.

Roscoe Gilmore Scott, author, lecturer and poet, doing humanized verse sustainers on WCKY Sunday evenings.

Al Poska, program director for KFOP-KFAB, claims for himself and the stations some kind of a record in auctioning announcer prospects.

By April, the year just passed will have seen the number pass 900, with countless others, not counted, who were dodged.

Eddie Dunstetter, organist, is now on KSTP (St. Paul) sustainer five nights a week. It's a buildup for a commercial.

Leonard Leigh, former organist with Public and later on local radio stations (St. Paul-Minneapolis) is now musical director for Ray-Bell Films.

With Minneapolis Symphony org giving an all-Scandinavian program, announcers John Waid and Phil Bronson (KSTP) both stumbled on pronouncing Svens names. Asking for help, they found there wasn't one Swede in the org, though Minneapolis has the largest Swedish population of any city in the U. S.

### Nebraska

Lou Williams signing to sing for John Gillin at WOW.

NAB reappointing John Henry, KOIL boss, to his committee post.

June Saunders taking up her new job at WOW after leaving the ticket window at the Brandels.

Big Brother club at WAAW having to move from studio to Chambers hall to avoid the noise hazard.

Gordon Berquist, formerly WAAW and KMOX, in to see old friends before taking up network in the East.

Bill Wiseman, Bee-News radio violator.

## JACK BENNY

WEAF  
10-10:30 P. M.  
EVERY SUNDAY  
CHEVROLET  
PROGRAM

## LITTLE JACKIE HELLER

Mon., Tues., Fri., 4:15 P. M.  
Wed. to 4:30 P. M., CST  
Sat. 4:30 P. M., NBC  
Management NBO, Chicago  
Per. Rep.; HERMAN BERNIE  
New York City

editor, back from a week's vacation through the South and hob-nobbing with famous at Hot Springs.

Bob Benford, College Club band leader, trade paper correspondent, medic student, etc., will leave town to take up internship in the East.

William Ruess, chairman of the Woodmen of the World board of auditors and director of personnel, telling John Gillin about his trip to Miami.

John Chappel, assistant program director at WOW, spending his spare time on the chaletauqua platform. Booked through the month and getting repeat dates, too.

### ARMOUR ★ JESTER

## PHIL BAKER

EVERY FRIDAY EVENING  
WJZ, NBC NETWORK  
COAST-TO-COAST

NEW YORK 9:30-10 P. M.  
E.S.T.  
Thru Station WJZ

CHICAGO 8:30-9 P. M.  
C.S.T.  
Thru Station WENR

## HARRY McNAUGHTON

ALIAS "BOTTLE"  
THE ARMOUR HOUR

very Friday Evening

NEW YORK 9:30-10 P. M.  
E.S.T., WJZ

CHICAGO 8:30-9 P. M., C.S.T.  
Thru Station WENR

Permanent Address, LAMBS' CLUB, 130 West 44th St., New York City

## FRED ALLEN'S

SAL HEPATICA REVUE

with PORTLAND ROFFA

JACK SMART  
IRWIN DELMORE  
MARY MCCOY  
SCRAPPY LAMBERT  
SONGSMITHS

LENNIE HAYES' ORCHESTRA

Material by Fred Allen and Harry Tugend

WEAF  
Wednesday, 8:30 p. m., E.S.T.  
Management Walter Batchelor

## RUBY NORTON

JACK CURTIS

CURTIS and ALLEN

Palace Theatre Bldg. New York

## Isham Jones Orchestra

COMMODORE HOTEL, N. Y.

The big show sponsored by every radio station

10 P. M. Sustaining—Tuesdays, Thursdays and Fridays, 11:10-12 P. M.; Saturdays, 11-11:15 P. M., coast to coast. WABC

Direction  
Columbia Broadcasting System

## EMERSON GILL

and His ORCHESTRA

WTAM  
Cleveland Monday 1 P. M.

## THE KING'S JESTERS

Personal Management  
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

## Jack and Loretta Clemens

WJZ

45-11 A. M.  
on Wed., Fri.,  
WILBERT'S  
FLOOR WAX

Sole Direction  
Ben Roake Productions

## GRACIE BARRIE

"The Sweetheart of the"

ON TOUR WITH  
"THE PASSING SHOW"

Sole Direction

HERMAN BERNIE

1619 Broadway, New York

## LEON BELASCO

ARMOUR PROGRAM

9:30-10 P. M., FRIDAYS

WJZ

MON., FRI., WABC, 12 MIDNITE

Coast-to-Coast

Nightly St. Maritz Hotel, New York

Sole Direction HERMAN BERNIE

1619 Broadway, New York

## CAVIAR

ISN'T COMPOSED OF

DUCK EGGS

nor is the success of  
a radio program  
solely due to the artist

david freedman

author-program-builder  
New York

## RAY PERKINS

Palmer House Cushman's Sons  
CHICAGO BAKERIES  
NBC WOR  
Direction SEDLEY H. BROWN











# WINS, BUT DISSOLVES

## MDS Decision

Memorandum accompanying Federal Judge Bryant's verdict for the defendant-publishers, in the case of Max Mayer against the Music Dealers Service, Inc., was, in verbatim, as follows:

In a case of this kind or in any case arising under the Sherman Act it is, of course, necessary to determine the issues in the light of the particular circumstances of each case. In this case I believe it is safe to summarize the formation of the acts surrounding the formation of Music Dealers Service briefly as follows:

The publishers, prior to and in the early part of 1932, were disturbed over the condition of the retail dealer. The dealer was essential to both the publisher and the wholesaler. It seemed necessary to the plaintiff in this action, as well as to the publishers, to formulate some plan whereby the dealer could obtain music at a price that would enable him to compete with syndicate stores, chain stores, mail-order houses, and so forth. In an endeavor to remedy this condition the Music Dealers Service was formed. While Music Dealers Service was formed not for the purpose of eliminating this plaintiff or any other concern from the business, but was formed, rather, for the purpose of encouraging and increasing sales, yet the results of the work of Music Dealers Service, and especially the result of one of its operations—that of selling at one price to large dealers as well as small, did inevitably tend toward the elimination of at least the curtailment of so-called jobbers in the business. The Music Dealers Service, as organized, does not come within the provisions of the Sherman Act as construed, provided its functions were and are only those of sole distributor and selling agent of its stockholding and contracting members. On the other hand, if, as the plaintiff contends, its real functions were and are to monopolize the trade, fix prices, impose inflexible and onerous terms, or do any other act or acts which tend to obstruct a free flow of commerce, then of course the opposite is true.

From all the evidence in this case, and considering all the circumstances surrounding the facts in this case, I must hold that the plaintiff has failed to establish its contentions.

I think it is likely that no useful purpose can be served in this case by stating the reasons which have led me to those conclusions; but, nevertheless, I will very briefly outline some of the reasons governing some of the conclusions I have reached:

### Court's Outline

Music Dealers Service was and is a distributing and selling agent. It does not buy and sell on its own account. There is no evidence in the case showing a refusal on the part of Music Dealers Service to sell to any one or any particular group in the trade. In fact, its purpose, as I understand it, was to encourage and increase sales. Its purposes were legal, unless, as I said before, there was price-fixing or obstruction of trade.

Under the contracts Music Dealers Service was to sell at the prices and upon the terms fixed by each publisher. I must confess that the uniformity of prices of the different publishers, as listed in the catalogs of Music Dealers Service, is disturbing. It almost tends and does tend towards the belief that there was some sort of an understanding regarding prices; but to find that there was such a plan or agreement would be to find in opposition to the positive evidence in the case, and especially would such a conclusion be unwarranted when one considers the fact that there had been, for a long time and to quite a large degree, a uniformity of retail prices for popular music, and there had been the formation of Music Dealers Service, a tendency on the part of the publishers to fix their prices so that the retailer could sell at the popular prices with a profit.

As far as the evidence shows, as I have said before, each publishing concern, without consultation with any of the others, fixed its own prices, and it had the right to raise and lower them if it deemed prudent. If this be true—and the evidence does not show otherwise—then there was not any price-fixing or suppression of competition, or domination, or control on the part of Music Dealers Service. These, however, were not inflexible. Each publisher had the right to vary them as it seemed advisable. In fact, the evidence shows that Music Dealers Service for a time did not follow strictly its publisher terms, and that later there were many instances where each of the publishing concerns selling through Music Dealers Service varied their terms of discount and their return privileges. It is not at all uncommon for a trade to have an established usage governing its terms, payments and so forth; and such uniformity when reasonably exercised, is not within the condemnation of the statute.

### No Coercion

The proof does not establish that through domination or coercive tactics any firm was induced to appoint Music Dealers Service as its selling agent, or was induced to refrain from doing so. On the contrary, the evidence seems to show that every publisher and every concern in the Music Dealers Service was free to appoint it as his or its selling agent, and was also free to withdraw, despite the terms of its contract.

While the governing board of the American Society of Composers, Authors and Music Publishers was in a position to exert any pressure, if it so desired, I fail to find sufficient evidence to warrant any finding that the governing board of that Society so acted. Certainly I cannot, in a case of this kind, impute wrong motives or corrupt acts without evidence.

What I have briefly stated simply outlines the drawing of my conclusions on the three main issues of the case. I do not believe that anything could be gained by outlining in any degree or to any extent the evidence or lack of evidence from which my other conclusions were drawn.

The defendants in this case are entitled to a judgment of dismissal without costs, and I so order.

## Whiteman Signs Hauser To a Five-Year Ticket

Babe Hauser, formerly the Hauser Boys in vaude, has been signed for five years by Paul Whiteman.

Bill Schneider, head of Gimbel Bros. radio-phonograph department in New York, heard Hauser at a Lake George, N. Y., hotel and arranged the audition for Whiteman, who promptly signed him.

## Grier Quits MCA

Jimmy Grier unit, currently supporting Bing Crosby on the Woodbury show (CBS), has gone under the management of Rockwell O'Keefe, Inc. Shift is from the Music Corp. of America.

Grier's contract with Woodbury is for 10 broadcasts.

## Bestor in Pennsy Spot

Don Bestor combo opens at the Hotel Pennsylvania, N. Y., April 5. George Jessel's band and Ethel Shutta leave on a tour. Bestor band of 16 will use Neil Buckley, Florence, Cae, Maury Cross, Billy Yates and Ducky Yuntz as vocalists.

Miss Shutta will be picked up by remote control en tour for her Friday night Nestle's Chocolate commercial.

## LEAVES CONCERT FLAT

Syracuse, March 26: Temperamental outburst by Carmella Ippolito, young violinist, during a rehearsal of the Syracuse University Symphony Orchestra resulted in the guest artist's failure to appear at a concert last week. She returned, in a huff, to New York.

Late arrival of an orchestra precipitated the trouble.

## VICTOR IN SUIT, LOSER IN FACT

**Surprise Federal Court Decision Would Have Favored 9 Defendants Who Withdrew in Midtrial—Only 3 Fought It Out—Mayer the Winner in Reverse English.**

## RICHMOND ON HIS OWN

Despite the verdict handed down by Judge Bryant in New York Federal court Friday (23) holding that Max Mayer had not proved that the Music Dealers Service, Inc., operated in restraint of trade, the publishers' distributing organization ceases functioning as of April 1. Only step left is to put MDS through the legal process of dissolution.

In the meantime Morris Richmond, who gave up his partnership with Mayer to become general manager of the MDS, is organizing his own jobbing company, tagging it the Maurice Richmond Music Dealers Service, Inc. Richmond will, by the end of the current week, assume ownership of MDS facilities and also of its present quarters.

For the three publishing firms that continued through the Mayer vs. MDS litigation to a verdict he will serve as exclusive selling agent and for them continue the MDS policy of selling to large and small buyers alike at one price. Richmond will also function as a general jobber, handling the merchandise of other publishers in the trade.

By the terms of the settlement agreements made between Mayer and nine of the 12 major publisher defendants which allowed them to withdraw in midtrial, these firms are under obligation to stop clearing through MDS on April 1, anyway. The nine firms represent around 90% of the business done by MDS. Remaining as charter members of the distributing outfit are the three publishers who elected to go through with Mayer's \$1,150,000 anti-trust action to a finish, namely, Leo Feist, Inc., DeSylva, Brown & Henderson and Donaldson, Douglas & Gumble.

Windup of the 18 months of litigation placed Mayer in the analogous surprise position of being both a winner and a loser. He had set out to crack up the MDS and did it by effecting the withdrawal of the organization's bulk of business support, but he failed in his purpose of forcing the dissolution of the combine by process of law. To those in the trade not entangled in the case the decision came as a surprise.

### Clean Bill for

As far as the evidence as presented by Mayer's counsel is concerned, Judge Bryant's decision serves as a clean bill of health for the MDS. The proof, he held, did not establish to his satisfaction that through domination of forced methods any publishing house was induced to accept the MDS as its selling agent. The evidence seemed to show, the court said, that every person and firm doing business with the central distributing channel was free to appoint it as its selling agent and also free to withdraw regarding it or to form of its distribution.

In commenting on the price fixing allegations made by Mayer during the trial, the judge declared that he had to admit that the uniformity of prices of the various publishers as listed in the MDS catalogs was "disturbing" and that this tended toward the belief that there had been some sort of understanding regarding prices. But, he added, there had been nothing adduced in the case to prove the actual existence of a price agreement. Each publisher member of the MDS had been privileged

## 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 full-time independent stations—WOR and WMCA. Data obtained from Radio Log compiled by Accurate Reporting Service.

| Title                                | WEAF<br>WJZ<br>WABC | WOR<br>WMCA | Total |
|--------------------------------------|---------------------|-------------|-------|
| 'You Ought To Be in Pictures'.....   | 27                  | 16          | 43    |
| 'Dancing in the Moonlight'.....      | 18                  | 13          | 31    |
| 'Without That Certain Thi'.....      | 22                  | 30          | 52    |
| 'Wagon Wheels'.....                  | 10                  | 30          | 40    |
| 'Over Somebody Else's Shoulder'..... | 13                  | 29          | 42    |
| 'I Knew You When'.....               | 15                  | 29          | 44    |
| 'Carolina'.....                      | 11                  | 28          | 39    |
| 'Thi Little Piggy'.....              | 27                  | 27          | 54    |
| 'Let's Fall in Love'.....            | 26                  | 26          | 52    |
| 'I Just Couldn't Take It'.....       | 26                  | 26          | 52    |
| 'In a Shelter From a Shower'.....    | 25                  | 25          | 50    |
| 'Oh, Roses'.....                     | 24                  | 24          | 48    |
| 'How Can'.....                       | 24                  | 24          | 48    |
| 'There Goes'.....                    | 23                  | 23          | 46    |
| 'Infatuation'.....                   | 23                  | 23          | 46    |
| 'You've Taken My Heart'.....         | 23                  | 23          | 46    |

## 18 Balto. Niteries, 8 With Floor Shows; Expect Big Summer

Baltimore, March 26.

Extent repeal has hyped niterie biz in this locality can be gleaned from the fact that more spots are in operation currently than during any prior period.

The strictly indie niteries are jubilant over current biz and what it omens for the post-Easter period. Of the 18 spots now lighted, eight have floor shows, with a trio of others scheduled to add acts after Easter. Indications for suburban roadhouses this summer are also bright: In years. All available locations have been snatched up, while a number of downtown clubs are priming to attempt to ditch through the hot months, a new local wrinkle.

## EXPECT HEARING SOON ON PUBLISHERS' CODE

John G. Palme, chairman of the Music Publishers Protective Association board, was advised last week by the publishing trades code authority that it was speeding up the adoption of a covenant for the sheet music industry. As the first step in this direction the code authority, said the letter, would set an early date for a hearing on the merged pop and standard publishers' document.

Popular faction's revised code has been in NRA hands for over four months. Standard publishers were told about five months ago that they would have to merge their rules and regulations with those of the pop end of the business, and it is this consolidated code which has been on file in Washington for almost two months.

barred from taking the questions up on appeal, and added, 'But I assume that sooner or later, if these gentlemen persist in the course of which we have complained there will be some way of testing them.'

As for Mayer himself, there is no desire for further litigation. Mayer let it be known after the judgment had been handed down that he was through with suits and trials. He had been solely interested in restoration of publisher-jobber relations as they were before the organization of MDS.

Day after the closing of the trial Mayer offered Maurice A. Richmond, now general manager of the MDS, to resume his half interest in the Richmond-Mayer Co.

Upon receiving the favorable court decision, MDS directorate decided to make a survey of the situation. Joint decision to dissolve followed.

### Podell's Last Word

Judge Bryant shut off further arguments with the assertion that in his opinion no useful purpose would be served by granting Podell's request. To Podell, however, went the parting remark. He said that he was sorry that his client was



## City May Boost N. Y. License Fee To \$100; May 1 Deadline for Agents

With a \$25 license for all New York agents and bookers already determined as a necessity, the act sellers and buyers now face legislation by the city's Board of Aldermen to raise the yearly fee to \$100. License Commissioner Paul Moss last week took a committee of three agents from the National Association of Theatrical Artists' Representatives that a bill raising the ante is in preparation.

All agents must be licensed by May 1, the start of the fiscal year on Commissioner Moss' books. Until that time they can operate without licenses, Moss not wanting to impose on them the hardship of putting up \$25 for a license that will last only until April 30.

Moss sent for the agents, with Marty Perkins, Maurice Rose and Matt Kelly appearing for the NATAR. The commissioner asked for suggestions which could be written into the city ordinance affecting employment agencies, as to how the city could best regulate the artists' reps to conform with the desires of the agents' association.

A meeting of the board of governors of the NATAR is scheduled for tonight (27) to draw up the suggestions for Moss. One that is set to be offered will ask stringent demands on the booking offices, circuit and indie, not to do business with unlicensed agents. Moss has promised the NATAR that any agent found conducting an unlicensed office will be prosecuted.

**Loew Reps Withdraw**  
Last week the newly re-formed Marcus Loew Representatives' Association voted for all its 45 members, which includes the 20 franchise holders and their associates to withdraw from the NATAR. The latter organization stated that but 22 Loew agents were on its membership roster.

Sam Lyons, when asked whether he would resign from the NATAR, answered that he would not have to withdraw because he was never a member of the NATAR, of which Sam's brother, Arthur, is president.

The Loew group elected Joe Flaumman, president; Jay Wolf, v.-p.; Jack Mandell, secretary; Eddie Smith, treasurer, and Johnny Hyde, chairman of the board. Bill McCaffery and Alec Hanlon were chosen to sit on the board along with the officers. The Marcus Loew Reps' Association will operate under its old social charter, which has been dormant for the last three years.

Another meeting will be held this week to draw up a constitution and by-laws, and settle the question of dues. MLRA will run a sick and benefit insurance fund for members, as well as set up protective measures for members who, through illness, cannot handle their acts. No permanent arbitration board will be set up to settle disputes between members or between agent and actor. The litigants will each choose an arbitrator, along with a third and neutral party mutually named.

### Sadie Halperin Hurt

Los Angeles, March 26. Their car crashed into one behind by an allegedly drunk driver near Glendale, Sadie Halperin, vaude booking agent, her husband, Chas. Halperin, and Vers Swann, dancer, were severely injured and their machine demolished.

Trio were returning from San Bernardino. Halperin's injuries had to be treated at a hospital, while the other two occupants suffered badly wrenched backs and numerous cuts and bruises.

### Tucker Sails

Sophie Tucker sailed April 27 for London to open an engagement at the Palladium May 10. Ted Shapiro accompanies her.

New material for the London date is being prepared for Miss Tucker by Jack Yellen.

### REVISING 'REVELS'

Harry Delmar's 'Revels' winds up on the road March 29 after its Loew week in Columbus.

Unit will be revised in New York.

## Minevitch to Sub for Mahoney at B'klyn Par

Borrah Minevitch's Harmonica Rascal will sub for Will Mahoney when the current N.Y. Paramount unit plays Brooklyn next week. The comic is being replaced for the one week due to his having played Brooklyn a short time ago. The Par there did not want to repeat Mahoney so soon.

## Saranac Lake

### By Happy Benway

Tom 'Cy' Lenihan, Tucson, Ariz., is on the list for a visit to the Mayo Brothers' clinic, Rochester, Minn. His legs went floppo and it may mean the knife.

Marya Blake, who sieged it at the New York and French hospitals is back at the lodge looking spic and span.

Saranac isn't so bad, a Judge here decided. 'The wife must pay her husband \$2.50 a week for his support.'

Grace Harvard bedsidling her daughter, Dorothy.

Winter gone; snow now only three feet deep and the temperature is only zero.

Added to our good samaritan club, Maurice Langeman, Boston, Mass.; Bobby Graham, Toronto, Canada; Guy H. Phillips, Hoosick Falls, N. Y.; John S. Driscoll, Scranton, Pa., and Miss Tootsie Heimlich, New York City. They pride themselves in adding the sick.

Leo Massimo leaves the lodge to resume cure downtown.

Ethel Jones gets the go-home okay and is big-street bound. This ends Ethel's third term up here.

Dr. Agrippa Roberts is the new house medic at the lodge. A grad from the U. of P. and a native of dear old Dixie.

Meggie, the lodge's pet dog (owned by Dr. Edgar Mayer) is the proud mother of ten, eight boys and two girls.

St. Patrick's day at the lodge, with every one wearing green except Ben Schaffer. He wore an American flag.

Write to those you know in Saranac.

## Fanner Lands

Lincoln, March 26. Rosta Royce, fan dancer, has landed four full weeks in Missouri, playing Dubinsky houses, and thus far hit St. Joe and Kansas City.

Henry Santrey and his rebanded unit are waiting for her to join them in Chi.

RKO's franchised agents, particularly those interested in the production of units, are steaming at the RKO booking office over claimed stalling tactics. With expensive shows on their hands, the agents say they can't get a definite say from the RKO bookers, yet are advised against selling the shows elsewhere.

Independent, weeks available to the units would be welcome but for the fact that the RKO bookers tell them to 'Wait until we make up our minds before you book the show anywhere else', the agents say.

Harry Jolson and Arthur Klein, mad at each other for 24 years, shook hands on the Coast recently and made up. Harry Jolson had been told Klein had wronged Al, his brother.

Eddie Kane brought the boys together and Klein told how a former Shubert employee, prior to his demise, confessed how he had wronged the agent with Al Jolson through certain statements.

Phoney benefits, which recently reached alarming proportions in Los Angeles, have been halted temporarily by a drive by police and the city prosecutor's office. Ended in the arrest of 12 people.

Evidence accumulated during the drive indicated that the so-called benefits have been grossing as high as \$3,000 to \$4,000, with less than 5% of receipts going to the organizations reputedly sponsoring the events.

Ferry Corvey on May 17, 1931; was driving from his summer place in Greenwood Lake, N. Y., back to New York, to keep a vaude booking when a motorcycle coming in the opposite direction was sideswiped by his car, resulting in injuries to Fletcher Gortey, 14, who instituted suit for \$50,000 damages. The boy's father sued for \$5,000 for hospital bills and medical attention.

Matter came to trial in Queens (N. Y.) Supreme Court last week and after Julius Kendler, for the vaudevillian, set forth that the accident was due to the youngster's negligence and through no fault of the actor, a jury before Justice Norton, after holding out for a long time, returned a sealed verdict in favor of Corvey.

The vaudevillian's insurance had lapsed shortly before the accident.

## F&M BOOKS KATE SMITH; INTERSTATE B-O'S SOAR

Fanchon & Marco is taking the Kate Smith unit for the Coast, commencing May 3 in Los Angeles, at \$5,000 guarantee plus percentage and transportation for the troupe on all jumps. Simon office agent.

Show starts for F&M upon completing its Interstate bookings, which began in Dallas this week.

Dallas, March 26. Kate Smith's unit opened strong at the Majestic here, getting \$7,000 over Saturday and Sunday. Looks like \$13,000 for the engagement, high for any time and exceptional for Holy Week.

Business with stage shows is up in other Interstate spots also. Pat Rooney unit, with 'Hi, Nellie' on the screen, and the Dave Apollon show, with 'Come On, Marines', both had \$6,000 weekends in Houston and San Antonio, respectively.

## Riley Left Hipp Fights Feet First, but Didn't Even Enter the Ring

Tommy Riley, agent and former pug, is suing the N. Y. Daily News for \$100,000, for injuries sustained when he was struck by patrons of the Gold Gloves boxing prelims at the Hippodrome coming down the outside stairs of the theatre. He has been in bed the past couple of weeks.

Riley, who had himself been a witness of the bouts, was leaving the theatre when the balconyites came rushing down. I. Robert Broder, 1560 Broadway, is acting as his attorney.

Daily News sponsored the amateur fights and rented the theatre.

## WB Clocking Units

Warners' experiments with units in the smaller towns is now in the 'reaction-seeking' stage, with the units out and Harry Kalmine, zone manager, watching the results. If the takes with straight pix drop below the splits the theatres received on the percentage dates, units will be continued.

'Bottoms Up' this week completed playing Wheeling, W. Va., Clarkesburg, Pa., and Steubenville, Ohio, all four-day stands, on a 50-50 split after the first \$200. 'Alice on Broadway' is winding up on the time this week in Wheeling, having played Fairmont, W. Va., Steubenville, and McKeesport, Pa., on the same arrangement.

