

VARIETY

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72 PAGES

AD BALLY GOES SHOW BIZ

Chi's Barbary Coast Has Thrills That Chumps Can't Find at Fair

Chicago, July 2.
Chicago's side-street taverns and honky-tonk burlesque spots are getting rich all of a sudden. They are packing 'em in, and the worse the shows the better the business.

All due to the puritanical edicts on the part of the officials of the Chicago Fair. With the exposition gone blue-nose and fully petticoated the visitors in from Dubuque and Paducah are passing up the expo nite life and getting their thrills in town at the taverns and burley joints.

Since the start of the Fair there has been a huge jump in the number of the town's hot spots. Down on South State street there are today 10 burlesque joints and three more are set to get going within the month. Fashion, therefore, switched from straight pictures to burley, as did the Cozy and the Gem. State-Congress is being re-modeled and will open by July 4 with picture-burley. Many of the houses are dropping pictures entirely and concentrating on the femme displays several using two troupes, colored and white.

Same goes for the taverns. With
(Continued on page 41)

Non-Showmen's Success With Cafe-Music Halls, Dilemma for Showmen

With the Winter Garden on Broadway slated to go into one of these Cafe de Paroe policies, also under non-showman auspices, the consistent success which some of these post-repeal cabaret-theatres have been enjoying is causing plenty of talk among the acknowledged entrepreneurs of Main Street.

Since these new niteries with their elaborate, bizarre and hybrid amusement policies—mixing as it does elements from the cabarets, the varieties, picture house and dance hall—are controlled by non-theatrical syndicates, the Broadway showmen are beginning to wonder. Furthermore, that these new undertakings are no only local successes but already are manifesting possibilities of influencing the show map nationally, and in a measure making some sort of theatrical history, is causing concern to active showmen and giving food for summer dog-day discussions among students of the theatre and its Broadway environments.

From Nudes to Dudes

N.T.G.'s nude ranch idea at his Ramsey, N. J., farm will materialize next spring.

The Paradise, New York, m.c. has been plotting to convert his farm into the east's first rancho, with swimming pool, broncs, outdoor amphitheatre, etc., on a roughing-it-deluxe scale.

Church Circuit

Charlotte, N. C., July 2.
Dick Hartman's Crazy Tennessee Ramblers, WBT hilly billy troupe, is now making the church time.

Band has played eight churches in this vicinity in the past couple of weeks as an added attraction to the usual Sunday services, bringing in S.R.O. congregations.

U. S. YOUTH NOW NOT SO PIX GOOFY

Hollywood, July 2.

That daily migration to Los Angeles of screen struck youngsters looking for a chance to woo fame and fortune in pictures has dwindled to a mere trickle.

Representatives of the Travelers' Aid Society say that less than 100 a month now answer yes to questioning whether they are looking for a film career.

Number of screen-hopefuls used to run from 800 a month up, with the top reached in 1928, when 1,100 during one month stated they had been attracted here by the hope of crashing the studio gates.

Curtailment of the westward trek is traced to the considerable propaganda written from here in the past year pointing out the slim chances a newcomer has for a pic career.

EVEN COPS REMEMBER B'WAY'S PRIZED 'BEACH'

"The Beach," which extends along the Broadway curbstone in front of the Palace from 46th to 47th streets, is still sacred enough to touch even the heart of a cop.

When police from the West 47th street station launched a cleanup of the sidewalks last week they refrained from disturbing habites of "The Beach."

Most of the chasing was concentrated at 47th and 48th streets on the west side of Broadway, the exclusive vacation spot for layoff musicians. Police escorted 15 guests to the station house where Magistrate Brodsky gave them suspended sentences on charges of obstructing traffic.

VAUDE, OUTDOOR PLUGS A LA RADIO

Standard Oil, Gen. Motors, A&P, Other Big Advertisers Invading All Amusements with Commercial Ballyhoo—Radio's Influence—Free Show Invasion Worries Showmen

BOX OFFICE MENACE

Chicago, July 2.

Having learned through radio of the adaptability of show business as a practical exploitation medium, some of the big advertisers of the country are extending their invasion of the amusement industry to subsidize the vaudeville, circus and tent show fields on a commercial basis. Standard Oil of Indiana, General Motors, Simmons Beds, Atlantic & Pacific Tea Company and the Armour and Swift packing firms are among heavy spending national advertisers going in for the live talent plug.

Theory on which all are proceeding is that, in view of the effectiveness of radio as a ballyhoo medium for commercial products, with radio entertainment strictly mechanical, a sales spiel through an in-person show might be equally effective, if not more so.

Using Showmen

Leader in this respect is Standard Oil of Indiana, which has three circus parades throughout the mid-
(Continued on page 45)

F.D.R.'s Film Fare

Washington, July 2.

Widely diversified film fare will be provided for President Roosevelt during his four weeks' trip to Hawaii.

Assembled by Secretary Steve Early, former newswire representative, list of films include some features not yet generally released, but made available through courtesy of the various companies. Because of the President's strong liking for mystery stories and films, pictures of this sort predominate.

Presidential list of features include "Last Gentleman," "Bulldog Drummond Strikes Back," "Affairs of Cellini," "Personality—Kid," "Dr. Monica," "Fog Over Frisco," "Return of the Terror," "House on 56th Street," "Baby Take a Bow," "Handy Andy," "World Moves On," "Spitfire," "Murder on the Blackboard," "Cockeyed Cavaliers," "Crime Doctor," "Gambling Lady," "Mystery of Mr. X," "Viva Villa," "Operator 13," "Til Tell the World," "Counsellor at Law," "Scarlet Empress," "Most Precious Thing in Life," "Twentieth Century" and "Party's Over."

Coast Politicians' 'Cigar Passing' Via Three-Act Plays in Theatres

Amen

Its glory of another day is a gag now—a publicity gag. Ray Connors, manager of the Palace, New York, has talked sightseeing buses into stopping in front of the house with guides pointing out "this is the theatre which every actor aspires to play."

Hollywood, July 2.

Followers of the political faiths are turning to the stage as a means of wooing votes and campaign funds. It's a new wrinkle in these parts and doing so well that it may spread up and down the state.

It's different from the old setup where the office seeker mounted the rostrum and harangued away. The cigar-passer and baby-kisser doesn't even put in appearance, which is deemed that much more of an asset. Instead, a three-act play is woven around the politico's campaign promises and presented by a fairly capable cast.

Taking the lead in this new form: of stumping is Upton Sinclair, who has hopes to be governor. First thing he did after taking over a floppo little theatre was to change the tag. That was the tipoff, as new monicker, Epic, represents initials of his slogan, "Eradicate Poverty in California." Play is called "The People, Inc.," and Sinclair's credo is expounded in thinly disguised stagecraft.

Sinclair workers are proud that they are working for a principle
(Continued on page 66)

BABE TOO GOOD FOR RADIO, SO HE'S OUT!

Babe Ruth turned out too big a click for Quaker Oats, so the cereal packer isn't renewing for him on NBC when the present contract expires, July 13. At the end of the eighth week the series had been responsible for the turning in by the kids of over \$25,000 Quaker Oats boxtops. Account figures that by the time the program fades the box top tally will exceed 1,000,000.

Quaker Oats had originally figured on using the Babe up until the World Series, but the results have been too overwhelming to warrant spending more money on this air connection. Commercial will continue to use the Ruth teup on its strip campaign in the Sunday comic supplements.

Ruth's salary from Quaker Oats was \$1,000 a broadcast.

NO BIZ; ACTOR SPURNS SALARY—GIVES CHECK

Macon, Ga., July 2.

Joe Penner released the Macon Red Cross from its contract to pay him \$3,000 for his program Friday (29).

There were only about 1,500 at the first performance and 500 at the second. When Penner learned of it, he tore up the contract and gave a personal check to refund the \$1,000 advance. Besides, he stood the expense of his own party, which amounted to approximately \$1,800.

STREAM LINED STORY

Hollywood, July 2.

Universal will make a film based on the new stream line trains.

Yarn to be used was written by Roger Rolt Wheeler who goes to the lot today (Monday) to script.

Air Troupe Doubles In Balto Theatre as Living Film Trailer

Baltimore, July 2.

WFBR's new brewery account, National Beer, set for 13 weeks, five 15-min. shows weekly, uses dramatic and comedy sketches, acted by members of "Ronald Dawson's" ether stock troupe from Washington. Players commute from Capital.

On Mondays the program is piped from stage of Loew's Century, loop vaudeville, and the vehicle is a condensed version of the picture pencilled in to the house for the following week. Deal with Loew's is straight, station, with okay of sponsor giving the theatre the program for its rostrum in return for loan-out by Loew's to WFBR occasional, other names, when playing vaude at spot, for a guest stint over air.

'Follies' to Sticks

Fanny Brice and the Howard Brothers have made arrangements with the Shuberts to pan for gold in the sticks with the "Follies" this fall, encouraged in part by what Katharine Cornell found out there.

Closed a couple weeks ago, the "Follies," with its principal original leads, opens in Chicago in Sept. At the Dallas fair later.

French Temper Irks Fox

Charles Boyer Third to Have Contract Torn Up—Part 'Neath Dignity, He Says

Hollywood, July 2. Temperamentality of foreign imports is still throwing a wrench into the plans of Fox. Charles Boyer is the newest to follow the fashion set by Lillian Harvey and Paul Martin, agreeing to the studio tearing up his contract rather than do a picture he doesn't like.

Boyer, brought here from France, was set for feature parts at Fox in several forthcoming domestic pictures and was sketched to have tops in "Captive Bride," next Jesse Lasky film. He was requested to go into a picture on Fox's Western avenue lot, to be produced by Sol Wurtzel. French actor protested, stating that the part was beneath his dignity.

Winfield R. Sheehan endeavored to compel Boyer to do this picture, but the actor stated he would rather have his contract torn up than play in this film. Sheehan agreed to the scrapping. Contract had several months to go.

DARMOUR WILL DO 12 FOR MAJESTIC

Hollywood, July 2. Larry Darmour produces 12 Majestic features this season on an increased budget due to distrib exchanges assuring an open mart for indie-product.

Intent is to release one a month, with two already completed. These are "Scarlet Letter" and "She Has to Choose."

Fox Talent Scout's Quest Is Juvenile

Jou Fernandez, formerly in the Broadway legit field as casting agent, in from Coast on assignment from Fox as talent scout. She has been instructed to visit every summer stock and rural highway in the east, the special quest being for a likely juvenile.

Miss Fernandez will remain until early autumn.

Spewacks' Vacash

Hollywood, July 2. Sam and Bela Spewack left here for New York on a three months' leave of absence from Metro's writing staff, having finished the script of "Repeal," Charles Francis Coe story which will star Jean Harlow. In New York they will do some revising on their play, "Spring Song," set for fall production.

BUYS BALTO. 'BEAU'

Baltimore, July 2. Radio has purchased screen rights to "Beau Lafitte," a novel by Frederick Arnold Kummer, local author. Local belief is that yarn is slated Francis Lederer.

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But 3,329 Extras Work

Hollywood, July 2. Total of working extras for last week was low again, only 3,329 players being placed through Central Casting.

Biggest day was Tuesday (26) when 571 were used. "Merry Widow" unit (Metro) used more mobs than any other company last week.

MRS. DON COOK STARTS SECOND SUIT, DIVORCE

Los Angeles, July 2. Donald Cook has been sued for divorce by Maxine Dailey Cook, radio singer.

Complaint alleges Cook became sullen and moody on the honeymoon and continued in this frame of mind for the 20 days of their married life.

A \$100,000 breach of promise suit, filed by the singer shortly before their marriage, was withdrawn shortly after the ceremony.

Marie Dressler Speaks After 3-Day Coma

Santa Barbara, July 2. Marie Dressler remains in a precarious condition.

She roused from a three-day coma yesterday (Sunday) and recognized friends, including Louis B. Mayer, and spoke with them.

Baer's Par Pic

Max Baer, currently on a personal tour of the N. Y. Paramount, is reported set on a one-picture deal with Par, plus the usual options.

Personal for Michigan, Detroit, at \$6,000 on week is nearly closed, with Leo Morrison Baer's representative.

Mrs. Kent Quits Coast

Hollywood, July 2. Mrs. Sidney R. Kent, who has been convalescing in California from illness, departed for New York Friday (29).

She was to be met at Kansas City by Kent, who flew out from New York.

Dave Epstein Abroad

Hollywood, July 2. Dave Epstein is en route to London to be gone about a month. He'll probably open a European office.

Accompanied by Mrs. Epstein and their daughter, he sails from New York July 7.

DIXON-WRUBEL TUNES

Hollywood, July 2. Mort Dixon and Allie Wrubel are writing the songs which Dick Powell will sing in "Gentlemen-Are Born" (WB).

Picture is slated to start today (Monday) and will require Powell to double up on "Flirtation Walk" for a few weeks.

Mervyn Leroy, "Gentlemen."

NO WAITS—NO DELAYS

Hollywood, July 2. Hugh O'Connell got in today (Monday) from New York and started work immediately at Universal in "Gift of Gab."

Actor closed a few days ago in the play, "Milky Way."

GOTTLE DIRECTING

Hollywood, July 2. Columbia starts production this week on the eighth and final two-reel musical for the 1933-34 season. Titled "Hollywood Cinderella," original by Ewart Adamson.

Archie Gottler will direct.

WALLACE ON 'MINISTER'

Hollywood, July 2. Richard Wallace will direct "Little Minister" for Radio.

Katharine Hepburn will be starred.



WILL MAHONEY

"Variety" said: "Mahoney 'tore 'em right out of their chairs with his immitable tomfoolery and spot-on joke hoofing. Did 48 minutes at performance glimmed and had 'em groveling for more. Apparently parcel of mob had not had a gander at the Mahoneyphone and he scored an ace reception with his toe-tune-smithing. His gab, incidentally, is the most insidey that has been flipped over a trough hereabouts in years."

Direction
WM. MORRIS AGENCY
Mayfair Theatre Bldg.
New York

Salary-Raiding Report Due for Johnson This Wk.

Washington, July 2. Film salary and raiding reports are due to go to Gen. Hugh S. Johnson this Saturday (7) when latest of long series of NRA deadlines expires.

Repeating previous statements that analysis of salary figures and his recommendations and findings are in hand, Divisional Administrator Sol Rosenblatt said that he does not contemplate any extension of time on this occasion. The General said, however, he had not heard anything yet from Roey about results of the latter's six-month study on these matters.

HELEN AND PEGGY WEST IN PEG'S PRIVATE PLANE

Chicago, July 2. Helen Menken and Peggy Fears got together here and flew on to the Coast in Miss Fears' private plane. Both wings it into the sun for pictures, Miss Fears for Fox and Miss Menken for Metro.

Miss Menken's trip is in the nature of a hurried jaunt on a matter believed to be "Good Earth." It's a quick hop because both future legit and radio contracts await the film decision of Miss Menken.

Fox's Playwrights

Hollywood, July 2. Noel Pierce, who wrote the play, "Shooting Star," based on the life of Jeanne Eagles, arrives here today (Monday) under contract to Fox.

Another stage writer coming to the same studio from New York is Edward Hartman, now working on George White's "Scandals." He gets here July 30.

No assignment for either yet.

Hawks' Sullavan Pic

Hollywood, July 2. Howard Hawks directs the next Margaret Sullavan starrer at Universal if he can find a suitable story from among those he is reading.

Next assignment at has director piloting "Sun, Is Gold."

Hawks also has a deal with Columbia to handle an Edward G. Robinson feature.

YOUNG REPLACES TONE

Hollywood, July 2. Robert Young draws one of the leads in "Death on the Diamond." Edward Sedgwick directs for Metro.

He replaces Franchot Tone, as the latter will not finish in "Four Walls in Time."

LAUREL AND HARDY PANTO

Wylie Wants Team for Drury Lane Pantomime

London, June 25. Having learned that Laurel and Hardy are on their past feature for Metro, with contract not likely to be renewed, Julian Wylie has been burning up the wires to Hollywood to get stars for an English pantomime.

Idea is to get them for Drury Lane, once famous for its pantos which ran annually for 12 to 16 weeks.

Wylie has had the Three Sailors under contract for a pantomime, to be done either at Drury Lane or Manchester. If he is successful in getting L. & H. it is likely the Sailors will go into the same Drury Lane panto, intended to be the biggest thing along this line triest yet.

PICK 1ST 1,000 NAMES TO GO ON EXTRA LIST

Hollywood, July 2. With representatives of all major studio casting offices, independent groups and other organizations on hand, classification committee of the Code Extra Committee passed on approximately 1,000 names of extras at a meeting last Thursday night (28).

About 30 people attended to hear and discuss the reading of the first names to be picked for the permanent extra list of 1,500 to 3,000 names. There are over 29,000 names, including many duplications, on the various lists submitted.

Code Authority must okay the names before they go on the final list. Mrs. Mabel E. Kinney, head of the Code Extra Committee, presided.

Washington, July 2. Approval of interpretations and recommended regulations proposed by extra players' committee in Hollywood is being delayed because of conflicting suggestions and dissension within committee. NRA probably will withhold its okay on film amendments for some days.

Explaining reason for tardiness, Divisional Administrator Sol Rosenblatt said NRA is trying to unscramble various proposals and that considerable work remains to be done before approval stamp can be placed on committee suggestions.

Everything appeared set to go until last report from committee came in early last week. While nature of this recommendation was cloaked in secrecy, it is understood it resulted in a snarl which required going over all the 13 previous suggestions and findings.

Dietrich's 'Pawn'

Hollywood, July 2. Mariene Dietrich's next at Paramount will be "Red Pawn," authored by Ayn Rand.

Writer has also been assigned to screen play in collaboration with Jacques Duval, Josef von Sternberg produces and directs.

MONO SPOTS GIGI

Hollywood, July 2. Gigi Parrish, Monogram's Wampas girl, gets the second femme lead in the Gene Stratton Porter story, "Girl of the Limberlost," which goes into work today (Monday) under Christy Cabanne's direction.

Miss Parrish planned from Chicago, where she appeared with other Wampas femmes at the Chicago theatre.

MACGOWAN'S KIDLETS

Hollywood, July 2. Robert MacGowan starts production Thursday (5) on the first of his series of single reel kid comedies for Paramount release.

Former director of Our Gang series will make the pictures via the new three-color Technicolor process.

NEILAN'S RUNYON YARN

Hollywood, July 2. Paramount has set Marshall Neilan to direct "The Lemon Drop Kid," a Damon Runyon story which will have either Lee Tracy or Jack Oakie.

Meanwhile, Neilan will work on the script of "Mississippi" with Herbert Fields.

Newspaper Dialog

Hollywood, July 2. Idwal Jones, author and San Francisco newspaper man, spotted to do the dialog for "Limehouse Nights," at Par.

SAM KATZ PAR PROD. UNIT REPORTED

A deal is reported for Sam Katz to produce pictures through his own unit for Paramount release. Such releasing arrangement with Katz may take into consideration some compromise of his claim against the company under his contract which had some time to run when he left Par.

Katz admits he is still interested in making pictures, but denies that he has talked to Par about a releasing deal or that his producing plans are very definite. Also states he is not in with Max Gordon on production of legit at the RKO Center and 'oddish' in on both "Roberta" and "Dodsworth," two other Gordon productions.

FOX SUES HARDING AND 4 AGENTS FOR \$15,000

Los Angeles, July 2. Fox Film has filed suit in Superior Court here in an attempt to recover \$15,000 allegedly advanced Ann Harding and four other persons. Also named in the suit are Frank W. Vincent, Harry E. Eddington, Lester Cowan and Horall Jackson, agents.

Suit is based on an agreement whereby defendants were to return the advance if a contract between Fox and the actress was not consummated by a certain date.

Mary Mulls

Hollywood, July 2. Resting up at Pickfair following her stage tour, Mary Pickford is undecided on future plans. She has been reading several stories and may make her choice for a screen or stage return.

Actress, taking her magazine writing seriously and may continue along literary lines unless she can find suitable screen material.

Gloria Stuart Divorced

Hollywood, July 2. Gloria Stuart received a divorce from Gordon Newell, her sculptor husband, in Judge Douglas L. Edmond's court. They were married in June, 1930.

Miss Stuart said the husband complained because she gave so much time to pictures.

YOUNG TANNEN—METRO

Hollywood, July 2. Metro has signed William Tannen for its stock company, six months with options.

Tannen lately appeared with Katharine Cornell and is the son of Julius Tannen.

SAILINGS

July 21 (New York to London) Senator Murphy (Paris).

July 18 (New York to London) Reed and LaVerre (Manhattan).

July 7 (New York to Rio de Janeiro) Wallace Downey (Southern Cross).

July 7 (New York to London) Mr. and Mrs. Louis Bernstein, Rufu LeMaire, Dave Epstein and family (Ile de France).

July 5 (New York to London) Angeles), Joe Penne, Mrs. Monroe Goldstein (Taft).

July 5 (New York to Madrid) M. J. Messeri (Berengaria).

June 30 (New York to London) Mr. and Mrs. Julius S. Fisher (tannic).

June 30 (New York to Paris) Laurence Stallings, Morris Markey, Clayton Sheehan, Elsie Robinson, Claude Carnegie, Edward Gushkin, Regina Jais, Pierre Brasseur, Truman Talley, Thornton Freelan, Sydney Towell (Paris).

June 30 (Los Angeles to Honolulu) Col. and Mrs. E. A. Schiller, Ida Koverman (Lurline).

June 28 (London to New York) C. B. Cochran, Walter Wanger, Arthur Lunt, Lynn Fontanne (Ile de France).

June 27 (Los Angeles to Australia) R. R. Doyle (Mariposa).

COAST DENATURES HOTCHA

No British Kids

Metro Can't Get That Broad 'A' for 'Copperfield'—Scour Vancouver

Hollywood, July 2. Metro is finding difficulty getting kids with the proper English accent to play 'David Copperfield' and 'Little Em'ly' for the film version of the Charles Dickens story.

Studio got 300 answers in person to ads running in the dailies which contained provisions that the children must be of British birth and speak with a cultured accent. Studio only found six of the mob with accents to suit, but as the youngsters didn't have the other requisites they don't get the parts.

Metro casters discovered that Los Angeles mothers, eager to get their offsprings in pictures, will admit anything, and from indications a lot of Brooklynites and Iowans were doing a lot of traveling in the tight little island a decade or so ago.

The English accents that recorded genuine, the casters say, were particularly heavy as to a Cockney twang—and so were out.

Now Metro execs will send scouts to Vancouver. That's the nearest spot in which they feel they can get that cultural aspect.

44 HRS. BETWEEN L.A. AND CHI VIA SANTA FE

Los Angeles, July 2. On Nov. 1 the Santa Fe is putting into service a 44-hour schedule between here and Chicago. Passengers will be enabled to reach Chi. at 10 a. m. in order to meet the Century on the second day, thereby permitting them to remain aboard the western train two nights.

Present time between Los Angeles and Chicago east bound is 56 hours, and 53 westbound. The new sked cuts the former by 12 hours, and the latter by nine.

Enterprising move by the railroad is in competition with airplanes and stream lined zephyrs.

O'Connell to U

Hugh O'Connell, who was co-federated with Mae Murray in 'The Milky Way', which closed Saturday (30) at the Cort N. Y., planned to the coast for Universal (Sunday (1)), studio starting shooting Monday on Rian James' new film, tentatively called 'Smooth Gab', with O'Connell featured.

Arrangement between actor and U calls for four weeks on the James story, O'Connell then returning east for a three week's vacation. He is due back on the U lot early in September on a six months' contract.

It is O'Connell's second flip at the Coast, having been in 'Broadway Through a Keyhole', made there last August. He attracted attention as 'Doctor' George Lewis, hick vaudeville in 'Once in a Lifetime'.

N. Y. Attorney Peddling 'Nijinsky' Film Rights

Hollywood, July 2. Negotiations for the sale of film rights to 'Nijinsky', current best seller written by the dancer's wife, have been started by John Wildberg, New York attorney, who is here with Martin Gang, contacting the studios.

Sam Harris recently bought the biography for the stage from Alexander Korda and is angling for Charles Laughton and Paul Muni to fill the leads.

Brice for Ziegfeld

Fannie Brice may go into Universal's 'Great Ziegfeld'.

Comedienne is among several notable Ziegfeld alumnae whom U is lining up for the film.

LILIAN HARVEY STAYS

Has One Film Deals on With Par and U

Hollywood, July 2.

Lillian Harvey has no intention of returning either to Germany or England, but to remain here indefinitely.

Player currently has single picture deals on for starring spots at Paramount and Universal. She recently severed connection with Fox.

BING CROSBY'S % SHARING IN PIX

Through negotiations now going on Bing Crosby may become a co-producer of his own pictures with Paramount. Deal would revamp his present year's contract, which calls for three productions at \$75,000 apiece, so as to place him on a partner sharing basis.

Under the agreement suggested Crosby would take a substantial clip in salary and depend for the balance of his end on the returns from his portion of the investment in each picture.

\$100,000 TIED UP IN SCRAPPED 'BARBARY'

Hollywood, July 2.

Samuel Goldwyn has abandoned the idea of making 'Barbary Coast' at this time. Around \$100,000 has been spent in story preparation and production but the producer hopes to revive the novel based on San Francisco's notorious sector at a time when church agitation has subsided. Gary Cooper and Anna Sten were to have co-starred.

Cooper returns to Paramount for 'Lives of a Bengal Lancer' while Miss Sten will go into a modern Russian story after she completes 'We Live Again'. William Wellman, who was to have directed Barbary, goes back to Twentieth Century. Producer will confine his activities to the Eddie Cantor picture and 'Wizard of Oz'.

Rivkin's Plays

Joe Rivkin has entered into an arrangement with Flisbeln Plays, Inc., to act as picture rights representative for 14 plays set for summer tryouts this year.

Some are already on schedules for fall production in New York.

Still East

Having quit the Guild's 'Mary of Scotland' four weeks ago to his to California for a film, Helen Hayes was still reported in New York last week.

Miss Hayes is obligated to Metro for summer studio work but no date now known as to when she swings into action.

ARMSTRONG TREKS

Hollywood, July 2.

Robert Armstrong got away Thursday (28) for a trip to New York via the Canal.

Actor will stop off at Havana and fly to Gotham for a quick look before returning here. He is accompanied by Ernest Wood.

SURVEY DENOTES CLEAN-UP MOVE

Many Yarns Sent Hays Office for Bill of Health Before Studios Buy—Musicals Become Comedies with Music

MANY DRAMAS

Hollywood, July 2.

Major product for the new selling season runs pretty much down the old groove. At least not to the naked eye is there any evidence of new trends, innovations, departures or cycles. The latter, of course, are born at box offices and not studios. Outstanding is the apparent lack of sexy titles or themes.

In every campaign book is to be found concrete evidence of a surrender to the ecclesiastical dictum against sordid doves of the screen. The handwriting on the wall has assumed the proportions of block letters and there's no mistaking its ominous portent. There is plenty to indicate that the studio bosses

(Continued on page 71)

RENAME MARION DAVIES PIC RELIEF FUND PREZ

Hollywood, July 2.

Another term as president was voted Marion Davies at the annual meeting of the Motion Picture Relief Fund. Other officers to continue for another year are Ronald Colman, Mary Pickford, Will H. Hays, Samuel Goldwyn, v.p.; Mike Levey, treasurer, and F. X. Barr, executive secretary.

Elected for a three-year term were the following new trustees: Irving Thibberg, Janet Gaynor, Frank Craven, Fredric March and Joe E. Brown. Re-elected trustees for a similar period were Richard Barthelmess, Marion Davies, Cecil B. De Mille, William K. Hearst and Carl Laemmle.

Report submitted covering past year listed 4,600 cases; 16,000 persons given medical care; employment and assistance in social and personal difficulties; monthly average 385 cases.

Provisions were issued to 10,000 persons, the average cost per order being \$4.69 a week per family. Budget increase of 11% explained by increase in food costs and state tax of 22%. Medical, dental, optical and laboratory treatment were given 1,000 patients of whom 225 were sent to hospitals and 75 placed in sanatoriums or rest homes for special care.

Plans were launched for an extensive campaign to raise \$200,000 to carry on the charitable work for the current year.

JOLSON FRONTS

And Ruby Keeler's Vacation Extended by WB to Aug. 1

Ruby Keeler is now a.w.o.l. from Burbank until Aug. 1. She was originally due back on the Coast July 10 but Al Jolson went to the WB front last week and got an okay on an extension so his wife could crowd around their redecorated Seaside manor a while.

Incidentally, no 11 person ever hit a golf ball as far as Miss Keeler is currently socking 'em o'er Westchester lawns.

Bernie Bandler?

Hollywood, July 2.

Paramount intends to feature Ben Bernie without his band and has signed him to a year contract. Old maestro's next picture is 'One Night Stand', by Vera Caspary. Studio plans to use Bernie in several films.

Newest U. S. Picture Theatre Map

Shows 346 Houses with Capacities Of 2,000; Only 110 Larger DeLuxers

Verbal Nudge

Hollywood, Head of a studio and one of his associate producers were debating the treatment of a story last week. Plenty of this and that until they reached an impasse.

So the head man urged on the a. p. with, 'Little mind, what now?'

EDDIE DOWLING FILM-LEGIT PRODS.

Having leased the St. James, Broadway legit house, for two years for musical production, Eddie Dowling also plans to make one or more pictures a year at the Par Astoria studio. The first will be either in November or December but not set what it will be and no releasing arrangements on the fire. Dowling made one last year which was distributed through Par.

Plans at the St. James call for the production of a minimum of four shows a year.

FIGURE 'TONY ADVERSE' AS 2-HOUR PICTURE

Burbank, July 2.

Screen treatment of 'Anthony Adverse' has been cut by Warners to where it can be turned into a film running about two hours. Production, however, is still some time off as the studio is faced with censor consideration not previously figured.

In announcements from the studio 'Anthony' has been variously referred to as a sea story, the story of a romantic lover, slave trading yarn and a tale of many women in love with one man. Studio has definitely decided not to film it in a series of feature length films as once discussed.

Sheridan Gibney is working on the screen treatment alone, Hervey Allen, the book's author, taking no part in the job.

Those Two Kids, Will And Shirley, Teamed

Hollywood, July 2.

Fox will couple Will Rogers and Shirley Temple in a railroad yarn being prepared by Courtney Riley Cooper.

'What's a Lawyer For', by Thomas Mc Morrow, is also slated for Rogers.

To Air 'Our Gang'

Hal Roach's 'Our Gang' kids from films will go radio in the fall if auditions for Lord & Thomas click.

Couple of the L. & T. accounts listened to the screen kids in Chicago last week.

LEONIDOFF DUE BACK

Leon Leonidoff is expected back at Radio City Music Hall within a week or 10 days.

While advising of immediate departure, he hasn't indicated what boat he'll board from Naples.

In a new U. S. theatre map, the most complete yet drawn, houses of 2,000 seats and slightly over, of which there are now 346, are looked upon in major circles as the ideal maximum seatage for the country's big de luxe first runs of the future. Theatres of 3,000 chairs and over, of which there are now only 110 sprinkled over 23 states, are regarded by theatre specialists of filmdom for the most part as box office dinosaurs, too large and costly to be practicable in many instances.

The vast bulk of U. S. picture emporiums continue in that theatre category described a few years ago as 'arty'. There are 10,000 theatres with seatages of 500 and less; 8,190 between 200 and 500 seats, and 1,975 theatres with 200 and fewer chairs.

Little houses such these will continue as long as the country has its small towns. There are no plans for these, and, although they represent over two-thirds of the industry's theatres and present costly problems for distributors, they represent slightly less than one-third of the industry's national b. o. gross.

The giant house listing, which contains the most white elephants for its comparative size, according to theatre spokesmen, has on an average not more than one such house in most of the 23 states where they are located. In New York, which tops, there are 31, while Illinois is second with 13. Pennsylvania and New Jersey tie with 7 each. That there are five such theatres in Connecticut and Missouri, each, proved a surprise even to the mappers, who had figured, such states right along did not accommodate more than two or three such houses together.

The 1,000-1,500 seat houses number, according to the latest check-up, 1,327. From 1,500 seats to 2,000 there are 621 theatres.

The second largest group classification are from 500 to 1,000 seats. This includes 4,280 theatres.

FREE OF AGENTS, FOX UPS SHIRLEY TEMPLE

Hollywood, July 1.

Freed of all agents' contracts, Shirley Temple has been given a salary boost by Fox. Six-year-old player, who was getting \$150 a week, will receive a sum reported to be \$1,000 weekly, partly in compensation for Fox's refusal to permit her to do personal appearances at \$4,000 weekly.

Neither of the child's former agents will share in her new salary. Bern Bernard, could not get the court okay on more than 5%, which he refused to accept. O'Reilly and Mann hold a contract with the child's parents and are preparing to try for court recognition on their agency deal.

'Gorgeous Hussy' Next Starrer for Hepburn

Hollywood, July 2.

Radio will star Katharine Hepburn in 'A Gorgeous Hussy', novel by Samuel Hopkins Adams.

Yarn to be produced by Pandro Berman is based on the activities of Peggy Eaton, a figure in Washington during the presidency of Andrew Jackson.

PENNER PARTY WEST

Joe Penner, Mrs. Penner, his brother-in-law and Monroe Goldstein, his attorney, sail Friday (5) through the Canal for Hollywood to prepare for 'Big Broadcast of '34'.

Park Levy, material writer, Hal Raynor, songsmith and two others go by train.

Leake Looks to Wind Up a Chairman Of Par Finance Comm. After Reorg.; Zukor at Helm, Lynch to Stay On

Providing that the Par picture remains unchanged after July 10, Eugene W. Leake, one of the three Paramount trustees, will probably wind up as chairman of the company's finance committee, after reorganization.

It is unquestioned that Adolph Zukor remains in the Par picture. The chances look okay for S. A. Lynch to stay on. There will be no outsiders on the operating end of the Par situation under such conditions. Only other changes looked for are on the financial advisory end and the directorate. Certain new faces undoubtedly look to be invited to participate on the directorate by the banker group and Kuhn, Loeb company.

Lynch is desired in the Par picture by the more influential bankers and creditors. His successful handling of the Public reorganization has made him a demanded figure for the future Par setup, besides his known ability and experience in the biz. Lynch occupies a large preferred position as a stockholder of the Par theatres.

Advices from the Coast indicate that the Par trustees have for some time discussed possible shifts on the studio end. But it's pretty certain that, owing to present conditions relative to the uncertainty about the future position of the present trustees, that no action will

(Continued on page 43)

CANADA JOINS CHURCH DRIVE

Toronto, July 2. Attacking motion pictures and fan magazines, the Catholic Church in Canada added its voice here to the flood of recent protests from other Christian denominations, Jewish societies, women's organizations and service clubs throughout the Dominion who have been calling for a moral cleanup of films shown in Canada.

Speaking before a rally of 25,000 Catholics here, Rt. Rev. Monsignor Hand blamed the films for the spread of crime and the destruction of the home in this country. Specifically naming Hollywood, the high-ranking Catholic prelate blamed pictures for the forsaking of chastity and virtue.

Meanwhile newly-elected Prime Minister Hepburn has announced that the separate censor boards for the nine provinces of Canada will be abolished and the personnel reduced. He plans to establish one federal board of censors.

Baptists Too

Irrmingham, July 2. The Baptist church of the south, representing a stronghold at least twice as strong as the Catholic church, has joined in the clean-up campaign against films. Twelve thousand Baptist ministers have been requested by Dr. M. E. Dodd of Shreveport, president of the Southern Baptist Convention, to join in the battle against picture places which are destructive of home and religious ideas. Dodd advised that ministers urge church members to strike at the box office, the vital spot of the cinema.

Our Roman Catholic friends are taking a strong position and they are being pledged to cut out all pictures and picture places which are destructive of home and religious ideals. Why should not we Baptists do something definite and strike while the iron is hot? Too long we have hesitated. Will Hays will make pious promises. He has done that before and fulfilled none of them.

Exhibitors in the South probably have more to fear from Baptists than Catholics due to the strength of the organization. Every town of any size has at least two or three Baptist churches and if the members live up to promises pictures will have something to worry about.

Advance Mail

ince the appearance in the dailies of an item to the effect that he had signed to make a series of shorts for Warner Bros., Morton Downey has been getting fan mail from Philadelphia urging him to be cautious about the stories the studio gives him. Writers urge Downey to make sure that everything about the production is clean.

Letters tell of the signators, having pledged themselves not to attend pictures disapproved in the local Catholic diocese.

H'WOOD INDIE FOR CHINESE MARKET

Hollywood, July 2. Prismatic Productions, Inc., has taken quarters at the old Reelart Studios, and plans to produce a group of features with the Cinecolor process. Company has secured license to produce exclusively via that color method.

G. H. Stone is president and general manager of the organization, with Dr. Fung Pochee, Chinese film man, as president. Prismatic intends to produce a group of pictures for the Chinese market, which Dr. Pochee will distribute in China.

FIX SPEEDY WASHUP OF F-WC BANKRUPTCY

Los Angeles, July 2.

With the arrival here early next week of a battery of attorneys from the law firm of Dwight, Sherman & Hughes, and auditors of Fox Films and Chase bank, speedy washup of the Fox-West Coast bankruptcy is looked for.

Leaving New York July 9 for the Coast will be attorneys Ralph Harris and William Gossett, also W. J. Michel, Chase bank-FWC contact, and other execs.

S. R. Kent, head of Fox, is due in July 26, by which time it is hoped to have all details completed to seek a discharge of the bankrupt theatre estate.

CRAWFORD'S 'CHAINED'

Hollywood, July 2. 'Sacred and Profane Love' (MG), being directed by Clarence Brown with Joan Crawford starred, will carry release title of 'Chained.'

Exhibs Bring Up Morals Issue To C.A. by Refusing Banned Pix

The first exhibitor complaints involving the morals issue has suddenly precipitated itself upon the Code Authority. In the past few days, without any announcement or publicity, chief codists reported over the weekend several grievance boards have referred to the C.A. for decision, exhibitor refusals to play banned pictures.

No action by the C.A. as a whole will probably be announced for another two weeks since there is no general session of that body until then. The morals complaints, it

Joe Topitzky's Op.

Joe Topitzky suddenly underwent an operation for appendicitis last week at the Doctors' hospital, New York. Accompanied by Mrs. Topitzky and their two children, the Los Angeles realtor was headed for Europe on arriving from the Coast, only to be compelled to postpone the European trip.

His condition is stated as favorable.

Future Par Setup Hinges on Court's July 10 Decision

What the future setup at Paramount may be hinges on the Federal Court's decision on the morning of July 10, when it will decide whether to continue the present trustees in office or appoint others. The decision is of momentous importance to the future of Paramount.

Already one of the three Paramount trustees, Charles E. Richardson, has resigned. His resignation becomes effective at his own request on July 10, according to accounts. Under the new Corporate Bankruptcy Law, two trustees are sufficient to act. Thus the resignation of Richardson cannot affect possible future reorganization plans.

However, should any change be made by the court with regard to Charles D. Hillis, or Eugene Leake, then the picture at Paramount can be tilted to some degree, as regards reorganization plans and general setup. There is nothing to indicate officially what the court's intentions may be in the case but it appears Hillis and Leake will remain.

Nevertheless, it is known that certain creditors may desire a change. There is no indication what the stockholder group as headed by Duncan Holmes may figure on in the same respect. This group having already indicated a probable move to offer their own reorganization plan may ask for a change in trustees and nominate candidates for the court's consideration who might figure to watch stockholder interests.

Richardson's resignation has been handed as having been impelled by the fact that certain creditor friction exists in the Paramount bankruptcy position.

HAL ROACH DOES 4 FEATURES FOR METRO

Hollywood, July 2.

Hal Roach studio will produce four features for Metro for 1934-35. Two will co-star Laurel and Hardy. These are in addition to the 32 two-reel comedies the company will deliver on the M-G program.

Announcement of the features made by Hal Roach upon his return last week from conferences in New York.

Par's \$10,000,000 Cash Reserve, But Reorg. Plans Await Audits

HERE 'TIS

Haysian Explanation of Just What Block Booking Is

Hollywood, July 2. Pamphlets giving the entire history of block booking are being mailed by the Hays organization to church crusaders, reformers and politicians who are making 'an issue of the film selling practice.

Contention here is that if the real facts are known and disseminated, industry will be spared further annoyance from those who have been harping on something they know little about.

SHEEHAN SAILS FOR FOX NEWS' PARIS MEET

Clayton Sheehan, head of Fox's foreign department; Truman Talley, general manager of Fox Movietone, and Laurence Stallings, reel editor, sailed Saturday for Europe for conferences in Paris with the newswear staff from all over the world. Reels from all European spots have been ordered to Paris for the end of this week to attend the meet.

Sheehan's sailing was a last minute one. He had intended going to the Coast for studio conferences on production having just returned from a six month European survey, but was ordered across the zero hour. He will return within three weeks.

Meeting is two-fold. Fox's breakaway from the Hearst reel is the first cause, meaning new setups and arrangements are necessary in some spots. Also understood Fox is figuring a new type of coverage which will be explained and discussed at the meet. It's the biggest newswear get-together ever held, being absolutely complete except for working camera crew around the continent.

Ed Hatrick of the Hearst newswear is also in Europe at the moment arranging trips and outlets for his reel now that it has split away from Fox.

London, June 25.

After five years, Fox Newswear contract with International News Reel Service (Hearst's) terminates in September, and will not be renewed. This is in keeping with the split of the two organizations around the world. Edgar E. Hatrick, representing Hearst, has signed a hook-up with Gaumont-British News, after looking most of the local newswear over.

Contract, which was signed by Jeffrey Bernard, representing G.B.N., is for an indefinite period, calling for three months' notice on each side.

Staff, formerly with Fox and International, returning to International, include Ariel Varleyes, C. J. Hubbell, M. D. Ciofine, Umberto Romagnolo (Rome representative) and Normal Allyn, editor.

Leslie Wyand will become newswear manager, replacing George Allison, who relinquishes position due to having become manager of the Associated Press. But, although vacating position end of June, Allison still represents Hearst on the film end.

Hatrick leaves for Paris June 18 to form French hook-up and returns here June 28.

WB's \$20,000 Murder

'Invitation to a Murder,' presented by Ben Stein at the Masque, N. Y., has been sold for pictures, Warners paying approximately \$20,000 for the rights. Mystery drama, rated best of its type during the season, was written by Rufus King, now on the coast on a short assignment for Universal.

'Murder' was withdrawn Saturday (30) after playing eight weeks to modest groups. It may reopen in Chicago this month.

Hope for an early reorganization of Paramount has been temporarily upset. At the request of the stockholder group, the bankers and bondholder contingent which had been confabbing on reorganization plans, have held up their discussions. This is to allow the stockholder group, as headed by Duncan Holmes, to have its own audit made of the Paramount-Public situation. When such an audit will be completed by the stockholder group's accountants is an open question.

In the meantime it has been revealed that the Paramount company's earnings for the first quarter of the present fiscal year, and while in bankruptcy, is estimated to run around \$1,600,000. Cash on hand is figured to run around \$10,000,000.

These figures would indicate that the Par financial position is rather a healthy one. It could be quite possible under such conditions, according to certain Par elements, to reorganize entirely from within.

The entire Par indebtedness is figured to run in the vicinity of \$63,000,000. This figure includes the bonded indebtedness of the company of \$25,000,000; another \$25,000,000 in general claims; and \$13,000,000 owed to commercial banks in the film negative hocking situation.

While the stockholder group may present an alternative plan of reorganization to that which the banker group and the bondholders' contingent might present, the outlook holds strong that either way the stockholders will get a break, for in the final showdown the two groups look to get together, as soon as the stockholder audit is finished.

The bondholder group and the banker people holding secured claims naturally stand in a preferred position, according to interpretation, but even these groups are figuring the stockholders in on any reorganization plan.

Goldsmith Cops 'Little Men' as Studios Mull It

Hollywood, July 2.

'Little Men' will be produced by Ken Goldsmith for the Independent market. While the censors backed a decision to make the picture indie producer stepped in and put the screen play to work.

Yarn is Louisa M. Alcott's sequel to 'Little Women,' with Jo running a boarding school for boys.

NEWK BECOMES CENSOR-MINDED

Newark, July 2.

A wave of hysteria struck Newark without any warning and Thursday the censors backed 'Dr. Monica' from showing at the Grandford on Friday (29). Censors called in a dozen or more representatives of women's clubs at a preview and they thumbs-downed it. At the same time 'Vergie Winters' was passed with a little trimming around the edges.

The censors have not been very active lately and why they should pick on the Kay Francis film is a local mystery.

At the same time the Excise Board refused a license to the Washington Music Hall, which had intended to open Sunday with 'The Drunkard' and a set-up similar to the American Music Hall, New York. The police objected to the advertising which, they said, included announcement of songs entitled 'Kick Hell Out of Your Wife' and 'Get a Little Drunk and Thoroughly Happy.' Neighboring ministers joined in the complaints.

The proprietors, Harry H. Winterbaum and Lewis Smith, expect to be able to open later.

CHURCH, FILMS SEM-TRUCE

Kahane at Bat on Film Cleanup; Issues Ultimatum to His Producers

Hollywood, July 2. Hollywood's hot potato—the hue and cry against film dirt—has found a home on the Radio lot.

Feeling that the business of cleaning up pictures from within was crying for Coast leadership, B. B. Kahane, radio prexy, drafted an ultimatum to his studio. It reads in part:

"The situation is serious and calls for complete and whole-hearted co-operation of our production executives, and any producer who fails to give us such co-operation cannot be permitted to remain with the company."

Also embodied in the circular, sent to all producers, was the following:

"The line of demarcation between good and bad taste is not always clear. All minds do not meet as to what constitutes proper screen material. Honest differences of opinion may arise, but if we, in good faith, observe the letter and spirit of the Production Code, which was prepared with great care several years ago, our productions will be acceptable to the vast majority of fair-minded film patrons everywhere."

"We do not have to eliminate sex situations from our pictures. If we are to present honest dramas of human emotions and experiences, some scenes of sin and wrong doing must necessarily be depicted. But there is no need and no excuse whatsoever for productions which scoff at chastity and the sanctity of marriage, present criminals and wrongdoers as heroes and heroines, or in which smut and salaciousness are deliberately injected for the appeal they may have to coarse and unrefined minds."

"The Production Code is comprehensive and clear. If we honestly

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ROSY'S 2D COAST VISIT DUE SOON

Washington, July 2.

Second inspection tour of Divisional Administrator Sol Rosenblatt to Hollywood is being held up until after producer-actor-writer committees start functioning and attempt to draft regulations. Code supervisor probably will check out for the Coast late this month.

"Denying that his principal objective is to take a hand in the producer-professional labor tilt, Rosy shrouded his real purpose in mystery. Said he could not reveal 'at this time' what his motive is, but readily admitted the delay is occasioned by time taken in setting up committees and initiating labor studies."

Ia-Neb. ITO Claims Church Burdens Indies

Omaha, July 2.

In a meeting at Hotel Loyal, 250 independent theatre owners, representing 14 districts in western Iowa and eastern Nebraska declared their stand regarding the Catholic League of Decency. The ITO expressed itself in favor of the movement and promised co-operation. But first it took the opportunity to protest against the "action" of the League, which does not put its ban upon objectionable pictures until after they have shown in the metropolitan first-run houses. This system brings all the pressure to bear on the independents and the neighborhood exhibitors and puts them at an unfair advantage. Rosy suggested for this is advance screening for the League at which it can rate all pictures before any first runs in the territory.

Kennedy's U. S. Post

Impending appointment by the President of Joseph P. Kennedy as chairman of a Federal commission to regulate the stock exchange operations would set at rest recent reports of Kennedy returning to show his via Par or any other organization.

Kennedy's last connection with the film business was as head of Pathe, the post into which he moved from Radio-Keith-Orpheum when RCA took that company over. His film connections have been mostly of a promotional nature, starting with FBO, which was merged by Kennedy into RKO, later then going to RCA and Kennedy shifting to Pathe, which was later also absorbed by RKO.

Somerset Importers, liquor distributors, is now one of Kennedy's enterprises.

HAYS TO H'WOOD ON CLEAN PIX

Will Hays suddenly closed his desk in New York over the weekend and left for Hollywood. He is taking no chances with the morals machinery sputtering this time, according to aides, and is headed for the coast for a twofold purpose: (1) That if there is the slightest skepticism in the production colony about the seriousness of the church situation, Hays will personally remove it.

(2) Also, to insure his own morals mill of grinding and to give it a long careful o-o to guarantee against break.

Before leaving for Hollywood, Hays virtually consolidated eastern advertising and production morals. Vince Hart, eastern picture overseer, had his office moved from a spot close to the Hays sanctum to J. J. McCarthy's advertising purgery, six floors below.

Coast Co. Files Film Stock Issue With FTC in Wash.

Washington, July 2.

Registration statement covering a projected issue of stock for a new picture production corporation was filed last week with the Federal Trade Commission. This is the first such film stock issue registered since the Securities Act went into operation a year ago.

Papers were filed by Major Film Productions, Inc., 330 North Edinburgh avenue, Los Angeles, a Delaware corporation organized in May to produce and distribute films. Issue includes 3,000 shares of 6% participating preferred with \$100 par. Proceeds will be used as working capital and certificates will be sold to an underwriter, Blancher & Co., New York, at \$55.

Principal officers shown on registration statement are Fred Church, San Fernando, president; Sam I. Saunders, Los Angeles, vice-president; and William D. DeLong, Los Angeles, secretary-treasurer.

WANGER DUE IN

Walter Wanger is due in New York today (Tuesday) after a five-week look-see in Europe.

Understood he has completed no deal yet for his projected indie production, but has several deals in the fire.

WAITING TO SEE WHAT STUDIOS DO

Both Church and Picture Men Aware of Danger of Professional Reformers Trying to Capitalize on Catholic Campaign

STILL A THREAT

Official filmdom this week regards the industry as entering state of armistice with the Catholic Church. And spokesmen for the Church feel likewise. The Church is keeping its hand out of all industry activity, and has no desire to tell film men how to run their business. It is not setting up an official preview group and is refraining from a national black and white list of pictures. Picture overseers meantime are counting on their own purging mill to make pictures satisfactory to Catholic tastes.

Allowing that Hollywood behaves, both church and picturemen now see the main danger as being attempts by professional reformers to capitalize, both financially and for personal publicity purposes, the Catholic campaign. It is known that church dignitaries are aware of this aspect, disapprove it and will not be a party to such added campaigns if they arise.

Gradual let-down of activity, as long as the pictures pass muster, is anticipated in high film.

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CARRY ATTACK TO N.Y. CENSORS

Albany, July 2.

A legislative investigation of the state's film censors is demanded by the Rev. James E. Kelly, chairman of the Albany Catholic Diocesan Association for Clean Movies. He said:

"By whose or what influence have so many indecent and immoral pictures been able to crash through the law, scattering it in pieces, right and left?"

He cited the law and then asked what the State Board of Regents had to say in explanation of the maladministration thereof that is so cryingly evident."

Undertone of Pique Over Publicity as Research Council Formulates Drive on Pictures

Washington, July 2.

Mobilization of all film reform forces in a single unit was projected here last week when the Motion Picture Research Council, discussing strategy for meeting the 'emergency situation,' decided to call a 'great national conference' to formulate plans for pushing the drive for better screen entertainment. Meeting without its socialist president, Mrs. August Belmont, who unexpectedly resigned on the eve of the confab she had arranged, executive committee took militant stand and set about trying to consolidate the many separated organizations for the drive. Tieup between religious leaders of all faiths, educators, social, civic and welfare groups, and Research Council will be attempted, but belief here is that the Catholic Church will go its own way in the film matter.

Reaffirming opposition to block booking, Research Council agreed to initiate a unified drive to bring about enactment of legislation to cure this alleged evil and bring 'community freedom' for exhibitors, but did not take a stand on any of the half-dozen regulatory and censorship measures proposed in Corrigendum during the last session. Although reform body previously had been regarded as opposing block booking, executive committee said its unanimous vote Friday (29) was first definite statement of policy.

With its nine-volume \$207,000 Payne fund studies of picture effect on children completed, Research Council voted to initiate two new inquiries to further its drive for improved moral tone of films. Will examine effect of trade practices on quality and availability of good entertainment and will study consequences of American films in international field.

Research Council has designated Alfred Graham, New York attorney, to direct its trade practice probe. Study will cover practices approved and prohibited by NRA pact and also any other industry methods not touched by Blue Eagle agreement. Executive Committee also named Dr. W. W. Charters, Ohio State University; Dr. Herbert Blumer, University of Chicago, and Dr. Edgar Dale of Ohio State to prepare questionnaire for distribution to all U. S. diplomatic and consular officers to learn effect of American pictures on foreign trade and relations with other nations.

Plans for the 'great national con-

ference' were vague but exec committee announced invitations to participate will be sent to Catholics, Protestants, Jews, educators, and associations like Parent-Teachers, Federation of Women's Clubs, and others. Sessions are supposed to be called early in October.

Film problems figure prominently on docket of National Education Ass'n convention with entertainment phases slated for discussion. Principal address will be given by Dr. Charters, who presided over Research Council session, and who will address department of educational research this Thursday (5) on 'The Effect of Motion Pictures on Children.' Group discussion on visual education will include another film talk, Robert P. Wray, of Pennsylvania State College, being slated for 'Relation of Motion Pictures to Standards of Morality.' Other talks include relation of films and radio to classroom instruction, report of international picture conference at Rome, and technical phases of visual education.

Man Next Prez

Appointment of a 'national figure of the first order' as new president of the Research Council will be made sometime this week, executive committee announced. Mysteriously refusing to talk about the unexpected resignation of Mrs. Belmont, and then loosening up slightly, council directors declined to indicate identity of new head for organization beyond saying that the next boss will be a man.

Trade gossip to the effect that Mrs. Belmont, like Dr. A. Lawrence Lowell, who preceded her, retired from the number one post after a disagreement with Rev. William A. Short, moving spirit of the organization, was derided by executive committee. Explaining that Mrs. Belmont's resignation came in three weeks ago and has not been acted upon yet Herbert Houston, committee mouthpiece, declared "There's just nothing to it at all."

Nevertheless speculation persisted about the unusual coincidence of two prominent national figures quitting the presidency in short order after having been named with great ballyhoo. On this aspect of the situation, Houston said it was generally understood that when Dr. Lowell assumed the presidency he would not be able to continue as active leader for more than a few weeks. He pointed out that both the former Harvard president and Mrs. Belmont continue on the executive board with interest in council activities.

One local version of the reason for Mrs. Belmont's withdrawal is the capture of publicity space by religious groups, which have pushed both the council and its well known head into the background. Relations between Dr. Short and Mrs. Belmont are said to have grown strained as a result of divergent views on campaign policies.

Although Mrs. Belmont's resignation had been announced, exec committee continued to refer to her as president in press handouts issued following strategy discussions here last week. The local conference was called by Mrs. Belmont but she made no effort to participate while Dr. Short was present and prominent in all discussions.

Question What NRA Can Do on Morals; No Kicks By Campaigners-Producers

Washington, July 2.

While indications suggested the Blue Eagle has something up his sleeve, Divisional Administrator Sol Rosenblatt last week informed that he has not changed his stand on the issue of writing into the film code specific moral regulations. But he conceded there is debate as to whether the Federal Government is required, under the general pledge of the code, to step in and enforce observance of the existing Hays morality creed.

"Until something develops, I shall not take any stand on the matter of our responsibility under the code as it stands," Rosy asserted. "There is a question whether we can be required to step in and compel observance of the code pledge, but I do not intend to rule on this proposition until some occasion for it arises."

Rosy said he definitely is not in

favor of putting the Hays do's and don'ts into the code in toto, but admitted that the industry pledge to respect 'regulations promulgated by and within the industry' is binding on all signatories.

Although the code boss refused to discuss hypothetical cases, it was hinted in NRA circles that the Blue Eagle is in a bind because of the current church criticism of film standards and may possibly initiate some countermove in the immediate future. Believed possible that a public statement calling on all industry units to adhere to the code pledge might be issued by Rosy or Gen. Hugh Johnson, while it was also suggested that NRA could order the Code Authority to take steps to see that this article is enforced.

There have been no squawks to the NRA about film morality or crime pictures since the church campaign got under way, Rosy affirmed. Neither the industry nor the outsiders have kicked, he said.

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Place a subscription for 'Variety'
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Mail remittance with name and
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California Concessions Corp. Outstanding concessions. To issue 10 shares of to H. of 2,500, par \$10.

DARROW TABUS BOYCOTTS

Chi Grievance Bd. Bans Screeno Game as Lottery in One Test Case

Chicago, July 2. Drive against giveaways started last week with the ruling by the code grievance board that Screeno, the prevalent lotto game played in theatres, comes under the lottery clause. Code ordered that the Indiana theatre at Indiana Harbor cease and desist advertising and running this game. Complaint has been filed by the rival Garden theatre.

This ruling is scheduled to affect some 50 other theatres in this territory which have been using the Screeno game as an occasional box-office attraction. However, this order from the grievance board can not be used to yank all Screeno games out of the other theatres, since the Code Authority in New York has ruled that each individual case must be heard and decided upon its own merits and that no blanket order may be issued on the basis of any one decision.

This fixing of blanket rulings has caused plenty of jumpings in the grievance board already, with the board tied up weekly with a mass of premature advertising cases. Board has heard more than 40 such cases already, and the end is not yet in sight. Despite the fact that all cases have been ruled in favor of the complainant theatre the board has not been permitted to issue a clean-sweep order ruling out premature ads in all theatres of the territory.

Par's Decentralization In Upstate New York

Operating deal for Paramount's upstate New York theatres has been worked out with George Walsh by the Par trustees, giving Walsh complete control of the circuit. This is the last move in Par's decentralization program begun before bankruptcy to restore all theatres in the field to operation from the field.

Walsh's operating-partnership arrangement makes him president and general manager of the circuit known as Neteo Theatres Corp., as well as a director. Deal is for 13 months, with options, and is on a percentage basis.

Nine theatres are involved, three in Poughkeepsie, two in Newburgh and one each in Middletown, Glens Falls, Syracuse and Peekskill.

C. A. Refers Some Back

Code Authority tossed back several cases to grievance boards during the past week, and told others to follow style. The U. A. 10 percent was one of these. C. A. telling Illinois grievance board to re-stage the hearing and be more careful of the record the next time.

Indie codists voted away from majors on the Louis Linker alleged overbidding action against Atlantic Theatres (Bridgeport, N. J.), majority opinion being "that the complainant did not completely make out a case."

Local boards haven't power to relieve an exhib from playing a picture, the C. A. said in dismissing a case involving an effort by Metro to get a Wadsworth, N. J., exhib to furnish preferred playing time for percentage pictures.

Minn.'s Code Board

Starts Meeting July 9

Minneapolis, July 2. Finally successful in completing its personnel, Code Authority's zoning and clearance board will hold initial meeting July 9.

Second hearing by the grievance board is due July 9. Two cases to be considered concern complaints regarding free shows and reduced admissions.

Col. Conv. On in A. C.

Atlantic City, July 2.

Columbia Pictures annual convention at the Ritz-Carlton here July 2-5 has approximately 150 delegates, including home office officials, branch managers and others attending the sessions. Annual banquet Tuesday night. H. P. Brunet, manager of exchange operations, and Jack Cohn, v.p., have arranged details of the convention.

Minn. Verdict Stops Exchanges Collecting From 2,000 Contracts

Minneapolis, July 2.

Local film exchange was dealt a blow by a state supreme court decision affirming lower court rulings holding that film contracts containing the arbitration clause, in vogue prior to 1930, are unenforceable.

As a result of the ruling exchanges are virtually stopped from collecting damages on an estimated 2,000 contracts which the territory's exhibitors failed to fulfill. Approximately \$100,000 is involved.

W. A. Steffes, president of Northwest Allied States, claims that this paves the way for hundreds of suits by theatre owners to collect damages against the exchanges because of being compelled to abide by contested arbitration board decisions on penalty of having their film supply cut off.

Supreme court's ruling that the contracts with arbitration clauses violates the Sherman antitrust law policy came in cases involving Fox and United Artists. Fox had sought to collect \$2,079 from A. B. Muller, Lake Minn., exhibitor, and United Artists, \$1,250, also, against a collection, was against W. H. Miller, Cloquet, Minn. Both exhibs had refused to accept certain films. S. P. Halpern, local attorney, represented Muller.

\$90 vs. \$75 Musicians' Scale, Bklyn Fox Str. Pix

Unable to make a deal with its union musicians, which want the \$90 scale for playing on the stage, the Fox, Brooklyn, goes into straight pictures Friday (13). Shirley Temple in "Baby, Take a Bow" will start the house off under that policy. Scale be 25-35-40c at all times, kids 15c.

Fox has been paying musicians \$90 because they work on the stage, whereas the Met and Albee, with their men in the pit, pay \$75. At the Fox they refused to take the cut to \$75.

IATSE Boosts Wykoff

Hollywood, July 2.

Alvin Wykoff, president of International Photographers, local 659, International Alliance Theatrical Stage Employees, is being promoted for the post of international representative of the IATSE for California, according to reports following the IA convention in Louisville.

Pacific coast job of international representative has been vacant since Dick Green resigned several months ago. Wykoff denied any knowledge of the use of his name for the spot.

DOC LEE FREE-LANCING

Dr. Joe Lee, the sick theatre specialist and exploiter, has arranged a new deal with Arthur Mayer's Rialto on Broadway by which he remains at the theatre but is no longer tied up exclusively on exploitation there.

While at the Rialto, the doc is expanding on the outside to take in exploitation deals on his own.

EITHER FOR OR AGAINST FILMS

Urges Dismissal of Film Code Authority in Final Report—Criticizes Present C. A. for NRA's Endorsement of Block Booking—Mentions the Religious Counter-Boycott

OPPRESSES EXHIBS

Washington, July 2.

Dismissal of the Film Code Authority was recommended to President Roosevelt last week in the final Darrow report, it was learned on high authority today, while criticism of the pact was restated in vigorous fashion as the Recovery Review Board concluded its tempestuous four-month existence.

Outlining of block booking and appointment of a new code administrative body to protect rights of the public was urged as a means of saving small enterprises from oppression and of answering the nation-wide agitation for better standards of film decency.

Despite the fact that the Catholic Church drive was well under way before the board ever was conceived, the Darrow group in its last aggressive report to the President says that refusal of the Recovery Administration to accept its suggestions "has forced the public to an expedient" which will penalize innocent exhibitors rather than the guilty producers. The board declared that the only way to prevent such injustice and satisfy the nation is to adopt its recommendations for code revision.

The Code Authority should be fired, the Darrow group advised, for its failure to remedy industrial evils which oppress independent exhibitors, particularly block booking and specified play-dates, and a new body should be created which "has some other impulse than the extraction of fat profits."

The final blast says in regard to the film pact:

Monopolistic?

In the first report, this board described the lawless and outrageous excesses of the monopoly in this industry and demanded that something be done to protect the small enterprise, exposed to the insatiable rapacity of the powerful.

"Despite the uncontested nature of the evidence upon which this finding was based, nothing has been done to correct such conditions as caused the constitutional and traditional guarantees of liberty to seem a mere bitter jest. In the digest accompanying this report will be found details of the existing situation that at another time would startle and appall the average American. Any notion that the government, any governmental agency supports, sanctions or tolerates these practices would be most unfortunate. But we are compelled to note that the evils in and resulting from the evil practice of block booking have resulted in curious manifestations of popular revolt.