## Agneta Debuts 2d Unit

Nick Agneta's second unit, 'Evening in Paris', opened last week in Trenton, N. J., for RKO.

Show has the Three RKO brothers and Hal Sherman, among others.

## Inside Stuff-Vaude

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## Darrow Pans Code

(Continued from page 5)

that these individuals refused to attend and refute the charges.' Rosy told board point blank he will not attend Thursday.

Asked a second time to subject himself to examination, divisional administrator refused to take the stand in the afternoon.

Because he was unable during noon recess to reach Gen. Johnson, Rosy said he would not testify, but repeated his offers to make available all facilities, records and files of my office.' Rosy added he had a 'large mass of complaints against independent exhibitors unfairly competing' and would turn them over for inspection 'night or day, any time you want.'

### Angle

Transmittal of letter of protest from the attorney general to General Johnson about assertedly monopolistic aspects of the code, before the President signed the document, was revealed by Russ Hardy, employee of Department of Justice and attorney on anti-trust proceedings since 1914.

Charging that twice as many anti-trust complaints are received about film industry as about any other, the D. J. man related the history of government actions against Fox-West Coast and other film companies and testified that producer-ownership of film houses has increased rapidly in recent years.

Memorandum from Cummings to Johnson, which never was replied to, pointed out 'items about which the Department of Justice had received complaints, Hardy explained. Principal matters called to the general's attention were:

(1) Refusal of major producers to contract for a 'sufficient number' of films to keep indie houses going.

(2) Refusal to contract for any pix 'at all'.

(3) Refusal to let indies have first runs.

(4) Refusal to contract for second runs until 'after an unreasonable lapse of time after showing by a competitor.'

(5) Refusal to contract unless admissions are raised and maintained at specified level.

Sporadic complaints, Hardy added, dealt with refusal to sell except in blocks; refusal to sell except on percentage basis; overbuying.

Declaring 'the most valuable right is the right to show pictures first,' Hardy charged code provision authorizing local boards to prohibit distributors from renting films 'to exhibitors who violate code terms was provision for 'boycotting.'

Questioned about theatre-ownership and stage-ownership anti-trust actions, Hardy said he had filed three suits and won two, describing in considerable detail the Fox-West Coast case.

Having quizzed the Department of Justice man about the identity of Code Authority personnel, Mason got down to brass tacks with question, 'assuming the Code Authority is controlled by the so-called big producers and permits conditions to exist now that were alleged in that bill of complaint, would that constitute monopolistic practices?'

Hardy replied with emphatic 'yes' and was excused.

### Rosy's Background

Low-down code conferences came from Myers who charged that Roenblatt wrote the code and presented it to exhibitors with a take-it-or-leave-it ultimatum.

Allied's mouthpiece was asked about Rosy's past and testified he was an associate of Nathan Burkan, who was counsel for Columbia Pictures. Myers identified all of the Code Authority and laid basis for charge that the administration is controlled by the Hays organization.

Relating how Rosy prepared and presented revised code at conference in October, the Allied's voice recalled, 'There was some comment in the trade press that the code was delivered with such ceremony to this group and not to a committee of producers in the same hotel who apparently had as much at stake but not such great curiosity.'

Myers testified no other code he has seen named C. A. members, charging that the MPTOA is controlled by majors and that Charlie O'Reilly is in the business of installing candy-vending machines in theatres.' Allied leader declared flatly that the code is designed to promote monopolistic practices and added that big companies now are represented at the Code Authority meetings by attorneys or sales managers

because the 'important' ones do not attend.'

Asked if he ever was invited to attend C. A. meetings, Myers replied in negative, adding, 'I don't anticipate that it shall be.' Block-booking was dragged in when Myers told the board that the most valuable rights of any exhibitor are: (1) An adequate supply of fresh product, (2) public good will, and (3) investment.

Allied chief said he can't find enough exhibits to count on one hand who are not forced to subscribe to block contracts and charged that majors buy on selective basis. Cancellation privilege in code was declared 'hedged about by numerous conditions' which prevent indies from getting any benefits. He told the board that rental of films is a case of buying, not renting, and that bill is pending in Congress to require distributors to furnish exhibits with synopses.

Suspicion that the board is laying foundation for probe not only of film industry and picture code, but also of General Johnson, was created by manner in which Mason drew innuendoes about Rosy and the board's refusal to recognize the Amusement Administrators right to speak.

Names of sales managers to be called, probably early next week, were made public because board counsel didn't know them. Myers will furnish list to be used.

Reservations in presidential order approving code were termed 'very wholesome and very welcome but not adequate protection' for indie exhibitors by Myers.

'When the code was approved, executive order contained some very wholesome safeguards against arbitrary powers conferred on the code authority,' he said.

### Code Tearer-Downer

The Allied's mouthpiece assailed the exhibitor labor provisions; said code by not prohibiting practice of forcing shorts perpetuates 'one of the serious abuses of the business'; charged provision concerning designated pix dates 'pretends at a reform' but in fact it countenances and permits and, we fear, legalizes, the practice.'

Forcing shorts provision was 'something of a benefit,' but by not being more stringent does not prevent restraint of trade, he charged. Permitting distributors to select certain play dates is harmful to the public, he said, since it denies to exhibitors the right to fix the program to meet the needs of his clientele.'

Returning to block booking, Myers said abolition of the practice would be 'agood thing for all'.

He boosted the Patman bill, saying if the Clayton act applied to leases indie exhibs would be partly protected from discrimination. Myers gave Hollywood a lukewarm compliment, observing that 'I don't think they conscientiously try to make poor pictures. There isn't enough ability to go around.'

He added that indie block booking is abolished 'It is futile' for reformers and educators to try and improve public taste or encourage discrimination among patrons.

Details of alleged discrimination by major distributors were related by E. Thornton Kelley of Fallsade, N. J., who told how Nick Schenck and Marcus Loew in 1924 protested his playing a Paramount picture. Said house owned by Fox Films now gets first runs but used to have, though he pays bigger rentals.

William Biggie, Steubenville, Ohio, operator, told about his difficulty in getting pictures on account of competition from Warner and Paramount houses.

## Mills Bros. in L. A. Par

Los Angeles, March 26. Following their two weeks at the Orpheum, 'Frisco, the Mills Bros. are being returned to the Paramount for a third week by Fanchon & Marco.

Act follows the Duke Ellington band engagement, which starts Thursday (29).

## ADAGIO DANCER KILLED

Van Nuys, Cal., March 26. Elizabeth Buck, adagio dancer and the wife of Virgil L. Buck, also a dancer, was killed last Wednesday (21) when struck by an auto near her home. Both were employed as a dance team at Fox studios.

Rosamond Cole, driver of the car, was jailed on charges of suspicion of manslaughter.



# RESUME BIG SALARY SPREE

## 4A'S HANDS AFA WHITE RATS CHARTER

Members of the American Federation of Actors (formerly ABA) at a mass meeting tomorrow (Wednesday) night at the Biltmore theatre, New York, will be officially presented with the old White Rats charter of affiliation with the American Federation of Labor Council of Associated Actors and Artists of America (Four A's), which owns the charter, after considerable delay, voted last week to turn it over to the AFA.

Meeting at the Biltmore will be the first gathering of variety actors under A.F.L. auspices since the White Rats dissolved nearly 15 years ago. Fred Keating, president of the AFA, and Ralph Whitehead, executive secretary, will preside.

Under its charter the AFA has labor jurisdiction over principals in vaudeville, presentations, clubs, cabarets, minstrels, circuses, carnivals, fairs restaurants and music halls. In order to obtain the charter from the Four A's, whose executive officers are Paul Dulzell and Frank Gilmore of Actors' Equity, it was necessary for the AFA to submit to a 'deal' whereby Equity will have jurisdiction over chorus members in all of these fields.

Next move of the AFA, which thus far has confined itself to the vaudeville field, will be to bring into the organization the principals of other amusement branches over which it has been given A.F.L. jurisdiction. A movement among nite club players has already been started.

## LAURIE MIXING A.K.'S WITH Y.K.'S IN UNIT

Joe Laurie, Jr., is producing a combo a.k. and y.k. unit. Is using entire 'Memory Lane' act comprising the old-timers, and adding three younger turns and perhaps a line of girls.

'Young' acts are Bert Nagle, Runaway Four and Mary Tempest. Another new unit in production is Earl Carroll's 'Vantiles' tab with an entire new cast, sponsored by Curtis & Allen, which opens in Long Branch, N. J., March 30. Harry Gourdin is putting on a new unit in Boston for F.E.M. This one includes Doyle and Donnelly, and Rose Kesner.

## L. I. Roadhouse Tacking Dave Harris from Vaude

Dave Harris is ducking out of vaudeville to become a nite club owner with a roadhouse of his own on Northern boulevard, on the north shore of Long Island. Place, near Bayside, was Freddie Welsh's training camp when he was lightweight champion.

Harris is naming the club Bay-side Inn. It opens April 6 with a floor show.

## Brooks-Davis Split

Chicago, March 26. Marriage of Louise Brooks and Deering Davis, who have been doing a dance act together, has blown up and they are separated. Miss Brooks has consulted attorney Phil R. Davis locally.

Understood she also is seeking a new dancing partner through Leo Salkin agency.

## Delay Casino Eatery

Proposed restaurant, adjunct of the straight-vaude Casino, New York, will probably not open at the same time as the first show on Easter Monday. Operators are unable to get the basement eatery ready in time.

It will be about a week after the first show debuts before chow and floor show will go with the vaude.

## FREEMAN SELLING JADE

Bernstein Meeting All in Shanghai—Army Deal

Shanghai, March 1.

Freeman Bernstein is meeting all boats in pursuit of his new profess. He's now a jade salesman. This countermands belief in New York that Freeman is taking over the Chinese army against Japan on a percentage basis, although report is that he was negotiating for such a deal.

Cessation of hostilities apparently clipped that one. Bernstein as a jade specialist is selling mostly Americans as they step off the boat.

## Vaude Producers Ask Injunction Against Fox 'Bottoms Up' Film Title

Charging that the title of the Fox musical picture, 'Bottoms Up,' is an infringement on their unit bearing the same name, John Hickey and Harry Anger have started suit for an injunction and an accounting. Lawrence Green, attorney for Hickey & Anger, served the papers Friday (23) on John P. Edmundson, of Fox.

A hearing on the injunction will be held today (27) before Supreme Court Justice McCook. Hickey & Anger firm, in its affidavits, maintain that it thought the 'Bottoms Up' title in August, 1933, and that the unit's first showing in October in Asbury Park, N. J., was prior to the time that Fox put 'Bottoms Up' into production.

The vaude producers do not directly charge Fox with lifting the title, maintaining instead that the picture is unfair competition to the unit. If Justice McCook grants the injunction the picture can be kept from further showing pending the outcome of a trial.

According to Green, neither the picture or unit title is registered.

## Indies Again Show Life; Godfrey-Linder Grab Two

Jack Linder and George Godfrey have taken two indie vaude houses from opposition bookers.

Majestic, Jersey City, formerly booked by the Dows, starts with Godfrey & Linder Thursday (22), using five on a split, while the Bronx Opera House deserts Arthur Fisher's book on April 1. They will supply that house five acts each half.

Harry Lazarus, former Kingston, N. Y. exhib, has taken over the Palace, Troy, and installed vaude. Godfrey-Linder booking. House was formerly Proctor's.

## \$100,000 FOR NOSE

Jilda Paradise Asks Damage Injuries from Monroe, N. Y.

Jilda Paradise, femme half of the McDonald and Paradise dance team, has entered suit against Rhineland Theatre, Inc., operators of the Monroe, New York, for \$100,000 as compensation for a triple-fracture of the nose she sustained in an accidental fall on the Monroe stage March 12. The half-week vaudeville firm is booked by George Godfrey and Jack Linder.

In the affidavits filed by I. Robert Broder, Miss Paradise's attorney, the dancer charges the stage was splintered.

## Daniels-Lyon for B&K

Chicago, March 26. Bohé Daniels and Ben Lyon come into the Chicago for a week April 6. Coming in direct from the Coast for the date. They have six weeks booked.

Originally carded for that week was George Olsen, but other bookings for Olsen necessitate a setback of the local engagement.

## STAGE ACTS ARE STILL ON OUTSIDE

Names from Films, Radio, Elsewhere Getting All the Gravy—Only Handful of Vaudeville Turns Figure in Current Big Money

## DELUXERS BATTLE

Personalities, coming from other fields as box office names for the vaudeville and picture theatres, are getting all the gravy in the bookers' current salary bender. The regular stage acts without radio or picture reps are meanwhile out in the cold as far as heavy sugar is concerned.

Strictly stage names that are sharing in the bookers' present liberality can be counted on one hand. Beyond Billy Gaxton and Victor Moore as a combination at \$4,000, Milton Berle at \$2,500, Lou Holtz at \$3,000 and Bert Lehr at \$4,000, there is none around and none on the horizon, either.

In dishing it out to the imported names with the proverbial shovel, the stage show bookers are no longer setting any limits on what they will spend. All past resolutions against spendthrift practices in the booking offices, made by the bookers together and by themselves, have been given the air.

## Par, Capitol Involved

The current spending spree at present is concentrated on Broadway, with Paramount's Paramount and Loew's Capitol the chief contestants, but is spreading to wherever there happens to be a circuit theatre of deluxe rating.

The import classification goes to such names whose bookings at high salaries depend chiefly on reputations gained elsewhere, such as in pictures or radio. A case in point is that of Joe Penner, who six months' ago was rated as just a comedian at \$950. Now a radio name, Penner is getting bookings and heavy sugar on the other rep alone, his stage background having no bearing on his present deals. Last week at Proctor's Newark he pocketed \$3,300 for himself, the theatre grossing \$25,000, or more than double its weekly average.

Paul Whiteman's band at \$3,000, Amos 'n' Andy, \$10,000; Primo Carnera, \$2,500; Sally Rand, \$3,000; Gloria Swanson, \$7,500; Mary Pickford, \$10,000; George Raft, \$3,500; Bing Crosby, \$5,000 and percentage; S. L. Rothafel (Roxxy), \$5,000; Kate Smith, \$5,000; Eddie Cantor, \$10,000; George Olsen band, \$7,000, are others in the current heavy coin class.

## ios Help

The Paramount-Capitol name battle, with each house calling on its affiliated picture studio for stage reserves, is responsible for most of the new price boosting, wild search for stage attractions and renewal of the old 'desperation salaries'.

Besides Swanson, Pickford, Raft, Crosby and Cantor, other film names involved in the stage show and salary contest include Marlene Dietrich, Johnny Weissmuller, Lupe Vélez, Wallace Beery, Clark Gable, Lionel Barrymore, Ben Lyon, Bebe Daniels, Ed Brendel, May Robson, Ramon Novarro and Jimmy Durante.

As to their neglect of regular stage names in their scramble for outside attractions, the bookers say that no single stage name can draw 'em in any more. To do business without borrowing from the outside, and using stage people only, the theatre must double and sometimes triple them up, they say. Two or three regular stage names in one show don't draw one 'break' name from films or the air, and the cost is as much or more, claim the bookers.

## Loew Sets Precedent in Setting Penner For 9 Weeks on Split from First Dollar

## Indie Justice

Comedy act last week asked an indie booker for a release from a Philly booking because they had a chance to grab a better job in a unit. When the booker refused, team called his attention to a favor they had previously done for him.

'Yes, I remember it,' replied the booker. 'But two wrongs don't make a right.'

## NVA COLLECTION DRIVE STARTS APRIL 14

A. P. Waxman has been engaged by the major theatre circuits to supervise exploitation of the coming NVA drive, which has been set for the week of April 27. In addition to theatre collections there will be a benefit show during that week at the Metropolitan Opera House, New York.

About 1,000 theatres are expected to participate. An effort is being made to include all the important independents. Drive this year is the first to be co-jointly handled by the circuits.

For the straight picture house collections a talker short jointly made by the major film studios probably will be used.

Eddie Alpers, of Skouras theatres, has been elected to join Harold Rodner, of Warners, on the NVA Fund board. The two will direct the NVA's affairs for the circuits. Waxman accepted the exploitation assignment for the term of the drive only upon combined invitation from the theatre circuits.

## Diane with Raft at Par; Team's Temp Split

For George Raft's personals at the Paramount, N. Y., starting Friday (30), his dance partner will be Diane of Dario and Diane, team that doubled for Ray-Carlo Lombardi in 'Bolero'. Raft will dance with Miss Diane, temporarily splitting the team, which continues, however, doubling into the Place Piquette (N. Y.) nitery.

Raft is set for New York, Brooklyn and Boston, but Diane will collaborate only on the first two engagements, owing to her nite club engagement for six weeks.

## Tacoma's Vaudfilm

Tacoma, March 26.

H. T. Moore, owner of Rialto, downtown double house, is adding flesh presentation on his small stage to first-run features. Booked Ted Sharon, revue with Jimmy Freshman band, Yvonne, Short and Long, Jack and Jill, Parker Twins, several other acts and a line of 12 girls for two days.

Eliz so good that he booked Skipper Mills and Radio Gang to follow. Scale 15c and 25c.

## B&K Loop Names

Chicago, March 26.

B. & K. has set a number of names for both the Chicago and Oriental through the next two months. Placed for the ace Chicago are George Olsen and Ethel Shutta, April 27; Roxy and Gang, May 5, with Gloria Swanson likely the week of May 25. At the Oriental, following the two-week stay of Milton Berle, there will come Benny Rubin, Frances Arms, Fifi D'Orsay, Buck and Bubbles, and Solly Ward.

Joe Penner will get a straight 50-50 split with the theatres from the first dollar on his nine weeks of out-of-town Loew bookings, which will follow his three Loew weeks in New York on guarantee and percentage. Metropolitan dates commence April 20 at the Paradise.

After the Paradise, Penner goes to the Valencia, and then downtown to the State. Comic and his manager, Marty Sampter, picked the State in preference to the Capitol. The three New York weeks are at Penner's regular guarantee, \$3,750, plus a percentage split varying in each house. Straight percentage arrangement out of town is the first 50-50 deal ever made by Loew's in issuing a stage route.

At Proctor's, Newark, last week Penner got \$3,300 for his share on a \$3,750 guarantee basis. His deal was to split with the house on everything over \$16,000, and the gross on the week was nearly \$26,000. Average there is around \$12,000.

Penner has two more weeks of bookings before opening for Loew.

Next week he plays Warners' Earle, Philadelphia, at \$3,750 and a split over \$23,000, then goes to Wilkes-Barre and Scranton for Comerford for a split in each town.

## Midwest Houses Add To Vaude Time When Stageshows Boom Biz

Chicago, March 26.

Increased vaude time in this area for houses already set with flesh. One-day stands are being stretched to week-ends, week-ends to split weeks, and half weeks to full weeks.

B.K. is expanding vaude at the north side Harding to a full three-day spot and considering going into split-week with the start of the Fat Warners' Hammond goes from a Sunday stand to a two-day house, Stratford from a Sunday book to three days.

B.K. now conferring on likely chances of stretching some of the ace Sunday houses to two and three days. Particularly considering extra vaude time for such theatres as the Tower, Congress, Northshore and Century.

At these houses business continues on the upbeat despite the Lenten season. The rest of the week is so-so, but on the vaude days the trend zooms upwards.

## PITT DELUXERS APPEAR SET FOR STR. PICTURES

Ittsburgh, March 26.

Continuation of stage shows in town's two deluxers, Penn and Stanley, still problematical. Stanley had Eddie Cantor-Dave Rubinoff last week, but so far there isn't another flesh attraction in sight. House is playing 'Bolero' (Far) along this week.

Penn has Morton Downey's unit with 'Good Dame' currently, and plays 'Greenwich Village Follies' with 'Nana' (UA) starting Friday (30). After that, however, 'Rip Tide' (M-G) and 'Men in White' (M-G) follow on straight-picture basis and nothing on stage has been booked for the future.

## Robertson Divorce Suit

Chicago, March 26.

Charging desertion, Betty Robertson, in town with the New York unit, has filed suit for divorce from George Robertson. The suit was filed in December. The suit is being handled in April by attorney Phil R. Davis here.

There is a child, Jeanne, three years old.











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## 15 YEARS AGO

(From VARIETY and Clippings)

Rumor was around Los Angeles that Charles Chaplin was bankrupt. Eason's gone to the poorhouse yet.

Second National Film Co. was in the making. On the lines of 1st Nat. Not a good job and faked.

Marie Dressler back in vaudeville at the Palace.

N.V.A. Clubhouse had its formal opening. Hailed as the dawn of a new era for the vaudevillian.

Klaw & Erlanger were at the split. Prevailing opinion was that Klaw would buy Erlanger out. Latter was asking \$5,500,000 for his share. Eventually Erlanger bought.

Home-coming parade of the 27th Division, A.E.F., was haymaking time for ticket specs on stand seats. Free shows were planned for the soldiers, but some houses had to drop the idea because of no audit. Only three soldiers turned up for 'Friendly Enemies.'

Still some trouble over the flu. In Madison, Wis., only every other row was permitted to be occupied. To give space to the coughers. One house played to 42 over the cost of the bill.

Musicians' union was considering 150 new demands to be presented theatre managers. Included a \$2 bonus for wearing tux and a 20% hold in pay.

Blanche Ring, in a suit, deposed she was 45 and upward.

B. S. Moss was making peace with the unions, orchestra, and stage hands.

## 50 YEARS AGO

(From Clippings)

Clippert told an inquirer that James A. Bailey of Barnum & Bailey had been a programmer on the Robinson & Lake circus as far back as 1860. He joined Barnum in 1890.

Ball leagues adopted a new rule prohibiting the sale of spirituous or malt beverages any place in the park.

San Francisco was up in arms against Col. Mapleson and the Clippert correspondent feared his bodily injury. All seats for Patti nights went to speculators who got from three to five times their face value. He was pinched for overcrowding the house. One night drew \$23,000, not counting the premiums paid.

Conley's theatre, St. Paul, oldest variety theatre in the northwest, was closed by the building department. Considered unsafe. To be renovated.

Seavey scenic studio advertised storage space. The original Cain's.

Clippert reprinted a story of a two-headed boy down in Texas who had a head each of his spine. Credulous.

Barnum was advertising a band of Sioux Indians, including a child of Sitting Bull.

Charles Dockstader, non-suited in a suit for \$40 against Louis Clapp. Threatened to prevent the latter from using the name of Dockstader, but—Low—Dockstader outlasted Charles.

Paris music hall was advertising the place for rental to American managers for the summer, but not for a music hall show.

## Inside Stuff—Pictures

Trustees of the Allied Owners Corp., which built the Paramount, Brooklyn, under lease to Par, and the Kings, Pitkin and Valencia (Cl. malen), under lease to Loew's, are planning to ask court permission to cash in on the guarantee of three leases by Loew's. Motion will be heard on April 23 in Brooklyn, when attorneys for the Allied Owners' trustees, Goldwater & Flynn, will seek the right to sell choses in action free and clear of fee in mortgage under the Loew leases.

Loew's, which leased the Kings, Pitkin and Valencia from Allied Owners after latter had built them for Publix, owes considerable back rent to the bankrupt.

It runs to approximately \$56,000 a month and has not been paid for any month since June, 1933. The motion of the Allied trustees to cash in on the Loew guaranty is virtually an order to show cause why the trustees should not be permitted to do this in behalf of the Allied estate.

The Paramount official or former official who's to be examined by the bankruptcy trustees under what the attorneys call the 21-A procedures, continues a mystery with another postponement to April 3 asked for and granted. This is the fifth adjournment since trustee counsel grilled Walter B. Cokell, Par treasurer, but decided examinations were not to end there.

One of the points on which all officials called to date have been closely questioned is the bank group agreement, hypothesizing film as security. Understanding is that record obtained will constitute depictions of the trustees in their suit to set aside the creditor preference under that agreement and restore pawned negatives to Par ownership.

Benn W. Levy recently took a passing glance at \$25,000 and kept right on passing. It was a 10 weeks' offer at \$2,500 a week.

British and Dominion Pictures wanted Levy to adapt 'Sons o' Guns', in which that studio will star Jack Buchanan, but the writer is too engrossed on a play he has in preparation. Simply figured if he started on the picture he'd never finish the play.

Joe Schenck originally bought 'Sons o' Guns' as a musical comedy, for a pretty penny, and United Artists with Al Jolson and Lili Damita in mind. But the Jolson-Damita idea cooled and on a subsequent trip to England Schenck sold the screen rights to B&D.

Within a year and a half a youngster has progressed on his own to the position of act director on the Fox lot. Youth got his job from Winnie Sheehan by presenting his credentials as a Yale Art School and Beaux Arts, Paris, graduate. He gave his name as Jack Otterson. Three months later Sheehan discovered the young man was the son of John E. Otterson, president of BRPL.

Young Otterson doesn't want the connection with his father to count, gets screen credit as 'Jack Otterson' instead of John E. Otterson, Jr.

Time, the magazine, recounts how Frank Morgan (Francis Phillip Wuppermann in private life), stage and screen actor, became v.p. of Angustura-Wuppermann, of which his 82-year-old mother is president and treasurer, but that he will never know the formula of Angustura Bitters.

Morgan's family has the sole agency for the U. S., Canada, Mexico and Cuba. Only three people in the world know the formula which is in a vault in Trinidad and London.

George Arliss was among the first stage disciples to impress Hollywood with the necessity of rehearsals after sound arrived. It is also true that he was one of the few in a position to make a studio heed his demands.

An adequate rehearsal period is something from which Arliss has seldom, if ever, deviated. In the case of 'House of Rothschild' it is understood that he personally rehearsed the cast for two weeks prior to a camera being set up.

Harry Royster, until recently manager of several Rochester, N. Y., picture houses, was presented with the solid gold card emblematic of honorary life membership in the I. A. T. S. E. Honor, rarely given to managers, was awarded at the request of local No. 25 for services rendered in arbitration three years ago. Card was not presented, however, until Royster left Rochester, a union rule.

Royster is now managing a theatre on Staten Island.

Revival of the 'Naked Truth' dinner, formerly an annual New York event held by the Association of Moving Picture Advertisers, is really the offshoot of a proposed testimonial dinner to John C. Plinn.

Plinn, who acted as AMPA president for about a year, and is now executive secretary for the film code authority, got wind of the proposed tribute and dodged it by suggesting the return of the 'Naked Truth' event.

Some 16 of Metro's top names will be installed in special three-room suites in a new building which will be constructed at the Culver City plant immediately. Outside of the star bungalows provided in the past five years, it will be the first dressing room building to go up on the lot in 15 years.

Construction program will also see a new building to house the large number of producers and extras now scattered all over the lot.

Bound for the Orient to secure atmosphere and background shots for 'Oil For the Lamps of China' (WB), Fred Jackman and his son have left Los Angeles.

Jackman will shoot exteriors and then continue on around the world. During his absence Byron Haskins will be in charge of Warners' special effects department.

Major studio in Hollywood has two fashion creators, a woman and a man. Femme is credited with having had brief designing experience in east while the man, who works for a much smaller salary, has studied abroad, is a sketch artist and has had experience with the biggest manufacturers, salons and department stores in the east.

George Raft had to dodge a minor row at a Chicago cafe when he bowed out of dancing with a femme fan. Girl kept trying to get Raft to dance with her and finally squawked to her escort that Raft had insulted her.

Mugg, a bit off-key on liquor, caused a rumpus by taking a clip at a guy he thought was Raft. Latter had already left the place.

Speech made by Stepin Fetchit at the Woman's Breakfast Club, Los Angeles, was recorded and has been sent east with expectation that Fox will use it as a newsreel clip.

Gag address, written by Joe Cunningham, was a plea for more members and contributions for the 'National Reel Association.'

Herbert Bayard Swowe will hit the screen, via the characterization of G. P. Huntly, as the moral force of righteousness behind the late Arnold Rothstein in 'Now I'll Tell', written for Fox by the widow, Huntly, in characterizing the former New York World editor, will wear glasses to leave no mistake as to identity.

Femme star of silent days was recently cast opposite a male stage name. After the picture had started, unsatisfactorily in the studio's opinion, femme offered to surrender her paycheck if a rumor might be circulated that the leading man wished to hog the camera, a situation

## Inside Stuff—Legit

CONTRARY to first reports, Mary Pickford is one of the backers of 'New Faces', which was presented at the Fulton, N. Y., by Charles Dillingham, with Elsie Janis and Leonard Sillman in charge of direction.

Sillman has 35% and, with an attorney's 15%, has controlling interest. Miss Janis stated that Will Rogers was not asked to participate and that although she promoted the backing, she is not among the six who put money in the show.

Sillman, most active in the show, is the son of a formerly prominent Detroit jeweler, now in Hollywood. With his sister June in the cast, revue was originally directed by him last season at Pasadena, Cal., under the label 'Low and Behold'. He also conducted a dancing school on the Coast, instructing a number of film names in the art of stage hoofing.

Nancy Hamilton is also active in the cast and one of the chief material contributors.

By eliminating weak spots, 30 minutes was chopped from the running time of 'Faces' and several reviewers revisited the revue for the purpose of second notions.

Syracuse saw Marc Connelly's 'Green Pastures' at the Civic Repertory theatre there because Clarence Jacobson, company manager for Laurence Rivers, Inc., had boasted to producer Rowland Stebbins that he could 'play the show on a dining room table if necessary', tabbings, choosing the Civic stage, with a 27-foot proscenium and depth of 19 feet, as 'the dining room table', told Jacobson to make good.

More than a friendly wager between two showmen actually involved, however. Upon the adaptability of 'Pastures' to such small stages as that of the Civic hinged Stebbins' plans for next season. Experiment was studied by G. G. Stewart, vice-president and general manager of the producing corporation, and by William Fields, both of whom came on from New York. As a result of what they saw, when the company goes on tour next fall it will carry two complete productions, permitting the booking of so-called band-box houses as well as the larger theatres.

Problem that Edward Gardiner, technical director, and his staff faced at the Civic is best illustrated by a reference to the lines actually available and those normally required to hang the production. The Civic used 12 sets, the show calls for 40. The treadmill used demands 50 feet; the Civic is 47 feet from wall to wall.

B. Bond Bureau found out about Emma Goldman's boxoffice draw as soon as she appeared outside of New York. Former fiery communist, deported some years ago, made a fairly good showing at Mecca Auditorium, N. Y., with a take of \$1,850. In Brooklyn the count was around \$500.

Auditoriums with capacities as high as 5,000 were rented, but that turned out to be the wrong idea. In Philadelphia about \$700 was expended on exploitation, while rent of the hall was \$500, and gross was less than \$250. In other spots with similar expenditures the takings were less than \$200. Bond office discontinued presenting Miss Goldman, who is being booked with mid-west organizations at \$250 per appearance.

Since the 1919 actors' strike, when a number of English actors were among the most active Equity members, the citizenship status of several Equity leaders have been queried. That takes in Frank Gillmore, president of the organization. He was born in New York city and is an American citizen. Gillmore's parents, however, were British and he was reared over there, returning to the States when he was about 23.

He appeared on the English stage for about 10 years. After reaching his majority, and when he returned to America, Gillmore established his status, being advised by the Department of State that since he was born here he had the right to elect the U. S. as his native land, which he did.

John Howard Lawson whose 'Pure in Heart' opened at the Longacre, N. Y., last week, was of a group of expressionistic playwrights who dabbled in Greenwich Village production. 'Heart' has been around for several years. Theatre Guild was interested in Lawson's writings, having presented his 'Processional' in 1919, and tried 'Heart' out of town last season. At that time Lawson's 'Success Story' was put on by the Group Theatre.

Guild also had the rights to Lawson's 'Gentlewoman', which was presented at the Cort last week, but let it go to the Group and associates.

Milton Stiefel and Frank Lewis, who made their debut as managers by presenting 'Another Love' at the Vanderbilt, N. Y., last week, were formerly in the office of Morris Gest. Stiefel has been associated with Lawrence Anhalt, offering summer stock in Connecticut.

'Love' was originally tried out by Green and McCoy at Jackson Heights last summer under title of 'Etienne'. It was also called 'Beloved Girl'.

George Cohan is better after being under wraps for weeks with a heavy cold. His condition was such that he was badly handicapped when resuming his Sunday nights on the air.

He has not missed any performances of 'Ah, Wilderness', now in its 26th week.

Archie Curtis, stage manager of 'Green Pastures' the past three seasons, has taken up residence in Saratoga Lake.

she could not afford to tolerate. Said rumor was spread, thus covering up for the woman.

Fox officials hope that the reorganization of Fox West Coast will be completed within the next 60 days. First indication was that maybe the reorganization of the Coast circuit would have been cleaned up by April 1.

Because every situation differs, Warners is treating individually each situation in deciding what the manager has to do to entitle himself to a percentage of the gross. This is in line with WB percentage sharing plan for its house managers.

Paramount currently has a corner on radio name bands. Studio is using Guy Lombardo's combination in the Burns & Allen 'Many Happy Returns', Duke Ellington in 'Murder at the Vanities' and the Mae West 'It Ain't No Sin', and Ben Bernie for 'The Great Magoo'.

H. B. Franklin is offering to RKO the film rights to 'The Lake', recent Jed Harris drama in which Katharine Hepburn was starred on Broadway. So far, RKO has made no official decision. Franklin had consistently denied having an interest in the Harris legit piece.

'Rip Van Winkle', which 'Par' has decided to do with W. C. Fields, may usher in another cycle. Par will give 'Rip' a musical setting.

Disney cartoons have been running to well known nursery rhymes for some time.

Helen Kane, accompanied by her husband, Max Hoffman, Jr., is back from the Coast for the hearing of her damage suit against Paramount. She alleges that company lifted her 'Betty Boop' for cartoon comica.

Title of 'Miss Fane's Baby' has been changed to 'The Kidnapped for England. That was its original title here. 'Good Dame', another Par pic, was switched in Britain to 'Good Girl'.



# Problem of Ticket Distribution Heads List of Legit Headaches For 2-Day Wash. Code Session

When the legit interests grouped under the NRA gather together in Washington Wednesday (28) to re-write the code, a number of cardinal issues will be the subject of a session that is expected to last at least two days. Tickets again loom as a paramount issue and this time the Consumers' Advisory Board appears bound to make an issue of that phase of show business. CAB demands a new shuffle.

No less than four new plans have been suggested. And others may crop up during the open code hearings. Several were informally discussed in New York last week at the Theatre League offices, when local NRA officials conferred with ticket brokers and managers. CAB sending a representative on from the capital as an observer.

Ticket men have withdrawn and promised to devise a plan of their own later in the day. They declared that the deliberators were not well acquainted with the ticket situation and those in the several governmental boards changed their viewpoints when ticket experts started talking.

## Over-Emphasis

Brokers declared that the concentrated drive on alleged ticket evils is a case of over-emphasis. They claim that over 90 per cent of Broadway's legit theatre tickets, disposed of by agencies, are sold for not more than 75-cent premiums, or less, and that the 5 or 10% for which higher prices are charged apply principally to last-minute calls for good locations for hits.

Philip Wittenberg, theatrical attorney, who will act as counsel for the legit Code Authority at the hearings, has proposed the latest of ticket control plans. It would turn over entire distribution to the CA, save for those tickets held in the box office for direct sale. Wittenberg proposes a bureau which would have actual possession of all tickets to be allotted the agencies. Tickets turned over to the respective brokers would be perforated with the brokerage name or initials. First-gyp violation as indicated from the marking would call for the agency at fault being denied all tickets for a maximum period of 90 days.

Such a suspension would virtually rule an offending agency out of business, so far as legit shows are concerned. However, there is no price limitation on tickets for any other amusements, which is the key fault of all the systems of proposed control. Opera, boxing, shows, hockey, pictures (for which a dollar or more over the box office price is charged, if the films are outstanding) and other attractions where reserved admission apply, are not within the code rules.

Managers who had worked on the ticket problem since the code was formed were surprised when the Wittenberg plan was proposed. It developed that William P. Farnsworth, NRA deputy administrator, who was associated with Wittenberg, favored the plan, as did Robert K. Straus, of the NRA Compliance Board in New York.

Showmen felt that they had been rather ignored and went into a huddle. After contacting Straus, it was agreed that Brock Pemberton, head of the CA ticket committee, should confer with Wittenberg, to amplify the plan before it is introduced at the code hearings.

## Control Bureau

Central ticket office is, of course, the plan on control that has longest been talked about and with some new angles may be put up for consideration again. Among the newer ideas, however, is a plan whereby each theatre would have a code for seat numbers. An agency would not be permitted to divulge to customers the exact location. Patrons would present an order at the door and the ushers would then escort the holders to designated seats, ushers knowing the exact locations. Brokers rated that idea one of the screwiest yet suggested.

Meeting-of-agency-brokers designed to formulate a plan resulted in disagreement. If not discord. Suggestion that all agencies signature ads in the dailies, pledging themselves to sell at not more than

75 cents premium was voted down but for no particular reason. Purpose of the idea was to indicate to NRA heads that in the main the ticket purveying business was not attempting to evade fair practices. It was reported that the leading trio of agencies (McBride's, Postal-Leblang and Tyson-Sullivan-Kay) favored retaining the rules as now supposed to be enforced by the CA but they thought that teeth should be put into the regulations so that violators' licenses could be revoked. The other agency men, so-called independents, are seeking the privilege of resale between each other, which would permit doubling the premium on high demand tickets—to \$1.50 plus tax. Present rules forbid agencies from interchanging tickets allotted.

## Abuse Claim

Brokers believe themselves to have been greatly abused ever since the legit code started operating. They say they are a service to the theatres and the public and some of them welcome a test of that, explaining that if all agencies closed down for 30 days, it would end all agitation. They point out that there are many charge customers, people who do not pay their bills for several months and that because credit is extended, they are dependent on a service charge over the limited 75-cent premium.

Average active agency has about \$40,000 on its books monthly. If a percentage of customers fail to pay off, they must take the loss in total. Brokers also take the risk of last minute cancellations and they want to know how the CA regulations can be revised to balance such loss.

Uphold of the ticket problem is the expectation that it will be placed in the hands of the Code Authority with the committee given disciplinary powers in some measure.

As indicated earlier, the proposal to settle all theatre union disputes by arbitration is also expected to be a hard fought point at the hearings, with the throwaway question and other problems also to be contested.

## F&M TRY COAST LEGIT WITH OLSEN-JOHNSON

Los Angeles, March 26.

Fanchon & Marco is taking a flyer in legit production, with a view to launching a permanent musical stock if the initial venture turns out okay. Firm is bringing Olsen and Johnson, with "Take a Chance," to the Coast to present them for a minimum of two weeks at the Mayan, at \$150 top.

House has been rented for two weeks, with F&M holding an option to renew. Deal temporarily freezes out from Mayan, Mike Cohen and Augustine Classiere, who were negotiating for the house to establish a season of pop priced dramatic stock.

F&M will augment the Olsen and Johnson principals with its own line of girls.

## 'Cavalcade' on Coast

Pasadena, March 26.

Noel Coward's 'Cavalcade' will be given its first American stage production by the Community Playhouse group early in May. No cast so far set.

## Double Bills

Pasadena, March 26.

Community Playhouse, April 3, goes double stage bill for one week, presenting 'Salome' and 'Lady in the Shack.' Following Tuesday matinee will be 'The Summer of Charles Grayson's novel, 'Everything Goes.' Cast will include Betty Rhythe, Molly O'Day, George Lewis, Rosa Rosanova and Dion Crystal.

Announced for late April is 'The Playhouse is Alan Buchanan's 'Alley Cat,' in which the author will portray one of the lead parts.

## MUSIKERS WORRY W&L IN WASH. CUTRATE TRY

Washington, March 26.

Reopening of the Belasco under Wee and Leventhal banner ran into a snag last week which had the boys plenty worried at first. 'Three and One' was threatened with being closed the second day when local musicians' union squawked because house was not using an orchestra between acts.

National, only other legit spot, is working a seven-piece band. Union wanted same number in Belasco, despite lower scale of admissions. Management held out that demand was exorbitant in face of lower all-around operating costs. Matter is still up in the air, but a truce is allowing show to run.

Incidentally, it looks like revival of regular legit at Belasco is here to stay. House was roundly panned last week, but there were lines at the box office every night. With balconies at 25 cents for mats and 50 at nights, they are even getting some film mob trade.

## SHUBERTS BAR PHILLY CRITIC

Philadelphia, March 26.

Shuberts was barred J. H. (Jeff) Keen, critic of the Daily News (tab) from their two houses, Chestnut and Forrest.

Trouble is believed to have started with Keen's adverse comments on 'Let 'Em Eat Cake,' but may go back to that. At any rate, Keen didn't cover either 'Taces' current at the Chestnut, 'Annina,' last week at the Forrest.

Meantime, the News printed the following story:

'The management of the Forrest theatre and Chestnut Street opera house doesn't like our dramatic criticisms. As a result our critic is no longer invited to view the plays offered at these theatres.'

'A variety of interpretations might be put on this action. It might lead to the conclusion that the management does not believe current and future presentations will lend themselves to frank and honest criticism with any more grace than "Let 'Em Eat Cake" does. It might also be interpreted as the severance of previous amiable relations.

'Whether any such construction is justifiable will have to remain completely speculative so far as we are concerned since we will not pass upon the exhibitions so long as it is manifest that our presence is not only unwelcome but that our opinion is uninvited as well.'

When the News first started and Keen came from Washington to the dramatic desk, he did not cover Shubert shows for several years and they did not advertise.

Shuberts recently scolded the Bulletin's critic, Carl McGardie (who doesn't sign reviews) for his adverse review of 'Follies' and, it is said, asked that he not cover any more of their shows, but the action was more or less unofficial and not lasting. Shuberts were also said to have raised ructions because of a couple of Record reviews.

Angle is that Keen is a great personal friend of Larry Shubert Lawrence, head of the Shubert interests here.

Another tangent is that Lee Shubert was in town recently and went to editors of most of the dailies asking for more sympathetic support and space. First time that's ever happened here, it's said.

Local Shubert management kicked last week on lack of space in drama columns of both Public and Evening Ledger, and the Messrs Lee and J. J. are all het up at what they look on as uncalled for treatment on the part of the press in dear old Philly.

## Miller's Auto Mishap

Gilbert Miller was struck by a motor-car while crossing Sixth avenue, N. Y., last week, and sustained a fractured leg. He will be confined to his apartment for about six weeks.

Showman recently returned from Palm Beach, intended sailing for London shortly. He has been inactive this season as a Broadway producer, confining his activities to England.

## Sweeping Code Changes Likely; Throwaways Out; Salary, Ducat, Code Authority Rules Clarified

Washington,

Sweeping changes, including re-arrangement of material retained from the original draft, and wholesale alterations and amendments will be presented Wednesday (28) to legitimate theatre industry when the NRA code is reopened for revision.

Draft of revised code made public last week reveals that the entire pact has been rewritten and more drastic provisions have been included all along the line. Principal changes relate to ticket distribution, little theatres, labor provisions, and administration. Code authority powers are defined in great detail, to clear up questions about scope of its control.

Amateur or little theatres are specifically excluded from definition of 'full-length dramatic and musical theatrical industry,' while the old article 13, covering stock productions, has been scrapped with its salient points written in under other headings. Amateur, or little theatre, is defined as 'any theatrical group or organization not engaged in business for profit and not employing a professional cast on salary.'

Emphasizing the original principle of differentiating between young and established actors, revision creates junior and senior classes of actors, requiring newcomers to remain in the first category for two years after debut. Same salary differentials are retained.

Clause on rehearsals is strengthened and rewritten to provide that no actor nor member of chorus shall be forced to rehearse more than eight hours a day, and without lunch or dinner, which shall be included in maximum. During runs of show, no persons shall rehearse over four hours a day, or two hours on matinee days.

Carrying out Gen. Hugh Johnson's general policy of cutting down maximum work time in approved codes, the new version specifies that scenic artists cannot be worked over 32 hours a week. Former provision left this matter subject to union contracts. Wage of scenic artists must be \$2.25 an hour.

Child labor provision is revised to prohibit employment of persons under 18 in jobs 'which are hazardous in nature or dangerous to health.'

An industrial relations board composed of two employers, two employees, and an impartial chairman is provided for handling of labor disputes.

Employers are specifically forbidden to reclassify employees or duties of any occupation for purpose of chiselling, while all employers are required to cover government representation for the safety and health of all workers.

Persons refusing to pay assessment or levy made by the code authority for administration financing are barred from filing complaints. Clause covering government representation on the C. A. has been altered to provide for appointment of two non-voting members to represent the public and one to represent the government.

Several paragraphs have been added outlining the C. A. duties and powers.

Trade associations are prohibited from imposing inequitable restrictions on membership and are required to submit constitutions, by-laws, regulations, lists of members, and any other pertinent information demanded by NRA. Administrator is empowered to call hearings whenever he deems such action proper and to require 'an appropriate modification' of the C. A. if the group is considered not representative of the business.

Provision freeing the C. A. from legal attacks pending the Acting Interest was suspended of the members partners or make any one member liable for acts of others. Members may be held accountable only for their own willful malfeasance or non-feasance.

Any C. A. action considered unfair, unjust or contrary to the public interest may be suspended of the Administrator to permit investigation by the NRA and further consideration by the industry group.

Further powers are given Code Authority to obtain information and reports, make recommendations, ob-

tain funds, regulate use of NRA insular recommendations for government industry relations or advance industrial planning; utilization of employment, appointment practice committees, provide facilities for arbitration, grant exemptions to legitimate productions during the summer in small towns, and establish regional committees to represent the full group.

Trade practice section has received thorough overhauling, with particular emphasis laid to ticket distribution. New provision calls for establishment of a central bureau, by the C. A., which will distribute all tickets to recognized brokers. Authority to impose penalties for sale of tickets at prices above those fixed and to punish others selling ducats not obtained from central agency is granted to the code group.

Provision concerning advertising and distortion of reviews has been rephrased to lend added strength, while the clause concerning out-rate admissions has been turned into an outright prohibition against throwaways, two-for-one, or any other device which permits purchase of pasteboards at prices below established box-office prices.

Revision leaves out old article 14, which proposed an amendment to the basic agreement stipulating \$500 advance for dramatists and omits the clause requiring theatres to retain a certain percentage of seats at the box office and containing pledge to eliminate abuses in ticket distribution. Latter matters will come under C. A. regulations under the revised draft, instead of being flatly imposed by the code itself. New version also omits the pledge to raise the curtain at the advertised hour.

Consumer Advisory Board is ready to sound off on ticket matters, which might for recognition is expected to be conducted by the new musicians' union, which has protested the provision making American Federation of Musicians the sole spokesman.

Hearing will be held in the Carlton Hotel and will be conducted by Deputy Administrator William P. Farnsworth.

## EQUITY AGAIN NIXES MUIR; SAYS HE'LL SUE

When Equity's Council, at its regular meeting last week, declined to reconsider the suspension of Gavin Muir, the actor consulted an attorney with the idea of a suit for damages as grounds for his removal. No action has been taken as yet, Muir being advised to further attempt to settle the dispute.

Matter concerns the questioned status of a company of 'Dangerous Corner,' presented by Wee and Leventhal both as a road attraction and in stock. Muir contended the show was not stock and held the curtain while the management turned over to him \$200 in lieu of notice. Muir again went before the Council, which refused to proceed with the case until the money was refunded.

Muir contends there are grounds for suit because of alleged misstatements in Equity's monthly house organ. Latter's story to the effect that members are not allowed to play with Muir while suspended, nor to appear in any show in which he has a road attraction and in stock. Muir contended the show was not stock and held the curtain while the management turned over to him \$200 in lieu of notice. Muir again went before the Council, which refused to proceed with the case until the money was refunded.

## Morgan West

Helen Morgan left Sunday (25) for Hollywood to start rehearsals in 'Memory,' Myron Fagan play which will star her in the El Capitlan.

Miss Morgan just finished work in 'Frankie and Johnny,' indie film, in New York.







# Equity's Youth Revolts

(Continued from page 1)

the edge goes to the older group nine to three. However, if an opposition ticket is named, a simple matter calling for a petition signed by 20 members, the older group is not so sure of victory, because of what may happen between now and election time.

At present there are 2,400 members in Equity who are paid up in dues and qualified to vote. On the basis of Friday's meeting, the younger element numbers at least 600. However, while there is no question that the present officials are opposed, the adherents of a change in control are not known to have made up their minds whom they would prefer in office. Strength of candidates will probably therefore decide the election.

Early in the meeting, cracks from the assemblage were hurled at the platform, with Frank Gillmore, Equity president, acting as chair. An Herbert Jelly, professionally known as Lawrence O'Sullivan, from the vantage point of a front row seat, voiced his objection to British actors and he also shouted that an American should head Equity, Gillmore is not ritish but an American citizen.

## Rebuttals

O'Sullivan was told by the chairman that he should respect the meeting and the actor's shot back: 'But I don't respect myself.' At that point, Florence Reed, of the Council, jumped to her feet and excitedly called for order. She was sharply told to 'sit down' from the floor.

When Gillmore asked that there be no further remarks from the floor, somebody out front yelled: 'And none from the Council either.'

Paul Dulzell, Equity's secretary-treasurer, had a rather tough afternoon. He arose and sketched Equity's history and its aims, saying he was whole-heartedly for the actors' organization, but recognized that its officials are being opposed. When Dulzell said he liked a fight, and even welcomed it, but that he'd like to know whom his opponents were because he didn't relish being 'shot in the back,' there were plenty of remarks from the floor.

Dulzell's sincerity and persistence, however, carried him through to a conclusion.

## Brady's Vi

William A. Brady, who has retained his membership in once going into the cast of one of his shows several years ago, arose to say that he hoped that Equity, when it goes to the code hearings in Washington this week, would insist that the minimum wage for actors (\$40) shall not be less than that for stagehands (\$50). He, too, ran into a snag when he started to explain that the managers had 'cleared house' but that the stagehands, teamsters and other unions had refused to participate and that he believed the stagehands should drop their minimum wage to the same \$40 level established in the code for actors.