"We suggest that the remedies for great and unendurable public ills of this nature ought not to be left to public action when the government is equipped with ample power to correct them. And the first means toward correction in this case would be the abrupt dismissal of the present Code Authority and the choice of another that can conceive something of the rights of the public and has some other impulse than the extraction of fat profits.

"The board feels called upon to advert again to the so-called code of fair competition for the motion pictures industry and renew its (Continued on page 43)

Ready 10c Admish for New Midwest Selling Season as Exhibs Howl

C.A.A.M. for Labor

Code Authority Administration Office, being set up by the NRA in Washington as the Eagle's watchdog, won't have much to do with film codists.

The regular C. A. will probably take care of all trade practise matters, as in the past, but labor troubles will find the CAAM its court of last resort.

Look for Much In Seized 306, Empire Records

Failing in their efforts toward a restoration of records taken in raids last week, New York operators and the Empire State union are threatened with a public revelation of all their affairs of importance, such as the settlement of the war between 306 and Empire a year or more ago.

Many reports have gone unpublished in connection with this settlement and other matters because of their lack of confirmation, but now that the courts refuse to regard the d.a.'s raid for records as unauthorized, insiders are looking for hot developments. What, if any, charges will result from a close study of impounded papers and books, is a matter of heated speculation in many quarters.

The 306 union, which has both New York and Brooklyn headquarters, sought to sidetrack scanning of papers and insure their quick return on the ground the district attorney was not authorized to make the seizures and did so in storm troop fashion, but it has failed. Accordingly, the Brooklyn courts, where this move was made, has instructed the June Grand Jury to remain on the job because of this case.

It is expected that some action may be taken this week, with the Grand Jury questioning any officials of 306 or Empire it sees fit to call. Harry Sherman and his union, 306, individually - and through Charles H. Tuttle, special counsel, put up a terrific holler after the surprise raid and charged that it was instigated by Greater New York exhibitors who are battling 306 through a company union of their own, Allied.

It was the Allied Operators which sprung into existence immediately after Sherman had reached a truce with Empire, ending the protracted cross-picketing by these two unions. Now Allied has brought about the same practice, with the theatre owner or manager at a loss to do anything about it. Allied pickets houses where 306 men are in the booth; 306 pickets those which are contracted to employ Allied men. Thus theatres are recognizing unions and still have to suffer, efforts via the courts to obtain injunctions having been fruitless.

Like Empire, which made some kind of a settlement with 306 after Sherman succeeded Sam Kaplan, Allied is a New York State-chartered union. It is understood there are still several old charters laying around under which the same conditions could spring up even if 306 bought off or killed off Allied.

Recently stench-bombing activities have been stiff, with managers again in the position of having their hands tied. They suspect unionistic difficulties but can't prove anything.

Chicago, July 2. Finally appears that Chicago and the midwest vicinity are going back to 10c admission minimum. Distributors have about given up hope of holding the low admish price up to 15c, and figure that the new selling season will see dime tickets generally okayed.

Blowoff is expected to come this Thursday (5), when a general meeting of exhibitors and distributors will be held for a round-robin discussion of the minimum admission question. Original squawk against the 10c ban was filed by the Lindy theatre, but the original complaint has been followed by several more. Code Authority has notified all exhibs that the question will be generally gone over this week and notes to the code board asks the trial members to be ready to stay on the job until 10 p.m., which indicates an eight-hour session over a problem which has been keeping Chicago and territory in an uproar for the past year.

Decision is likely to designate certain districts of the town as open for 10c admission, such districts as Halsted and Madison, South State street and North Clark. On the other hand, there are men who indicate an eight-hour session over a problem which has been keeping Chicago and territory in an uproar for the past year.

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DOWNTOWN DELUXERS' POOLING MAY SPREAD

The proposed Paramount-Capitol New York pooling arrangement restricting stage shows to one of the deluxers in return for a film break by the other, though status quo just now and not a new idea, will probably carry into similar get-togethers in large cities, notably downtown areas where competition on first run stage show houses is keen. First indication that this may occur comes in preliminary discussion on a possible downtown Brooklyn between two of the four combination theatres in that zone.

Operators are said to be ready to get together on a deal between two houses. It may be between RKO for the Albee and Paramount for the Par, which latter, now dark, is expected to reopen in August; or it may be between one or the other of these circuits and Loew's to take in the Met. The Fox, independently operated by Sydney S. Cohen, isn't mentioned on any pooling in which Loew's, RKO or Par may figure.

June C.A. Statistics

Up to the middle of June 31 grievance boards have held a total of 144 meetings, during which 289 complaints have been heard. Of these 57 were appealed to the Code Authority. Zoning and clearance boards had to hold 146 sessions to dispose of 310 of the 460 complaints filed with them. Just 37 of these were passed on to the CA.

In his analysis of the case situation by city, Executive Secretary John C. Plinn shows more squawks were registered in Los Angeles than in any other territory in the country. LA grievance board had to hold 12 meetings; four more than the nearest city, Chicago, which had eight. New York grievance, holding only six meetings, heard the most complaints, 35, or 15 more than LA. Atlanta is recorded for having filed the most appeals to the CA, a total of 7 out of 14.

Los Angeles topped all other territories, with zoning trouble, 20 meetings having been necessary.

'Baby' and 'Kiss' \$500 Apart in L.A., With Both Around \$12,000 in Mild Wk.

Los Angeles, July 2. Still pretty quiet on the Pacific strip. Trade sagging with nothing to cause a furor. The state is this week's leader of first runs with 'Baby Take a Bow'.

Paramount, on quick switch of booking, 'Kiss and Make Up' which with holiday counted in will bring the final total around satisfactory \$12,000. Warner houses, with 'Return of the Terror' and the RKO playing 'Cockeyed Cavaliers', are having quiet sestas.

Estimates for This Week
Downtown (WB) (1,800; 25-35-40-55)—'Return of Terror' (WB). Fair campaign and response will glide through to around \$12,000. Last week 'Modern Hero' (WB) pulled out after six days to around \$2,700.

Hollywood (WB) (2,750; 25-35-40-55)—'Return of Terror' (WB). A bit over previous week but only near \$3,900. Last week 'Modern Hero' (WB), six days, around \$3,300. Los Angeles (Wm. Fox) (2,800; 15-25)—'Marrying the Widow' (Tower) and 'Take the Stand' (Liberty) split. With kid trade black and shoppers infrequent hard going to finish with \$2,700. Last week 'I Can't Escape' (Alex-Beacon) and 'Affairs of a Gentleman' (U), fair enough at \$3,900.

Stages (Pan) (2,700; 25-40)—'Hollywood Party' (MG) and 'Sisters Under Skin' (Col) split. House back to normal take at close to \$2,700. Last week 'Little Man' (WB) helped to excellent returns for second week of better than \$4,000.

Paramount (Partmar) (3,535; 30-40-55)—'Kiss and Make Up' (WB). Stage show and not get much encouragement. Last week it just plain along to a \$3,700 finish. Last week 'Finishing School' (Radio), helped by Baer-Carnera pictures, \$3,900.

State (Loew-Fox) (2,024; 30-40-55)—'Baby Take a Bow' (Fox). They're Shirley Temple wild in this town. Youngster credit with \$2,100. Last week 'Manhattan Melodrama' (MG), a good \$13,100.

LINCOLN'S BATTLE OF THE B.O.'S, BUT BIZ OK

Lincoln, July 2. Furor strikes theatre row this week with prospects of the same situation to hold sway for many weeks to come. The old State, renamed Kiva, and the Rialto have been grabbed up by representatives of the Griffith Bros. strong southern organization, and there's a mad on in existence between them and J. L. Cooper, who has the LTC interests here. The State (Kiva) opens for the first time since it was shuttered mid-May with '20th Century'.

Indications from the Griffiths and the LTC bid for patronage with a strong lineup, including 'Little Miss Marker' (Stuart), 'Black Cat' (Lincoln) and 'Looking for Trouble' (Orpheum).

Last week saw a shivering heat wave, which ran a grueling six-day marathon with the b.o., the former the winner in every way.

Estimates for This Week
Colonial (LTC) (750; 10-15)—'Hollywood Party' (MG) and 'Charlie Chan' (Fox), split. Fair, \$700. Last week 'Private Scandal' (U) for \$2,500. Last week 'Charlie Chan' (Fox), split. Fair, \$700.

Orpheum (LTC) (1,600; 10-15-25)—'Cock-Eyed Cavaliers' (Radio). No horror in figures; nice \$1,900 expected. Last week 'Honorable Guy' (WB) was yanked out of the lineup for 'Merry Wives Reno' (WB), which could well have stood a full week; took bad \$1,400, strictly on last half.

Orpheum (LTC) (1,600; 10-15-25)—'Dinner at Eight' (MG). In for the full week, \$900 will be nice enough. Last week Baer-Carnera with 'Call It Luck' (Fox) dished first half was a very nice combo; last half 'Fog Over Frisco' (WB) leveled off to a \$1,100, good enough.

Kiva (Cornhusker) (500; 10-20-30)—'20th Century' (LTC). Second opening of this spot, and the pic looks oke for its share, \$900 very well.

Lincoln (LTC) (1,900; 10-25-40)—'Miss Marker' (Fox). Sweet prospects and with decent break will get over \$3,000 in this top-priced house. Last week 'Manhattan Melodrama' (MG) in the only cool theatre in town reached up to \$2,900, okay.

INDIANAPOLIS HEAT HURT

Only Fight Pics Drawing Well Against the Weather

Indianapolis, July 2. Withering heat has cut down the theatre grosses considerably, leaving nothing standing out as a strong attraction for this week. 'Shoot the Works' at the Circle is faring better than anything else in town with an indicated gross of \$5,000, which is good in these times.

Estimates for This Week
Apollo (Fourth Ave.) (1,100; 20-25-40)—'She Learned About Sailors' (Fox). Fairly good at \$3,250. Last week the holdover session of 'Baby Take a Bow' (Fox) was thin at \$2,400.

Circle (Katz-Bow) (2,600; 25-40)—'Shoot the Works' (Par). Not much competition for this pic other than the weather. Results are very good at \$5,000. Last week 'Dr. Monica' (FN) was very sick at \$2,600.

Lyric (Olson) (2,000; 25-40)—'Baer-Carnera fight films and 'Affairs of a Gentleman' (U). Holdover of five extra days, doing moderately well with \$2,900. Will make room on Fourth of July for 'The Key' (WB). Last week the initial stanza of the fight pictures, with 'Affairs' (U) bowed out, despite mid-week attack of hot weather, and the take was near something of a record at \$3,500.

Loew's (2,800; 25-40)—'Murder in the Private Car' (MG). Not doing very much at \$3,400, lightweight. Last week 'Operator 13' (MG) did better, expected with a gross of \$5,000, okay.

ALL'S FAIR IN PORT., 'FRISCO' 5G, 'BAD' 3 1/2 G

Portland, Ore., July 2. Battle royal between rival Baer-Carnera fight pic was the b.o. high light last week. Round 1: Parker booked, copyrighted fight pic into the Broadway, getting big exploitation.

Round 2: Hamrick rushed copy of the same pic into the Music Box, with 'copyright' deleted from the title. Round 3: Pressure brought to bear on Better Business Bureau and censor board to squash the Music Box pic. Round 4: Andy Saso, of the Music Box, arrested for failing to have his pic censored. Round 5: Hamrick refused to pull fight pic from the Music Box. Round 6: Benefit of New York Milk Fund deleted from title. Round 6: Plo passed by city censors, and agreed to have the Music Box pic and Music Box to make no further mention of either pic in newspaper. Round 7: Music Box appears in print with exploitation of special noon hour showing for business men.

Neither side seemed to score a knockout, but hitting below the belt with such lines as 'only authentic and official' and 'the only real b.o. battle'. Actual gross business, Broadway scored more heavily, due to better print and steadier general patronage, easily doubled usual State's attendance.

Estimates for This Week
Broadway (Parker) (2,000; 25-40)—'Tog Over Frisco' (FN) and 'Let's Talk It Over' (U), also fight films. Held over. Getting fair break, principally on the 'Frisco' pic, around \$5,000. Last week 'Registered Nurse' (FN) and Baer-Carnera fight pic; latter was the big draw, well sweetened the b.o. up to great \$7,000.

United Artists (Parker) (1,000; 25-40)—'Born to Be Bad' (UA). Hitting fair pace in this small house for \$2,500. Last week 'Spring Trouble' (UA), got serious trouble at the b.o. and flopped for poor \$2,800.

Paramount (FWC) (3,000; 25-40)—'Now It Tell' (Fox). Running under recent grosses, fair \$4,000. Last week 'Little Miss Marker' (Par) clicked for big matinee biz, with 'Sisters Under Skin' (Col), did well at strong \$4,600.

Music Box (Hamrick) (1,400; 25-35)—'Stingaree' (Radio). Going unsafely for \$2,500. Last week 'Half a Soldier' (U) and Baer-Carnera fight pic boosted this house up to good \$4,000, chiefly on the fight pic's appeal.

Oriental (Hamrick) (2,500; 25-35)—'Murder on Blackboard' (Radio). Average returns for average fare, around \$2,000. Last week 'Glamour' (U), and Gilmore Circus road unit about the usual biz with good enough \$3,600.

Vode Is Always Sure-Fire When It Comes to B'hams

Birmingham, July 2. Vaudeville has reached the point that when an independent unit comes through it gets the business. Ray Teal back in town this week for a half week at Alabama. The Baer-Carnera fight is also a good bet this week.

Estimates for This Week
Alabama (Wilby) (2,800; 30-35-40)—'Candlelight' (U) and Ray Teal stage show; last half 'Many Happy Returns' (Par). Looks strong for final last week. 'Tarzan' (MG) and 'Thirty-Day Princess' (Par) \$7,000.

Ritz (Wilby) (1,800; 25)—'He Was Her Man' (WB) and 'Glenn and Cagney' won't mean so much this week, \$2,000. Last week 'Bottoms Up' (Fox) oke \$2,500.

Empire (BTA) (1,100; 25)—'Fog Over Frisco' (FN). Fair, \$2,100. Last week 'I've Got Your Number' (WB) \$2,500, oke.

Strand (Wilby) (800; 25)—'Baer-Carnera fight and 'The Girl on the Other' (WB). These fight films aren't the draw they used to be but still a pretty good week, \$1,600. Last week 'Laughing Boy' (MG), \$900.

'Thin Man' Best In Minn., \$7,000; W-W Neat \$4,500

Minneapolis, July 2. For the second successive week the State has the b.o. as an attraction and looks set to cop honors again. 'Thin Man' is putting it in front currently.

With intense heat, church agitation and the usual summer apathy indications point to \$7,000 as the week's high. Most of the takings will go well under the figure and the aggregate haul will not be much above \$20,000 for all six of the loop's first runs. This, despite a fairly strong array of attractions.

'Thin Man' (WB), expected to be a No. 1 boxoffice performer, is proving somewhat of a disappointment for the Minnesota, probably a result of the lack of a lukewarm reception. However, both this picture and 'Thin Man' being helped by the novel's prestige.

For a change at Webster-Woolsey picture 'Cockeyed Cavaliers', has the critics singing its praises. As a result it seems set to garner a moderately good gross for the picture. 'Vergie Winters' (Radio) is doing fairly well for the Lyric.

Estimates for This Week
Minnesota (Publix) (4,200; 25-35-40)—'Little Man' (U). Drag of novel and Margaret Sullivan helping, \$4,500. Last week 'The Girl on the Other' (WB) was lucky to shoot much over \$5,000.

House closes for indefinite period after this one, lease requiring only six months satisfactory. Last week 'Dr. Monica' (WB) a poor \$4,000.

Orpheum (Singer) (2,890; 25-35-40)—'Cockeyed Cavaliers' (Radio). Critics comment favorably upon absence of smut. Magnet for kids and looks around \$4,500, pretty good. Last week 'Vergie Winters' (Radio) \$7,000, good.

Century (Publix) (1,600; 25-35-40)—'Miss Marker' (Par). Second successive low take. A score at the State last week and to another good seven days here. Around \$5,000 in prospect. Last week 'Many Happy Returns' (Par) \$3,500, light.

State (Publix) (2,200; 25-35-40)—'Thin Man' (M-G). Much to fans liking. A \$7,000 clip indicated, good. Last week 'Miss Marker' (Par) \$9,000, fair.

World (Stiefes) (350; 25-35-50-75)—'Sweden'. Good travel picture for this large Scandinavian community. Good box satisfactory, \$1,500. Last week 'After Old Opening' (WB) last week, fifth and last of 'Catherine' (UA) \$1,800, oke.

Lyric (Publix) (1,200; 20-25)—'Up With the Pop' (WB). Handy attraction for house and building after slow start due to 105 temperatures. Should hit pretty good \$2,500. Last week 'Hollywood Party' (M-G) \$2,200.

Grand (Publix) (1,100; 15-25)—'20 Million Sweethearts' (FN), second loop run, and 'Springtime for Henry' (Fox), first run, split. \$1,000 indicated, fair. Last week 'We're Not Dressing' (Par), \$1,000.

Mystery of Mr. X' (M-G), second loop (Publix) \$900; 15-25)—'War of Bar' (FN), third loop run, 'Dav' (Parum) (Fox), third run, and 'Merchandise' (WB), second loop run, should reach \$900, fair. Last week 'Jimmy the Kid' (WB), 'Tar-old Teen' (WB), second loop runs, and 'Black Cat' (U), first run, split, \$1,000.

Scorching Weather and Tepid Pix Augur Chilly Grosses in Philly

N. H. VERY FETCHIT
Slow at B. O. But Quick on the Seram-Out o' Town

New Haven, July 2. Business is very Stepin Fetchit. Torrid spell has everything that moves on wheels headed for the beaches and pic houses are just getting what's left behind.

Grosses currently will depend on Wednesday weather, with managers praying for a rainy holiday to hold them in town.

Estimates for This Week
Paramount (Publix) (2,348; 35-50)—'Shoot the Works' (Par) and 'Monte Carlo Nights' (Mono). Tottling to light \$4,500, but no fault of the bill. Last week 'Here Comes Groom' (Par) and 'Mystery Limer' (Mono) not much better at \$4,800.

Polli's (Loew) (3,040; 35-50)—'20th Century' (Col) and 'Most Precious Thing' (Col). Feeling the picture, and will probably register season's low at \$5,500. Last week 'Little Man' (U) and 'Call It Luck' (Fox), held up to a satisfactory \$7,000.

Star Sherman (WB) (2,200; 35-50)—'Try Again' (Radio) and 'Murder on Blackboard' (Radio). 'Side Streets' (WB) originally set for 'Try' spot, but had back light. Last week 'Love Captive' (U) and 'Personality Kid' (WB). Slipped off to weak \$3,200.

College (Loew) (1,565; 25-40)—'New Mill' (Fox) and 'Seven's Talk It Over' (U). So-so \$3,500. Last week 'Born to Be Bad' (20th Cent.) and 'Affairs of Gentleman' (U) faded after good starts, but \$4,000 was oke.

DESPITE WASH. HEAT, 'MARKER,' 'THIN MAN' OK

Washington, July 2. Sizzling sidewalks are hard on the lads who haven't the pics, but at least two spots are managing to cling to upper-bracket grosses with sweltering populace figuring that combo of good show and cooling plants is worth the trip downtown.

Business is falling right into laps of two top Loew houses. Palace is cleaning up on 'Thin Man' following rave notices from critics at previews and Fox offering 'Little Miss Marker' plus 'Will Mahoney' on stage, looks like unbeatable figure considering the weather.

Earle was pretty smart in booking 'Circus Clown' for first week. 'Circus' with holiday thrown in, but expected kid audiences are splitting Fox which leaves WB vaude house on the spot.

Estimates for This Week
Fox (Loew) (2,434; 25-35-60)—'Miss Marker' (Par) and vaude. 'Little Man' (U) also doing well with Will Mahoney plus Gertrude Niesen's radio rep flocking to stage end week should see big \$25,000.

Last week Fox Fenner in person gets all credit for last week. 'Hollywood Party' (MG) to 'beautiful \$27,000.

Earle (WB) (2,424; 25-35-40-60)—'Circus Clown' (WB) and vaude. Joe El Brown supposed to get kids but opposition is pulling same class and James Melton on stage not getting enough night trade to better probable \$11,000.

'Dr. Monica' (WB) took the femmes for oke \$13,000. 'Keith's' (RKO) (1,830; 25-35-60)—'Cockeyed Cavaliers' (Radio). Wheeler and Woolsey getting better notices, but fans still remember 'So This is Africa' and won't go gross beyond \$6,000.

'Vergie Winters' (Radio) lasted nine days to bring house back to Friday openings to turn in nice \$11,000. 'Palace' (Loew) (2,363; 25-35-60)—'Cockeyed Cavaliers' (Radio). Rave from press as combo comedy-mystery for people who ordinarily don't like either as well as those who do. Headed for \$17,000.

'Change of Heart' (Fox) took satisfactory \$12,500. 'Met' (WB) (1,583; 25-40)—'He Was Her Man' (WB). Rave from press as new type for the wise-crackers, week should hold up to o. k. \$3,500. Last week repeat of 'Little Man' (U) took satisfactory \$3,300.

Columbia (Loew) (1,263; 25-40)—'Operator 13' (MG). Repeat after big week at Fox should get satisfactory \$2,000 in fact of house being only downtown spot without cooler. Last week 'Such Women Are Dangerous' (Fox) was lifted by Warner.

Butter fans and none else to passable \$3,900.

Philadelphia, July 2. Scorching weather and pictures that are, for the most part, little more than routine programmers, combining into a sub-normal week.

Fox may survive with Shirley Temple's new one, 'Baby Take a Bow' on the screen and WCAU's 'Made in Philly' revue on the stage. Latter got good notices and engages plenty of home talent. Combination would produce a \$24,000 week in the regular season; lucky if it gets \$17,500 right now.

Rest of the houses will lag badly. Stanley didn't get off to a good start with 'Hollywood Party' but though it was figured a good hot-weather picture. May improve if the promised relief from the scorching temperatures arrives this week; otherwise \$11,000 or less.

'Vergie Winters', getting none too good notices, won't prosper greatly at the Boyd, although Ann Harding is almost a home-town girl because of her earlier Hedgerow connections; \$3,500 should be top. 'He Was Her Man' may get a few flashes of trade at the Stanton, but they won't bring gross of over \$5,500.

The Earle has Joe E. Brown's 'Circus Clown', which is getting some special exploitation, on the screen and a revue 'Hollywood Music', decidedly shy on names, on the stage. Combination lucky to get \$12,500. Kariton's 'Great Flirtation' shouldn't get over \$15,000, and 'The Little Miss Marker' (second run) will hit around \$1,900 or \$2,000.

Last week found few features. Fox held over the Baer-Carnera fight at the Stanton, but they won't bring gross higher than expected, although feature, 'She Learned About Sailors', and stage show weren't so hot. Rest of the houses fared, with Earle's puny \$12,000, too.

Estimates for This Week
Arcadia (600; 25-40-50)—'Miss Marker' (Par). Second run, should get \$2,000. Last week, 'Thirty-Day Princess' (Par), dipped to \$1,700.

Boyd (2,400; 40-55-65)—'Vergie Winters' (Radio). No-prize picture, but good notices won't help, \$3,500. Last week, 'Where Sinners Meet' (Radio), fine notices; no biz; \$3,000 tops.

Earle (Loew) (2,000; 40-55-65)—'Circus Clown' (FN) and vaude. No names on stage program. Brown picture getting some extra plugging; maybe \$12,500. Last week, 'Vergie Winters' (WB) and vaude; very dismal \$12,000.

Fox (3,000; 40-50-60)—'Baby Take a Bow' (Fox) and stage show, WCAU's 'Made in Philly' picture setting good draw but weather off-putting; maybe \$17,500. Last week, 'She Learned About Sailors' (Fox) and stage show, \$15,000, because 'Baer-Carnera' pictures were held over for second week.

Kariton (1,000; 30-40-50)—'Great Flirtation' (Par). Nothing very promising, \$2,500. Last week, 'Private Scandal' (Par), \$2,600, dismal.

Stanley (3,700; 40-55-65)—'Hollywood Party' (MG). Second week, but may improve, \$11,000 indicated. Last week, 'Thin Man' (MG), better things expected of it; \$10,000.

Stanton (1,700; 30-40-55)—'He Was Her Man' (WB). Looks just fair, \$5,500. Last week, 'Black Cat' (U), slightly above recent house average, \$5,200.

UNOFFICIALLY IT'S NO PRODUCT WEEK' IN N.O.

New Orleans, July 2. Unofficially, 'no-product' week and the boys are worrying. Saenger has the somewhat posthumous 'Shoot the Works' for the town's copper at \$8,000. Loew's State try is fantastically with 'Murder in Rear Car'.

Orpheum held over quite regretfully 'Vergie' in the second week of her 'discooper'. Others just crossing their fingers.

Estimates for This Week
Saenger (3,568; 40)—'Shoot the Works' (Par). Lot's names, but composite impression flaccid and \$8,000 will be welcome. Last week 'Bottom Up' (Fox) poor \$6,000.

Loew's State (3,218; 40)—'Murder in Rear Car' (MG). Upping house from recent lows to \$7,000. Last week 'Born to Be Bad' (UA), meagre \$5,000.

Orpheum (2,400; 35)—'Vergie Winters' (Radio), with file pic to July 4. Useful at \$2,000. Last week 'Lucky' (WB) not smart, \$1,500.

St. Charles (2,200; 25)—'Keep 'em Rolling'. Just fair at \$1,500. Last week 'From Headquarters' (WB) drew \$1,900.

PICTURE GROSSES OFF--BUT WHY?

Fair Mobs Upping Loop Grosses

Despite Censor, Pix Difficulties;

'Works'-Cab, Big 37G; 'Cat' \$12,000

Chicago, July 2. Three influences now pulling in different directions in the loop. One is inspiring, the others are hurting. First there's the influence of the increased flow of World's Fair visitors. Loop is starting to fill up with conventionites and aunts from Dubuque and the theatres are noticing a steady increase at the boxoffice. For a month the Fair opening hindered the theatres because of competition for local coin. But the residents are already full of Fair and now it's the out-of-town turn. Particularly noticeable for the increased coin is the case Chicago, which naturally attracts the visitors.

Acer has been climbing steadily and this week, with 'Shoot the Works', and Cab Calloway's band is headed for its best figure in months with \$37,000, the office. House is ready to make money this summer, but needs another World's Fair attraction for exploitation and build-up. Not likely that it will want to repeat on any fan dancers, but B. & K. is on the look-out for a new and novel Fair attraction.

Detrimental factors are the scarcity of product, pictures are being booked an hour or so in advance, and the censor work which is cutting down on films by refusing to okay pictures such as 'Vergie Winters', 'Dr. Monica', and 'It Ain't No Sin'. These pictures were counted on to do some business but now they're unavailable.

Estimates for This Week Chicago (B&K) (3,940; 35-55-75) —'Shoot the Works' (Par) and Cab Calloway band on stage. Both items on this bill figure as boxoffice magnets and the register is rising almost 10G above the previous week to settle at socking \$37,000, heavy money-making session even in this big house. Bernie and Calloway bands mean money. Last week was okay at \$28,200 for 'Many Happy Returns' (Par).

McVickers (B&K) (2,200; 25-35-55) —'Circus Clown' (WB). Circuit figures this one as a Roosevelt picture and for the family trade primarily. And this week the advance of the top admission this week from 55c to 50c. Not the type of picture made for the loop-hounds, but doing some business at fair \$9,000. Last week 'Fog Over Frisco' (WB) managed no better than weak \$7,600.

Oriental (B&K) (3,200; 25-35-40) —'Black Cat' (U) and vaude. Only mystery film in the loop and drawing better than usual for this house. Bettors average to \$12,000 currently. Last week the fight picture of 'Carnegie-Bad' added to the punch of 'You're Telling Me' (Par) to fine figure of \$13,100, but still no profit.

Palace (RKO) (2,500; 35-55-85) —'Big Game' (Radio) and vaude. House booked the Earl Hines band as competition to Cab Calloway band at the Chicago, but looks like the competition is hurting instead of helping. House droops again currently to \$18,000, though at 18G house shows the perk of the Fair visitors. Last week was healthy profit maker for 'Strictly Dynamite' (Radio) at \$20,200.

Roosevelt (B&K) (1,500; 25-35-45) —'Many Happy Returns' (Par). Held over from the Chicago, a regular practice here. Last week was \$8,500. Last week the held over 'Little Miss Marker' (Par) garnered net \$7,400.

State-Lake (Jones) (2,700; 20-25-35) —'Sing and Like It' (Radio) and vaude. House seems to be getting into its old-time stride with the grosses climbing steadily. Headed for sweet \$12,000 this week while last week was on the right side of the books to good \$10,800, with 'Such Men Are Dangerous' (Fox).

United Artists (B&K-U) (1,700; 25-45-65) —'Operator 13' (MG) (2nd week). Hit fine \$17,800 on opener and should stick above good \$10,000 currently. 'Du Barry' (WB) slated to open on July 10.

'BEACH BOY' HULAS

Hollywood, July 2. Almost entire footage of 'Beach Boy' will be made in Honolulu when Paramount starts this picture in fall. Carl Brisson in featured spot.

Supporting Brisson will be Kitty Carlisle, Jack Oakie, Charles Ruggles, Mary Boland and Evelyn Venable.

ALL WELL IN TACOMA

'Dynamite' Big \$4,000. 'Baby' and 'Spy' Good \$3,300

Tacoma, July 2. Holiday will do something for the shows. And yet it will take some to the beaches and resorts, too. So it's six of one.

Gilmore Circus, w. k. on the air out this way, is at the Music Box to pep grosses. Roxy has the Gaylor-Farrell team for the weekend, starting July 4, which should put the b. o. over the top.

Estimates for This Week Music Box (Hamrick) (1,400; 25-35) —'Strictly Dynamite' (Radio) and Gilmore Circus from radio, on stage, first half; then 'Fog Over Frisco' (FN) last half for expected sock \$4,000. Last week \$20,000 Sweethearts' (FN) was good \$3,100 on six days.

Roxy (U-VH) (1,300; 25-35) —'Baby Take a Bow' (Fox) and 'I Was Spy' (Fox) and 'Change of Heart' (Fox) split week, for anticipated net \$3,300. Last week 'Stand Up and Cheer' (Fox) five days; 'Coming Out Party' (Fox) and 'One Is Guilty' (Col) dual, two days, didn't do much, slow at \$2,200.

Blue Mouse (Hamrick) (550; 15-25) —'Murder on Blackboard' (Radio) and 'Glamour' (U) dual, split with 'Half a Sinner' (U) and 'Miss Fane's Baby' (Par) dual, should get okay \$1,600 for a change last week brought in Baer-Carnera fight pic for five days, big at \$1,800. Only spot in town to have them. Admish upped to 25-35c, for fight.

Catholic Drive

Hurting Biz in Catholic Prov.

Providence, July 2.

The town's theatrical map is undergoing another change. Some have already come to pass, others are in the making. Last week saw stand, 'Pay's' combo house, fold. Theatre attempted to stick out summer with straight picture policy, mixing vaudeville, but one week ago sold picture was enough, house making a quick grab for the shutters.

Loew's State, only vaudefilm in town, having labor difficulties, and chances are house will yank variety bills and a couple of weeks, unless stagehands come to earth. RKO Albee has taken on a new lease of life, and it looks as though house will hang on for a while. Fight pictures a couple of weeks ago started the momentum on the upward swing, and just now everything looks jake.

Other stands are just nosing along, hoping for a much needed relief. All sorts of allbills, but the most prevalent one is the Catholic drive, The Visitor's, diocesan newspaper, militant drive is blamed for downward slide of box office.

Providence saw its first outdoor opera over the weekend. Turnout fairly good, but could have been better. Where opera is concerned in town of Providence, it's a skeptical after the many fiascos in the last two or three years. Newspaper co-operation was meager.

The state got off to a bad start because of oppressive heat. Saturday and Sunday weather was stifling and business was way off. Although this stanza has the advantage of straight picture, no one is looking forward to any real gain.

Loew's State will once more be in the lead with 'Murder in the Private Car' on the screen, vaudeville, however, doing the pushing.

Where the straight picture houses are concerned there's no real outstanding grosser, although looks as though 'Baby Take a Bow' at the Majestic has slight edge.

Estimates for This Week

Loew's State (3,200; 15-25-40) —'Murder in Private Car' (MG) and

NRA AND CHURCH AMONG REASONS

5-Day Week Sending 'Em Out of Town and Are Fussy About Where They Spend

DUALS BUGABOO

National film attendance in the past six weeks has fallen off slightly over 15,000,000, paid admissions weekly. Film officials making this check spread the blame in four ways, featuring the NRA for raising consumer prices and considering the church agitation, to date at least, as another. Industry is hopeful that the box office can weather a total weekend advance over the summer, averaging 60,000,000, and at the most not dipping lower than 55,000,000. If such a level can be maintained the industry books will show close to normal summer conditions next fall, despite all of this season's many unusual handicaps.

Among the reasons which box offices are beginning to feel, according to such spokesmen, is the country on the five-day week plan. The temptation to make a weekend of it and save the money that ordinarily goes for film tickets during the week for gas and Saturday-Sunday outdoor recreational expenses is now regarded as very negative for industry business in hot weather.

Belief among some major spokesmen, also concerning the NRA, is that while the Blue Eagle has put numbers of people back to work and raised the salaries of some it has, by elevating consumer prices, resulted in many people becoming more selective in expending money for leisure periods.

Blame Film Quality

The quality of pictures is next up for blame. Industry overseers admit that the recent flow of film has been lacking in strength. Majors are passing the main fault to double features, saying that producers as a whole, in order to satisfy the market, are turning out more pictures than the dictates of quality permit.

The church situation also figures but to date, they point out, the weather has been more harmful in spots than church stay-aways.

vaude. Bill just so-so; opposah, however, not so tough; house should have no difficulty in maintaining lead over everything else; \$9,000 indicated. Last week 'Born to Be Bad' (UA) was fortunate enough to have a dandy stage show to push things over \$11,500, oke.

Majestic (2,200; 15-25-40) —'Baby Take a Bow' (Fox) and 'The Key' (WB). Bill oke, and wasn't for the weather biz probably would do nice; no possibility of house crossing \$4,000, even with the advantage of the holiday. Last week 'Circus Clown' (WB) and 'Fog Over Frisco' (WB), another weak one at \$3,500.

Paramount (2,200; 15-25-40) —'Private Scandal' (Par) and 'City Girl' (Chester). Very bad start and nothing to indicate that there will be a turn or the better, lucky to garner \$3,200, off. Last week 'Many Happy Returns' (Par) and '15 Wives' (Chester), was also bad at \$3,000.

RKO Albee (2,800; 15-25-40) —'Cockeyed Cavaliers' (Radio) and 'We're Rich Again' (Radio). Scheduled to start Wednesday, house figuring on cashing in on holiday start. 'Vergie Winters' (Radio) and 'Let's Try Again' (Radio) holding over on 11-day engagement should wind-up with at least \$7,000.

RKO Victory (1,600; 10-15-25) —'Murder in the Museum' and 'Lighting to Love' (Radio). Should come through for at least \$1,050. Last week 'Stingaree' (Radio) and 'Party's Over' (Col), so oke \$850 on split week.

Fay's (1,900; 15-25-40) —Closed for the summer. Last week 'Harold Teen' (FN) and 'I Give My Love' (U) was a flop on first week \$1,100. Last week 'Manhattan Love Song' (Mon) and 'I Hate Women' (Mon), combo, \$900.

Despite Heat 'Bondage' \$95,000

And 'Baby' \$30,000, Both Will H.O.;

Baer-Par \$35,000; 'Thim' \$30,000

\$12,000 FOR 'BOW'

Buffalo in Fair Shape—Hipp \$6,000 on 'Fog'

Buffalo, July 2. Grosses continue to have strong intentions, but another heat wave may cut the rise and bring down the figures.

Estimates for This Week Buffalo (Shea) (3,600; 30-40-55) —'Take a Bow' (Fox) and stage show. Honors nicely divided between stage and screen. Probably \$12,000. Last week 'Vergie Winters' (Radio) over \$13,000.

Hipp (Shea) (2,400; 25-40) —'Fog Over Frisco' (FN). Looks about average, although carrying neat advertising. Should go to \$5,000. Last week 'Operator 13' (MG), steady and better at \$7,000.

Century (Shea) (3,400; 25) —'Hollywood Party' (MG) and 'Witching Hour' (Par). Looks like a good double and should hit above \$5,000. Last week 'Smarty' (WB) and 'Ever Since Eve' (Fox), climbed to \$6,100.

Lafayette (Ind) (3,400; 25) —'Sisters Under Skins' (Col) and 'Cross Streets' (Invisible). Average week indicated around \$6,000. Last week 'Black Cat' (U), and 'Poor Rich' (U), shimmered after nice start but got \$5,900.

Cinci Censors Aid Vergie to Snappy 12G; All B. O.'s Up

Cincinnati, July 2.

Relief from an all-time record June heat spell for this section arrived Friday (27) night and reacquainted natives with locations of first run cinemas. Linked with usual Independence Day b. o. skyrocketing, current figures show a comfy brace, yet they're nothing to boast about.

'Vergie Winters' is the life of this week's b. o. party, for which the Ohio censors may be innocently responsible; the reluctant release of the film was first page puff for the stage press. Its indicated \$12,000 is several G's in front of the place, 'Shoot the Works'. 'The Key' is next, turning \$5,500.

Estimates for This Week

Albee (RKO) (3,300; 35-44) —'Vergie Winters' (Radio). Strongest opening biz here in eight weeks. Popularity of Louis Bromfield's novel, Ann Harding and John Boles are b. o. aids, and publicity attending delayed okay of film by Ohio censors an added help. Ticketed for \$12,000, peppy. Last week 'Baby Take a Bow' (Fox) did \$10,000, swell.

Palace (RKO) (2,600; 35-44) —'Shoot the Works' (Par). Nice start for \$7,500, sweet singing, and may be extended from week to nine days. Last week 'Here Comes the Groom' (Par) pulled after fifth day because of weepy \$3,000.

Keith's (Libson) (1,500; 30-40) —'The Key' (WB). William Powell topping title. Pic well liked and heading for a good \$5,500. Last week 'Circus Clown' (WB), \$4,000, not bad.

Lytic (RKO) (1,340; 35-44) —'Give My Love' (U). Light on names but heavy theme jerking tear trade for an all right \$4,500. Last week 'Party's Over' (Col) and second week of Baer-Carnera 'bout' shots, \$6,000, hefty.

Family (RKO) (1,000; 15-25) —'Black Moon' (Col) and 'Picture Bride' (Max). Lively getaway bid for \$1,700, above average. Last week 'Smoking Guns' (U) and 'Hell Cat' (Col), divided, \$1,500.

Strand (Ind) (1,200; 15-20) —'Woman Unafraid' (Ind) and 'Say Love' (Ind), dual. Fetching show \$1,100. Last week 'Manhattan Love Song' (Mon) and 'I Hate Women' (Mon), combo, \$900.

Equatorial heat is taking the starch out of most of the New York film theatres this week but the attractions are potent enough to offset the general debility of business. A rainy 4th will help. These are the Music Hall and the Roxy both of which are thumbing their noses at the weather. They are hitting holdover strides.

Music Hall's 'Of Human Bondage' has a chance for \$95,000 and will essay a second week, while up at the Roxy 'Baby Take a Bow' is virtually certain of \$30,000. This picture also stays a second week.

Both the Par and Cap are disappointing. Max-Baer at the Par with 'Kiss and Make Up' will probably be short of \$35,000 on eight days. This is fair but much below house's hopes. 'Thin Man' at the cap, with Duke Ellington on the stage, looks no more than \$30,000, under expectations.

Fox brought 'World Moves On' into the Criterion Thursday night (28) for a two-a-day run but it has not been used with an excitement. Combined in with the heat wave, and into a house that has no cooling system other than fans, picture got only \$2,000 first three days. Hopes at the weather may ease up in its favor.

Strand is mild at \$10,000 on hold-over of 'Dr. Monica', and the Rialto is weak at \$8,500 on 'Black Moon'. Strand brings in 'Midnight Alibi' tonight (Tuesday) while Rialto opens 'Strictly Dynamite' tonight (Tuesday).

Stench bombed so badly a couple weeks ago that people hurry in passing the Mayfair, house's business at present is actually no gauge of any picture's drawing power. 'Circus Clown', which opened Thursday (28) will get only around \$5,100 on the week. Next picture not yet set.

Capital (5,400; 35-75-85-110) —'This Man' (M-G) and Duke Ellington on stage. Adjudged by trade as okay, but lucky to get \$30,000, mild. Must be the worst week. Last week 'Operator 13' (MG) short of \$30,000. 'Criterion' (875; \$10-15-55) —'World Moves On' (Fox). Premiere Thursday night (28) and had hit by heat at price. Only \$2,000 on three days, but will stick for awhile in hopes of a weather break.

Mayfair (2,200; 35-55-65) —'Circus Clown' (WB). House still feeling stench with 'Circus Clown'. Last week 'Looks But \$1,100. 'Half a Sinner' (U), in ahead, established new low, \$3,200.

Elapace (1,700; 35-50-65-75) —'Max' (Radio) and 'Returns' (Par) and vaude. Unlikely to hit much over \$5,000, if that, poor. Last week 'Vergie Winters' (Radio) did \$11,500. 'Paradise' (5,554; 35-55-75-90) —'Kiss and Make Up' (Par) and Max Baer-Benny Rubin on stage. Opened strong, but fell off sharply and probably just short of \$35,000 on eight days. Last week 'Great Expectations' (Par), six days, under \$15,000.

Radio City Music Hall (5,945; 40-60-89-115) —'Of Human Bondage' (Radio) and stage show. Business beyond fondest expectations. Maybe \$95,000, big. Will hold over. Last week 'Let's Try Again' (Radio) managed to hold up to moderate \$6,000.

Rialto (2,000; 40-65-75-85) —'Black Moon' (Col). Probably not more than \$8,500, weak. 'Murder on Blackboard' (Radio) was better the previous week \$2,500. 'Strictly Dynamite' (Radio) opens tonight (Tuesday).

RKO Center (2,525; 25-40) —'Little Man' (Radio) and 'What Now?' (U) four days, and 'Sisters Under Skins' (Col) on three days. Lucky if \$5,000, including holiday. Last week 'Vantiles' (Par) and 'Such Women Are Dangerous' (Fox) topped that figure.

State (2,300; 35-55-65) —'Baby Take a Bow' (Fox) and stage show. Draft-of-Shirley-Temple-zooming-gross here to \$30,000, best in moons. Holds over. Last week 'Affairs of a Gentleman' (Radio) did \$2,600.

Strand (2,900; 35-55-65) —'Dr. Monica' (WB) (2nd week). Out tonight (Tuesday) on a \$10,000 hold-over, mild. 'Midnight Alibi' (WB) Sunday. Last week, first of 'Monica', \$16,700.

State (2,300; 35-55-75) —'Men in White' (MG) and stage show. Looks so \$1,100. Last week 'Manhattan Love Song' (Mon) and 'I Hate Women' (Mon), \$900. 'Viva Villa' (M-G) and Barney Ross, static light, on stage, \$17,000.

HOLDOUT BIZ FOR 'WORKS' IN DENV.

\$9,000. Last week 'Let's Talk It Over' (Col) \$10,000, weak.

Metropolitan (Loew) (3,000; 25-35-50)—'Thin Man' (MG) and vaude featuring Harry Rose. Around \$14,000, unexciting. Last week 'Operator 13' (MG), \$16,000.

Strand (WB) (2,000; 25-35-50)—'Dr. Monica' (WB). Brutal \$3,000 in sight. Last week 'Fog Over Frisco' (WB) and 'Smarty' (WB), \$5,000.

JULY to JANUARY

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Joe Morrison • Judith Allen • Jack Mulhall
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The profile of Barrymore... the body of Weissmuller... the personality of Cooper... the voice of Crosby... that's W. C. Fields, the world's most perfect male, the screen's most hilarious comic, the ladies' most adorable lover... in "The Old Fashioned Way"... Just wait until you see Fields engage in mortal combat with Baby LeRoy.



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THE MOSTA OF THE BESTA, YOWSAH

Music, laughter, a little love, a little kiss... all the mosta of the besta for deah, deah old box-office, with a great cast surrounding the Old Maestro and All His Merry Lads. Six smash songs by Robin and Rainger... Gordon and Revel... and Ben Bernie, Al Goering and Walt Bullock...




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"SHOOT THE WORKS"
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Ben Bernie and all his Merry Lads
Jack Oakie • Arline Judge
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"KISS AND MAKE-UP"

WITH CARY GRANT
GENEVIEVE TOBIN
Helen Mack, Edward Everett
Horton and the Wampas Baby
Stars of 1934

Directed by Harlan Thompson
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"ELMER and ELSIE"

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Frances Fuller, Roscoe
Karns, George Barbier
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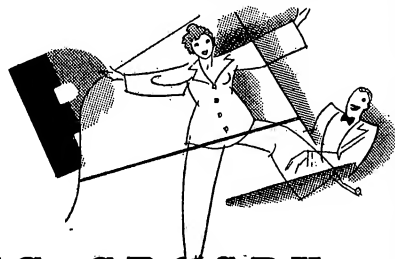


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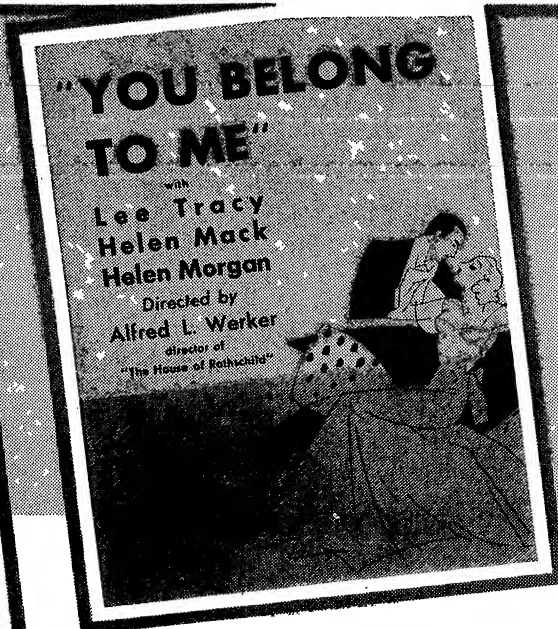
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MIRIAM HOPKINS**
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Biggest Broadway smash in years! 250 consecutive performances in New York to S. R. O. business. Millions of Saturday Evening Post readers followed it serially for weeks. Music by two champion song-writing combinations—Gordon and Revel and Rainger and Robin. A host of hits, headed by "Love in Bloom," "Straight From the Shoulder, Right From the Heart." Kitty Carlisle singing love duets with Bing Crosby. Miriam Hopkins in a sensational new role.

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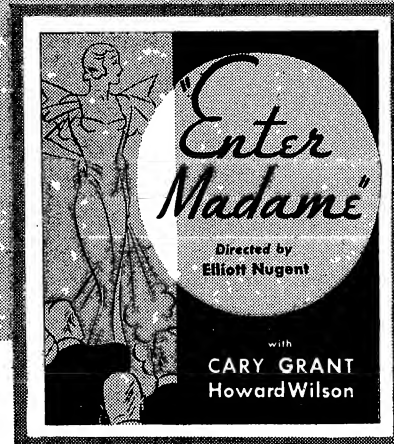
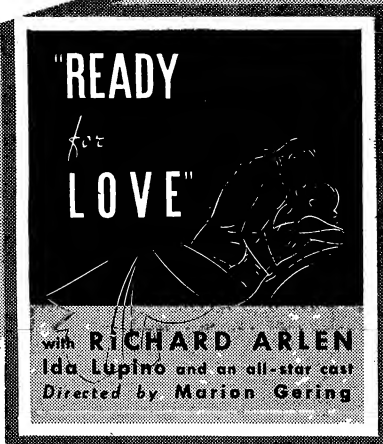
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A love affair that shook the world, set in a spectacle of thrilling magnificence!

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HENRY WILCOXON

lan Keith • Joseph Schildkraut • C. Aubrey Smith • Gertrude Michael

This picture promises to be the biggest grosser of the year, and perhaps, of all time. Made as only Cecil B. DeMille could make it, it is one of the most stupendous and exciting productions ever seen on the screen. 8000 players and two acres of stupendous sets form the background for the magnificent love story of Antony and Cleopatra.




"Mrs. WIGGS OF THE CABBAGE PATCH"

with
Pauline Lord • W. C. Fields
Za Su Pitts
Evelyn Venable • Kent Taylor

Directed by **Norman Taurog**

Alice Hegan Rice's famous story and play brought to vivid life on the screen by a great cast of players.

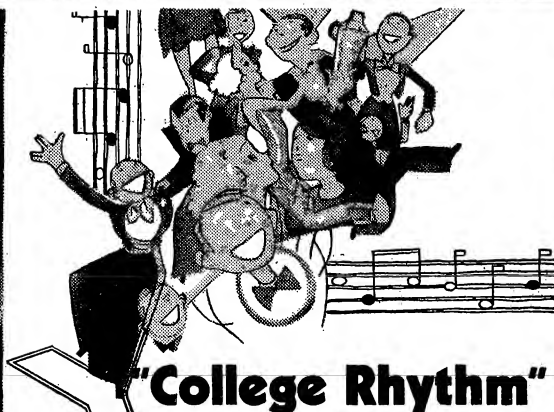
An important production to be made on an elaborate scale that will build both profits and good will for every theatre that plays it.

"Mrs. Wiggs of the Cabbage Patch" is one of the world's most popular and best loved books. As a screen production, it will be watched for, waited for and paid for by a ready-made audience of millions.



if it's a **PARAMOUNT PICTURE** it's the best show in town!





"College Rhythm"

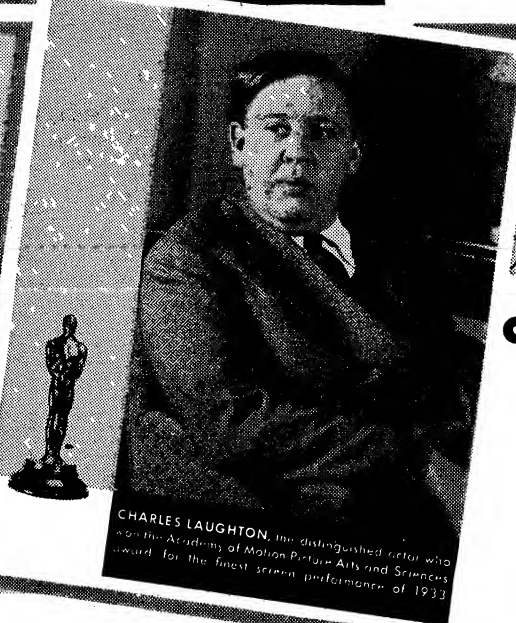
with

Joe Penner · Lanny Ross · Richard Arlen

Ida Lupino · Lyda Roberti

Directed by Norman Taurég

Right at the time when football hysteria grips the nation and people start going places and doing things, Paramount will release the topper to "College Humor," a football musical, "College Rhythm." With Joe Penner, the No. 1 comedy attraction on the air today; Lanny Ross and a great cast of players... The action will be set to music by the great Paramount song-writing team, Gordon and Revel.



CHARLES LAUGHTON, the distinguished actor who won the Academy of Motion Picture Arts and Sciences award for the finest screen performance of 1933



charles laughton

"Ruggles of Red Gap"

with

Charlie Ruggles · Mary Boland · Sir Guy Standing

Harry Leon Wilson's classic of an English valet who became a social personage in a thriving metropolis of Western America. A riotous and highly amusing vehicle for Charles Laughton, whose great flair for comedy makes him one of the outstanding actors on the screen today... A motion picture made from a book that has had millions of readers.

Directed by Leo McCarey

OCTOBER ... The BIG Month ... The Harvest Month for Paramount box offices, with four sure-fire successes in "College Rhythm," "Limehouse Nights," "Ruggles of Red Gap" and "Pursuit of Happiness."

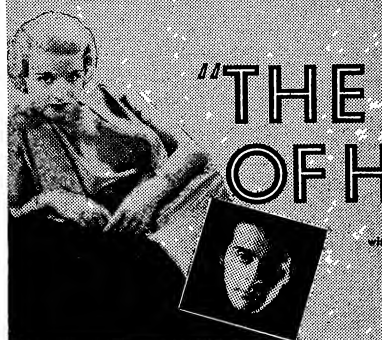


SYLVIA SIDNEY and GEORGE RAFT
in *"Limehouse Nights"*

with Anna May Wong Directed by Alexander Hall

An action-packed melodrama in an exciting background! RAFT... suave, steely, gun in pocket, going places and doing things in a hair-raising hunt through dangerous Limehouse for SYLVIA SIDNEY, lovely captive of half-caste hatchet men.

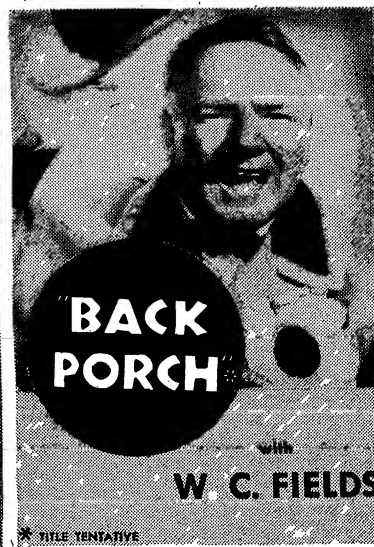
One of the most popular plays in New York this year



"THE PURSUIT OF HAPPINESS"

All about those good old days when we proudly stressed in the Constitution of the United States the famous phrase, "life, liberty and pursuit of happiness"—and the greatest of these was the latter, which brings us to "bundling," the delightful subject of this picture.

with Francis Lederer · Joan Bennett
Charlie Ruggles · Mary Boland
Walter Kingsford
Directed by Ralph Murphy



BACK PORCH

with **W. C. FIELDS**

* TITLE TENTATIVE

if it's a PARAMOUNT PICTURE it's the best show in town!



"THE BIG BROADCAST OF 1935"

with LANNY ROSS, JACK OAKIE, PAUL GERRITS and a cast of the most popular performers on the air, including JESSICA DRAGONETTE and others to be chosen at the time of production

Aimed directly at every showgoer in the world, bringing entertainment that includes more famous talent than has ever before appeared together in one grand show, "The Big Broadcast" is not an experiment—it is sure-fire entertainment. Every screen and radio fan in the country will tune in on your box office when you play this picture.

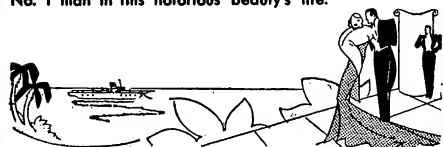


CLAUDETTE COLBERT

in
"The Gilded Lily"

with
CARY GRANT JOHN LODGE

A fascinating peek into the romantic escapades of one of the world's most famous women—spicy enough to be interesting, clever enough to be amusing, daring enough to be dramatic. With Cary Grant as the No. 1 man in this notorious beauty's life.



NOVEMBER... 6 Top Money Pictures headed by a smash attraction in "The Big Broadcast," a Sylvia Sidney picture and four other big features.



SYLVIA SIDNEY

"Desire"

with John Lodge Directed by Marion Gering

Sylvia Sidney as a sweet and simple little savage who became the most brilliant figure in the world's gayest society . . . a role which will be perfectly matched for Miss Sidney's sincere and charming talents as an actress.

a B. P. SCHULBERG Production



"SHOE the WILD MARE"

with HENRY WILCOXON - SIR GUY
STANDING - WILLIAM FRAWLEY
and an all-star cast

A sensational mile-a-minute story of "big business" and New York Society, from the lightning pen of Gene Fowler, best selling author.

DAMON RUNYON'S
"The LEMON DROP KID"

with
JACK OAKIE
and **HELEN MACK**

Directed by
WESLEY RUGGLES

"The YELLOW BARGAIN"

with
EVELYN VENABLE
LLOYD NOLAN

Directed by
JAMES FLOOD

if it's a **PARAMOUNT PICTURE** it's the best show in town!



MAE WEST

in "GENTLEMEN'S CHOICE"

As a vehicle for Mae West, "Gentlemen's Choice" fits every curve of her fascinating personality and a few more not displayed. With this assortment of curves, blinding speed and a nice change of pace, Mae West will have every film fan fanning for her not once, but again and again.

This picture gives promise of becoming the greatest WESTern ever made.

DECEMBER...Paramount's Christmas tree blazes brightly with two of the year's big hits . . . MAE WEST in "Gentlemen's Choice" and BING CROSBY AND KITTY CARLISLE in "Here Is My Heart," delivered to you for holiday business.



The Sweethearts of the Ticket Machines!
BING CROSBY
KITTY CARLISLE
 in *"Here is My Heart"*

Directed by Elliott Nugent

After "She Loves Me Not," Bing Crosby and Kitty Carlisle will be one of the hottest "name" combinations in the business... the most popular voice on screen, radio and stage singing... the girl who answers him with the voice that registered so sensationally in "Murder At the Vanities." An amusing and romantic story of a gay, rich young blood who bought his way into a hotel as a waiter to be near a lovely young lady whose title made her haughty.

Sensational Broad-
way comedy hit

"THE MILKY WAY"

with
JACK OAKIE
 and an all-star cast

**"WAR
IS
DECLARED"**

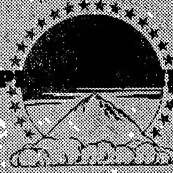
A sensational interna-
tional special with a
huge cast of players.

ZANE GREY'S
**"HOME
ON THE
RANGE"**
 with
RANDOLPH SCOTT

if it's a PARAMOUNT PICTURE it's the best show in town!



ROSTER OF PARAMOUNT PICTURES DIRECTORS AND WRITERS 1934-35



PLAYERS Adrienne Ames · Richard Arlen · George Barbier · Mary Boland · Whitney Bourne
 Grace Bradley · Carl Brisson · Geo. Burns & Gracie Allen · Kitty Carlisle · Claudette Colbert
 Gary Cooper · Larry Crabbe · Eddie Craven · Bing Crosby · Alfred Delcambre · Katherine DeMille
 Marlene Dietrich · Jessica Dragonette · Frances Drake · W. C. Fields · William Frawley · Frances Fuller
 Paul Gerrits · Gwenllian Gill · Cary Grant · Jack Haley · Charlotte Henry · Miriam Hopkins
 Dean Jagger · Roscoe Karns · Charles Laughton · Baby LeRoy · John Lodge · Carole Lombard
 Pauline Lord · Ida Lupino · Helen Mack · Fred MacMurray · Julian Madison · Margo · Joan Marsh
 Herbert Marshall · Gertrude Michael · Raymond Milland · Lillian Moore · Joe Morrison · Lloyd Nolan
 Jack Oakie · Lynne Overman · Gail Patrick · Joe Penner · George Raft · Claude Rains · Lyda Roberti
 Lanny Ross · Jean Rauverol · Charlie Ruggles · Randolph Scott · Clara Lou Sheridan · Sylvia Sidney
 Alison Skipworth · Sir Guy Standing · Colin Tapley · Kent Taylor · Eldred Tildbury · Lee Tracy
 Evelyn Venable · Mae West · Henry Wilcoxon · Dorothy Wilson · Howard Wilson · Toby Wing

DIRECTORS Charles Barton · William Beaudine · Cecil B. DeMille · James Flood · Marion Gering
 Alexander Hall · Henry Hathaway · Arthur Jacobson · Mitchell Leisen · Ernst Lubitsch · Leo McCarey
 Norman McLeod · Wm. Cameron Menzies · Ralph Murphy · Jean Negulesco · Elliott Nugent
 Gilbert Pratt · Wesley Ruggles · Edward Sedgwick · Arthur Sircom · Norman Taurog
 Harlan Thompson · Frank Tuttle · Charles Vidor · Josef von Sternberg · Alfred Werker

WRITERS Frank R. Adams · Charles Barton · Claude Binyon · Charles Brackett · Laurie Brazee
 Dana Burnet · Bartlett Cormack · Jack Cunningham · Walter DeLeon · Finley Peter Dunne, Jr. · Guy Endore
 Herbert Fields · Garrett Fort · Lewis Foster · Howard Green · Elmer Harris · Ben Hecht* · Cyril Hume
 Grover Jones · Paul Jones · Vincent Lawrence · Gladys Lehman · Charles Logue · Charles MacArthur*
 Jeanie Macpherson · Doris Malloy · Francis Martin · John McDermott · J. P. McEvoy · Wm. Slavens McNutt
 Wm. Cameron Menzies · Alice D. G. Miller · Jack Mintz · Paul Moss · Seena Owen · Frank Partos
 Humphrey Pearson · Arthur Phillips · Gilbert Pratt* · Marguerite Roberts · Peter Ruric · Harry Ruskin
 Dore Schary · Raymond L. Schrock · Chandler Sprague · Jane Storm · Harlan Thompson · Keene Thompson
 Dale Van Every · Virginia Van Upp · Bobby Vernon · Garnett Weston · Waldemar Young

*Also Directors

C. N. Dixon Back to London
C. N. Dixon of London's Palmer Newbould Agency, publicity outfit for Gaumont-British, returns to England from New York this Saturday (7).

Madge Evans, Paul Kelly, Ted Healy and Nat Pendleton in the cast, with Flaherty also in for a part.

**RIGHT
NOW!**

**...IN THE
HEAT OF SUMMER...
WHEN YOU NEED 'EM MOST**

**PRODUCTIONS
...NOT PREDICTIONS
FROM RKO-RADIO**

★★★★

**RIGHT ON THE HEELS OF
"THE LIFE
OF VERGIE
WINTERS"**

ANOTHER FOUR ★★★★★ STAR PICTURE

FOUR STARS



WANDA HALE in N. Y. DAILY NEWS (FOUR STARS ★ ★ ★ ★)

Yesterday's premiere audience at the Music Hall broke out in unrestrained applause. Radio Pictures has turned out in "Of Human Bondage" a picture that is at once absorbing, intense and convincing. Such a piece of filmcraft certainly could not have been turned out with any actor of less brilliance than Leslie Howard, who invests his role with a sympathy and an understanding that fit almost exactly the fine and sensitive demands of the W. Somerset Maugham classic... here we find Bette Davis doing a job that is so revealing as to make one ask, "Where's that girl been all this while?"... deserved glory.

REGINA CREWE in N. Y. AMERICAN

The milling throngs that stormed the Radio City Music Hall yesterday attested to the fact that a Hollywood hero does not necessarily have to be an Adonis or a crooner to succeed. Leslie Howard has made an indelible impression on the minds of men and the hearts of women... the film is a poignant portrait, sympathetically treated by Director John Cromwell and glossed by the polished performances of an unusually fine cast.

RICHARD WATTS, JR. in N. Y. HERALD TRIBUNE

Leslie Howard must certainly be the most satisfying actor on the English-speaking stage. There is splendid air of rightness about everything he does. Thereupon, the mere fact of his appearance in the screen edition of that brilliant novel, "Of Human Bondage", provides the picture with dignity, power and dramatic effectiveness. As a photoplay, "Of Human Bondage" is definitely superior to the average... well written... good photoplay, made something more than that by Mr. Howard's perfect performance.