Albert Van Decker replied to Brady, saying he did not believe actors should enter into any controversy with the stagehands because were it not for them Equity might not now be in existence. The manager thereupon conceded that the stagehands and musicians by sympathetic walkouts won the strike for Equity in 1919.

Brady also brought up the matter of Sunday legit shows, but was out-manuevered by Gillmore, who stated that the only way Sundays could be properly considered again would be by calling a special meeting for that express purpose.

## Secret Meets

When Edgar Henning, stage manager of 'Tobacco Road,' rose to ask the why of a series of secret meetings recently held by the young element in Equity, Philip Loeb made the answer for the new group. His comments were highly regarded by the platform, and later Loeb was regarded as timber for the Council.

Origin of opposition to Equity's leaders was not clearly discerned, but is partially traced to the Lambs Club and the Group Theatre. Latter consists of actors formerly of the Theatre Guild's so-called 'studio.' They are participating in the presentation and acting in 'Men in White' (Broadhurst, N. Y.) and 'Gentlewoman' (Cort, N. Y.).

Between some of the events during the meeting there was one good

laugh. A pale individual in the rear rose to propose three cheers for Helen Broderick because she hadn't missed a performance of 'As Thousands Cheer'—but not a loud cheer, he added. Out of order.

## Issues Explained

A statement emanating from dissenters in Equity partly explains their reasons why changes of personnel are sought:

'Rumors of actor dissatisfaction with the present Equity leadership have been in the air since grievances in the 'Sailor, Beware' company were made public last month at that time three members of that cast were discharged after a refusal to accept a general 30% salary cut. As a result the entire company tendered its resignations. In later conferences between the actors and the managers, both the discharges and the salary cuts were rescinded.

'Bitterness, however, remained on the part of players, who declared they had received no support from Equity in their discussions, though the receipt of eighteen sympathetic telegrams from the casts of other plays indicated a general sympathy with them.

'As a result of the 'Sailor, Beware' situation, groups of actors representing 90% of the companies now in New York, gathered in two meetings. At the second of these a slate of six candidates for place on the nominating committee was chosen and urged for the support of Equity members at yesterday's meeting.

'These six, of whom three were chosen at that time, were probably the largest and stormiest Equity meeting since the settlement of the actors' strike, were committed to a general basic policy. They promised to work for the nomination of Equity officers and councilmen who would represent the interest of the adverse actor.'

'Six hundred Equity members who helped select these candidates also accepted the statement that the present leadership of Equity is too distant from ourselves. Many of the present Council members live and work in Hollywood. Others have shown so little interest in the welfare of Equity that Equity business is more than carried on by fewer than twenty of the 50 elected Council members.

'We do not believe,' this statement continued, 'that a place in the councils of Equity can be an honorary office. And while we are aware of the real service which many of the present Equity leadership has rendered the actor in the past, we are also firmly convinced that the real interests of the actor can only be served when his representatives are in the most immediate and continual contact with him. Two delegations from the 'Sailor Beware' company with Equity during the salary negotiations. An agreement was outlined to aid the players but apparently was not presented to the management.

The dissenters trio named on the nominating committee are Jane Seymour, Millard Mitchell and Jane Wheatley. Other appointees are Selena Royle, Bert Lytell and Ernest Truex, the council's trio being Pedro de Cordoba, Priestly Morrison and Elizabeth Risdon. Alternates are Helen Broderick, Burgess Meredith, Morris Carnovsky, Jerome Cowan, June Walker and Elliot Cabot.

## icket

Nominating committee met Monday (26) and some new names will be on the regular ticket, while there are six newcomers among the nominees to the Council. Frank Gillmore heads the ticket as president; Osmond Perkins, 1st v. p.; Florence Reed and Victor Killian, 3rd; and Peggy Wood, 4th v. p.; Paul Dulzell, treasurer; Leo Curley, recording secretary.

For the Council (16 plus three replacements): Philip Loeb, George Arliss, Eddie Cantor, George Heller, Albery Van Decker, Augustus Dunham, Fred Astaire, G. C. Andrews, Katharine Cornell, Louise Pursling, William Gaxton, D. J. Blankall and Florence Nash.

## RATOFF IN 'SCANDALS'

Hollywood, March 26. Gregory Ratoff set for next edition of 'Scandals' by George White, with Ralph Farnum handling the deal.

Actor now heading for London to do a picture, ferrying back for 'Scandals,' rehearsal start late in May.

## Shows in Rehearsal

'She Loves Me Not' (London) (Wiman and Weatherly) 46th Street.

'The Green Bay Tree' (road) (Wee and Leventhal), Ambassador.

'Stevedore' (Theatre Union), 14th Street.

'House of Remsen' (Nicholas Sossannin), Miller.

'Are You Decent' (Albert Banister) Longacre.

'Our Born' (Bushar and Tuerk), Playhouse.

'Brain Sweat' (Montgomery and Stern), Bryant Hall.

'Richard of Bordeaux' (road) (Cynaliss Gibbs), National.

'Reunion at Ienna' (Colbourne and Jones), Guild.

'Late Wisdom' (Mark Newman), The Shining.

'The Shining' (Bertha), Booth.

'Furnished Rooms' (Brugland, Miller and Pasquiere), Wentworth hotel.

'Caviar' (Pat Leonard) WMCA building (Hammerstein).

## PITT'S DULLEST LEGIT YEAR DRAWS TO CLOSE

Pittsburgh, March 26. Nixon, town's only legit house, is preparing to ring down the curtain on its most disastrous season in 20 years. After seven successive dark weeks house relights next Monday night (2) with the Vertiza show, 'Annina,' and follows that with 'Richard of Bordeaux.' Pitt Cap and Gown show, 'Hello Again,' is booked in for three nights starting Thursday, April 19, and week of 23d is being held open for a possible attraction.

If nothing turns up Nixon will call it quits and turn house over for private rentals.

Not in a score of years has the Nixon found it so tough to get bookings. Opening in mid-September, house has had less than a dozen attractions, with possibly only three turns turning a profit. A couple of roadshow pictures added a few weeks, but otherwise it's been the dulllest legit year on record.

## Tom Wilkes Expected To Take H'wood Spot

Hollywood, March 26. Operation control of the Hollywood Playhouse is expected to pass to Tom Wilkes around May 1, if a deal now on is closed. Wilkes plans to produce 'Mourning Becomes Electra,' with Nazimova featured. She was in the original Theatre Guild production.

Another house deal pending here is an offer by Ray Ducerne, former Fox West Coast house manager, to take over the Carthage Circle, one-time pic deluxer, from the F-WC circuit, for legit plays.

## Sistare's Titles

Chicago, March 26. Horace Sistare stops 'Elizabeth Sleeps Out' after 12 weeks at the Studebaker on April 14 and goes into the follow-up play, 'Affections, Ltd.,' the day following.

This is the play formerly known in New York as 'The Alarm Clock.' Headlining James Spottwood and Peter Holton. Sistare has a yen for changing names and his hunches on titles have clicked. For instance, 'Elizabeth' is really the play called 'Murray Hill.'

## Back to First Loves

Rogers and Hart, who have been filming in Hollywood for the past couple of years, are coming back to Broadway and legit with the idea of a musical being written out by Larry Hart on route east.

Couple expect to be in some time late next week, and will decide on a producer at that time.

## 'JOURNEY'S END' FOR L. A.

Hollywood, March 26. 'Journey's End' is slated as the next play at the Hollywood Playhouse, following 'White Cargo.' Will be presented by the author, R. C. Sherriff, and E. E. Clive.

## Binyon's 'Stooge' Set For Coastal Tryout

Hollywood, March 26. 'Stooge,' play by Claude Binyon and Joe Rankiewicz, based on Binyon's Vassar yarns, 'Diary of a Stooge,' gets its initial at the Threshold theatre, a new community spot at Beverly Hills. Play will open the new theatre venture April 9. William D. Russell will produce and direct it.

## SHUBERTS CLEARED IN A. C. RENT SUIT

Supreme Court Justice McLean last week dismissed a suit brought against Lee and Jake Shubert for back rent by the Nixon-Nirdlinger Amusement & Realty Co. because the latter failed to prove that others mentioned in the guaranty came through with similar agreements. House involved in the litigation is the Apollo, Atlantic City.

Under the terms of the lease, the Shuberts were obligated to pay a sixth of the rent if similar guaranties were submitted by Charles B. Dillingham, Jules E. Mastbaum, A. L. Erlanger, Fred G. Nixon-Nirdlinger and the estate of Samuel E. Nirdlinger. Since the latter five did not go through with their end of the joint guaranty, the Shuberts, held Justice McLaughlin, could not be held liable for any portion of the Apollo lease.

## Top Legit Names For Five-Wk. Milw. Stock

Milwaukee, March 26. Heaviest list of name talent ever assembled for any stock venture has been lined up by Robert Henderson for his five weeks of dramatic festival at the Pabst theatre, with that beer outfit understood doing the real bankrolling. Headliners on the rostrum will be Violet Kemble-Cooper, Rollo Peters, Walter Slezak, Tom Powers, Jessie Busley, Elizabeth Risdon and Eugene Leonovich.

Others set are Brandon Evans, Roberta Beatty, Lee Crowe, Francis Compton, Emily Lowry, Lucy Beaumont, Alan Handley and Clifford Dunstan with Paul Stephenson as art director. Opening April 9, the stock will run through to May 12, when Henderson switches over to Ann Arbor for that annual drama festival. Shows to be presented are 'Peter Ibbetson,' 'Pursuit of Happiness,' 'Meet My Sister,' 'Shining Hour,' 'Enter, Madame,' and the first American production of 'Charlotte, Emily and Anne,' story of the writing Bronte sisters.

Opening April 9, the stock will run through to May 12, when Henderson switches over to Ann Arbor for that annual drama festival. Shows to be presented are 'Peter Ibbetson,' 'Pursuit of Happiness,' 'Meet My Sister,' 'Shining Hour,' 'Enter, Madame,' and the first American production of 'Charlotte, Emily and Anne,' story of the writing Bronte sisters.

## Love Into 'Love'?

Montagu Love may enter the cast of 'Another Love,' presented by the newly formed kid managerial team of Stiefel and Lewis. Love, who is rehearsing with a road company of 'Richard of Bordeaux,' was in the cast when the show was tried out last summer under the title of 'Etienne.' Raymond Walburn is leaving show after this week, contracted by Columbia for pictures. 'Love' drew little coin, after weak notices. Gross was under \$1,500. Understood a picture firm is considering it for Hollywood.

## 'Alibi' Folds in Chi

Chicago, March 26. Plans for a road tour of the mid-west have been dropped, with show folding at the Selwyn on Saturday (24) after a five-week stay in town. Two weeks at the Erlanger on subscription were followed by a \$150 cut-rate stay which saw plenty of red ink.

Cast took heavy cuts on promise of a three-week stay but it didn't help. Shuberts are bringing in 'Shining Hour' on Easter day with Conrad Nagel headlining.

## MG LOANS RUTH RENICK

Hollywood, March 26. Ruth Renick, under contract to Metro, has been loaned to Pasadena Community Players for one of the leads in 'Passing of the Third Floor Back.'

## 'Follies' Given Salary Clipping, Talent Trimming

'Follies' layers at the Winter Garden, N. Y., have been asked to cut salaries, the slicing being inclusive of show. Iris. Operating nut has been further reduced by the Shuberts, the 16 Strauss dancers being let out, with their routines taken over by the regular choristers. Several principals were let out, also, including Edith Farte, Dorothy Buckley, Fred Menet, Ina Ray and Jacques Cartier. Plan to send the 'Follies' on the road next month is not definite, and the revue may run into the summer.

Shuberts were made defendants in a court action at White Plains, N. Y., last week, when William E. Coffey, administrator of the Flo Ziegfeld estate, argued before Surrogate George A. Slater that the producers did not have the right to use the name of Ziegfeld in connection with the 'Follies.' Coffey maintained that the estate should be reimbursed, and that there are no assets to meet claims in excess of \$500,000 against the late producer.

Lee Shubert produced a contract dated May 16, 1933, the principals being the Producing Associates, a Shubert subsidiary, Mrs. Billie Burke Ziegfeld and the A. L. Erlanger estate. Agreement called for the payment of \$1,000 to the widow and Erlanger estate, but 3% of the gross takings. Show is billed 'Mrs. Billie Burke Ziegfeld's Follies.' Show has averaged about \$30,000, and the weekly royalties to Mrs. Ziegfeld and the Erlanger estate have approximated \$450 to each.

## 'Play of the Month' For Loop Princess; 'Rosary' as Opener

Chicago, March 26. Princess theatre may reopen shortly under the guidance of Randall Productions for the 'play of the month' club. Date figured on April 15, but may be postponed until May. First show is 'The Rosary,' with Oscar O'Shea.

And followed by 'Broomsticks Amen,' though maybe under a new title.

## MORE 'SAILOR' TROUBLE AVERTED BY PRODUCER

More internal trouble in 'Sailor Beware,' Lyceum, N. Y., was averted following a managerial move in which Paul Huber was given notice last Friday (23). Huber is the Equity deputy, elected to that post by the players and as such did the talking for the cast during the recent attempt to cut salaries. In answer to the management's idea of cutting the salaries 30%, the players turned in a complete cast notice. Courtney Burr, show's producer, rescinded notice Monday.

When the matter was settled, cast to accept original salaries, which had been raised, should the gross drop under \$1,000. It was agreed all notices were off—several players, including Huber having been served by the management.

At Equity's offices, it was mentioned that it seemed strange a manager should suddenly decide an actor wasn't wanted after he was in a cast for six months.

## '4 Saints' Returning

'Four Saints in Three Acts' is coming back for a Broadway repeat, starting next Monday (2) at the Empire.

Reason is that in the final week of its month at the 44th Street, gross was \$16,200. Figure was top for the date.

## 'BIOG' IN SAN DIEGO

Los Angeles, March 26. 'Biography,' with Alice Brady, produced by Daniel Wells, is set to open at the Savoy, San Diego, for three performances, starting Friday (30).

Play comes into the Biltmore here night of Easter Monday (2).



## London Weakening at Mid Season; 'Escape' \$10,500, Coward \$25,000, 'Reunion' \$11,500, All Capacity

London, March 19.  
London is in the midst of its legit season and it does not look too healthy.

Two months ago all 44 theatres in the West End were coupled, with several shows staying out of town for lack of accommodation; but now there are only 29 houses open, and of these, 13 are operating on cut rate.

True, there are several openings due, but there are also several closures impending, which means spots in the West End theatre horizon.

Most remarkable is the cut-rate thing. Despite being opposed by the West End Managers' Association and the Libraries, both very strong influences in the theatre world, it seems to have come to stay, and looks like building up into something that will be annoying to one section of the populace and a blessing to the other.

Seemingly, the only important managers making regular dough are Charles B. Cochran, Gilbert Miller and Jack Buchanan.

**Approximate Grosses**  
(Based on \$1 to the \$2)

'Magnolia Street' (Adelphi). Louis Golding classic, adapted by the author and A. R. Rawlinson. Just opened to mixed press reception. Despite that, looks like income to 20 weeks, due to popularity of book.

'Ladies Night' (Aldwych). Never really got going since opening, Nov. 1. Was scheduled to close March 8, but a last-minute respite, and is indefinitely closed March 17. Did around \$4,000, which left it in the red.

'Shakespeare' (Athlone). Sir Oswald Stoll has been running a Shakespearean season, encouraged by his Manchester success, but flopping here. House has not made any money since 'Waltzes from Vienna,' with nothing in view to follow 'Shakespeare.' Talk about vaudeville season, but not likely, as General Theatres and Southern will bar anything worth while.

'The Country Wife' (Ambassadors). One of the best plays that are in fashion. In for four weeks' revival and doing around \$3,000, which shows slight profit.

'Escape Me Never' (Apollo). Opened as smash, and low in fourth month and no sign of diminution. Playing to steady \$10,500, which is over capacity.

'Golden Toy' (Coliseum). Continental musical, which is said to have cost Sir Oswald Stoll \$125,000 before the curtain went up, and costs \$125,000 per week in overhead. Has not clicked from the start, and is practically losing money. Stoll is hoping for better business from the approaching summer trade. Whichever way it is, not likely to see production, and close soon.

'First Episode' (Comedy). Has taken a little spurt since put on cut-rate, but not enough to stay very long. Looks like closing soon.

'Laburnum Grove' (Duchess). Has enjoyed fairly healthy run, and still doing around \$3,000, which is about \$500 to the good.

'French Plays' (Globe). Just finishing four weeks' season, and about broke even. New play, 'Double Door,' featuring Sibyl Thorndike and Owen Nares, due March 20.

'Ten Minute Alibi' (Haymarket). One of the longest of the West End runs in second year, and still doing \$4,500, which is about \$200 to the good.

'Mr. Whittington' (Hippodrome). Not a good success, but one of the big money-makers in the West End, due entirely to Jack Buchanan, who is still the most adored English musical star. Grossing steady \$10,000, about 50% profit, as no overhead outside of Buchanan.

'Conversation Piece' (His Majesty's). Topping all the shows in rent, which is amazing, as critics dubbed it too highbrow. Printemps, Coward and Cochran are the draw. Grossing steady \$25,000 weekly with no sign of decline. Coward is staying till the middle of May.

'The Queen Who Knew Her Head' (Kingsway). In cut-rate, but that is not helping. Doing steady \$10,000 more than \$1,500, which about pays the rent.

'Juno and The Paycock' (Revival) (Little). Not worth while. In cut-rate, but about \$100 to the good.

'Queen of Hearts' (Fantomine) (Lycium). One of those annuals, looked upon by the Melville Brothers, who operate the house as a money pit. Always a clean-up. This one staying till end of March, and maybe longer. Still doing over \$10,000, which shows good profit.

'Reunion' (Lyric). In the smash class, with London having taken kindly to Lunt and Fontanne. Doing steady \$11,500, which

## Eugenie Buffet Dies

Paris, March 17.  
Eugenie Buffet, 76, star of Paris cabarets before the War, died Friday (9) in a local hospital. Idolized by Parisians during the height of her career, she was poor at the end.

Since the War she frequently did street singing for charities, and always was there to be seen in her pearly days. Just, well as later. A year ago she was decorated with the cross of the Legion of Honor, on the occasion of the silver jubilee of her stage career.

## SPANISH SHOW FOLK ASK SUBSIDY

Madrid, March 17.  
Faced with a far-reaching theatrical crisis, legit, film and vaudeville actors, chorus girls, musicians, promoters, doctors, film producers, film distributors, and make-up unionists, after a huge mass-meeting have agreed to ask the government for 3,000,000 pesetas (approximately \$375,000) to alleviate the crisis.

Petition will be presented to the government asking the subsidy to be destined for permitting the greatest number of dramatic, lyric, symphonic and vaudeville units to operate through co-operative organization. Government also will be asked to take over control of all state, provincial, and municipal owned theatres, these to be placed at the disposition of the various units.

Musicians' strike, which threatened to paralyze all musical shows, was postponed while these negotiations began to secure some agreement. For a night or two several musical shows had to do their stuff to the strains of a single piano but the maestros were finally persuaded to pull in their wings until a settlement could be reached all around.

Barcelona, March 17.  
Society of Spanish Authors held a meeting here to which they invited the impresarios and all other societies connected with theatre biz, to discuss the cut-rate, legit, film and variety theatres and artists are facing.

Decided to form a syndicate that will include all the present theatre unions and to ask national aid.

## New French Play's One Night and Off Record in Paris

Paris, March 17.  
'Steve Passer' 'La Bete Noir' (The Black Beast), which opened Saturday (10) at the Ambassadors, was taken off again the same night. Old-timers can't remember when this has happened in Paris before.

Friendly audience at opening laid off as long as they could, but finally got to applauding in the wrong spots and generally kidding it. A few whistles were heard—the supreme insult in Paris.

Invitations already were out for the official 'premiere representation' the next night, and swank crowd in evening clothes came to the Ambassadors, only to learn from the doorman that there had been an accident to the stage machinery and the play was being held up for a few days. Next day the subterfuge was dropped and the piece was officially withdrawn.

Passer, whose previous successes place him as one of the most promising young French authors, ares the blame, in the opinion of local critics, with the cast and the management, who tried to put on something that wasn't ready. Spently, in the femme lead, took a terrible panning. But opinion was that no amount of fixing of the production would fix the play, which was slammed as being just plain bore.

inner to Carrol!  
London, March 17.  
O. P. Club tendered a dinner to Sydney Carroll, Sunday evening (11) at which many complimentary things were uttered. Prominent members of the theatrical profession were present.

## Marcus Show's \$23,100 in 16 Shows New Tokyo Record; Staying on Indef

### Elsie Ferguson's Yen For New French Play

Paris, March 17.  
Elsie Ferguson, now in London, is expressing interest in playing an adaptation of Denys Amiel's 'L'Homme' ('The Man'), now in successful run at the Saint Georges here. Irvin Marks is agenting, and says John Pollack is interested in doing the adaptation for Broadway. This mixes the remark of Elsie to newspapermen in London couple days ago to the effect she is through with the stage for good. She will sail for U. S. from Liverpool on March 24, after having wed her fourth, Victor Augustus Seymour Egan of London.

## JOE ZELLI NOW IN STAVISKY CASE

Paris, March.  
Joe Zelli, night club proprietor, who got all the American trade in the bonanza era and who angled production of 'Papaveri,' legit, Paris and New York a couple of years ago, is into the Stavisky story.

Inquiry commission made public a list of several hundred checks made out by Stavisky, and Zelli's name was on three of them: one for 75,000 francs, one for 30,000 and another for 20,000 francs. Total of \$7,500. Stavisky is supposed to have bought half the population of France in the interest of his schemes, hence the interest in the checks. Many of them, however, represented legitimate payments.

Zelli's story is that Stavisky was his landlord in his original Rue Caumartin place back in 1919 and 1920, and he paid a lot of rent in advance. Later he was thrown out as the result of a lawsuit between Stavisky and a third party, and couldn't ask for his rent to be refunded because Stavisky was broke. Ten years later he met Stavisky downtown, in flush times, and the man whose swindles have turned France upside down offered to give him his money back in installments. Hence the checks.

Zelli's Rue Fontaine place, which was the most famous of his nite clubs, is now in other hands, and he has the Rabbit Bar on the Rue Caumartin, across the street from his original address.

## HOLY WEEK NICKS CAB CALLOWAY'S LOND. STOP

London, March 26.  
Cab Calloway only stays at the Palladium for three weeks, instead of four as originally intended.

Fourth week is current pre-holiday week, which includes Good Friday, when theatres are closed here, meaning management might have to pay Calloway's salary without working. So he has been switched to the Empire, Glasgow, Scotland, where Good Friday does not close the theatre.

Calloway grossed just under \$25,000 in first Palladium week, which is very good, but does not break the house's record, held by the 'Crazy Gang.'

## CLOSE SHOW FOR WEEK DESPITE CAPACITY BIZ

London, March 26.  
First time in the history of British show business that a show is closing for a whole week despite it is doing absolutely capacity. Such is the case of 'Escape Me Never,' the Elizabeth Bergner show, which Charles Cochran folded for Holy week.

Cochran feels this is the best week to give Elizabeth Bergner the vacation of which she is in dire need.

### By BURTON CRANE March 10.

A. B. Marcus Show has proved a smash hit. First seven-day take of 77,000 yen (\$23,100) for 16 performances is claimed to be a record, not only for that number shows, but for that period and any price-scale whatsoever in the history of Japanese show business. Playing at \$1 top except boxes at \$2.25. All seats reserved except the gallery (25 cents), and the public queues up three hours ahead to jam in solid.

play a week or 10 days and then change bill has been shelved. 'La Vie Parée,' initial revue, will be kept on until the take tapers, when 'Broadway on Parade' will follow.

Show is fastest Japan has ever seen and may set new style for Japanese revues. Twenty-eight scenes in 145 minutes, with a feature picture and two newsreels complete the menu. Japanese revues generally hand out fewer than 20 scenes in four hours.

Line is not especially good-looking, and orchestra, with its Japanese fill-in doesn't help, but comes and specialties clicked. Leon Miller, dance stager, turned in several show-topping solo numbers, and Ben McAttee, comic was a yell from start to finish. 'Georgine Millar, comedienne; Four Karles (adagio team with some sensational features), and Bounding Alt Babas (Arabian acrobats and tumblers) goaled 'em.

Police proved much more broad-minded than anticipated with regard to costuming, even passing Ha Cha San and her dance in silver paint, ruling merely that she have to wear a skeleton brassiere under paint.

Henry Bellit Co. opened March 5 in Shanghai for two weeks, following which it will do a week in Kobe, two in Osaka, and possibly two in Tokyo.

Presence of Marcus revue is drawing hotter competition than usual from Shochiku houses. In addition to Mae West in 'Tm No Angel' (Par) (holidover week) and 'The Stranger's Return,' it is presenting 40-odd minutes of foreign variety. Delores and Don Graham (team in '4d Street') get top billing for some class numbers. Leg injury which handicapped the act at first has been fixed up, and despite one of roughest stage floors in world team turned in a smooth and tricky routine. Others billed are Leo Martin, Eleanor Ninon and Rene Pierre, from Paris, whose act is the same as that previously reported from Osaka.