WILLIAM BOEHNEL in N. Y. WORLD-TELEGRAM

A dignified, sensitive, eminently satisfying screen treatment has been accorded "Of Human Bondage". W. Somerset Maugham's magnificent story... the film now on view at the Radio City Music Hall emerges a distinguished contribution to the cinema... adapted by Lester Cohn with such fine appreciation for the muted sorrow that is hidden in the novel's pages... that it has, as precious few films can claim to have, a true beauty in its writing. John Cromwell has done an extra fine job of direction, and the performances are excellent. Leslie Howard comes off with the first honors.



LESLIE H

IN W. SOMERSET MAU

"OF HUMAN

WITH BETTE DAVIS..FRANCES DEE..KAY JOH

RKO-RADIO
PICTURE

PANDRO S. BERMAN
EXECUTIVE PRODUCER

AND STILL C

... N. Y. DAILY NEWS



BLAND JOHANESON in N. Y. DAILY MIRROR

A brilliantly acted film version of the Maugham novel.

Miss Davis will astound you... a dramatic character actress of overwhelming power. Touching and infinitely tender, it is a simple description of a devastating fascination. Leslie Howard's performance is exquisite. He plays it with his usual warmth, tenderness and understanding.

MORDAUNT HALL in N. Y. TIMES

The very lifelike quality of the story and the marked authenticity of its atmosphere cause the spectators to hang on every word uttered by the interesting group of characters... one might be tempted to say that his portrait of Philip Carey excels any performance he has given before the camera. No more expert illustration of getting under the skin of the character has been done in motion pictures.

Another enormously effective portrayal is that of Bette Davis... outburst of applause when the film came to an end. John Cromwell, the director, has given many a subtle and imaginative touch to his scenes. There is nothing stereotyped about this film.

EILEEN CREELMAN in N. Y. SUN

Once in a while it happens that a fine book may become a fine picture. Of Somerset Maugham's modern classic, "Of Human Bondage", be it gratefully recorded, this is true.

Adaptor Lester Cohen, and director John Cromwell, have treated the book with honesty and vigor. Leslie Howard, of course, is perfectly cast... Bette Davis's portrayal of the tawdry Cockney waitress, a performance as humorous as it is powerful, was something of a surprise. This Miss Davis is an actress rather than a screen beauty in this difficult part. It is, this "Of Human Bondage", a picture to be seen.

ROSE PELSWICK in N. Y. EVENING JOURNAL

In transferring "Of Human Bondage" to the screen, director John Cromwell and adaptor Lester Cohen have done well... with intelligent understanding, those responsible for the picture have made it a sombrelly interesting narrative. Bette Davis sheds the artificiality of her previous parts, and her portrait of the tawdry waitress, Mildred, is excellent even to her Cockney accents... yesterday-noon's Music Hall audience broke into enthusiastic applause.

The picture is handsomely mounted and was obviously filmed with a great deal of care and thought.

HOWARD

MAUGHAM'S GREAT NOVEL

BONDAGE"

JOHANESON..REGINALD DENNY..DIRECTED BY JOHN CROMWELL

COMING THIS SUMMER

**HELD OVER
SECOND WEEK**
Radio City Music Hall
In the hottest weather in
New York's history....

AND MORE GOODE NEWS FOR
YOUR OLDE SHOWE SHOPPE!



★ ★ ★ ★

WHEELER

and

WOOLSEY

[LONG MAY THEY RAVE]

in

**"COCKEYED
CAVALIERS"**

with

THELMA TODD . . DOROTHY LEE

NOAH BEERY. . Directed by Mark Sandrich

Music and Lyrics by Will Jason and Val Burton

★ ★ ★ ★

A taylor of ye old tyme chivalrie that
doth make the bellie shake with
comick happenings...doth soothe
the opticks with merrie maidens,
and comely queenes and tickles
the ear with gay musick.

★ ★ ★ ★

You'll Be Hearing It Soon!

You'll Be Seeing It Soon!

**"DOWN TO THEIR
LAST YACHT"**

Produced by LOU BROCK
who made
"Flying Down To Rio"

**RKO-RADIO
PICTURES**

PANDRO S. BERMAN
EXECUTIVE PRODUCER

novel and showmanly overture. This week he tops himself with a idea that's bound to draw comment and doubtless may imitators.

Cherniavsky calls his overture for this week 'Music from the Magic Crystal,' and it was magic to watch him deliver 10 minutes of solid entertainment from the pit. This is a new idea in show business and

(Continued on page 45)

The Best Fun and the are in FOX-Educational



Fox short subjects are the ideal embellishment for a fine feature, the perfect finishing touch for a good show. Short subjects from Fox are the product of the industry's foremost specialists in this field, Educational Pictures and Movietone News, Inc. Through big star name values, timeliness and high entertainment quality, they build the kind of program that makes for more satisfied audiences and bigger theatre profits.

52 TWO-REEL COMEDIES FROM EDUCATIONAL

12 STAR PERSONALITY COMEDIES

Every month a Big Comedy featurette, with a name ranking with your better feature attractions. Starring Ernest Truex and Buster Keaton, two of comedy's biggest names.

12 MUSICAL COMEDIES

Stars famous for successes on stage and radio... new song hits... snappy amusement in modern mode. Another deluxe series providing some of the finest musical comedy you will get in any pictures—of any length.

6 FROLICS OF YOUTH

The unbroken record of big first-runs for the first series of "Frolies" featuring Junior Coghlan and Shirley Temple, proves their universal popularity.



BING...
CROSBY

SPECIAL EXTRA BING CROSBY

*Singing The Songs That Made
him The Radio Idol of Millions*

4 SHORT-SUBJECT SPECIALS
Offering Big Feature Profits

"I SURRENDER, DEAR" • "DREAM HOUSE"
"ONE MORE CHANCE" • "BILLBOARD GIRL"

Produced by

MACK SENNETT



BIGGEST STAR NAMES Short Subjects . . . !



ERNEST
TRUEX

8 CORONET COMEDIES

The series of star comedy hits that last season featured a long list of stage, radio and screen favorites—Taylor Holmes, Tom Patricola and Charles Judels, Stoopnagle and Budd, the Three Ritz Brothers.



BUSTER
KEATON

8 MARRIAGE WOVES

Homely, down-to-earth comedies that America loves, because they are America. Featuring a young married couple as American as chewing gum, in situations which crystallize the humor of the modern American home.

6 YOUNG ROMANCE

Sparkling episodes of the younger set's romantic interludes. A series about "charming young people" who can love and laugh—boys and girls whose enthusiasm for life is exhilarating. Refreshingly different.

AND

58 ONE-REEL GEMS
of Music, Mirth, Thrills and Novelty

Presented by

Edith Piaf

10

SONG HIT STORIES

Songs the whole world is singing. Their drama, their humor, their romance. Their popular melodies sung by famous stars.



(Educational Pictures)

6

ADVENTURES OF A NEWSREEL CAMERAMAN

Most Thrilling
Short Subjects
Ever Produced



26

PAUL TERRY TOONS

By Frank Moore and Paul Terry
The picture everybody loves
Unfailing in laughs, in
splendid musical treatment,
in good, clean fun.



(Educational Pictures)

6

ALONG THE ROAD TO ROMANCE

Upon the MAGIC
CARPET of MOVIE TONE

World's Most
Beautiful
Travel Series



10

Gems from the TREASURE CHEST

The pick of the surprise
single-reel hits of the year.
The series that has just
brought out "Pagliacci."



(Educational Pictures)

CALENDAR OF CURRENT RELEASES

Harold Auten

Office: 1640 B'way, N. Y. C.

End of the World (Fin du Monde) (Fr.). Scientific dream based on Flammarion novel. Dir. Abel Gance. 65 mins. Rel. April 15.
Melo (German). Sensitive study of psychological of culties. Elisabeth Bergner. Dir. Paul Czinner. 65 mins. Rel. Feb. 1. Rev. Feb. 5.
Poli de Carotte (Red Head) (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 69 mins. Rel. Sept. 1. Rev. Dec. 20.
Savage Gold. Commander Dyott's thrilling adventures with savage hunters. Comm. Dyott. Dir. Commander George Dyott. 67 mins. Rev. Aug. 2.

Chesterfield

Office: 1640 Broadway, New York, N. Y.

City Park—3 Men and a Girl. Dir. Thorpe. Rel. May 1.
In Love with Life. Lily Lee, Onslow Stevens, Dickie Moore. Dir. Frank Strayer. 64 mins. Rel. April 18. Rev. May 29.
Green Eyes. Mystery. Charles Starrett, Shirley Grey, Wm. Bakewell. 72 mins. June 15.
Fifteen Wives. Conway Tearle, Noel Francis, Natalie Moorhead, Raymond Brown. Dir. Frank Strayer. 70 mins. Rel. May 15.
Fugitive Road. An Austrian-Italian border story. Eric von Stroheim, Wera Engels, Leslie Fenton. Dir. Frank Strayer. Rel. July 1.
Notorious. But Nice. Marian Marsh has a hectic love adventure. Betty Compson. Marian Marsh, Richard Thorpe. 71 mins. Rev. March 4.
Quitter. The Newspaper business in a small town. Chas. Grapewin, Emma Dunn. Dir. Rich. Thorpe. 67 mins. Rel. Feb. 5. Rev. March 20.
Rainbow Over Broadway. Musical romance. Grace Hayes, Joan Marsh, Lucien Littlefield. Dir. Richard Thorpe. 72 min. Rel. Dec. 23. Rev. Dec. 27.
Stolen Sweets. Dramatic romance. Sally Blane, Charles Starrett. Dir. Richard Thorpe. 79 mins. Rel. March 15.

Studio: Gower at Sunset, Hollywood, Cal.

Columbia

Office: 729 Seventh Ave., New York, N. Y.

Black Moon. Thrill story of a white woman under the Voodoo spell. Jack Holt, Fay Wray. Dir. Roy Neill. Rel. June 25.
Crime of Helen Stanley. The murder mystery in a picture studio. Ralph Bellamy, Shirley Gray, Gail Patrick. Dir. D. Ross Lederman. 68 mins. Rel. April 20.
Fighting Ranger. The Round-up of killers by a temporary furloughed ranger out for vengeance. 76 mins. Rel. March 17. Rev. April 17.
Hell Bent for Love. Young state policeman defeats his gang rival. Tim McCoy. Dir. D. Ross Lederman. Rel. May 19.
Hell Cat. The. Newman, m. tames a cougar with an underworld angle. Robert Armstrong, Ann Sothern. Dir. Al Rogell. Rel. June 16.
It Happened One Night. Girl marries without father's approval and on leaving his yacht meets boy on bus heading for home, developing comedy-romance. Clark Gable, Claudette Colbert. Dir. Frank Capra. 105 mins. Rel. Feb. 23. Rev. Feb. 27.
Line Up. The. Police story. Marion Nixon, Wm. Gargan. Ir. Howard Higgins. 64 mins. Rel. March 31. Rev. May 29.
Man's Game. A. Tim McCoy as a fireman. Dir. D. Ross Lederman. Rel. June 18.
Man Trailer. Western story. Buck Jones. Ir. Lambert. 68 mins. Rel. May 24. Rev. May 29.
Most Precious Thing in Life. Abandoned mother relives her own romance through her son. Joan Arthur, Donald Cook, Richard Cromwell. Dir. Lambert Hillyer. Rel. May 19.
Int'l Guest. The. Eight people mysteriously invited to dinner after arriving told death is ninth guest and all will die. Six perish. Donald Cook, Genevieve Tobin. Dir. Roy William Neill. 69 mins. Rel. Jan. 31. Rev. March 6.
No Greater Glory. Ferenc Molnar's 'Paul Street Boys' with a mostly juvenile cast. Goo. Breakation, Jimmy Butler, Ralph Morgan, Lois Wilson. Dir. Frank Borzage. 76 mins. Rel. March 15.
One in Gully. Well-planned murder mystery. Ralph Bellamy, Shirley Grey. Dir. Lambert Hillyer. 64 mins. Rel. March 31. Rev. May 29.
Once to Every Woman. Heavy drama of hospital life centering around big operation. Ralph Bellamy and Fay Wray. Dir. Lambert Hillyer. 70 mins. Rel. Jan. 15. Rev. March 15.
Party's Over. The. Bruce Blakeney ends the party when he realizes his efforts to support his parents and brothers and sisters is robbing him of his own happiness. Stuart Erwin, Ann Sothern, Arline Dodge. Dir. Walter Lang. Rel. May 19.
Shadows of Sing Sing. Racketeer's sister in love with detective's son. Both sides objecting to romance. Boy framed by redhats and saved by wife. Mary Brian, Bruce Cabot. Dir. Phil Rosen. 63 mins. Rel. Dec. 3. Rev. March 27.
Isters Under the Skin. Tired business man takes a matrimonial vacation and gets it out of his system. Elissa Landi, Frank Morgan, Joe Schildkraut. Dir. David Burton. 64 mins. Rel. April 15. Rev. June 12.
Social Register. A chorus girl's adventures in high society. Colleen Moore, Chas. Winninger, Pauline Frederick, Alex. Kirkland. Dir. Marshall Neilan. 74 mins. Rel. March 10.
Speed Wives. Western with airplanes to break monotony of sagebrush. Tim McCoy, Evelyn Knapp. Dir. Otto Brower. 61 mins. Rel. Feb. 8. Rev. April 3.
Twentieth Century. From the stage hit. Temperamental theatrical manager and temperamental star on same train. John Barrymore, Carole Lombard. Dir. Howard Hawks. 81 mins. Rel. May 11. Rev. May 5.
Voice in the Night. Complications in the telephone business. Tim McCoy. Dir. Chas. C. Coleman. 59 mins. Rel. April 6.
Whirlpool. A self-sacrificing husband meets death to shield his wife. Jack Holt, Jean Arthur. Dir. R. W. Neill. 74 mins. Rel. April 10. Rev. May 8.
Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Robert Young, Doris Kenyon. Dir. Walter Lang. Rel. June 28.

DuWorld

Office: 729 Seventh Ave., New York, N. Y.

East of Borneo. Melodrama and ani. John Preston, Mary Stuart. 70 mins. Rel. July 15.
Bride of Samoa. South Sea featurette. Dir. 30 mins. Rel. March 1.
Dawn to Dawn. Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 35 mins. Rel. Jan. 1. Rev. Jan. 9.
Fantomas (Fr.) (dubbed English). Murder mystery. Dir. Paul Ims. Rel. March 1. Rev. March 20.
Girl in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Aug. 1.
Hollywood, City of Dreams (Sp.). Jose Bohr. Spaniard's impression of cinema. 69 mins. Rel. March 30.
Romance in Budapest (Hung). Franciska Gaal. Musical. 70 mins. Rel. April 15. Rev. May 15.
Tell Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 15. Rev. June 19.

First Division

Office: R.W.O. Bldg., New York, N. Y.

Releases Also Allied, Chesterfield and Monogram
Beggars in Erinnee. Lionel Atwill, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. May 15.
ity Limits. A millionaire, ailing and tiring of wealth, hobbos and enjoys life for a time. Frank Craven, Ray Walker. Dir. Wm. Nigh. 70 mins. Rel. May 1.
City Park. Three men voluntarily become the guardians of a destitute young girl. Sally Blane, Henry B. Walthall, Matty Kemp. Johnny Herron. Dir. Richard Thorpe. Rel. May 15.
ross Streets. Young doctor, jilted 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.
Eat 'Em Alive. Jungle super thriller. 66 mins. Rel. Feb. 1.
Fifteen Wives. Three of a man's fifteen wives, are suspected of his murder. Conway Tearle, Raymond Hatter, Natalie Moorhead, Noel Francis. Dir. Frank Strayer. 70 mins. Rel. May 15.
Forgotten Men. Collection of uncensored war film, taken from government archives of 14 warring nations. Rel. April 1.
itive Road. Eric von Stroheim, Wera Engels, Leslie Fenton. Coming. Rel. Aug. 30.
reen Eyes. Murder at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 30.

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 official. To obtain the fullest degree of accuracy, 'Variety' will appreciate the co-operation of all managers who may note discrepancies.

LAKES-CENTURY IN BUFF. MAY GO INDIE

Buffalo, July 2. Developments in the downtown first run situation here have proceeded since the death of Mike Shea two months ago. At that time Shea-Publix controlled four downtown first runs with the Lafayette (Charles Hayman) the only competition. Great Lakes, dark since early spring, was set to open under a pooling arrangement between Shea, Loew and Publix, but upon Shea's death this plan was abandoned.

Recently Loew (Chippewa Corp., a subsidiary) has walked out of the picture, forfeiting a substantial sum which was on deposit to guarantee the original lease. This leaves the house without a tenant and local banks controlling the property are reported negotiating with a number of independent operators. Also rumored that the Shea interests are bidding for the house.

At the same time the owners of the Century (Shea-Publix) are said to be open for a proposition due to the expiration of the present lease. Situation here also involves the Rivera, now a Shea neighborhood house. Should both the Lakes and the Century go independent it would leave the Shea interests with only the Buffalo and Hipp downtown.

Minn. Bars 'Thons

Minneapolis, July 2. Local theatre interests won a victory when they obtained passage of an ordinance by the city council prohibiting dance marathons and walkathons, or similar events, inside the city limits. Ordinance already on the statute books prohibited issuance of permits for the marathons by the city council, but under its provisions any amusement place, such as a dancehall, could hold a walkathon or marathon without such permit.

Phoney Stock Sold in 100% Good Nabe House

Portland, Ore., July 2. Fake salesman has been selling phoney stock in a perfectly good local nabe house, the Blue Bird. Sold the fictitious stock to H. B. Hintzen for \$350, to J. U. Border for \$75, and to Frank Little for \$550. When these three went to look over the theatre, they discovered no stock had ever been authorized for sale.

F-W GROUP ORGANIZES

Los Angeles, July 2. Group of Fox West Coast affiliates have organized the Theatre Owners Association of Southern California and filed incorporation papers at Sacramento. Organizers listed are Gus Metcalf and Shesiff Cohen. Organization is an offshoot of the Theatre Owners Chamber of Commerce, organized here some time ago, functioning more in the nature of a club. It has no legal status.

He Couldn't Take It. Inside story of a process server who makes good with his summanous and gets his man. Ray Walker, Virginia Cherrill, George E. Stone. Dir. Wm. Nigh. 64 mins. Rel. Jan. 1.

House of Mystery. An archeologist returns to America from the Far East, where he found his dead wife's stolen wealth. Verna Hillie, Ed Lowery. Dir. Wm. Nigh. 61 mins. Rel. May 30.

In Love with Life. A hard-hearted millionaire, refusing aid to his starving daughter, takes her young son from her. Lily Lee, Claude Gillingwater, Dickie Moore. Dir. Frank Strayer. 68 mins. Rel. May 1.

In the Money. A goofy family, suddenly broke, pin their hopes on a Shakespearean-minded prize fighting champ. Sweets Gallagher, Lois Wilson, Warren Hymer, Sally Starr. Dir. Frank Strayer. 67 mins. Rel. Jan. 16.

Jane Eyre. Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Alison Fringlie. Dir. Christy Cabanne. Rel. Oct. 1.

Lawless Valley. Western horse opera. Lane Chandler. Rel. May 1.

Loud Speaker. Comedy-drama of a radio star. Ray Walker, Jacqueline Wells. Dir. Joseph Santley. Rel. May 21.

Man from Utah. John Wayne western. 52 mins. Rel. July 1.

Manhattan Love Song. Two orphaned Park Avenue society deb sisters, forced to go to work, clash with their servants who go 'society'. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 30.

Money Means Nothing. Efforts of a poor clerk to make a go of marriage with a heiress wife. Wallace Ford, Gloria Shea. Dir. Christy Cabanne. Rel. May 31.

Murder on the Campus. Mystery with college background. Shirley Grey, Charles Starrett, J. Farrell McDonald. 69 mins. Rel. Feb. 6. Dir. Richard Thorpe.

Quitter. The. A 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. 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, 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, Nell O'Day, Glen Boles. Dir. Mrs. Wallace Reid and Melville Shyer. 68 mins. Rel. Feb. 20.

Stolen Sweets. High pressure insurance salesman falls for heiress and wins her via determined, rapid line of chatter route. Charles Starrett, Sally Blane, Johnny Harlan, Jameson Thomas. Dir. Richard Thorpe. 73 mins. Rel. May 1.

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. 27.

Twin Husbands. Crook comedy drama. John Miljan, Shirley Grey, Monroe Owsley. Dir. Frank Strayer. 69 mins. Rel. May 15. Rev. May 29.

Woman's World. Hollywood inside story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Luddy. 68 mins.

Young Eagles. Boy Scout adventures in wilds of Central America. Twelve episode serial. Dir. Harry Hoyt. Rel. July 1.

Studio: Burbank, Calif. First National Office: 821 W. 44th St., New York, N. Y.

Bedside. Comedy-drama of a woman's doctor. Warren William, Jean Muir, Allen Jenkins. Dir. Robert Florey. 65 mins. Rel. Jan. 27. Rev. Mar. 15.

Big Showdown. The. Drama exposes the cut-rate drug racket. Betty Davis, Charles Farrell, Ricardo Cortez. Dir. John Francis Dillon. 64 mins. Rel. Jan. 6. Rev. Feb. 3.

Circus Clown. The. Roaring comedy under the big tent with a winsome romance and a riotous situation. Joe E. Brown, Patricia Ellis, Gordon Westcott, Tom Dugan. Dir. Ray Enright. Rel. June 30.

Dark Hazard. Edward G. Robinson as a whiplash racer. Genevieve Tobin, Glenda Farrell. Dir. Al Green. 60 mins. Rel. Feb. 3. Rev. Feb. 27.

Fashions of 1934. Story of a style staler set against a lavish background. Dir. Wm. Dieterle. 60 mins. Rel. Feb. 17. Rev. Jan. 23.

Fog Over Frisco. Mystery melodrama set in San Francisco. Donald Woods, Ette Davis, Lyle Talbot, Margaret Lindsay. Dir. William Dieterle. Rel. June 4.

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. 65 mins. Rel. March 16. Rev. May 1.

Mandala. Adventure in the India. Kay Francis, Lyle Talbot, Ricardo Cortez. Dir. Michael Curtiz. 65 mins. Rel. Feb. 10. Rev. Feb. 24.

Massacre at Indian Spring. Indian and his confederate with the white man. Richard Barthelmess, Ann Dvorak. Dir. Allen Croeland. 70 mins. Rel. Jan. 13. Rev. Jan. 23.

Merry Frinks. The. Comedy-drama of the typical family stepping all over Ma. Betty Davis, Richard Dix, Richard Dix, Richard Dix, Richard Dix. Dir. Ray Enright. Rel. June 19.

Midnight Alibi. Heart interest melodrama from Damon Runyon's 'Old Doll's Boy'. Richard Dix, Patricia Ellis, and Kelly, Ann Dvorak. Patricia Ellis. Dir. Alfred E. Green. Rel. June 30.

Registered Nurse. Drama of the romantic side of a nurse's life in a metropolitan hospital. Bebe Daniels, Lyle Talbot, John Halliday. Dir. Robert Florey. 72 mins. Rel. April 1.

Return of the Terror. The. Mystery drama with plenty of heart interest. Mary Astor, Lyle Talbot, John Halliday, Frank McHugh. Dir. Howard Bretherton. Rel. July 7.

Side Streets. Love drama based on an original story by Ann Garrick and set in Hill. Lyle Talbot, Patricia Ellis, and Kelly, Ann Dvorak. Patricia Ellis. Dir. Alfred E. Green. Rel. June 30.

Twenty Million Sweethearts. Musical romance taking place behind scenes of a broadcasting studio. Dick Powell, Pat O'Brien, Grier Rogers, Allen Jenkins, the Fox Film Brothers. Hal Roxy, Guy Kibbe, Hugh Herbert. Rel. May 15. Rev. May 1.

Very Honorable Guy. A comedy from the story by Damon Runyon about a guy who always kept his promises. Joe E. Brown, Alice White, Robert Barrar, Alan Dinehart, Irene Franklin. Dir. Lloyd Bacon. 62 mins. Rel. May 26. Rev. May 22.

Wonder Bar. Dramatic musical spectacle laid amid the gay revivies of a fashionable Paris night club. Kay Francis, Dick Powell, Dolores Del Rio, Al Johnson, Ricardo Cortez, Hal Roxy, Guy Kibbe, Hugh Herbert, Ruth Donnelly, Flis D'Orsay. Dir. Lloyd Bacon. 84 mins. Rev. March 6.

Studio: Fox Hills, Hollywood, Cal. Fox Office: 444 West 56th St., New York, N. Y.

All an Enemities. Hugh Williams, Helen Twelvrees. Geo. Fitzmaurice. 79 mins. Rel. April 20. Rev. May 29.

Baby Take a Bow. The Fox child star comes through again. Shirley Temple, Claire Devore, John Harrington. Dir. George Cukor. Rel. June 15.

Bottoms Up. Breaking into Hollywood with a fictitious pedigree. Spencer Tracy, (Miss) Pat Paterson, John Boles. Dir. David Butler. 85 mins. Rel. March 30. Rev. March 27.

Call It Luck. Love story, Herbert Mundin. Dir. Jas. Thinin. Rel. June 1.

Cardinal. From Paul Green's story of last season. Joan Blondell, Lionel Barrymore, Robt. Young, Henretta Croeman. Dir. Henry King. 83 mins. Rel. Feb. 2. Rev. Feb. 20.

Change of Heart. From the story, Manhattan Love Song. Janet Gaynor, Chas. Arl, James Dunn, Ginger Rogers. Dir. John G. Blystone. 74 mins. Rel. May 18.

Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, Drew Leyton. Dir. Geo. Hadden. Rel. June 29.

Coming Out Party. Original done by the Lasky unit. Frances Dee, Gene Raymond, Allison Janney. Dir. John Blystone. 74 mins. Rel. March 9. Rev. March 27.

Constant Nymph (British Gaumont. British-made version of a frustrated love. Venetic cast. 84 mins. Rel. March 23. Rev. April 10.

David Harum. The old York State House trader. Will Rogers, Louise Dresser, Evelyn Venable. Dir. Jas. Cruze. 83 mins. 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. 16. Rev. Feb. 13.

Ever Since We Met. Country boy licks New York. George O'Brien. Dir. Geo. Marshall. 72 mins. Rel. Feb. 9. Rev. April 2.

Frontier Marshal. The. Familiar theme of the unknown cleaner-up. Geo. O'Brien. Dir. Lew Seiler. 66 mins. Rel. Jan. 19. Rev. Feb. 6.

Grand Canyons. Warner 'Baxter, Madge Evans. Dir. Irving Cummings. Rel. July 15.

(Continued on page 35)

EXPLOITATION

By Epes W. Sargent

Scavenger Hunts

Managers have been fighting shy of the scavenger hunts which have taken the place of treasure hunts in society. The scavenger hunts call for the collection of specific objects such as a policeman's helmet, a letter carrier's badge or a tombstone. The more unusual the articles listed the more successful the hunt. Managers figure that to put over a modified list in the hands of a lot of kids would come close to wrecking a town. However, one bright mind has developed a variant which he hopes to try with the kids out of school. It is announced as a new form of treasure hunt, however, since the other title might not appeal to parents.

Under the new scheme a dozen vacant lots have been promoted and about 50 medals buried in each lot. These are merely brass discs with a number stamped on a design. The latter in the original case was a star because the manager could borrow a steel star punch. The design is merely to prevent tampering, since the medals were obtained through a local plumber.

A list of the lots is to be unveiled at a stated time. Children turning in one each from the largest number of lots win. Figured that no child will obtain a disc from each lot, which will provide the interest. Discs should be buried secretly and the ground smoothed over. Just something for a summer day, but can be worked up to an event.

Summer Stuff

Last year this department told of a manager who made some business through offering to ally sunburn for those patrons who were too badly burned to go to the beach. The theatre after a day in the open. He is repeating the gag this year and at the same time making a little coin by selling the sunburn remedy. Those who want some to take home. The resort, particularly the swimming pool, is plastered with circulars which tell the recipients that if they feel burned they can find enjoyment as well as relief at the theatre.

A quarter pound of arrowroot in a quart of gin is the simple application. If you want a more effective formula, slip a stamped and addressed return envelope to this department for a wash that will ease the burn in a very short time. Plenty of patrons after a day at the beach or the picnic grounds go straight home to seek relief in old-fashioned household remedies. They come to the theatre. The ticket will pay the cost of the application, plus.

Still a few managers who cater to parties in bathing suits, provide a special section with cloth-covered chairs. House is on the direct line between a beach and the town, and it ticks up quite a little side. The younger people think it's a lark.

The old gag of a combination price for the car ride and the theatre is still a good gag, where the Code Authority does not hold this to be bad practice.

Licked Max Baer

Fort Morgan, Colo. Ed Bluck, owner of the Cover theatre, advertised the Baer-Carnera pictures thus: 'Come to the Cover theatre. See the Baer-Carnera Fight Pictures. And See Ed Bluck, who licked Baer.'

A number of years ago Bluck was principal of a school at Durango, Colo., where Baer was a pupil. Bluck tells that frequently Baer needed chastisement, and once the teacher sent Baer to him, and he paddled him across the back. Baer was then seven years old.

Baer never forgot it, and even years whenever he gets mad, Bluck is located, calls him on the phone, and asks him if he would like to try paddling him now. Bluck is willing to let things stand as they are.

Compared The Two

Seattle. For 'Young Man, What Now' (U), usual trips with bookstores used for Hamrick's Music Hall, with added new gag here of showing how close pix for the theatre. Displaying opened book alongside pix script at leading book stores. Jos. Rosenfeld also arranged for floral display in the lobby in which comedy is nothing. Leading florists of the town, Rosals Bros., put in the display for advertising from a mere dollar and given Rosals credit for 'creating' the display.

Used Local Pix

Mexico City. Pix of celebs in local prints registering horror at seeing film put over Fesa Films' 'Fantasmas del Convento' ('Convent Ghosts') now showing here.

Uses a Miniature

Manager whose son is a 16-mm. enthusiast gets a good play from the smallies. The boy attends all outdoor events through the summer, which means a Sunday school picnic and about a dozen fraternal events. He also covers any local celebration, using about 200 feet of film. No effort is made to speed the show, the film going through the customary factory processes, with more time out for subtitles, but when it's ready it is made a part of the big show on night, being run on a translucent screen with rear projection and giving a 12-foot picture with a special lens. It is run off at both shows. If the participants want to see it again it will be run off after the regular show any night desired on purchase of a block of 50 tickets good only for that night. Stubs are retained by the holders and are taken up at the regular audience has been closed. If others desire to remain, it's a nickel apiece unless more than 50 tickets have been purchased at the time the deal is made.

Special effort is made to title the film smartly, and care is exercised in the cutting, with the result a nice seven or eight min. presentation. Film may be purchased by the organization, if desired, for slightly more than the costs.

Has worked so well that the manager is contemplating laying in some photo-floos and catching parties this winter, particularly costume events: If this works out well, he's going to buy the boy his own developing outfit. It's safer to send to the factory, where they can handle poor exposures and often save badly timed film.

For the T. B. M.

Recently at a Rotary club luncheon manager of a large city theatre, the silent days it had been his habit to drop into the theatre after lunch, get a seat remote from the screen and drop off to sleep lulled by the musical accompaniment. Now he complained he had no means of after luncheon relaxation. He no longer went back to his desk or home.

Manager went back to the theatre and looked the ground over. In the basement, off the main lounge, was a small room which never had been put to any particular use. Bossman had the walls done over a deep red, put in a few indirect lighting fixtures in place of the old lamps, installed a corner chair, easy chairs, with linen slip covers to conceal the upholstery, and put in double swing doors. Then he sent word to his favo-rite member to come. The member showed him the room and left him. An hour later the business man came up to him with profuse thanks. It was even better than the old scheme.

Word got around and now each afternoon the room is filled with men. The manager never has his hour or so of absolute quiescence. Some even drop in during the forenoon to worry out problems away from the office. Room is publicized only by word of mouth, but if the wrong people get in the manager is prepared to put in a spring lock and give keys to the favo-rite members. It costs about \$20 a day in admissions, but it has made a lot of important rooters for the house.

Stunts for 'Man'

Two tiups on 'Little Man, What Now?' at Poli's got Gene Rodney some free news space. First was a plug by a local savings bank which urged young men to operate under the lines of the bank's free budget book. Copy ran 'When you see 'Little Man, What Now?' you'll know what it is for. You may and it may be in bad circumstances. Live on a budget and save part of your income.'

Second angle was with a baby shop that ran copy like 'Little Man, What Now? You have come into the world and your mother wants you to have the best of everything. We have the best in baby clothes.'

Rides and Wappers

Akron, O. Summit Beach Park here has effected a tie up with Rial Bros. Volunteer stores whereby kiddies may take advantage of any of the park rides any Thursday during the remainder of the summer starting July 5. Only requirement is that what was wrapped in its brand of bread together with three cents children may ride any of the midway concessions. Park and the stores are heralding the week's fun days with best newspaper exploitation in the local newspapers. The kiddies event will help pull attendance on Thursday one of the slowest of the week for the local park.

Looking Backward

Most exhibitors seem to have forgotten that they were floundering in the deeps back in 1922. That was when George E. Carpenter, then operator of the Elgin, gave a hit at a Rotary luncheon by announcing that prosperity was just around the corner. Club liked it and made it a game in which still sounds pretty familiar today. That was the time when houses all over the country were cleaning up with a week of film repeats under the caption of 'Prosperity Week'. Even the Rialto, then one of the most important N. Y. houses, played a week of repeats and did a better business than usual. The Moving Picture World devoted 14 pages to special exploitation stunts for 28 selected pictures, just to help along.

The slogan is a little bit worn through recent usage, but it might be a good idea to blow up importantly a repeat week, with the best pictures of the past two seasons used for the program. With the product shortage it would help, and if blown up properly it can be made just as big today as it was 12 years ago. Basis of the old promotion was the idea that people had missed seeing the pictures booked, and would appreciate the opportunity to catch them. Others, it was told, would be glad to see them again. In a small town it will work best, if all theatres work the idea the same week, making a daily change of pictures.

Franklin's Monthly

Always a believer in printer's ink, Harold B. Franklin is sponsoring a monthly, The Theatre, the first (June) issue of which is just out. Chiefly devoted to the Franklin-Lynch interest, but just a bunch of presswork printed instead of mimeographed, which makes it readable and of general interest.

BEYOND the KEYS

Philadelphia. MPTO of this territory elected the following officers: President, Charles Segall; v.p.s., Harold D. Cohen, Max H. Egan, and treasurer, Mike Lefty; financial secretary, Marcus Benn; secretary, George P. Aarons. Board of Managers includes Ed Jeffries, Marcus Benn, Morris Gerson, Louis Grew, Leonard Schlesinger, Abe Sablosky, Morris Spiera, Lou Felt, Joseph Conway, I. Hoffman, Morris Handie and Fred Leopold, Lewen Pizor, re-elected president. Charles Segall, a member of the board with the right to vote.

Albuquerque. Construction on new theatre for Joe Barnett of Sunset Coast and theatres under way, as move to combat competition of Rio and Mesa, both second-runs operated together with Kimo (first run) by Griffin.

Albuquerque gets a taste of flesh when Marie Purl unit together with Julian Stanley's band opens six weeks stand at Kimo.

Montgomery, Ala. Fred Barton, assistant manager at Paramount, named manager of Tri-Union in Birmingham. George Sanderson succeeds Barton, while Page Peabody succeeds Sanderson as chief usher. Betty Vaughn and Harriet Printz, cashiers at Strand, are leaving theatre on July 1. Both houses are owned by R. B. Wilby.

Galveston. Woolworth's leased Queen theatre building, Houston, for rental of \$2,000,000 over period of 30 years. Queen theatre will continue to operate until lease is taken over according to E. E. Collins, city manager for Interstate Amusement Co., operators of theatre. Built 22 years ago.

Canton, O. R. C. Wallace has closed Columbia theatre here for the summer. New Carlisle went dark this week for the remainder of the summer.

Winston-Salem, N. C. Harold S. Orr, manager of the three North Carolina Theatres, Inc., houses at Rocky Mount, has named manager of the State here to succeed Ray N. Peterson.

San Francisco. Charles Weurz has left Marco's Orpheum here as manager, going to the Fox, Fullerton, which is operated by Harry Arthur, a Marco partner. Hal Nielder, Orpheum, a., and the managerial duties as well

Lobby Miniature

Baltimore. George Browning, pub for Warners' Stanley, erected an advance bally in lobby for 'Circus Clown' (FN) in form of miniature circus parade. Used an old folding table which he dressed in crepe paper. On surface sprinkled the inevitable sawdust and filed in as complete a circus entourage as he could assemble from toys. Had all the types of animals, wagons and figures representative of characters associated with circus life. Toys borrowed from a dept. emporium and credited upon a small placard placed in the background. Another gag for 'Circus Clown' that proved a space-grabber in the newspaper was procuring of Tom Sanger, retired clown, who is w-k. around town, to pen a review of the flick as an accurate depicter of real circus atmosphere.

Paramount's Book

Paramount's year book for 1934-35 reflects the present trend toward more dignified presentation. The color work is not garish and the letter press is devoid of the ballyhoo infection which used to be regarded as essential to breaking down sales resistance. The production plays are presented attractively but without the exaggeration of other years. Incidentally, it's a splendid piece of typography.

Played Local Angle

St. Paul. Lou Golden, of the Orpheum, threw a luncheon for three socially prominent St. Paul girls who were classmates of Betty Furness when the latter was a student at Miss Belmont's school at Milford, N. Y. Although Ann Harding gets top billing in 'Vergil', Lou threw all the play to Miss Furness, with the results as aforesaid.

Charlotte, N. C. L. C. Sipe, Inc., Charlotte, has leased a new theatre building being erected at Burlington by M. B. Smith and John A. Bawell. Richmond Theatre, Rockingham, has been leased to Henry Wall beginning July 1. Jimmie Durham, assistant manager of the Carolina Theatre, Greensboro, has been named manager of the Palace at Raleigh. W. S. Maxwell, until recently manager of the Coral Gables Theatre, Coral Gables, Fla., takes Durham's place at Greensboro.

San Francisco. Bud Loller for Sunset Coast has signed a 15-year lease, a renewal on the Fox Virginia, Vallejo, and circuit will shortly close the picture house for a \$150,000 face lifting and make change. Building is owned by D. J. Moran, Ida McCauley and Mrs. Pete Hanlon, latter the wife of the man who started the first theatres in Vallejo.

Seattle. Steve Marsh, formerly with Grauman's, joins the Hamrick staff. Don Geddes managing Roosevelt as well as the Danz Winter Garden, succeeding Gordon Simpson at former spot.

Oklahoma City. Sam Parich, is building his second theatre in Huntsville, Tex., to seat 400. Covering Oklahoma, Arkansas and Texas, Claude Ezell and W. G. Underwood, of Dallas, have completed arrangements to handle eight westerns which Supreme Pictures Corp. of Hollywood is producing.

Pittsburgh. Max Friedman, WB's chief booker here, transferred to Albany zone in charge of all bookings and assist in buying operations. Harry Feinstein, currently WB's short booker, succeeds.

Rochester, N. Y. Victor W. Frank, relief manager in Buffalo, Corning and Gloversville Schine houses comes to Rochester as manager of Grand, succeeding Marcus Myers transferred to Gloversville.

Rochester. Joseph W. Amstear, acting assistant manager of Loew's Rochester, has gone to New York for assignment. Expects to go to one of the Poli houses, either in Hartford, Conn., or Worcester, Mass. Bronx, N. Y. Isidore Left has left the Helton theatre to his Left Credit of 'Theaters', a house being renovated for a fall reopening.

Markers for 'Operator'

'Operator 13' should be a cinch for library hook-ups, with a listing of books on the Civil War as well as the Chambers writings. Easier to land the librarian on the historical angle, and the novels can be added on the theatre side.

There are a number of good exploitation suggestions on the Metro press sheet notably the war money, some of which should show a profit; if it comes in. Probably none will, but it will have a lot of people looking over old coins. It might also be possible to contact some collector who has some of these coins for a window or lobby display. There is another angle in the civil war veteran gag, with or without the escort. Probably it would yield a better return to have a Boy Scout escort, saving the younger vets for a story of their politics.

In most places it is probable that an effort to work a rededication of the soldiers' monument will be regarded as too palpable an effort to ballyhoo something the older generation holds in high regard, but there's nothing to prevent the placing of a wreath ostensibly from Marion Davies at the base of the pedestal.

Might be advisable also to tell the customers that Ted Healy and the Mills Brothers do a musical comedy.

Looks Good

Here's a gag from Jack W. Hynes, of Shea's Bradford (Pa.) theatres, that looks gilt edged. He is adapting the Book-of-the-Month club to the theatre with a 'Picture-of-the-Month' plan. He'll put it in the same frame as the book proposition. He picks what he thinks will be an outstanding picture and tells the members as to its value. If they don't want to see it, there is no obligation to buy a ticket. No financial obligation of any sort. They enroll and wait action.

Based on the idea that there is at least one outstanding picture each month. Many people do not hear about the clicker until it has passed. Hynes' argument is that to read up the dope in the trade press. It's Hynes' argument that he has to know about the product he will use, and that he'll be glad to pass along the big news to his only occasional patron. Makes it clear that it's no disparagement to the run of product, but merely suggests that he will tab the picture most likely to appeal to the development of intelligence. Of course, the developed intelligences are pretty certain to respond. If they like it, they probably will come to the theatre. It's a monthly opportunity to jass up the theatregoing tendencies of the more literate among the patrons.

Looks like a particularly good idea, right now with the crusade on.

New Angle

Edgar Lynch, of the Cameo theatre, Bridgeport, uncovers a new angle in star-hitching. Can be adapted to any picture, but perhaps not so good on repeats unless they are first releases.

Lynch has 'Man of Two Worlds' with Elissa Landi and Francis Lederer. He got Joseph Lederer, who handles electrical appliances, to hook and Joseph invited the town of Bridgeport to see Francis at his expense. Only catch was they had to buy an electric refrigerator, washing machine, vacuum cleaner or such.

Took an eight-inch single, of which two-thirds was for the show and paid for the ad and for all tickets used. Lynch supplying only the idea and a cut. No effort made to suggest relationship.

Surprised He Won

Omaha. Harry Shumow, of the Omaha MGM exchange, returning from the MGM convention was the means of Charles Schaffer learning that he had won first prize in the exploitation contest on 'Riptide'. The contest Schaffer engineered for the 'Picture' showing of the Shearer film was a dress designing competition, from which the theatre gained more publicity in the local 'Herald' than it can in a metropolitan production which was showing in opposition.

Fall Opening

House management is pretty much like the publishing business, where they pick their Christmas stories in midsummer and look for the 'Picture' to be a 'Thanksgiving', so it's not too early to give a little thought to the grand fall opening, which should usher in the season. The time is passed when the producer arrangements called for a 'greater' season in late August or early September. Managers are left on their own now. In fact, can at least select an appropriate date. (Continued on page 70)

COLUMBIA'S FIRST FO

Captures Glowing

"One Night of Love with Grace Moore in glorious voice is one of the most charming and certainly the most intelligent musical picture to come out of Hollywood."

Liberty Magazine

"Miss Moore's performance utterly charming and the whole picture a delightful entertainment."

Mary Pickford

"This is one for you! It is an evening for the Gods!"

—Kathryn Dougherty
Photoplay Magazine

"Grace Moore sings exquisitely and brings something new into pictures."

Silver Screen

"To Columbia's hit roster, showmen may now add One Night of Love. After key city notices this star may find herself a rage, both as star and singer . . . A credit to the industry."

Motion Picture Daily

"Dear Grace . . . You completely won your audience with your warmth and charm and thrilled us with your glorious voice."

Norma Shearer



Just a few of the scores of Hollywood thunders its praise

with
TULLIO CARMINATI LYLE TALBOT
MONA BARRIE

Directed by
VICTOR SCHERTZINGER

Grace
ONE NIGHT

WATCH FOR CAPRA'S "BROADWAY BILL" with WARNER BAX

R 1934-1935 CLICKS!

Raves from all Critics!

"This marks a thrilling new epoch in sound pictures."

Movie Mirror

"Miss Moore is one of the most radiant personalities on the screen."

Ruth Chatterton

"Thrilling, trilling, de luxe! Grace Moore sings her way into your heart."

Modern Screen

"Grace Moore's exquisite voice and charming personality make this picture enchanting. I was thrilled with it."

Gloria Swanson

"Great entertainment. Grace Moore's performance magnifique."

Maurice Chevalier

"The whole thing is the sort of ideal entertainment one yearns for."

Herbert Marshall

"Grace Moore's voice created the strongest audience reaction ever seen by this reviewer."

—Gene Chrisman
Fawcett Publications

"One Night of Love should be a smash hit. Preview audience reaction definitely stamps it a box-office natural. A triumph for Grace Moore and a credit to the Columbia organization."

Box-Office Associated Publications

rave reviews pouring in!
s! Watch the next announcement!



Moore

HT OF LOVE

Story by DOROTHY SPEARE
and CHARLES BEAHAN

Screen play by
S. K. LAUREN

A COLUMBIA PICTURE

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Studio Placements—

Hollywood, July 2.

Peggy Stratford, Iris Yamoaka, Douglas Girard, Harry Semels, Lela Karmel, Frank Fox, Ella Scerrius, Betty Schinfeld, Wanted, Fox.

Ben Lyon, Mascot.

Ayn Rand, dialoging 'Red Pawn', Par.

Joel Sayre, Grant Garrett, script—'Back Porch', Par.

Barbara Barondess, 'Pursuit of Happiness', Par.

Hattie McDaniels, Fox.

Frank Schulz, scripting 'The Winning Ticket', Metro.

Marian Marsh, 'Girl of the Limberlost', Mono.

Maria Matson, ig-Hearted Herbert', WB.

Grant Mitchell, 'Case of the Howling Dog', WB.

Alden Nash, screen play, 'The Magnificent Obsession', U.

Fred Myton, Sam Pike, adapting 'Ex-Judge', Indie.

Cedric Worth, scripting 'Hold 'Em', Par.

Marian Anslee, writing original, Metro.

Gloria Shea, Don Alvarado, Walter McGrath, Carmen La Roux, Lafayette, 'Demon for Trouble', Super-

John Wesley to write Karloff original, Col.

Barbara Read, 'Broadway Bill', Col.

Harold Shumate, scripting 'Minute Mysteries', Col.

Ethel Hill, adaptation, 'Till We Meet Again', U.

Finley Peter Dunne, scripting 'Imitation of Life', U.

Frank Sheridan, Morgan, Wallace, 'Merry Widow', Metro.

Jane Barker, 'We Live Again', Goldwyn.

Dorothy Christy, 'Million Dollar Ransom', U.

Frances Corio, 'The Love Flight', Fox.

Clarissa Selwyn, 'Age of Innocence', Radio.

Earl Howlett, 'Mrs. Wiggs of the Cabbage Patch', Par.

Akim Tamoroff, 'Four Walls', Metro.

Pierre Boros, 'The Fountain', R.

Bobby Watson, Arthur Belasco 'Eldorado', Metro.

Luis Alberca, John Wray, Monte dio.

Carter, 'Captain Hates the Sea', Col.

Ben Markson, Lillie Hayward, scripting 'Big Hearted Herbert', WB.

Helen Lowell, 'Invitation to a Murder', WB.

Dawn O'Day, 'School for Girls', Liberty.

Laura Hope Crews, 'Age of Innocence', Radio.

Walter Walker, 'Mrs. Wiggs of the Cabbage Patch', Par.

Adrian Morris, 'Pursuit of Happiness', Par.

Hugh McCormick, 'You Belong to Me', Par.

Edgar Allan Woolf, Ray Doyle, scripting 'The Winning Ticket', Metro.

Pat Flaherty, 'Million Dollar Ransom', U.

John O'Hara, 'Death on the Diamond', Metro.

Shaw and Lee, Cass Mack, Mack and Owen, 'You Belong to Me', Par.

John O'Hara, scripting 'Dad's Day', an orig. Par.

James Buchman, scripting 'Hello Big Boy', filmuscript, Col.

William B. Dietrich, 'Secrets', Roy Chandler, adapts, 'Border Town', WB.

William Bakewell, 'Four Walls', MG.

Edward G. Robinson, 'War Lord', WB.

Louise Dresser, Ralph Morgan, 'Girl of the Limberlost', Mono.

Yvonne Earling, scripting untitled yarn, Col.

Felix Knight, Babes in Toyland, Laurel and Hardy feature.

Harvey Thers, scripting 'Paradise Case', MG.

Edgar Kennedy, 'King Kelly of the U.S.A.', 'Flirting with Danger', 'Reckless Romeo', Mono.

Clarissa Selwyn, 'Winter Hall, 'Age of Innocence', Radio.

Joel Sayre, Grant Garrett, screen play, 'Back Porch', Par.

Shaw and Lee, 'Young and Beautiful', Mascot.

Gene Austin, Candy and Coco, 'Gift of Gab', Radio.

Dorothy Christy, Joyce Compton, Hugh Enfield, 'Million Dollar Ransom', U.

Grant Mitchell, 'Case of the Howling Dog', WB.

Harry Lachman, directs 'Inferno', Fox.

Lian O'Flaherty, writing original, Radio.

Billy Bevan, Arthur Hoyt, Montague Shaw, 'The Cordoba Tramp', Pigott, Tom Ricketts, Saub Pollard, 'One More River', U.

Jane Wyatt, 'Fanny', U.

Harry Beaumont, directs 'Casino Murder Case', Metro.

James Dunn, Alice Faye, '365 Nights in Hollywood', Fox.

Eugene Forde, directs 'Charlie Chan in London', Fox.

Drue Layton, Hunt, William, Mona Barrie, Walter Johnson, 'Charlie Chan in London', Fox.

Minor Watson, 'Pursuit of Happiness', Par.

CALENDAR OF CURRENT RELEASES

(Continued from page 34)

Handy Andy. Will Rogers, Peggy Wood. Ir. David Butler. 81 mins. Rel. July 27.

Heart Song. British made with Lillian Harvey and Madly Christians in the cast. British. Premier production. Dir. Frederick Hollander. 71 mins. Rel. April 27.

Hold That Girl. Original story. James Dunn, Claire Trevor. Ir. Hamilton MacFadden. 65 mins. Rel. Feb. 15. Rev. March 27.

I Believed in You. Original story. Rosemary Ames, Victor Jory, John Boles. Dir. Irving Cummings. 68 mins. Rel. Feb. 23. Rev. April 11.

Murder in Trinidad. Mystery story from Vanderhook's novel. Nigel Bruce, Heather Angel. Dir. Louis King. 74 mins. Rel. April 6. Rev. May 29.

Now It Tell. Mrs. Arnold Rothstein's story based on her husband's life. Spencer Tracy, Helen Twelvetrees. Dir. Edwin Burke. 87 mins. Rel. May 11. Rev. May 29.

Orient Express. Mystery on a railroad train. Heather Angel, Norman Foster. Dir. Paul Martin. 72 mins. Rel. Jan. 12. Rev. March 6.

Scandal. Staged by George White on the lines of his revue. Rudy Vallee, Alice Faye, Jimmy Durante. Dir. Geo. White, Harry Lachman. 73 mins. Rel. March 15. Rev. March 20.

She Learned About Sailors. Alice Faye, Lew Ayres, Mitchell and Durant. Dir. She Was a Lady. Helen Twelvetrees, Robert Young. Dir. John Blystone. Rel. July 20.

Sleepers East. From the novel by Fredk. Nobel. Wynne Gibson, Preston Foster. Dir. Kenneth MacKenna. 69 mins. Rel. Jan. 26. Rev. June 19.

Springtime. Henry from Benn Levy's story. Otto Kruger, Nancy Carroll, Nigel Bruce, Heather Angel. Dir. Frazer Tuttle. (Lucky produced). Rel. May 28.

Stand Up and Cheer. Musical. Warner Baxter, Madge Evans, Sylvia Froos, Jack Hulbert. 81 mins. Rel. May 4. Rev. April 24.

Such Women Are Dangerous. From the story 'Odd Thursday'. Warner Baxter, Rosemary Ames, Rochelle Hudson. Dir. Jas. Flood. 81 mins. Rel. May 4. Rev. June 12.

Three on a Honeymoon. Love affairs on an ocean liner. Sally Eilers, John Boles, Helen Twelvetrees. Dir. Victor Saville. 70 mins. Rel. April 24.

Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. Rel. June 8.

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 Alala, 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! Alleen Pringle, Theodor von Elitz, Gertrude Messinger, Phyllis Barry. Dir. Vin Moore. 73 mins. Rel. Jan. 27.

Gaumont-British Office: 226 West 42nd St., New York.

Along Came Sally. Comedy musical. Cleely Courtneidge. Dir. Tim Whelan. 70 mins. Rel. June 18.

Channel Crossing. Drama. Matheson Lang, Constance Cummings. Dir. Milton Rossmore. 63 mins. Rel. May 15. Rev. June 5.

Falling for You. Comedy drama. Jack Hulbert, Cleely Courtneidge. Dir. Victor Saville. 70 mins. Rel. May 15. Rev. June 5.

Friday the 13th. Bus crash and what led up to it. Jessie Matthews, Frank Lawton, Sonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 15. Rev. June 5.

Ghoul, The Thriller. Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 30.

It's a Boy. Comedy. E. Horton, Leslie Honson. Dir. Tim Whelan. 75 mins. Rel. June 1. Rev. June 13.

Just Smith. Mystery comedy by Lonsdale. Tom Walls, star and director. 70 mins. Rel. April 13. Rev. April 24.

Orders in Orders. American making film in British army. James Glason, Charlotte Greenwood. Dir. Walter Lord. 69 mins. Rel. May 1. Rev. May 8.

Prince of Wales. Newspaper compilation of British heir's life. 60 mins. Rel. April 27.

Woman in Command. Backstage story with music. E. E. Horton, Cleely Courtneidge. 70 mins. Rel. May 15. Rev. June 5.

Majestic

Office: RKO Bldg., Radio City New York City

Morning After. The. A merry mix-up of international spy systems. Ben Lyon and Sally Eilers. Dir. Allan Dwan. Rel. Jan. 1.

Scarlet Letter. The Hawthorne's dramatic classic. First sound filming. Colleen Clancy, Howard Chandler Christy. Dir. Robert Vignola.

Unknown Blonds. From the novel 'Collusion'. The divorce racket. Edward Arnold, Helen Jerome Eddy. Dir. Hobart Henley. 61 mins. Rel. March. Rev. May 15.

Metro

Office: 1540 Broadway New York, N. Y.

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 Harsholt, Vivienne Segal. Dir. Wil. Lewis. Rel. Feb. 16. Rev. April 20.

Sakima. Love and hate in the islands. Native cast. Dir. W. S. Van Dyke. Roadshow length, 120 mins. Rel. Jan. 13. Rev. Nov. 21.

Fugitive Lovers. Robert Montgomery and Madge Evans as the lovers in a story most of whose action takes place on a transcontinental bus. Nat. Pat. Rel. Jan. 6. Rev. Jan. 16.

Hollywood Party. All star musical film. 88 mins. Rel. June 11. Rev. May 29.

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. 75 mins. Rel. May 20. Rev. May 15.

Lazy River. Story of the shrimp fisheries among the Cajuns in the Louisiana bayou country. Jean Parker, Robert Young, C. Henry Gordon. Dir. George Seaton. 77 mins. Rel. May 16. Rev. April 14.

Manhattan Melodrama. Story of old and new New York. Clark Gable, Wm. Powell, Myrna Loy. Dir. W. S. Van Dyke. 93 mins. Rel. May 4. Rev. May 8.

Men in White. Pictorialization of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, Jan. Harsholt. Dir. R. Boleslavsky. 73 mins. Rel. April 6. Rev. May 1 and June 12.

Mystery of Mr. X. Based on the Crime Club novel by Philip MacDonald. Hamilton Davis, Elizabeth Allan, Lewis Stone. Dir. Edgar Selwyn. Rel. Feb. 23. Rev. Feb. 27.

Old Hannibal. May Robson as a Wall Street manipulator. Lewis Stone, Joan Parker. Dir. C. Riesner. Rel. Jan. 26.

Operator 13. Based on the last novel of the late Robert W. Chambers. Dir. Edmund Gouley. Rel. March 23. Rev. June 8.

Queen Christina. Greta Garbo as the seventeenth century queen who was brought up as a boy. Lewis Stone, Jan. Keltis, Elizabeth Young. Dir. Richard Rossmore. 80 mins. Rel. Feb. 8. Rev. Feb. 20.

Rip Tide (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. Rel. March 23. Rev. March 27.

Sadie McKee. Based on the novel by Vina Dalmat. Joan Crawford, Franchot Tona. Dir. Clarence Brown. Rel. May 11. Rev. May 23.

Showoff. The. Old stage play of a conceited man who makes good. Spencer Tracy, Madge Evans. Dir. Chas. Riesner. 78 mins. Rel. March 9. Rev. March 20.

Tarzan and His Mate. Further adventures of the characters created by Edgar Rice Burroughs. Johnnie Weissmuller, Maureen O'Sullivan, Nell Hamilton. Dir. Cedric Belfrage. Rel. March 23. Rev. April 14.

This Side of Heaven. Domestic drama from a novel. Lionel Barrymore, Fay Bainter, Mae Clark, Una Merkel, Tom Brown. Dir. Wm. K. Howard. 78 mins. Rel. Feb. 2. Rev. Feb. 13.

Viva Villa. Wallace Beery portrays the famous Mexican caudillo, Pancho Villa. Victor Jory, Ray W. Lee Carrillo. Dir. Jack Conway. 112 mins. Rel. April 7. Rev. April 17.

You Can't Buy Everything. Story of a domineering old woman. May Robson, Fred Barker, Lewis Stone. Dir. G. H. Reisner. 72 mins. Rel. Jan. 26. Rev. Feb. 8.

Studio: 5048 Sunset Blvd., Hollywood, Cal. Monogram Office: R. K. O. Building, Rockefeller Center, N.Y.C.

Beggars in Ermine. Bankrupt steel man organizes a mendicants trust. Lionel Atwell, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. Feb. 23. Rev. May 1.

Blue Steel. John Wayne, Eleanor Hunt. Dir. R. N. Bradbury. A Lone Star Western. 54 mins. Rel. May 10.

City Limits. Ray Walker, Sally Blane, Frank Craven. Story of breezy newspaper reporter who gets his story—and the girl. 70 mins. Rel. May 1.

Houses of Mystery. The. Verna Hillie, Ed Lowry. Dir. William Nigh. 63 mins. Rel. April 29.

Loupekeeper. The. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 1.

Lucky Texan. The. Western story of a man accused of the murder of his pal. John Wayne. Dir. Paul Malvern. 56 mins. Rel. Jan. 23. Rev. Feb. 13.

Monte Carlo. Mary Brian, John Darrow. 62 mins. Rel. May 20.

Money Means Nothing. Wallace Ford, Gloria Shea. 70 mins. Rel. June 15.

Mystery of Limbo. Nellie West, Astrid Allyn. Dir. William Nigh. 65 mins. Rel. March 15. Rev. April 10.

Manhattan Love Song. Dixie Lee, Robert Armstrong. Ir. Leonard Fields. 72 mins. Rel. April 30.

Sixteen Fathoms Deep. Sponge diver's romance. Sally O'Neill, Creighton Chaney, Russell Simpson, Maurice Black. Dir. Armand Schaefer. 59 mins. Rel. Jan. 1. Rev. Jan. 23.

West of the Divide. Lone Star western. John Wayne, Virginia Brown Faire. Dir. R. N. Bradbury. 58 mins. Rev. May 15.

Woman's Man. 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.

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.

Boilers. Story of a gigolo who started in Hoboken. Geo. Raft, Carole Lombard, Sally Rand. Dir. Wesley Ruggles. 53 mins. Rel. Feb. 23. Rev. Feb. 20.

Come On Marines. Marine corps rescues a shipwrecked girls' seminary. Richard Arlen, Ida Lupino, Roscoe Karns. Dir. Henry Hathaway. 64 mins. Rel. March 17.

Death Takes a Holiday. Death takes a holiday to learn of life. From the stage play. Fredric March, Evelyn Venable. Dir. Mitchell Leisen. 78 mins. Rel. March 30. Rev. Feb. 27.

Double Trouble. A dead old maid. Mary Morris, Evelyn Venable, Conit Taylor. Dir. Chas. Victor. 75 mins. Rel. May 4. Rev. May 8.

Eight Girls in a Boat. Love in a girl's school. Douglas Montgomery, Kay Johnson, Dick Wallace. 55 mins. Rel. Jan. 5. Rev. Jan. 16.

Elmer and Elsie. Truck driver and the president of a piano concern both proclaim the man is the head of his business and his home. Their wives prove the reverse to be the case. George Bancroft, Frances Fuller, Roscoe Karns, Nellie West, John Halliday. Dir. Gilbert Pratt. 70 mins. Rel. Jan. 26. Rev. Feb. 15.

Four Frightened People. Mixed quartet in the jungle. Claudette Colbert, Herbert Marshall, Mary Boland, Wm. Gargan. Dir. Cecil de Mille. Rel. Jan. 16. Rev. Jan. 26.

Good Game. Fredric March on a carnival lot. Sylvia Sydney. Marlon Goring. 72 mins. Rel. Feb. 15. Rev. March 20.

Good Filtration. The. Stage story by Gregory Ratoff in which an egotistical matinee hero sacrifices his career to promote that of his wife. Elissa Landi, Adolphe Menjou. Dir. Ralph Murphy. 71 mins. Rel. June 15. Rev. June 28.

Here Comes the Groom. Escaping burglar is forced to impersonate the groom of a deserted bride. Jack Hally, Patricia Ellis. Dir. Raoul Pagnol. Rel. June 15. Rev. June 28.

His Double Life. (Dowling.) Light comedy. Lillian Gish, Roland Young. Dir. Arthur Hopkins. 63 mins. Rel. Jan. 12. Rev. Dec. 19.

I Married an Actress. Matinee idol loses out to his wife, an actress, who takes his place. Adolphe Menjou, Elissa Landi. Dir. Ralph Murphy. Rel. June 23.

It Ain't No Sin. Mae West as a burlesque queen. Roger Pryor, John Mack Brown. Dir. Leo McCarey. Rel. June 23.

Kiss and Make Up. Beauty doctor marries his model. Cary Grant, Genevieve Tobin, Robert Allen, Ethel Merman, Leon St. Remy. Dir. Marian Thompson. 70 mins. Rel. July 13.

Last Roundup. The. Western with a Zane Grey title and a new story. Joseph Scott, Monte Blue, Barbara Adams, Fred Kohler. Dir. Harry Lachman. 66 mins. Rel. Jan. 23. Rev. Jan. 26.

Little Miss Marker. Damon Runyon story of a child who was pledged with a bookmaker. Adolphe Menjou, Dorothy Dell, Chas. Bickford, Shirley Temple. Dir. Alex. Hall. 110 mins. Rel. June 1. Rev. May 22.

Many a Slip. A young man's struggle to get his girl. Al Rogers, Guy Lombardo, Joan Marsh. Dir. Norman MacLeod. 66 mins. Rel. June 3. Rev. June 12.

Melody in Spring. Radio singer at home and abroad. Lanny Ross, Chas. Ruggles, Mary Boland. Dir. Norman MacLeod. 75 mins. Rel. April 23. Rev. April 26.

Miss Fane's Baby Is Stolen. Farce play. Dorothea Wyle, Alice Brady. Dir. Alex. Hall. 67 mins. Rel. Jan. 12. Rev. Jan. 23.

Murder at the Vanities. From the Earl Carroll stage production. Murder by Charles. C. Harrison, Victor McLaglen, Victor McLaglen, Carole Lombard. Dir. Mitchell Leisen. 96 mins. Rel. May 11. Rev. May 22.

No More Women. Flagg and Quirt as deep sea divers. Edmund Lowe, Victor McLaglen, Sally Blane. Dir. Al Rogers. 73 mins. Rel. Feb. 23. Rev. March 27.

Notorious Sophie Lang. Story of international jewel thieves. Gertrude Michael, Paul Cavanaugh. Dir. Ralph Murphy. Rel. July 20.

Old Fashioned Way. The. W. C. Fields, Joe Morrison, in a road show in the '30s. Sally Eilers, Dick Allen. Dir. Wm. Beaudine. Rel. July 6.

Private Scandal. Sulfide which is decided to be a murder because none of the witnesses dares his own exposure to scandal. Zasu Pitta, Phillips Holmes, Ned Sparks, Mary Brian. Dir. Ralph Murphy. 64 mins. Rel. May 15.

Search for Beauty. The. Pseudo-physical training yara to display winners in Par's international beauty contest. Buster Crabbe, Ida Lupino, Toby Wing, Jas. Gleason. Dir. Eric Kenton. 77 mins. Rel. Feb. 2. Rev. Feb. 6.

She Made Her Bed. Show lot story about a brutal animal trainer. Rich. Arlen, Sally Eilers, Robt. Armstrong. Dir. Ralph Murphy. Rel. March 17.

Shoot the Works. A denatured 'The Great Gatsby'. Jack Oakie, Ben Bernie, Dorothy Dell. Dir. Wesley Ruggles. Rel. June 23.

Six of a Kind. The. Humors of a share-expenses trip. Chas. Ruggles, Mary Boland, W. C. Fields, Geo. Burns, Grace Allen, Alton Siskind. Dir. Ray. Rel. Feb. 23. Rev. Feb. 27.

Thirty Days a Princess. Obscure actress plays at being a princess. Sylvia Sydney, Cary Grant. Dir. Marion Goring. 76 mins. Rel. May 18. Rev. May 22.

Trumpet Blows. The. George Raft becomes an amateur bull fighter. Geo. Raft, Adolphe Menjou, Frances Drake. Dir. Stephen Roberts. 63 mins. Rel. April 13. Rev. April 17.

We're Not Dressing. Comedy of shipwrecked royalty. Bing Crosby, Carole Lombard, Russell Allen, Ethel Merman, Leon St. Remy. Dir. Norman Taurog. 80 mins. Rel. April 27. Rev. May 1.

Witching Hour. The. Augustus Thomas play of a murder innocently caused by hypnotism. Sir Guy Standing, John Halliday, Judith Allen. Dir. Henry Hathaway. 68 mins. Rel. April 27. Rev. May 1.

Wharf Angel. Romance in San Francisco of 1907. Victor McLaglen, Dorothy Dell. Dir. W. C. Menzies. 65 mins. Rel. March 15. Rev. April 24.

You Belong to Me. State story with Helen Mack, Lee Tracy. Dir. L. W. Young. Rel. May 15.

You're Telling Me. Fields as a small town garage man. W. C. Fields, Lon Marsh, Buster Crabbe, Adrienne Ames. Dir. Eric Kenton. 66 mins. Rel. April 6. Rev. April 10.

Principal

Office: 1270 Sixth Ave., New York, N. Y.

Ferocious Pak. Kazan, the dog, in a thrilling mystery—mystery of the sheep-raising country. Ruth Sullivan and Robert Manning. Dir. Spencer Gordon. 54 mins. Rel. Feb. 1. Rev. April 24.

Fighting to Live. Captain, the dog, and Lady, his mate, in a story based on a true incident in their lives. Mary Shilling and Gaylord Fendleton. 50 mins. Rel. May.

Little Damsel. The. Anna Neagle and James Rennie. The story of a night club queen in a ritzy London 'hot spot'. 53 mins. Rel. June.

Studio: Hollywood, Cal. R.K.O. Radio Office: R.K.O. Bldg., New York, N. Y.

Afterwards (tentative title). A comedy drama with a supernatural twist and murder mystery. Zasu Pitta, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. James Cruze. Rel. Aug. 17.

Allen Case. Talented young musician realizes after a series of disappointing love affairs that love isn't a career. Wm. mix and chase career. And Harding, John Boles, Margaret Hamilton, Arnold Kröck. Dir. Edward H. Gribble. Rel. May 25.

Bachelor Ball. The. Story of a matrimonial agency run by a blind young man and the gangsters who try to make it into a racket. Stuart Erwin, Pert Kelton, Skeets Gallagher, Rochelle Hudson. Dir. George Stuvell. Rel. May 25.

Cooked Cavaliers. A costume story with Bert Wheeler and Robert Woolsey, Thelma Todd, Dorothy Lee, Noah Beery. Dir. Mark Sandrich. 72 mins. Rel. June 29.

Crime Doctor. A famous detective, jealous of his wife who no longer lov

him, plans the perfect crime. Otto Kruger, Karen Morley, Nils Asther, Judith Wood. Dir. John Robertson. Rel. April 27. Rev. May 15.

Down to Their Last Yacht. Impoverished millionaires take a party of paying guests for a cruise. Sidney Fox, Mary Boland, Sidney Blackmer, Polly Moran, Ned Sparks. Dir. Paul Sloane. Rel. Aug. 3.

Finishing School. A young boarding school girl becomes involved with a young doctor. Ginger Rogers, Frances Dee, Bruce Cabot, Billie Burke. Dir. Walter Tuckock and George Nichols, Jr. 70 mins. Rel. May 4. Rev. May 1.

Keep 'Em Rolling. One man's life-time devotion to his loyal army horse. Walter Huston, Frances Dee, Robert Shayne, Frank Conroy. Dir. George Archainbaud. 65 mins. Rel. March 2. Rev. June 26.

Hat, Coat and Glove. A murder story of a husband who has to defend his wife's life. A indictment of murder. Ricardo Cortez, John Beal, Barbara Robbins. Dir. Worthington Miner. Rel. Aug. 24.

Hips, Hoopay. Musical girl show. Bert Wheeler, Robert Woolsey, Ruth Etting, Dorothy Lee, Thelma Todd, George Meeker, Phyllis Barry. Dir. Mark Sandrich. Rel. Feb. 27. Rev. 27.

is Greatest Gambler. A father in prison for murder, escapes in order to save his daughter from her domineering mother. Richard Dix, Dorothy Wilson. Dir. John Robertson. Rel. Aug. 10.

Let's Try Again. After ten years of married life, a couple decide to try new partners, only to discover that the habit of being together is too strong. Olive Back, Diana Wynyard, Irene Hervey, Helen Vinson. Dir. Worthington Miner. 67 mins. Rel. July 6. Rev. June 26.

Life of Vergil Winters. The woman's devotion for a man which causes her to live in the street of his life so that he may become a great gatekeeper. Ann Harding, John Boles. Dir. Alfred Santell. 83 mins. Rel. June 22. Rev. June 19.

Long Lost Father. Story in a London night club. John Barrymore, Helen Chandler. Dir. Ernest B. Schoedsack. 62 mins. Rel. Jan. 19. Rev. Feb. 27.

Lost Patrol. The detachment of British soldiers lost on the Mesopotamian desert are attacked by unseen Arabs with dramatic results. Boris Karloff, Victor Krieger, George F. Stone, Reginald Denny, Alan Hale. Dir. John Ford. Rel. Feb. 16. Rev. April 3.

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. Ledwidge, John Beal, Irene Hervey, Helen Vinson. Dir. Walter Byron, Steff Duna, J. Farrell MacDonald, Sarah Padden. Dir. J. Walter Ruben. 82 mins. Rel. Feb. 9. Rev. Jan. 16.

sanest Gal in Town. Farce comedy love in the beauty parlor. Zasu Pitts, El Brendel, Pert Foote, James Gleason. Dir. Rich. Schayer. 61 mins. Rel. Jan. 12. Rev. Feb. 20.

Murder on the Blackboard. A school teacher helps unravel a murder which takes place in a classroom. Edna May Oliver, James Gleason. Dir. George Archainbaud. 67 mins. Rel. May 15.

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. 83 mins. Rel. July 27.

ing and like it. Gangster backs a Broadway show and makes use of good reviews by furnishing stage funds. Zachary Scott, Nat Pendleton, Ned Sparks. Dir. William Seiter. 69 mins. Rel. April 20. Rev. April 17.

Spitfire. A powerful story which deals with a beautiful mountain "witch" whose native land is being sold to a foreigner. Katharine Hepburn, Robert Young, Ralph Bellamy, Martha Sleeper, Sidney Toler, Louis Mason, Sara Haden. Dir. John Cromwell. 84 mins. Rel. May 15.

Stingers. Notorious Australian bandit of the "Robin Hood" type with a flair for the esthetic things of life. Irene Dunne, Richard Dix, Conway Tearle, Mary Boland. Dir. William Wellman. 76 mins. Rel. May 25. Rev. May 22.

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 11.

Success at Any Price. Ruthless business man finds love at last. Douglas Fairbanks, Jr., Patricia Bennett, Genevieve Tobin. Dir. J. Walter Ruben. Rel. March 16. Rev. 16.

Success Story. The ruthless rise to power and wealth of a boy of the New York teletext district. Douglas Fairbanks, Jr., Patricia Bennett, Genevieve Tobin, Edna May Oliver, J. Walter Ruben. Rel. March 16.

This Man is Mine. To preserve her marriage a young wife virtually buries her husband into the arms of his first love. Irene Dunne, Constance Cummings, Ralph Bellamy, J. Walter Ruben. 75 mins. Rel. April 13. Rev. April 17.

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 estate. Edna May Oliver, J. Walter Ruben, Arthur Byron, Nivya Westman, Beulah Bondi, Willard Robertson, Emerson Tracy. Dir. Elliott Nugent. Rel. Jan. 6, 1934. Rev. April 10.

We're Rich Again. How a woman gets her man by helping her family out of financial straits. Edna May Oliver, Billie Burke, Marian Nixon. Dir. William A. Seiter. Rel. July 13.

Where Sinners Meet. An sloping 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. Edna May Oliver, Billie Burke, Marian Nixon, Owen Burke, Alan Mowbray, Gilbert Emery. Dir. J. Walter Ruben. 68 mins. Rel. May 18. Rev. May 25.

Wild Cargo. Frank Buck's expedition into the Asiatic jungles to capture wild animals. Frank Buck. Dir. Armand Doria. Rel. April 6.

United Artists

Offices: 729 Seventh Ave., New York, N. Y.

Affairs of Collini. The love life of Benvenuto Cellini. Fredric March, Constance Bennett, Frank Morgan, Fay Wray. Rel. Aug. 3.

Born to Be Bad. Story of a woman apparently destined by circumstances to be always wicked in spite of herself. Loreta Young, Cary Grant, Paul Harvey. Dir. George Archainbaud. Rel. May 15.

Buildup Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Loreta Young, Warner Oland, Charles Butterworth. U. A. M. Rel. July 20.

Catherine the Great. The story of Russia's greatest ruler. Douglas Fairbanks, Jr., Elizabeth Bergner, Flora Robson, Gri Jones. Dir. Paul Canner. 83 mins. Rel. April 13. Rev. Feb. 20.

Count of Monte Cristo. The famous romantic old classic of the French noblemen who struggle with his adversaries. Robert Donat, Elissa Landi, Louis Calhern. Dir. Rowland V. Lee.

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, George F. Stone, Richard Dix, Jan. 25.

House of Rothschild. (The 20th Cent.). Strong drama of the great financial house. George Arliss, Boris Karloff, Loreta Young. Dir. Alfred Werker. 94 mins. Rel. April 6. Rev. March 20.

Last Gentleman. The shrewd and elderly millionaire cleverly foils the plans of his children to keep his money away. George Arliss, Edna May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. (No date set.)

Looking for 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. Rev. April 17.

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, Philippe Heltz, Melvyn Frank, Edna May Oliver, Rich. Bennett. Dir. Dorothy Arzner. 87 mins. Rel. Mar. 2. Rev. Feb. 6.

Our Daily Bread. Disinherited folks from all walks of life begin all over on an abandoned farm. Karen Morley, Tom Keene, and Barbara Pepper. Produced and Directed by King Vidor. Rel. Jan. 19.

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 6.

Private Life of Don Juan. Somebody indulges to the great legendary love that all his conquests really didn't love him—so he gathers them around and puts the question to the test. Douglas Fairbanks, Merle Oberon, Bonita Hume, Elsa Lanchester. Dir. Alex Korda. (No date.)

Sorrell and Son. An epic of the love between father and son—H. B. Warner, Peter Fenmore, Hugh Williams, Winifred Shotter. Dir. Jack Raymond. Rel. April 20.

Universal

30 Rockefeller Center, New York, N. Y.

Affairs of a Gentleman. Drama. Paul Lukas, Lella Hyams, Patricia Ellis, Onslow Stevens, Lillian Bond. Dir. Edwin L. Marion. 70 mins. Rel. May 14. Rev. 14.

Beloved. Musical. John Boles. Jan. 29. Rev. Jan. 30.

Bombay Mail. Edmund Lowe Production. Dir. Ed. Marin. Jan. 30.

Black Cat. The Mystery. Karlhoff, Bela Lugosi, David Manners. Dir. Edgar Whilmer. 70 mins. Rel. May 22.

Countess of Monte Cristo. Drama. Fay Wray, Paul Lukas, Paul Page, Carmel Meyers, Reginald Owen. Rel. March 19. Rev. April 2.

Cross County Cruise. Comedy-drama. Lew Ayres, June Knight, Alice White. Dir. Edgar Buzzell. 78 mins. Rel. Jan. 15. Rev. Jan. 22.

Crosby Case. The Drama. Wynne Gibson, Onslow Stevens, William Collier. Rel. March 6. Rev. April 3.

Embarrassing Moments. Comedy-drama. Chester Morris, Marion Nixon. Dir. Ed. Laemmle. Rel. July 5.

Glamorous Comedy. Constance Cummings, Paul Lukas. Dir. William Wyler. 76 mins. Rel. April 9. Rev. May 15.

Half a Sinner. Drama. Joel McCrea, Sally Blane, Buster Churchill. 1r. Kurt Neumann. 70 mins. Rel. April 30. Rev. June 26.

Honor of the Range. Western. Ken Maynard. Dir. Alan James. 65 mins. Rel. May 15.

Her First Mate. Comedy. Summerville-Pitts. Dir. Wm. Wyler. Aug. 3. Rev. Sept. 6.

Horse Play. Comedy. Summerville-Devine. Dir. Ed Sedgwick. Rel. Nov. 27. Rev. March 13.

I've My Love. Drama. Wynne Gibson, Paul Lukas. Dir. Karl Freund. 67 mins. Rel. June 25.

I Like It That Way. Musical. Roger Pryor, Gloria Stuart. Dir. Harry Lachman. 70 mins. Rel. Feb. 12. Rev. April 24.

I'll Tell the World. Comedy. Les Tracy, Gloria Stuart, Roger Pryor. Dir. Edwin Sedgwick. 78 mins. Rel. April 16. Rev. April 24.

Let's Be Ritz. Comedy-drama. Lew Ayres, Patricia Ellis, Frank McHugh, Isabelle Jewell, Hedda Hopper. Dir. Edward Ludwig. Rel. March 26.

Let's Talk It Over. Comedy-drama. Chester Morris, Mae Clarke, Frank Craven, Edna May Oliver. Dir. Kurt Neumann. 67 mins. Rel. June 11. Rev. June 19.

Little Man, What Now? Drama. Margaret Sullivan, Douglass Montgomery. Dir. Frank Borzage. 97 mins. Rel. June 4.

Love Captive. Drama. Nils Asther, Gloria Stuart. Dir. Max Marcia. 61 mins. Rel. March 12. Rev. May 23.

Love Birds. Comedy. Slim Summerville, Zasu Pitts. Dir. Wm. Wyler. 60 mins. Rel. March 12. Rev. May 23.

Madame Spy. Drama. Fay Wray, Nils Asther. Dir. Karl Freund. 70 mins. Rel. Jan. 15. Rev. Jan. 22.

Midnight Intruder. Sidney Fox, Henry Hull, O. Heggie. Dir. Chester Erskine. Rel. Jan. 22. Rev. March 13.

Myrt and Marge. Musical. Myrtle Vail, Donna Damerli, Eddie Foy, Jr., Ted Healy, Grace Hayes, J. Farrell MacDonald. Dir. Al Boasberg. 66 mins. Rel. May 15.

One More River. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. Rel. July 23.

Romance in the Rain. Comedy-drama. Roger Pryor, Victor Moore and Heald. Anger. Rel. June 11.

Smoking Guns. Western. Ken Maynard. Rel. June 11.

Poor Rich. The Comedy. Edna May Oliver, Edward Everett Horton. Dir. Ed Sedgwick. 76 mins. Rel. Feb. 23. Rev. May 15.

Uncertain Love. Comedy-drama. Genevieve Tobin, Edward E. Horton. Dir. Karl Freund. Rel. April 23.

Wheels of Destiny. Western. Ken Maynard. Dir. Alan James. Rel. Feb. 13. Rev. April 3.

Warner Brothers

Offices: 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. 93 mins. Rel. April 16. Rev. April 24.

Dr. Monica. Drama of woman who tries to help her hubby's girl friend. Kay Francis, Warren William, Jean Muir, Verree Teasdale. Dir. William Keighly. 76 mins. Rel. June 23. Rev. June 26.

Easy to Get. Comedy. Genevieve Tobin, Mary Astor, Guy Kibbee, Edward Everett Horton. Dir. William Keighly. 61 mins. Rel. Jan. 26. Rev. Jan. 16.

Friends of Mr. Sweeney. Comedy-drama of the browbeaten husband who turns into a hero. Edna May Oliver, Hal Rogers, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. Rel. July 7.

Gambling Lady. Based on the drama by Doris Maitoy of a gambling lady who is such a sports she is willing to sacrifice her love to save her husband from a gambling debt. Jean Muir, Verree Teasdale, Allen Jenkins. Dir. O'Brien, Claire Dodd. Dir. Archie Mayo. 66 mins. Rel. March 31. Rev. April 10.

Harold Teen. Hilarious comedy romance which brings life to the screen with a new twist. Edna May Oliver, Guy Kibbee, Dir. Murray Roth. 66 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. Allyn MacMahon, Arlene Dora, Virginia Taylor, Norman Foster. Dir. Mervyn LaRoy. 68 mins. Rel. March 3. Rev. March 13.

Here Comes the Navy. Comedy-drama of a job that tried to buck the fleet. James Cagney, Pat O'Brien, Gloria Stuart, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. 70 mins. Rel. June 16. Rev. June 23.

He Was Her Man. Action melodrama of the gal who double-crossed herself in love when her past came back. James Cagney, Joan Blondell, Frank Craven, Harold Huber. Dir. Lloyd Bacon. 70 mins. Rel. June 16. Rev. June 23.

Hi, Nellie. Comedy-drama of a newspaper "love" columnist. Paul Muni, Glenda Farrell, Kathryn Seargeant. Dir. Mervyn LaRoy. Rel. Jan. 20. Rev. Feb. 6.

I've Got Your Number. Rowdy, rollicking story of the telephone trouble hunter who finds it. Joan Blondell, Pat O'Brien. Dir. Kay Burkhart. 67 mins. Rel. Feb. 4. Rev. Feb. 6.

Jimmy the Gent. Hilarious comedy romance based on the story by Laird Doyle and Ray Nazarro, which reveals a new kind of racket, that of dressing up girls. James Cagney, Betty Davis, Allen Jenkins. Dir. Michael Curtiz. 67 mins. Rel. March 17. Rev. March 27.

Key. The Fighting for love while the Sins Fein and the Black and Tan crossfire during the Irish trouble. From the London stage success, The Key. William Best, Colin Clive, Henry O'Neill. Dir. Michael Curtiz. Rel. June 6.

Madame Du Barry. Drama of the lady who made history sit up and take notice, with comedy twists. Dolores Del Rio, Reginald Owen, Pasquale C. Marot, Victor Jory, Dorothy Tree, Helen Lowell. Dir. William Dieterle. Rel. July 14.

Merry Wives of Reno. Comedy-farce of the Reno divorce mill in action. Margaret Lindsay, Donald Woods, George F. Stone, Hugh Humberstone. 64 mins. Rel. May 12. Rev. June 12.

Modern Hero. Based on the novel by Louis Bromfield, opening with the gay romance of circus life and carrying the hero through tremendous battles to a battle of industry. Richard Barthelmess. 70 mins. Jean Muir, Marjorie Rameau, Verree Teasdale. Dir. G. W. Pabst. Rel. April 21. Rev. April 24.

Personality Kid. Fast moving melodrama of the ham and beaner that turns into a real champ thanks to wife. Pat O'Brien, Glenda Farrell, Claire Dodd, Henry O'Neill. Dir. Alan Crosland. 68 mins. Rel. July 14.

Smarty. Comedy of the wife who wanted to commute between husbands. Who finds it. Joan Blondell, Edward E. Horton, Frank McHugh and Claire Dodd. Dir. Robert Florey. 64 mins. Rel. May 26. Rev. June 26.

Upperworld. Drama by Ben Hecht dealing with a millionaire's adventures with a chorus girl. Warren William, Mary Astor, Ginger Rogers, Dickie Moore. Dir. Roy Del Ruth. 70 mins. Rel. April 28. Rev. May 23.

Miscellaneous Releases

Are We Civilized? (Raspin). Propaganda for peace. Edwin Carewe. 70 mins. Rel. June. Rev. June 19.

Ariane. (Blue Ribbon.) British made story of a woman who pretends sophistication to win the love of both Bernier, Percy Marmont. Dir. Philip Leitch. Rel. April 1.

Badge of Honor (Mayfair). Buster Crabbe in a original outdoor picture. Dir. Spencer Bennett. 62 mins. Rel. April 16. Rev. May 23.

Beyond Bengal (Showmen). Animal picture with narrative. 65 mins. Rel. May 15.

Big Race. The (Showmen.) Race track story. Boots Allory, John Darrow. Dir. Fred Newmeyer. 62 mins. Rel. March 6.

Cheaters (Liberty). Paroled convicts find love through crookedness. Bill Boyd, June Collyer, Dorothy Mackall. Dir. Phil Rosen. 65 mins. Rev. May 15.

Drums of Voodoo (International). All-Negro cast in screen version of stage play "Louisiana." Dir. Arthur Hoerl. 70 mins. Rel. May 7. Rev. May 15.

Enlighten Thy Daughter. (Exploitation.) Warning to parents. Remade from a silent. 70 mins. Rel. Feb. 15. Rev. Feb. 15.

Found a Father (Ideal). Jungle story. Barbara Bedford, Maurice Murphy. Dir. Chas. Hutchison. Rel. Feb. 10. Rev. April 17.

Guilty Parents. (Jay Dee Kay.) Sex education story. Jean Lacy, Glen Boles. Dir. Jack Townley. 63 mins. Rel. April 10.

Hired Wife. (Pinnacle.) Man hires a bride to get a fortune and falls in love with her. Roy Del Ruth, Nils Asther, Weldon Heyburn. Dir. Geo. Melford. 60 mins. Rev. March 13.

Lost Jungle. The (Masquet.) Circus-jungle story. Clyde Beatty, Dir. Armand Schaefer. 55 mins. Rel. June. Rev. June 19.

(Continued on page 41)

LINCOLN'S COMPETISH HEAVY; THEATRE FITE

Lincoln, July 2.

With the incorporation of the Cornhusker Theatres here last week, stage is set for one of the bitterest theatre fights ever in the middle west. It's a Nebraska corporation and will be operated as a branch of the Westland Theatres, Denver, headed by Louis L. Denz, with T. B. Noble, Jr., general manager. Concern gets the State and Rialto here.

This battle simmers down primarily between the Griffith Bros., Oklahoma City, and Joe H. Cooper, New York, and the battened embraces three states. Griffiths and Cooper first came to blows when the latter picked up options on houses to run in opposition to the Griffiths in Oklahoma small towns. The Griffiths then grabbed off several Colorado houses for which Cooper was angling, and just last week plans were set by the former to build a 3,000-seat house downtown to run in opposition to the Griffiths on Cooper's several deluxers.

On the articles of incorporation here T. B. Noble, Jr., is listed as president; C. C. Kimball, v.p., and Frank L. Dent, secretary-treasurer. Capital was stated to be \$25,000.

The State, named the Kiva, has been a shattered since operated, and the Rialto has been operated by Cal Bard, who was paid off. The new corporation took over the houses July 1. Kiva first-runs and the Rialto includes and seconds.

With \$4,845.95 standing against the equipment of the dark State here in claims and exactions, it went up for constable sale Monday (25) and brought \$3,500, \$3,000 of which went to P. H. Vivian subsequent to a mortgage for back rent. The other \$500 was bid by William S. Hadley, assignee for all the claims. Everything loose in the theatre except the Western Electric machinery went to the block. About a dozen equipment companies were represented in the bidding.

Loop McVickers Readies For Jones Return in Nov.

Chicago, July 2.

Aaron Jones has been notified by Bickel and Kohn that he can expect the McVickers to be turned over to him in November when the next rent payment is due.

B.K.K. is disappointed with the current grosses of the Madison street theatre, the expected June in revenue, and the fact that the mob being non-existent so far. B.K.K. was all set to turn back the house last May, but decided to keep it an extra six months, expecting Fair mob coin.

Uptown, St. Paul, Has 3rd Robbery in 2 Yrs.

St. Paul, July 2.

Uptown (Publix), deluxe nabe, has landed three front-page banner lines in local rags the past two years, all as the result of robberies. Latest happened Monday (25). Loot was \$800.

Manager Abe Sunberg had just dismissed the police squad car, which usually escorts him to late bank, telling the cops he was late checking, and less than five minutes later someone knocked on the door, calling, "I've got a summons for you." Sunberg opened the door and a lone bandit entered, flashed a rod, trussed up Abe and the janitor, and helped himself.

DOUSES MARQUEE BLAZE

Indianapolis, July 2.

Assistant Manager Bill Reisel averted a possible panic at the Apollo theatre last week when insulation atop the canopy fired as a result of a short circuit. Dense clouds of smoke poured skyward as Persol, fire-extinguisher in hand, climbed through a window to the marquee and doused the flames. Audience knew nothing of the blaze until they left the theatre.

F-WC BUYS 2

Los Angeles, July 2.

Fox-West Coast has bought the Baywood and Regent theatres in San Mateo, Cal., to add to Arch Bowles' northern California division.

Charles P. Skouras, Charles Buckley and Bud Lullier went north to close the deal.



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CALENDAR OF CURRENT RELEASES

(Continued from page 39)

Love Past Thirty (Monarch). Beauty parlor rejuvenation for a faded fiancée. Allen Fringe, Theodor von Elitz, Phyllis Barry. Dir. Vin. Moore. 60 mins. Rel. March 15.

oth. The (Showmen's) Sally O'Neill astray in New Orleans. red. Newmeyer. 64 mins. Rel. Jan. 15. Rel. April 17.

Marriage on Approval (Monarch). In which a girl gets married in the first reel and ends out in the last. Barbara Kent, Donald Dillaway. Dir. Howard Higgin. Rev. Jan. 9.

lcture Brides Allied. Story of the Brazilian diamond mines. Dorothy Mackall, Regis Toomey. Dir. Phil Rosen. 60 mins. Rev. May 29.

Trapeze (Protex). Anna Stern's first 75 mins. Rel. Feb. Rev. Feb. 25. dubbed in English

Unknown Soldier Speaks. The (Lincoln). War clips with a new angle. 70 mins. Rev. May 29.

What's Your Racket (Showmen). Familiar gangster frameup. Regis Toomey, Noel Francis. Dir. Fred Guilo. 50 mins. Rel. Jan. Rev. March 6.

White Heat (Seven Seas). Love on an Hawaiian plantation. Virginia Cherrill, Mona Maris, David Newell. Dir. Lois Weber. 60 mins. Rel. June. Rev. June 19.

Wine, Women and Song (Chadwick). Lillian Tashman's last picture. Backstage story. Dir. Lillian Tashman, Lew Cody. Dir. Leon D'Ussau. 64 mins. Rev. March 27.

Woman Unafraid (Goldsmith). Story of a policewoman. Lucille Gleason, Skeets Gallagher. Dir. W. J. Cowen. 68 mins. Rev. April 24.

World in Revolt (Mentone). News clips with comment by Graham McNamee. 69 mins. Rel. June. Rev. June 12.

Foreign Language Films

Because of the slow movement of foreign covers one year of releases. out of these available with English titles.

Adieu Les Beaux Jours (Fr) (Ufa). Greek romance. Brigitte Helm. Andre Beucler and Johannes Meyer. 90 mins. Rel. April 15. May 1.

braune (Capitol). Test tube babies. ichard Oswald. 70 mins. Rel. May 1.

Betteitudent. Der (General). (Ger.) Operetta. Viktor Jansson. 80 mins. Rel. Oct. 15.

londe Christi. le (Ger) (Bavaria). ranz Setz. 75 mins. Rel. Feb. 15.

roken Shoes (Russ) (Amkino). Child reaction to politics. Anti-Hitler. Ir. Margarita Barskaya. 80 mins. Rel. March 15. Rev. April 3.

Chalutzim (Hebrew) (Acme). First talkie made in Palestine. Dir. Alexander Ford. 70 mins. Rel. March 15.

ludad de Carton. La (Sp) (Fox). Drama of marital relations. Antonio Molino, Catalina Barrena. Dir. Louis King. 70 mins. Rel. Feb. 15.

rown of Thorne (Kinematrade) (Ger) (Dubbed Eng.). Ibtical drama. Dh. Ruzov Wiene. 70 mins. Rel. March 15.

Y La Espana. La (Sp) (Fox). Historical romance. Jose Mojica. Dir. Frank Stray. 70 mins. Rel. Feb. 1.

Deux Orphelins. Les (Fr) (Blue Ribbon). Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 1. Rev. Feb. 15.

Des Mujeres y un Don Juan (Sp). Romantic comedy. Dir. Jose Buchs. 80 mins. Rev. June 1.

ream of My People (The Jewish) (Palestine). Silent travelog of Palestine with records by Cantor Rosenblatt. Dir. Jos. Fox. 60 mins. Rel. Feb. 15.

Gewieser Herr Gran (Ger) (Capitol). Spy drama. Hans Albers. Dir. Gerhard Lamprecht. 70 mins. Rel. Feb. 15.

In Toller Einfalt (Ger) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wieck. 60 mins. Rel. March 15.

ine Stadt steht Kopf (Ger) (Capitol). Farce. Dir. Gustav Grunewald. 70 mins. Rel. Jan. 15.

inee Prinzen Gegen Liebe (Ger) (Ufa). Romantic comedy. Willy Fritsch. Dir. Artur Robinson. 80 mins. Rel. March 15.

En Glas Gutter (Scandinavian). From Bjornson's novel. Ir. John Brunius. 80 mins. Rel. Nov. 15.

Enemies of Progress (Russ) (Amkino). Last of the Czarist general. Ir. Beresnyev. 85 mins. Rel. Jan. 15. Rev. Jan. 15.

Es Wird Schon Wieder Besser (Ger) (Ufa). Farce. Dolly Haas. Ir. Kurt Gerron. 60 mins. Rel. March 15.

Feldherrnhuegel. Der (Ger) (Bavaria). Military comedy. Betty Bird. Ir. Eugen Thiele. 70 mins. Rel. April 15.

Frau Lehman's Tochter (Ger) (General). Melodrama. Hansi Iesse. Dir. Karl Hoff. 70 mins. Rel. May 15.

Bräutlein—Falsch Verloben (Ger) (Capitol). Musical comedy. Trude Berlein. Dir. E. W. Emo. 70 mins. Rel. Jan. 15.

Frechdachs. Der (Ger) (Ufa). Romantic comedy. Willy Fritsch, Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 1.

Galavestellung. Die (Ger) (General). Mystery comedy with music. Max Adalbert. Dir. Friedrich Zelnke. 77 mins. Rel. Dec. 1.

Geheitzte Menschen (Ger) (Filmchose). Drama of father love. Dir. Friedrich Feher. 70 mins. Rel. June 1.

Geld Regiert die Welt (Ger). Domestic comedy. Gustav roehlich, Camilla Horn. Dir. Carl Boese. 70 mins. Rel. May 1.

Iris in Uniform (dubbed English) (Ger) (Filmchose). Dorothea Wieck and Hertha Thiele. Dir. Richard Oswald. 80 mins. Rel. March 1.

lueckszylinder. Der (Ger) (Capitol). Boarding house romance. Felix Bressart, Charlotte Anders. Dir. Rudolf Bernauer. 75 mins. Rel. March 1.

roses Attraction. Die (Bavaria) (Ger). Drama in show biz. Richard Tauber. Dir. Carl Boese. 70 mins. Rel. Aug. 1.

ideschmelzelter Weis Karsten (Ger) (Ufa). Nazi back to the farm propaganda. Dir. Carl Heins Wolff. 70 mins. Rel. April 15.

Heli on Earth (Ger) (Garrison) (dialog in five languages). Horrors of war. Dir. Victor Trivas. 80 mins. Rel. Jan. 15. Rev. Feb. 6.

Heiliger, Der (Ger) (General). Farce. Max Adalbert. Dir. Eugen Thiele. Rel. Sept. 1.

Hochtourist. Der (Ger) (Ufa). Romantic comedy in Alps. Otto Wallburg. Dir. Alfred Zelsler. 70 mins. Rel. Jan. 15.

ich Glaub Nie Mehr an Eine Frau (Bavaria) (Ger). Life of a sailor. Richard Tauber. Dir. H. Hehl. 80 mins. Rel. Oct. 1. Rev. Oct. 24.

inge und die Millionen (Ger) (Ufa). Romantic crook drama. Rigitte Heil. 65 mins. Dir. Erich Engel. Rel. April 15.

In Wien Ham Ich Einmal Ein Maedel Geliebt (Military musical. Ir. Erich Schoenfelder. 70 mins. Rel. May 15.

island of Doom (Russ) (Amkino). Two men and a woman on a desert island. Dir. Timonshoff. 70 mins. Rel. July 15. Rev. July 18.

Isa Nenj (Hung). Produced, written by and starring Sari Fedek. 80 mins. Rel. June 1.

Juarez V Maximiliano (Sp) (Col). Mexican royalty's fall. Ir. Miguel Torres. 80 mins. Rel. May 1.

July 14 (Protex) (French). Sentil 75 mins. Rel. Oct. 15. Rev. 'air

Kara Skatten (Swedish) (Scandinavian). lander. 80 mins. Rel. May 1.

Lachende Erben (Ger) (Ufa). Farce. Max Ophuels. 77 mins. Rel. Nov. 15.

Laughter Through Tears (Yiddish) (Worldkino). rom a Sholom Aleichem novel. Dir. G. Critcher. 78 mins. Rel. Nov. 15. Rev. Nov. 21.

Liebe Muss Verstanden Sein (Ger) (Ufa). Comedy drama with music. Ir. Hans Steinhoff. 70 mins. Rel. March 15.

Luegen auf Ruegen (Ger) (General). Farce. Otto Wallburg. Viktor Jansson. 80 mins. Rel. Dec. 15.

interdetektiv. Der (Ger) (Bavaria). Weiss Ferdi. Dir. Frank Solts. 75 mins. Rel. Feb. 1.

Melodia Prohibita (Sp) (Fox). Musical fantasy. Jose Mojica. Dir. Frank Strayer. 70 mins. Rel. March 15.

Milady (General) (French). Sequel to Three Musketeers. Dir. Henri mant-Berger. 120 mins. Rel. Sept. 1. Rev. Sept. 12.

Mele. Nitouche (French) (Protex). Charming love story. Raimu. Dir. Chas David. 80 mins. Rel. Nov. 15.

Mej Wajaszek z Ameryki (Polish) (Capitol). Musical comedy. 120 mins. Rel. Oct. 15.

Mother (Russ) (Garrison). Based on a Gorky novel. Dir. V. I. Pudovkin. 70 mins. Rel. June 1. Rev. June 5.

Mutter Der Kompagnie. Die (Ger) (Bavaria). Military farce. Weiss-Ferdi Betty Bird. 70 mins. Rel. March 15.

Oded der Wanderer (Palestine) (Hebrew). Life in Palestine. Ir. C. Halanah. 65 mins. Rel. May 15.

Parada Rezerwistow (Polish) (Capitol). Military musical. Ir. Michael Waszynski. 75 mins. Rel. May 1.

Patriots. The (Russ) (Amkino). Dir. B. Barnett. 80 mins. Rel. Sept. 15.

Petterson & Bendel (Swedish) (Scandinavian). Comedy-drama with music. Dir. Per-Axel Branner. 80 mins. Rel. Feb. 15.

Prokurator (Pol). Tense court drama. Dir. M. Waszynski. 80 mins. Rel. May 15.

Quick, Koenig der Clowns (Ufa) (Ger). Comedy. Lillian Harvey, Hans Albers. Dir. Roder Siodmak. 80 mins. Rel. Dec. 1.

Roman einer Nacht (Ger) (Bavaria). Romantic mystery. Liane Haid. Ir. Carl Boese. 70 mins. Rel. June 15.

S. A. Madsen (Dan) (Bavaria). Nazi propaganda. Dir. Frantz Seitz. 85 mins. Rel. May 15. Rev. May 25.

Saloon in Kalro (German) (Ufa). Musical comedy. Renate Mueller, Willy Fritsch. Dir. Reinhold Schunel. 80 mins. Rel. Dec. 15. Rev. Dec. 25.

Sang d'un Poete (Fr) (Ritche). Jean Cocteau's idea of modern films. 60 mins. Rel. Nov. 15.

Schickel der Renate Langen (Ger) (General). Domestic drama. Mady Christians, Franz Lederer. Dir. Felix Guenther. 70 mins. Rel. Oct. 15.

Simple Talior (Russ) (Amkino). Drama of Jewish life. Silent with sound track. Dir. V. Viller. 70 mins. Rel. Feb. 15.

Sorbe Les Oies (Mex.) (Latin). Historical romance. 70 mins. Rel. March 15.

Sermet. Le (Fr) (Protex). Heavy drama of love. Dir. Abel Gance. 90 mins. Rel. March 1. Rev. March 20.

Sohn Der Weissen Berge (Capitol) (Ger). Alpine drama. Luis Trenker. Re. Dir. Karl Lenz. 75 mins. Rel. Oct. 15.

Sombra de Pancho Villa (Sp) (Col). Life of the Mexican bandit chief. Dir. M. C. Torres. 70 mins. Rel. March 1.

Spy, The (Polish) (Capitol). Drama. 80 mins. Rel. March.

Stern von Valencia. Der (Ger) (Ufa). White slave traffic in Europe. Liane Haid. Dir. Carl Boese. 70 mins. Rel. April 15.

Storch Hat Uns Getraut. Der (Ger) (General). Dir. Herman Kosterlitz. 80 mins. Rel. Nov. 15.

Tannenberg (Ger) (European). Military drama. Paul. 85 mins. Rel. March 15.

Tante Gusti Kommandant (Ger). Romantic comedy. Hansi Iesse, Max Adalbert. Dir. Carl Heinz Wolf. 70 mins. Rel. May 1.

Tausend Fur Eine Nacht (Ger) (Capitol). Farce. Trude Berliner. Max Mack. 70 mins. Rel. Feb. 1.

Tochter Der Regimenter. Die (Ger) (General). Military musical. Anny Ondra. Dir. Karl Lenz. 70 mins. Rel. April 1.

Trenck (Ger) (General). Military drama. Dorothea Wieck. Dir. Hans Paul and Ernst Neubach. 80 mins. Rel. April 1.

Und es Leuchtet die Puzera (Ger) (Ufa). Musical romance. Wolf Albach-Reitz. 70 mins. Rel. Dec. 15. Rev. Dec. 25.

Verkaufte Braut (Ger) (Kinematrade). Smetana's operetta diluted. Jamila Novotna. Dir. Max Ophula. 80 mins. Rel. April 15. Rev. May 1.

Vi Som Gar Kokavagen (Swedish) (Scandinavian). Musical. Rel. April 15.

Volga Volga (Ger) (dubbed English) (Kinematrade). Adventure of a Cossack Robin Hood. 80 mins. Rel. Dec. 15. Rev. Dec. 25.

Wandering Jew (Jewish American) (Yiddish). Terror of Hitler regime. Ben Ami. Dir. George Rolland. 70 mins. Rel. Oct. 15. Rev. Oct. 24.

Wie Mann Maenner Fesselt (Ger). Franziska Gaal. Musical comedy. Dir. Carl Boese. 75 mins. Rel. May 15.

Wie Sieh Die Welt (Ger) (Ufa). Farce. Renate Mueller. Dir. Reinhold Schunzel. 70 mins. Rel. Jan. 15.

Wenn Die Liebe Mord Macht (Ufa) (Ger). Comedy with music. Renate Mueller. 70 mins. Rel. Nov. 1.

Dir. Max Obal. 75 mins. Rel. Nov. 15.

Key to Address

Acme, 56 East 14 St.
Amkino, 723 Seventh Ave.
Bavaria Film, 489 Fifth Ave.
Blue Ribbon, 150 W. 57th St.
Capitol Film, 630 Ninth Ave.
Embassy Pict., 723 Seventh Ave.
European Film, 164 West 55th.
Filmchose, 509 Madison Ave.

DITTO IN NEWARK

Heat Prostrates B.O.'s—Operator's \$13,000—Vergie's 8s

Newark, July 2.

With the town in the grip of the worst hot wave of the year, there is little chance of business this week save that every dollar will count. Only Vergie Winters, at Proctor's, looks anything at all; may pull \$5,000, or better off of \$7,000. The barring of Dr. Monica's at the Branford leaves nothing else in town they want to see.

Orpheum picked this delightful time to re-open its show shows and pictures. And the Orph has no cooling plant.

Estimates for This Week

Branford (WB) (2,966; 15-65)—"Upperworld" (WB) and "Let's Talk It Over" (U). Best in town.

Capitol (WB) (1,200; 15-25-35-50)—"He Was Her Man" (WB) and "Miss Marker" (Par). Even Shirley Temple can't drag the week above \$3,000. With last week's bill can't pull them in, nothing obtainable can; last week "We're Not Dressing" (Par) and "Sadie McKee" (MG) terrible disappointment at \$3,500.

Little (Franklin) (25-35-50)—"Ariane" (Blue Ribbon) and "Three Loves". Dietrich picture is repeating after holding the house record but it will be around booby record in this heat, maybe \$450. Last week "Dawn to Dawn" (DuWorld), "No Funny Business" (FBI) and "Mildred of Bell" (Crin) fair at over \$750.

Loew's State (2,780; 15-75)—"Operator 13" (MG) and vote. In the red probably at \$2,000 or less. Last week "Men in White" (MG) great at \$18,000.

Paramount-Newark (Adams-Par) (2,248; 15-65)—"Here Comes Groom" (Par) and "White Heat". Going to be terrific and can easily pass \$4,000. Last week "Many Happy Returns" (Par) and "Dancing Man" (Col) bad at \$4,600.

Proctor's (RKO) (2,900; 15-55)—"Vergie Winters" (Radio). Best in town proportionately or maybe actually \$2,000 or better. Last week "Baby Takes a Bow" (FOX) and "Mud in Blackboard" (Radio), okay \$7,500.

Terminal (Skouras) (1,900; 15-25-40)—"Monte Carlo Nights" (FD) and "Blackout" (Col) with "Singsong" (Radio) and "Takes a Bow" (Fox), split. Good bill for here, but what use in this heat? Maybe \$3,000, unless it cools off the last half. Last week "Bond Girl" (U) (Showmen). "I Hate Women" (FBI) and Carnera-Baer fight, \$3,500.

'WAUKEE JUICE STRIKE DID THINGS TO PIX BIZ

Milwaukee, July 2.

Grosses driven to new lows, theatre men here breathed easier today with the four-day Electric strike over.

For three solid days not a street car or bus wheel turned on the streets of the town and theatres were empty while the populace walked and drove to the various car plants and power houses to watch striking pickets hurl stones and bricks, fight with police and dynamite power lines. Two downtown theatres hit a new low when the Electric strike played to under \$100 a day.

Equipped to keep going under power from Diesel engines, WTMJ, the Journal station, gave 24-hour service to its listeners. Because power was not cut off, radios kept tuned into the station which gave bulletin announcements throughout day and night, breaking in on chain and local programs.

A scoop was staged by the station when it sent its ace announcer, Russ Winnie, to the battlefronts where he broadcast over telephones, giving eye witness stories.

RICARDO CORTEZ SHELLS

Los Angeles, July 2.

Ricardo Cortez will be the film guest artist on the NBC Coast Shell Show tonight (Monday).

He'll appear in a one-acter, "Private Detective."

Picture Possibilities

'Come What May'—Favorable

'COME WHAT MAY' (Drama, Hal Skelly, Plymouth).—Wedded lifetime of middle class family. Should be better in film than on stage. 1bee.

'Invitation to a Murder'—Favorable

'INVITATION TO MURDER' (Melodrama, Ed. Stein, Masque).—Thrill story which should provide okay program feature. 1bee.

'While Parents Sleep'—Unfavorable

'WHILE PARENTS SLEEP' (Farce comedy, William A. Brady, Playhouse). English piece had long run over there. Film rights possibly used there, but doubtful of acceptance here. 1bee.

'Furnished Rooms'—Unfavorable

'FURNISHED ROOMS' (Comedy-drama, Edgar Allen, Ritz). Nothing for stage or screen. 1bee.

PUBLIX N.W. KEEPING EXPANSION PLAN GOING

Minneapolis, July 2.

With Publix Northwest circuit on a profitable basis for more than a year, and with business during past month running ahead of the corresponding period a year ago, circuit is proceeding with its first expansion program in more than five years. Plan of reorganization to take the circuit out of receivership is expected by fall.

Circuit's latest acquisition is the State theatre, Huron, S. D., according to announcement by John J. Fredl, division manager. In making this deal Publix took over the stock of J. Bradley and the State theatre expansion and obtains the theatre on a long term lease. It already operates the Huron and Bijou theatres in Huron.

New W.E. sound will be installed in the State, which will reopen July 4. The Bijou will be closed temporarily, but reopens later as a second run.

The State acquisition marks the fourth step in the Publix expansion program, circuit having also reopened the Lyric, Madison, S. D., dark since 1929. Plans are being completed for a new Publix theatre at Hibbing, Minn.

For Rumba Pix Prod.

Havana, July 2.

A move is on here to get the government to help produce pictures here by enacting a bill creating the industry.

Rene Cardona, Cuban slicker actor, formerly in Hollywood, is at the head of the commission which includes representatives from the Labor Dept., Tourist Commish, reporters and local cameramen.

So far the plan doesn't comprise full length features, but short subjects with historical backgrounds, comedies, travelogs, etc.

Montreal

(Continued from page 10)

Man' (WB) and 'Merry Frinks' (WB). Nice bill they should beat the balance of the main stems at \$8,500. Last week, 'Miss Marker' (Par) and 'Many Happy Returns' (Par), went very nicely at \$7,500.

Loew's (FBI) (3,200; 50)—"Laughing Boy" (MG) and "Half a Sinner" (Radio). Better than usual, but cannot hope for much above \$5,000.

Last week, "Black Cat" (U) and "Uncertain Lady" (U), \$5,000.

Princess (CT) (1,900; 50)—"Sisters Under Skin" (Col) and "Hell Cat" (Col). Perhaps \$4,000. Last week, "Singsong" (Radio) and "Aggie Appleby" (Radio), \$4,500.

Imperial (Ind) (1,900; 40)—"Springtime for Henry" (Radio) and "Keep 'Em Rolling" (Ind) and ten acts vaudej. House holding to average at \$5,000. Last week, "His Private Secretary" (Exceel) and "Found Alive" (Camp), \$4,500.

Cinema (Paris) (France-Film) (600; 60)—"L'Esperier" (2d week). About \$1,200, after fair \$1,500 last week.

Chi's Barbary

(Continued from page 1)

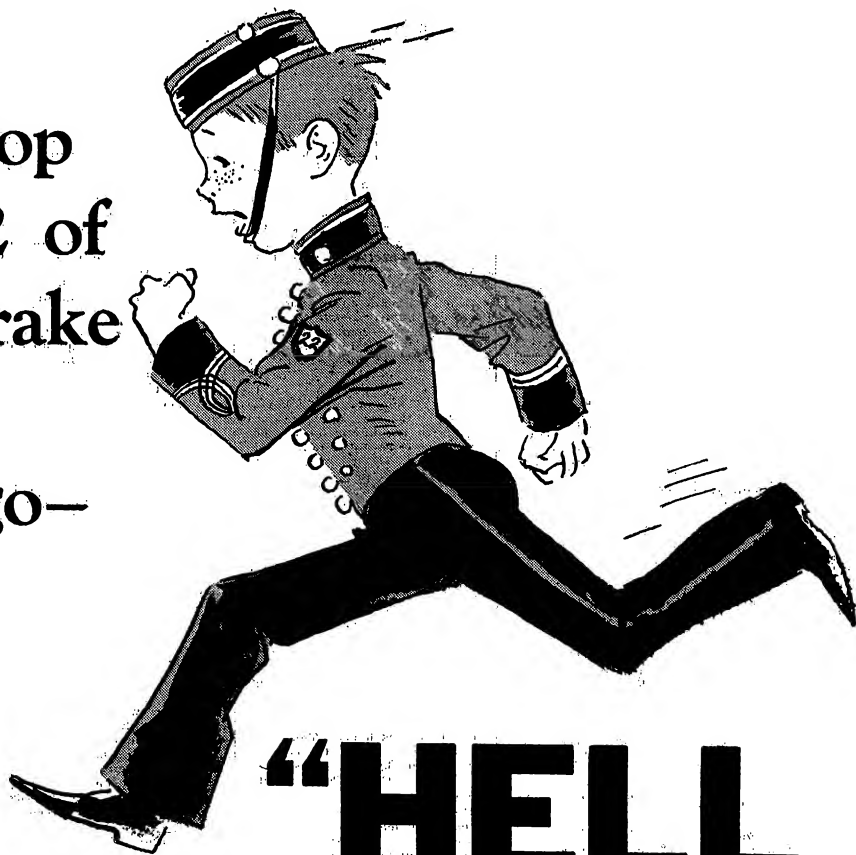
the burly spots mopping up on south State street, the tavern honky-tonks have chosen north Clark street as their particular alley. They are running 10 and 12 to a block for about eight blocks. To the localities and the visitors the alley has been renamed Chicago's Barbary Coast.

Business starts humming on Ch's Barbary coast, along about 2 a. m.

North Clark street has become the mining camp brought to the city.

"A RIOT"

said
Bell-Hop
No. 22 of
the Drake
Hotel,
Chicago—



"HELL

broke loose up
there in the M-G-M
Convention Hall—"

Later on he learned the reason... 250 M-G-M representatives heard the best news of all their years in motion picture business... news that will make 1934-35 a year of historic importance... no wonder they shouted, stamped, cheered... Thousands of exhibitors are getting the same big thrill as they study M-G-M's STAR SPANGLED BANNER... more great STARS than any previous year... more BIG attractions than even M-G-M has ever undertaken before. March on with Leo and you'll always be at the head of the parade!

\$2 WORDS FOR A \$2 SMASH

as New York critics cheer the
first hit of the new season!

Film Daily: "Will give any fan his money's worth, even at roadshow prices. Invested with wide appeal. Ranges from languorous smoothness in the love scenes to rapid-fire acti

N.Y. American: "A notable addition to cinema's best... important event in the annals of motion picture history. A deeply stirring tale. Madeleine Carroll's is a deeply stirring perform-

N.Y. Daily News: "A lavish production, made on a grand scale with beautiful sets and fine photographic effects." N.Y. Daily Mirror: "Massive and spectacular film... magnificent drama... stirring and impressive love story... told with clarity and brilli

Madeleine Carroll gives another sensitive and fine performance." N.Y. Evening Journal:

"Lovely, talented Madeleine Carroll makes her American screen debut an effective one. Filmed on a lavish scale." N.Y. World-Telegram: "Splendidly done

film. One of the most lavish and well-acted of the chronicle films... a sterling and sympathetic exhibit... poignant and realistic." N.Y. Sun: "An ambi

undertaking... has plenty to offer as entertainment. Its presence at the Criterion augurs well for the new season. Hollywood has produced another epic."

THE WORLD MOVIES THE STORY OF A CENTURY

with

**MADELEINE CARROLL
FRANCHOT TONE**

Produced by Winfield Sheehan

Directed by John Ford

Story and screen play by Reginald Berkeley

Two-day
CRITERION
THEATRE
New York
City

FOX

"ITS PRESENCE AT THE CRITERION
AUGURS WELL FOR THE NEW SEASON"

—New York Sun

Variety House Reviews

CHICAGO

(Continued from page 31)

an excellent one. Instead of making the overture merely a filler, during which the audience is allowed to go to sleep, Cherniavsky makes the overture worth the price of admission by making the audience lean forward in their seats listening and watching.

Men are all dressed in Oriental costume for atmosphere, with Cherniavsky costumed with turban and pantalettes like magicians in India. He faces the audience and waves his hands over a large colored crystal ball on the stand. The ball becomes turbid colored, the colors rise and fall, and with the music becomes gradually involved. Then the color brightens into a brilliant, let us say, orange. Still following the colors, the music becomes less muddy and grows into clear Oriental tune. In this manner the magician-maestro invokes new tunes and new countries from the magic crystal, the band doing magically for Cherniavsky does in pantomime over the crystal ball.

It takes a sure hand and deft showmanship to carry off this novel idea, since a false move is likely to make it a burlesque of music. But Cherniavsky has established himself and he built this overture to an act that is billed, and can be billed, in his office. The people that flock to the house at the finish is proof of that, when compared with the perfunctory hand-smacks that overtures usually receive. They're really calling for Cherniavsky the Sultan of Showmanship around B. & K. And the Seat-Chief of Showmanship is Cab Calloway. With Nicodemus, Alida Ward, the Five Percs and Elma Turner, Calloway is bringing a clinch show to any stage. That he is bringing music was demonstrated by the reception his name got on the program for his new act. Nicodemus is doing Step-in Fetchit more and more, but it's developed into an ace bit in this turn. Alida Ward is a neat warbler, and Elma Turner has the educated necessary Harlem struts. And for Calloway alone, the record shows that he's skiboo-skiboo-babish, which means that palpat-chippooa-chi-pep-a-poo means something to the people who lay down coin for entertainment. And ba-bo-ba-business was capoe-capacity at the last show Friday. Gold.

CENTURY, BALTO.

Baltimore, June 29. Hottest June day in burg's history was pulling 'em in droves off the meeting sidewalks, and by the first show of day (12:45) lower floor had sprinkling of standees. Simultaneously shelf rather desolated. Seemed the standees were so grateful for a spot to cool the steaming brows, didn't occur to 'em to seek further comfort and rest the dice. Show this week will largely have to motivate the choppers. The pic, 'Trumpet Blows' (Par), is a weakie. House showed it under the spools this week, a 'perennial' torpid one, what with burg and its brother away for the Fourth.

Leo Carrillo is getting plenty of billing in the top row, and is across town at the opposish. Hipp, year and a half back and made nice impress at time. Has since vastly swelled his pic rep as regards this town's criterion of box office. And received a real salute at entrance. Turn shaded 20 mins., all single chatter, but holding. Long initial stretch unravelled in spik. Then he swings into straight tongue for wind-up. Carrillo's a shrewd per-

former. 'Twas evident from outset he felt out his audience, and then turned on the faucet of material most eminently capable of being permitted by his ability—of pleasing 'em. Had plenty of gags he heightened by attaching a local significance. Rarely done on this terrain, and therefore helped to doubly stamp the impress he created. Wears his 'Viva Villa' garb.

Three Radio Rogues treyed and had the snob on the ropes through-out. Their other program satirizing is excellent tonic for a town like this that kicks up its heels at gill of a mike, but act's material is dated. Actually, act is same they trouped through 15 months ago. Plenty angles they travesty have been erased from radio since that time. And in the same token, as many new troupes have made their appearances that lend themselves as admirably to hoking as the old ones. Boys should modernize.

Arilda deuced. Young, unstringy, and these swoons audienceward still could have stuck easily, but fled. Looked like she left 'em hanging. She does lamourous attitudes of Del Rio and Dietrich that are so patently precise with endeavors of Lupe Velez on same subject the audience started whispering eagerly to itself. Regardless of which gal holds priority, fact remains that Lupe arrived with bits first, and but six weeks ago. Other Arilda efforts include a travesty on Velez, a couple of Mexican dances, and the strongest, closer, a niffick castanet dance whirr.

Four Trojans, best turnverein troupe in Balto in some time, opened. Lasted less than 5 mins., but the tumbling and heaving for untrained in that brief round were awarded with more audience recognition than an opening act customarily receives in this house.

Closer, standard, albeit adequate, dance flash, Shepherd, Carlton and Pritchard. Been around. Routines ok, but musical accompaniment dated.

FOX, BROOKLYN

A 97 deg. temperature was no help whatever to the Fox last Friday, which was the reason for the bad aggregation of acts, but poorly blended, and dragged out by Bert Frohman to 67 minutes, of which only 15 were new. Not a bad show on a show that needed to move with top speed if it was to look like anything at all. Frohman is a marked favorite over here; Brooklynites all have heard of him, and his company here worship, and Frohman gets on the fringe of that class. Did nicely with some songs in his own right, and gave a show rather than a good voice, but butting in on all the acts to no advantage to the acts. The once famous hook might be revived here to advantage to yank him when he grows borsome.

Linc girls are no particular help, either. Good lookers and 15 of the 16 are anointed, but precision in a word which holds no place in their vocabulary. Fairly good in the opening arm waving manual, and at home in taps, for that's mostly what they learned in their local dancing schools, but their second number, in long skirts, was awkward, and the finish in red and white military uniforms with triangles, was suggested by the first drill of the awkward squad. They should avoid precision work, since it invites invidious comparison, and go in for roughs.

Rest of the show, though announced as the Yankee Doodle Revue, was just acts in a badly laid out routine in which King, King and Arzoo break into the tap routine of the line and show how it should be done. They are there with the nimble feet and won deserved applause for their steps, but the act lacks class both in dressing and handling, and in the routine.

Same comment goes double for Randolph and Keller, who do a perch act with a corking short-arm swing on the perch bar, done without comment while a verbal announcement is made for one of the simpler tricks, announced as new, though it's in most perch acts. Costumes are fair on the men, but the girl assistant never should be permitted to wear trousers. Face is show and done in harddog fashion, which does not impress. Alicia and Deland have a good adagio that is helped by smart costuming. Different and intriguing dressing that helps to create an impression.

Vai and Ernie Stanton the nom-

inal headliners but second choice for results.

Britt Wood went over in a big way with his harmonica playing and clowning. Nothing new in the patter, but he has personality. Frohman sings three songs and at the show caught managed to splinter the Kings' dancing mat which had been set up recently down front. A perfectly unnecessary grand piano covered the mike trap and the mat was hurt clearing it away.

Willie Cragger led the orchestra through a medley of native songs, duplicating the N. Y. Paramount idea, but not copying. Then he sat back and let his stooges run things. At the Hippodrome Cragger used to be able to play the whole show and help run props. Now he's hi-hat.

Film is 'Affairs of a Gentleman' (U), a two-reel comedy, a cartoon, and the newswre. Entire show two hours and 55 minutes. Chic.

Ad Bally Shows

(Continued from page 1)

west. Advertiser has built them just like real circus parades, with every attribute from callopes to clowns and elephants. Organized under the guidance of a showman, Frank Cruckshank, the troupes are being advance agented by vet show agents, Mark Vance, Walter Dowling and Jack Robinson. Shows are now touring through 10 midwest states and; though having just started, the figures show they already played to some 2,000,000 people.

This is considered just a starter for Standard Oil, which is planning a more active foray into show biz. It follows the click of the company's 'live' power show at the Chicago World's Fair, where it is displaying four performances daily of cat and elephant acts with Allen King, circus trainer, handling the lions. For tie-up it figures neatly; elephants for power and tigers for get-away and smoothness. That's the angle worked out through the animal side of the show. Understood that by 1935 Standard Oil will have some 20 small one-ring circuses, throughout the western half of the country, giving shows for nothing in exchange for good-will and advertising.

Radio and Expo Influence. Radio and the fair are admitted as the two factors in educating the big advertisers to show biz and from all indications they are set to go into it in a big way. General Motors has decided to make an annual affair of its parade of dance bands throughout the nation, instead of just being listened to. General Motors plans to have the bands play in dancehalls and ballrooms so the public can get direct benefit from the orchestras.

Simmons Beds is figuring on sending out a variety show through the country, playing theatres and halls. And if halls are not available the local furniture dealer will clear the back of his store or the upstairs warehouse for the presentation of the shows.

Armour and Swift companies are planning live-stock exhibitions in the large towns of the midwest as a starter. J. & P. is readying two types of sponsored shows for the road, one a cooking school with a famous chef, the other a repeat of the Tony Sarg marionette show which was at the Fair last year.

Theatres Worry

These are evidently merely the pioneers of a new form of show business and are so regarded by the rest of commercial show biz, from vaude to pictures and circuses. All see in this new phase a direct menace to the boxoffice. Particularly worried at present are the circuses, which now get the brunt of this free competition. Theatre men are looking ahead to the winter when the other sponsored shows are slated to hit.

Several theatre groups in this territory have already held directors' meetings on the problem. At first it was felt that the advertising angle would kill off any chances for the sponsored shows, but it is developing that the public has grown accustomed to the sponsored program over the ether and no longer resents plugs for the products.

Theatre men are now talking of opening their houses to these sponsored shows as a way of keeping their stage competitive field, and by taking them over, make them help the box office. They may offer the sponsors modern auditoriums and maximum audiences for their spels. Sponsorship angle no longer scares the theatre men, since they have played acts which are solidly tied in with commercial products, such as Ben Bernie band which regularly carries the Fabist beer sign as a back-drop, Amos 'n' Andy and others.

Church, Film Semi-Truce

(Continued from page 5)

circles. By the edict of Cincinnati, in a second statement from the Bishops' Conference to Church prelates, the industry must satisfy every Catholic bishop. Just as the Church is outwardly refraining from a national front, leaving the dictates of screen morals up to each individual bishop, so must the industry profess to individual leaders of American Catholics, territorially, its demonstration good faith.

The policy of the Church interpreted in high film parts a providing Holy-wood with any elasticity. To the contrary, the solons are mindful of the special committee named by the bishops. They see in it every opportunity for the Church to keep its leader's throughout the U. S. fully posted with advance information on all pictures. Through such a committee, if need be, such industry observers also see where bishopric thought could be put to work in attacks on the boxoffice which would be virtually national in pressure.

Church Knows. The raise for the manner in which the Catholics are conducting themselves toward the industry is also heard now in industry circles. By remaining alone, the Church has positioned itself so that fanatics and professional reformers will not find it easy to cash in on the crusade.

While the \$25,000 fine which Hays directors have voted to impose upon each other in the event of a deliberate violation of the Hays production code is now on the Hays record, industry spokesmen maintain that it is hardly necessary—the major business is set to ride along with general clean-up plans previously drafted and announced by the H. O. and effective in Hollywood from Monday (2) on.