Gertrude Bodenweiser and a dancing troupe of six girls from Vienna are due to open at the Imperial theatre March 29.

## BEN BLUE OPENS WELL; RICE PLAY IN BIR'HAM

London, March 17.

Ben Blue and his stooges opened at the Cafe de Paris March 12 for a 'four weeks' season and scored. Cafe has been booming during the year due to lack of attractions and had booked last summer.

Blue was a big hit here some seven years ago, and his new act is even better, but Martinus Poulsen does not give him any publicity break. With Cab Calloway's one night appearance at the 'Theatres de la Ville' coinciding with Blue's opening, Cafe suffered considerably.

rix to Birmingham

Number of London dramatic critics 'journeyed' to Birmingham, March 10, to see the first performance in this country of Elmer Rice's 'Counselor-at-Law' by the Birmingham Repertory Theatre Co.

Considerable surprise is expressed that the piece has not yet had a London presentation. Critics fail to understand the reason. Filmization of the play was given a pre-release at the Capitol (London) last week.



# Loop Waiting for Spring Bloom, 'Minute' Folds; 'Elizabeth' \$2,000

Chicago, March 26. Nothing is in sight for the Holy Week season but after Easter there are indications of a perkling loop for the World's Fair rumbly. In the office are 'Richard and the Grand' and 'Shining Hour' with Conrad Nagel at the Selwyn.

Also being readied are new shows for the Studebaker and Princess, the latter to be played after a long period of bleakness. Coming into the Studebaker on April 15 is 'Affections Ltd.', which is the new title for 'Alarm Clock'. Show replaces 'Elizabeth Sleeps Out.' That Horace Slaters play of the month idea may get its start at the Princess on April 15 with 'The Rosary' headed by Oscar O'Shea, at present with the 'Elizabeth' company.

Three plays in town are just getting along. 'Elizabeth' folds on April 14, although it is still running above the \$2,000 gross mark, which is profit. 'Ten Minute Alibi' finished a five-week stay in the loop on Saturday (24), and folded. 'Curtain Rises' continues at the Cort to money and the non-pro 'Maedchen in Uniform' this week climbs out of the red and may be set for some coin.

Estimates for Last Week  
'Elizabeth Sleeps Out.' Studebaker (C-1,280; \$150) (10th week). At \$2,000 and over will stick another three weeks before giving way to a new play with James Spottwood.

'Ten Minute Alibi' Selwyn (D-1,040; \$150) (5th and final week). Folded Saturday with under \$2,000 for the final stanza. 'Shining Hour' with Conrad Nagel and Violet Fleming, comes in on April 1 for a stay at \$2.20 top. Shuberts have learned their lesson about the cut-rates, seemingly.

'The Curtain Rises' Cort (C-1,100; \$220) (11th week). Gross down but the play goes on. At \$2,500 still in the money. Will go well into April without a trouble.

Other Attractions  
'Maedchen in Uniform' Blackstone. Clicking and on the upgrade. Has boosted price to \$2.20 which has taken gross out of the red into the black. Non-pro cast is causing some difficulty with Equity, but the unions are all going along with the project considering the click of this show one of the best inducements for the part of the legitimate stage in Chicago and the midwest.

## N. H. Likes W. & L. Cut-Rating Policy

New Haven, March 26. Looks like the Shubert may snare a little late season money on the new Wee and Leventhal policy.

House figures to get by a few weeks of three grand. Opening week of 'Fantine' Frederick in 'Her Majesty, the Widow' (19) fell a little short of this figure but fans seem to be going for the bargain idea and management looks for satisfactory pickup after Lent. Operating at \$1.10 top, with 40-cent service charge on paper.

House will take on full 12 weeks' time if tryout weeks offer a good margin of hope. David Galtier is in as restaurant mgr. for W. & L.



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## Lederer's Femme Pull Means \$16,000 in S. F.

San Francisco, March 26. Second week of Francis Lederer in 'Autumn Crocus' is virtually as big as the first at the Curran, with the gross hovering around the \$16,000 mark, and Lederer still a very heavy fem puller.

Matinees are particularly good, and piece looks set for a lengthy stay.

That's all in town this week, although Columbia is to light up soon, with a pair of shows set for April.

## 'WHITE' \$5,000, 'CARGO' \$2,000; L. A.'S LOW EBB

Los Angeles, March 26. Legit activities reached a low ebb last week, with only two houses, both in Hollywood, functioning.

Downtown sector was entirely void of legit, with no openings here until Easter Sunday, when Olsen and Johnson in 'Take a Chance' go into the Mayan for two weeks. Following night Alice Brady opens in 'Biography' at the Biltmore. Current legits are 'Men in White' at El Capitan, holding satisfactory in second week with close to \$5,000, and 'White Cargo' revival at Hollywood playhouse, where week's take approximated \$2,000. Drama, featuring Leon Gordon, the author, and two other members of the New York cast, has one more week to go.

## Par Reorg.

(Continued from page 6)

Clark, Buckner & Ballantyne, attorneys for the Par trustees, have been going over the situation carefully and with business conditions more encouraging, New England should step from under the yoke of receivership in the near future. Possible date isn't predicted.

The reorganization of the F. & R. chain in the northwest is about all that remains after this. William Hamer, a local brewery scion and former showman, is the receiver over F. & R., in which he is heavily involved through mortgages, while John J. Friedl is his co-operator.

Public in Texas

The receivership existent since February, 1933, over Public theatres in Texas, will be lifted in a few weeks and a new corporation set up to swing these and other houses into what are tentative known as the Public-Hobbitelle partnership. Houses are those of Southern Enterprises, a wholly owned subsidiary of Public Enterprises, with Clarence Lintz as receiver. Under plans being worked out by the Paramount trustees, following acquisition of 25 by Paramount Theatres, a new agreement is being substituted to cover the Hobbitelle combination.

The plan calls for the organization of a new Delaware corporation to be known as Interstate Circuit, Inc. Under its head and along with other subsidiaries, the interests of Karl Hobbitelle and Paramount will be merged officially, with each having a 50% interest.

Interstate Circuit, Inc., is to take over all the capital stock of Southern Enterprises and the Dallas Realty Co. of Dallas. Latter is a part of S. E.

Following this step a subsidiary of Interstate Circuit will be organized to be known as the Interstate Operating Corp. Its function will be to take over leases of large theatres in Texas at present in receivership under Lintz. Through this move that receivership is to be lifted.

Hobbitelle will put five of his theatres into the new corporation, two in Dallas and one each in Houston, Ft. Worth and San Antonio. He will be elected president and general manager of the combination and turn over to Par \$700,000 in 20-year, 5% debentures.

Operation of Texas Consolidated Theatres, Inc., formerly the DeLoe circuit and also in Texas, will be thrown to the new Par-Hobbitelle company. Dent is owned 75% by Public and 25% by Saenger, while Saenger is 100% controlled by Par.

## CUT-RATES OKE IN BOSTON

'Crocus' \$4,500 and Into 3d Week—  
Musical Revival Starts

Boston, March 26. 'My Maryland', first of the Shubert musical revivals, leaves the Holy Week tradition to open a spring series at the Shubert theatre tonight. Evenings, \$2 top and mats, \$1. Cast has Desire Tabor, Bartlett Simmons, Larry Rich, Louis Casavart and Mary Wick.

That's the only new show. Hollis holds 'Autumn Crocus' for a third week. Show has averaged \$4,500, packing in on the 40c pass basis. Next week the house gets 'The Dark Tower' on the same policy.

Next Monday, also, Janie Cowl opens the Plymouth with a new play, 'Sweet Bells Jangled', with Mary Phillips and Minor Watson in support. Same nights the Met Opera of New York opens its week's engagement at the Boston Opera House. Advance seat sale is heavy, yet such ventures, because of treacherous expenses, have cost the local guarantors money in the past. Though sellout is likely, they'll be lucky to break even, and thankful if they do.

## 'ANNINA' \$22,000 IN PHILAD'PHIA

Philadelphia, March 26.

No definite word here of Shuberts' rotating-stock plan as oppositish to the Wee-Leventhal organization at Sam. Nirdlinger is soundly in operation Broad and Bringer, but something's in the air, with the expectation that an announcement will be made shortly. The bookings are announced for the Shuberts' Chestnut, where the subscription season is ending. This house might be used for the stock idea; then again it may return to the picture as it does periodically. The Forrest, on the other hand, has show bookings. Jane Cowl in 'Sweet Bells Jangled' this week; the Ballet Russe next week, and the 'My Maryland' for the umpty-umpty time.

Or maybe the Garrick, also a UBO house, and ideally located, will be chosen. Its only booking is the Mask and Wig show, 'Easy Pickens', Easter week.

In the meantime the Broad and Bringer are solidly booked way ahead. Former has 'Biography' this week; 'Green Bay Tree' next and 'The Whirlwind' with Lenore Ulric on April 16. Latter has 'Every Body Has Secrets' with 'The Party's Over' set for two weeks starting April 5.

Last week's biz was good in spots; bad weather hurt at the end of the week. 'Races', the new Guild offering, was panned generally and was a bust at the Chestnut. Subscription and nothing else. Estimated not over \$6,000. 'The Dark Tower' didn't do any too well on the cut-rate pass basis at the Broad. Around \$5,500. 'Wife Insurance', well regarded, got about \$7,000 at the Erlanger.

'Annina', at a \$3.30 top, was disappointing in its single week at the Forrest, although gross near \$22,000, better than anything achieved here in some time. Upstairs was big; orchestra generally weak with overflow from balcony making it more sitting than standing. Second string critics generally good.

## RKO's Realty

(Continued from page 4)

der Ike Libson includes the Albee, Capitol, Family, Grand, Lyric, Orpheum, Palace, Paramount in Cincinnati; Colonial, Keith's and State, Dayton. All but the Albee, which is the Albee Theatre Co., are RKO Midwest Corp. houses. Rhode Island division, under Thomas Meehan, takes in the Albee and Victory, Providence. Union City division under M. Lafayette includes the Capitol and State, Union City.

New setup is effective as of March 24. It commenced to operate as given yesterday (Monday).

Annual stockholders meeting of Keith-Albee-Orpheum, scheduled for Thursday (22) was not held. KAO board is holding it off indefinitely. This session when held will give the Chemical Bank opportunity to cast a vote under its new arrangement with RKO and RCA. The bank has RKO's preferred share interest in KAO as security for the \$100,000 remaining from the \$600,000 loan.

RKO controls around 21,000 shares of KAO preferred. Meehan individually, with 25,000 shares, can outvote RKO.

# B'way Improves; Dodsworth, 'Mary,' Tied at \$23,000; 'Follies' \$30,000

Broadway improved last week, despite the closeness of Holy Week (current) and that again indicated that the federal income tax deadline was a more powerful influence against the box office than Lent. Combination of Passover (30) and Good Friday (30) figures to result in plenty of empty spaces in most theatres. No shows are laying off on Broadway. There is but one premiere, dated Saturday (31), but at least eight attractions will be added to the list next (Easter) week.

Next week's quartette of new shows added little sustenance to the card, if any, and merely added to the flop crop. Mediocrity of most recent entrants seems to have the influx of early fall left all of which are still running. 'The Pure in Heart' was taken off at the Longacre; 'Gentlewoman' drew a panning from the Cort but seem better material; 'The Shattered Lamp', rather respected at the Elliott, though chances are in doubt; 'Another Love' Vanderbilt, staggered after a bad first week, 'New Faces' had a fair first week at the Fulton, making a profit at \$3,500 and is figured to materially improve after this week.

'Dodsworth' moved up a peg, getting \$23,000, virtual capacity, while 'Mary of Scotland' spurred into a tie for dramatic leadership; 'See Me Not' perked up, too, and bettered \$17,000. 'Follies' was estimated at around \$30,000. 'As Thousands Cheer' holding to capacity at \$25,500 and 'Pierrot' strong in third place among the few musicals.

Next week's openings: 'Races', Barrymore; 'House of Remsen', Miller; 'Moor Born', Playhouse; 'Love', Madison Square; 'Are You Decent', 'Brain Sweat' and 'Furnished Room', houses to be announced; 'Mikado' will relight the Majestic; pop opera goes to the Hippodrome Sunday (1). This Saturday (31) 'Peace on Earth' comes uptown to the 44th Street. Friday (30) the Ringling Circus strikes up the band at Madison Square Garden.

Estimates for Last Week  
'Ah, Wilderness', Guild (28th week) (C-D-914-\$3.30). Will play out the season, possibly going into summer. 'Races', 28th week, \$11,000. 'All the King's Horses', Imperial (9th week) (M-1,463-\$3.30). Moderate money musical indefinite; cut rates helping show to around \$9,000.

'Another Love', Vanderbilt (2d week) (C-771-\$2.75). Notices mild; business very light first week, with about \$1,500 approximated. 'The Pure in Heart', Longacre Box (26th week) (R-1,000-\$4.40). Capacity pace continues and ticket sale extends into July; more standees last week; \$26,500 or over.

'Big Hearted', Herby, 2d Biltmore (13th week) (C-991-\$2.75). Looks set for balance of season; making some profit on gross of around \$5,000.

'Dodsworth', Shubert (6th week) (C-D-1,387-\$3.30). Stepped up to nearly \$23,000; virtual capacity in large house.

'Follies', Winter Garden (13th week) (R-1,493-\$4.40). Somewhat better last week, with the takings around \$30,000; should go into warm weather despite some recent waver.

'Gentlewoman', Cort (2d week) (C-1,059-\$2.75). Opened late last week; notices not favorable, although play best of last week's quartet.

'Her Master's Voice', Plymouth (23d week) (C-1,042-\$3.30). Aimed for box office business, but business slightly up last week, with gross about \$8,500.

'Mary of Scotland', Alvin (18th week) (D-1,387-\$3.30). Closed last week much stronger than expected and gross jumped; claimed around \$23,000; about tied 'Dodsworth'.

'Men in White', Broadhurst (27th week) (D-1,315-\$2.75). First version opened on April 1 and due in New York June 1; play continues until then at least; quoted close to \$12,000 last week.

'New Faces', Alvin (3d week) (R-900-\$3.30). First full week around \$9,500, which is profitable for intimate revue; strength at week-end indicates attendance will jump.

'No More Ladies', Morosco (10th week) (C-961-\$2.75). Class draw comedy a likely summer candidate; business not strong at all scale, with about \$11,000 grossed last week.

'One More Moonbeam', Little (1st week) (C-555-\$3.30). Presented by John Nicholas and Ned Brown; written by Les Reedson; opens Saturday (31).

'Pure in Heart', Longacres. Withdrawn Saturday (24); panned; played five days.

'Pursuit of Happiness', Avon (25th week) (C-830-\$2.75). Bettering an even break and will probably last out season; business last week around \$5,500.

'Roberts', New Amsterdam (19th week) (M-1,717-\$3.30). Better last

week and rated a summer possibility with few musicals around; went to \$25,000 or better.

'Sailor Beware', Lyceum (27th week) (C-813-\$3.30). Still turning a weekly profit; estimated around \$10,000 and may stick into summer.

'She Loves Me Not', 46th St. (23rd week) (C-1,413-\$3.30). Among best money makers this season; perked up, too, last week with the gross rated over \$17,000.

'Sing and Whistle', Forrest (7th week) (C-1,075-\$2.75). Cut rates a factor in keeping this four person play going; estimated around \$3,500.

'The Perfumed Lady', Ambassador (3rd week) (C-1,116-\$3.30). Light grosser but sticking for share of holiday coin; over \$5,000 estimated.

'The Shattered Lamp', Elliott (2nd week) (O-1, 864-\$2.75). Opened middle of last week; notices mixed but business chances not definite for anti-Nazi play.

'The Shining Hour', Booth (7th week) (D-708-\$3.30). Ritish drama commanding class draw; pace consistent at \$11,000 and engagement should extend through May.

'The Wind and the Rain', Ritz (9th week) (D-918-\$3.30). English play going along in moderate coin; approximate \$17,000; picture rights sold and out of red.

'They Shall Not Die', Royale (6th week) (D-900-\$3.30). With subscription off, the picture draw should be indicated after Easter; box office sales mostly balcony; \$10,000 and over.

'Tobacco Road', 48th St. (17th week) (R-969-\$3.30). Out of town rep through press comment makes show a summer candidate; paced around \$9,000 and turning good profit.

'Yellow Jack', Martin Beck (4th week) (D-1,214-\$2.75). House claims six weeks' advance sale; attracting attention, though business has not climbed as expected; \$9,000 should be plenty, however.

Other Attractions

'Peace on Earth', 44th Street; brought uptown from 14th Street (Clive Roper theatre); counted among Pulitzer prize candidates; relights Saturday (31) at \$2.75 top.

'The Drunkard', American Music Hall; revival plus beer and snacks.

## Engagements

Will H. Philbrick, 'One More Moonbeam.'

Vicki Cummings, Walter Scott Weeks, June Leslie, 'Furnished Rooms.'

Edwin Stanley, Dorothy Dix, Lealand Roper, 'Thirty Thousands to Go' (Hollywood, L. A.).

Johanna Roos, Lester Vail, Lee Patrick, Alice Fisher, Sam Wren, A. J. Herbert, 'Royal C. Stout, Will Gernhardt, 'Are You Decent.'

Millicent Green, 'Stevodore.' Jesse De Vorska, 'She Loves Me Not' (LA).

DeForest Stock in Gary

Chicago, March 26.

Jack DeForest figures on opening a stock company in Gary immediately after Lent. Is casting at the A. Milo Bennett agency here.

Initial play will be the 'Family Upstairs.'

## ANNUITES EXPLAINED

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## Literary in Paris

Publication of a French translation of Adolph Hitler's 'Mein Kampf,' ('My Battle') without authorization of Hitler and without paying him any royalties, created a storm in Paris literary circles and was the occasion of a protest by the French Authors' League, which asserted that the stunt was a violation of the Berne Convention, and unjustifiable. League sent a copy of the resolution to the Ministry of Foreign Affairs.

Hitler's Munich publisher, Franz Eher, finally woke up and his agents in Paris sent a police commissaire around to the office of the Nouvelles Editions Latines, publishers of the French version, where all available copies were confiscated.

Claimed by those in the know here, however, that the German excitement is put on, Nazis being satisfied to see the book circulating no matter how.

## Revive Book Flogs

Appears to be becoming a general practice on the part of book publishers to give deserving books a second trial if failing to click the first time out. Usually a novel, particularly a first novel, if failing to show any life after favorable reviews have appeared, is hastened to the store-room and a try made with a new number.

Now some publishers have gotten around to the belief that some books did not sell because of mitigating circumstances, and might fare better under different conditions and periods.

Harper is trying to gain with 'The Ladies,' first novel by Stanley Hopkins, which was first published last September. Dutton revived a novel by Ethel Boileau called 'Gay Family,' which was first issued in September, 1932. It is now in its seventh edition.

Rental in Canada of banned books will be prevented by legislation now being prepared by the Dominion government, following lobbying by literary organizations. Claim is that banned tomes are not on the shelves, but are passed from under the counter at rental libraries to favored readers.

Canadian customs officials during March prohibited entry of Erskine Caldwell's 'Tobacco Road,' Donald Henderson Clarke's 'Alabama,' Ross Edwards' 'Born Wanted,' Gene Gauntier's 'Sporting Lady,' Myron Kates' 'Woman Who Serves,' and Karl Kahn's 'Shared Woman.' Periodicals banned included 'Hollywood' and 'Nudies.'

## Marian Spitzer's Stories

Marian Spitzer has completed another deal with the Saturday Evening Post whereby she will write both a serial and a short story for the magazine. Each will have a moving picture background.

Miss Spitzer has previously turned out five shorts and one five-part serial for the Post, and is also currently attached to Paramount's story department on the Coast.

## N. Y. Bill Ieans Book-Sellers

Assemblyman Herbert Townell, Jr., New York Republican, has introduced in the Legislature his so-called 'bad books' bill. It relieves book sellers and lending libraries from liability if they have not had any part in the production of an obscene book, and if they give the district attorney the name and address of the guilty publisher. Bill is endorsed by the National Council on Freedom from Censorship.

## U.P. Serving Wash. Legmen

United Press got a jump on A.P. in Washington by starting the 'Washington City News Service.' Usually A.P. that starts those city bureaus.

U.P.'s not letting the service to papers in or near the Capital, but is supplying news and news tips to correspondents in the Capital. Charging \$18 a week for the service, with most newspapermen, especially where just one or two men represent a paper, glad to get it. Saves a lot of legwork and makes complete coverage almost a certainty.

## \$4,000 Book

Another prize book contest is on by Little, Brown, in association with the Atlantic Monthly. Will award a prize of \$4,000 for the best textbook manuscript submitted by Dec. 1.

Half the amount will be an outright award, and the other half advance royalty.

## Best Sellers

for the week ending March 24, as reported by the American News Co., Inc.

'Anthony Adverse' (\$3.00) .....By Hervey Allen  
'Oppermans, The' (\$2.50) .....By Lion Feuchtwanger  
'Magnus Merriman' (\$2.50) .....By Eric Linklater  
'Village Tale' (\$2.00) .....By Paul Strong  
'Modern Tragedy' (\$2.50) .....By Phyllis Bentley  
'I Went to Pitt College' (\$2.50) .....By Lauren Gillilan

## Non-

'While Rome Burns' (\$2.75) .....By Alexander Woolcott  
'Native's Return' (\$2.75) .....By Louis Adamic  
'Ulysses' (\$3.50) .....By James Joyce  
'Brazilian Adventure' (\$2.75) .....By Peter Fleming  
'Life Begins at Forty' (\$1.50) .....By Walter Pitkin  
'Robber Barons' (\$3.00) .....By Matthew Josephson

## Bolton Doubles

Whitney Bolton, dramatic critic on the N. Y. Morning 'Telegraph,' is doubling covering Broadway's premieres, reviewing for the Newark Evening 'News' and the 'Telegraph' with the assent of the latter's publishers. Bolton's reviews are not the same. Bolton writing different reviews for each paper. He uses the byline of John Whitney for the Newark daily.

In addition to covering shows and editorial work for the 'Telegraph,' writes the daily column 'Beau Broadway.'

## Norton Heads P. &amp; B Board

New chairman of the Joint Board of Publishers and Booksellers for 1934 is W. W. Norton, head of the publishing firm bearing his name. He succeeds Cedric R. Crowell, who has charge of the Doubleday, Doran bookshops.

Other new members of the Joint Board for the new term are Edward S. Mills, Harriet Anderson and E. S. McCawley.

Membership in the Joint Board of Publishers and Booksellers is about equally divided between the two branches of the business. Meets once a month to straighten out whatever difficulties may arise between the two.

## Lanigan with Ball Team

Ernest J. Lanigan, veteran baseball writer and statistician, who worked on the old New York Press before the turn of the century, has been appointed publicity representative of the new Syracuse club in the International League.

He served as secretary when Syracuse previously was represented by an International league team.

## ime Photo Study

Max Schuster, head of Simon and Schuster, has been working for some months, in between rejecting manuscripts, on a book to be entitled 'Eyes on the World.'

It will be a photographic resume of 1934. Schuster is collecting all possible photos of important world events during the year and will collate them in about the same way as 'The First World War' handled war photos. If it clicks it will be a yearly compilation.

## I Burks' Experiences

Al Burks, veteran publicity-advertising man, for years with B. & K. in Chicago, has fictionalized Windy City events, embodying them in two stories, sold both to Street & Smith for the pulps.

Each yarn is based on actual happenings in Chicago and tie in with pictures. One concerns gangsters.

## S&amp;S' Subs

Simon & Schuster have a subsid publishing company, Empire. It's their second subsid, the first having been the unit that brought out the cross-word puzzle books.

Empire will publish Ted Lloyd's 'Pulitzer Prize Winner.' Author is assistant to Paul Yawitz, N. Y. Sunday Mirror's Broadway columnist.

## ing Maybe

Psychology Magazine recently interviewed Beth Brown. VARIETY reported it as an interview by Time.

Now the authoress wants to know if the VARIETY mags have learned to spell Psychology by now.

Author rides her pet hobby in the next Screenland. It's 'Man Made Movies for Women.'

## Frank Hunt 'ies

Frank A. Hunt, state editor and columnist of the Salt Lake Telegram, died March 20 in Salt Lake following a major operation.

## &amp; P. to Issue Text Books

Editor & Publisher is publishing a special series of books on the newspaper and allied industries to be known as the Editor & Publisher Library. Subject matter is being selected by Marlen Pew, who edits Editor & Publisher; the books are to be handled by Walter Drey from the latter's publishing offices.

First of the Editor & Publisher books was a blog on Van Anda of the Times. Second will be 'Making Millions Read and Buy.' It's an account of American newspaper advertising from the earliest days up to the present by William A. Thompson, director of the Bureau of Advertising of the American Newspaper Publishers' Association.

## Home Boy in Charge

Charles Angoff, managing editor of the 'American Mercury' for the past five years, under H. L. Menken, will assume complete charge now. Henry Hazlitt, who replaced Menk when the portly Baltimorean quit to devote his time to writing on his own, several months ago, didn't like it as much as he thought he would and has asked the Knopfs to let him go.