The understanding with the Catholics is regarded in picture political circles as the biggest step in arresting other religious and reformer uprisings against the business. Before July is well under way they feel confident that wide sniping against Hollywood will have been reduced to an unimportant minimum, and stay that way as long as Hollywood doesn't run amuck.

Port's M.P. Council

Portland, Ore., July 2. While a nation-wide agitation for clean pictures is stirring the film industry, an organization of representative Portland leaders, which has been quietly at work toward the same purpose for six months is ready to make its influence felt at a crucial time.

The organization is the Portland Motion Picture Council. The most significant fact about the group is the diversity of interest it represents. Virtually all the women's organizations are participating, the Parent-Teacher association, the character-building institutions of whatever creed or denomination, and the major divisions of the churches—Protestant, Catholic and Jewish.

Purpose of the M.P. Council is to

seek improvement in the moral tone and quality of film entertainment, primarily through public education. The original conception of the function of the organization was that through teaching the consumers of motion pictures to discriminate between the good and the bad in pictures, an increased demand for good pictures would be built up which eventually would be met by the producers.

The possibility of incorporation of motion picture organization into the course of study of Portland high schools, and even grade schools, is being investigated by the council as one step in this direction. As another step, plans are afoot to make a review service available and easily accessible to those desiring it.

To bring this matter of public taste in pictures down to cases a survey was made of Portland box office results during the last six months. Here are the results: High grosses during the half year have been 'House of Rothschild,' 'Riptide,' 'Queen Christina,' 'Dinner at Eight,' 'Viva Villa,' 'Gallant Lady,' 'Dancing Lady,' 'Wonder Bar,' 'Havana Widows,' 'Penthouse,' 'Twenty Million Sweethearts,' 'Sadie McKee,' 'Spifire,' 'Flying Down to Rio' and 'Wild Cargo.'

For the same period the low grosses were: 'Eskimo,' 'Palooka,' 'Catherine the Great,' 'Good Dame,' 'Come on Marines,' 'Cat and the Fiddle,' 'Laughing Boy,' 'Very Honorable Guy,' 'Fugitive Lovers,' 'SOS Iceberg,' 'Man of Two Worlds,' 'Harold Teen,' 'Jimmie the Gent,' and 'Strictly Dynamite.'

West Pic Out, Syracuse House Goes Dark

Syracuse, July 2. Paramount will close Wednesday night (4) until mid-August.

Closing is directly due to the withdrawal of Mae West's 'It Ain't No Sin,' which was to open on the fourth for indefinite run.

Showman, Postmaster.

Lancaster, Pa., July 2. Charles M. Howell, vet showman and owner-manager of the Colonial (independent) theatre here, has been appointed acting postmaster in this city. Plans to leave the theatre during his term of office and appoint a manager to operate the Colonial or else sell it.



BEN BLUE
WARNER BROS. COMEDIES
Director
LEO MORRISON Agency

CARDINAL

Sincerely Thanks Those Concerned for 26 Weeks at The Casino de Paree, New York.

Opening July 6, Wisconsin Theatre, Milwaukee

Gentleman's Estate For Sale

With completely equipped private theatre and recreation hall for showing of sound pictures. 20 acres of land on a hill with marvelous views. Charming new house of Colonial design containing 6 master bedrooms, 4 master baths, large living room, beautiful paneled room, excellent service accommodations. Delightfully landscaped; splendid championship tennis court. Large garage with beautiful studio and living accommodations. An atmosphere of the riding country.

GEORGE HOWE, INC.

527 5th Avenue, New York City—Vanderbilt 3-7203

ENTERTAINMENT

Experience • Service • Organization



F & M STAGESHOWS
1560 Broadway New York City

A Subsidiary of FANCHON & MARCO, Inc.

GBI Stations Turn Down Co-op Recording Plan; Membership Tosses Whole Works Into Bowen's Lap

Proposal that stations allied with Group Broadcasters Inc. go into the transcription making business on their own with subscribed capital of \$100,000 was turned down at a meeting of the GBI membership last week. It was decided, however, to get together again the latter part of July for a second consideration of the proposition.

Rejection of the deal that would have introduced the first co-operative recording venture in the industry came as a surprise to the GBI directorate. As the group selling project, now stands Scott Howe Bowen, who is responsible for its conception, remains in control of all the GBI stock, with no other alternative but to do all the financing of the GBI enterprise.

Refusal of the stations to put up cash for the proposition that would have included the outfitting of Byer studios with the latest Western Electric recording equipment is interpreted as presaging the disintegration of the GBI as a co-operative idea.

By its action of last week the GBI membership has virtually tossed whole thing into Bowen's lap. With the stations that joined Group Broadcasters, Inc., Bowen holds three-year contracts, cancellable upon 90 days' notice but stipulating that the existing outlets will not join a similar group selling plan within a year.

CBS Denies Interfering
On the heels of last week's meeting of the GBI membership came a report that CBS had got to its affiliates among them and dissuaded them against tying themselves up financially in the project. This Columbia denies. Of the 37 stations associated with the GBI about 70% received their network programs from CBS.

With the support he had expected from the indie broadcasters not forthcoming, Bowen has arranged to operate his time booking business on a reduced overhead scale. He is moving out of his Chrysler building quarters to make the GBI office on upper Broadway his sole place of business.

Etting, Fiorito Maybe For All-Musical 'Fame' Setup Over Summer

Lehn & Fink's 'Hall of Fame' whirl on NBC Sunday nights may go all-musical for the balance of the summer. Under consideration for the spot is a combination of Ruth Etting and Ted Fiorito's band. Program would originate from the Coast.

If the proposition falls the new setup will make its debut July 15.

BING'S THE BOSS ON NEW WOODBURY SHOW

Woodbury Soap through Lennen & Mitchell signed Bing Crosby last week to a 39-week contract, which gives the singer complete authority over the program. Account has set aside \$2,000 for the program's cast, writing and production, with Crosby free to do his own picking of the other entertainers and the band.

Account's new series will take a Tuesday evening spot (9 to 9:30 EST), with Sept. 18 the starting date. Talent for the series will be booked through the Rockwell-O'Keefe office, which represents Crosby.

Balto Grows Up

Baltimore, July 2.

First local program in history of Baltimore broadcasting to be granted a regularly assigned spot on a major network is the Municipal Band, which will air each Sunday afternoon through the summer, fed by WBAL to the NBC blue band.

Bob Lansinger, baton-twirler, has augmented the outfit to 75 pieces for the half-hour sustaining stint. Programs are to be piped from a public park casino.

Chills on Rebound

Commercial broadcasting looks set for a return cycle of mystery and crime dramas in the fall. Being readied for revival are 'The Shadow' and 'Sherlock Holmes' series, while among the newcomers to the blood and thunder category will be a Philo Vance group of half-hour scripts written especially for radio.

Oldest of the ether's mystery series, Eno Crime Clues, will be back on NBC after its usual summer vacation.

NBC PONDER'S HOOKUP RATES

NBC is considering putting a revised scale of station hookup rates into effect Oct. Boosts for the red (WEAF) and blue (WJZ) links will range between 5% and 7%. Red loop of 20 outlets, which now bills for \$5,380 an hour, will under the new price combination call for around \$5,700. Similar adjustments will be made in the recharging of the basic blue and supplementary strings.

CBS is preparing to take like action about the same time.

CBS TAKES 'JAMBOREE' FOR NETWORK SPOT

San Francisco, July 2.

CBS has accepted KFRC's 'Blue Monday Jamboree' as a sustaining transcontinental, and the Monday night show will hit the national waves next week (9) for first half hour 8-8:30 p. m. PST, latter half hour going to the Coast Don Lee chain alone.

Show was started at KFRC almost eight years ago by Harrison Hollway, station manager, who continues as m.c. of the variety hour. Program has played in auditoriums and theatres up and down the Coast.

First show will include such KFRC staffers as Hollway, Arnold Maguire, Helene Hughes, Jay Browner, Jean Ellington, Claude Sweeten's orchestra, Midge Williams, Edna O'Keefe, Ronald Graham and Bea Benaderet.

4 MILLS RETURNING

Mills ros. are due to return from their European tour Aug. 1. After a month's vacation the foursome will make it a route of theatre dates and one-night stands through the south.

Small Station Owner Would Organize Can. Listeners to Fight 'Discrimination'

John N. B., July 2.

Following a claim that the Canadian Radio Commission has discriminated against the small radio stations of Canada, a conference is being called of representatives of stations of 100 watts or lower, in the Dominion. An effort to organize these small broadcasting entities, and also to weld the owners of receiving sets into two co-operating organizations is being made by C. M. Geldert, of Windsor, N. S., operator of CKCO, 100-watter. It was Geldert who made the charge before the radio committee in the House of Commons at Ottawa recently that the CRC was discriminating against the small stations and also showing no interest in the man who pays the \$2

'Drums' to NBC

After three seasons on CBS, Central Union Life Insurance Co. is moving its Civil War serial, 'Roses and Drums,' over to NBC.

Dramatic affair will unfold on the blue (WJZ) link Sept. 9. One inducement for the switch in networks was the fact that NBC can supply a large-sized studio for invited audiences.

Cast of 'Roses and Drums' is one of the few in radio that does its acting before the mike in costume.

C&S Protests NBC 'Round the Town' Sunday Nite Show

Because Chase & Sanborn coffee has complained that the sustaining affair is cutting in heavily on the C&S potential audience, NBC may have to move its Sunday 'Goin' to Town' round of the clock to some other night. C&S doesn't think the network is playing cricket when it stacks a strong sustaining setup against something that's bringing in the coin, and the account has, through its agency, J. Walter Thompson, asked that the competition be removed. It's the first request of its kind since the inception of the dual NBC link.

Java bean roaster believes that it has enough to contend with in the combination that CBS has thrown into the 8 to 9 p.m. breach without having to take it from NBC, too. To show that it can garner an appreciable audience of its own for this hour's strength, Columbia has for several weeks been routing over a coast-to-coast hookup a program framed around George Jessel and name orchestral units. NBC has slotted for parallel airing on the blue (WJZ) link Sunday nights a show which includes Ed Lowry, Grace Hays, Ryan and Noblette and Leopold Splattay.

Chase & Sanborn holds that as much as NBC may want to build up the commercial value of this hour's niche on the blue, it's not going to stand by and be the fall guy. If it's the artists that the web is interested in developing for commercial prospects, then other nights in the week, thinks the coffee outfit, that will do equally as well. Chase & Sanborn is part of the Standard Brands combine and Standard Brands is by far NBC's biggest customer.

S.O. OF N. Y. MAY GO OFF IN OCT. AFTER 7 YEARS

Standard Oil of New Jersey is switching its Soconyland Sketches to the Tuesday night half hour on NBC's red net, previously held by Texaco. Change takes effect July 10.

Sketches will have to leave this spot when Ed Wynn returns for the Texas Co. Oct. 11. Probabilities are that by this date Standard Oil will have called it a run for the series. It's been consistently on NBC for over seven years.

Coast Station Uses Peanut Vendors To Milk a Profit From Free Mob

Get Him a Rattle

A Monday night show on CBS has become the plaything of the client's son, whose claim to knowing all about what constitutes good entertainment and showmanship is based on the fact that he took a course in psychology at Harvard. So far this lad has worn out three script writers insisting on revising their stuff so that it conforms with concepts which he quotes from the text-book.

Solon has also allocated himself the casting and directing of the show, with the guest players, most of them stars from legit, being subjected to a similar routine.

Hollywood, July 2.
Popcorn, candy, peanuts, chewing gum. The traditional cries of the baseball game and the circus have now gone radio.

Introduction of the candy butcher to free see and hear broadcasts, which have been a thorn in the sides of the theatres on the Coast, is solving the problem of how to get some dough out of mobs that trek to these gratis shows.

KNX takes the how for introducing the peanut and candy vendor to its more than 1,000-weekly audience, which rush to get a free look and 'hear' at the Saturday night 'Barn Dance,' air vaude show.

With the show going on at eight, broadcasters have been compelled to throw the doors open at 6:30 p.m. to accommodate the crowd. That means one hour and half for the candy butchers to ply their trade. Take night after night shows that the broadcasters can count on \$c a head being spent. Average attendance is 1,100, only 1,100 nickels going to the radio. But that's more than there was before someone thought of bringing in the vendors to sell chewing gum and crunching stuff to the auditors before and during the intermission.

But that's not the only way the stations here cash in on the station visitors who come to get a nod at broadcasting. Every major station waiting room or lobby has its candy and vending machines, marble games and other mechanical means of extracting nickels.

A checkup by the company putting in these machines on a percentage basis shows that each major station averages about \$5 a day for their end of the take.

CROSLEY ZOO SHOW LAYS A B.O. EGG

Cincinnati, July 2.

Crosley's WLW All-Star Radio Revue, held for a week at the Zoo Pavilion, was a b.o. flop. Light attendance at the matinee and night performances on the opening Sunday caused cancellation of orchestra scheduled for later appearances. Dropping of the band boys out down the loss by the station, which had a percentage of the take arrangement with the resort. The musklers' seats called for \$8 an hour per man.

Changes of talent were offered at each show. Among those who participated were Charlie Dameron and ork, the Charloeters, Hink and Dink, Musical Comedy Cameo of 'Prince of Pilsen,' 'Prarler Symphony with Harmonica Mac, Clyde and Carl, Rhythm Jesters, Lucy Turner, Oklahoma 'Bob Albright, Henry Thels and his Pure Oil Peppers, featuring Mary Alcott, Johnny Muldowney, Ponce Sisters and King, Jack and Jester, William C. Sloess and his Flying Dutchmen, Margaret Carlisle and John Barker.

Two direct broadcasts of the 500,000-watter's regular features were made during the Sunday night show by the remoting of Unbrink Melodies and the Crosley Zero Hour. Prices were 44c, 75c and \$1 in addition to the Zoo gate of 55c.

While a bust financially, the venture was productive of the most publicity given WLW talent by the local dailies since three years ago, when the sheets discarded radio news columns.

EVEN STEPHEN

San Francisco, July 2.

One added and one deleted is the talent score for this week at NBC, where Clarence Hayes, singer and guitarist previously with the network is back for several morning solo spots doubling from Edgewater Beach club.

Cook and Alexander, mixed harmony duo, left yesterday (1) after several months on the payroll.

At Don Lee's KFIC, Ruth Royale, blues singer, checked out, returning to Los Angeles.

MALTEX'S RETURN

Maltox last week signed for a 13-week return to NBC in the fall. It will be a Sunday matinee half hour on the red (WEAF) starting Sept. 2. Framé will again use Dale Carnegie in biographical chatter and a studio orchestra.

USE TELEVISION AS RACE PLUG

Los Angeles, July

Television has been used for the first time, at least on the Coast—to plug a future event.

As a stunt in putting over the motorcycle races of the California Association of Highway Police, a film was made which was televised for several days over the Don Lee stations, W6XS and W6XAO.

Plug consisted of shots of motorcycle racing and titles asking the public to buy tickets for the affair at the Coliseum here.

Perhaps the size of the audience will tell how many received the televised stunt sent over these stations every day. There seems to be no other way. Harry Lubcke handles the see and hear stuff, which, for this exploitation stunt, is only see.

SHIRT CO. TESTING 40 STATIONS AS TO PULL

Chicago, July 2.

Stations are a bit jittery about the new Big Yank shirt testing campaign which starts on about 40 stations from Coast to Coast July 2.

Spotted through the Carroll Dean Murphy agency here, the company is out to test the pulling power of various transmitters and on the basis of the test will spot additional time this coming season.

Will run six announcements in one week for plugs of 100 words. Several stations, through their local reps, are already saying that single announcements daily cannot be figured to pull inquiries.

2d Mrs. Rush Hughes

Suing for Divorce

San Francisco, July 2.

Second divorce for Rush Hughes, m.c. of the 'NBC Shell Show,' is pending in Superior Court here, where Mrs. Hughes is suing and asking for a split of community property and custody of a two-year-old son.

Charged that Hughes makes \$1,500 a month on the Shell Show and the Langendorf Pictorial, which expired last week, and that he humiliated and abused her.

Hughes was formerly husband of Marlon Harris.

L.&T. Takes Kingsbury

Chicago, July 2.

Lord & Thomas agency has added another account, Kingsbury beer, taking it over from McCann Erickson agency.

Kingsbury has been using a diversified schedule, but plans a larger campaign on the ether.

NON-SP! BLOWS

William R. Warner Co. (Non-Spi) washes up its 'Love Story' series on NBC with the July 18 broadcast.

Program has been using screen names for the enactment of condensed plays and one-acters.

'PROGRESSIVE' AIR COMMISH

KHQ-KGA Shill for Sponsors On and Off; Employees Told to Patronize 'Em

Spokane, July 2. Radio men are still in a fervor of devotion to their medium. While newspaper and magazine men appreciate their medium as an advertising force they do not burn with the almost religious glow which inspires people in radio. An example of how insistent radio leaders are in their devotion to the kilocycle and how earnestly they are going about developing the ether force is seen in the bulletin sent to all employees of station KHQ and KGA here.

Bulletin calls upon the employees to patronize the advertisers of the stations so that their success is the success of the station. Bulletin reads:

To Employees of KHQ and KGA: Our success—yours and mine—depends upon one thing: the success of those who buy time on our stations.

These firms buy time for just one purpose: to increase their volume of sales.

We have sold them this time because we are convinced of the ability of radio to do a selling job.

You can prove your faith in this conviction by demonstrating to these advertisers that their faith is well founded.

Patronize Our Advertisers!

Whenever you have need for any product or service which is advertised over our stations, I trust that, all things being equal, you will show a preference for that firm advertising with us.

We can't prosper unless our advertisers prosper; and they can't prosper unless they get patronage. They have a right to expect patronage from those with whom they spend money to get that patronage.

Let's give them ours. . . as nearly 100% as possible.

Borden Bows to L.&F. Competish; Shifts 'Fame' to Thursdays

Borden has decided to call off its Sunday night competition with Lehn & Fink's 'Hall of Fame'. Dairy company is shifting its '45 Minutes in Hollywood' affair (CBS) to a Thursday night spot, effective with the July 26 broadcast. Both programs, largely dependent on screen names, have marked schedules.

Change in time will have Borden competing with another dairy combine, Kraft-Phenix Corp. (Paul Whiteman).

First Lady's Options

Mrs. Franklin D. Roosevelt will do her first broadcast for Simmons Beds Monday night (9). Release will be over NBC's blue (WJZ) loop from the English Village at the Chicago World's Fair.

Mrs. Roosevelt's contract calls for four more broadcasts after Labor Day with an option on her air services for an additional batch of four programs, providing she wishes to collect some more money for her pet charity, American Friends' Service Committee.

NBC Gets Camay

Cincinnati, July 2. Procter & Gamble's Camay Minstrel program, started two months ago on WLW, is to be NBC waved from New York within a fortnight. The toilet soap blurb features Bruce McKinley in romantic ballads, backed by a string ensemble. Vocalist in reality is Morrie Neumann, young baritone. Blasting has been Monday, Wednesday and Thursday afternoons.

Six months ago P. & G. extended its Oxydol program, a WLW originator featuring Ma Perkins, to NBC's Chicago base.

Sud—tle

Atlanta, July 2.

Advertising of beer is illegal in Georgia, but WMAZ, Macon, gets around it by naming a melody duo Bud N' Wiser. Pair go on the air daily for the benefit of local distributors. No other suggestion is made, but the public gets it.

The Blue Ribbon Band is another turn recently added. They changed their name from the Red Wagon Boys.

CBS SEEKS FILM NAMES FOR SOUP

Hollywood, July 2.

Budgeting: its radio program to run three years, the Campbell soup people are in Hollywood lining up picture and other talent on optional contracts running two years. Ralph Wonders, head of CBS artists bureau, and Julian Fields, in charge of the chain's production department, are here with the soup heads.

Louella Parsons, film writer for Universal service, is set as a stars' interviewer on the air service. El Brendel will be chief comic. Set by Allan Simpson, of Joyce & Selznick, for 13 broadcasts, with options every 13 weeks for the two-year period. Ted Fio Rito will provide the music and Dick Powell the warbling. Air officials expect shortly to close with an actor to replace Lionel Barrymore, who is not permitted by his Metro contract to do anything.

Film names as guest artists are being sought. Programs are estimated to cost around \$12,000 each, including wire charges for CBS airing. Program will have a thread of story running through it, with all action occurring in a hotel, which will give the air promotion its title, 'Hollywood Hotel Broadcasts'. First air chapter will come late in September.

STEPHANIE DIAMOND ON PENNER SHOW FOR RUN

Pittsburgh, July 2.

Stephanie Diamond and Tom Wilmot, WCAE artists, have been signed for Joe Penner's program next season. Miss Diamond, actress and announcer at local station, will do the femme roles on the bakers' broadcasts, while Wilmot, continuity writer, will work with Parke Levy on the scripts.

Miss Diamond made her debut with duck salesman on his program from Washington Sunday (24), and was also on with him last night (31) for his farewell broadcast of summer.

Miss Diamond, a Pittsburgh girl, came here five years ago from New York, where she had appeared with Walter Hampden, and also on CBS old Arabesque program. Since then she has been a featured member of WCAE staff, both as an actress and announcer. Wilmot has been a continuity writer there for two years, also occasionally doubling in brass in sketches.

Paley on Coast

Hollywood, July 2.

William S. Paley, CBS prexy, here for a month's vacation. CBS local officials deny vehemently that his presence has anything to do with the reported purchase of KJF.

REPLACES OLD ETHER BOARD

Group Appointed by President Includes Geo. Payne, Ex-Critic and Playwright—Commish Oversees All Communications

SEVEN MEMBERS

Washington, July 2.

New Communications Commission probably will not formally organize before the end of this week, Radio Commission attaches said today (Monday).

With only Sykes and Brown on the scene, doubtful if quorum will be sworn in before Friday.

Washington, July 2.

Appointment of the new seven-man commission to regulate radio, telegraph, telephone and cable communications was made by President Roosevelt Saturday (30), simultaneous with abolition of Federal Radio Commission.

New communications regulators will be:

Judge Eugene O. Sykes of Mississippi, chairman of FRC.

Thad H. Brown of Ohio, member of FRC.

Paul Walker of Oklahoma.

Norman Case of Rhode Island.

Irvin Stuart of the State Department.

George Henry Payne of New York.

Commission begins functioning as soon as four of the new body take oath of office, which is expected before middle of the week.

While technically the present radio commission went out of existence at midnight Saturday (30), its personnel and procedure hold over until changes are made by the incoming group. All regulations and policies continue in effect until new procedure is announced, while pending cases retain their present status and will be handled as formerly.

Grave questions about the fate of applications pending Saturday were answered by the legal division which, following a hurried study of the act, said that the Federal Radio Commission continues as the regulatory body until four commissioners have taken the oath of office.

No Changes Expected

There is no expectation that any sweeping changes in procedure will occur in the immediate future. One of the most likely early orders will pertain to exemption from quota calculations of local transmitters of less than 100 watts. In anticipation of this modification a number of applications have been formally presented.

The new body will have a distinctly progressive complexion, although conservative checks will be strong. Judge Sykes and Walker are exponents of stringent government control, while Brown is essentially an advocate of close government supervision, as is Dr. Stuart.

Case, who was defeated for reelection to the Rhode Island governorship in the Roosevelt landslide, is generally regarded as a typical conservative Republican, having engaged for years in lucrative law practice.

Payne is known as an authority principally on political subjects, although he at one time served as music and dramatic critic on the New York Evening Telegram and has written one play and a musical comedy. Gary has a long record as a diplomat, having served in various foreign posts and at one time was a special counsel for the State Department before he retired to take up private practice.

NBC Tells Artists Recording for Discs, Other Than Victor, Is Out

Over the Counter

Nashville, July 2.

roadcasts from the actual bargain counter in the store have proved such a success with the Nashville Sears store, management has increased the time from five to 15 minutes each week-day morning at 9 o'clock.

Herman Grizzard describes the bargains, while Harold Culver serenades the customers and listeners.

Chicago, July 2.

NBC is taking an active offensive against recording companies other than RCA Victor. Having now assumed a sales authority in Victor, the NBC departments not directly associated with the sales end are getting into the fight against rival recorders. The local NBC program department is leading by trying to tie up performers so as to prevent them from recording for rival firms.

New ruling is that NBC contract talent may not record anywhere but at the RCA Victor lab, except with permission of NBC.

NBC Wins Disputes

This ban follows the order by NBC prohibiting other recorders from coming into the studios to pick up a commercial on NBC. In all previous disputes with agencies over the question of which recording lab is to platter shows on NBC, the network has always won out.

The test case was the 'Frank Merriwell' show for Dr. West through J. Walter Thompson. Agency wanted a recording lab other than Victor to do the show, but NBC ruled it must be Victor and furthermore that the platters must be spotted on NBC or indie stations and not on CBS transmitters.

It appears that CBS has decided to stay out of the recording picture, despite reports of tie-ups with both Columbia Phonograph and World Broadcasting for recording deals.

GIMBELS TAKE 100% WIP CONTROL

Philadelphia, July 2.

Gimbel rothors will buy out the 50% interest of the Keystone Broadcasting outfit in WIP to assume full control this week. Price understood to top \$100,000.

Plans call for Ben Gimbel to take over managing job, supplanting H. Bart McHugh, Jr., who will move to WCAU's sales department. Arrangements previously made with George Storer will probably bring WIP with WMCA hook-up, taking the connection from WFEW which has been operating the Philly outlet for Storer during the past two weeks.

Gimbel was ousted from presidency year ago when the Keystone company took over the management of the station that followed with McHugh upping from vice-pres. and a wholesale shakeup of staff. Deal now calls for WIP to continue as secondary CBS outfit if no WMCA shows are carried.

HARRY SPINGOLD DIES IN WOODSTOCK HOTEL

Harry Spingold, 50, head of the radio department of the William Morris office, died Sunday (1) in Woodstock, N. Y. Returning from Chicago with wife by car, Spingold had intended to vacation in Woodstock for a few days.

Surviving, in addition to the widow, are a 28-year-old son and a brother, Nate Spingold of Columbia Pictures.

About two weeks ago Spingold while at work had been stricken with his first serious heart attack. His associates in the Morris office urged him to go away for a rest, and he decided on a trip to Chicago, his home town, with Mrs. Spingold. Surviving, in addition to the widow, are a 28-year-old son and a brother, Nate Spingold of Columbia Pictures.

Spingold originally was an actor, playing in vaude with his wife as a team. Later he drifted into the agency business in Chicago, becoming a Western Vaudeville rep there. He was in radio at the start, heading the artist bureau of WGN, Chicago. He was at the station in that capacity when invited to New York office, which was then organizing its radio department.

Services will be held in New York Thursday (5) at Riverside Memorial Chapel.

LOVER GOING NET

Hinze Ambrosia, Inc. will within the next two weeks extend the release of its 'Your Lover' program to an NBC hookup. Flash warbling frame for the past several weeks has been limited to a thrice weekly airing over WFEW, New York.

Hiding behind the 'Your Lover' tag is Frank Luther, tenor.

IT WAS JUST 1 MORE SURVEY

With both CBS and NBC, a couple of ad agencies and several stations individually financing the stunt, the Ross Federal Service Thursday night (28) made a study of the listening habits of persons who have available for tuning in the same program on three local stations. Survey covered 19 cities and involved 3,000 telephone calls, put through immediately following President Roosevelt's nationwide radio talk.

In seeking to find out what station the majority of local fans went to under such circumstances, the Ross Federal office had overlooked one highly influential factor, and that was the fact that on Thursday nights NBC's red (WEAF) link, with its battery of three successive hour shows, Rudy Vallee, Fleischmann, Maxwell House's Showboat and Paul Whiteman-Kraft Products, holds an edge in the cross-country listener situation. And as it would logically follow, the telephone returns showed that the outlets on the red loop had the vast majority of tuner-inners on the President's chat.

Agencies that helped shoulder the cost of the phone checkup and thereby became eligible to a copy of the event's compilation were Lord & Thomas and McCann-Erickson.

BEV. HILLS STATION SOLD

Hollywood, July 2.

S. A. Sherer, auto financing firm, has purchased KMPC, Beverly Hills, from the McMillan Petroleum Co.

"Variety" FOR SUMMER

Place a subscription for 'Variety' over the summer - (3 months)

\$1.50

Mail remittance with name and summer address.

Radio Reports

LUD GLUSKIN
With Henrietta Schumann, iquita,
Three Marshalls
30 Mins.
COMMERCIAL
WABC, New York

In Lud Gluskin there's a first-rate piece of radio property. The fellow's music has color, class, scintillating harmony and the kind of a smooth thing that comes under the head of distinctive style. But as much as all these qualities give promise of lifting him into high favor with loudspeaker audiences on this side, Gluskin may find the going tough because of poor judgment on the part of his present and initial commercial contact, Ex-Lex.

The laxative premiered this new entertainment combination Monday (25), after playing around for almost a year with a variety policy. Account called its old setup the "Big Switch," which, in the opinion of the derived from the fact that the program packed a flock of people and specialties. Unfortunately for Gluskin, the quantity idea and the style of the otherwise would be a smooth flowing, well balanced and engaging specimen of musical diversion.

Henrietta Schumann plies the keys with a tone and technique that register effectively. On a show motivated by the variety idea, interpretation would be all to the good. Same applies to the mixed harmony team, the Three Marshalls. But the quality and the style of the music that Gluskin has to offer the program would be best off were the entire half hour left to his orchestra plus a single voice for an occasional inclusion. In Chicago, a Cuban warbler, who once did the vocals for Don Azpiaz's unit, Gluskin has a happy pick for this assignment.

Aside from one number, which was inserted so as to be the Marshalls their inking at the mike, the orchestra's introductory repertoire reflected a neat bit of dovetailing. Continental flavor of the combo's instrumentation was brought into arresting relief by the treatment given the waltzes and tango. In either class of musical fare Gluskin showed himself an experienced peer on the American airbands. Gluskin has musicianship and a keen feel for mike showmanship and all he needs is a break from the sponsor's view it comes to putting the program together.

Account could also ease things by contriving some less painful method of forcing the announcer. After the second number the program itself injected himself into the matter of awkwardly phrased and repetitious reading matter. It was the sort of intrusion that they will resent. *Odeco.*

HAM DALTON
Talk
Sustaining
WMCA, New York

Ham Dalton apparently couldn't decide whether to pattern himself along the lines of Father Council or the Voice of Experience, and he solved the dilemma by making his act a mixture of both. Dalton describes himself as a news commentator, and WMCA is helping him carry out the intent by picking him up late in the evening from WFEN, Philadelphia, and tagging him a presentation of the American Broadcasting System.

If it's the small-time flavor that the A.B.S. is after it has an ideal example in Dalton.

(With Dalton the news comment angle is just an excuse. It serves merely as a mooring for a geyser of noisy, flowery gab that covers a wide field but says nothing. Out of the verbal comes one more grown cliché after another until the sounds as though he is reading verbatim from the Congressional Records. *Odeco.*

BASEBALL RECREATION
5 Mins.
COMMERCIAL
KEX, Portland, Ore.

Recreating exciting moments of baseball history is the idea presented the Home Plate restaurant, for a weekly five-minute broadcast over KEX.

The time of each Sunday broadcast varies. Plan is to schedule it for the first hour before the baseball broadcast begins. Each program recreates some thrilling moment in baseball history, such as the "seventh" inning of the second game in the world series of 1914 when the Braves played the Athletics for the pennant.

Each broadcast is historically accurate, the material secured from newspaper files and presented in the form of a radio broadcast of the game rather than as a dramatization. But that doesn't rule out sound effects. Bands, crowd noises, cheering and the excited noise of the sports broadcaster are all a part of the program.

MEYERS-HODEK ORCH.
Kathleen Shaw, Melodimen, Harry DuBoff
Musical comedy, light
30 Mins.
COMMERCIAL
WOW, Omaha

This half hour show at 8:30 p.m. Wednesday is an orchestral and vocal musical show modeled after the big-time network programs. From a local standpoint it is quite pretentious and by comparison it stands up very well.

Reason is largely Harold Fair, local boy, who directs the whole show including the band and who also builds the show in his own office at the Bozell & Jacobs agency for the Nebraska Power Co. Power company is one of the few large biz outfits in town which has the coin and is spending it on radio advertising.

Instrumental set-up numbers 16 of the town's ranking musicians in a symphonic orchestra which plays for the show. Basis for the orchestra is the Meyers-Hodek group, but as both of these bosses are instrumentalists direction is left to Fair. Kathleen Shaw, local soprano, who is being readily accepted by fans and whose repertoire is mostly of the popular and lighter classical numbers and not the more popular songs. Regular vocal cast is completed by the Melodimen, WOW's combo, enlarged for this program to a singing ensemble of eight voices. Original four have their own part in the show, and ensemble backs up all other vocals. Guest artist this program—and there is one scheduled, Harry DuBoff, baritone, who uses same type of music as Miss Shaw.

Commercial company is cut in with a dramatized plug in the center of the show and by Citizen Light and Power Co. of Council Bluffs, as well as appliance dealers in this vicinity. Intangible advertisement, to be sure, but with a program of this type a sponsor should get plenty of good will in return.

HOLLY SMITH
With Butch, Thorpe Westerfield
Music, Comedy
15 Mins.
COMMERCIAL
WBT, Charlotte, N. C.

It is the rekindling of the program that Holly Smith ran on the sustaining list for several weeks as "Sing, It's Good for You." It has been sold to General Foods, for promotion of Wheaties, cereal, and revised to provide more burlesque.

Goes on at 11:15 to 11:30 a.m. every day except Sunday and is designed for housewives. It started purely as a "sing" program. This has been trimmed and a burlesque added to housewives added. The continuity points out that the songs were told by the housewife, numbers being played with a tempo to sweep by, or wash by, etc.

Infantal songs are largely requests from Smith's library of old songs, dating back to 1900.

EMMY AND EZRY
Comedy
COMMERCIAL
WGAL, Lancaster

They do a 15-minute program for local appeal. Emmy and Ezry do a Pennsylvania Dutch skit weekly. Bakery now footing the bill.

They do a 15-minute script which has several scenes. Scripting and directing by Cliff Thorbahn, who does Ezry. Emmy (Grace Bowman) sits in on writing sessions and helps on dialog.

Unique feature is the representation of more than 30 Bauerville residents by the pair. At least 10 appear in each program and rotation gives whole town a speaking part out that no song will.

Program has strong listener appeal with Dutch comedy flirts and has many friends among the Dutch elements. On the air nearly three years.

YOUR LOVER
Frank Luther
Singing talk
15 Mins.
COMMERCIAL
WEAF, New York

Such as the commentary may be on the mental level that encourages the past time that "Your Lover" dishes out, this program has developed into a heavy mail puller. Hinz Austria comes to life. The sort of stuff that leaves itself wide open for kidding, but the results of a strictly local campaign have been amply impressive to induce the duo to extend to the act's release to an NBC hookup.

Frank Luther, whose mike career has included membership in straight comedy and hillbilly song dramas, plays the "Your Lover" role in both tune and patter. His idea of achieving intimacy is by keeping the talk volume close to a whisper and by leaning over the microphone to lean over close to the radio and let him take her into his arms.

This cooing, pleading and astringent vaporous cues deftly enough into his repertoire of popular romantic ditties.

Plugged by Hinz on this series are a couple of his cleanest creamers. Sales copy is in keeping with the level of the rest of the program: "Be lovely when you meet Your Lover, the romantic singer, cleaner and deep-cleaning cream." Announcer signs off with the suggestion that they write "Your Lover" a letter. Mail bags to date attest to at least one fact, and that is there are thousands of cases of suppressed desire in the New York area alone from which radio can still get a concerted rise. *Odeco.*

TEXAS RANGERS
15 Mins.
Sustaining
KCMC, Kansas City

Range songs, music and the wise cracks of the cow punchers around the chuck wagon and in camp, feature this quarter-hour of music and the cowboy system west of this city, five days weekly at 5:15 CST by KCMC.

Marlon Fonville, Dixie-accented announcer for the station, organizes and leads the Rangers. The bunch do some nice harmonizing with their songs of the hills and plains.

'MONDAY MATINEE'
Ted Talbot, Agnes Davi, Four Showmen, Canadians, George Johnston, Jan Savitt's orch.
30 Mins.
Sustaining
WCAU, Philadelphia

This is one of a series of new shows created since Jan Savitt's orchestra came in several weeks ago. Program utilizes some of the studio's best talent to produce an easy-flowing midday afloat that's calculated to be easy on the ears, too.

Program acts as a show piece for the new orchestra, with soloists wrapped around in neat fashion. Talbot, tenor, takes the romantic sing with much savor and care and heavy build-up of the announcer injects unique copy all through the show. Agnes Davi's bit doesn't offer too much to the singer, with one number hardly suited to high soprano. The program, however, combines later with George Johnston in a love duet that clicks nicely and leaves a fair taste, although arrangements of lyrics incline to the ying-and-yang policy and lose slight effectiveness.

The Canadians harbor a solo trio spot with only fair results. Recent number by sopranos and group has not produced the desired reactions, nor do their current arrangements possess the former originality. A closing ensemble number with orchestra, which missed fire, the fault resting primarily with an intricate choral bit that evidently was lacking in proper rehearsal.

Savitt's orchestra stands out as the matinee's prime portion. Crew is composed of 10 men recruited from the best in Philly, with the leader taking his first fling out of symphony work. The unit ranks far above anything WCAU has ever boasted. Arrangements are top-notch.

Whiteman, Aylesworth
On KOA Dedication

Denver, July 2.
Formal dedication program of the new 50,000-watt transmitter of KOA will be put on July 7-8, 8:30 to 4 a.m.

Program will include Paul Whiteman, who was born in Denver, and his orchestra, and among talks will be one by Merlyn Aylesworth, proxy of NBC, also formerly of Denver.

Opera Calling Taylor

Deems Taylor leaves the Kraft-Phenix show (NBC) either this week or next. He wants to disassociate himself from all other contracts so that he can devote himself exclusively to the writing of an opera.

Because of the uncertainty as to how long the task will take, Taylor and the account are not talking about his coming back. He has also a bid at Water Kent.

Jo Huston's Buildup

Josephine Huston, prima donna, is being groomed for the air by NBC. Date of her debut has not yet been set.

Declining to go on the road with "Ziegfeld Follies," after replacing Jane Frohman in that show during its New York run, Miss Huston was to go into "Life Starts at 8," a new Shubert musical, which was slated to begin rehearsals yesterday (Monday).

LOTTMAN'S BRANCHES

George Evans, partner in George D. Lottman's p.a. biz, is leaving in mid-August on an assignment to establish branch publicity offices in Chicago, Los Angeles and possibly Pittsburgh.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

Theatre Tieup

Paramount theatre and station WOW got together on one of those stunts which are welcome to all fans and which also prove of service to both parties concerned. Stunt was nothing more than a party given by the theatre and advertised and publicized solely through the radio station. Idea was simply to test drawing power of these two institutions and to give the house added publicity.

Party was a special morning showing of "O'clock (day before opening) of Dr. Monica" (WB), for women only. Theatre wanted to see if the name of the theatre and picture blasted over the ether meant anything to female listeners and as a means of drawing attention to the picture. All a gal was required to do to see the film was to phone either the theatre or the station and give her name and address, in return for which a postal card good for one admission was sent to the telephoning party. In this way actress, as well as station, got some idea of what areas heard its regular radio advertising and from what areas its interested patrons came.

The station made use of the offer to make several tests, primarily to see at just what hours announcements received the greatest response. Returns showed that an announcement at 8 p.m. garnered about 90 replies in less than the first hour after the broadcast, while one at 4 p.m. materially bested the 100 replies at 8 p.m. showed even greater returns.

Station got immediate replies by stating only the first 1,000 women called in its offer, for while the house capacity is in excess of 2,500. Actually, about 1,000 fans attended.

Station Manager H. J. Davidson engineered the stunt with Harry Burk acting manager of the station in the absence of John Gillin.

Cars and Gags

Des Moines, Iowa. KSO has a new participating announcement program which is hitting on all cylinders, although the cars being given away by the program may not be. Known as "Joe and Dan," Joe Pearson and Dan Darling present a musical, clowning combo, gagging about the second-hand cars given away each week in the program. Each each other if they think the car was better than the station to the home of the winner without collapsing, etc. Even announcements are in funny vein.

Station has a lot of fun with the idea of making the contest as interesting to total, as nearly as possible, every figure included in the 15-minute broadcast daily over a week's period. Contestants submit an address, prices, etc. The first week's return brought over 1,000 letters. Contest is now in its second week and it looks like the people in town would like to own a second-hand car.

Station bought the cars outright and the car to be given in the current week contest will be picked downtown streets all week with a banner announcing its destination, contest establishes appreciation of listeners with cars and participating announcement program, since many of the contestants send in their totals in a manner tying up with the type of program.

Big Brother Club

Kansas City. Big Brother Club, KCMC kiddies organization with a membership of over 40,000, is now sponsored by Phillips Chemical. Willie Bates (Vance McCune) has been recruited to the program for the new series to do the blackface comedy with Big Brother Jack Starr as straight man.

Free activities for club members include baseball games, picture swimming, roller skating, ice skating, hockey games and picnics. The club is a baseball school every Saturday afternoon with members of the Kansas City American Association team as instructors.

The quarter-hour programs are daily, except Sunday, at 5 p.m. and a special "Saturday" broadcast on Monday mornings from the baseball show. When the association team is playing here the program is given from the ball park, with the crowd as spectators.

Ballooning 'Skippy'

New York. Phillips Dental Magnesia (Charles Phillips Chemical Co.) stages its first national balloon derby for the kids July 4. Tieup involved the commercial's Skippy serial on CBS. Total of 1,200 balloons will be set aloft in the 12 cities releasing the program. Ticket to each balloon will be a "Skippy Derby" ticket containing the name of the station and city on one side and the return address of the Phillips Co. on the other.

Kids finding the tickets are to receive gift packages and a sample of the product. Balloon releasing event will be preceded by three days of balloon on the Skippy stanza.

How Air Helps Beer Big

Fort Wayne, Ind. Heat wave experienced hereabouts during past several weeks has naturally zoomed sale of beer, which in a way reflects on advance of radio use for exploitation. All the breweries are utilizing the ether and results are gratifying. Latest figures released on excise revenue collections are the highest for any 15-day period since the brew was legalized.

Outstanding local air program over WOW is the Kamm-Scheitinger account of Mishawaka, which has made up from the bottom to second position in the state. This is in the matter of tax collections, but also shows that this brand is going big. Type of program used company and now adopted by the usual tie-ups and beer mentions.

Next in line is the Centivire brewery, which got started late but is now in full swing. Kamm-Scheitinger and Cohen did this brewery's plug.

Of special notice is the Berghoff Brothers' program, which features Mary Berghoff, wife of brewery head. Chicago agencies declare it was impossible for a woman to successfully push a beer program, but company went ahead anyway. Program now runs almost the most popular in the state and recently added a Sunday noon hour for good measure. Name and following of singer has considerable to do with this one.

Berghoff Brewery, owned by Chicago capital, and not connected with the other firm here, uses WCAU in its advertising. The Berghoff is also sponsoring the Easton rush on breweries during these warm spells may give added impetus to radio.

Adv. for Advertisers

Omaha. John Henry, manager of the Omaha studios of KOIL-KFAB, has taken over the task of writing and devising the publicity for the new Omaha radio station. Henry is the head of the Lincoln Valley Broadcasters' Association. The plan is the enlargement of one began by the Lincoln stations of the Union Holding company and now adopted by WVEA, whose president, Des Dirks, is boss of the holding company. Vice-president of the association is Art Thomas of WJAG, Norfolk.

The association's plan will be to sell the territory to advertisers and ad agencies by means of a circular listing every advertiser in the territory. The station members of the organization, it's advertising directed at the advertisers. Each edition of the monthly letter will be sent to agency ad agency in the country, making a mailing list of over 2,000.

Seeing the Dealers

WBT, which sold a program to General Mills for the selling of Wheaties, breakfast cereal, under a 13 weeks contract, has mailed cards to every wholesale grocer in North Carolina, asking them to join them of the program and suggesting displays and special attention for the product, in connection with the radio program.

In addition, two representatives of the station called on the Carolinas headquarters of chain retail grocery groups, operating throughout the state. The two store units are instructed to present special window and counter displays in connection with the WBT program.

Representatives also called on independent grocers in the Charlotte vicinity and distributors handling the General Mills line.

Saving Money

Getting around high wire tolls: When makers of Yapo wanted their Hollywood Newshawk program, playing two days a week from KOIL, to go to KXIO, Spokane, the station shot one script weekly through the mails to Spokane. There it is put on just as it originates. Alan Howard is the Newshawk.

Here and There

John Kettiewell has been appointed western representative by WVA, Wheeling, W. Va. one of the outlets operated by George Storor. Kettiewell will maintain an office in Chicago.

Phil Simmons has quit his announcing job with WBNX, New York, to go on an expedition through Brazil.

Stan Thompson, top announcer of WCCO, Minneapolis, has been transferred to WBBM, Chicago, chain announcer at an increased salary.

3-WAY BATTLE FOR MINN. TALENT

Minneapolis, July 2.

Acquisition of WRHM, local independent station, by the Minneapolis Tribune and St. Paul Dispatch, Twin City newspapers, and determination to raise it to the big league entertainment class is precipitating a hot scrap among the three leading Twin City stations for local talent: It's a break for the home-town performers and salaries have already started to skyrocket.

Earl Jenks, former WCCO sales manager, has been made program director for WRHM. A new studio already is in the course of construction, and as the first step in building up the quality of sustaining programs a 15-piece symphony orchestra has been engaged. Report also has it that the station is negotiating with NBC for red network membership. KSTP, St. Paul independently-owned station, now uses parts of both the red and blue network programs. WRHM drawback at present is that it hasn't full air time.

Prior to the entry of WRHM as a formidable contender in the radio entertainment field, WCCO, local Columbia chain station, and KSTP were understood to have an unwritten agreement between each other not to bid for the other's talent. It is reported that this agreement now has gone by the boards. Another bidder for talent is the Midwest Broadcasting Company, a Harold Pinfinkel organization, which manufactures disc programs for electrical transcription presentation.

MUSICIAN MAKES GOOD

Omaha, July 2.

New addition to staff at WAAW is James Douglas in capacity of director of production.

Douglas comes from the east, where he formerly played with Fred Hamm's orch. and for a time worked in similar capacity at WOW, here.

PAUL LUTHER INJURED IN FREAK ACCIDENT

Omaha, July 2.

Paul Luther, announcer of KOIL, is confined to Lord Lister hospital as the result of an accident which occurred when he attempted to leave the elevator on the 11th floor of the Omaha National Bank building, which houses the combined Omaha studios of KOIL-KFAB.

Luther, due at the station to put one of his programs, was late for the opening, and in his hurry attempted to open the door of the elevator before it had reached the floor level. Elevators in this building are so connected that they immediately begin to descend when they have reached the 11th floor height if the power is not shut off. Luther's haste prevented the night watchman, who was operating the elevator, from shutting off the power, and as the only alternative the operator, D. W. Bohner, 78, pulled Luther back into the car as it was descending.

In being pulled back into the car Luther suffered severe cuts on the arms and legs. He is severely though not dangerously injured. A part of his condition is due to the nervous shock which he suffered.

HERRON OUT OF WPEN, MAY GO WITH ABS

Philadelphia, July 2.

Series of business policy differences between himself and Clarence Taubel, majority stockholder in the station, was climaxed Saturday (30) by the resignation of Paul Herron as general manager of WPEN. Taubel has designated himself operating head of the outlet and rejuggled the executive personnel, with Lou Jacobson moved in as program director and Paul Alber replacing Bill Bailey as head of publicity.

Herron most likely will join George Storer's American Broadcasting System in a sales capacity. Indications also are that ABS' Philly alliance will be switched from WPEN to WIP. Contracts to that end will probably be signed this week.

Pillsbury Flour Moves Announcer with Show

Chicago, July 2.

Pillsbury flour's 'Cooking Close-Ups' show has been moved from WCCO, Minneapolis, to WBBM here.

Has brought Stan Thompson in from the Flour City to continue as announcer. Both the account and the agency insisted that WCCO permit Thompson to make the switch. WCCO and WBBM are CBS stations.

NBC Keeping Its Survey a Dark Secret

NBC is turning down ad agency requests for a look-see at the field strength surveys which the network has made of its affiliated stations. Among the interested bidders for a peek week was Benton & Bowles' research department. Web's answer was that the maps have not been sufficiently rechecked and analyzed for a going-over by outsiders.

Engineers on the signal measuring assignment completed their task several months ago, but the NBC high-ups became chary about releasing the findings following the receipt of a squawk from one of its associated outlets. Station operator in this case complained that the info collected by the web was being used by a competitive broadcaster in the same town as a sales argument for local and spot business. With both outlets connected with NBC, the field surveys financed locally by the network gave the latter broadcaster's transmitter a wide edge in coverage over that of the opposition station.

Attitude which the web took after this incident was that the surveys would be kept strictly inside and for use only in helping NBC determine its revised scale of station compensation for hookup time.

Chi Indie Stations Corral Spot Biz As Sponsors Seek Time Guarantee

Chicago, July 2.

Looks like the day of the independent has arrived. Especially in this town where the market is large enough to attract important local advertisers. Business on the indie stations, particularly such important ones as WGN and WJJD, has built heavily in the past few months and is continuing to climb.

This is due to the fact that the other stations, tied up with networks, have not been able to deliver to local advertisers any of the rights and privileges that the network advertisers receive. Particular burn-up for spot advertisers in Chicago is that neither the CBS nor NBC stations is in a position to guarantee them their local time. All contracts for local time on WBBM (CBS) or the NBC stations, WMAQ and WENR, have its butts which shift the local advertiser out of his hour and even off the station if a network show should happen to come through. WBBM has tried to overcome this objection by offering a 15% rate reduction to local advertisers who will allow the station to shift the program time at will.

Advertisers Nix Shifts

But the advertisers have not gone for this shifting idea. They want to be certain that if they contract for an 8:15 p. m. spot they will continue to get that time instead of being shifted all over the clock each week. For this reason such stations as WGN, WJJD and WIND have been growing in revenue rapidly, and all of it on spot business. Understood that WGN has jumped more than 60% in gross above last summer; WJJD last week hit a new high in billing while WIND, which had been operating in the red due to heavy engineering costs, had shot up into the black and is showing pleasant profits.

While network stations show decreased grosses during the summer as the chain shows drop off, the indie stations are continuing the revenue rise.

Spanking Papa

Cincinnati, July 2.

Robert Bentley is a better mike performer than he is an obliging father. As Uncle Bob, he reads the comic section of The Enquirer every Sunday morning over WFBE. A former legit actor, Bentley injects a wide range of dialect.

Getting home after his first such broadcast, he was met by Jackie, his four-year-old son and favorite juve critic, who frowned.

'Gee, dad, it was swell, but why didn't you ever read 'em like that for me?'

CROSBLEY HOLDOUT JAMS UP NBC'S A-K DEAL

Powel Crosley's refusal to let his station, WLW, Cincinnati, plug any brand of radio set other than his own, is jamming up a deal between NBC and Alwater Kent. Latter had stipulated the Cincy 500,000-watt outlet as one of the outlets it wanted for a program it is debuting in September.

Crosley has always held that it would be inconsistent for him to take any outside receiving set business when, since the inception of WLW, he has associated the station with the Crosley set.

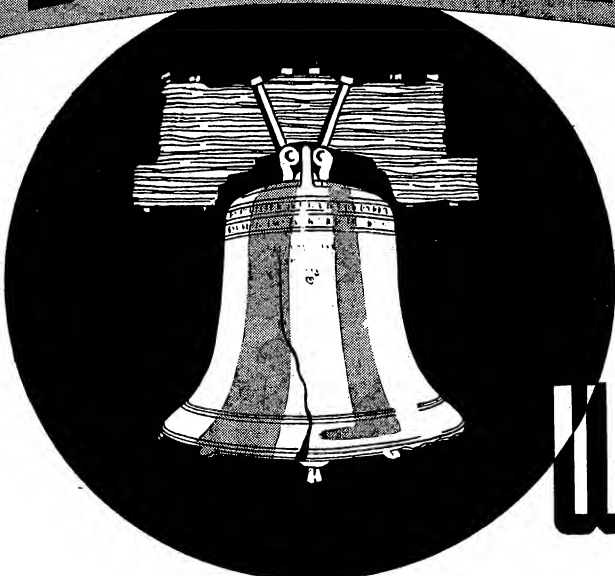
Unless Crosley can in the meantime be persuaded the other way the A-K half hour stanza will get its Cincy release through WCKY. As he did in the case of the original Alwater Kent series, Josef Pasternack will baton the coming program's symphonic unit. Rest of the cast will consist of Deems Taylor as narrator and guest concert singers.

Acce Take It Easy

Easy Acce wind up Friday (6) for Jad Salts on CBS.

It's a vacation, with the team slated to return for the same account in the fall.

THE BROADCASTER OF 1776



WCKY
Cincinnati

DOING THE REAL JOB IN 1934*

just concluded a twenty week tour of personal appearances and am gratified that in the majority of the theatres house records were broken.

•

a temporary intermission of my radio program for standard brands over nbc network started july first—when thirty-nine weeks on the air were completed—during which period it was my good fortune to be the winner of the major radio popularity contests.

•

starting the hollywood trek july fifth to do "college rhythm" for paramount pictures.

•

in october resume for standard brands over nbc network.

joe penner
the duck that never lays an egg

Radio Chatter

New York

WBSG, Elmira, in a search for talent, stages "Free for All" audition broadcast. No advance audition took place.

WCAD, Canton, broadcast an address by Kent S. McKinley, producer at the Summer Civic House in Clayton, N. Y., plugging his stock season.

Karl B. Hoffman of Albany, chief engineer of the Buffalo Broadcasting Co., made a vacation with his wife and the triplets who were born to the couple a year ago.

Raymond K. Strong, of WGY's technical staff, left Schenectady in an automobile for a vacation with his wife and the triplets who were born to the couple a year ago.

Jimmy McHugh and Dorothy Fields authored the original tune that Max Baer did Sunday night (24) on the "Hall of Fame" whirl (NBC), and also his forthcoming stage personal app. Same team responsible for score of "Frisenghter and the Lady" (Metropolitan), which Baer made his screen debut.

NBC's summer schedule brings "Morning Glee Club," male group under the direction of Keith McCourt, back for early-morning broadcasts, daily, over the red web. Lightning struck midway between the 225-foot towers of the WHAM, Rochester, transmitting system, smashed insulators and tilted up half a ton of aerial on the ground. Crew had to rig up temporary system for the rest of the day.

Jack Lee, WHAM announcer, back from vacation trip in the South. Ken Loysen succeeds Clyde Morse as WHAM program manager. Allen Sisson, actor, takes Loysen's place as transcription librarian.

Artie Collins band off WHAM during summer engagement at Hotel Manhattan.

Tim and Della (Lenn Mack and Ethel Hinton) goes off WHAM July 23 for summer travel.

Irving Caesar auditioned an original musical script for NBC.

Tony Wons vacationing at Eagle River, Wis.

Tommy Rockwell and Corky O'Keefe adding five offices to their layout.

Nick the Greek gave the NBC artists service a taste of his dialect, with the program originating from WBEZ, Boston.

Larchmont, N. Y., has become a favorite for New York radio men. Among the residents are Leslie Fox of WMCA, Jesse Kaufman of the Hearst chain, William S. Hedges of NBC, and Howard S. Meighan of J. Stirling Getchell. Hubbell Robinson, Jr., (Venus & Rubicam) making his vacation a trip to the Coast.

Pennsylvania

Duby Van, soloist for WDEL, Wilmington, jumps to CBS Dixie network, on daily sustaining. New program originates at WCAU, Philadelphia. Van also does vocals with George Kelly's orchestra.

Geo. H. Jaspert, veteran radio man, joined WGAL, Lancaster. Jaspert helped present first scheduled program on KDKA, Pittsburgh, 14 years ago.

Philadelphia Record (Sunday) using WGAL to publicize new radio film insert in Lancaster, despite strong connections between Lancaster Newspapers, Inc., and WGAL.

Ed Gundaker, technical chief of WGAL, Lancaster, passed stories when new daughter arrived Sunday (24).

"The Queen and Her Henchmen" is the handle on new program recently added to Marvella O'Connell's WGAL string. Blues warbler now appearing in about six program places weekly.

I. D. Levy to Europe for vacaah, with frau.

Jimmy Begley, WCAU announcer, due for marriage next month.

Norris West scheduled to do the CBS Robin Hood Dell Concerts this summer.

Stan Lee Broza set for a Canadian trip and tour of Dominion studios.

Last minute switch puts Marnie Sacks as vice-prexy in WCAU Artists Bureau, with H. Bart McHugh retaining presidency.

Hugh, who returns Aug. 1, was erroneously reported as too ill to continue.

Ivan Ballin p.a.'ing WIBG.

New show on WFI brings back Karl Bonowitz, organist, after an absence of three years.

Helen Grey concluding the season's interview shows this week at WFI, but retaining the studio press agent post.

WPEN to carry Meyer Davis' music from the Westchester Gardens, White Plains.

Set for a WIP build are Bob Du Fresno, Don Barry and Curt Chamberlin's band.

Ethel Felt at WIP with a new show dramatizing current film the-

atre offerings and star interviews. WCAU duo of Jack and Jane Carlton splitting.

Boake Carter's 11 p.m. WCAU news spot loses the English-accented commentator this week, after a straight run of three years. Taking over the period, on sustaining, is Alan Scott, staff announcer.

First of Philby's June nuptials among local etherites happened to Carlotta Dale and Don Pearson, WCAU warblers, with unique aftermath. Duo had the knot tied June 26, whereupon each wended his and her way to different jobs—Pearson to the Walton roof and the frau to the Anchorage niter.

Darrell V. Martin, radio ed Pittsburgh Post-Gazette, now a Kentucky colonel.

KDKA, Pittsburgh, moving shortly from William Penn hotel to Grant building.

Little Jackie Heller flew to Pittsburgh from Chicago last week for high school graduation of his kid sister.

Paul Pendarvis moving into Hotel William Penn's Urban Room and Freddy Mack's spot on KDKA, Pittsburgh.

Si Steinhilber, radio ed Pittsburgh Press, vacationing. Cy King, pinch-hitter.

Paul Gannon and the Melodiers have faded from WJAS, Pittsburgh.

KDKA, Pittsburgh, on July 12 inaugurating a new program series called "Date to Pittsburgh."

Fran Conrad of KDKA, to teach a course in broadcasting next fall at Penn State college, his alma mater.

Babe Ruth jumping to Pittsburgh from Wheeling, W. Va., where Yanks will be playing an exhibition game, for his network broadcast next week.

South

Lee Everett, program director for WBT, Charlotte, made a plane trip to New York for an announcer's audition before John Carlyle of CBS.

WBT, Charlotte, has established permanent wires in the city council chamber in city hall, where it broadcasts each Wednesday the proceedings of the weekly meetings of the council. A council meeting was placed on the air several weeks ago purely as a stunt. Later a meeting at which the Sunday shows question was to be threshed out was broadcast.

Dark-Nights, blackface script act originated by Lee Everett, program manager for WBT, is back on the air today after an absence of several months, under the sponsorship of L. L. Klein company Atlanta. Features Everett, Clair Shadwell and Irving Setzer.

Summer term of the Southern Workshop, Asheville, N. C., dramatic school, will include this year work in radio. Students will broadcast over WWNC.

Ed Bufort (Mrs. Bill Elliott) blues singer, pianist and organist, has been added to the staff of WBT, Charlotte, N. C. She's from vaudeville.

WBT, Charlotte, N. C., has added a new control engineer, John Henderson, of Concord, N. C. He was formerly associated with the station, but was dropped during the depression.

Thomas G. Callahan, oldest engineer on the WBT, Charlotte, N. C., staff, from point of service, has been made president of the Southern Engineers' Association. He supervised control operations for WBT.

Gen. Hugh S. Johnson, NRA chief, broadcast through WSM to the Economic Conference, which is being presented by George Peabody College for Teachers in Nashville. Program is an exclusive for WSM.

WSM Future Farmers hour, conducted by William A. Burnett, agricultural leader, closes for the summer months after two seasons on the air. During the time program has been presented, more than 2,000 future farmers from Tennessee, southern Kentucky and northern Alabama have been guests of WSM.

E. K. Cargile of WMAZ off on a month's trip to Washington, New York, Chicago.

Robert Armstrong, formerly of WRDW, Augusta, now with WMAZ, Macon, in place of Marion Bragg, resigned.

Henry Ward Swinson, formerly of WISO, added to staff of WMAZ.

Ohio

Louis Aiken, WSAI announcer and vocalist, and Dorothy Grant, in studio office of same Cincinnati station, are testing the 'two can live as cheap as one' saw.

Jack Usher and Gracie Deagon, formerly of vaude, have joined the Crosley talent staff in Cincy to essay goofy comedy as Don and Rabbs on WLW sustaining spots three afternoons weekly. Miss Deagon was at WOR for a while.

John L. Clark, gen. mgr., and Oklahoma Bob Albright, songster comic of WLW, Cincy, idled last

week at Bob's estate in Upper Michigan.

Joe Moon and Kay Cornelius on summer leave from WSAI, Cincinnati. Joe is taking an odd at Little Harbor, Mich., and his singing partner is directing music at a girls' camp in Bridgetown, Me.

The Junior Firemen's Club program, sponsored by Wuerdeman's, Cincinnati dry cleaners, and broadcast nightly except Sundays for 87 weeks by WFEE and relayed by WKRC, has cut down to one-a-week blasts over the former station for the summer.

Dr. Harry Granison Hill's series of twice-weekly friendly chats carried by WFEE, Cincinnati, for 14 weeks, is being offered in printed form as Heart to Heart talks at 65c a copy. Dr. Hill is pastor of the Cincinnati New Thought Temple.

Chicago

Remodeling the WGN offices has shifted the Frank Schreiber desk into the stenographers' room for the present.

Les Atlass, having copied the Parke prize for landing the largest sailfish of the 1933-34 Palm Beach season, is off to Georgia Bay, up in Michigan, to tackle muskies.

Niles Trammel back from New York and now getting daily streams of folk up from Georgia who knew him when.

Visitor business picking up again at NBC as the mobs hit town for the fair.

Al Williamson plotting a two-week layoff in Michigan this year instead of heading for the old homestead down in Bloomington.

Midwest

KMOX, St. Louis, will shortly start a series of broadcasts from the zoo, with Jerry Hoekstra slated to interview the animals.

Kathryn Cravens has taken over the 'Let's Compare Notes' woman's program on KMOX.

Kathleen Sullivan in from the Michigan network to guest on the Columbia web from St. Louis.

Marvin Mueller got a bachelor's degree at the Washington U. last week.

Larry Neville appointed continuity ed of KMOX, replacing Mildred Orr. Barbeaux Sisters a new sustainer over WIND.

WOC-WHO teaming up with Aero Club of Iowa for the Jimmy (Continued on page 52)

FROM THE SPEEDWAY COMES THEIR STIMULUS
FROM THE SKEWY COMES THEIR STYLE

W.A.B.C. COAST TO COAST
RITZ CARLTON
VICTOR RECORDS
PERSONAL APPEARANCES
SOUND STUDIOS
W.E.A.F. COAST TO COAST
TRANSCRIPTIONS
VITAPHONE
SHORTS
THEATRES
MUSICAL COMEDY
STUDEBAKER
AROUND

RITZ-CARLTON ORCHESTRA
With JOEY NASH
National Broadcasting Corp.
HAROLD KEMP

New Business

DENVER

Blatz Brewing Co., 28 one-minute announcements, KOA.
Denver Bread Co., 98 one-minute announcements, KOA.
Denver Dry Goods Co., two one-minute announcements, KOA.
Faultless Starch Co., "The 49ers", 17 15-minute transmissions, KOA.
Doran Coffee Co., 28 one-minute spot announcements, KOA.
Kellogg Sales Co., 28 one-minute announcements, KOA.
Hamm Brewing Co., 13 15-minute transmissions, KOA.
Perkins Products, 26 five-minute programs, KOA.
Cottrell Clothing Co., seven one-minute announcements, KOA.
Viner Chevrolet Co., 10 announcements, KFBL.
Cook's Sporting Goods Co., five announcements daily, 3 days, KFBL.
Mountain Motors Co., 10 announcements, KFBL.

Broadway Buick Co., 20 announcements, KFBL.
Frylidaire, announcements, KLBZ.
Tipperary Tavern, three announcements daily, except Sunday, one month, KFBL.
Denver Buick, 20 announcements, KFBL.
Murphy Mahoney Motor Co., 10 announcements, KFBL.
T. Sears & Son, Chicago, 102 one-minute recordings, KFBL.
Luby Motor Co., 10 announcements, KFBL.
General Motors Truck Co., 10 announcements, KFBL.
Kelton Buick Co., 600 run of schedule announcements, KFBL.
General Motors Chevrolet, 10 announcements, KFBL.
Broadmoor Country Club, 600 run of schedule announcements, KFBL.
Walker Buick, Inc., 20 announcements, KFBL.
Irvin Platt Motor Co., 10 announcements, KFBL.
Hall Davis Motor Co., 10 announcements, KFBL.
Darway Music Co., three daily announcements except Sunday, one month, KFBL.
Central Chevrolet, 10 announcements, KFBL.
Fredrick Motor Co., 10 announcements, KFBL.
Best Food Mayonnaise, two daily announcements, four days, KLZ.
Raleigh Cigarettes, 25 one-minute transmissions, daily except Sunday, KLZ.
Elitch Gardens Amusement Park, 25 announcements, KLZ.
The Brasserie, restaurant, one preferred evening announcement, KLZ.
Cottrell Clothing Co., one preferred evening announcement, 6 days, KLZ.
Deisel School of Engineering, five-minute transmission, KLZ.
Van Schaack Real Estate Co., one-half hour program, KLZ.
Frumes Jewelry Co., 10 announcements, Sundays, KLZ.
The Newstetter Co., six spot announcements, July 4, KLZ.

PHILADELPHIA

Fretzhofer Baking Co., indefinite period, weekly program, WFL.
Philadelphia Record, spot announcements, WFL.
Fritz and LaRue, spot announcements, WFL.
Blum Agency, WFL.
Rco Motor Car Co., spot announcements, indefinite period, Maxon, Inc., WFL.
Robbins and Myers Fan Co., renewal, Felgenbaum Agency, WFL.
S. Davis Wilson, talks, on Phila. Record spots, Friday and Saturday, WFL.
Frigidaire, spot announcements, six weeks, WFL.
Fox Weiss Furriers, transmissions, twice weekly, Max E. Solomon, WFL.
Philadelphia Medical Group, daily announcements, WIP.
Council Cleaners & Dyers, two five-minute talks weekly, WIP.
Kellogg Sales company, spot announcements daily, WIP.
Dr. Glaser (Dentist), two spot announcements weekly, WIP.
Wilson Line, Inc., weekly participation in Home Makers Club program, Carter-Thomson Agency, WIP.
Watch Tower, talks by Judge Rutherford, one hour Sunday, July 8, WIP.
Evergreen Memorial Park, daily announcements, WIP.
Reliance Manufacturing Co., six 100-word announcements, Carroll, Dean & Murphy, WCAU.
Atia Life Insurance Co., four 15-minute discs, Monday, Samuel Lewis Agency, WCAU.
American Oil company, 45 100-word announcements daily, Joseph Katz Agency, WCAU.
Hy-Roy Sun Lotion, five announcements daily, indefinite period, WDAS.
Dr. E. L. Brown, three announcements daily, four weeks, WDAS.
Watch Tower Radio Service, one hour talks, WDAS.
Old Reading Brewery, time signals, 13 weeks, Adrian Bauser Agency, WDAS.
D. C. Humphreys, daily spot announcements, five weeks, WDAS.

OMAHA

F. W. Fitch Co., seven announcements, through L. W. Ramsey Co., Davenport, W.W.
Louis Soap Co., 78 transmission announcements, beginning Oct. 1, through R. J. Potts Co., Kansas City, WOW.
E. J. Jensen, political candidate, 15-minute campaign speeches, Aug. 6-13, WOW.
Nebraska Power Co., half-hour musical show, Wednesdays, contract indefinite, Meyers-Hodell Corp., under direction Harold Fair; Kathleen Shaw, Melodimen Quartet and a guest artist each week. Placed through "and built" by Boszell & Jacobs, Inc., WOW.
J. J. Szanowski, political candidate, announcement daily, Aug. 1-13, WOW.
Robert Simmons, candidate for congress, Wednesdays, June 20-Aug. 8, through Haynes Advertising Co., Omaha, WOW.
C. A. Sorenson, political candidate,

Renewals

Dr. Miles Laboratories (Alka Seltzer), 13 weeks; National Barn Dance on NBC's blue (WJZ) link, effective July 7, through Wade Advertising Agency.
Phenka Cheese Corp. (Miracle Whip), 13 weeks, starting Aug. 2, Paul White-man's Music Hall, 45 stations on NBC's red (WEAF). J. Walter Thompson.
Plough, Inc. (St. Joseph Asperin), 13 weeks, effective July 11, Guy Lombardo, 43 stations on NBC. Through Lake-Spiro-Cohn, Inc.
Gold Dust Corp. (Silver Dust), 13 weeks, beginning July 2, Paul Keast and Rollo Hudson's orch., three evenings weekly, 17 stations, CBS. B.B.D.&O.
Studebaker Corp., 13 weeks, effective Aug. 7, 40 stations, CBS, Dick Humber's orchestra. Through Roche, Williams & Cunyham.
Gillette Safety Razor Co., Gene and Glenn, effective July 23, 51 stations on NBC red. Through Ruthrauff & Ryan.

six announcements. Haynes Adv. Co., Omaha. WOW.

Creasant Beach Inn, Green Lake, Minn., announcements twice daily except Sundays, two weeks. KOIL.

Mayers Store, announcement daily except Sunday to Sept. 30, KOIL.

Chicago & Northwestern R.R., five minutes Mondays and Thursdays, 18-July 5, KOIL.

Kellogg Sales Co., announcements daily except Sunday, KOIL.

Storz Brewing Co., announcements Mondays, Wednesdays, Fridays, 13 times. Through Buchanan Thomas Agency, KOIL.

American Amusement Co., walkathon, 15-minutes daily at noon, one month, remote control broadcasts from Krug Park stadium. WAAW.

Skinner Manufacturing Co., minute transmission announcements daily except Sunday, three months. Buchanan Thomas Agency, WAAW.

Falstaff Beer, three minute announcements daily except Sunday, one month. Through Gardner Advertising Co., St. Louis. WAAW.

Verne Beauty Shop, five minutes Saturdays, three times. WAAW.

Stanz Fenar & Body Co., announcement daily except Sunday, one month. WAAW.

Kellogg Sales Co., announcement daily except Sunday, one month, sponsoring broadcast of baseball scores as previously, at least one month. WAAW.

L. A. Nizon, announcements twice daily except Sunday, one month. WAAW.

CHARLOTTE, N. C.

J. W. Dorman, series of 15-minute talent programs mornings, beginning June 26, WBT.

Pinnacle Inn, Banner Elk, N. C., series of 45 one-minute announcements daily except Sunday, WBT.

Joe company, continuation contract for 27 half-hour minstrel shows Tuesday evenings, from Aug. 21 through Feb. 19. Placed by Freitag Agency of Atlanta, WBT.

Dodge Motor company, New York City, series of 100-word announcements daily except Sunday. Placed by Radio Sales, Inc., New York.

Lancaster Motor Co., series of 100-word announcements, evenings, WBT.

Southern Tours, Inc., series of 100-word announcements, evenings, WBT.

General Mills, 15-minute talent programs mornings daily except Sunday. Placed by Radi Sales, Inc., Chicago, WBT.

Yellow Cab company, 52 one-minute announcements Mondays, Wednesdays, Fridays, WBT.

PORTLAND, ORE.

Broadway theatre, announcement service. KGW.

Richfield Oil, nine announcements. Placed by Beaumont & Hohman, KGW.

Chrysler Corp., Dodge Motors, 12 one-minute announcements. Placed by Ruthrauff & Ryan agency, KGW.

Reliance Mfg. company, six one-minute announcements. Placed by Carroll Dean Murphy, Inc., KGW.

Jimmy Dunn, clothing, announcement service. KGW and KEX.

McFar & Frank, department store, announcement service. KGW.

Hemphill Disc Engineering School, announcement service. Placed by R. H. Albert agency, KGW.

Home Hotel restaurant, five weekly baseball programs, three months. KEX.

Oriental theatre, 15 daily announcements. KEX.

KANSAS CITY, MO.

Palace Clothing company, The Sunshine Lady studio program, quarter hour daily except Sunday.

Placed through Ferry-Hanley, KCMBC.
High Grade Grocery stores, World transcription, 15-minutes daily except Sunday. Placed through H. D. Lee Mercantile Co., KCMBC.
F. W. Fitch Co., Musical Barbers, 15-minutes each Wednesday. Placed through Russell Comer, KCMBC.
General Mills, Big Brother Club, sports activities including free baseball games, 15 minutes daily, except Sunday. Placed through Blackett, Sample, Hummert, KCMBC.
Mamm's Beer, Mid-West transcription, 15 minutes weekly. Placed through McCord company, KCMBC.

NEWARK

Hearn Department Stores, Inc. (liquor department), 52 weeks, Tuesday and Friday, 15 minutes, Harry Hirschfeld, "One Man's Opinion", WOR.
Norwich Pharmaceutical Co. (nose drops), 30 five-minute broadcasts, daily except Sunday, recorded. Through Lawrence Gumbiner Advertising Agency, WOR.
Brown & William Tobacco Corp. (Raleigh) cigarettes, 13 broadcasts, 10-minute recordings. Through B. D. & O. Co., WOR.
Best Foods, Inc. (Hellman's Mayonnaise), three weeks, Tuesdays to Fridays, Ida Bailey Allen, talk. Through Scott Howe Bowen, Inc., WOR.
Gold Redeeming Corp. of America, 13 weeks, announcements, six days a week. Through David Malkiel Advertising Agency, WNEW.

SEATTLE, WASH.

Union Pacific Stages, five five-minute programs. WOL.
Vapo Co., 26 quarter hour programs. WOL.
Ben Tigg, jeweler, 15 announcements. WOL.
McDonnell & Southwick Department Store, two 15-minute programs. WOL.

SEATTLE

Reliance Mfg. Co., six one-minute announcements, July 9-14, KOMO.
Washington Motor Coach, renewal, three announcements weekly, KOMO and KJR.
Standard Furniture Co., 15 minutes daily; also series six announcements; started July 1. KOIL.

Vapo, "Hollywood Newshawk" program, 15 minutes, Tuesday and Thursday, 10 P.M.; Wednesday, KHQ, Spokane.

United Casualty Co., three announcements daily, KPCC.
Northeastern Insurance Co., five announcements daily, KPCC.

LOS ANGELES

Chevrolet Motors, spot announcements day and night (Campbell-Ewald). KNX.

Formula Laboratories, 6:45-7 p.m. daily, discs. KNX.

Rio Grande Oil Co., 7:15-7:30 p.m. Tuesday and Friday, starting July 3, one year, Lasky with program titled "Bunk".

PITTSBURGH

Jerome Volk & Brother, one announcement daily except Sunday, three months. WWSW.

Honus Wagner Co., five five-minute programs weekly for indefinite period. WWSW.

Danforth Co., three announcements daily, except Sunday, for indefinite period. WWSW.

LaSalle Sales Organization, one quarter-hour program weekly, 26 weeks, ending July 3, by E. H. Brown Agency. WWSW.

WINSTON-SALEM, N. C.

Anchor Store, renewed for July, 15-minutes, Monday, Wednesday, Friday mornings from floor of department store. WJS.

Essaky Products, renewal of daily announcement for July. Placed by Van Sant-Dugdale Agency. WJS.

Ideal Dry Goods company, daily announcement, one month. WJS.

Davis, Inc., time signal announcements, one month. WJS.

More Film Names

Arthur Pryor, Jr., is in Hollywood lining up screen names for the Continental Baking series slated to start in September. Release will be through CBS.

Major portion of the hour's show will originate from New York with the film guests cutting in from the other end of the country.

Montgomery Moves

Omaha, July 2.
E. F. Montgomery, sales manager of Omaha studios of KOIL-KFAB, leaves July 3 to take over the sales manager's post of the Columbia's WCCO, Minneapolis.

Montgomery has been in charge of sales in the Omaha studios since Union Holding purchased KOIL last year and combined the two studios. In Minneapolis he will work under Earl Gammons, station manager.

FRC GRANTS FULL TIME TO WFBM AND WKBF

Indianapolis, July 2.

Both WFBM and WKBF have been granted full time operating licenses by the Federal Radio Commission. WKBF also was authorized to increase its daylight power from 500 watts to 1,000 watts. Night time operating power of WKBF remains at 500 watts.

WFBM has been operating on a regional channel, sharing time with WBSB, South Bend. In granting WFBM's application, the commission moved WBSB to 1,380 kilocycles, giving the local station a cleared channel for several hundred miles. New operating schedules for both stations are expected to be put into effect within two weeks.

Sol Lesser has taken "Fathers and Sons," composition by Hugo Riesenfeld, for "Peck's Bad Boy."

HOTEL PIERRE

JACK DENNY
 AND HIS ORCHESTRA
 Cameo O.H. Richard Hudnut
 Wed. 12:30 P.M. WJZ WABD
 WJZ Fri. 9:30 P.M.
 Sat. 12 Midnight Mon. 11:30 P.M.

LEO REISMAN

PHILIP MORRIS

WEAF, Tuesday, 8 P.M.

BRUNSWICK RECORDS

THE GREEK AMBASSADOR OF GOOD WILL

GEORGE GIVOT
 CBS
 EVERY TUESDAY 9 P.M.
 Coast-to-Coast
 Sole Direction
 HERMAN BERNIE
 1619 Broadway New York

CHARLES CARLILE

TENOR
 COAST-TO-COAST
 CBS

COLUMBIA BROADCASTING SYSTEM

Presents

LEON BELASCO
 MON., FRI., WABC, 12 MIDNITE
 Coast-to-Coast
 St.ritz Hotel, New York. Nightly

Sole Direction HERMAN BERNIE
 1619 Broadway, New York

JOSEF CHERNIAVSKY

Personality Conductor
 icago Theatre Orchestra
 Now on Second Year
 WGN, Tuesdays, 9:30 P.M. CST

EDITH MURRAY
 The Dramatist of Song
 STAR OF RADIO, STAGE
 AND SCREEN
 Friday, 10:45 P.M.; Sunday, 2 P.M.
 CBS Coast-to-Coast, WABC
 Exclusive Management
 C-35 ARTISTS' BUREAU
 Personal Representative
 IRVING S. GRAYSON
 1619 Broadway, New York City

GRACIE BARRIE
 "The Sweetheart of the Blues"
 NOW PLAYING
 RKO THEATRES
 Sole Direction
 HERMAN BERNIE
 1619 Broadway, New York

ABE LYMAN
 AND HIS
 CALIFORNIA ORCHESTRA
 COAST-TO-COAST
 WABC—Tuesday, 8:30 to 9 P.M., DST
 (Phillips Dental)
 WJAZ—Friday, 9 to 9:30 P.M., DST
 (Phillipsilk)

HAROLD STOKES
 irect
 Chimalene and Palmer House

"The Singing Lady"
IREENE WICKER
 4th Year for W. K. Kellogg Co.
 All Material by Irene Wicker
 Music by ALLAN GRANT
 N.B.C.—WJZ 5:30 Daily

EMERSON GILL
 AND ORCHESTRA
 HIS
 ANGLERS HOTEL
 COLORADO SPRINGS
 MCA DIRECTION

JOSEPH GALLICCHIO
 LUXOR—"Talkie Picture Time"
 Sun. 2-2:30 P.M. CBS
 BOYER RENDEZVOUS
 Sun. 4:45-5:00 P.M. CBS
 HYDROX, Fri., 7:30-8:00 P.M. CBS
 NBC, Chicago

COMMERCIALS

WEEK OF JULY 2

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively. An asterisk before name indicates advertising agency handling account. Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); Sa (Saturday).

A. C. SPARKS PLOG
10-30-W-WEAF
Cookbook
Ray Knight
Eddie Green
Dick Campbell
Campbell-B
A & F
9:30-M-WEAF
Harry Horlick

Robert Simmons
*Parle & Pearl
*ARMOUR
9:30-F-WJZ
Phil Baker
McNaughton
Mabel Albertson
Irene Beasley
Roy Shields
N. W. Ayer

B. T. RADITT
9:30-M-WEAF
Mary Small
Mario Cosi
Wm. Wilcox
*Fack
*BARRASOL
9:15-M-WABC
Edwin C. Hill
*Erwin Wasey

FIRESTONE
9:30-M-WEAF
H. Firestone, Jr.
Glady Swarthout
Vocal Ensemble
Wm. Daily Orch.
*Sweeney-Jones
*FITCH
9:45-M-WEAF
Irene Beasley
*E. Ramsey

QUAKER OATS
9:45-M-W-F-WJZ
Babe Ruth
*FITCH
*REAL SILK
7-30-WJZ
Chas. Freyn Orch
*Erwin Wasey
*RED STAR WEAF
12-15-M-W-WEAF

POUGH, INC.
10-30-W-WEAF
Vincent Lopez
Ed Sullivan
*Leo-Solo-C
*QUAKER OATS
9:45-M-W-F-WJZ

W. W. W-WEAF
10-30-W-WEAF
Today's Children
*Phillips
*Walter White
*Bess Johnson
*Lacy Gilman
*Fred Von Amos
*Lacy McGee
*Hutchinson

11-W-W-WEAF
*Cooking Close Up
*Hutchinson
*10-W-WEAF
Bon Bernie Ore
*Matt-Fogarty

10-30-W-WEAF
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EDDIE PEABODY
The Instrumental Stylist
★
Held Over Third Week
ROXY THEATRE
NEW YORK CITY
★
FEATURED
Tues., July 10, 8-8:30 PM.
WOR
STAGE SHOW REVUE
Personal Direction
HAROLD F. KEMP
NBC Artists Service

The Original
Boop-Boop-a-Doop Girl
HELEN KANE
HEADLINING
at the
HOLLYWOOD RESTAURANT
NEW YORK
NIGHTLY

OLSHANETS
5th WEEK
GUEST
CONDUCTOR
PARAMOUNT
New York
NET
SKY

THAVIU
AND HIS ORCHESTRA
At "STREETS OF PARIS"
Century of Progress
WGN NIGHTLY
Inquiries Solicited

CLIFF SOUBIER
(OL' PAPPY)
"FIRST NIGHTER-FR.", 9: P.M.,
CDST.
"SINCLAIR MINSTRELS" - Mon.,
8:30 P.M., CDST.
"WOOLLY & THE MOTHS" - Thurs.,
6:30 P.M., CDST.
"SALTY SAM" - Daily, 8:15 P.M.,
CDST, NBC, Chicago.

VERNON CRAIG
Baritone
3:30 P.M., CST
Thurs., 2:30 P.M., CST, NBC-WJZ

BACK ON THE AIR
LEO O'ROURKE
GUEST ARTIST
BILL'S BEST PROGRAM
"ONE NIGHT STANDS"
Friday, July 6, 9:30-10 P.M., WEAF
LEON HO-JOB 11 W. 42nd Street
Solo Rep. New York City

BORDEN
10:30-M-WABC
45 Min. in 15' W-4
Mark Warren
11:45-M-WABC
Jane Ellison
*Young & Rubicam
BRISTOL-MYERS
9-W-WEAF
(Sal. Repetition)
(Ipsan)
Fred Allen
Portland Hoffa
Jack Smart
Lionel Stander
Irene Delmore
Minerva Pious
Nancy Troubadours
Theodore Webb
Lennie Hayton
*Benton & Bowles
CALSDONT CO.
4:15-Th-WJZ
"Rhyming Rover"
*Thompson

GENERAL MILLS
5:30-Daily-WABC
Jack Armstrong
All American Boy
4-Daily-WJZ
"Betty & Bob"
Betty Churchill
Don Ameche
Betty Winkler
Art. Jacobson
Carl Brickert
Louis Roen
GENERAL TIES
10:30-F-WEAF
Jack Benny
Charles MacFarland
Jimmy Grier
Hays MacFarland
GENERAL & CO.
10-30-W-WEAF
Mme. Schumann-H
*Erwin Wasey

QUAKER OATS
9:45-M-W-F-WJZ
Babe Ruth
*FITCH
*REAL SILK
7-30-WJZ
Chas. Freyn Orch
*Erwin Wasey
*RED STAR WEAF
12-15-M-W-WEAF

POUGH, INC.
10-30-W-WEAF
Vincent Lopez
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*Hutchinson

11-W-W-WEAF
*Cooking Close Up
*Hutchinson
*10-W-WEAF
Bon Bernie Ore
*Matt-Fogarty

10-30-W-WEAF
10-30-W-WEAF
Today's Children
*Phillips
*Walter White
*Bess Johnson
*Lacy Gilman
*Fred Von Amos
*Lacy McGee
*Hutchinson

10-30-W-WEAF
10-30-W-WEAF
Today's Children
*Phillips
*Walter White
*Bess Johnson
*Lacy Gilman
*Fred Von Amos
*Lacy McGee
*Hutchinson

BORDEN
10:30-M-WABC
45 Min. in 15' W-4
Mark Warren
11:45-M-WABC
Jane Ellison
*Young & Rubicam
BRISTOL-MYERS
9-W-WEAF
(Sal. Repetition)
(Ipsan)
Fred Allen
Portland Hoffa
Jack Smart
Lionel Stander
Irene Delmore
Minerva Pious
Nancy Troubadours
Theodore Webb
Lennie Hayton
*Benton & Bowles
CALSDONT CO.
4:15-Th-WJZ
"Rhyming Rover"
*Thompson

GENERAL MILLS
5:30-Daily-WABC
Jack Armstrong
All American Boy
4-Daily-WJZ
"Betty & Bob"
Betty Churchill
Don Ameche
Betty Winkler
Art. Jacobson
Carl Brickert
Louis Roen
GENERAL TIES
10:30-F-WEAF
Jack Benny
Charles MacFarland
Jimmy Grier
Hays MacFarland
GENERAL & CO.
10-30-W-WEAF
Mme. Schumann-H
*Erwin Wasey

QUAKER OATS
9:45-M-W-F-WJZ
Babe Ruth
*FITCH
*REAL SILK
7-30-WJZ
Chas. Freyn Orch
*Erwin Wasey
*RED STAR WEAF
12-15-M-W-WEAF

POUGH, INC.
10-30-W-WEAF
Vincent Lopez
Ed Sullivan
*Leo-Solo-C
*QUAKER OATS
9:45-M-W-F-WJZ

W. W. W-WEAF
10-30-W-WEAF
Today's Children
*Phillips
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*Lacy McGee
*Hutchinson

Radio Chatter

(Continued from page 51)

Allen air races at the muni airport
JULY 10-30
KMA, Shenandoah's 'Country
School District No. 9' at the open
air theatre, Riverview park, Des
Moines.

Louisa Eme, former wife of Art
Graham, is getting ready for some
air auditions by taking singing les-
sons in Chicago each week. For
merly in vaudeville and made sev-
eral recordings.

Mary Berghoff threw a swimming
party for WOWO staff at her coun-
try place.
Marta Laurence and Mauri Cross
new team breaking in over Hoosier
stations.

George Hogan and Dell Sharbutt
are working to WXYZ's announc-
ing staff. Both hail from Chicago,
Hogan previously allied with WBBM
and Sharbutt with WJJD.

Ruby and Clara are back on
WXYZ, Detroit, doing a morn-
ing stanza for Warehouse Groceries,
Inc.

Exchange of programs between
WXYZ and the Canadian Radio
Commission's web is out until the
latter settles its difficulties with
the musicians union.

Ota Gygi said up to Milwaukee on
a deal for his indie affiliated Net-
work.
Sam Silverstein handling artists'
bureau for WIND.

New England

World Bros. circus gave pro-
gram over WCAX, Burlington.
Hank Keene Co. pitches tent in
Rutland, Vt., and broadcasts over
WXYZ with local sponsors.

WDEV, Waterbury, Vt., has
started a policy of reading the
names of studio visitors.
Byron S. Snowden, Jr., news-
caster for the Knickerbocker Press,
Albany, vacationing in Vermont.

Minister speaking over WDEV,
Waterbury, Vt., recently announced
he was talking over EVD.
Nick Parkykas' twice weekly
show over WNAK went off the air
last week for the summer. Nick's
audition for a national advertiser
was piped to New York from the
WZZ studios.

WAAB airing the PERA Sym-
phony Orchestra concerts each
Sunday afternoon from the Museum
of Fine Arts. Will Dodge direct-
ing.

WZZ putting on new summer-
time series featuring Boston NBC
talent. Will also draw on talent
playing New England resorts.

Havana

Luis Garcia Quihuis, Lorenzo Balbi
and Victor M. Garcia, scribers-radio
announcers, have a program over
station CMQ called 'Hora Autentica',
a political news dispensing hour de-
dicated to the students' Gran Par-
te. They talk against the ABC. Last
week three were taken for a ride
to the suburbs and punished with a
suburban dose of castles and they
had to swallow under the watching
eyes of a few guns.

Radio pictures getting space in
local papers to advertise the radio
program originating at the Stars,
and which can be heard here by
long and short wave.

Parangas, cigar rollers, staging a
special radio show on Sundays,
presenting three-act dramas lasting
from two to three hours. Besides,
it gets three-quarter pages in the
dailies to advertise it.

Pacific Northwest

Kay Holbrook, director of the
'Dorothy Dix' program, KOIN, was
known on the stage as Katherine
Stanton.

Henry Blanc, KGW-KEX an-
nouncer and entertainer, vacation-
ing in San Francisco, KGW-KEX
ter, will m. c. at Kelly's, Portland,
in addition to his station broadcasts.

The Homicide Squad, KGW, put
on a show for the Portland Execu-
tive Club when they had they be-
lowned 'Open that door or we'll smash
it in' down toppled the stage ac-
tress into the audience, narrowly
missing Art K. K. and Charley
Couches, both of KOIN.

Billy Sandiford and Robert Haines
of the KOIN staff plan to pack
themselves in Sandiford's automo-
bile and journey westward to Tia
Juana and Agua Caliente on vaca-
tion.

WM. E. WARNER
(Non-Sp)
9:30-W-WEAF
*You're People
and Old
Doug Montgomery
Yinka Chertoff
*Ceeli, W. & C.
WASEY PROD
12-M-Tu-Th-F-
WABC
3:15-M-WABC
8:15-M-W-TH-F-
WABC
Voice of Experience
*Erwin Wasey
R. L. WATKINS
8:30-W-WEAF
Tamara

Indiana

Wallace A. Robertson is the first
to leave WFEM for summer vaca-
tion. Robertson is journeying to
New Orleans to see his school-
teacher wife.

Bert Post, operator for WFEM,
has his fishing tackle polished in
anticipation for his two week soj-
ourn on the banks of Indiana
creeks.

'Mystery of the Missing Soap,' a
behind-the-scenes radio drama, was
solved when Clyde Greer, operator
for WFEM, confessed that he was
taking the cleaning material to the
transmitter.

Jerry Downer, announcer and
pianist for WKBF, has left the or-
ganization to try his luck in Chi-
cago.

Dave Milligan, former announcer
at WFEM, is now a bookkeeper
for the former WFEM staff members,
Roger Bean and Walter Lampell, at
WCBD in Waukegan, Ill. Milligan
was replaced locally by Durward
Kirby.

fred allen's

HOUR OF SMILES.
WITH
PORTLAND BOFFA
JACK SMART
IRWIN DELMORE
LIONEL STANDER
MINERVA PIOUS
EILEEN DOUGLAS
LENNIE HAYTON
TROUBADOURS
Material by Fred Allen and Harry
Zeed
Management Walter Batchelor
Wednesdays, 8-10 P. M. D. S. T.
WEAF



MGM STUDIOS
CULVER CITY, CALIF.

FRANK PARKER

Featured Soloist
GENERAL TIRES

NOW ON THE COAST
NBC STUDIOS
HOLLYWOOD

Always a Little
Ahead of the Rest

THE SIZZ- LERS

</

NIGHT CLUB REVIEWS

CAFE CHANTANT

(HOTEL MONTCLAIR, N. Y.)

Dave Gardiner, who has been around in show biz and of late has been one of those life-of-the-party m. c.'s on winter and summer ships cruises, has made some sort of local history at the Hotel Montclair, N. Y. He's created a stiff competition for the regular roof's trade, where Mario and Florida and the Harold Stern orchestra have been, but he's also made it an asset, in that it's a wind-up spot and could be capitalized to keep the dinner crowd on the premises by merely shifting over to another portion of the roof, which Gardiner has labeled the Cafe Chantant, and where an al fresco entertainment is offered, sans couvert, just for the drink takers.

It's been a hypo to the bar, for that's where the main drinkery was situated. Formerly the patrons chiefly patronized the regular roof portion of the roof, where they drank two, in between dances. But under the more energetic aegis of Gardiner, it's a faster beverage-inducer and has the additional advantage of cigarette atmosphere and a telling personality to encourage lingering.

As a result, the bankers, who now have much to say about the Hotel Montclair's operation (as bankers have concerning so many other such similar enterprises) are highly enthusiastic about what Gardiner has been doing and have voluntarily increased his drawing account, and declared him in for a piece of the room.

It's all rather simple, but probably foreign to the average sedate hotel. This hostelry on the east side, 50th street and Lexington, came on the map via its nice roof a couple of years ago, and now, with its sizeable portion of the outdoor terrace further capitalized, that's cashing in on everything to the fullest.

The corner bandstand is designed to accommodate several shining pieces of scenery, against which is set the Mexican, kitchen mechanics, Parisian and other motifs. These arel between the seasons, and very good Joseph Zatoru combination, which has been abroad and at the Waldorf-Astoria, gives out equally expert footrotology and rumba-tangos, in between playing for the show, and on their own also contributing several specialties. These include piano-maestro Zatoru who soloed his violin, and Chigrin's playing, and his Mexican guitarist, Manuel Valdespino's, specialties. Rita Bell contrals the s. with continental songs in French, also singing in English. A diner paces it all fast and furiously, and as he ad libs, he has the overlooking Waldorf-Astoria and Shelton hotel patronage looking from the windows to get a load of the free show.

This spot should give other hotels some ideas. Abel.

LA CABANA, L. I.

La Cabana is an advantageously situated roadhouse just at the entrance to Long Beach, L. I., on the main highway, attractively spotted and certain to give the visitor a grade if nothing else. Nat Harris operates and it's one of those no-couvert \$1 and \$2-\$2.25 dinner spots, latter scale on week-ends.

Floor show is elaborate and fast, distinguished by Eddie Jackson (Clayton, Jackson and Durante) working with Nemo and Snyder in a rip-snorting fast threesome that should get added to order for-fall theatre and cafe bookings.

Flo Kelly, who stages at the Fox, Brooklyn, put on this revue; special material by John Hancock, Jackie Beekman's personal m. c., paces it. The girls are in the usual scant dress and undress, including a slow-tease coocher who does a striptease calculated to annoy any family dropping in.

Carlos and Marchan are the ball-room team, and Eddie and Arline Kinley the fast dance combo. Charles Strong's dance music is satisfactory, if no panic. Ditto the show, with the exceptions mentioned. Food could be better, considering Harris' antecedents as a straight restaurant man at the Paramount chop house, N. Y. Abel.

WELCOME TO JOE REICHMAN And His Orchestra

Currently broadcasting via CBS from New York's magnificent New Yorker Hotel. Hear him play these hits:

"ALL I DO IS DREAM OF YOU"

"SLEEPY HEAD"

"THANK YOU FOR A LOVELY EVENING"

"WE HAD MY MOMENTS"

"MOON OF DESIRE"

ROBBINS MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK

PAVILLON ROYAL, L. I.

(RUDY VALLEE)

Between Rudy Vallee as the attraction and the combined management of the Hollywood, Casino de Paree and Billy Rose's Music Hall, the Pavilion Royal, L. I., at the Hotel Steinberg, et al., the Pavilion Royal, on the Merrick road, at Valley Stream, Long Island, should again endo. Pay, as Vallee's summer season. This suburban restaurant now rates as a metropolitan institution.

Vallee bids fair to repeat his big hit at the all-star Hollywood this past fall and winter season. He did so well at the mid-town spot that Joe Moss bound him over for the summer season at this roadhouse, and he's again back at the Hollywood.

The draw is strictly up to the band this summer as there are no girls, and no dancing, and no Broadway niter. It's a wise managerial move for its obvious that week-day roadhouse trade is inconsistent, motoring restaurants thriving chiefly on the built-in trade.

Only Margaret Padula, robust songstress, and Beauval and Tova constitute the supplementary acts, plus Althea, who's a blonde prima donna and now vacationing East between pictures. Recruits from the Hollywood and other spots were at the opening festivities, but that's the regular show.

Vallee's consistent draw continues to be one of those outstanding highlights in a business that is too full of the fall (the quick rise and falling stars, especially if radio has been the popularizing medium. But the other, for all of Vallee's five years (it's now his sixth), has been consistent and consistent broadcasting, if anything, its aura manifested boxoffice worth via a highly enthusiastic first-night turnout. When the females still stand on the chairs to get a peek at the name maestro, that's drawin' 'em, and no kidding.

With the Connecticut Yankee, Vallee has augmented his band to amply fill the large interior. It's still one of the nicest roadhouses around, with its aging roof and the natural forest setting recommending it on comfort alone. John Steinberg will be on a bicycle between the Billy Rose Music Hall, of which he is general manager, and the Pavilion, in which he holds a proprietary interest. The deal for John to take in Louis Fischer around his Midway Amusement interest (acquired from Christo when the latter bowed out to go into the likker biz), is not yet cold.

The regular show starts at \$3, but \$1.50-\$2 dinner is the average; drinks are 60c and 75c; champagne \$10. While Vallee's debut killed the Merrick road Thursday night, the weekday vs. the weekend issue brings up the idea that Vallee could capitalize a couple of off-nights by a pop-price scale, just to cater to those kids on Long Island. The tariff as it is is a keeper-awayer and, as any of the L. I. youngsters now know, the roadside music and supper establishment doggeries which, with the addition of a small dance combo, have been doing right well by themselves just because the price is right and the transportation problem. With the Vallee combo, it's a natural lure to the youngsters if the tariff is in proportion.

Some credence is lent this by the great difficulties which the Jersey shore sports are now encountering, with the pre-fixed casino okay having gone away. As result one spot is planning to fold via the bankruptcy route and others are trimming sails after investing heavily.

The same reason is given—gonna be tough on the gambling situation for the August racing season at the spa.

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PARADISE, N. Y.

New summer floor show at N. T. G.'s Paradise is what it should be—a light, breezy, by no means ponderous, easy on the eyes and light on the trigger.

Per usual, the cute Granlund kids are the main attraction in some cannily produced numbers. Topical and smart in song, it includes for a salvo to the sailors plus the usual carload and other of-the-moment songs and temps.

There's The Golden Girls also, nude under cover make-up, who send 'em back to Dubuque and Keokuk talking. There's also Ken Harvey, tip top banjo virtuoso who makes his stringed instrument say a lot.

Billie Burns, Joyce Coles and Jack Reeson, Rosezell Roland, Barbara Jaeson, Boots Carroll, Buddy Alda, Ann Lee Fattoria, Iva Stewart, Edna Jack and Betty are chiefly N. T. G.'s prize lookers, plus the others who are song and dance specialists. These are billed along with Johnny Johnson's sassy dance combo which is light on the summer bud, get, but otherwise bullish on the temps, as Johnson essentially is a dance-inspiring outfit.

Paradise is nicely air-cooled for

(Continued on page 71)

A Scorcher

Los Angeles, July 3.
Swank Ambassador Hotel didn't reckon with its thin-skinned Nordic waiters when it opened the Lido, said to be an exact copy of the French Riviera. Two weeks after the opening, six waiters were down with sunburn and had to be moved indoors. Those who replaced duck under the umbrellas at every opportunity.

Head covering for the menials being taboo, John Browne is trying to devise some kind of a trick topper to keep the dandruff beds in the shade.

FRISCO'S NITE LIFE PERKING

San Francisco, July 2.

Three local niteries have taken new leases on life and business this week, the Bal Tabarin opening a sizable new annex and bar; the Edgewater Beach taking on a new band, and the Music Box due for a new band, with refinancing and an ad campaign to carry it along.

Bal Tab, owned by Frank Martineau and Tom Gorin, has built a new and larger kitchen, tacking it on to the original building, and moving the bar downstairs on the old kitchen site. A champagne fountain is in for flash. Slim Summerville planned up from Hollywood to m.c. the opening night, with Happy Felton's ork continuing at the musical helm.

At Edgewater Beach, Rube Wolf's band opened under booking by the Thomas Lee artists bureau, with KFRC putting in a remote control line for broadcasting, to the Don Lee chain, and Billie Lowe, Harry Zipper and Three Midshipmen set as singers.

Lloyd Campbell has changed the financial setup of his Music Box, with William E. Wagon, owner of the Orpheum theatre building, reportedly supplying a fresh batch of money, and Charlie Pincus, former F. & M. p.m. in to handle the press stuff. Thomas Lee artists bureau putting the band in here, too, Jackie Souders starting July 3, and KFRC putting in a line.

Annual No-Show Talk At Saratoga, but as Usual It's Doubtful

Usual pre-August Saratoga ballyhoo that the big resort roadhouses won't go overboard on talent casts, merely contenting with name bands, is around, but already disproving itself.

Brook, Piping Rock, Arrowhead, et al. will all have name attractions. Harry Rosenthal and Bob Grant orchestras and Yacht Club Boys already set. Another wants Lulu Velez, and others bidding for similar names.

The same reason is given—gonna be tough on the gambling situation for the August racing season at the spa.

Some credence is lent this by the great difficulties which the Jersey shore sports are now encountering, with the pre-fixed casino okay having gone away. As result one spot is planning to fold via the bankruptcy route and others are trimming sails after investing heavily.

FOX BACK; COAST DISC MEN KICK IN TO MPPA

Harry Fox of the Music Publishers Protective Association, returned to New York Thursday (28) from a three-week stay on the Coast, spent in straightening out license-fee jams with transcription makers.

Fox collected several thousand dollars in back license money from these sources, and also obtained from them assurances that they would co-operate with the MPPA in submitting the required reports on sustaining and commercial discs placed with stations.

Inside Stuff—Music

New York Musicians union has been granted local autonomy with the proviso that Edward Canavan, chairman of the board, be permitted by the 802 membership to continue in that position for an additional two years. Resolution divesting the international executive committee of authority to appoint 802's officers and leaving such designations to the local's members was passed at the convention in Cleveland of the American Federation of Musicians. Election of all the local's officers other than Canavan will take place Dec. 18. Meantime, the officials put in by President Joseph Weber will hold their posts.

Local 802 has been under the direct supervision of Weber, since its organization in 1923, as the official substitute for another New York branch which had revolted against the international board.

Jack Hylton, ritish bandman, and Irving Mills, both won a point in the latest round of the litigation involving Cab Calloway's recent tour of Europe. Justice Dore in the N. Y. Supreme court last week granted Hylton's motion for an examination before trial, and Mills' cross-motion for a bill of particulars.

Under the court's order, Hylton's counsel had to do his probing of Mills for information July 2, while the bill of particulars that the latter seeks will have to be in his hands within 10 days following the pre-trial examination. Hylton claims that Mills gave him exclusive booking call on Calloway's services abroad and, when Mills took the band over under a deal with Harry Foster, this franchise was violated.

Steln and Clifford C. Ischer, respective Chi and Paris showmen, are said to be splitting \$10,000 net between 'em on their imported 'Polles Bergere Revue' at the former Rainbo Gardens, Chi. Steln, head of Music Corp. of America, had to underwrite the ground-lease in order to house the big imported floor show. Fischer is staying on indef in Chi for the run of the revue.

Paris dispatches to VARIETY have mentioned possible litigation by the 'Polles Bergere' people abroad. The American enterprise is incorporated as 'Polles Bergere' (not 'Polles'), and claims it never professed being a replica of the famous Parisian revue.

Although Roger Wolfe Kahn's attorney originally had insisted on specifically including in his contract the usual employees' arrangement for a 40% cut on food checks when at the Claremont Inn, N. Y., which Kahn inaugurated under the current new management, it never was reduced into writing. As a result, when Kahn flamed at the Claremont last week to shift into the Sun and Surf club, Long Beach, N. Y., he was assessed about \$150 extra for restaurant tabs, paying at the full menu rates. Litigation may eventuate. Ferde Grofe succeeded Kahn.

Despite the low estate of the phonograph record business over 250,000 disc copies of "The Last Round Up" have been sold in the United States. "Spinning Wheel" to date has gone over 175,000 stencilled copies. Average hit tune the past two years has been selling around 4,000 records. Sheet music sales on "Spinning Wheel" in the United States and Canada now total better than 800,000 copies, easily a record for the past five years.

First picture song in months that has shown any signs of approaching or bettering the 200,000 mark is "I'll String Along With You" from "29 Million Sweethearts" (WB). At the end of last week tune had received a distributor turnover of 140,000 sheets with indications that it was still building.

During the current visit of Harry Foster, British booking agent, Irving Mills will discuss the details of Duke Ellington's proposed tour of Europe this fall.

Foster and Mills will also map out the itinerary of the present Cotton Club floorshow, which is due to go across about the same time.

SBAT (Sociedad Bureau of Authors and Theatres) is the ASCAP of Brazil. In Argentina there are two performing rights societies and authors and composers necessarily belong to both. A move is on to combine all the bodies into one alliance, with branches in Rio de Janeiro and Buenos Aires.

Music Notes

Joe Reichman has replaced Ben Pollack at the New Yorker. Latter bandman moved last week to the Hollywood Dinner Club, Galveston, on a four-week contract.

Dick Gasparae has the orchestral assignment at the Siplon Casino, Mamaroneck, N. Y.

Ferdie Grofe opened Thursday (28) at the Claremont Inn, New York. CBS Artists Bureau did the booking.

Rudy Carlton is the musical incumbent at the Belmont Manor, Hamilton, Bermuda.

Sammy Watkins debuted at Bert Moss' S. S. Club Royale, moored at Point Pleasant Beach, N. Y., Friday (29).

Horacio Zito's contract with the Waldorf-Astoria has been renewed.

Solly Violinsky and Ben Ryan have sold their ditty, "Have a Good Time," to Universal for "Million Dollar Ransom."

George Olsen and Ethel Shutta are making it a four-week stay at the Westwood Gardens, near Detroit.

Gorney and Don Hartman have contributed four songs for "Lottery Lover" at Fox.

Vincent Lopez opens at Cocoonut Grove, Los Angeles, Aug. 1.

Tommy Tucker has moved his (Continued on page 64)

CASINO SHUT 2 WKS., BUT M.H. DIDN'T HURT

Billy Rose's Music Hall on Broadway, while believed to be killing off its affiliated Casino de Paree, around the corner on 54th street, actually was a hypo to some degree to the Casino. Still, the management handling both decided to shutter the Casino Saturday (30) until July 16, when a new show comes in, and concentrate on the new venture.

Casino's biz had been off for the fortnight prior to the M. H.'s opening, but the same opening week both spots for some reason did well. Rose wanted to shift some of his lookers over from the Casino to the cabaret-theatre bearing his name, and an entire new show will be built for the C. de P.

Ben Blue is out of the Music Hall after one week. Lillian Carmen replaces. Variety acts will thus be switched weekly or fortnightly.

MCA Foreign Branch?

Chicago, July 2.

J. C. teln is mulling a London and Paris branch office idea, for his Music Corp. of America. The untimely death in a plane crash of Harold Pinsky may set back this idea, as Steln had Pinsky in mind for the London berth.

Spread of MCA's biz, including not only bands but other attractions, necessitates a foreign branch connection.

Ad Agencies Considering Test Case on Double Music Tariff

Advertising agency men are talking about working up a test case that would settle the issue as to whether music publishers have the right to collect twice for radio performing rights. What the agency element is burned up about is the growing practice among copyright owners to demand from commercial large fees for the use of a restricted number as a program signature. Agency men contend that the publishers are not entitled to this fee since they collect for the performing right through the commercial tax that the stations pay the American Society of Composers, Authors and Publishers.

One pertinent case in point occurred recently when Ward Baking went network (CBS). It had been using "I Want to Be Happy" as the signature tune for a disc series, with no objection from the copyright owner (Witmark), but when it tried to obtain permission for its incorporation into the CBS frame the commercial was advised by the Warner Bros. legal department that the restriction was not to be lifted in the baker's behalf unless the publishing firm received reimbursement. Fee asked was \$5,500 per 13 programs. After several weeks of negotiation, the commercial vetoed the proposition and debuted its Sunday night show without "I Want to Be Happy" as the musical signature.

Under the copyright law, the publisher may collect direct from the user if the composition is a production number and is given similar production treatment on the air. Agency men argue that the use of a song for theme purposes cannot by any stretch of the law be interpreted as a grand right, and that the copyright owner is not entitled to any fee other than the one he collects through ASCAP. If the music biz persists in restricting numbers so that it can force extra fees from advertisers, the agency will insist that the broadcasters bring this situation to the attention of the proper authorities in Washington.

When advanced by the publishers is that when a tune becomes identified with a particular product, that composition becomes a valuable property to the manufacturer and he should be willing to pay a substantial price for the tune's use. Also, that the composition's frequent use by one commercial destroys its air value for other accounts.

TACOMA DISPENSARIES PROTEST ASCAP TAXING

Tacoma, July 2. Beer parlor and small cafe owners are up in arms against reps of the American Society of Composers, Authors and Publishers, who are asking license fees of \$10 a month, or \$90 a year, for radio loudspeakers which furnish the spots with music.

Some have paid, while others are asking NBC and CBS outlets how come and why. Radio chains and their affiliates are non-committal.

Right to collect a performance fee on radio loudspeakers from places operating for a profit has been thrashed out by ASCAP in the courts, with the higher tribunals upholding the Society in every instance.

Bandmen Get Work

Santa Monica, Cal., July 2. Municipal Military band is being organized here to give twice-daily open air concerts six days weekly, over a 13-week period. For remaining 39 weeks of the year, outfit will play not less than five concerts weekly.

Musicians' local has approved a scale of \$30 per week for si men, and \$45 for leader.

GARBER AT CATALINA

Los Angeles, July 2. Jan Garber orchestra begins an eight-week engagement on Catalina Island today (Monday).

Combo will play nightly at the Casino, and also for the dinner dances in the St Catharine hotel.

Bernie's \$7,000 a Week

Bernie owes Loew's a week which he'll play off at the Century, Baltimore, July 13, en route to Sam Maceo's Hollywood Gardens, Galveston, where the Bernie band opens July 25 and stays until Labor Day at \$7,000 a week. From there Bernie heads for Hollywood again to make a second bid for Paramount. Unlike a previous intention, the old maestro won't discard his band, although Par wants to play down the dance combo and use Bernie solo.

Bernie, now in New York, shoves off Friday on one-nighters' itinerary, opening in Johnson City, Pa., on the way to Texas.

Bernie is anxious to get back to Hollywood because he says, the mugs out there are a cinch for him between bridge and golf. That makes Paramount just a sideline.

Pinsley Estate Sues for 250G On Plane Death

The estate of Harry Pinsley, executive of the Music Corp. of America's New York office, who, at 25, met an untimely death in the airplane crash of last month on the New York-to-Buffalo run, has retained Julian T. Abeles to sue the American Airways, Inc., and American Airlines, Inc., for \$250,000 damages. Since Pinsley's parents are residents of Chicago and the deceased resided in New York, the technical administrator-plaintiff is William F. Goodheart, Jr., manager of the MCA office in N. Y.

Attorney Abeles is working with Paul Cohen, Niagara Falls, N. Y., lawyer, who is counsel for two other passengers who were among the total of eight fatalities, including the pilots and stewards. All suits allege that American Airways was negligent in that it ignored flying conditions, allegedly took a wrong route, etc.

At the time of the crash last month, which was front page news, Pinsley's name was linked with that of Mary Brian, film-vaude actress, and Leah Ray, radio songstress. Miss Brian was playing in a Buffalo theatre, and Miss Ray was appearing in Detroit with Phil Harris' band; at the time of the accident, both theatres utilizing the fatality for self-exploitation by linking the names of the two actresses.

Apart from the MCA office having handled the band bookings for the Harris orchestra, and also having a hand in booking Miss Brian, the romantic interest ended there. Pinsley was the outside contact man for MCA and knew both of the young women, but any publicity about 'fiances,' etc., was out of line.

FOX AS IS; SOUTHERN GETS RATE BOOST

Over-riding the veto of the publishers classification committee, the full directorate of the American Society of Composers, Authors and Publishers last week pushed up the Southern Music Co.'s rating a notch. Same board, sitting as a writer-publisher combination, rejected the appeal of the Sam Fox Music Co. from the publishers classification committee. As in the case of Southern Music, the coterie had refused to grant Fox a boost.

Southern Music's promotion was from class EE to D. Fox had asked that his firm's standing be nudged from class C.

BERNSTEIN GOES LIMEX

Louis Bernstein, head of Shapiro, Bernstein & Co., sails with Mrs. Bernstein for England this Friday (6).

They figure on being gone about six weeks.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
All I Do Is Dream.....	30		
Sleepyhead.....	23		
With Eyes Wide Open.....	22		
Dames.....	21		
Wish I Were Twins.....	20		
Hot On Side of Head.....	20		
Spellbound.....	20		
Had My Moments.....	19		
I'll String Along.....	19		
Little Man: Busy Day.....	18		
For All We Know.....	17		
Cocktails for Two.....	15		
Easy Come, Easy Go.....	15		
I've Got a Warm Spot.....	15		
May I.....	15		
The Breeze.....	15		
Church Around Corner.....	14		
Fare Thee Well.....	14		
Counting on You.....	14		
Because It's Love.....	13		
Roll 'Home.....	13		
Dancing on Rooftop.....	13		
Love Go Wild.....	13		
Steak and Potatoes.....	13		
Love Me.....	12		
Tell Me I'm Wrong.....	12		
Thank for Lovely Eve.....	12		
Practice What Preach.....	12		

LOEW'S TO TEST SESA LICENSING

A new music performing rights organization, Society of European Stage Authors and Composers, is suing a number of theatres, radio stations, etc., for license fees for alleged copyright infringements on the same principle as the American Society of Composers, Authors and Publishers' legal proceedings. Loew's, Inc. is making a test case of the issue and has retained J. T. Abeles to defend the suits. Abeles is counsel for Robbins Music Corp., a Loew's controlled subid, and an expert on song copyright matters.

While Abeles has figured and still figures in a couple of suits by American music publishers versus the ASCAP, he has another stance in defending Loew's in the European song-writing comb's suit. This is predicated on diversity of citizenship and is chiefly a technical proposition.

Weeks to Chi Trianon; King's Aragon Return

Chicago, Wayne King band returns to the Andrew Karzas north side Aragon ballroom this week.

Arson Weeks band moves out for a fortnight of one-nighters, then takes over the Karzas south-side Trianon on July 15, replacing Bernie Cummins' band.

Dave Kuttner's unit is at the Rendezvous, Bayville, L. I.

Int'l ASCAP Convention Denies Admittance to Pix Cos.; Italy, Yes

Admission of film producers into performing rights societies was denied by the recent international convention of later organization in Warsaw. E. C. Mills, who attended this gathering, so reported last week to the directorate of the American Society of Composers, Authors and Publishers.

Picture producers in both America and Europe have taken the view that, as creators and purveyors of musical manuscripts, they should be permitted to participate in the royalties collected by performing rights combines in the various countries.

Amsterdam Rules Against BUMA's Attempt to License Radio Stations

Downey Sails

Wally Downey, phonograph recording man in New York and with South American experience, is returning to Brazil-Argentine territory, sailing July 7 for Rio de Janeiro to represent a number of music publishers and also act for the new Hearst Metrotone newsgel.

Downey is testing newly perfected sound equipment, which he will take along with him.

Musical pubs with film outlets will be chiefly represented by Downey, these including Robbins (Metro), the Warner group of pubs (Harms, Remick, Witmark), and Paramount's Famous Music Co.

Berlin, Inc., may also be included. Fox Film has one of its exchange people in S. A. handling that phase of it.

Robbins Holds Key To Eight Pubs Still Out of MPPA Pact

While the machinery for the enforcement of the anti-bribery pact among the music publishers was being greased last week, eight firms continued to hold out their signatures. Majority of these have taken the attitude that until Robbins Music Corp. has put its stamp of approval to the pledge they will remain on the sidelines.

Particularly waiting upon Robbins is Henry Spitzer, who has the direction of both Harms, Inc., and B. Harms, Inc. Spitzer has advised John G. Paine, of the Music Publishers' Protective Association board, that he is in sympathy with the project, but that he would prefer to wait until he saw how it worked out before affixing the signatures of the two concerns he represents to the pact. In the meantime he has shut down on all free special arrangements.

Other holdouts are Broadway Music Co., Joe Morris Music Co., Sam Fox Music Co., Joe Davis, Inc., and Select Music Co.

At a meeting last week between Paine and the professional managers of the firms allied with the pact, it was agreed to permit the making of transpositions from one key to another. In connection with a dance orchestration, it will be permitted to transpose the vocal chorus of a printed dance orchestration to such a key as the singer desires, provided the instrumentation of the same as the instrumentation of the dance vocal arrangement and the modulation to go into the new key of the vocal chorus from the key of the printed dance arrangement.

Lutz Engel's Chi Head

Chicago, July 2. Sam Lutz has been named chief of the local Harry Engel music office.

He has been with the Engel office here about four months.

The Hague, June 22. BUMA, Holland's performing rights society, suffered a severe setback in its fight with the country's radio interests when the Amsterdam courts tossed out an infringement suit brought against AVRO, Holland's leading broadcast association. Judge not only found for the broadcasters, but ordered BUMA to pay the litigation costs. In his decision the judge declared that, until the government has established a set annual license fee for broadcasting, there was that BUMA could do to restrain radio from using its music.

In its suit against AVRO, the Holland performing rights combine sought to collect \$600 for each time broadcast without permission. AVRO charged that this claim was exorbitant and, if upheld, would subject Holland broadcasters to the payment of \$75,000 a year for musical fees.

BUMA recently reached a compromise on license fees with hotel keepers, cafes and restaurants and is now in a position to concentrate its fire upon radio. Action lodged against AVRO was framed as a test case in that direction.

LEWIS COMING OVER FOR COLUMBIA BUY

London, July 2. Edward Lewis, head of Decca, British recording outfit, is on the way over to the United States to resume his negotiations for a partnership in the Columbia Phonograph Co. Decca holds an option for a 50% interest in this organization, with Herbert Yates, prez of Consolidated Laboratories, named as the other partner. This option was due to expire July 1.

Report in phonograph circles on this side is that if the Decca-Yates proposition falls through an American syndicate will make a bid for both the Columbia and Brunswick assets, with a view of merging them into a single enterprise. Were such consolidation to go through, the American Recording Co. would find itself a separate entity.

ASCAP Wins Suit

San Francisco, July 2. ASCAP and Gene Buck, president, won a default judgment in Federal Court against Mrs. Alice Komokila Campbell, operator of the now dark Kamokila Club, for playing a pop tune without permission of the copyright owners.

Judgment included \$300 services, \$100 attorney's fees, and \$32.10 costs.

Court Clips Howard

Albany, July 2. The law yanked Thomas R. Howard, of Ashland, Ky., from his music stand, in an orchestra playing at Mariaville, N. Y., and he was arraigned in County court on a charge of abandonment.

Pleading guilty, he was ordered to pay \$5 a week toward the support of his two-and-a-half-year-old son.

Pincus Loop S.-B. Rep

Chicago, July 2. George Pincus, with Leo Feist for 14 years, is leaving that office to take over local representation for Shapiro-Bernstein.

New position effective July 14.

"Variety" FOR SUMMER

Place a subscription for "Variety" over the summer (3 months) \$1.50

Mail remittance with name and summer address.

NEW ACTS

MAX BAER and BENNY RUBIN

Comedy

16 Mins.; One and Three
Paramount, N. Y.

Max Baer, without Benny Rubin, might have been catastrophic, but with the aid of the experienced comic he gets over. Too much of the comedy is built on handshaking in which Rubin supposedly gets his hand crushed, but it's still funny with the audience on the fifth or sixth time.

Spreadable introduction by Rubin and Baer comes on for the first handshake. They go into a talk on a pit platform, some reference to the man who brought the title back to America, but not sufficient to be in poor taste. Baer sings a verse about dreams coming true, recites a rhyme about the Garden (with an applause gag for Dempsey) and then into the chorus again as a dream that came true. Had he sung to Carnegie it might not have gone 11 rounds.

There's another gag song; but a lyric from his picture, in at the second show, went out for the third to the benefit of the act. Act goes into three for the choir: on a stairway and the two principal women on the show flanking Baer. One carries his crown on a pillow. Close in to introduce his brother, a better singer than Max, and off on a shuffle. Sufficiently well handled to serve, but Rubin is earning his salary.

Chgo.

FOUR GYRALS

Skating

5 Mins.; Full (Special)
Academy, N. Y.

Neat and fast, opener presented with thorough showmanship by three men and a blonde girl. Most of the stunts on rollers are per usual, but this quartet runs the gamut without pausing for applause—unusual. The one time a wait occurs is for the announcement of the closing 'original' trick, understander twirls his three partners with one of the men riding piggy-back.

Work on a small, white platform beneath a large, hooded lamp, giving the impression of a prize ring without the ropes. Act did very well here.

GUZMAN and MARGUERITE

REVUE (8)

Dancing Flash
14 Mins.; Full (Special)
Orpheum, N. Y.

The better than passable dancing of the billed mixed team gives this flash a higher average than the usual run of bill closers. Team's opener is an adagio routine, with the girl on her toes, and closes with a carcioa. In between the male does a short acrobatic session, while Marguerite delivers an excellent toe-top, part of which is devoted to Russe stepping of the type, always sure of a good mitting.

A male hoofing trio is also included, along with a male piano accompanist, but their work is just about passable. Deliver double-time terp stuff for a starter, and in their second spasm on, run through a soft-shoe, drunk eccentric dance. Look green and shows plenty of room for improvement.

Lighting of the act as a whole can be bettered, especially for the team's opening routine, now done under a blue spot which makes it impossible to tell whether they are white or colored: until the boy-off. Setting is a black eye with a white insert. Costuming okay.

TITO GUZAR

Singing, Guitar

12 Mins.; One
Orpheum, N. Y.

With a guitar, a little stool for one of his feet, a microphone and a pleasing personality as his supplemental aids, Tito Guizar, of radio, makes a strong voice mean something.

Sensible in summer weather by dressing in light clothes, Guizar does a cycle of song numbers in both English and his native Latin tongue. This alone gives his presentation a little novelty, a powerful pair of pipes making it all impressive.

Guitar uses his guitar at first, discarding it toward the last and doing the final number with both feet on the floor. A little stool previously served as the perch for one of the dogs, leaving a knee for the Guizar.

CBS is where Guizar comes from. He's been around before in a CBS revue and in picture houses. No, up here as a vaude singer and over Thursday night. Chgo.

OLIVER WAKEFIELD

Talk

9 Mins.; Two

Palace, N. Y.

Just out of the Shuberts' 'Ziegfeld Follies' and with a radio background, Wakefield's line of gab stumbles, jumping from one thought to the next, leaving sentences incomplete, etc., the sort of thing that's very entertaining if well done. He's no knockout with his material and delivery but succeeds in being agreeably diverting, landing many of his laffs on cracks that are slightly off-color.

Wakefield is an Englishman of good appearance and stage presence who speaks with a decided British accent. Clear, however, and not against him in any way.

His disconcerted though ramble on English and American territory mostly, jumping to other subjects, backgrounds and in between. The man at the bottom meaning what you mean) and the O'Brien laying cornerstones sallies are typical of some that hook for laughs. The word 'because' seems to be Wakefield's favorite in breaking up sentences and phrases.

Next to closing here and not strong, for that position. Chgo.

IRENE TAYLOR (1)

Song; Piano

12 Mins.; Two (Special)
Loew's State, N. Y.

Formerly with Paul Whiteman, Miss Taylor as a single, in the fourth groove before a blistered audience, clicked.

Her 12 minutes may be too long, but otherwise she has delivery, and her concert-like vocalization clicks. She also looks nice. Uses a mike, of course. Shan.

Unit Reviews

MADE IN PHILLY

(FOX, PHILADELPHIA)

Philadelphia, June 30.

This week shows the first effort on the part of WCAU, Philly's only 50,000-watter, to crash the stage unit field. Show is called 'Made in Philly,' and occupies the entire stage bill, 57 minutes that blows hot and cold by turns.

Routing brings in two dance shows that have little to do with broadcasting, since the act is serving up the studio starlets who have been pounding away at this Columbia web key outlet. Station's announcers take turns in m. c'ing, with the staff dividing the week. Theatre band takes the stage from the pit and the show baton is handed over by Jeno Donath, house's maestro, to Jan Savitt, WCAU stick welder.

Set plops the entire cast on stage at show opener, leading off with a chorus number. Ideas in prosaic and very vintage. Duprez and Treese follow with a fair ballroom glide, cueing the Four Showmen Quartet into a nicely arranged tune. Dorothy Hall steps down for the best fem single warbling turn, with Carlile and London doing a piano duo bit at stage center. Warwick Sisters, three neat blondes, back up Marie Carlile in a blues tune and then snare applause with a trickily arranged 'Beat of My Heart.' The Sheldons offer a poor acrobatic soft shoe to break vocal monotony, followed by Pete Woolery, romantic tenor, who nips the only showstopper.

Two more dance routines, a chorus number with Sybil Moore, Billy Aaronson's mimicry of other stars, the Barr Sisters' vocal-dance bit, Ruth Karner, a nice contrast, and Dad Harrity's soft-shoe round-out the bill. Show closes with ensemble setto. Night reviewed Hugh Walton was studio announcer. All use the mike.

Summarily, the unit tends toward the amateurish, and new crisp costumes make it seem like a non-profess theatrical. Station and theatre lost a good bet by not slapping together a replica of a broadcast studio, since Phillyites see little of

Downey's 1-Niters

Morton Downey leaves July 13 on a tour of one-nighters through Pennsylvania, New York and New England. He is taking a band organized by the CBS artist bureau with him.

Downey figures on being out about six weeks.

House on M.C. Run

Chicago, July 2.

Billy House comes into the RKO Palace this week to take over the m.c. job, replacing Ken Murray, who scrams after a five-week run. House recently was in town with the legit 'Kings Horses, Jan Savitt.