Angoff is figured a natural for the post, having handled it so long with Mencken and being on intimate terms with the regular Mercury mob.

## Rejuvenati

Portmouthing publication of the new Dickens book by Simon & Schuster has rekindled interest in Dickens generally with a considerable perk-up in all that writers' tomes.

Doubleday-Doran has ordered several editions of all the Dickens volumes on its list and Grosset & Dunlap is preparing some reissues. Modern Library has ordered two new printings of 'David Copperfield' and both going well.

## Dell Scraps Ace Hi

Dell has scrapped Ace High, one of the mags acquired from the defunct Clayton concern.

Was one of the weak sisters in the Clayton chain and Dell bought it for buttons when the Clayton mags went on the auction block.

## Frances Marion's Tome

Latest novel by Frances Marion, scenarist, has just been completed under title of 'Dark Sojourn.' Book will be brought out in the late spring by John Day Company.

## Consular Stoozes

(Continued from page 1)

wood constantly supplied with such tales as the Belgrade hotel burgs, all of which eventually reach Hollywood via the Trade Commission.

Recently the Hays research department received several years' issues of magazines published in West Africa. They had come from a consular employee there and the pictures in those magazines go into the file to be written up later, perhaps when West Africa figures in a film.

A new liquor appears in a South American saloon. A consul or his clerk, dropping in for his evening nip, will carry the bottle away as a souvenir. Perhaps the bottle gets to Hollywood. It's a cinch the label will.

The other day the Hays' office was stumped temporarily. A company wanted a railroad ticket that would be given a passenger riding between Rome and Paris. It was found however; another film company had such a ticket in its files. What one company has nowadays in the matter of research is available to all others.

## Screen Actor's Mag

'The Screen Actor's' magazine published by the Screen Actors' Guild, has made its appearance on the Coast. It is free to the members of the organization, but costs 10c a copy on the newstands. First issue carries 18 pages, with around seven pages of advertising.

Leading articles in the magazine are by Eddie Cantor, who tells about the Guild, 'Standards,' Ann Harding with a page yarn on 'Thanks for the Buggy Rides,' and Ralph Block with an article, theme of which is that while the motion picture has given entertainment to the world it has lost the actor.

Miss Harding yields a pan slightly tinged with sarcasm. She takes her sundry list of press agents over the coals for the untruths they have printed about her in order to get into the papers.

## Literary

Two new literary mags are in the offing.

First to come will be Medallion, published and edited by Abbott S. Cohen. A number of literateurs also interested, including Paul Putnam, who has made MacLeod and David Cornet De Jong. Publication will be monthly.

The Literary World, which makes its initial appearance on April 15, will also be monthly. Angel Flores will edit this one, with Samuel Putnam, Louis Kronenberger, Stanley Kunitz and Arthur Livingston in on the profits.

## It's Prof. Chamberlain Now

John Chamberlain, New York 'Times' daily critic, has been named to succeed the late Allen Sinclair Will as conductor of the book reviewing course at Columbia University.

Chamberlain is the youngest daily book critic in point of service in New York.

Llewellyn Hughes has completed a new novel with a theatrical repertoire as background.

Patterson Dial via the Panama Canal to L. A. Hugh Wiley's riting a novel on early San Francisco.

Frederic Arnold Kummer working on a mystery novel. John Held, Jr., at work on a new tome, with local color from New Orleans.

Lowell Thomas on a six-week lecture tour.

Erich Possett Michael Kraike are working on a translation of Felix Salten's new novel, 'Florian, the Stallion of the Emperor.' It will be serialized in a national mag.

Conde Nast in from. Robert Roemer, of the Herald, in New York.

Rian James and Jesse L. Lasky, Jr., collating on 'Young Ladies in White' for Alfred H. King, Inc.

Three newspaper publishers are visiting the Coast. They are Warren C. Fairbanks, of the Indianapolis News; Harry P. Everest of the Oklahoma City News, and Gale Sauerwein, of Paris, France.

Rupert Hughes back to the Coast with his family.

Charles Barney Cory and Mabel Tyson Werner among the poets publishing their stuff themselves.

In addition to covering the waterfront for the San Diego Union, Max Miller is also now covering the new books for his sheet.

First modern detective story selected to go into the Modern Library series is Dashiell Hammett's 'The Maltese Falcon.'

Thoe Hays, niece of the late Rider Haggard, has written her first novel, 'Red Macaw.'

Selma Lagerlof has written her reminiscences, with Doubleday, Doran publishing.

Elmer T. Peterson, who edits Better Homes and Gardens, has turned novelist. 'Trumpets West' his first.

Louis Bromfield and family sailed for France, but he left behind him a play for Ted Harris.

Arnot Robertson for a prolonged stay. Wrote 'Four Frightened People.'

Another sign of spring is Albert Payson Terhune unlocking the door of his Jersey retreat.

Bruce Graeme, author of 'Epilogue,' is really Graham Montague Jeffries.

Lucien Burman will go to the Coast, but not on a picture-writing assignment.

William Faulkner fed up with his Snopes saga and has laid it aside for a new subject.

Current issue of 'Story' has a yarn by Emmanuel Eisenberg of the Metro publicity staff.

## Book Reviews

## Neagoe's First Novel

Somebody ought to grab 'Easter Sun' (Coward McCann; \$2) pronto. Not quite enough story for film purposes, but a grand character in the Anna Stone personality like a glove.

'Easter Sun' is a fine novel of life among Roumanian peasants. It's Peter Neagoe's first novel and more than fulfills the promise he's shown as a short story writer. His writing is amazingly similar to that of Knut Hamsun, having an earthy flavor that improves as coming from actual experience. This story of a girl, so beautiful the peasants can explain it only by thinking she's possessed of the devil and therefore making her life and that of her parents a hell, is one that ought to take its place alongside the classics.

## Nijinsky's Life

Vaslav Nijinsky, generally accepted as the greatest male dancer of modern times, is now barely 40 years old and in a sanitarium in Switzerland. His wife, Romola, has set down the poignant incidents of his life in a biography, 'Nijinsky' (Simon & Schuster; \$3.75). It is more than a biography in that it is a brilliant expose of an unknown facet of life. The brilliance of the Imperial Russian Ballet, Diaghilev, Stravinsky, Pavlova, Debussy, Fokine, crowd the pages vividly.

For the student of theatre modern life the book is a natur. Perhaps it is too highly priced for general consumption, but it is a big book and beautifully printed and edited. It will probably cause as much of a stir in literary and theatre channels as any modern biography has in the past few years, perhaps surpassing even Isador Duncan's 'My Life.'

## A Tycoon Falls

Dawn Powell, who wrote 'The Tenth Moon,' should get some attention for 'Story of a Country Boy' (Farrar & Rinehart; \$2.50), because she is so accurately in step with the times. It's not a cheerful book, but a vividly realistic one, made more graphic by her skill in narrative.

It's the story of a self-made man, whose downfall comes when he visits a trade convention in New York. Until then he had been more or less of a farmer at heart, with his hard headed, quick thinking mind guiding the destinies of an implement company.

At the convention he is lauded as one of the captains of industry, and he falls for the bunk. He also falls for his wife's best friend, who has cultivated the wife's acquaintance, content merely to be close to her ideal. The double plunge is too much for him. He goes soft and is unable to cope with the depression. At the end he is back on the farm, penniless and unhappy.

In spite of the unhappy ing it could make a fine picture for Emil Jannings or Charles Laughlin.

## California Cavalcade

From the post Argonaut days of Sacramento to 1933 is quite a broad jump, but Francine Findley takes the leap in 'Treeless Eden' (King; \$2), which follows the life of Jim Jacob almost from the cradle to the grave. It covers a lot of ground in its 400 pages, but will hold most readers to the end.

It's a succession of keen character and history studies, not always wholesome but ever interesting and showing a firm grip on character analysis. It's not light literature and quite different from the usual King output.

## Chills Deluxe

Newest in the horror series 'Harriet,' by Elizabeth Jenkins (Doubleday-Doran; \$2). It's out of the ordinary and, though pretty consistently spilling, can really be called a straight novel. It has surprisingly fine writing and will linger in the minds of readers much more than book that kind generally do.

Based on an actual occurrence, 'Harriet' is the story of a cold-blooded, cocky young man who marries a beautiful woman for her money, then looks her up in a room by himself and lets her slowly starve to death while he's living with a young woman he really loves. It's not a mystery yarn. Told simply and chronologically the horrors pile up slowly to the finish.



# Going Places

By Cecelia Ager

## Us Sobbies

Somehow girl reporters don't seem to realize what dashing, resourceful, good looking, alluring little women they really are. Somehow they fail to appreciate the exciting, dramatic, fascinating lives they lead—until a picture like 'Hold That Girl' brings it all home to them—and even then they don't believe it.

But just the same it's sweet of pictures to consider sobbies so romantic—it must convince the picture audience at least. If, as she pulls her worn muskrat close about her and battles the chill winds to the subway, a girl reporter sort of feels it's a lot of baloney—it's still ice and warming—remember that millions of picture fans have been taught to regard her as a lovely thing combining the qualities of Joan of Arc, Ninon de L'Enclos, Cleopatra and Sally Rand.

As an example of 'Hold That Girl's' soaring imagination about the ladies of the press, Claire Trevor is selected to play a star reporter. Miss Trevor, a chic, tidy little figure wearing one trim dark suit after another, a blithe, direct blonde full of essential virtue, 'repartee' and cricket, too, goes glancing around the town, yachting, bowling, dancing, teeing—goes every place, in fact, except to the office, or to the home—both. Miss Trevor has little sailor hats and berets that fit, she has cross fox collars slung debonairly across her jacket, she pulls a white pipe collar through a ring at her throat and buttons its short wide ends to her shoulders, she has a becoming soft bob, she has occasionally careless photography, and she has a swell time.

Miss Trevor has, too, a trick for getting places. She hops on the running board of handsome automobile jobs and orders their matching handsome drivers to 'follow that cab,' which they do—a trick that has no serious consequences save murder, kidnapping and sudden death.

Gertrude Michael, a naughty girl bested in a set-to with Miss Trevor, wears an ermine coat with a cape collar striped round and round with mink as the badge of her naughtiness.

## Walking Beauty Parlor

Bette Davis' makeup has reached that point of utter stylization in 'Jimmy the Gent,' which makes a body wonder if the little lady lurking beneath it all can be real, alive and human—the same point of fantastic exaggeration that Joan Crawford attained, to her subsequent regret, in 'Rain'.

Miss Davis' eyelids are now weighted with such an abundance of heavy black curling eyelashes that one is so completely fascinated by her sheer physical strength in keeping her eyes open, there's no time left to be fascinated by Bette Davis herself. Her straight blonde hair, parted center, is pulled down about her head until it reaches the ends of her ears, whereupon it suddenly changes its tactics and breaks out into a fluffy, but always controlled, corona—in a reversal of natural form such as no mortal hair has ever been able to effect.

Her brows are drawn straight across her forehead, her mouth, too, is blocked in, outlines independent of its own contours—until the whole scheme achieves the artificiality characteristic of the languid wax figures in shop windows.

Miss Davis, in a laudable attempt to improve upon the look that has been so carried away with the 'improvements' that she's scored 'way beyond their structural basis. Sometimes the result is frightening, sometimes painful, and once in a great while as devastatingly different and posterlike as is its intent. Alice White, sensible child, concerns herself only with the conspicuous display of her very worthwhile figure. Her one-piece frocks are proud of her every curve, her blonde bob is short and teasing, her make-up is fond of little Alice just as she is. 'Playing again a feather-brain,' Miss White goes in with zest, flair and conviction.

## King Kong Hangover

Occasionally she creeps into Fay Wray's eyes, as she ponders the duties and tribulations that beset her as 'Once to Every Woman's' leading lady and supervisor of nurses in its hospital—a hospital, by the

way that, despite the beauty of its student nurses, fails to inspire warm confidence in its curative properties—there steals into Miss Wray's eye a look that must be described as not quite bright. This look may be a leftover from Miss Wray's former horror picture experiences, or it may result from her longing to brim with zeal and sympathy for suffering humanity.

On the other hand, Miss Ruth Morris attributes the look to Miss Wray's struggles to get her immortal voice to shine out from her eyes, and Miss Morris is often both vice-president and right.

Miss Wray's efficiency is expressed by her high-necked uniform, with band collar close about her throat, as compared with the rest of the nurses' uniforms, which have V necks and so indicate a consequence of ill conduct, her high principles may be deduced from her Madonna-like coiffure, parted in the middle and swept cleanly down and off her face, as compared with Mary Carlisle's coiffure, which abounds with little blonde curls cleverly coaxed to stray wantonly across her cheeks; and Miss Wray's eyebrows, leaping upward and outward toward her temples, are doubtless that way to suggest by their slightly Satanic drawing that although she is unquestionably good, she might listen to reason.

And a lot of good it does Miss Wray to be of night vision, anyway, with little Mary Carlisle, who takes her fun where she finds it, snatching all the attention whenever she pops on the screen. Miss Carlisle knows she's good, if not in the same way as Miss Wray—and whoever looks her over and notes her chubby curves, begrudging walk and general assurance, realizes Miss Carlisle is suffering from no delusions.

## Costumes and Heels

One thing about Miss Willis—of 'Seller and Willis at the State'—no matter how tortuous the acrobatic dancing stunt that's just engaged her attention, she always comes out of it smiling. She even goes into it smiling. Miss Willis is supple, willing and game.

Miss Willis has an extensive wardrobe, too, based upon the acrobatic dancer's foundation, fringed white trunks and rhinestone bras. Over these essentials scuttles at one time a white chiffon sheath banded at its swirling hem and embellished with white ostrich. Realizing, perhaps, that the chiffon is transparent, after all, and that it doesn't fit so well, anyway, Miss Willis soon tears it off, and now she can really apply herself to backbends.

For her entrance Miss Willis wears white cut trousers, white mess jacket with black and white, black tie and black slouch hat. For the finale, in which she renounces her acrobatic work and takes up muscle control, she finds a black satin high-necked costume, made tantalizing with black chiffon spiral inserts and, particularly, a very helpful garment, particularly with black sandals with red heels.

The lady who, for her graciousness in fetching dumbbells and bouncing balls on a drum table in time to the music, shares billing as The Duponts, accentuates her graciousness with a white satin evening gown high in front and rhinestone-trimmed in back. She, too, smiles and, besides, is entranced by her partner's juggling, and when she takes her bows, consistently gracious, she throws kisses.

Joe Frisole's dancing girl goes to it in gold satin to match the gold of her hair, gold satin fitted where it should be fitted to bring out the artistry of her work.

## BIRTHS

Mr. and Mrs. Ned Dobson, daughter, March 17, in New York. Father is a Loew agent. Mother formerly of the Three Queens (vaude).

Mr. and Mrs. Frank Capra, son, in Los Angeles, March 20. Mr. and Mrs. Maurice Ostrer, son, in London, March 22. Father is a director of Gaumont-British and president of Gaumont-British of America.

Mr. and Mrs. Harry Tierney, son, March 19, in New York. Father is a composer.

Mr. and Mrs. Pat Somerset, boy, in Los Angeles, March 22.

Mr. and Mrs. William Lamar, daughter, in Hollywood, March 24. Father is a Coast scenarist.

## Did You Know That—

Philip Goodman has written a well regarded play, a comedy—after buying that home in Beverly Hills, Ruth Etting has abandoned her idea of a farm in Nebraska... Hilan Thompson's new hobby is bartending those complicated drinks...

Mrs. Correll, wife of Andy (Amos and Andy) caught a sail fish in Miami... Mrs. Irving Berlin wore a lovely of the face fish with her green ensemble, the other night at the Casino de Paree... Dorothy Hall was there, too, and Neal Andrews, Horace Braham, Gladys Feldman and Grace and Bert Lytell... Mrs. Willie Morris is now doing interior decorating... Mrs. J. J. McCarthy will take the Catholic vote this month... the wife of Meyer Davis writes excellent classical music... Max Gordon and Max Winslow will do some serious fishing at the Thousand Islands in June...

Jean Lockhart's small daughter appears in child parts at the Metropolitan Opera House... the late Lilyan Tashman's changes were many and unbelieved... Babe Bennett was at the Mayfair last Saturday night; also Louis Shurr, Helen Lynd, Jack Warner, George White, Buddy DeSylva, A. C. Blumenthal, Gloria Vanderbilt, Bert Lahr, Jack Haley, George Murphy, Nick Schenck, Major Warner, Ray Bolger and Helen Vinson.

## MARRIAGES

Margot Clarke Grahame to Francis Lister, in New York, March 22. British actress arrived Wednesday night and sailed with Lister, last in 'Richard of Bordeaux,' the following day.

Dot Connon to William Wellman, Las Vegas, N. M., March 23. Bride is a film player, groom a director.

Jayne Shaddock to John Kirkland, in Jersey City, March 23. Bride a showgirl. Groom is Nancy Carroll's ex.

Dorothy Rae Connon to William A. Wellman at Las Vegas, Nev., March 22. Bride was lead in one of the director's pictures.

Florence Lawrence to Fred Eldridge at Santa Ana, Cal., March 22. Bride is drama editor of the L. A. Exam, and groom is executive editor of the Hearst newspapers.

Lynda Lee to Sam Magua, New York, March 22. Bride is a singer. Groom is in Venuti's orchestra.

Mabel Penn to A. I. Schafer, in Hollywood March 23. Groom is a Coast film cameraman.

Blanche Frey to Arnold Luff, in Ventura, Cal., March 23. Groom is a picture actor and bride is the step-daughter of Esther Ralston.

Edna Kellogg, opera singer, and Floyd Parker, non-pro, plan to marry in Chicago, April 19.

## DeSylva Talking

(Continued from page 3)

he believes, a picture can garner what radio advertisers pay thousands of dollars a night for. Every time a head leader announces the air that he's going to play next a song from such-and-such forthcoming picture, that picture reaps advance publicity, the public's interest in it is aroused, good-will is generated for it and a definite trek toward the box office is set in motion—provided that the song is any good.

It is wise, in the theatre, to protect the life of a show by not killing off the music. The potential life of a musical show is measured in months. But the average picture runs for a week in the keys, two days in the smaller—a picture can't wait for the songs to get around and pull an audience in. It's left town by the time, in fact, that what a picture does on its first three days determines what it will do on the week, it's got to open with all the help it can get, says De Sylva. Word of mouth doesn't get a chance to operate as fast or as valuably in pictures as it does for the stage.

## Among the Women

By The Skirt

The Dressed Woman of the Week:  
GRACE HAYES  
(Paramount)

## Paramount's Display

Will Mahoney tops at the Paramount this week. He did, at the second show opening day, what very few do at. The audience wouldn't let him go. Hayes is on the bill with her handsome son. Miss Hayes was stunning in

inestones. The gown was made with a V neck and long sleeves with a corsage of orchids or one shoulder. Hilda Murray looked well in two changes of costume. The first white chic was sprinkled with rhinestones, the second was salmon pink with a full hem of petals.

The Paramount girls did a number in black satin skirts, cloth jackets with high white collars. Spats and gloves were white and the hats were of black satin in abbreviated atopeville style. A fan dance was unusual inasmuch as the fans were of sequins and not feathers. The color was purple and the dresses were a soft shade of green satin with meline ruche at the hem. The waist line was bare and brassieres were long sleeved. The stage revue ended with a tank and some pretty diving, always an eye-fel.

A girl does a rumba in black satin trousers with laced slits and very little top. A group of girls, in evening clothes, are in the jungle and although they get messed about a bit never is a marcel out of place. 'Come On Marines', the picture, made the men howl.

## 30 Minutes Overboard

'Bottoms Up', the picture at the Music Hall this week, won't play an important part in the picture world. A new face, Pat Paterson from England, has the lead and you may wonder why. Thelma Todd, with her glamorous beauty, makes it very hard for Miss Paterson. Good looking clothes worn by both women.

A black velvet coat worn by Miss Paterson has for trimming narrow ermine bands. There is a white satin gown with the usual ruffles at the helm, a model often in recent films. There was a dark velvet with metallic top and a fox trimmed ensemble. Another velvet gown was studded with steel nail heads. Miss Todd was stunning in a velvet gown with a cape of tiny net ruffles. One cloth suit, with capped sleeves would have been all right had it been shorter. A black satin gown was oddly trimmed with narrow white ruching. A satin negligee with wide belt sleeves was luxurious.

If 30 minutes could be cut from the programs here the Music Hall would be one of New York's greatest joys. The orchestra, with a vocal chorus in the pit, has the women once again in white gowns. Then a Disney color cartoon followed by the ballet. After that a weekly travelogue and flashes of humorous tombstone inscriptions and then the stage finale. It's too much.

Main presentation has the stairs in evidence again. Evelyn Duerler duos with a man. Her gown is blue velvet revealing one bare shoulder. Girls, on the stairs, are in shaded blue gowns with long trains which, when displayed to the audience, represent peacocks. Foxysties were in one layer blue dancing frocks. Darker blue flowers decorated the skirts while the bodices were silver and large hats were of the blue and silver combination. These girls have some new arm formations, drawing applause from a none too large audience.

## Good Looking Floor Show

Harlem's Cotton Club has a new floor show which is beautifully costumed. The tall, good looking show girls appear in the first number in pale blue taffeta gowns. The skirts carry a ruffle at the hem and the sleeves are huge puffs of white melle. The smaller girls are in sequins. A number called 'Ill Wind' is splendidly done with girls in blue wigs and dresses of red and yellow with gold gloves. Simple eylet dresses have a pattern of huge red dots worn with black patent leather belts. Arranged in sequin gowns of purple and silver the girls looked particularly well. Dressers of chiffon were oddly fashioned with one side white and the other black.

Adelaide Hall, leading woman of the troupe, is gowned to the minute in all her numbers. Miss Hall's first was pink satin with a long mantle hanging from the shoulders of pale blue satin. The skirt was garlanded with orchids. A cream colored brocade had cascades of brown meline on the shoulders. Very striking are the clothes of the men in this revue. Black and white plaid coats were worn with black trousers and purple dress suits were outstanding. Dan Healy gets credit for putting in his show some of the best scenery. Connolly deserves special mention for his staging of the many numbers.

## Leaves and Diamond Belts

The Four Trojans start the show at the Palace this week and George West and Ray Stanton follow with three girls and a stooge. One girl wears a pink taffeta with wide bertha and ruffle at the hem embroidered in silk stitch. Kerchief and slippers are green. Another miss had on a purple taffeta gown with ruchings at the knees and around the armholes. A cerise kerchief was carried, and oddly enough she had on black slippers. A rather fleshy miss in black dress with a diamond belt, in fact most of the dresses in the act carried diamond belts. These three girls spent most of the time changing but after the first costumes nothing of note followed.

Irene Taylor, a crooner, wore a good looking white lace over satin. Huge leaves formed the pattern in the lace. The bodice was square cut with clips at the corners. Also a buckle at the waist line. Over this gown was worn a jacket of the lace. Slippers were mauve. Peggy Ames, with Artie Lewis, was in white also. The material was crepe and the trimming was white fox. The Rimac Havana orchestra disclosed one girl dancer in native dancing frocks. Ruffles and then more ruffles. The men in the band were picturesque in brown satin trousers and green ruffled blouses.

Again, they won't hear about it until it leaves. Song plugging prior to the opening of the picture in De Sylva's opinion, is the most effective way to give that picture its necessary built-up and send-off, to create in advance that golden word of mouth.

Stage musicals are aided by their out-of-town openings' report, continues De Sylva. And they benefit from the advance publicity and interest as to what sort of scorn Kern or Gershwin turned out. But nobody wonders what Harry Warren's got this time. The picture public doesn't buy tickets out of either to hear Gordon and Revel's latest. If the copy sale of a song was

important today, if it brought an appreciable return—then it might be politic to save the songs to spot their air release with economic caution. But the sale of a song is such a minor consideration now, compared to the potential returns on a musical picture, that that old argument has lost its foundation.

And so, concludes De Sylva, a film musical must take advantage of every form of circling it can get—and the greatest of these is air plugs—set at least two weeks in advance. A film musical has got to open big, for if it doesn't, the time element alone precludes its closing big.



## East

Helen Kane in from California by water.

Lucille Ballentine decorated the Jesse Livermore bankruptcy hearing last week. One of the creditors, holding the broker's promise to pay her \$150 a month until June, 1938, details not fully explained.

Robert Ripley settled a damages suit in White Plains. He was in a taxi crash and sued the company.

Cort C. Abramson pulls Frederick Herendson back from Palm Beach to London, has with his 'Sunny Days' which the firm is producing.

Executor of the estate of the late Louis Ziegfeld threatened to shut out to court for an accounting on the current 'Follies.' Wants legal information as to where they obtained the right to use the title, which belongs to the estate, claiming Mrs. Ziegfeld's assent to be illegal. Shuberts paid \$1,000 to Billie Burke and also paid her a royalty. Hearing adjourned to April 6, when she may be present.

Regional Labor Board orders reinstatement of three former employees of the Barnum-Burlesque circuit. Fired for union activities. If they do not go back, the Blue Eagle takes flight.

Henry Hull signs for five years, says Universal, so he'll take the tobacco road to Hollywood. Hull denies.

Dexter Fellows in town to tell the papers about the Barnum-Burlesque show. Says the Greatest positively will not have a sea serpent this season.

Robert Emmett Keene powders over Olivia Bower to take a job in 'Broadway Interlude.'

Gilbert Miller calls that London trip off. Hit by an auto on 6th Avenue Thursday night and his left leg fractured. Will be confined to his home for about six weeks.

That non-skilled theatre labor union tells Ben Golden there are no minor there is no such thing as the Code provisions, chiefly on the matter of hours.

Group of Yale students will tour the summer with a repertory of old timers including 'Nellie the Beautiful Cloak Model.' To play their seriously.

Sam Gumpertz heads a group of 10 who purchased the 'Herald' (Fla.) Herald. Powell Crosley, Jr., of the radio company, also in the deal.

John Golden back from Florida last week with a new play by Sidney Howard from the Hungarian of Bela Zsolt. All he needs now is a few actors and a title.

New York City may penalize publishers of 'bad' books, but ignore the seller.

Mrs. Belmont's Motion Picture Research committee got into the Hotel Roosevelt Tuesday (20). To advocate special tips for kids, just as publishers have their juvenile fiction.

Part mutual bill in N. Y. legislature. If passed, must be ratified by vote at a general election, so no use this summer.

Mayor LaGuardia peevish at the municipal ferryboats. Holds it's too cheap a graft to be countenanced by the city.

William Francis Dugan has written a play about the Pennsylvania Dutch, but there isn't a hex in the entire script.

National Distillers Products Corp. back in 1932 voted a case to each holder of five shares of stock in when, when delivery was offered it totalled \$20.81 if delivery was made in New York, that including the state tax of \$3. Asks how they can undersell the bootlegger when the

handing charges run nearly a buck a bottle.

Pasquale Amato, years with the city as director of the Hipp opera venture.

Crane Wilbur's 'Are You Decent?' in the rehearsal stage with Albert Bannister wearing the crown and Dimples Ostrum directing.

Buccaneer, Hudson river floating niter, will be in commission again this year. James A. Kenyon will direct the revue.

Will of the late Smith Reynolds thrown back to lower court in North Carolina for interpretation. Libby Holman's son may now get the estate of approximately \$25,000,000.

Alfred Kreymborg, poet, sues Jimmy Durante and NBC for \$100,000. Charged Durante and NBC with 'insulting and reciting' three of the Kreymborg copyrighted poems.

Jimmy Durante and Rudy Vallee went to city hall Wednesday (21) to act in the new laws with Mayor LaGuardia for an advertisement for a ball. When the Mayor found that it was being billed as the 'Willard' 'Duke' 'and' 'the' 'Cecil E. Mabery will manage as Salmagetti, who ran the last two engagements there, is coming into the Broadway.

'The Sons of Earth' through at the Civic Rep but will be brought up by A. L. Jones April 2.

Central theatre, N. Y., now the Colburn theatre, has applied to what is now the Mayfair.

Al Woods leaves 42nd street flat. Offices in Rockefeller Center now. Jewish Theatrical Guild held a memorial service in Temple Israel last Sunday (25). Services presided over by Eddie Cantor.

Seats for 'Dodsworth' selling for 15 cents, but it will close while Walter Huston goes to Central City, Col. for that 'Hamlet.'

Margot Clarke Grahame, English actress, arrived in New York Wednesday (21). Mrs. Francis Lister sailed the next day. Same person, but she was married to Francis Lister, of 'Richard of Bordeaux' fame here.

George Raft blew into town Thursday (22) to tell reporters he has a 'perfectly good reason for not being here.' He's been married for 10 years.

Rudy Vallee came in court again Thursday (22). Mrs. Vallee asked to have her center closed with set aside. Decision reserved. But the crooner was given an injunction restraining action in California looking for \$400 monthly alimony.

Administrative bureau signed the burlesque code Thursday (22). Chorus girls to get \$20 weekly when anchored, \$22 if traveling.

Edward G. Robinson, Rudnick and Joseph Quitten, who took over the Central and renamed it the Columbia, have added the Majestic, Boston string.

Both major radio chains broadcast the result of the Grand National stepplechase at Aintree, England, in favor of the British, to the benefit of holders of Irish Sweepstakes tickets, though not so announced.

Hall and Eleanor Steele Clovis acquire an estate in Greenwich, Conn. Both sang in the productions of the N. Y. Opera Comique a couple of years ago. Estate is that of the late W. F. Carrington, who was head of the operatic organization.

Alexander Woolcott made a factory speech to the Advertiser Club at a banquet Thursday (22). Then he found it had been broadcast over WOR. Bambergers reported no kicks from the air customers.

Walter Hartwig in from Hollywood to stage his 'Trilo.' Fay Marbe my member of cast as yet. 'Takes four more to make the 'Trilo.'

Magistrate Rudick gives 'Gigger' a clean bill of health. Bagatelle board he holds is a game of skill and not a slot machine.

Dean Virginia Gildersleeve, of Barnard College, weeps because so many persons are passing their new deal legislation added over a radio. Wants them to go and climb mountains or something active.

Ernest Truex interrupted performance of 'Sing and Whistle' broadcast at the Hudson theatre. Stage wait filled by letting the audience in on the broadcast.

Ernest Truex expresses surprise when told that he is on the receiving end of an allegation of affections suit brought by Soltor C. Adams. No details given.

N. Y. News trial of the libel suit in which Leo Carillo got a verdict some time ago in a Mine-

## 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.

ola court. Held that some of the arguments used by G. O. S. attorney in his summation were improper and may have unduly influenced the jury.

Radio City in more trouble over art. Charles Miles in breach of suit against the Center and some of the constructors alleging that they threw out his design for the main part after quasi-approval because William Todd objected to nudity.

New York state bought 16.97% of the radio sets purchased in 1933 with Pennsylvania second, absorbing 10.7%.

6,900 suit with Nevada a low at \$3,800.

Peter Arno may give the stage another roll. Probably with the play rehearsed on the Coast but did not produce.

Ciarento Inn closed Saturday (24) to be remodeled into a pop place restaurant. Will be open in time for the new Broadway.

Frank Merlin has bought 'Forty-nine Dogs in the Meathouse' from E. F. Conkle.

Cops padlock King's Terrace, 52d street, for 48 hours, alleging that Gladys Bentley's songs were too fervid. Puzzle is that she has not been appearing at the place since last night.

'Romeo and Juliet,' with an all-Negro cast, is among the novelties forecast. Won't be put on until rehearsal. Francis Carpenter, of 'Lysistrata,' is sponsoring.

Al Woods going to Hollywood to look for an actor for 'Richard III.' Did want Paul Muni, but Fredric March is second choice.

Theatre Guild decides against the contemplated seven Y production this season. Will call off after 'Races.'

Rowland Stebbins planning another play for next season. But he'll tour 'Green Pastures,' too. Also has two new plays by George Kelly.

Those CWA theatre groups to be sent to the CCC camps. To tour in buses and make all of the nearby camps. First show was the 'Patsy' unit, which opened at the Bear Mountain camp Monday.

West Point cadets did their annual show at the Point Saturday (24).

Estimated that \$64,000 persons have seen the free CWA players during the 576 performances of 17 plays.

De Wolf Hopper did readings from Dickens at the National Sunday night (25).

Ernest Block arrives to conduct his 'Avodath Hakodesh' for Schola Cantorum at the National Sunday night (25).

Harmoz and Ullman planning to produce 'Harry's Lamb,' by Lynn Root and Harry Clork. Clork is a pseudonym for Harry Clork, former Shubert play reader. Root uses Leonard Scott for a stage name.

Fritz Leiber plans a Shakespearean play, 'The Merchant of Venice,' to take him to the coast and back in time for the 1935 spring season here.

Callous film fans gathered around the nearest theatre to see the play 'Lilyan' (23), in the hope of seeing celebrities. Three women badly hurt, many girls injured.

Major radio singer, in a crash Thursday (22). She was on her way to a benefit.

Alfred Sargent announces he'll underplay in a grand opera at the Broadway. Hipp looking around for a sea serpent to keep in its tank.

Leopold Stokowski gets plenty of press work by playing the 'Internationale' at a Phil. concert.

Former Mayor Walker's \$15,000 car now hangs from Harlem. Bought by 'No One Man' Jones.

Arthur Tracy good morninged the judge Friday (23). Told about his income in divorce suit with Mrs. Tracy. He grossed \$73,000 last year, \$27,500 to a former manager to settle a suit, cost him \$5,000 in legal fees, paid nearly 10% of his earnings to the theatre and 10% in other commissions. Can't see how he can better the \$100 a week temporary alimony. Court reserved decision.

Samuel Rothafel (Roxby) back from London.

Ethel Barrymore sued by National City bank on a note for \$1,080. Was to have paid at rate of 90 monthly. Permission given for mail service.

Appellate division of state supreme court, sitting in Albany, refuses Paramount's motion to dismiss the suit of Mrs. Minerva Brown, who claims that her daughter was libeled in 'An American Tragedy.'

Alma Gluck sued in Hartford by John Monckiewicz who claims her suit is in the right and that the complainant must pay her \$18,500.

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Truex, Jane Seymour, Mildred Mitchell, Jane Wheatley selected by Equity Friday (23) to sit with three council members yesterday (Monday).

Newest production firm is Edward Ludlow Productions. They have a

first play but no name for it. It's by Argyle Bushnell.

Carol Stone, Fred's daughter, for the Milwaukee and Ann Arbor drama festival.

George Kuchar and John Tuerk to produce Sean O'Casey's 'Within the Gates' next season.

The former Peggy Stafford, wife of George Meixner, musical comedy, was killed in Miami Beach Sunday (25) when the car he was driving overturned. He was blinded by the sun from the headlights of an approaching car.

Mildred Green the only white woman in the Union 'Stevadore.' Seven men and 13 Negroes.

## Coast

Fatsy Ruth Miller has denied reports she'll wed Eugene George, Hungarian nobleman, now en route to Hollywood.

Charging that Jack Oakie had slandered him in the presence of several picture celebs, Marty Marzly, a new Broadway star, has filed suit in L. A. seeking \$125,000 from the actor.

Iris Ashton, film actress, has filed suit for divorce from Arthur F. Evans, popular artist, in L. A.

Ruth Roland, painfully injured when Billie Dove's police dog attacked her.

Keye Koshade, film actress, charged with assault for hitting a policeman with a milk bottle, found not guilty by L. A. jury.

Claude Norton, son of Inez Norton, now playing bits in Coast studios, arrested in Beverly Hills on charge of reckless driving.

Father and mother of Mary Astor have filed suit in L. A. asking that she be compelled to support them. Miss Astor denied the charges and said she was unable to induce her parents to give up their gradiose idea of living in Hollywood.

Thelma Todd, in the Superior Court, ordered to pay Mrs. Marie Irving, widow of Attorney Bert L. Irving, \$75 for legal services performed by the lawyer before his death.

Maj. John Rutherford, British film man, ogling pig on the Coast.

Charles E. Foy, actor, arrested in Hollywood on warrant charging failure to provide for his family.

Divorce plans of Eleanor Hunt and her husband, Frank G. Nolan, have been canceled. Reconciliation.

Eva Beryl Tree, niece of the late English actor, on the Coast.

Ernest J. Flynn, actor, his former wife, Genevieve, reconciled and living in Palm Springs.

Tom Mix served with a citation in Dallas Superior court filed by Col. Zach T. Miller, former head of the 101 Ranch Wild West show, seeking to collect a judgment and interest totaling \$75,000.

Jorme Vonneth, 19, rodeo performer, sentenced to two years at the California girls' school on a burglary charge.

Dr. Webster Gleason has left the hospital following an operation for appendicitis.

Judgment of \$1,448 awarded by L. A. Superior Court to Charles S. Lane in a civil suit brought against executor of the will of the late Mrs. Hazel G. Chaney, widow of Lon Chaney, for a portion of her future.

Fay Webb Vallee has left the Santa Monica hospital, where she has been resting several weeks.

Fay Temple Mack, stage actress, who has spent two years in a plaster cast in a Los Angeles hospital, is leaving soon to convalesce. Underwent an operation substituting a piece of shin bone for a portion of her spine.

For the death of Queene, picture dog, in a traffic accident, John Stigler, a filed suit in L. A. seeking \$5,000 damages from M. E. Casbler.

William J. Tannen, 23, actor, and son of Julius Tannen, convicted in Los Angeles for drunk driving.

Miriam Jordan granted divorce in L. A. from Joseph Davis.

Ramon Novarro has been sued in Los Angeles by Sunwood Badger, commercial artist, for \$2,000 on alleged injuries received in an auto accident.

Lyman W. Peters, manager of a Glendale, Cal., restaurant, sued for divorce in Los Angeles county by Mrs. Lucille K. Peters.

In court on a third traffic violation, Fatsy Ruth Miller, film actress, talked the judge into imposing her car instead of sending her to jail.

Bert R. Wallis, writer, sued for divorce in L. A. by Bernice Wallis, his attorney-wife.

George Webb, picture actor, admits insolvency in a voluntary bankruptcy petition filed in L. A. lists debts of \$53,110 and assets of \$135,950.

Strippers peeled off every accessory on the auto of Jean Harlow while she stopped a short time in Salinas, Cal.

Charles Furthman, writer, has challenged the right of Will H. Hays, to 'arbitrarily decree that no motion pictures be made on the life and escapades of John Dillinger.'

Bliss Landi filed action in Los Angeles Superior court seeking rescission of her contract with Agents A. Schaefer and Charles Feldman. Agents recently filed suit against Miss Landi for \$11,000.

Three shore boats were seized at Long Beach, and seven men arrested in a five day anti-gambling on barges anchored off the city's waterfront.

Because of kidnapping threats against her concerning her son, Bing Crosby postponed sailing for Europe.

Charging that Mrs. Gene Haner, Seattle socialite and owner of an exclusive photographic studio, and a former actress, had seduced Mrs. Enid Depew, wife of Arthur Norman Depew, writer, filed suit for \$100,000.

Eight girls and four men were found guilty of participating in an indecent performance by a jury in L. A. Gave names as Anna Turner, Gladys Hampton, Fatsy Van, Helen Sweeney, Mable Brooks, Fay Pen-ton, Mickey O'Day, Geraldine Owens, Bob Johnson, Ray Duncan, Robert Randle and George Lord.

Mrs. C. H. Roach, mother of Hal Roach, filed her candidacy for the city council in Culver City.

Mrs. Gladys Belzer, mother of Loretta Young, recently married to Polly Ann Young, says she is going to divorce her husband, George U. Belzer, in Los Angeles.

Renouncing allegiance to his native land, Edward Mackin, writer, has been granted American citizenship papers in Los Angeles.

Lucille Branson, picture player, granted a divorce from her husband, Ed. Pacheco, radio musician.

Hefty policemen guarding Spencer Tracy following reports of an extortion plot in which \$3,000 was demanded under threat of kidnapping.

Yola D'Avril preparing to leave Hollywood for Belgium to collect \$50,000 she owes her for wrecking a building owned by her family.

Bobbe LaSalle, 21, in pictures, was slightly injured when an auto backed into her car, tossing the actress forward into the windshield.

## Mid-West

Mystery blast and fire wrecked the northside. Most houses in Chicago destroyed. Formerly known as the Winter Garden. Cafe closed at the time.

Mrs. Thelma Makins last week divorced Edward Makins, orchestra leader and song writer, in Chicago on charges of cruelty. She also won custody of two children.

Al Quodbach, Chicago cafe operator, ordered to pay \$100 last week for failure to show cause why he should not be cited for contempt for being \$6,730 in arrears in a \$11,000 settlement to his wife, Margie O'Brien, former club girl, who obtained a divorce in 1931.

Mrs. Frances Harriet Burn, known on radio as Alice Joy, was granted a divorce last week from Tom Maloy, press agent. Mrs. Burn was given custody of the two children. Charge was desertion.

Police are guarding Mrs. Tom Maloy, who is the manager of the Chicago picture machine operators' union, following kidnap threats.

Censor Goes with Iowa Liquor in State Stores

Dubuque, March 26. Iowans get booze—sometimes in June—through state owned liquor stores. With it they also get liquor censorship.

And what a censor. His is to be the final say as to what an individual can have or not have in each of the state-controlled stores to be established.

He also will decide the amount of liquor any Iowan may buy, and is empowered to restrict the supply if he deems it to be detrimental to the individual, his family, or pocketbook.

Coast Beach Clubs Live On 25c, Free Parking

Santa Monica, Cal., March 26. Those palatial beach clubs in this locale that did a brodie a couple of seasons ago are now open to the public at two bits per with free auto parking thrown in.

Clubs are located right on the waterfront and have been getting a fair play so far this season.

Witmark won't release for broadcast purposes the score of 'Rhythm in the Air' (WB) until four weeks prior to general release date, May 20.

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## New York Theatres

Tues. to Thurs. March 27 to 29

ARKO THEATRES

86th ST. "The Girl" & "Coming Out Party"

81st ST. "The Girl" & "Goody Goody"

In Person!—DURANTE, MORAN, HOLTZ

On Screen—"SHOW OFF" Starts Friday—Norma SHEARER in "RITZIDE"

LOEWY 25th MON-FRI. 10AM-NOON

Ramon NOVAKO

Jeanette MacDonald in "The Girl" & "Goody Goody"

Stage—Joy, Bernice Wallis, and Dr. State Rights—"Mullin Road"







## Stock Market

(Continued from page 6)

and less interest was shown than in recent weeks in these shares. Loew continued leadership of this group, while Paramount certificates and Radio led lower-priced stock group. Latter two were off fractionally on week, while Loew made 1/16 of a point after getting up within two points of year's high. Even with sell-offs Monday and Wednesday, Loew's held firm when it touched 30%, never breaking this resistance level. Preferred stock gained one point on small volume.

### Consolidated Film

Consolidated Film Industries issues were another firm spot in film group, common gaining fractionally and preferred closing at 16 1/2 after coming within a point of the 1934 high. Pathe Class A was inclined to be heavy, dipping to 17%, and closing at 18 1/4. Common stock also lost 1/16.

Eastman Kodak firmed up towards close of week losing only half a point net. Issuance of earnings report for 1933 came so late Saturday that it did little good. Report showed net income of \$11,119,044, after taxes and charges equal, after preferred dividends, to 74 1/2 per share common. This compares with a net of \$6,058,748 or \$2.62 in 1932. Since stock is now on \$3 basis, stockholders are hopeful of an increased dividend, or at least an extra payment in near future.

Long-expectant sell-off on big volume seemed to have arrived Monday. But failure of climate to selling this day was tip-off to wise ones that some sort of technical rally was in offing. It appeared Tuesday, excuse being the action of Roosevelt in bringing auto manufacturers and labor together and winning postponement of Wednesday's strike. Motors and steels, hardest hit issues on Monday, rebounded and virtually cancelled previous day's losses. Plenty of short covering was in evidence to aid rally.

Market failed to follow through on Wednesday, and again turned dull. Stocks dipped back dangerously close to low marks of Monday. I. C. C. investigation voluntarily ordered into all costs of railroad companies' other than actual operations hit rails pretty hard for a time. Leaders looked shaky most day. This makes a new group to be investigated, with stocks suffering accordingly. Alcohols, utilities and aviation have previously been under surveillance, and each group has suffered on news of investigation and during its progress.

Despite the fact that amusements are holding ground well and apparently have been more thoroughly liquidated than most other groups, shrewd followers of film company issues are looking for lower prices before buying for anticipated spring upturn. And they are willing to wait. Veteran trade readers are watching for that big sell-off day before getting into market on long side in a big way. They feel that this will mark end of present decline, and be signal for resumption of the advance.

In this connection, however, the possibility of inflationary measures bobbing up and affecting market's status also must be considered. Disputes between capital and labor

an settlement of numerous troublesome legislative issues in Washington must come before any big move either way will be started.

Factors apt to affect amusement stocks bullishly, once the market straightens itself out, are present well-liquidated condition, outlook for splendid spring and early summer business, and spending by government workers. Most timid traders and stockholders either have disposed of their stock or are holding for the long pull. Spending of millions for wages to CWA and PWA workers in past months and larger sums to be expended with arrival of ring weather is expected to be reflected in increased box office receipts. No matter how small the wage, some of this money eventually is expected to go to amusements.

Recent advance in bonds temporarily was halted during week though amusement films did not slip as badly as some of others. General Theatre Equipment, Keith, Paramount-Public and Paramount-Broadway bonds declined fractionally. Paramount-Public 5% certificates gained half a point net. Loew 6's showed same gain. Majority of other film company obligations were off about a point.

Bright spots in trade news were buying rush of near-bomb propor-

Summary for week ending Saturday, March 24:

| STOCK EXCHANGE |        |        |                          |        |        |        |     |      |   |
|----------------|--------|--------|--------------------------|--------|--------|--------|-----|------|---|
| High.          | Low.   | Sales. | Issue and rate           | High.  | Low.   | Last.  | Net | Chg. | % |
| 7 1/2          | 5 1/2  | 800    | American Seal            | 5 1/2  | 5      | 5      | 0   | 0    | 0 |
| 3 1/2          | 2 1/2  | 2,200  | Consolid. Film           | 2 1/2  | 2 1/2  | 2 1/2  | 0   | 0    | 0 |
| 3 1/2          | 2 1/2  | 1,000  | Columbia                 | 2 1/2  | 2 1/2  | 2 1/2  | 0   | 0    | 0 |
| 17 1/2         | 10 1/2 | 2,300  | Consol. Film pfd. (20c)* | 18 1/2 | 15     | 15     | 0   | 0    | 0 |
| 10 1/2         | 7 1/2  | 1,500  | Eastman Kodak (30c)      | 10 1/2 | 10 1/2 | 10 1/2 | 0   | 0    | 0 |
| 10 1/2         | 7 1/2  | 1,500  | Pathe Class A            | 10 1/2 | 10 1/2 | 10 1/2 | 0   | 0    | 0 |
| 23 1/2         | 19 1/2 | 61,000 | Gen. Elec. (60c)         | 22     | 20 1/2 | 21 1/2 | 0   | 0    | 0 |
| 24 1/2         | 24 1/2 | 24,000 | Loew 6's                 | 24 1/2 | 24 1/2 | 24 1/2 | 0   | 0    | 0 |
| 9 1/2          | 7 1/2  | 800    | Do pref. (5 1/2)         | 9 1/2  | 9 1/2  | 9 1/2  | 0   | 0    | 0 |
| 4 1/2          | 2 1/2  | 200    | Madison Sq. Garden       | 4 1/2  | 4 1/2  | 4 1/2  | 0   | 0    | 0 |
| 5 1/2          | 1 1/2  | 24,700 | Paramount cfs.           | 5 1/2  | 4 1/2  | 4 1/2  | 0   | 0    | 0 |
| 2 1/2          | 1 1/2  | 200    | Pathe Class A            | 2 1/2  | 2 1/2  | 2 1/2  | 0   | 0    | 0 |
| 2 1/2          | 1 1/2  | 8,400  | Pathe Class A            | 2 1/2  | 2 1/2  | 2 1/2  | 0   | 0    | 0 |
| 9 1/2          | 6 1/2  | 42,800 | Radio Corp.              | 9 1/2  | 7 1/2  | 7 1/2  | 0   | 0    | 0 |
| 10 1/2         | 9 1/2  | 10,000 | Radio Corp.              | 10 1/2 | 10 1/2 | 10 1/2 | 0   | 0    | 0 |
| 8 1/2          | 4 1/2  | 18,100 | Warner Bros.             | 8 1/2  | 8 1/2  | 8 1/2  | 0   | 0    | 0 |
| 4 1/2          | 3 1/2  | 18,900 | Westinghouse (1)         | 4 1/2  | 3 1/2  | 3 1/2  | 0   | 0    | 0 |

\* Paid this year.

| High. | Low.  | Sales. | Issue and rate  | High. | Low.  | Last. | Net | Chg. | % |
|-------|-------|--------|-----------------|-------|-------|-------|-----|------|---|
| 1 1/2 | 1 1/2 | 1,000  | Technicolor     | 1 1/2 | 1 1/2 | 1 1/2 | 0   | 0    | 0 |
| 3 1/2 | 2 1/2 | 2,000  | Trans-Lux (10c) | 3 1/2 | 3 1/2 | 3 1/2 | 0   | 0    | 0 |

| PRODUCE EXCHANGE, N. Y. |        |          |                   |        |        |        |   |   |   |
|-------------------------|--------|----------|-------------------|--------|--------|--------|---|---|---|
| 12                      | 8 1/2  | \$80,000 | Gen. Thea. Ex. 40 | 12     | 8 1/2  | 8 1/2  | 0 | 0 | 0 |
| 40                      | 31     | 1,000    | Keith's 40        | 40     | 31     | 31     | 0 | 0 | 0 |
| 9 1/2                   | 8 1/2  | 27,000   | Loew 6's 41       | 9 1/2  | 8 1/2  | 8 1/2  | 0 | 0 | 0 |
| 10 1/2                  | 8 1/2  | 10,000   | Pathe 7's 40      | 10 1/2 | 8 1/2  | 8 1/2  | 0 | 0 | 0 |
| 50 1/2                  | 29 1/2 | 10,000   | Par-Pan-Lasky 5's | 50 1/2 | 29 1/2 | 29 1/2 | 0 | 0 | 0 |
| 50 1/2                  | 29 1/2 | 30,000   | Par-Pan-Lasky 5's | 50 1/2 | 29 1/2 | 29 1/2 | 0 | 0 | 0 |
| 50 1/2                  | 29 1/2 | 41,000   | Par-Pan-Lasky 5's | 50 1/2 | 29 1/2 | 29 1/2 | 0 | 0 | 0 |
| 50 1/2                  | 29 1/2 | 170,000  | Par-Pan-Lasky 5's | 50 1/2 | 29 1/2 | 29 1/2 | 0 | 0 | 0 |
| 50 1/2                  | 29 1/2 | 170,000  | Par-Pan-Lasky 5's | 50 1/2 | 29 1/2 | 29 1/2 | 0 | 0 | 0 |
| 50 1/2                  | 29 1/2 | 72,000   | Warner Bros. 6's  | 50 1/2 | 29 1/2 | 29 1/2 | 0 | 0 | 0 |

| OVER THE COUNTER, N. Y. |        |            |       |            |            |       |            |            |       |
|-------------------------|--------|------------|-------|------------|------------|-------|------------|------------|-------|
| Bid.                    | Asked. | 1/2        | 1 1/2 | Boxy Class | 1/2        | 1 1/2 | Boxy Class | 1/2        | 1 1/2 |
| 1/2                     | 1 1/2  | Boxy Class | 1/2   | 1 1/2      | Boxy Class | 1/2   | 1 1/2      | Boxy Class | 1/2   |

## Incorporations

**California**  
 Sacramento.  
 Permits to Sell Stock  
 Ivan Kahn Agency, Inc. Motion picture producer. Authorized to issue all of 100 shares, no par value.  
 San Carlos Amusement Co. Motion picture producer. Authorized to issue 40 shares of total of 50, par \$100.