Murray hikes out to the north-side to the m.c. post of the newly reopened Della.

big time aircasting. A qualified m.c. and plenty of comedy would make this a heavily potential crew for a tri-state tour. Clocks, show stood at only six laughs in almost an hour. Injecting dance teams in a radio show calls for some subtlety and not merely introducing one act after another, using the tepsichore for a break. In the music end, Jan Savitt feels the lack of his own studio band, although the show came in cold without a tryout.

WCAU revue will probably hop to Atlantic City Steel Pier for two weeks this month. Gosch.

Browne Doubles
As IATSE Chi and
National Prexy

Chicago.

For the first time in the history of the American Federation of Labor, a president of a national union is doubling as chief of a local. This is the case of George Browne, recently elected chief of the IATSE. On his return from the Louisville convention, Browne went to the local body and offered to resign as business mgr. for the stagehands group here.

Every member of the Chicago local was present at the general meeting and unanimously requested that Browne not resign his position, but remain as is. Despite the burden of his national job, Browne consented to continue as head of the Chi group.

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"STEVE EVANS
A BIG HIT"

Says Variety (June 26)

STEVE EVANS

Mimic

15 Mins.; One

Palace, N. Y.

Steve Evans is new to the Palace as a single. Too bad he wasn't around in the old two-a-days, when a click such as he registered when caught would have meant something.

Young and of good appearance, Evans is delivering a series of five impersonations of personalities most everybody has seen, or heard of, and each is a clicker. Opens with a takeoff on Joe E. Brown and closes with a strong impression of the late Lon Chaney.

In between he does El Brendel, Will Rogers and James Barton. Got strong applause for each and at the bows.

PERSONAL MANAGER
HARRY YOUNG
PARAMOUNT

FOUR CARDS

in "A GAME OF SKILL"

Something new and different, featuring 18-foot somersault across teeterboard into barrel on table

Last Week (June 22), Loew's State, New York

This Week (June 29), Loew's Jersey City

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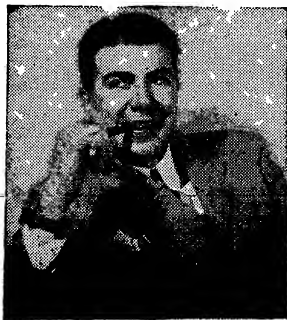
Concluded Five Consecutive Weeks at Palace, Chicago, June 28

Many Thanks to Bill Howard, Frank Smith and Associates

KEN MURRAY

Opening June 29 at THE DELLS, Morton Grove, Ill.,
for Indefinite Engagement

Personal Management: MUSIC CORPORATION OF AMERICA, Chicago



RKO-LOEW CHASING 'DIRT'

RKO's Return to B'way Offices Burner For Agents That Moved to Radio City

'Temporary notice' was given Saturday (30) to tenants on the sixth, seventh and eighth floors of the Palace theatre building, New York, to move on or before the end of July and make way for the return of RKO and Radio Pictures from Radio City. Chief portions of these floors will again be used by the vaude booking, contract and legal departments.

With the exception of Max Hayes, on the eighth floor, a shorts producer, and The Ellbord, on the sixth floor, all those who received the notice to move are vaude agents and producers.

Maybe

By 'temporary notice' in the letters sent to the Palace building residents is meant that the order to move will hold good only until the legal and perhaps one of the minor theatre operating adjuncts will take over the seventh and eighth floors. The picture end and KAO go on the empty seventh and 10th floors in the Bond Building, for which the company has been paying rent on long-term leases ever since moving to Radio City 18 months ago.

Recently the Simon, Max Richards and Curtis & Allen agencies moved over to Radio City to be near the RKO booking office. And they're burning.

All-Radio Show for Steel Pier in August

Baltimore, July 2.

Mary Small, 12-year-old local ether warbler, who has a spot on NBC, has been added to the all-radio show pencilled into the Atlantic City Steel Pier, week Aug. 3.

Others on bill are Three X Sisters, Foot Prince, Sisters of Skillet, Bobby Gilbert and Jimmy Wallington.

A BOX OFFICE MAGNET STILL GOING STRONG!



GENE DENNIS

"World Famous Psychic"

NOW TELLING ENGLAND WHAT ENGLAND WANTS TO KNOW

AVAILABLE 1935

Direction
MILES INGALLS -
CURTIS & ALLEN OFFICE
RKO Bldg., Rockefeller Center

Helen Bryan Gets \$1,950 for Injuries

Albany, July 2.

Supreme Court Jury in Heister awarded \$1,950 to Helen Bryan, dancer with the Great Lester Co. for injuries suffered when she fell into a cellarway in the rear of the Liberty theatre last year. She had sued for \$5,000. Miss Bryan testified that, as a result of her injuries, her pay was cut when she went back to work. The verdict was against Mrs. Mary Hines, of Herkimer, and Dominion Operating Company, Inc., operator of the Liberty.

FLOCK OF SHOW FOLK HURT IN AUTO CRASH

A carload of show people were badly bruised in an auto crackup 7:30 p. m. Thursday night on Riverside drive and 116th street, New York, en route to play a benefit at the Yonkers, N. Y., Jewish Community Centre. Jarro, magician, is in the French hospital with six stitches to his eye and four stitches in his nose, from flying glass. Tommy McLaughlin, of Major Bowes' Capitol theatre (N.Y.), 'radio family' is in the Medical Arts hospital with a crushed knee and bruises to his hip. Will probably be interned 10 days, although no serious breaks.

Others in the party are home convalescing from hurts, including Yvette Rugel, whose knee was badly bruised; Marilyn Mack, kid-radio songstress and a protégée of Bessie Mack (also in the car), who is nursing bruises to one leg and to her back, which was wrenched. Bessie Mack, the Capitol theatre's p.a., alone came down to her office yesterday (Monday), although badly bruised and her back likewise wrenched.

Bee Walker, former accompanist for Rae Samuels and now of De Sylva, Brown & Henderson, who went along to play for Miss Rugel, is home with a bruised jaw. Verdict on any breaks depends on the X-rays. Little Violet, another kid radio actress, was the only one not hurt. Colored chauffeur likewise bruised.

Crash into a lamp-post at Riverside and 116th was caused by two careless strollers, who crossed against the lights and didn't heed the honking of the horn. Car wasn't going fast, as Miss Mack particularly is a nervous passenger and had specifically instructed the driver not to speed.

Balto Shaving

Baltimore, July 2.

State, east side split-weeker, playing three-act bills booked out of New York by Eddie Sherman, has cut vaude to final halves only as a summer measure.

Will revert to all-time policy on Labor Day.

GOLDIE'S NEW ACT

Jack Goldie is framing another new act.

His ex-partner, Ann Fritchard (Mrs. Goldie) continues with her own combo, opening Friday (6) at the Broadway Paramount.

ORDER CLEANSING BY VAUDE COMICS

Church Morals Drive on Films Stirs Major Circuits' Stage Whitewashing—Agents Held Responsible for Infractions by Acts—Comedians Hold Radio Responsible for Most Stage Suggestiveness

SCHENCK SENDS LETTER

Vaudeville—or at least that part of vaudeville which is affiliated with picture production—is launching a morals drive against users of dirty material.

The major vaude circuits, Loew and RKO, started it last week by ordering their respective franchised agents to see that the acts they represent refrain from using blue stuff on the stage. Both declared the desire to make stageshows spotless is inspired by the current church campaign, and extensive newspaper propaganda against moral laxity in films. Belief both at Loew and RKO is that complaints against vaude would reflect generally against the circuits and their picture producing affiliates.

Loew issued the cleanup order by letter. RKO's agents were notified verbally. In both cases the agents were told they will be held responsible for any infractions of the morals rules by acts they represent.

The dirt issue, once dominant in vaudeville, has not been regarded as important for the past three years or so, due to the decline of vaudeville itself and most matters pertinent.

(Continued on page 66)

AFA ABSORBS DETROIT BODY

American Federation of Actors will probably take over the entire membership of the Detroit Entertainers Association in forming a branch of the union in that city. DEA was the organization which claimed a few weeks ago to have received a charter from the American Federation of Labor to operate as a union. A. F. L. denied this at the behest of the AFA.

Ralph Whitehead, executive secretary of the AFA, presided over the first AFA organizational meeting in Detroit on Friday (29). Members of the DEA were in the majority and after the session was over most of them called for application blanks to the AFA.

Whitehead leaves Detroit on a circuit of the key cities of the U. S. and Canada by automobile to form AFA branches in each.

MINOR, ROOT SAILING

Minor and Root, ballroomers, sail Wednesday (4) for England and an eight-week engagement at the Savoy hotel, Southampton. Set by Phil Bloom of Rockwell-O'Keefe.

Report Moss Will Seek Penalties In Agents' Chas. Allen 'Test Case'

Marie Marion Injured In L.I. Auto Smash

Marie Marion (Clifford and Marion) is in South Nassau County hospital, Freeport, with injuries received in an auto accident on Long Island last week. Her husband-partner, Nelson Clifford, was also in the car, but not hurt.

Their machine collided with one driven by Pop Foster, manager of Jimmy McLarnin.

Pepsodent Refusal Cancels A&A's Two \$7,000 Coast Weeks

Los Angeles, July 2.

Amos 'n' Andy have cancelled their two Coast weeks, through refusal of the Pepsodent company to release them for personals during their layoff. Pair were to split the two weeks between Fanchon & Marco at the Paramount here and Fox West Coast at the Warfield.

San Francisco, at \$7,000 weekly. Three-day break-in for F&M at the Orpheum, Denver, is also out.

F.&M. SETS CONDENSED VERSION OF 'DRUNKARD'

San Francisco, July 2.

A condensed version of 'The Drunkard' will go on stage at the Orpheum July 6, booked by Marco, and giving the town two 'Drunkard' shows. Other is in its ninth week at the Palace hotel and going strong. Marco's show was sold him by Hal Uleides.

Orph meanwhile is back to single pix after trading duals the week previous along with vaude, the lengthy show minimizing grosses materially. Ted Fiorito band currently on stage.

Sen. Murphy to Fill Cancelled English Time

Senator Murphy will do his political monologing in Europe over the summer, commencing July 30 at the Holburne Empire, London. Two weeks at the Palladium follow, after which the Senator goes into the provinces for several weeks.

Murphy's special dates are those he contracted to play last spring, but cancelled. He sails from New York July 21.

Other acts going abroad for vaudeville and cafes are Reed and LaVere, sailing July 18 for London, and Chilton and Thomas and Florence Robinson, who leave July 7 for the Felix Ferry show at Monte Carlo.

Philadelphia, July 2.

Catherine Rand, dancer in Jack Lynch's revue at the Adelphi roof, who was seriously burned recently, leaves Jefferson hospital today (2) with practically all traces of the accident a memory.

She intends to resume her dancing after a long respite in the country.

New York City's test case against unlicensed theatrical reps on charge they are running employment agencies, due to come before the three judges in Special Session July 12, will be turned into serious affair if License Commissioner Paul Moss gains his objective. Moss, from report, will not only ask a conviction misdemeanor charge in order to pave the way for the licensing of all agents in New York, but also intends to

court to a from Charles Allen (Curtis & Allen), who is serving as test defendant for the RKO, Loew and indie agents' clations.

Conviction on a violation of the general business law as it applies to employment agencies carries a maximum fine of \$500, or a maximum jail sentence of six months, or both.

No Fool

It has been generally presumed by the agents and their counsel, Maurice Goodman and Harold Goldblatt, that in the event of a conviction penalties would be waived by Commissioner Moss and the corporation counsel due to the test nature of the impending trial. On Friday (29) Moss intimated he will ask for a conviction. Goodman and their intention to appeal a reverse decision in Special Sessions to Supreme court.

If Allen is convicted it will probably also mean the penalizing of the other seven agents who were cited by Moss about five weeks ago, and whose cases were held over by Magistrate Louis E. Brodsky pending the Special Sessions decision. They are Marty Forkins, Charles Yates, Ed Smith, Mark Leddy, Harry Romm and Jack Curtis. Latter, who is Allen's partner, and was originally chosen as the test defendant, is in Europe, which necessitated the substitution of Allen in his place.



MAYRIS EDWARD CHANEY and FOX

"Artists of the Dance"
Appearing Nightly at Chicago's
Riviera Rendezvous
"THE DELLS"

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WORLD'S GREATEST-RISLEY ACT

THE 5 JANSLEYS

THIS WEEK (June 28) RADIO CITY MUSIC HALL, AND HELD OVER NEXT WEEK (July 5)

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No. 3



15 YEARS AGO

(From VARIETY and Clipper)

Film business staggering around in a daze. Chaplin's 'First Nat. comedy, 'Sunnyside,' was floppo, and the trade couldn't understand it.

Companies were planning to export \$20,000,000 worth of films to countries receiving none during the war.

Majority interest in Lone Star Films was bought for \$600,000. Chief asset was 12 negatives of Chaplin comedies, made by Lone Star for release through Mutual.

Famous layers-Lasky declared intention of building British theatres and native exhibs were panicked.

F-P. preparing to back drama authors in their own stage productions in return for pix rights.

Growing cost of existence on the road was worrying vaude actors. A decent hotel cost \$10 a day. Added to new railroad fares, it was a headache.

First week in July and the first of the fall season productions turned up on E'way. Others in the offing. Bill Brady first with 'At 9:45.'

Pasquale Pion, sideshow freak with Sells-Floto, known as the man with two heads, lost his second head through a surgical op. Proved to be a tumor on top of his actual head.

All amusement parks reporting good business despite upped admissions and rides.

Bert Levy talking about a children's theatre for N. Y. Still being talked about, but not by Levy.

N. Y. musicians took a flat \$5 hoist in vaude and burley houses, averting a strike. Acceptance conditional on B. S. Moss coming in.

Burlesque players in demand for carabot work prior to opening of road season. Seemed to have the knack of catching on.

Mary Pickford announced she would make nine more pictures and quit. That was back in 1919.

50 YEARS AGO

(From Clipper)

Catherine Lewis was bounced out of the New Orleans French opera because she refused to tame down her costume in 'Mme. Angot's Daughter.' Had a split skirt.

Ida Siddons, who practically developed the idea of the burlesque show, was preparing a second show for the one nighters. Used 32 people, mostly girls.

Sells Bros. circus was planning to tour parts of Wisconsin, which had never had seen a circus pitch.

Circus agents refused a license in Cresco, La. They went ahead and contracted the town and the authorities weakened and issued the reader.

Patti signed with Col. Mapleson for another American tour. To get \$4,000 a concert and all expenses. Bernhardt clinched with Henry E. Abbey for \$6,000 a performance and a cut in on extra profits. Big money, but they earned it.

Marie Van Zandt, opera diva, sued the Paris correspondent of a

(Continued on page 64)

Inside Stuff—Pictures

(Continued from page 43)

going to prove costly to Paramount now that it is going to be revamped and a new title chosen to suit censor tastes. Press book, with cuts and mailing, runs to around \$3,000, of which it is hoped close to \$1,000 may be salvaged through cuts and other material. Book had already been mailed to Par accounts contracted for the West picture, that also representing a loss. J. J. McCarthy, after minor objections, had okayed the press book for Par as not susceptible to suggestive interpretation. Loss on paper accessories may run the total loss to \$5,000 or more. Press book was 36 pages, larger than the average for Par.

Much pro and con concerning the Paramount-Capitol pool in N. Y., but little has been voiced as to what this means for Loew's State, which plays second run pictures and vaude.

In a few quarters speculation is rife as to whether there's anything to stop the State from bidding against the Par for stage attractions. Loew's second-runner never having been aloof from names and high salaries now and then. Plus that the State, on pictures, though second run, will be playing cream product against Par's secondary first runners. State now plays all Metro, United Artists, Warners and half of the Par films. It will still have Metro and UA complete and half of the Par lineup regardless of where they first run. RKO has the other half and during 1934-35 will have half of Warner Bros., Loew being reduced to 50% of that program.

RKO's Palace, though it has been low on names and salary allowance for the stage, could also benefit from the Par-Cap pool as a second run. Palace half of the Par pictures will include those which play the Cap instead of the Par on first run. Palace will have, plus half of Par, the Radio product and the half of WB pictures the State doesn't get, plus anything from Fox, Col or U on deals yet to be set.

The Par-Cap pool, now officially stated as being 'indefinitely postponed' is not altogether dead. The salient hitch is the bidding up of the Mae West film, 'It Ain't No Sin,' which has gone back to Hollywood for re-takes and a new title.

tudying the new landlord provisions for future rent in the Corporate Bankruptcy Act, attorneys who are reading it upside down and backward, with and without commas, are expectant that in the case of Paramount the courts will not load the books with a lot of unforeseen liabilities on claims that have already been expunged.

The new law declares that landlords are entitled to damages under broken leases to an amount not exceeding the equivalent of three years' rent. Attorneys say that proof of claims for damages is apparently good only from date of surrender of lease or of re-entry by landlord, but it isn't clear whether a claim would hold good if the landlord kicked out a non-paying tenant, repossessing property. Also whether or not damages are good between the date Par may have walked out and the landlord walked in, to possibly operate the house on his own, or whether it would go beyond that for various reasons. Bankruptcy counselors believe that the landlord clause leaves much to the discretion of the courts and that if a landlord puts in a claim of say \$30,000, which shall not exceed three years' rent, the court has the power to grant half of that or less or nothing. Another question attorneys are asking is just what constitutes surrender and what constitutes re-entry of the landlord. Latter could mean acceptance of the keys in cases where Par walked out they aver. That, also, could constitute surrender they add.

A. B. M. T. bus from Brooklyn Heights to the downtown theatre section and a bus route from Long Island's north shore direct to Brooklyn, information bureau on shows, stores, etc., are among plans of the Brooklyn co-operative council of theatres, stores, utilities and others.

Although invited to participate by the Downtown Brooklyn Business Men's Association, RKO so far is remaining on the outside. Warners, Paramount, Loew's and the Brooklyn Fox are all on the theatre committee. At RKO the only reason given for not participating is that circuit wants to see how it works out before joining.

Minnesota Tourist Director George H. Bradley trekked down to Bingham Lake to project Minnesota's World's Fair films at an outdoor picnic to an audience of 4,500. Show held at night with projection lights attracting such an army of assorted bugs and flies that the inside of the machine resembled a Disney Symphony.

Heat from machine baked many of the crawlers into the film itself, so that print when now projected shows continuous light flecks, not to mention differences in sound not intended as originally turned out.

Giving up the picture business some years back in favor of banking, Ben Schoenfeld has just been elected v.p. of the Public National Bank & Trust Co., New York.

At one time with Fox, Schoenfeld was studio manager for Goldwyn and production manager for Sidney Drew Productions, subsequently joining independent distribution ranks.

On one of the hearings into the Fox-Metropolitan matter, as to whether the Skouras-Randford interests should continue or the Warner-Loew bid be accepted, Judge Julian Mack waxed a bit facetious.

Skouras side mentioned something about it not being a question of the \$75,000 salary a year and Judge Mack said: 'No, I understand \$75,000 a year is a small matter in the film business.'

Hockey is the latest sport to be drafted for screen material. Follows the recent death of Chuck Gardiner, goalie of the Chicago Black Hawks and considered the best of all time.

Various Chicago newspapermen are using incidents from Gardiner's career for stories to be submitted to the studios. So far hockey has been passed up on the screen.

Redubbing of musical sound tracks in the news weeklies and comedy shorts is leading to no individuality for the orchestrations being used for the various clips.

This re-recording also causes the tracks to wear off and the sound on the duplication of tunes is getting plenty tinny and noisy.

For some parts of the world silent films are still a novelty. One of these spots is the leper colony on the Virgin Islands. The U. S. Navy has appealed to the Hays office for all available silent prints for leper audiences. Universal, Fox and Columbia are the first of the majors to have made large donations.

Screen Actors' Guild has made a formal protest to Liberty magazine for printing the so-called 'vital statistics' after its picture reviews which tip off the salaries of film players.

Warner Bros. for the first time is going into the Satevepost to burb its pictures. Starting July 28 on 'Dames,' WB once a week thereafter will advertise a picture at a time.

Since the Navy avoided pictures when in New York, Warner Bros. is going to follow it around as much as possible and try to tease the satillies with 'Here Comes the Navy,' Cagney's latest. Dates are being arranged to fall while units of the navy are in port, first being the State, Norfolk, week starting Friday (6).

This is a pre-release engagement despite that general release to grab

Inside Stuff—Radio

Development of a robot radio which tunes itself on and off different stations according to a pre-selected schedule, starting and stopping and changing programs automatically over a 12-hour period, was announced last week by A. Atwater Kent, radio engineer and manufacturer, at a meeting in the Ambassador hotel, Atlantic City, before 300 engineers and distributors from all parts of the country.

Once set, the robot or 'tuneomatic' radio provides any combination of programs desired, and after turning itself off at night will go back again in the morning and serve as an alarm clock.

The first model perfected was exhibited by Kent and looks like any other large all-wave radio, except for an electric clock set into the front panel. While the mechanism is described as a complicated engineering achievement, the operation is quite simple.

NBC missed out on the long-awaited House adjournment net's Washington crew was too smart for its own good.

When House decided it was beneath its dignity to put on a show while awaiting for the Senate to quit, NBC crowd became inspired and slipped quietly over to the Senate side to put on interviews while Columbia twiddled its thumbs.

Out of a clear sky, House dragged in the Marine Band which had been standing by for days on argument that a service orchestra couldn't be 'undignified'. And when muskies struck up 'Dixie' the lid flew off, the Reps began to yodel like old times and CBS merely turned a switch and had the works on the air.

In the new survey on listener habits during the summer that the Psychological Corp. is about to undertake, the research bureau has promised CBS that it will be a little more expansive in its probing. In the canvass made by the bureau earlier in the season, it asked loudspeaker addicts whether they were listening as much or less this summer as compared to 1933.

CBS complained that the query overlooked the possibility that the interviewee was giving his set more thumbing this season than he did the previous summer, and that this twist should have been included in the questionnaire, if the analysis was intended as a comprehensive one.

Another indication of the severance of connections between the Levy Bros. and the Gimblets in WIP, Philly, is the announcement that this station has let bids for new modern studios atop the Gimble Brothers department store here.

Plans for the new studios were originally formulated by Ben Gimbel as former head of WIP two years ago. Idea now has been okayed by Richard Gimbel, store proxy, in an effort to strengthen WIP's position in the local radio set-up.

New publicity policy adopted by WOR, Newark, demands that the matter be strictly of an institutional nature. All ballyhoo must stress the station's coverage, cultural standing in the area, etc., with scant attention, if any at all, given the schedule's entertainment personalities.

Theory upon which this attitude is based is that the station cannot hope to compete on the latter angle with the networks and that more could be gained by selling the station exclusively as a distinctive institution of its kind.

For the first time since President Roosevelt started his series of air chats a third network was represented last Thursday night (28) among the mikes in 'The House of Representatives.' New instrument belonged to George Storer's American Broadcasting System. After the broadcast was over Mrs. Roosevelt noticed the electric ear with the call letters 'ABS' and inquired about the web.

Third announcer on the assignment was Ted Outenamp, of WOL, Washington, an ABS affiliate.

Eddie Cantor's return to the Chase & Sanborn program in the fall is not on an option pick-up, but a new contract deal. When comedian got on an option pick-up, he was approached with another proposal to do an signed for 13 airings he was approached with another proposal to do an additional five in the fall. Cantor, who has been very liberal in his consent to counter agreement, permitting Cantor to deduct the five from his original commitment, limiting his broadcast to eight stanzas.

Of the 14 stations in southern California only four—KNX, KFI, KHJ, KFVB (all Los Angeles) have house bands. The remainder have no regular musicians but occasionally bring in musicians on a per broadcast basis.

Inside Stuff—Vaude

Bobby Sanford's Show Boat, while inclusively priced at \$1.65 for the Hudson River Day Line boat ride and for the show, actually is split up into two units. Ninety cents goes for the Buccaneer, which is the show boat proper, and 60 cents for the ride, plus 50¢ tax on each for the government. Reason for the split-up is that Sanford and Meyer Davis, who are partners on the show boat, share on a percentage split on the Buccaneer proper, and not from the boat ride. The Buccaneer is a separate floating theatre at Tarrytown, N. Y., on the Hudson, to which the Day Line lasses its boats and the passengers cross over via a gang-plank into the show boat for the performance.

While Sanford is on percentage, his show isn't. They're guaranteed. Lester Allen heads the revue. Four Carlton Boys, just back from Europe, are new additions. Katherine Spector, prize-winning beauty, is out.

Although many in vaude do not know it, the title of champ girl banjoist is open following the recent death of Dorothy Kenton, whose passing after a brief illness escaped attention in show biz.

Miss Kenton was stricken with pneumonia and died in French hospital, New York. Rare among instrumentalists is a femme banjo player.

With the new Billy Rose Music Hall (Hammerstein theatre), New York that makes the second m.h. in the Broadway sector counting the Radio City Music Hall.

Rose has a piece of the cabaret-theatre bearing his name, unlike the Casino de Paree (N.Y.) where he merely put on the show although he is almost as prominently tungsted at the Casino as at the theatre bearing his name. Rose's end from the C. de P. is \$500 a week. Same syndicate, headed by Yermie Stern, controls both spots. John Steinberg is g.m. of both and will triple into his self-controlled Pavilion Royal, Long Island, which brings in Rudy Vallee as the attraction Thursday (28).

the navy was made more possible by advancing general release, from August 21. A broadcast from the Coast with James Cagney and Pat O'Brien on the air is to be lined up so that the gods will get it, among other efforts to create good interest.

Radio is clearing the rights on 'The Three Musketeers', as a starer for Francis Lederer. Picture was made as a silent by Doug Fairbanks and later produced in French.

Staff working on the Radio Pictures year book was rewarded with a \$100 bonus each for extra labors in the preparation.

Cal. Little Theatre Boom Gasping, With Few Angels Left to Feed On

Hollywood, July 2.
There, little storeroom, don't you cry,
You'll be a little theatre by and by.

This little jingle tells the story of a real estate boom that died aborning. If theatre Mart hadn't had such an all-fired success in 'The Drunkard' it wouldn't have happened, and those shoe-string bankrolls could have been used to better advantage over the pie counter.

No sooner did the word get around that the eat, drink and merry enterprise was destined for a run than the lads with a heavy yen for theatricals, and a few C's that cried for action, hopped on the bandwagon.

In less time than it takes to say Boleslavsky the boys had their locations staked out. This was the least difficult of their tasks, as there are still plenty of the real estate chappies hanging around so as not to miss the next boom. It looked sure enough as if it had arrived, so the ex-sub-dividers polished up their palaver and set forth to knock over a few deals.

Suckers—And How! Angels seemed plentiful and the chase was on. It wasn't exactly an ill wind, for the dimes were spread around where they did a lot of good. Some of the lads, and lassies were (Continued on page 65)

NO ROCHESTER STOCK FOR THIRD SUMMER

Rochester, July 2.
Rochester, which used to be one of the best stock cities, is again without summer stock. This is the third stockless summer, though there have been two spring attempts.

Last really successful stock company here was the Cukor-Kondoff Players, seven years ago, before George Cukor left to become a Paramount director.

Community Players, local Little Theatre movement, is blamed by many for the recent stock failures. Critics claim that supporters of the Community group are perfectly satisfied with amateur performances and withhold support even from an able professional group. With a subscription membership of 2,000 and owning its own theatre, the Community organization has successfully weathered the depression and is going as strong as ever.

'DRUNKARD' YEAR OLD

Hollywood Production in Little Spot Goes Big With Suds

Hollywood, July 2.
'The Drunkard' goes into its second year at the Theatre Mart here next Friday evening (6).

Special program being arranged for the event, along with regular beer and pretzels.

Shawn Back

West Bocket, Mass., July 2.
Back from a tour in which he gave 115 performances in more than 100 cities, Ted Shawn and his dancers are at Jacob's Pillow for the summer.

Shawn is building an addition to his barn-studio to provide seats for those who attend his weekly tests and demonstrations. He will lecture and group and solo dances will be staged.

'SKY MATES' GROUNDED

Los Angeles, July 2.
Wage claims totaling around \$800 have been filed with State Labor Bureau here against the producer of 'Sky Mates', musical, which is rehearsed here for four weeks with the World's Fair at Chicago, its announced destination.

Scenic designer is seeking \$504.50 and pianist claims she has \$384.45 due in wages. Chalmers B. Fithian is listed as the producer.

Berkshire Workshop Starts

Troy, N. Y., July 2.
Berkshire Theatre Workshop has started another season of repertory at the Nell Gwyn theatre in Malden Bridge, Columbia County, at the foothill of the Berkshire Mountains.

BECK SET FOR SEASON, BRITISH G&S CO. START

With the D'Oyly Carte Opera company, England's noted organization devoted to Gilbert and Sullivan, booked into the Martin Beck, N. Y., for six weeks starting early September, that house is assured of attractions for the bulk of next season.

Following the G. & S. season the Abbey Players will appear at the Beck, where this Irish troupe established box office records last fall. Late in November Katharine Cornell will appear in repertory consisting of 'Barrett's of Wimpole Street', 'Juliet' and 'Candida'.

D'Oyly Carte company will come over intact, including chorus and using only some extra people engaged here.

NEGRO OPERA CO. UNDERWAY

Opera 'Emperor Jones' will be sung by an all-Negro company at Mecca Auditorium, N. Y., for three performances—July 10, 11, 12. First time here for 'Jones' outside of the Met opera house.

Lead will be sung by Jules Bledsoe, who appeared in the opera in Amsterdam, Holland, last winter. Presentation will be by the Aeolian Opera Association, headed by Peter Creators, son of the band leader.

Other operas to be given by the colored outfit on Wednesday night during July and August are 'Cavalleria Rusticana', 'Pagliacci', 'Rigoletto', 'Lakme', and 'Carmen'.

ELITCH STOCK EXPECTS TO TOP '33 FIGURES

Denver, July 2.
Eltich theatre, with summer stock, is set to beat last year—and last year was the first to show a profit in six seasons. Company opened to a capacity house and played close to that all week. Season reservations and advance sales are bigger than in the memory of the veterans.

Eltich stock is the oldest stock in the world. Theatre, built 42 years ago, was used for vaude for a few seasons, and then changed over to stock.

Company this year is one of the best the park has ever had, and the best Gurlitt has picked.

Opening play, 'No More Ladies', is played by Matthew D. Crowley, Edwin Leary, Elizabeth Rison, Bette Wynne, Esther Guerline, L. J. Herriock, Donald Woods, Lora Baxter, Brandon Evans, Alan Campbell, Helen Brooks, Albert Van Dekker, and Kathryn Givney.

Crowds are looked to hold up all summer, regardless of the fact the prices have been boosted from 75c to \$1, including tax. High-priced seats are selling first. Two and three years ago there were always a few rows of empty seats in the rear of the top-priced ones, but this year they are filled sold from the stage. Season will run 10 or 11 weeks.

Hopatcong Opens

Newark, July 2.
Hopatcong Broadway Players opened Monday at Netcong with 'Biography', starring Irene Purcell. Cast includes Marjorie Cameron, John C. King, Ivan Miller, Norman Stewart, Albert Kappler, Valerie Bergere, and E. Blunkall. Manager is Thomas P. Heidt and the director E. J. Blunkall.

Wesley Givens is stage manager, Tori Maltese, designer, and Channing R. Pollock, p.a.

Company intends to use successes with guest stars, J. C. Nugent and Mabel Taliaferro are underlined. Mats Thursdays.

NO LICENSE, NEWARK'S 'DRUNKARD' KEPT OUT

Newark was to have blossomed out Monday (2) with a cafe for which another company of 'The Drunkard' was readied, but the debut failed to come off, application for a liquor license being refused. Sunday ads announcing the Washington Music Hall, spotted opposite the Broad street theatre, were pulled out just before press time.

Harry Winterbaum, fronting for Wee and Leventhal, made the license application. Firm which has been operating rotary stock, with Newark as one of its most successful stands, spent several thousand dollars in fixing up the spot, formerly a restaurant. In addition to the old meller and free beer, it was planned to have 50 hostesses on the job for unattended males. Ballentine's brewery is said to hold the mortgage on the place.

Harry Bannister staged the Newark 'Drunkard' along the same lines as in an old church in East 5th street, N. Y. C. which spot is called the 'American Music Hall', and which he operates. It has been pilling profitable business for several months.

Opposition from the clergy is said to have delayed, if not killed off, the latest 'Drunkard' project. Lurid circulars reached the hands of that group of ministers who forced Minsky, burlesque out of the Broad, Newark, last season. Line believed to have blunked the Music Hall read: 'See the Drunkard' and learn how to beat your wife.' Ad matter emanated from the W. & L. New York office.

Bannister used similar matter for the N. Y. 'Drunkard' without interference. Lester A. Smith, former stock manager, who has been representing the firm in Newark, was to have handled the Music Hall.

Four-Wk. Program Set By Syracuse U Troupe

Syracuse, N. Y., July 2.
Syracuse Summer Players will open their fifth season at Syracuse University on July 11 with a four-week playbill set. Players are a repertory company of Syracuse graduates, under the direction of Prof. Sawyer Falk, university's dramatic department head.

Personnel this season will include William Shea, Baldwin Smith, Mary Flood, Marydee Johnson, Milton Hall and Dorothy James, with Hayden Hickok handling business arrangements.

Plays to be given include 'Separate Maintenance', by Edgar Lee Masters; 'Oliver Oliver', by Paul Osborn; 'When We Dead Awaken', by Ibsen, and 'Love in Livery', by Marivaux.

Plays Out of Town

THE GOOD GIRL

New Rochelle, N. Y., June 30.
The Westchester Theatre Society, N. Y., presents 'The Good Girl', a comedy by C. Gordon, staged and directed by John Martin. Settings by Robert Fouke.

John Martin, N. Y. Times dance critic, is behind this New Rochelle venture, first of its kind here for some years.

Town too close to New York to have been a good legit proposition for the last two decades, The Class-A picture houses, Loew's and Proctor's, take care of things, usually getting capacity houses. But place has now grown to 30,000 and the Westchester theatre may pull in enough on a summer basis to make it interesting.

A class audience, if anything; \$1.50 top, scaling down to 50c. for the balcony. Troup with the big Woman's Club here, whose stage has been enlarged and a kitchen lifted, interests that element and ought to help. Plan is for ten weeks, with an unproduced play each week.

'The Good Girl', adapted from Carlo Goldoni's 'La Putta Onorata', and presented for the first time in America, was rather a confusing proposition for the audience. Twenty-six of the 142 new plays done by last year's summer theatre reached Broadway, but this one hasn't much chance of doing so. It is a comedy among those of this summer to reach the long street. Written in Italian as a moral lesson for girls, it's thing to do is to be a kid, and offer it in the hiss-the-villain manner.

Story winds around a Venetian

Fight for Social Prestige in R. I. As Three Opposition Stocks Open

MAX GORDON MAY HELP LIPPER DO SHOW IF—

'Saluta', Will Morrissey book musical, which several producers have had on their schedule, may reach Max Gordon's hands. Whether Gordon stages it depends on a financial deal with Arthur Lipper, Jr., New York broker, who is backing the show.

Gordon has agreed to nominally produce 'Saluta' if Lipper purchases 10% of 'Waltzes in Vienna', 'Waltzes' 10% is valued by Gordon at \$30,000.

Lipper has been a Broadway angel. Last season he had an interest in 'The Milky Way'.

NEW SEASON'S MUSICALS START

First major musical for the new season to get underway is 'Life Begins at 8:40', which went into rehearsal Monday (2). It will be presented by Lee Shubert and will be spotted either at the Winter Garden, N. Y., or the Imperial, with Bert Lahr starred. Due for premiere Aug. 14.

Lew Brown is working on 'Yokel Boy Makes Good', working title of a revue which will have Milton Berle topping the cast. Abe Lyman band also set for it. Also reported reading is a revue called 'Keep Moving', said to be 'Up Pops the Devil', tried out of town recently.

Summit Stock Off

Newark, July 2.
Summer stock at the Lyric, Summit, which was to have opened Tuesday (Monday) is off, due, according to company members, to owners of the building insisting on \$5,000 being invested in the front of the house.

This the managers couldn't see.

BERTRAM'S IN N. C.

Charlotte, N. C., July 2.
Bertram Players, summer stock company, opened here in a tent theatre located on a vacant lot six blocks from the heart of the city to a good house.

Same players, headed by Mr. and Mrs. Bert Bertram, were here last summer.

Plays Out of Town

gal of 1750 who is more sensitive about her honor than most and has a hard time getting married respectfully in the face of the amorous attentions of a marquis and an old merchant. Period stuff, some crackling good modern lines have been written into it. But it looks too slight and hasn't enough general appeal to go further than summer theatres or a tony repertoire company.

John Martin has done a clever job staging it, using small platform sets operated by hand in sight of the audience, getting the effect of a revolving stage in an amusing way. Gondolas come down the center aisle to add to the novelty. Cast, headed by Enid Markey, Albert Carroll, and Marek Windheim from the Met. Opera do, in the principal parts, about all that could be done with this play anywhere and by anyone. Which isn't enough, because the story is fluff. No picture. *Pratt.*

CAMILLE

Portland, Ore., July 2.
Fred and Mary Harris kept the promise given a month ago, when they produced 'Gammer-Gurton's Needle', by offering a finely done 'Camille' at the Ellison-White.

All the trappings of 'The Lady of the Camellias', from the pen of Alexander Dumas, the younger, has been caught in the interpretation which Mary Blaisdell Harris, as Camille, and the supporting players, under the tutelage of Fred Harris, are giving. Perhaps some of the (Continued on page 62)

Providence, July 2.
Rhode Island will have at least three summer playhouses this season. Two theatres, Kingston theatre and the Theatre-by-the-Sea, both situated in the town of South Kingston, tonight (Monday) with Clare Kummer's 'Her Master's Voice' booked at both spots.

Theatre-by-the-Sea operated last year, Kingston playhouse is a new idea, and will be located at Memorial Hall in Rhode Island State College. With the Newport Casino theatre set to open next Tuesday night (10), Rhode Island will be asked to support three projects.

Opening of the two South Kingston stands was preceded by plenty of fireworks. Theatre-by-the-Sea group protested against Kingston project with the Town Council, but opposition was to no avail, even when it was shown that Theatre-by-the-Sea was a financial failure last year.

At Town Council hearing charges were made that the Kingston project was a State subsidized project inasmuch as the sponsors were getting a hall with 800 seats for an eight-week season for only \$175, while those behind the other project were paying many times over that amount for a theatre that seated only 300 people.

Behind all this is seen a bitter fight for social prestige in South County. Last year Mrs. Alice Tyler, New Haven socialite, and Rhode Island summer resident, stole the march on several wealthy native clubwomen and built the Theatre-by-the-Sea at Matunuck.

Since then there has been considerable ill-feeling toward the Matunuck group. Project at Kingston college has the support of President Raymond G. Bressler, Rhode Island State College. Remington Korper of New York is business manager.

Theodore Hammerstein and Denis Di No of New York leased the Matunuck playhouses. Bernice Claire and Lulu McConnell have the featured roles for the opening production at Matunuck, while Constance Binney heads the cast at Kingston.

'Her Master's Voice' is also staged as one of the 10 plays to be staged at the ritzy Newport Casino theatre.

CALIF. RELIEF HIRES 300 ACTORS AT \$9-\$12

Los Angeles, July 2.
Employment for 300 actors and technicians will be provided by the State Emergency Relief Association within the next three weeks. For the past three weeks plays have been staged which called for 150 workers. In order to meet the quota of 300 for this district, new companies are being formed. Weekly wage runs from \$9 to \$12. Appropriation for this area is around \$40,000 with no date set for termination of the project.

Registrants are called in the order of their need, those with dependents getting the preference. Ability is held secondary.

With a view to determining what percentage of the players are professionals, Charles Miller, Pacific Coast representative for Equity, is making a survey and will file report with New York headquarters. It has been said that players chosen are without professional experience other than school plays and film extra parts.

J. Howard Miller, drama director for the relief plan, defends his selections by saying that nothing transcends actual need and that he will continue to pick them as he has in the past.

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Equity Frames New Contract Clause To Protect Actors from Wage Cuts

Equity's younger group has accomplished its first protective measure for legit actors through its representatives on the council, and contracts for next season's shows will include clauses which are regarded as important to players in regards to salary cutting and other concessions sought by managers.

Liberal element, when getting together during the spring to frame amendments, also framed a number of proposals. These were not placed before the assemblage and are carried for consideration at the next quarterly meeting in September.

Proposal to prevent indiscriminate salary cutting, however, was regarded as a matter for the council to act on before the new season starts.

Hereafter managers, when seeking to reduce salaries, will not be permitted to put the matter up to the individual actors. Contracts will stipulate that managers must convey their plans to the company deputy, who in turn will inform Equity. Manager must then present figures to Equity in proof of claims that cutting is necessary to prolong the engagement.

An executive board at Equity will hear the manager's contentions, board to consist of the president, executive secretary, a member of the legal staff and an auditor, if necessary.

'Cuts and Concessions' resolution goes into considerable detail. It provides that should a company agree to salary trimming when and if the gross is less than \$5,000, the fact that the actual gross drops \$100 or so under the mark, does not mean the slice can be effective. In such cases, players will have the privilege of making up the difference on a pro-rata basis, that advantage going to the actor if his share be less than the amount of the cut.

New clauses in the contracts do not apply to star or feature players, who may continue to do business with managers as now, but the new rules are designed to take care of the smaller salaried actors who have little chance to go counter to a manager's demands. As a further protection, along the same lines, resolution provides that there be no changes to the printed contract forms and no writing in of provisions without the consent of Equity officials.

Conception of the new salary cut rules dates back to the early spring, when the management of 'Sailor Beware' proposed cut salaries. Players banded together and there were a series of notices from both sides. After brushes between back stage and the front of the house, Courtney Burr, producer, placed box office and expense statements before Equity and, although there has been some query over the figures, the original cast is sticking on percentage. New rules apply in all territory where Equity maintains offices, which means New York, Chicago and the Coast.

Scott at Mt. Gretna

Lancaster, Pa., July 2. A. E. Scott's Gretna Players return to 'Theatre in the Woods', Mt. Gretna, Pa., for 8th consecutive stock season. Open-air theatre in small resort settlement has large draw from Lancaster, Reading, Lebanon, Harrisburg and York, in addition to localities.

Scott, Margaret Mansfield and Sadie Begarde are only original members back this year. Season opened with 'It's a Wise Child.' Next 'Goodbye, Again.'

10 WKS. FOR SHARON PLESE

Canaan, Conn., July 2. Frances Williams Thatcher, wife of James Thatcher, New England stock impresario, has opened the Sharon Playhouse with a season of summer stock.

Planned to go 10 weeks.

Grease Painters

Albany, July 2. The Grease Painters, group of Albany thespians directed by Gene McCarthy, are rehearsing for a summer opening at Lake Lucerne Aug. 26.

Plays will be staged in Odd Fellows Hall.

BERLE, LYMAN'S BAND, SET FOR BROWN SHOW

Milton Berle gets the comedy lead part in the Lew Brown book musical, tentatively titled 'Yoked Boy Makes Good.' Comedian left last night (Monday) to join Harry Aist, Nat Dorfman and Brown in Naples, Maine, where they are hiding away to put the finishing touches on the book.

Brown's cast, completed thus far, consists of Berle, Roscoe Ates, Mary Brian, Art Frank, and Abe Lyman's band. Deal for Fela Negri is still unsettled, but not altogether cold.

Louis Epstein, business manager of the Al Jolson shows for years and lately unit manager for the William Morris office, will handle the Brown company and also manage the Majestic theatre, which has the musical penciled in for fall. Rehearsals start in New York Aug. 1.

2 CHI OPERAS NEXT SEASON

Grand opera along the lines of other days will probably not be given in Chicago next season, but at least two opera companies are carded there for limited periods. According to present outlook the duo of operatic organizations will play in opposition part of the time. Each is slated for six weeks, one starting in October and the other in November.

Fortune Gallo, who recently completed a successful coast tour, will go into the Auditorium, former home of Chi opera. Spot was tried out as a night club, but flopped. Gallo's San Carlo Opera troupe is slated for the house starting Nov. 10. Locally formed opera presented by Paul Longone will start at the new Civic Opera House some time in October. Group of Chicagoans headed by George Woodruff will back the Civic opera venture, it is understood.

5 Portable Stages And Trucks Ready For Free N.Y. Shows

Five portable stages, which will be drawn by as many motor trucks, are ready for the presentation of free legit shows in New York city's parks. These are the shows under the direction of the Civil Works Administration which have been playing in school auditoriums and elsewhere since early winter, salaries being paid out of federal funds. Required equipment for the stages arrived last week.

CWA is awaiting an opening date to be set by Mayor La Guardia. First showing will be in Thomas Jefferson park at 113th street and the starting attraction will be 'Uncle Tom's Cabin.'

Seven other CWA units will continue to play some schools, prisons and CCC camps upstate, later rotating onto the portable stages in the city's parks. No further work has been received from Washington in regards to the plan of forming 50 companies to give shows in CCC camps throughout the country, and the chances of its accomplishment appear remote.

NELL GWYN PLAYERS OPEN

Albany, July 2. Nell Gwyn Players opened their fourth season Friday (29) at Malden Bridge, staging 'Ten Minute Alibi'—for three days. Directors are Adele Lee and Emily Bishop of Boston.

Players include William Wright, Laurence Adams, Elizabeth Hendricks, Frances Locke, Ann Lincoln, Doris Lecky, Harriet Hadd, Gertrude Handley, Reta Shaw, John Hall, Jack Granfield, Joseph Cell and Erich Nietzsche.

Kelly in Lewis Play

Walter C. Kelly has been tentatively chosen for one of the two male leads in Sinclair Lewis' first play, 'Ace Burdette,' which is slated for presentation by Henry Hammond, young producer who debuted on Broadway last season. 'Doddsworth,' which was adapted from Lewis' novel of same name by Sidney Howard, was among the current season's smash dramas. It suspended at the Shubert Saturday (10) and is due to resume at that house Aug. 20.

'Ace' is a collaboration with Lloyd Lewis, drama and picture reviewer on the Chicago Daily News. It is located in Arkansas towards the close and after the Civil War.

STILL WORKING ON REVISED LEGIT CODE

Legit Code Authority held a brief session last Wednesday (27) but no business was transacted. Committeemen were informed that the revised code is still in the making. Letter from William P. Farnsworth, deputy administrator, stated that the document was still in the hands of the treasury department, which explains why it has not been submitted to the CA.

It was explained that it was expected the new ticket provisions would place a stronger curb on ticket speculation than was applied during the past season. Treasury has been asked to frame the ticket portion of the code so that violations would come within the department's control, or that of the Department of Justice.

TO ARBITRATE ALICE FISCHER'S % CLAIM

Contention of Alice Fischer that she should continue to participate in 'Are You Decent,' Ambassador, N. Y., for which she was engaged, but in which she did not perform, will be placed in arbitration. Actress claims she is entitled to a percentage of the gross while the management claims by stating that its arrangement with her expired June 1.

During rehearsals Miss Fischer was replaced, although she had a run of the play contract. Matter could have been disposed of by the payment of two weeks' salary, but the management was weak on bankroll. It was agreed that Miss Fischer be paid 3% of the gross.

She collected that coin up to June 1, management then saying the original run of the play contract had expired. Actress then claimed that the separate arrangement calling for percentage of the gross still applied and placed the case with Equity. Latter advised the managers, Albert Bannister and George Lefty Miller, to turn over the percentage to the association pending arbitration, but they refused.

'Business' 1st Summer Show to Try Broadway

'That Certain Business' will be among the new season's first arrivals, booked into the Forrest, N. Y., early in August. Play was authored by Homer B. Mason and Kenneth Keith. It was tried out by Jack Livingston at the 42nd St. theatre, recently, and although it drew little trade, was tabbed as having a Broadway chance.

Livingston, who will present 'Business,' has a lease on the St. James and expects to try several additional plays there during the summer.

Bob Garland's Trip

Robert Garland, drama critic for the 'Work' Theatre (N. Y.), is coast-bound. He trained to Chicago Saturday (30) and will be joined there by his wife, Queenie Smith. They will motor west.

Garland has one month's leave of absence for the first time since he joined the W-T staff. He will cover Central City, Col., summer play activities, featured by the revival of 'Othello.'

Broadway's New Talent Squawk Against Summer Stocks; Actors Tied Up Too Much, Managers Cry

COCHRAN DUE IN FOR FRANKLIN, SELWYN TALK

C. B. Cochran, British producer, is due in New York today (Tuesday) for conferences with Harold B. Franklin and Arch Selwyn on a series of shows to be produced by the trio in New York. First show to come over will be the Noel Coward 'Conversation Piece' starring Yvonne Printemps, which is due in September for a 12 weeks' run. Elisabeth Bernger's starring piece 'Escape Me Never' will probably follow. Both shows are current London hits.

On the same boat with Cochran are Alfred Lunt and Lynn Fontanne, who just closed a London run in 'Reunion in Vienna.' They are understood readying a new play by Maxwell Anderson for next season.

GORDON SIGNS CENTER LEASE

Lease for the Center theatre, Radio City, was signed Monday (2) by Max Gordon, definitely committing the house for legit purposes. Spot will first berth 'Waltzes from Vienna,' spectacle-operaetta first presented in London. Hassard Short will stage the show, American adaptation coming from Moss Hart. New title will be chosen for 'Waltzes.'

Backing for 'Waltzes' is variously reported, with the RKO-Radio City Rockefeller interests tied in because of the house ownership and operation. Understood, however, that David Sarnoff, RCA head, is financing the production.

Center seats about 3,500 and it is proposed to establish the house as a home for spectacles, annually produced. Plan calls for scaling the Center at popular prices along the lines of the Hippodrome during its spec period.

Actors' Dinner Club Continues Indef as New Coin Is Raised

Actors' Dinner Club, regardless of well-meant criticism, will continue indefinitely if the aims of show people and theatregoers are fulfilled. Last week donations and collections in legit theatres, following appeals from the stage during intermission, brought in enough cash to keep the club going through July. Managers huddled when it was discovered the club was distressed and the Theatre League secured permission for the nightly collections.

Club has been feeding approximately 200 persons nightly. Some are fed gratis, but the maximum number of free meals to any one person is not more than four weekly. Hotel Woodstock, where the dinners are served, charges the club's directors 35c per meal. Some professional actors, in enough cash to keep the club going through July. Managers huddled when it was discovered the club was distressed and the Theatre League secured permission for the nightly collections.

Louise Galloway at Colonial, Pittsfield

Pittsfield, Mass., July 2. Instead of a town hall, Louise Galloway has a real theatre for her stock season this summer. Her outfit opened today (2) at the Colonial theatre, Pittsfield, one of the best stock stands in New England a few years ago.

Miss Galloway previously had her players for four seasons in the town hall at Brookfield and after last year's season there she was in Northampton for 16 weeks.

roadway has a new squawk and Hollywood blame this time. Managers tempting to cast plays for try-out or early season debuts have found the majority of players sought have gone to the sticks to summer in the rural show shops. If not already out of town any number of professionals have played it safe by agreeing to hot weather engagements in the 60-odd spots in the East where stock and untried plays are scheduled.

Not only have players, unengaged at the moment, turned to the hideaways but others have quit shows on Broadway for the sticks, figuring that most surviving attractions will soon fold. Another objective is the chance that if appearing in a rural try-out that looks favorable, try-out cast may be regularly engaged for the Broadway showing. Some managers casting for rural first time showings even seek options on players for the sticks and when the show opens in New York. However, last week's batch of stick try-outs developed no likely material for the new season.

Another angle to the desire of actors to trod the boards of barn stages, is the opportunity of performing before talent scouts from the coast. Fewer people scour the countryside for play material and talent more assiduously than any other fields.

Entire cast, with one exception, of a current Broadway show walked out in favor of the rural theatres. It is 'Are You Decent,' Ambassador. Show is a small grosser, but some profit actors getting modest salaries. Players in that show say they never expected it to stick (now in 12th week) and made summer plans some time ago.

Only Beatrice Hendricks of the original player set-up remains in 'Decent.' Eric Dressler has gone to Stockbridge, Mass., to join his wife, Patricia. Calvert, summer stock, Lester Vail goes to Clayton, N. Y., to direct; Zannah Cunningham goes to Southampton, L. I., for tryouts; A. J. Herbert is off for a summer show season in Maine.

Claudia Morgan left the show several weeks ago but not because of the sticks. She will wed a Mr. Shippee, mining engineer, in the Hollywood home of her father, Ralph Morgan. Understood that most of the replacement players in the show were engaged for salaries approximating the code minimum. Cast now includes Hugh Renzie, Anne Sutherland, June Lyahworth and Elaine Corder.

Ready 'Soviet Princess' For Coast Production

Los Angeles, July 2. 'Soviet Princess,' play by Henry Guttman and Nina Wilcox Putnam, based on Eugen Tschirikow's novel, 'Red Flagella,' is being readied by Guttman for production at the Biltmore this month.

Edgar McGregor is staging the play, which goes to New York after local run.

Wright Sells Prince's

London, June 23. Lawrence Wright, music publisher, who last year bought Prince's theatre and announced he was going to spend \$250,000 on redecorating and rebuilding, has sold the property to H. J. Pilbrow, a real estate investor. Price was about \$100,000 less than Wright paid for it.

Wright staged one revue there, which the critics didn't like and the public wouldn't go to see.

Outdoor in Coschoeton

Coschoeton, O., July 2. Luke Park Players, with Corinne McDonald and Dick Ward Tompkins as the leads, has inaugurated a summer season of repertoire in the open air theatre at Lake Park under management of Dick Johns.

Bill changed weekly, with performances Thursday, Friday, Saturday and Sunday. Same troupe was at the park theatre last summer.

Helen Gahagan and Ian Keith se for the top spots.

Will Rogers in 'Ah, Wilderness'

Sets Cal. Record, \$190,000 for 9 Wks.

Hollywood, July 2. Grossing approximately \$120,000 in six weeks, Will Rogers, in Henry Duffy's production, 'Ah, Wilderness,' which wound up Saturday night at the El Capitan, established a Coast record for legit take at \$2 per show over this period. In addition, Rogers in three weeks at the Curran, San Francisco, garnered another \$70,000, and could have continued indefinitely at either house.

El Capitan, with its 1,500 seats, played to between 7,000 and 72,000 patrons, giving eight performances weekly, with the exception of one week when two additional matinees were played. Mat top for the run was \$150.

Business was virtual capacity at every performance, with original three weeks' engagement doubled by reason of heavy advance. Engagement was terminated only because picture work of Rogers at Fox prevented his continuing doubling for screen and stage.

House staged a comprehensive campaign for the run, utilizing newspapers as far South as San Diego and north to Santa Maria, more than 200 miles. Result was a heavy out-of-town play, something legit in this territory have not experienced in years.

Starting tonight (Monday) Duffy presents Conrad Nagel and Violet

Heming in 'There's Always Juliet,' who has just wound up three satisfactory weeks at the Curran, Frisco. Duffy, tonight, opens Jane Cowl in 'The Shining Hour' at the northern house, preparatory to bringing the opus here later.

Only other legit in town last week 'Keep it a Dream,' folded Saturday night, after three meagre weeks. Moving in tonight in Louis O. Macloon's production of 'The Green Bay Tree,' yanked after a single floppo week at the Columbia.

'Frisco local engagement is being advertised for two weeks only.

Estimates for Last Week

'Ah Wilderness,' El Capitan (6th-fifth week) (C-1,571; \$1.65). Another sweet \$20,000 on blowoff week, which is town's biggest consistent weekly intake in many moons.

'Keep it a Dream,' Hollywood Playhouse (3d-fifth week) (CD-1,152; \$1.65). Eked out a slim \$2,000 for the final stanza, despite town had been freely flooded with 40c service charge passes.

DISEASE SCARE HURTS LEGIT GROSSES IN S.F.

San Francisco, July 2. Infantile paralysis scare is beating down grosses in legit houses, as well as picture theatres, and the fortnight of Henry Duffy's production of 'There's Always Juliet' at the Curran felt the sock. Conrad Nagel-Violet Heming show has left for the El Capitan, Hollywood, giving way to Jane Cowl in 'Shining Hour,' which opens tonight (3). Henry Duffy's production, after one legit week at the Columbia, going on to Hollywood.

Meanwhile, 'Drunkard' reels on in the grill room of the swank Palace Hotel, maintaining a healthy pace night in and night out. It's beginning its ninth week this stanza and grosses have been happily consistent.

Only other piece on the local calendar is 'Mary of Scotland,' with Helen Gahan, which Homer Curran will bring into the Curran June 30.

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A WORLD O' GIRLS

7th Wk. for 'Herbert'

Philadelphia, July 2. Scorching weather finally dented biz of 'Big Hearted Herbert' at the Broad some, but advance sale for this comedy, with Cecil Lean and Cleo Mayfield, helped offset normal losses.

Now in seventh week and may get another two. Management has decided against bringing another show in to follow this summer.

Single 'Herbert' In Chi Readies Fade at \$2,500

Chicago, July 2. At the last moment, 'Big Hearted Herbert' decided to try to stick it out at the Cort, thus the loop was saved from the total blank in legit. Play figured that being the only show in town it should jump. But gross is still estimated on the down side of \$2,500.

Show is now advertising 'Last Week' after a 10-week stay to fair take along the line.

Next show to come into town is 'Fresh Fields,' a new one, starring Margaret Anglin. Cast has been assembled in New York and play should reach town some time this month.

BLITHE CO. IN VT.

Danville, Vt., July 2. Billy Blithe the Stock Co. made a 450-mile jump from York, Pa., to Fair Haven, Vt. for a tour of this State and is finding business good. Among the bills is 'Ten Nights in a Barroom,' which has been a flop up this way for a couple of years, but is now doing well.

This is the company's first visit to Vermont and it will go from here to Maine. In the company are Billy Blithe, Betty Blithe, Marion Ewing, Al Gable and Tommy Elliott.

Inside Stuff—Legit

Death last Dec. 15 of May Dowling, formerly the ace femme press agent of the Shuberts, has been shrouded in mystery. Miss Dowling died in Greenwich Village, N. Y., where she moved from the Bronx. Given cause was pneumonia. It was the insistence of her sister that kept the demise from the papers and no obituary was inserted by the family.

Miss Dowling was regarded on a par with the best male p.a.'s in advance, being better known on the road than on Broadway. For a considerable period she headquartered in Chicago, coming east only in the summer and generally to board ship for European vacations.

When the Shuberts and the Theatre Guild were at loggerheads Miss Dowling conceived the idea of attracting subscriptions among Chicago playgoers, the American Drama League resulting. In that promotion she was teamed with Fred Donaghey, former drama reviewer for the Chicago Tribune. Latter suggested he devote all his time to that project and he left the staff. Recently Donaghey has been writing continuity for a Chi radio station.

'Percy Hammond' is lowbrow and cynical and unconditionally bored with anything which savors of art. Robert Garland is sophisticated and personal. J. Brooks Atkinson is scholarly and vague. 'That's how John Howard Lawson expresses himself in a book, 'With a Reckless Preface.' Book consists of two plays of Lawson's produced last season, 'Gentleman' and 'The Pure in Heart,' both of which flopped. Lawson's denunciation of the reviewers was answered by Garland in the 'World-Telegram' last week. Critic termed Lawson 'America's professionally promising playwright.'

'Love on An Island,' to be tried out at Westport by Lawrence Langner next month, has to do with the writing of a play. Cast includes a character named 'Sam Zolotow,' a persistent or insistent hound for drama news. Actually Zolotow is the New York Times' drama department reporter. Langner asked him to appear in the tryout. Zolotow read the script, burned and asked for a two months' leave of absence from the paper. But he is said to be steering clear of Westport. Play authored by Helen Deutsch, a p.a.

Dorothy Stone replaces Marilyn Miller in 'As Thousands Cheer,' Music Box, N. Y., for a six-week period starting July 9. Miss Miller explained it was necessary that she rest and proffered medical opinion to the effect that an anemic condition is responsible for loss of weight.

Miss Stone auditioned for the show last winter when Miss Miller was out of the cast for a time. Charles Collins, Miss Stone's husband, joined the revue early in the spring.

Leo Donnelly, forced to withdraw from 'The Milky Way' immediately after its premiere at the Cort, N. Y., was operated on in Philadelphia recently. He was dangerously ill but last week was reported well enough to return to New York. His brother is a Philly physician.

Donnelly's illness dates from a too strenuous rehearsal, a blood vessel being ruptured.

Bob Hope, appearing in 'Roberta,' bought a new car. Instructed his driver to take it to the garage, but instead the boy took Hope's valet out driving. Going around 70 the car crashed in Jersey.

Both men were taken to a hospital. Repair bill totaled \$1,700.

'Gypsy Blonde,' at the Lyric, N. Y., a modern book version of 'Bohemian Girl,' is sponsored by Harold Berg and David Lederman. Latter is in the shoe business.

Berg has been press agent for several Loew houses.

Heat Wilts List to 11; 'Cheer,' 18G; 'Roberta,' 10G, Lowest Since Opening

With the hottest June over, road-way looks to better times, but biz can hardly improve until next week, what with the Fourth (Wednesday) sending more people out of town than those attracted to the metropolis. Expected influx this summer should start next week.

Still another heat wave withered the already bud attendance last week with Saturday about the worst of the season. Grosses of all shows went to new low marks. Four shows were withdrawn, leaving 11 on the list. Of ten number grosses of five attractions, was less than \$3,000 each.

As Thousands Cheer went under \$15,000 for the first time. Daddys' worth just about got \$15,000, lowest gross since opening (suspended Saturday until Aug. 20). 'Roberta' was pushed down to the \$10,000 mark. 'Men in White' and 'She Loves Me Not' got around \$7,000, also new low marks, but those shows are expected to stick. There are three more shows in town than the week of the Fourth last year.

Two musicals are going into rehearsal this week, not due until August, and what production activity there is, is in the stock company show shops will try out another group of 10 new plays, which should keep the picture and drama sectors hopping.

'Invitation to a Murder' was withdrawn at the Masque Saturday, 'The Milky Way' dropping out also. Colored tribal outfit, 'Kykunkor,' finale this week at the Little.

Pop opera at the Hipp started fairly well, but not up to the business of last June, starting gross estimated around \$15,000.

Estimates for Last Week

'Are You Dearest' Ambassador (12th week) (C-1,184-\$3.30). Sticking longer than anticipated; gets by at small money; estimated takings being \$2,000.

'As Thousands Cheer,' Music Box (40th week) (R-1,000-\$3.30). Heat soaked leader and all others last week; Saturday weakest attendance; slipped under \$1,000, lowest mark.

'Daddys' Worth, Shubert. Suspended Saturday (30) for seven weeks; played 18 weeks; resumes in August; box office remains open; last week's gross eased to \$10,000.

'Her Majesty the Queen,' Ritz (3rd week) (C-916-\$2.75). Pauline Frederick the draw; operated under the Wee and Leventhal system of

'passes,' plus small admission charge; \$250 estimated.

'Invitation to Murder,' Masque. Withdrawn Saturday; played seven weeks to modest money; may light in Chicago.

'Men in White' Broadhurst (41st week) (D-1,115-\$2.75). Mid-week matinee helped to gross around \$7,000; figure much better than most other survivors.

'New Faces,' Fulton (17th week) (R-900-\$3.30). Week-to-week is rule on Broadway; business here down to around \$5,000, even with cut rate support.