**OKLAHOMA**  
 Oklahoma City.  
 Theatre Owners of Oklahoma City, Oklahoma City, Okla. Capital, none. Incorporators: Morris Lowenstein, R. M. Clark and Charles R. Zeiss, all of Oklahoma City.  
 Sportsman Pilots Assn. Oklahoma City, Okla. Capital, \$5,000. Incorporators: Marlin Crossley, F. A. Bloss and C. E. McAfee, all of Oklahoma City.

**NEW YORK**  
 Albany.  
 Arthur H. Lynch, Inc., Manhattan. Radio, motion picture, television business. Capital stock, \$100,000. Arthur H. Lynch, 37 Damron street, Garden City, N. Y.  
 Charles M. H. Lynch, Inc., Albany. Lynbrook, and Charles O'Connor, 118 St. James place, Brooklyn.  
 Chicago Opera Management Corp. Theatricals, pictures, etc. Capital stock, 200 shares, no par value. Mayne Wasser, Irving R. Goldin and Lewis Landis, all of Chicago.  
 Maurice Richmond's Music Dealers Service, Inc. Musical compositions, etc. Capital stock, \$20,000. Maurice Richmond, 619 West 44th street, and Maurice Reckis, 36 West 44th street, all of New York.  
 Hanco Theatres Co., Middletown, Pic-

tures, vaudeville, etc. Capital stock, \$1,000. Capital stock, \$1,000. David Lewis, 8115 East Fourth street; Herman Bergert, 28 Falmouth street, and Louis Hochwasser, 501 Brighton Court, all of Brooklyn.  
 The Theatre Displays Co., Inc. Albany. Capital stock, 200 shares, no par value. Samuel A. Funder, 461 Audubon street, Union Square, New York.  
 Mid-State Athletic Club, Inc. Operate sporting events, etc. Capital stock, \$5,000. James B. Herring, 9 Golf avenue, Hartford; Harry J. Benner, 214 Caroline street, Utica, and George M. Knapp, 1403 Nellis place, Utica.  
 Langdon Productions, Inc. Theatrical enterprises. Capital stock, 200 shares, no par value. Louis S. Garrell, Nettie Chesteroff and Jack J. Garrell, filed by Max Chupnick, 551 Fifth avenue, New York.

**NEW YORK**  
 Albany.  
 Arthur H. Lynch, Inc., Manhattan. Radio, motion picture, television business. Capital stock, \$100,000. Arthur H. Lynch, 37 Damron street, Garden City, N. Y.  
 Charles M. H. Lynch, Inc., Albany. Lynbrook, and Charles O'Connor, 118 St. James place, Brooklyn.  
 Chicago Opera Management Corp. Theatricals, pictures, etc. Capital stock, 200 shares, no par value. Mayne Wasser, Irving R. Goldin and Lewis Landis, all of Chicago.  
 Maurice Richmond's Music Dealers Service, Inc. Musical compositions, etc. Capital stock, \$20,000. Maurice Richmond, 619 West 44th street, and Maurice Reckis, 36 West 44th street, all of New York.  
 Hanco Theatres Co., Middletown, Pic-

## OBITUARIES

### LILYAN TASHMAN

Lilyan Tashman, wife of Edmund Lowe, known as the best-dressed woman on the screen, died in the Doctors' hospital, New York, March 21, of an advanced tumorous condition.

Her illness made itself apparent about a year ago, and in Hollywood she submitted to an operation. She obtained some relief, but no cure could be effected and since then she has been under constant medical supervision. Recently she came to New York to play in 'Frankie and Johnnie' at the old Biograph studios. She was in poor health, but persisted in her work, and on her final day worked from 7 a. m. until midnight to permit the picture so far as she was concerned, to be finished. Following that she and her husband went to Connecticut, hoping that a rest would permit her to recuperate, but her condition became worse and she had to be rushed back to the city for an emergency operation, March 16. She did not rally.

Miss Tashman was born in Brooklyn and was educated there and in Hunter college, New York. Ziegfeld put her in the 'Follies'. Later she went to Bolosco and was in 'The Gold Diggers' and 'Garden of Weeds'. She achieved Hollywood on the strength of her work in 'Diggers', and rapidly advanced. She was married to Edmund Lowe in 1925, having previously been mar-

ried to Al Lee, Eddie Cantor's sometime vaudeville partner. Interment in her family's plot, Washington Cemetery, Brooklyn, after Jewish service.

### HERMAN KLEIN

Herman Klein, singer, master and musical journalist, died in London, March 10, aged 77. Wrote 'Thirty Years of Musical Life in London', was musical critic of the Sunday Times, followed by seven years on the New York Herald, when he returned to England and devoted his attention to teaching.

### FRANK WATKINS

Frank Watkins, 62, 42 years a stagehand in Lincoln, Neb., and charter member of IATSE, Local No. 151, died there last week. Survived by his wife and three sons. Watkins started with the first vaudeville in Lincoln at the Star,

### JOSEPH DODY

Joseph Dody, stage hand with 'Dorothy' Shubert, N. Y., fell on street and died of fractured skull last Thursday (22) without regaining consciousness.

### CLINTON D. NEWMAN

Clinton D. Newman, 47, studio property man and set dresser at United Artists and Fox on the Coast, died in Beverly Hills, March 23.

### THOMAS J. MYERS

Thomas J. Myers, 47 manager of the Stockade restaurant and night club at Mid-City Park, died March 21, at Troy, N. Y.

Mother of Harry Holsberg, assistant manager, Capitol, Davenport, Iowa, died in Omaha recently. Wife of Arnold Schaak, Long Beach, Calif., exhibitor, died March 25, following appendicitis operation.

## Union Precedent

(Continued from page 7)

fact. When the trial began this morning I confess that it was my impression, not based upon anything but suspicion, that the plaintiffs would win. I was sure that the charges which they had made—but I want to say that impression has been blasted out of my mind completely by this evidence.

'No person who has listened to this testimony in this courtroom today whether lawyer, layman, officer of the court or spectator has the slightest doubt now that the first of the defendants named in this case, the St. Joseph Moving Picture Operators' Union, Local No. 559, caused the various explosions of stench bombs and tear bombs and dynamite bombs which the evidence shows were exploded in the streets in this city operated by the plaintiffs.

'It is just too clear for any argument. Miracles do not happen, at least they are not repeated in this day.

'What is absolutely unanswerable, anybody who answers is that in connection with these theatre in St. Joseph where they have had the same controversy with the owner of that theatre, if their employment has been discontinued, almost immediately the same thing has been done that was done here.

'Anybody can believe that it is an accident who wants to, but no sensible person would believe it is an accident or mere matter of chance. It conclusively proves to the mind of anyone, and would prove to any jury beyond a reasonable doubt, that the members of this particular union are responsible for these outrages that have been perpetrated.

'I make those findings of fact and conclude, as a matter of law, from the facts found, that the plaintiffs are entitled to a temporary injunction.'

### In Fond Memory of One of the Best Friends I Ever Had

## F. B. HAVILAND

Who Died March 29, 1932

### JERRY VOGEL

Harry Namba, who has been suffering from tuberculosis for the past six years, died in the NVA Sanatorium, Saranac Lake, March 25. He had been a patient there for the past five years.

He went on the stage with Arthur L. Guy's minstrels some 25 years ago, later becoming associated with the Namba troupe. He broke from them to form the Namba brothers, originators of walking up and down stairs on their heads.

His last stage work was with Al Herman's minstrel review, quitting them to join Pat Casey's office staff. He remained there until illness forced his retirement.

### JIMMY MARTIN

Jimmy Martin, 43, for many years bill poster for Stanley-Warner in Philly, died in Philadelphia, March 19, of a heart condition and internal ailments which many operations failed to cure.

Prior to fifteen years with Stanley, he was advance man and publicity agent with Barnum and Bailey, Ringling Bros., and Hagenback-Wallace.

### RICHARD O. PENNELL

Richard O. Pennell, 73, veteran film actor, died in Hollywood March 22. Went to work on the Coast 20 years ago for the old Lasky studios. He was born in Chester, Eng., and served in the English and French armies.

Survived by a son and daughter, both living in New York. Burial in Los Angeles.

### RICHARD F. SULLIVAN

Richard F. Sullivan, 81, identified with the Irish drama in the Boucalt days, died in New York March 20. When the shamrock cycle faded he turned to other work and had played with Marie Doro, W. C. Fields and others of the more modern type.

He is survived by his widow, son and daughter.

### MRS. ELIZABETH BUCK

Mrs. Elizabeth Buck, 22, film dancer, was killed March 21 in Van Nuys, Cal., when struck by an auto. She and her husband, Virgil Buck, also a dancer, were under contract to Fox studios.

### MAURICE GRAU

Maurice Grau, 76, former vaudeville agent, died at his home in New York, March 10. He had been suf-

## 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.

Blake F. C. Hall John N. Lang John Leonard William Rennie Ann Ryan Jimmy

## DOROTHEA ANTEL

320 W. 123 St. New York City  
 My New Assortment of GREETING CARDS is Now Ready. 21 Beautiful CARDS and FOLDERS. Bored. Post-paid, for  
**One Dollar**

## I. MILLER

INSTITUTION & INTERNATIONAL

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1551 BROADWAY



# Gen. Johnson Okays Burlesque Code, But Doesn't Know if It Will Help

Washington, March 26. Burlesque code, which has been kicking around the National Recovery Administration since last October, finally won Gen. Hugh S. Johnson's okay. Generally revised, pact goes into effect April 2.

Noting that the code in final form represents substantial pay boosts for most employees of burley houses, Gen. Johnson in letter to President Roosevelt declined to predict whether shortening of hours would spread employment because the demand for burlesque theatrical performances varies greatly as the public taste shifts among various types of entertainment.

Approved draft represents cut of four hours in maximum work week and general wage increases for most employees. Proposed figure of \$30 weekly for principals was upped to \$35; proposed \$20 for chorines on the road was boosted to \$22.50, and \$17.50 figure for chorines in stock companies was raised to \$20. Operators' wage proposals for managers, treasurers and press agents remained as submitted, \$25, but hourly amount for unskilled help was jumped 5c and differential for women was discarded. NRA wrote in provision guaranteeing heads of wardrobe departments \$35 and sewers \$30 an hour.

40 Hour. Maximum week of 40 hours applies to all employees except executives, publicity agents, actors and chorines. Provision is made for time and a half overtime for all workers required to put in more hours in emergencies, and all performers are promised extra compensation for midnight shows and other extra performances. Actors and chorines will get 1/14 of weekly wage in two-day houses, while those in other theatres will be paid pro rata at rate of show and a half for each extra performance.

When code provided to limit on working time of chorines and principals, amendments covering this subject are anticipated. Gen. Johnson ordered code authority to investigate working conditions and report within 90 days. Limitation on working time of press agents was found to be impracticable, the Gen. said.

Revised trade practice provisions, the NRA boss noted, are expected to remedy the unfair competition that has existed in the past. Principal prohibitions under this heading outlaw either black list or white list or any device designed to accomplish same purpose; cut-price tickets by use of two-for-ones, throwaways, lotteries, script books, rebates or other schemes; inducing of performers under contract to break their agreements. Code specifies that any amusement displaying the name burlesque is subject to all provisions.

Rejecting suggestion that administration be placed in hands of the National Burlesque Association, NRA called for a nine-man code authority selected by method to be approved by the Administrator. Three non-voting Federal representatives will be appointed, while one voting member from any particular class of workers will participate in matters involving welfare of such employees.

Actors Get Demands. Actors won their principal demands, and code requires operators to furnish all hats, costumes, wigs, shoes, stockings, tights and other attire required for chorines. Free transportation with return fare is required. Managers must guarantee two weeks' employment and give discharge notices of two weeks on the road and one week for stock houses.

Chorines will get one day off in every 14 without being required to rehearse or report at the theatre, although this regulation does not apply on the road. Rehearsals without pay are limited to two weeks, and discharges without notice may occur only during the first two days.

American Federation of Labor wage and hour standards are recognized for all skilled employees. Reduction of wages and rehiring of workers at lower figure is prohibited. Equitable readjustment of wages is required in all cases where working time is curtailed, code providing that such employees must be paid 50% of the hourly pay for all

## Cops Offend Easy

Indianapolis, March 26. Ordinance passed by City Council is designed to curb nude dancing in burlesque and at stag parties. Law defines nudity as any absence of clothing which might be offensive to a person in the audience.

Herb Wilson, city prosecutor and author of the bill, when questioned about the broad wording of the ordinance, id, "Police men are ended."

## Show Manager and Stripper in Toronto Pinch; Usual Charge

Toronto, March 26. Just as she has been packing them into the Empire all week, so Evelyn Cushman drew a capacity audience in police court on the charge of participating in an immoral show. Also arrested were Reuben Bernstein, manager of the company, and Samuel Book. Latter charged with selling obscene literature.

Arrests followed the investigation by police commissioners after members of the morality squad had reported they saw nothing offensive in the performance. Continued complaints caused Judge Parker to send a stenographer to the show.

When the judge and the mayor read the script they ordered the arrests and called morality officers up on the carpet in court for laxness and inefficiency.

Ball of \$50 a piece for the trio was arranged by Dan Pierce, manager of the house, and the case remanded until Tuesday (27).

## PEEVED AT COPS

Toronto Police Scolded by Mayor for 'Tip-Off'

Toronto, March 26. Following complaints of clergy and women's organizations that down-town burley houses here are staging performances that "eclipse anything ever seen in this city," members of the morality squad are on the carpet before the mayor because they reported to city council that they saw nothing immoral, suggestive or indecent taking place.

Word-of-mouth tales of striptease audacity has made the local burley houses the mecca of tipsey socialites, so much so that, when police arrived, there were no seats and they had to watch the show from the wings. Mayor Stewart maintained that the appearance of morality officers in uniform was a virtual tip-off.

Costumes consisting of skirt and net brassiere have been deemed lewd.

About a year ago, theatre censorship was abolished here as an economy measure, annual salaries totaling \$3,200.

## BRIDGEPORT TOTTERS

Bridgeport, March 26. Hurtig & Seamon, burleskers, may close stand at Park within the fortnight.

Opened in blizzard week and has been going since, especially with police permitting no laissez-faireing.

## BARNES SHOW STARTS

San Diego, March 26. Al G. Barnes show opens here on March 31 for a two-day stand, then rides along the Coast for a week of one-day stands.

And opens a nine-day setup at Los Angeles, starting April 7. Will pitch tents at Hill and Washington streets in the City of Angels.

hours formerly worked in excess of 48.

48-hour age limit was boosted to 18 to prevent child-labor, and no distinction was made between two-day and continuous run houses in regard to limitation of working time. Employers will be expected to see that no employee works more hours than permitted by holding more than one job.

## Park Code Set

Washington, March 26. Formal approval of revised NRA code for parks and pools is expected in the next week or two. All points at issue have been ironed out and all features have been approved except labor clauses, which now are being studied by the NRA Labor Advisory Board.

Not likely that this outfit will demand further changes in hours and wages.

## Jack (Midget Village) Fine Sued by New Fair Concession Operator

Chicago, March 26. Jack Fine, operator of the Midget Village at the Fair last year, has been sued for \$10,000 damages by Stanley R. Graham, manager of the 1934 Midget Village.

Squawk is that Fine has been conducting a whispering campaign among midgets nationally that the concession would not receive a permit to operate this summer.

## NRA On Salaries

(Continued from page 1)

conditions is in its final editing, are figuring that it may be available for the Thursday meeting (29) of the Film Code Authority.

NRA aides Monday (26), while skimming over the Hollywood high salary situation which last fall shaped up as one of the main reasons for the White House suspending this and agency control clauses in the picture code, spoke broadly and compared salaries of artists in the legitimate, film and radio field.

### Three Big Fields

These were from a perspective which took in the various utilizations of audiences in the three fields. Commencing with an actor on the legitimate stage they pointed out how he would recover, for example, \$1,500 a week for appearing before a total audience of 12,000 people. The same actor pictures, they held, would get possibly \$3,000 but in a week's time his work would be viewed by an audience of over 1,000,000 people. Stepping into radio they saw such an artist receiving \$5,000, but at the end of the week having entertained 10,000,000 people, or more.

Refusing to prophesy the attitude of the official report in this respect they pointed out that in the film code especially those clauses which are now suspended would manacle the artist if strictly enforced. In their estimation the NRA may recommend as the permanent attitude of filmdom under the NRA that high salaries be viewed solely from the slant of when they constitute an unfair practice. The root of evil, as they see it, is in the type of negotiations leading up to the artist's employment, rather than what the artist is shown to receive on a company's books.

### Rosy in Key Spot

In view of the fact that Sol Rosenblatt's division includes all branches of amusement and that there has been an overlapping of some, and resultant confusion since the inception of NRAism, aides of the administration feel that the recommendations may likely iron out many of the difficulties.

Among these might come, it was also advanced, such situations as the friction among legit and pictures and radio over free shows. A clause could be inserted in the codes of the three amusement branches which would take care of such situations for the future, and the Code Authorities with a working precedent.

Should the Rosenblatt recommendations prove exceptionally revolutionary, it was opined in picture code circles Monday that attempts for a further suspension will be made. It is the belief of some, especially in the picture business, that the President held up the Hollywood clauses for three months with the impression that the code would be functioning through that period and that material results would be recorded. But, it is also maintained, the field force of the code has not functioned during that period and that an actual test of the code machine cannot be expected until at least July.

# Chi 1934 Fair Rustling \$435,000 Ad Campaign Budget from Merchants

## 101 Show Plasters Tom Mix in 66G Judgment

Dallas, March 26. Suit to collect a \$66,000 judgment against Tom Mix, secured by Western Show Company, Inc. (101 Ranch), in a Pennsylvania court was filed in a district court here and papers immediately served on Mix at his Baker hotel room.

Suit's up in the Erie (Pa.) court the past three years.

## Chi Fair Searching For New Attractions For Repeat Business

Chicago, March 26. The Chicago World's Fair is carrying over into 1934, with one year's experience behind it, the Fair management is realizing the need of bigger attractions, not only for the individual concessionaire but for the good of the entire exposition.

Fair itself is scurrying on the hunt for outstanding attractions while such concessions as Swift, Ford and others are looking for outstanding names to draw people to their various buildings.

Expensive and careful of optimism for the coming expo, with the feeling that there's a better chance because of the industrial upturn since last summer with more coin floating in the pockets of the citizens.

## CAROLINAS BAR ALL ENDURANCE CONTESTS

Charlotte, N. C., March 26. Physical endurance contests, such as "walkathons" and dance marathons, have been tabooed in 11 Carolina cities in the past three weeks following information that a mammoth tour of southern cities was being planned by Chicago promoters.

## BRIDGEPORT PARK BIDS

Bridgeport, March 26. Inquiry into terms of contract between city and private company operating Pleasure Beach park, located on municipally-owned island, considered by Common Council. Resolution calls on park board to consider municipal ownership or rental to highest bidders, under strict specifications and supervision. Understood Harry C. Baker, New York ride-brother in charge of operations since Pleasure Beach went into receivership, will be back on lot this summer.

## Jolly Ollie Dies

Easton, Pa., March 26. Nora Rank, the Fat Lady of the 'Believe It or Not' museum, which is now in Bethlehem, near here, died in the Bethlehem hospital from pneumonia after a short illness. She was taken ill while coming to Bethlehem from Shamokin. Miss Rank weighed 650 pounds, according to the Bethlehem undertaker, who took charge of the body, and was known in the carnival world as Jolly Ollie.

She was at the Century of Progress exposition in Chicago and since that time travelled with shows.

Eight men were required to carry her body out of the hospital.

## PARK PAYS 50%

Charlotte, N. C., March 26. April 21 has been set by superior court for the settlement of the Carolina Pines receivership, at which time the corporation expects to pay a 50% dividend.

## Under Receiver Rule

Independence, Ia., March 26. The 1933 B. Chaney county fair will again be operated under a receiver, Clint R. Miller holding the post. The 1933 event was a financial success and operated under an order of district court.

Al G. Barnes Circus San Diego, April 1 (one day); Santa Ana, San Bernardino; 4, July 1; 5, Alhambra; Long Beach, 7-13, Los Angeles.

Chicago, March 26.

Though the exploitation of the Chi Fair last year was handled strictly on a free publicity angle without the expenditure of any coin for advertising, the exposition this year will spend close to \$500,000 for national advertising.

Fair publicity officials have set up a budget of \$435,000 to be subscribed by Chicago merchants. Already received the treasury is \$175,000, and expected that the approaching nearness of the Fair opening date will speed the rest of the subscriptions.

Publicity executive committee will confer today (Monday) on the exact manner of spending the \$435,000. Understood that the major portion of this coin will go into magazi and dailies. The radio is being considered, but it's likely that the Fair will spend little money on the other on the expectation that this plugging will be gratis through co-operation of bands and hotels already on the wires.

## Legislature Approves Atlantic City Whippet Racing, Pari-Mutuals

Trenton, March 26.

Dog racing, with pari-mutual betting, at the Atlantic City auditorium during the coming summer, and horse racing throughout the state, with legal betting within two years, is favored by the New Jersey legislature. A proposed amendment to the State Constitution to eliminate the prohibition of gambling was approved by the body last week. It requires favorable action by the two successive legislatures, after which it must be submitted to the voters at a referendum election.

Until the constitutional amendment is submitted, dog racing will be permitted in municipally-owned auditoriums under the second measure adopted. To get around the present constitution an emergency will be declared to enable municipalities to profit from the revenue of such enterprises.

## Barnum-Ringling Show Brings New Headlines

Ringling Brothers-Barnum and Bailey Circus opens at Madison Square Garden Friday (30). Big top will offer more new importations than usual. Top billing goes to the Otari Family, German aerialists appearing here for the first time. They will replace the Cadonans, forced out of the show last season when Alfreda tore a shoulder muscle. He has recovered but is spotted with the Hagenek-Wallace outfit. The Christian Troupe, also aerialists are also new to the Ringling show.

Clyde Beatty again opens with the outfit at the Garden but there are other attractions billed over him. Changes in the bareback displays will present a virtual new riding set-up. The Riefenachs have been switched to the Wallace show, with the Davenport and Guy troupes out.

## ROGER-READING READY

Nashville, March 26. Rogers-Reading Attractions, with H. V. (Bill) Rogers, owner of the Sunshine Exposition Shows and the Sunshine Minstrel, and E. Z. Reading, owner of the Reading United Shows, have, so it has been learned, formed partnership and will operate a motorized carnival. Winter quarters of the organization here. Work will start immediately in rebuilding. General advance will be taken care of by Mr. Rogers, who has already taken to the road.

Shows will open in Nashville, March 31, under the auspices of the South Nashville Welfare Association.

Grundy Centennial March 26. Looking for another trip into the black for 1934, all officers of the Grundy County Fair association have been re-elected.



# BACK AGAIN!



## INTERNATIONAL SHOW BUSINESS TAKE NOTICE

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**PARAMOUNT**  
NEW YORK

This Week (March 23)

Direction  
WM. MORRIS AGENCY

**PARADISE**  
NEW YORK

Next Week (March 30)



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