'Roberta,' New Amsterdam (33rd week) (D-1,717-\$3.30). 'Wee Cheer,' went to new low; around \$10,000; expectation is that business will improve after this week.

'Sailor Beware,' Lyceum (40th week) (C-923-\$3.30). Notice up and down; slightly under \$5,000; may stick it out through summer.

'She Loves Me Not,' (45th St. (37th week) (C-1,413-\$2.75). Comedy leader, away off again, but should come back with any sort of weather break; \$7,000 estimated.

'The Milky Way,' Cort. Closed Saturday after business dived; disappointed after favorable notices.

'Tobacco Road,' 45th St. (31st week) (D-969-\$3.30). Weather affected business badly; too; estimated less than \$4,000; extra space ads Monday for James Barton's starring.

Other Attractions

'Stevadors,' Civic Rep. theatre; cut-ratting 14th street success.

'Gypsy Blonde,' Lyric; musical revival got little coin; \$3,000.

'The Drunkard,' meller revived in former Elks 55th Street church.

'Kykunkor,' Little; 'African Opera,' final week.

Grand Opera, Hippodrome; about \$11,500, but okay under new lines.

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Three Summer Groups In New Haven Sector

New Haven, July 2. New Haven district now has three major groups operating on summer stock lines hereabouts.

Alice Keating Cheney's Jitney Players will stick to their Rock in Madison for full season of eight weeks beginning tonight (3). Permanent company, F. Harrison Dowd, Charles Atkin, Ellen Parker Love, Robert Caldwell and Alice Keating Cheney, will be augmented by guest stars including Ann Seymour, John Maroney, Valerie Coe-sart, Shepherd Strudwick and Ethel Barrymore Col. Weekly runs will extend from Tuesday through Saturday, and a extra week may be tagged on at end of season.

J. Burleigh Morton's New York-Gulford Players are on their second season at the Chapel Playhouse in Guilford. Sidney Riggs has taken over actor-director job held last year by L. Telleghy. Company includes Geraldine Brown, Gordon Richards, Eva Casanova, Alfreda Sill, Frank Harvey and Jack Glenn.

At Stony Creek the group formerly known as the Parish Players, giving intermittent last half productions, this year offers full-week runs over entire summer season. Company, called the Stony Creek Theatre, made up of Charles Brokaw, Hope Lawder, Carmen Miller, John F. Morrissey, Bruce Elmore, Lathrop Mitchell, Don Shelton, with Edith Tallaferro, Ernest Glendenning and Francesca Bruning guest stars. Staff includes Allen Fagan, mgr. and director; Francis Joannes and Douglas Orr, scenic direction; J. Edward Rogers and Sam Leve, technical staff; Don Shelton, stage mgr.; Lloyd Gardner, treasurer, and Nan Ray, bus. mgr. and p.a.

ENGAGEMENTS

Juliette Day, 'Napoleon Had It Too' (Vivian Theatre, Whitestone, L.).

Tom Howard, Singer's Midgets, Kay Picture, Delmar Twins and Media Carlisle, 'Keep Moving.'

When Editors Miss

One of the most enthusiastic reviews possible on a book was given by Clifton Fadiman to 'Man's Fate,' by Andre Malraux. What Fadiman didn't mention in the review, however, is that in his capacity of literary editor for Simon & Schuster he turned the book down only a short time previous.

It brings to the fore an interesting condition in New York literary circles, where the editors of most companies are also doing book reviews on the side. Never on the books of their own companies, but frequently on books which they had already passed on privately.

Same thing happened on George Cronyn's 'Fool of Venus.' Harry Hansen had been asked by McBride's to pass on it prior to publication. He decided against it. Coville-Friede brought it out and he devoted a column of healthy praise to it, on the theory that what may be good business not to publish may nevertheless be praise from a straight literary standpoint.

Louis Kronenberger, editor for Knopf's, is frequently faced with this situation, being also one of the front line fiction reviewers for the New York Sunday Times. Same is true of Harold Strauss, editor of Coville-Friede. Isidor Schneider, of Macaulay's, writes frequent reviews for the Herald-Tribune and the New Masses, and Bernard Shaw, of Knopf's, writes for the Saturday Review of Literature.

Censorial Pix Guide

George J. Hecht, publisher of The Parents' Magazine, is getting out a new weekly, The Movie Guide. Mag will consist of appraisals of films for adults for kids 8 to 12, and for adolescents, plus articles of kindred interest. Will present film opinions of the D. A. R., General Federation of Women's Clubs, Catholic Alumnae, National Film Estimate Service and the Women's University Club of Los Angeles.

Publisher figures present crusade being waged for cleaner pix will be a boon to mag. Is inviting critical groups to send in desirable film listings. According to Hecht, no advertising will be accepted from pix producers or exhibitors.

Mrs. Hersey Expanding

Mrs. Merle W. Hersey, who broke away from the Donenfeld publishing organization, taking the revived Police Gazette with her, plans a number of new mags on her own. The first of these will be a feminine counterpart of Esquire, to be known as Caprice. The mag will make its bow late in July.

Harry Donenfeld also busy with new publishing enterprise. In association with his brother, Irving, and Herbert Siegel and Samuel H. Hunter, Donenfeld has organized the Tilsam Publications. He will get out a couple of new mags under that trademark.

Eleanor Mercein Sails

Eleanor Mercein, Louisville novelist, sailed from Baltimore for a four-months European junkie. While abroad expects to polish off her novel, 'Sounding Harbors,' which is slated to hit the book-stalls in November. Like her other works, 'Basquerie,' 'Arabesque' and 'Sea Change,' the new one will have a European background, being based on yarns of the Adriatic.

Giving Meyers Credit

Harcourt-Grace has come to an agreement with Gustavus Meyers on the Matthew Josephson book, 'The Robber Barons,' which Meyers thought resembled his own book, 'History of Great American Fortunes,' a bit too much.

Meyers will get credit in all future editions of the Josephson book as a source of some of the information.

ibson's Film Fiction

Stanley V. Gibson, who publishes Motion Picture Magazine and Movie Classic, the latest to get out a mag of fictionalized movie stories, the newest volume in the series.

Gibson calls it Screen Star Stories. Ethel M. Pomeroy is editing.

Best Book on U. S.

Robert de St. Jean won the Strassburger prize for best book on America, published in France. Book is 'The Real Revolution of Roosevelt' ('The Real Revolution of Roosevelt').

Ruth Cummings' Initiator

Macaulay will publish 'Song of the Flesh' in September. It's a first book by Ruth Cummings, Metro scenarist.

Squelch Gossip Mags

Looks like parade of weekly gossip tabloids that has been burdening Baltimore for past two years has been stanching, for a while at least. Last week four men, who had been the center of a sheet known as Baltimore Briefs, pleaded guilty to violating interstate commerce by sending and receiving obscene print. The sheet's editor, Philip Weintraub, and two assistants, O. K. Posey and Benjamin Manhoff, were given four years each in prison. Harry E. Goldberg was given three years.

Odd case prevailed. The Briefs was owned by the Big Pup Co. of Philly, which also printed a sheet in the Quaker burg. Goldberg was the Balto rep for the company; the other three were in the Philly office. Goldberg collected the Balto items and sent them to Philly, where they were pressed. The papers were then loaded into trucks and sent to Balto, where distributed placed 'em on newsstands. Federal operatives grabbed the truck one night as it unloaded at its Balto destination, and then rounded up the men.

Seems as if the powers-that-be in Balto just don't want such a newspaper far doled its citizens. Type of sheet made its debut on Maryland soil a little more than two years back; the first was one in a chain of such sheets that extended up and down the east coast. Was called the Brevities (no connection with the Broadway Brevs) and was peddled weekly for a jitney. Spilled some spicy stuff at start, built then proceeded to get more daring with each succeeding issue. Finally government grabbed the staff, on charges of violating mails with obscenities. All hands were heavily fined, and sheet folded.

Then came succession of pale imitations mushrooming all over the burg. Usually three or four, were in operation simultaneously on shoe-strings, and majority folded within months of inception.

itgerald Lardner Editor?

Report in Baltimore has it that F. Scott Fitzgerald, novelist, who makes his winter home in Baltimore, has been appointed literary executor of the late Ring Lardner, and that among the posthumous works of the humorist are two plays, comedies, which he completed shortly before his death.

Fitzgerald is about to pass 'em around among New York producers to procure Broadway mountings for 'em.

Hitler Book in Paris

French pirate translation of Hitler's book, 'Mein Kampf' was suppressed by the Tribunal of Commerce in Paris. Court upheld contention of Hitler's publisher that no translation can be made without authorization of pub or author. Lawyers for defeated claimant book was document of national interest that every Frenchman should read, regardless of publisher's rights. Court overruled and upheld copy-right.

Mun. Review's Owner Switch

New York Municipal Review, bi-monthly, non-partisan review of Gotham politics, has a new publisher, Pauline Friptu, who acquired it from Milton Mandell. Latter founded the publication about two years ago.

Mis Friptu is brightening up the mag with a number of new features. These include play and film columns. Associates with Miss Friptu is Martin Rubin.

Burnett's Compilation

Whit Burnett, editor of Story, is assembling his short stories for a book to be published by Smith & Haas in September. It will be entitled 'The Maker of Signs,' from one of his yarns.

Nineteen of Burnett's stories will be included in the book, all of a different mold and technique.

Coates Webster's Tome

M. Coates Webster's latest novel, 'Strange Fraternity,' published by Macaulay, is on the bookstands. It's the author's third book.

Webster is now on the writing staff of Columbia, preparing an original gambling yarn.

Rah-Rah Mag

Jay Pearl Gould and Robert C. Litchfield issuing a college sports mag, titled Grid-Gramme. Covers the various sports, in season, and features personalities.

Pair serve jointly as editors as well as publishers.

Best Sellers

Best Sellers for the week ending June 30, as reported by the American News Co., Inc.

Fiction
 'Lamb in His Bosom' (\$2.50)By Caroline Miller
 'Bachelor of Arts' (\$2.50)By John Erskine
 'Provincial Lady in America' (\$2.50)By E. M. Delafield
 'I Claudius' (\$3.00)By Robert Graves
 'Anthony Adverse' (\$3.00)By Harvey Allen
 'Unfinished Cathedral' (\$2.50)By T. S. Stripling

'While Rome Burns' (\$2.75)By Alexander Woolcott
 'Life Begins at Forty' (\$1.60)By Walter B. Pitkin
 'Men in White' (\$2.00)By Sidney Kingsley
 '100,000 Quinze Cents' (\$2.00) By Arthur Kallet and F. J. Schlink
 'You Must Relax' (\$1.50)By Edmund Jacobson, M. D.
 'Escape From the Soviets' (\$2.50)By Tatiana Tshernavin

To Syndicate Midgets

Burnett Hershey's book, 'It's a Small World,' written in conjunction with Walter Bodin and dealing with midgets and midget life, has been bought for serialization by the Hearst syndicates throughout the world. Not decided yet how the book will be split up, or in what papers, but it will go out through both N. S. and King Features.

While syndication of a book after publication is frequent, it doesn't often happen on a non-fiction subject.

50 YEARS AGO

(Continued from page 59)

Boston paper for libel, asking one franc damages to show it was principle and not the hope of gain. Newspaperman lost the case and was fined \$5 as well as the franc. Also to advertise the judgment in three newspapers of the singer's selection at not more than \$40 each. He had said she conspired to keep another artist out of the opera.

Sam Lockhart was to bring over his two trained elephants in the fall, it was announced. Some 12 years later Sam and his brother, George, came over with three elephants each and precipitated an elephant war.

Whole opera house, Buffalo, was renovating. One improvement was a back-stage smoking room for the actors.

Harry Tammien, later of Denver Post, advertising for curiosities and mechanical wonders for his museum.

Theatres were emphasizing their ground floor location. Upstairs houses going out.

Guernella, whose act was an expose of spiritualism, was ballyhooing his appearances by escaping from a jail cell after being handcuffed and locked in. Beat Houdini to the idea.

In New Orleans Sig. Faranta was planning to replace his tent with a corrugated iron skeleton structure. Permanent circus idea.

Mrs. Langtry abandoned her Australian tour to return to England.

Harry Sargent and W. W. Kelly, scrapping over management of Janisch for next season. Sargent got through his friendship with Modjeska, whose tours he had handled.

Music Notes

(Continued from page 54)

aggregation into the Syracuse hotel, Syracuse. Emily Lane has the warbling assignment. Band is getting an NBC release through the web's local affiliate, WSYR.

Freddie Rich will do a week at the Steel Pier, Atlantic City, starting Aug. 11.

Tom Gentry band spotted at the Schooley-World's-Fair-Casino.

Harry Woods returned from England last Wednesday (28).

Mannfred Gotthelf and orchestra at the Nipperskin Country Club hotel, Genoa, City, Wis., for season. Has added Three Sub-Debs, radio warbling trio.

New Slang Dictionary

Howard N. Rose, police reporter for the Cleveland Plain Dealer, has compiled 'Theatresaurus' of Characteristic Slang for Writers. Macmillan will publish it late this summer.

Book is to list all American slang by divisions, including movie, aviation, detective, war, sports, etc.

Paul Engle enroute to the U. S. Mary Roberts Rinehart has gone to Russia.

Clara Laughlin off on a Mediterranean cruise. Phoebe Haggard is related to Sir Rider Haggard.

Dale Warren Europe for a month's vacation. President Roosevelt is very fond of detective stories.

Rachel Field has gone to Maine to write a new novel. Lion Feuchtwanger's 50th birthday next Saturday (7).

James D. Hart doing a blog of Richard Henry Dana, Jr.

Peter Oliver back from Spain, with a load of souvenirs.

Swedish edition for Margaret Ayer Barnes 'Years of Grace.'

Katherine Brush (Mrs. Hubert Winans) back from a European trip.

T. S. Stripling vacationing in Gloucester before starting that new novel.

Eleanor Mercein Kelly taking her Ford with her for an auto tour of Europe.

A. G. Macdonell will come over in September to write a book about America.

Bess Streeter Aldrich given an honorary Litt.D. by the University of Nebraska.

Whitney Darrow, of the Scribner office, to the Coast to contact Scribner scribblers there.

Marquis James, the blogger, writing with Theodore Baruch on the latter's memoirs.

John Cowper Powys left his autobiography with Simon & Schuster before returning to England.

Frank L. Packard back from China, with a new Jimmy Dale novel almost ready for publication.

Carolyn Marx, book columnist of the New York World-Telegram, to Hollywood for a look-see.

Shepard Traube, legit producer, has written a novel. Macaulay likes it well enough to publish.

Most misapprehension of the year is 'I Want to Pit College' Everybody's trying to make it 'Pitt.'

After three years' residence in America, Valentine Williams has gone back to his home in England.

Frances Phillips, editor for Morrow, goes abroad this month. Will look in on some of the firm's authors there.

Clara Leiser seeking material on William Eliot Leonard for a blog. Joseph Nathan Kane back from a 5,000-mile jaunt.

Macaulay's throwing a fit for entrance of Wilbur Fawcett's 'Misalliance' Thursday (8) at the Ritz-Carlton.

Mrs. Harriet Comstock to Maine to work on a new novel.

Janet Cohn, of Brandt and Brandt, literary and film agents, left New York Saturday (30) for Hollywood. Expects to stay on the Coast about a month contacting scribblers.

Publication by Scribners of 'Shadows of the Sun' postponed to September. That's the bull-fight yarn translated from the Spanish by Sidney Franklin, Brooklyn matador.

Charles Speer, continuity scriptist in the New York division of CBS, is putting the finishing touches to an American cavalcade which he has tagged 'The Great American Novel.'

After the Macaulay strike broke out, Simon & Schuster, just to be on the safe side, called all employees together to ask whether they had any grievances. No complaints, though.

Book Reviews

Goldberg's Best

Going over to a new publisher, Lewis Graham (Lou Goldberg) has also a new collaborator and a new respect for the English language. His newest book, 'Unthinkable Mrs. Jay' (Coville-Friede, \$2.50), written in collaboration with Edwin Dimstead, who is a co-publisher with him at Columbia Pictures, is his best book to date.

Book has to do with the colorful period of Colorado pioneering and is based on the life of Mrs. Brown, the lady who made history by being drowned. It tells the story of Jolly Jay, who went from a shack in Leadville to the chateau of Europe and the world. It is interesting and brimful of excitement, besides having a tinge of humaneness and truth not usually found in light fiction.

It could make a splendid film.

Post-War

In his 'Life Without End' (Farrar & Rinehart, \$2), Graham Seton, author of 'The W. Plan' goes off on a tangent, doing a vivid story of the reconstruction period in England following the war. It is vital and important, but perhaps too localized an appeal to American readers, though we have much the same problems.

His hero is Hugh Richmond, an English curate in a rural town. He is content with his limited activities and takes a real delight in his work. Then comes the war, and, son of a military family, he enlists. He is discharged, but as a soldier, receives a commission and leads his fellow townsmen. He is shot through the lungs, is nursed back to life and marries.

Back home he no longer feels content with his simple pastorate. He takes a charge in an industrial town, where he seeks to combat the labor unrest. He becomes wrapped up in research work at the local university, with the common result of finding it impossible to reconcile christianity and science. He turns to science, but eventually comes back to the church through a somewhat unbelievable miracle.

Play of action and vigorous character drawing, but a little too much of the current struggle between the church and Freud. For the more thoughtful readers.

English Humor

There is this to say about American fiction satirists of recent date: it could be worse. Think of the Britishers. 'Devoted Ladies' (Little, Brown, \$2), by M. J. Farrell, is a British sophisticated satire.

Possibly the jazz age has passed and the open-mouthed respect for sophistication has disappeared. Today Miss Farrell's long-winded attempt to attract an interest in her sophisticated ladies is tiresome. They're not only sophisticated ladies; they're also stupid ladies. As for story content, for film or stage purposes, there is none.

Hard-Boiled Lenses

Newest in the series of tough writers is Don Tracy, whose 'Round Trip' (Vanguard, \$2) tells about the life of a newspaper photographer. Several picture companies have been dickering for it, report being that it's on the order of 'The Postman Always Rings Twice.' It is, but it is also sentimental, while the chief charm of 'Postman' was that it didn't give anywhere.

Photog in 'Round Trip' is plenty tough and has a lot of experiences. There's the feeling always that a good deal of it is manufactured and very little of it is really authentic, but, nevertheless, it makes good reading. It'll need patching and sapolizing for film purposes.

Porch Stuff

Margaret Wildemer is one of the more prolific of the light fiction writers. All her books have buoyant, easy-going lines, simple and pleasant. 'Back to Betty' (Farrar & Rinehart, \$2) is her newest and as near to perfect summer reading as can be; a pleasure to read when and if the time is there, and nothing much lost if the book is not read. Could make a light, frothy film.

Si later-Chinese

Ellery Queen, one of the better modern day fiction detectives, is at his best in his latest exploit 'The Chinese Orange Mystery' (Stokes, \$2). It's called an analytical-deductive novel, but is better than that would indicate.

Queen's books usually sell well and this one should be no exception. It could make a film.

Going Places

By Cecelia Ager

For the Average Girl

Everybody knows—and some people feel pretty bitter about it—that every beautiful girl in the world there are a hundred plain ones. The entrepreneurs of 'Kiss and Make Up,' however, are not upset by the unequal distribution of loveliness amongst femmes. Better, they can make it glist for their camera. And so, remembering that their audience too will be as scantily strewn with beauties, they build their picture upon the very pleasant foundation, the very comforting theme that glamour in a gal is all artifice, that artifice is a tedious bore and frightfully silly underneath, and that someday someone's going to come along and find your freckles bewitching. This is a picture for the Average Girl, and one which she will urge her boy friend to see.

Genevieve Tobin has been shrewdly chosen to represent to the 99 plain ones the beautiful girl. They will like it that way, as they will also like Helen Mack, who's on their side. Miss Tobin, one might say, is not too beautiful nor too irresistible. Miss Mack is not too plain. Miss Tobin is rich, Miss Mack is a working girl. It takes Miss Tobin four hours to dress, Miss Mack does it in 10 minutes. Miss Tobin goes to bed with cold cream on her face. But this is really the crux of the matter: every man who's fancied himself entranced by Miss Tobin's charms soon runs screaming to the more natural and worth-while enticements of Miss Mack. The 99 girls are going to like this part.

As to clothes, Miss Tobin and Miss Mack are neck and neck. Both lack the knack of making the girls pine for "something just like that." Miss Tobin is hung with chiffon, beads and furs; Miss Mack is swathed with organdy. As is her wont, Miss Tobin pronounces each syllable slowly, clearly—a pearl; Miss Mack is not so precious. She does do quite a lot of staring out of her eyes, rolling eyes, but then association with Miss Tobin's mannerisms may be catching.

On Voodoo

Jack Moon offers a pretty situation. There's Fay Wray, who by every right of picture tradition and experience, ought to be going mad herself, having to stand sanely by and watch Dorothy Burgess having all the fun. That's the thanks Miss Wray gets for a lifetime before the cameras running, shrieking from monsters, madmen, sinking ships. Miss Wray has every right to sulk and she does. If that's all 'Black Moon' thinks of her she'll concoct a coiffure to show 'Black Moon' what she thinks of it. It's a slicked-back hairdress that's got one single curled dip thrust out over her forehead. If Miss Wray isn't going to be allowed to be the mad one, she can do her hair so as to confuse the audience. The sanity of her white sports dresses, her conventional dinner frock, will just make it harder.

Miss Burgess' madness comes from Hollywood jungle voodoo. It shines from her eyes whenever she looks into the distance without blinking. It gets into Miss Burgess' hair, too, for when she's normal her hair's brushed neatly, straight off her face; when she's not, her dark curls burst out unrestrained. Hollywood jungle voodoo requires the wearing of diaphanous white robes and becoming draped white turbans and a short double strand of beads in its incipient stages. When you're really got it bad, you're awarded a Little Egypt cooch costume and a Roxellet feather headdress.

Quite a Heroine

Dashlie Hammett has created for his heroine in 'The Thin Man' the perfect woman, the perfect wife, the perfect sweetheart. What a gal! She is so full of vivacity and not at all of virtue that she should the ladies who see the picture but apply themselves to a deep study of Myrna Loy's behavior, and then go and do likewise, even just a little bit likewise—such peace will descend upon the land, such harmony, such love, as shall straightaway snuff out the rebellion.

It's more what Miss Loy doesn't do that makes her such an angel. In addition to the epic likeability with which her characterization is written, Miss Loy offers her own charm that ripples round her gently, cuddles in her voice, glows in her

eyes, flickers in her smile. She has the generosity to be pretty, too, and to wear her nice clothes—costumes available rather than arresting. There's a Scotch plaid cap, for instance, worn with a velvet jacket and matching plaid skirt, very debonair under her milk coat—and then there's her white chiffon dinner dress striped with black spirals, itself wound round with a spiral founce that begins at the softly ruffled back décolletage.

Maureen O'Sullivan acquits herself naturally, agreeably, looks properly young in black velvet suit with white ermine turndown collar and black velvet upturned sailor hat, which erases the dowdy impression of her first costume, a caracul coat with sad squirrel scarf collar and half sleeves. Squirrel fur does not photograph as gaily as do live squirrels scampering in the park. Nor is Miss O'Sullivan the authoritative sort to wear Metro's often plain-peculiar-looking hats, in this case a square velvet tam. Minna Gombel plays convincingly, looks desperately flamboyant as the neurotic, grasping mother.

Lucky Girls

Max Baer sings 'Lucky Feller' at the Paramount. Maybe so, but the girls out front think the Alton Girls on the stage are. Goodness, gracious, so much luckier. Maybe so, but they're hard workers too. For months they've danced on the bill with tenors, jugglers and acrobats—they who used to think that being on the stage was so exciting. Well, sometimes it is.

The lucky Alton Girls dance a lot for Max Baer week. Fast taps for the opening, in yellow satin wrap-around skirts and fuchsia velvet short jackets, long gloves and caps. Very moderne later, some of them in silver sheaths and helmets, the rest in purple sequin peacock skirts and yokes on flesh net foundations, though the reason for their being so calisthenic and grim-faced is not quite clear. Next in white trunks, blue jerseys and boxing gloves, guess why. Finally strolling about in yellow organdy garden dresses, patting, as part of their routine, guess who on the back. They dance a lot but so gladly.

Carolyn March sings on a platform over the orchestra pit. She is, announces amiably Benny Rubin, Al Seigal's newest discovery. Well, she has a deep voice, well sustained, a male solo, a plump figure, a nice blue satin dress, admirably simple, with a V décolletage, stiff ruffles zooming off smartly at the top, and a tendency to slip off her shoulders that causes Miss March quiet some concern.

Harrison and Fisher dance in this week's act. The girls are chic and infinitely graceful as she executes her whirling pirouettes. Sleek from head to toe, from her smooth blonde coiffure, fitting her head like a cap, then billowing out in a golden aura about her neck, to her turquoise slippers, matching the turquoise velvet rope that winds round her costume, clinging where it will best mark the delicacy of her curves.

Palace and Imitations

And again the Palace presents a radio femme harmony trio, this week the Three X Sisters, and again a radio trio executes what it trusts are imitations. Garbo, the Three X Sisters essay, and, of course, Zasu Pitts. And the audience is so pleased with itself when it recognizes them, and the Sisters are so pleased with the audience. Some of the imitations—the callopie, the bagpipe—require the Sisters to bury their faces in their hands the better to emit strange sounds. That's okay, too. The Three X Sisters are three little girls in pink lace with blue sashes, and rushing marks the circular founce that, placed low in front, swoops up their skirts in back.

As for the rest of the women on the bill it may be noted that Jean Hubert, when she yanks off her hat for the surprise finish, is now a platinum blonde; that the gals in Russian Revele dance awfully fast, that their various costumes have been so got tired, that the girl violinists in grey attire have flat diaphragms, that the contortionist dipped in gold paint finds a rubber bathing cap makes a slick and practical helmet. Also that James Evan's lady assistant wears a blue lace afternoon frock for marching on and off with the props.

Did You Know That—

Sammy Shipman has a new red, white and blue penthouse. ...Like Weber is moving to his Larchmont house. ...Grace Menken and Ruby Jolson have the season's darkest tans. ...Sam Zimbalist in town for some Hudson River shots for Metro. ...Richard Pollmer has new streamlined, chromium-plated offices in Hollywood. ...there's another rumor around that Marilyn Miller will marry soon. ...the Eddie Sullivans have taken a summer place at Elberon. ...Ethel Britton is becoming a legit actress in Frank McCoy's Westchester stock company. ...Freddie March's gorgeous new home is about ready. ...Radic Harris is off for the Coast and plannin' of interviewing. ...Harry O'Rourke (of the Cleveland News) is here, buying a serial. ...the Earl Hammons have polished up their speedboat for the summer.

Burly C.A. Will Meet on Putting Pact in Force

Washington, July 2.

First meeting of burley code authority, which still has not formally organized, called for tomorrow (Tuesday) by NRA Deputy Administrator William P. Farnsworth.

Session will take up matter of putting pact into operation, filling three indie places on C.A., and possible concessions during summer slack season to keep houses operating until cool-weather pickup.

With only the six association members designated, NRA is concerned about slowness and difficulty experienced in picking three representatives of non-association operators to round out administrative body. Farnsworth will try to straighten out this problem at tomorrow's confab.

Operators have been sounding out government on the idea of making temporary wage slashes for the summer season, and will present concrete suggestions for changes for a limited period in wage, hour, rehearsal and layoff clauses, which would ease payroll burden and give operators a better chance of running their houses through the hot weather. Farnsworth appears sympathetic, but is withholding any decision until arguments have been presented.

Little Theatre Boom

(Continued from page 60)

beginning to show their ribs. Playwrights, stage technicians, thespians, cashiers and janitors muscled in for a really surprising how far a few C's will go when the rubber band is removed.

When 'The Drunkard' started its third week there were around 20 little theatres in the mushroom belt which fringes on Hollywood. While a few chiseled in on the co-op basis, most of the players were sold down the river on the showcase idea, which is a swell sales point considering that the studio scouts pass up many a promising opening. And not to be overlooked were the cats, that is, if the handful of customers didn't glom all the oats.

Not so bad for the board traders and they were willing to keep the thing alive, but when the take looked like something the 5-10-cent store girls get when the ghost walks, the producers had eyes only for those red lights you walk to and not run for.

Quick Flops

Average life of an ephemeral venture was around five days, with the sinister form of the bloke who rented the chairs, drapes and other props lurking around the corner waiting to crank up the chariot and start loading.

The fad hasn't exactly run its string, for every now and then some one bobs up with a new idea that

Among the Women

By The Skirt

Best Dressed Woman of the Week
DORIS EWING
(State)

Comic's Good Looking Daughter

The State vaude stars off with France and LaPell. It is a veritable daredevil. She does some hair-raising stunts and the tights she wears are to be commended. Her limbs are encased in suntan tights and look so much better than had they been bare. Her trunks were worn with a white blouse.

Ross and Bennett has the girl in a pale green frock. The skirt had a red faced ruffle at the knees. There was a small hat and muf and slippers were tan. Irene Taylor wore a print gown the ground being white with a red flowered pattern. The high front gave the girl a pudgy appearance. Red slippers peeped from underneath the long skirt.

Good looking miss with Herb Williams was in a lovely frock of white satin trimmed near the neck line with brilliants. She is Doris Ewing, Williams' daughter.

Good Film and Show

'Of Human Bondage,' the picture at Radio Music Hall, will go down as one of the season's best. Leslie Howard is superb and so is Bette Davis. Her performance will surprise many. Miss Davis, as a Cockney waitress, dresses the part in the cheap finery expected. She has discarded the bizarre hair combs of her former pictures. Her hair is dressed plainly with a slight fringe and a low bun at the neck.

Kay Johnson wears two nice looking costumes, one a black frock having white braid in many rows at the neck and sleeve lines. A black evening frock has sleeves from the wrists to the elbows ending in a ruffle and a ruffle hangs from the high neck line. Frances Dee is sweetly pretty in simple house frocks.

Magazines are the inspiration for the stage show. A huge curtain carries copies of well known publications, the New Yorker getting the best break as one act is devoted exclusively to that weekly. Michael Bartlett, with his fine voice, sings with a girl. She wears a white mulle gown over white satin. Several of the large singing chorus are grouped at the side of the auditorium in hooped frocks of different colors and large black hats.

Most amazing was a mirror effect in one number. The huge stage had what looked like seven mirrors reaching to the top of the stage. Girls in formations of four danced before these mirrors. They were dressed in white, sparkling with jewels and carrying white fans. A drop, occupying the entire stage, had painted thereon the head and shoulders of a man. In his buttonhole with a boutonniere which came alive in the form of the Grandmother Sisters dressed in white with large hats. In another number they wore chaste gowns with dark blue ruffs at the neck, which extended down the back in long ends. Buttons gave the shirt-waist effect.

Dancing chorus looked well in blue meline pants with matching coats of satin with silver top hats. What might be called the show girls of the Music Hall came on for the finale in pink dresses with blue shoulder capes and small silver hats.

Madeleine Carroll's Gowns

Madeleine Carroll and Fanchon Tone make a fine team; but they need a better story than 'The World Moves On' as offered at the Criterion. Picture is well cast but what a lot of boring people they turned out to be.

Miss Carroll first wears a checked silk gown made in the hoops of 1825. At the ball her dotted mull crinoline was well garlanded in ribbons and roses. She goes to sea in a mutton sleeved coat with large hats and vel. Picture jumps from 1825 to 1914 and Miss Carroll is a bridesmaid in a lace gown with a huge side bow and a picture hat. A three-flounce dress and a wide satin belt. Several tailored tweeds were worn and one stunning dinner gown of black velvet worn with many pieces of jewelry. A wedding scene of the two stars finds the bride in what she termed her great grandmother's dress. It was the same crinoline shown at the ball in 1825. It certainly was well preserved.

Roxy Display

In 'Baby, Take a Bow' at the Roxy, little Shirley Temple is the saving grace. Claire Trevor, as the sweetheart of a convict, and then as his wife, is neatly dressed at all times. The clothes worn are of the simple one-piece type with white collars and cuffs. One good looking coat has a dark sailor collar. A white dress has a plaid bodice and gingham pajamas were very becoming. Baby Temple was adorable in a white ballet dress.

The Roxy stage show starts off with a rope jumping number by the girls. They are in short dresses of red gingham with white blouses. An acrobatic dancer is in white and red also. Radium plays a part in this number. In another item the girls are in white trunks worn over silver trunks and brassiers and red hoods. Odd are blue satin sleeves. Dorothy Johnson occupies the center of the stage in a huge crinoline dress, of blue mull with silver trimmings. The chorus is in blue ballet dresses with mauve headresses. Two shades of blue was a dress chosen by a girl with a man in a nice comedy act.

Future Plays

'Lola' by Tabor Yost and Eugene Schuch will be produced in the Fall by the Forum Productions Company, a new group, as their first offering. Michael Landorf will direct.

'When Women Lie,' comedy by Joel McIntyre, to be produced by Playcraft early in August. 'Old Hants' by Molly Rissard and Gilbert Gabriel, Arthur Hanna and James Neilson are trying it out at the Red Barn theatre, Locust Valley, L. I., preparatory to Broadway showing in August.

'Love Costs Money,' by Burnett Hershey and Lyon Miersen, will be given a try-out at Ed Gardner's White Stone, Long Island, summer playhouse, week of July 16.

'Keep Moving,' by Norman Levy and Tom Howard, being produced by White Horse Tavern Productions, Inc. Max Rich wrote music and Jack Scholl the lyrics. Now in rehearsal at Forrest theatre, to be presented this month. Has been tried in Newark and Boston under title 'Up Pops the King.'

Novarro's Operetta

Hollywood, July

'Love While You May,' operetta by Edgar Selwyn, will be used this fall as a starer for Ramon Novarro at Metro.

Script is being written by Rowland Leigh and Eve Greene. No music writers assigned yet.

East

Ivy Lee, p. a. for Rockefeller interests, called as witness at Nazi probe in Washington Wednesday (27). Lee questioned on fees allegedly received from Russia and Germany for promotional work.

Understood Jimmy Walker offered \$100,000 for a five-week personal with his wife, Betty Compton, at the World's Fair, Lew Dufour, of Hawaiian Gardens, making offer. Reported offer declined by Walker, and made impression is that offer was for local publicity purposes.

John C. Wilson sailed Wednesday (27) to present 'The Royal Family' in London.

Lewis and Haight open 'Summer on Parade', musical, at Roerich theatre Friday (29).

Theatre Max Group headed by Jay Adler and Harry Thomasafsky presenting 'Heavenly Rep', drama, at Little Theatre, Brooklyn. First of scheduled eight-play season.

Justice Peter Smith, Brooklyn Supreme Court, ordered William F. X. Geoghan, King's county district attorney, to show cause for raid on and seizure of records of operator's Local 336.

Paul Moss, Commissioner of Licenses, denied application of Okaybud Corp., operators of Irving Place burlesque theatre, for license to operate Apollo theatre on 42d street as burley house. Moss influenced by objections of Merchants Association, Broadway Association, police and church.

'Let Freedom Ring', by Albert Bein, bought by Theatre Guild. Play based on Grace Lumpkin's novel, 'To Make My Bread'.

Gavin Muir reinstated by Equity. Playwright, Inc. new producing company formed by Jack Lyon, will offer five plays the coming season. First will be 'Raw Sleeping', comedy by Mary Fether, to be staged by Charles Sinclair.

Irving Trust Co. named permanent trustee of RKO receivership under new bankruptcy law. Federal Judge Alfred Cox made appointment over objections of four creditors.

Rumanian government planning to establish a domestic motion picture industry. Will raise duty on foreign films.

Rudy Vallee-Fay Webb movie definitely postponed, with an armistice signed and effective until Nov. 15.

Measure okaying sidewalk cafes signed by Mayor LaGuardia Wednesday (27). Stated he would protect residential districts against any invasion.

Eddie Cantor's film, 'The Kid', nibbed by Nazi censors. By way of a chance, a reason was given—light scenes in pic are 'too brutalizing'.

Suit for \$3,000 against Katharine Cornell settled in City Court. Action brought by Mrs. M. V. Vongehr and her husband, William Vongehr. Mrs. Vongehr was struck by Miss Cornell's auto in 1931. Amount of settlement not divulged.

Joe Penner may abandon his ducks to sell civic pride to young radio listeners. Penner asked by City Fire Commish to appeal to kids on air not to use fire works on the Fourth.

Herman Bernstein has finished his adaptation of Leonid Andreyev's 'Thou Shalt Not Kill'. He is also working on 'The Confessional', which will be produced in the fall.

Frances Williams under knife at Medical Arts Saturday (23). Appendix.

Frank Merlino will not renew lease on Little Theatre in September, but will seek larger house. Three plays are planned by Merlino for next season—'49 Dogs in the Meathouse', by

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

E. P. Conkle; Harold Johnsrud's 'Anti-Climax' and Clifford Ode's 'Awake and Sing'.

Martin Berkeley and Paul Groll will operate Caldwell summer theatre at Caldwell, N. J. Season opens July 2.

Charles G. Stewart, general manager for Lorraine Rivers, Inc., returns from European vacation.

Ernest Lawford, who last appeared in 'Mary of Scotland', sailed for London.

Leon Leonidoff sailed from Italy Thursday (28) for New York.

Gene Tunney has another son. At the Presbyrian Hospital, N. Y., June 26.

Edward F. W. James won his suit for divorce against Tilly Loesch, an actress in London. July acquitted James of counter-charges of cruelty. Miss Loesch must pay court costs of \$5,000.

Philharmonic-Symphony Orchestra, under direction of Tullio Serafin, opened its 17th open-air season last Tuesday night (26).

Max Fallenberg, German actor, killed in an air crash at Karlsruhe, Germany.

Gilbert Gabriel, drama critic for the N. Y. American, is co-author of 'Clap Hands'. Will be offered in August at the Red Barn theatre, London.

Mrs. August Belmont announced her resignation from the Motion Picture Research Council. Will devote time to crusade for cleaner pictures.

Ouster of Sidney Solomon from Central Park Casino put off until Oct. 15, when case goes to trial.

At 'Choose-Your-Career' meeting in 'Bamberger's', Newark, S. L. Rothstein (Rox) declared that the theatre requires quantities of \$50,000 a year men.

Reported Sidney Harmon, co-producer of 'Men in White' and 'Milk and Honey', will wed Lillian Perlmutter of New Haven.

Ned Wayburn on the hunt for a theatre to house productions he has planned for the fall. Also into film field with Ned Wayburn Pictures Co.

Ferde Grofe musicking at the Chatham Hotel. He is being courted by Wolfe Kahn, who skipped, supposed because of political interference.

Lodewick Vroom has taken the Craig theatre, which he will spruce up and retag for his autumn offerings.

Wee and Leventhal's 'Brain Sweat' being considered for London by Lee Ephraim.

Victor Moore named sole heir in his will. He will belegate formally valued at over \$10,000.

While A. C. Blumenthal's suit to recover a loan for \$7,453 against the Dejepe Corp., operators of Casino in Central Park, is pending the defendant has filed a counter action stating that Blumenthal is into the Casino for over \$8,000 on meals filed Thursday (28) in Supreme Court.

'Hitch Your Wagon' first offering of South Shore Players at East Hampton, L. I., July 11. Ona Muson will play lead and Rolfe Peters directs.

Madame Frieda Hempel, former Met warbler, offers her talents gratis in city to sing over WNYC. Accepted.

William Harrigan, legit actor, in court pleading for relief from alimony. On Harrigan's testimony that \$15,000 was paid for back alimony granted his wife was awarded while he was at sea returning from a London engagement. Justice Kennedy O'Brien cancelled the judgment and ordered a new trial this fall.

John Golden has extended his lease on the Royale theatre for another year. Belasco theatre may be operated by Elmer Rice, who has three plays planned for next season. Arthur Hopkins will take the Plymouth for his offering of 'Pride and Prejudice'. LeGallienne will not repeat her Civic Rep if she can find suitable uptown location. Shuberts have already leased their 44th Street to Arch Selwyn and his stage company, which will present Noel Coward's 'Conversation Piece'.

Leo Singer of midget fame in \$1,000 bail for a hearing Friday (6) in West Side court on grand larceny charge preferred by Louis Spielman, Long Island City. Letter asserts Singer failed to keep his agreement to produce 'White Horse Tavern', to which end Spielman contributed \$5,000 and received only \$1,000 back.

Eugene O. Sykes, head of Federal Radio Commission, named chairman of Communications, which replaces FRC. Thad Brown also changes over. Others are Paul Walker, Norman Crane, Irvin Stuart, George Henry Payne, Harpnot, Gary. Walker gets five-year term, with the others in descending order.

Tex Austin beats the London S. P.

C. A. on the charge his rodeo is brutal. Court tossed the charge.

Arthur Schumann-Holnk, son of the singer, died in a Baltimore hospital June 30. Had been a patient the past six months.

Airplane sleeper on exhibition at Newark airport. Goes into service next week.

Leslie Banks coming back to the States.

Dawn Powell working on 'The Lion and the Lizard'. Guild has an option on her next two plays.

Cecil Holm has written a play, 'Hobby Horses'.

New York snowed under by white moths one night. All over the place, and thicker in New Jersey.

Heads of new Waldorf-Astoria take cuts during the reorganization. Boomer down \$24,000, and Oscar down \$20,000.

Lodewick Vroom takes over the Craig theatre and may offer an intimate musical revue.

New Rochelle now permits auto traffic violators to pay their fines by mail.

Walter Huston plans to do 'Hamlet' on Broadway, following 'Dodsworth'. Will use the Central City production.

Richard Dix married to his secretary, Virginia Webster, in civil ceremony at Jersey City June 29.

Cops determined to clean out theatre zone of loafers. Campaign started at 45th street with 15 pinched for not scrambling. All drew suspended sentences and a lecture. Complaints of vagrants and street-keepers on block precipitated sweeping.

Jean Dixon will be featured in 'Right Switches' when Universal and Stebbins gives them a stage fitting this fall.

Operators' Local 306 held a mass meeting at Mecca Temple Friday night (29) to clear up internal troubles. Attendance of all members made compulsory to assist in showdown.

Richard Bennett in town supposedly ducking service of a warrant for his arrest forwarded from California, for failing to provide for his estranged wife.

Importing the D'Oyly Carte Gilbert and Sullivan Co. from the Savoy theatre, London. First appearance of this troupe in America. Operated at Back theatre Sept. 3. Company will tour the east.

Genevieve Tobin returned from vacation in England.

Sidewalk cafes will not provide gals at tables according to ruling of License Commissioner Moss.

Crosby Galge has taken the Casino theatre and would operate as a broadcasting studio available to any and all with admish patrons. Present grind film policy junked Sunday (1). Lounges of theatre will be used to display sponsor's products if and when.

Mrs. Bela Lugosi hurt when calling for her apartment left on her.

Valle Berry arrived in New York from Coast by plane.

Maria Beren, former soprano of Chicago Civic Opera, landed in New York Wednesday (27).

Dr. Hans Kandler, conductor of National Symphonic orchestra in Washington, returned to New York from France, Sunday (1).

Maurice Holland has taken the Casino theatre at Cape May, N. J., for a planned ten-play season.

Getty Randolph in Supreme Court yesterday (Monday) pleading for appointment of a receiver to help her collect alimony from Paul Swinehart.

R. A. Reppel has bought 'Salute', originally planned for the spring, and will produce as first of three fall offerings.

Max R. Yinner, operator of Irving Place burley house, held Sunday (1) in \$1,000 bail for slugging a stagehand at the theatre. Raymond Syracuse, the employer, states an attack occurred when he went backstage to collect wages.

Tom Howard after six-foot chorines for his revue, 'Keep Moving'.

Coast

Ida Lupino will suffer no permanent ill effect from attack of infantile paralysis, attending physician stated, and she'll return to work July 15.

Suit for \$100 against Judith Allen, screen actress, dismissed in L. A. court when account with Keystone View company was settled.

Florence Fair of New York stage checks in at Warners for picture work.

Thelma Cortez Alley, film player, must stand trial in L. A. superior court for allegedly causing death of William Reed, a film technician, in an auto accident.

Hobart Henry back in Hollywood

with his bride, the former Dorothy March, artist, after a honeymoon in Hawaii.

Suicide attempt of Lucy Dornain, screen player, revealed in L. A. court where she was granted divorce from Jorgen von Dietz, who two years ago sued Douglas Fairbanks, Jr., for alienating the affections of his first wife.

Joe E. Brown tossed out 500 autographed baseballs to kids at Wrigley Field.

Los Angeles court ruled Charles M. Blanchard, agent not entitled to recover half of \$30,000 estate bequeathed by his wife to daughter, Mrs. Catherine B. Wurzell, actress.

Suit for divorce filed in San Francisco by Mary Hay, former wife of Richard Barthelmess, against Vivian Bath, British rubber merchant.

Joe Holstein, internationally known actor, arrived in Los Angeles to go into retirement.

L. A. court approves contract of June Vasek with Fox.

Vice squad raided Hollywood Brown Derby, and arrested waiter for allegedly serving hard liquor, then moved over to two beer gardens and took operators into custody for violating 2 a. m. closing law.

Ernst Lubitsch gets L. A. court approval for \$2,000 settlement of damage suit by parents of 14-year-old girl injured by director's car.

Alce Francis is expected to prosecute a so-called extortionist suspect taken into custody through a police trap in L. A. Francis had reported the suspect demanded money on threat of exposing him to some embarrassment.

H. H. Van Loan, familiar figure in L. A.'s alimony courts, having been there 66 times jailed pending hearing July 3 on his probation plea. Writer told court he has been out of work and owed landlady \$5,700 board bill.

William C. Menzies, film director, paid \$250 fine in L. A. court on charge of drunk driving.

Los Angeles court awards custody of 9-year-old son, James Kirkwood, Jr., to Lila Lee. Ends two-year court fight.

Betty Boyd, denied alimony arrears of \$2,750 from Charles O'Neil, Jr., film broker, L. A. court ruled that brief reconciliation vacated contempt order.

Los Angeles court continued separate maintenance suit against Richard Bennett and restrained him from insurance company from allowing agent to borrow on or surrender \$50,000 policy.

Los Angeles divorce suit of Mrs. Mollie Degenhart, dancer, against Al Clair Degenhart, actor, bristles with charges of cruelty.

Suit for divorce filed in San Francisco against Rush Hughes, stepson of the novelist and radio program director.

Janet Gaynor vigorously denied reports that she is the mother of a three-year-old daughter by her former husband, Lyndell Peck.

Harleigh Schultz, m.p. editor of the Boston American, and his wife are house guests of Mary Pickford, Yvonne De Winter and the Associated Actors' Association.

Edith Clifford, actress, robbed in Los Angeles for second time. Lost a \$300 balance piece. First haul netted gems valued at \$35,000.

Midwest

Margaret McConnell, of Kewanee, Ind., model and film player, married William L. Ferreira, architect.

Jimmy Corcoran, sports writer of Chicago Evening American, suffered a broken leg when run down by an automobile. Miller arrived five hours late in and when he said Lupe was putting on a few pounds she admitted it.

Paul Whiteman, wife and son, arrived in Chicago from the east just as news came through that his mother, Mrs. Elfrida Whiteman, 68, died in Denver June 26.

Chicago's first sidewalk cafe requested by Ben Thordson at Michigan Ave. South Park district attorney will make a decision whether license can be granted to sell liquor at a sidewalk cafe.

Archbishop John J. McElhoolis, of Cincinnati, conferred with members of the National Catholic Educational Association at their 31st annual meeting in Chicago June 28. To include 2,600,000 Catholic schools in the motion picture campaign.

Lila Lee revisited Chi., her home town, on flight to six years. Alongside was her son, James Kirkwood, Jr.

Chasing 'Dirt'

(Continued from page 57) taining to it. At one time, however, it was seriously regarded, to such an extent that RKO maintained a special department whose sole duty was censorship of acts.

Radio Thieves

Comedians' defense of their alleged indiscretions is that in the past two years they have been forced to use more suggestive material than previously, due to the inroads made in their once exclusive domain by radio. Their contention is that repetitious radio use has killed off everything in the line of standard comedy material, they also claim that if a stage comic is fortunate enough to find something both new and clean, it's quickly copied by radio comedians. Stage comics aver they've been accused of stealing their own original gags by people who've heard jokes lifted do them on the air.

Under the circumstances, contend the stage comics, the only material left to them exclusively is that which is too blue for the radio. But in every comedy line, both clean and blue, they're handicapped, they say, by the lack of writing talent in the stage field. All the cream gag writing talent is now in radio or Hollywood.

Law's letter to the agents re dirt; This letter, says the agents, has always made it a point to very carefully guard against any offensive or suggestive material to which some acts try to resort.

In many cases, after seeing an act, we have them take out certain lines or bits of business—but when they know we are not in the theatre, they put back or replace the same with something equally offensive.

We have always made it a point to try to have our stage shows free from anything objectionable. At this particular time, with all the propaganda against certain motion pictures, I want to feel sure that you keep a close watch of each of your acts and have them eliminate anything bordering on suggestiveness.

I am quoting a part of a letter received by me from Mr. C. C. Moskowitz on this situation:

"I know that in booking the various attractions that play our stage show houses, you have always been careful not to permit anything on the bill that would be offensive to the audience. I know from my personal knowledge that you have cut out, time and again, objectionable material. Nevertheless, at this particular time we must be doubly cautious. The newspaper articles in connection with the motion picture situation have undoubtedly created in the minds of theatregoers a spirit that might possibly cause them to object to certain material which ordinarily would pass unnoticed."

With this in mind, we must exercise extra care. I pass this on to you, knowing that you will do what is necessary."

Again, let me say that you will be held responsible for any objectionable material, or bits of business, done by any of your acts performing in any of our theatres, unless you have same eliminated.

Please notify your acts and call the artists' attention to the above before they open for us. In the interest of your artists and yourself be sure to take this letter seriously and follow through on it.

Very truly yours,
Marvin Schenck.

Show Biz Politics

(Continued from page 1) Instead of a wage. Not even the cast pay day. Of course, if the Socialist author makes the grade they'll all be around for a helping of state jobs. Sinclair has promised them a Utopian deal should he become gov. The state theatre is one of his platform planks.

Admish to the Sinclair play is 55c, which includes the usual pitcher of suds and fodder. Show has been running two weeks with another in rehearsal. Sinclair's managers are traveling the state for spots and touring companies are planned.

Other candidates have started asking rental prices on picture houses for one-night stands.

New York Theatres

RKO THEATRES

86th St. Wed. to Fri. 7:30
"Sliters Under the Skin"

81st St. Wed. to Fri. 7:30
"The Thin Man"

Screen, WILLIAM POWELL
Myrna Loy in
"THE THIN MAN"
Stage—DUKE ELLING
TON and Orchestra
and Revue

CAPITOL

LOEW'S
CLARK GABLE
MYRNA LOY
"MEN IN WHITE"
Stage—Herb Williams—Others

Chi Promoters Angling for Star Fights

Chicago, Chicago is due for a boom in prize fights this summer and fall, according to promotions now going on. Town has been dead as far as fights are concerned, with New York having garnered the cream of the boxing events. But both the Stadium and the mammoth Soldiers Field are being figured on for championship battles shortly. Promoters consider the World's Fair attendance aid as a sure bet for champ battles, particularly for the small townships who have never gotten a square foot of champ bout except through the radio and pictures.

Particular efforts are being made for a return bout between Jimmy McLarin and Barney Ross. With Ross a local boy and a terrific box office draw it is considered a clinch money maker. Also angled for are bouts involving outstanding names in the ring such as Max Baer, Carnera, Tommy Loughran, Al Leaky and King Levinsky. Right promoters sense a renewed interest in boxing throughout the country due to the tremendous Baer publicity and feel that now is the time to really work for a revival of the fight biz with some outstanding bouts.

CANZI GIVES KLICK A SIZE 11 GLIM

By JACK PULASKI

Last winter Tony Canzoneri got a decision over the Coast's Frankie Klick in a small fight club in Brooklyn and there were some doubts over the award. But Canzy cleared that up at Ebbets Field Thursday (28), return battle being stopped by Patsey Haley in the ninth round, to save the Californian's right eye.

By that time Klick's starboard lamp was completely out. It wasn't an eye, it was an ostrich egg, purple and on the way to becoming a dirigible. Frankie, got peeper trouble in the sixth round, stopping a left hook with his map. When the match was halted, giving Canzy the credit for a technical kayo, Klick was in danger of serious injury, which another blow might have caused.

It was in the sixth that the hardest blow was delivered. Tony landed a right on the button. His arms down, Klick staggered about to keep from falling. Canzy could have stepped in, and finished it, but stayed away. Tony's disinclination to knock out an opponent has been noticed. He just hasn't that instinct to hurt the other fellow more than necessary.

Made No Di

Coast boy started very well and won the first two rounds. Canzy got going in the third and in the half way mark the scorp looked even. Then came the top that clipped Klick and from then on Tony looked best. He had at least five rounds tucked away up to the ninth, so Frankie had little chance to cop, anyway.

Klick had everything to gain by winning and he made a good game try. Looks like he is out of the picture for a shot at Barney Ross' title, which was the stake of the match with Canzy. Dope now will bring Barney and Tony together for a third contest over the lightweight title, which Ross won from Canzoneri last year in Chicago. Frankie wanted the chance at Ross, against whom he showed up very well. Klick also won attention, after a long record of mediocre matches, last season in Philadelphia where he knocked out Kid Chocolate.

Show was the first outdoor card this season promoted by Al Wells, who announced that he would try to match the winner with Ross later in the summer. If the Eastern promoters do not tie up that argument it might be spotted in Chicago. Other matches in prospect are Steve Hamas versus Max Schmeling, the winner to meet Carnera, with whoever comes out on top to go against the new champ Max Baer.

SPONSOR SPREADS

Promotes Amateur Fights Besides Emceeing Balto. Beer Garden

Baltimore, July 2.

Les Sponsler, permanent m.c. and producer of floor shows at burg's big outdoor Bierstube, Forest & Garden, figured that while he expected to be camped on local terrain for summer, might just as well set-up a little sideline that might turn a bit of profit.

Has taken the fight arena on grounds of town's amusement park, Carlin's, which also operates Forest Gardens, and is promoting once-weekly amateur mitt-slingings. Charges two-bits at the gate and gives the fans half a dozen fast-fogging matches each card. Initial show found bit bobby, but this hasn't discouraged Sponsler. Can break with any luck at all, as all that amateur fighters receive hereabout is a dollar shirt as a reward for a triumph, and a four-bit as an anodyne for a loss.

Kids Mopping Up With a New Twist On an Old Racket

A new twist on an old racket, but this time being pulled by minors, is snaring the gullibles for deuces and fives along Broadway. It's the 'valuable find' gag, which entails a couple of shills bidding for a phoney piece of 'diamond' allegedly found in the street, until some outsider steps into the auction and does the actual buying.

Three kids are now pulling the stunt by first attracting the crowd through 'fishing' the subway gratings on a crowded corner. None of them is more than 14 years old, and but one of them handles the large magnet attached to a string.

The first time their grifting was viewed, the 'fisherman' came up with a 'diamond' brooch. One of the shills offered him 50c. for it and then the other partner put in a bid of one buck. The bidding, however, did not get past the \$2 point; for then a young woman stepped in, placed a deuce in the kid's hand, and ran off with the phoney brooch as though she had stolen something.

The 'fisherman' and the two shills then nonchalantly strolled down the line of blocks where they reopened business over another grating.

Finds Surefire Way to Beat Machine Pinched

Baltimore, July 2.

Dayton Furey, banjoist in a musical combo spotted in a south side tavern, is being held for grand jury action on charges of burglary after he admitted breaking into the place of employment after hours last Tuesday night (26) and robbing a 'claw' gambling machine of its prizes, valued at \$90. He also confessed snatching \$40 worth of merchandise.

In court Furey said he had been accustomed to playing the 'claw' between his mauling chores and that he invariably dropped his salary and had never won. Figured the only way to beat the machine was the course he took.

MARRIAGES

Marion Byron to Lou Breslow in Los Angeles, June 28. Bride is screen player, groom is film writer.

Christy Sacco, director of Sacco's Dictators orchestra, to Miss Edith Arcuri, in Hudson, N. Y., June 24.

Eleanor Ackerman to Wayne A. Sanders, in Milwaukee, June 2. Groom is program director of WJMS, Ironwood, Michigan; bride is a dancer.

Betty Flournoy to Ralph Graves, June 28, in Yuma, Ariz. Groom is film actor.

John Griggs to Mary Newnam-Davis in New York Friday (29). Groom is legit actor and bride an English actress.

BIRTHS

Mr. and Mrs. Tom McConnell, twin girls, in Birmingham. Father is manager of the Wilby Strand in that city.

Mr. and Mrs. Charles Cottle, son, in Chicago, June 29. Father is manager of the B.&K. Oriental.

CHI TRACK DROPS 50G IN 28-DAY RUN

Chicago, July 2.

Washington Park race track just closed a 'brutal season,' dropping something like \$50,000 in the 28-day run. Mutual machines got the smallest payoff since the Park started. Biggest day for the machines was \$400,000 and dropped to as low as \$48,000.

Plenty of betting going on around this territory, but it's all in the books and rooms. People are too busy trying to make a buck, instead of spending an entire day at the track, and are letting off betting fever steam over the telephone.

DOG RACING AT CONEY ISLAND

Velodrome, Coney Island, has been converted into a greyhound race track and will start July 7 operating nightly for a 90-day period. Project is said to have the backing of a group of resort business men, operating under the name of the Brooklyn Kennel Club. Coney track is first within the city limits, except for a plant on Staten Island.

Flock of dogs from the Florida tracks have been assembled. Program consists of seven events, five races on the flat, one hurdle contest, and the blow-out race having monkeys as jockeys.

Drops Show, Dancing

Portland, July 2.

Another change of policy for the Columbia Gardens started last Monday. Stage shows and dancing was dropped and the entertainment is confined to that comment in beef gardens.

Jean Anthony, who has been m.c. for some time, remains as organizer and leader in community singing. Singing waters also continue their barbershop harmonies.

Peggy's Century of Progress

Chicago, Dear Ben:

You'd better stop spending all your money for telegrams. Besides, how could I send you any letters for the past week? You should know that from the newspapers. They tell me that all the papers in the world have carried the story of my success already and I guess even the Danville Blade must have had it.

Benny, I've had a terrible week. Things have been happening so fast and so often that I haven't been able to think much less write a letter. Have been spending most of my time riding back and forth from the Fair to the station-house in a patrol wagon. I am getting tired of the police detective looter-tenant even though he is a nice fellow and treated me pretty swell. He certainly did his best to make me feel right at home.

The whole thing started last Friday. Business wasn't so good and I was blue even though I got some more of those good-as-gold notes or IOUs from Mr. Marlin. He owes me for three weeks work besides a lot of notes for extra services.

But anyhow though business wasn't so hot we was playing to some repeat customers. You know customers so often that I haven't been able to forget what the picture is all about and who come back to see it again so they can understand it better. On Friday night this man, who had already been to see the art exhibit many times before, kept coming in for every show. He kept winking at me and making passes but I wouldn't even notice him. You know I'm not that kind, Benny. Besides Mr. Marlin had been noticing him, too, and he told me he'd break my neck if he catches me going out with any of the men he don't know.

But it turns out, Benny, that this man is really a postman. Because that night about 11:30 he suddenly pipes up that he's all out of dimes and the place is pinched. They took me in a patrol wagon, Benny, and that's the first time I was ever in one. But let me tell you, Benny, those auto-manufacturers could learn a lot about comfort from these police wagons. In fact it even has those adjustable seats beat on the new Fords I was telling you about. It was so dark though, Benny, and awfully crowded, though I'm sure there wasn't anybody there but Mr. Peckle (that's the lookout's name) and myself. Those patrol wagons are built comfortable but funny.

Mr. Marlin came down to the jail and bailed me out a few hours later. He and Mr. Peckle started to holler at each other but I stopped them. Mr. Peckle wanted to put Mr. Marlin in jail, but he decided not to because there was only one cell and I was in that one. And Mr. Marlin kept hollering anyhow. I don't see why because Mr. Peckle isn't a bad man. What he was doing was just in line of duty. He ought to be a general or something soon the way he's tending to his job.

You'd be surprised at the business we did at my art exhibit the next night. So many people suddenly got interested in my art. The newspapers were very nice about the whole thing, especially the photographers. You know, Benny, those photographers certainly do appreciate art and were particularly anxious to get poses for their own private collections.

But that ain't the whole story, Benny. Because Alexander, I mean Mr. Peckle, was back again the next night. And when he do you know, after studying the picture for a couple of hours he suddenly decides that the art exhibit is pinched again. And we go for another ride.

Well, to make a long story shorter, the art exhibit was pinched Friday, Saturday, Sunday, Monday and Tuesday. That man Alex I mean Mr. Peckle, certainly tends to duty.

And with every patrol ride, things got better and better at the exhibit. Business is great now and I am a big star. I have gotten a lot of big offers. One newspaper chain has offered me \$2,500 to write a story called 'Five Nights in a Patrol Wagon.'

Yours, Peggy.

Denial of Burley License to Apollo Forced by 42d St. Cleanup Drive

Its reputation as one of the great-est streets of the world sadly soiled by burlesque theatres, flea circuses, grind double features other cheapness, 42d street, New York, begins to look to restoration. Church, realty, business and civic interests express themselves as highly hopeful of lifting the street out of its mire after scoring the first important point during the past week in defeating efforts to place burlesque into the Apollo.

Establishing something of a precedent, License Commissioner Moss called in all objectors for a hearing on the application, and after letting everyone voice their opinions, from a representative of Cardinal Hayes down, he denied the license.

Promises to put on a cleaner burlesque show than any of the opposition houses would, and that if the others had four strippers, the Apollo would have only one or two, maybe later on none at all, if the right talent could be chosen, meant nothing to the Commissioner.

'Best Interests of City'

His ruling carried a strong warning in that the application was denied 'in the best interests of the city as a whole.' The commissioner stated that he had given all burlesque houses in town six months to clean up and that a hearing on the matter is about to be held. He indicated, moreover, that when license comes up for renewal, hearings will be open to all objections, sloner by church people, business men and others came as something of a blow to Max R. Wilmer, operator of the Irving Place, also burlesque, who applied for the Apollo license.

Really men expressed themselves as greatly heartened by the Moss decision. Principally appearing for this group were Vice-President For-

rest of the 42d Street Association; James Donahy, representing the West Side Association of Commerce and the Franklin Savings Bank; W. A. Buckner, attorney for the newly opened Steuben Tavern, and Abel Enklewitz, representing O. D. and H. V. Dike, managers of New Amsterdam, Sam Harris, Selwyn, Wallack's theatres and the Candler building.

Enklewitz said that the buildings his firm represents are falling in value, and that in the past year the loss on assessed valuation of the Candler building alone has been nearly \$1,000,000. This building has lost more than 50% of its tenants because they don't want to be on 42d between Broadway and Eighth, the disintegrating block, as claimed.

Enklewitz also alleged that the Selwyn had agreed with the Apollo not to house burlesque and that from Oct. 1, 1933, to May 1 last, the Selwyn had taken in only \$2,000 as rent. House was offered \$1,500 a week to house burlesque, but took \$500 a week to avoid that, Enklewitz, charging lack of faith on the part of the Apollo.

John Gratke, managing director of the Broadway Association, stated that all of Times Square suffers from the standards to which 42d street has fallen and also urged denial for more burlesque elsewhere.

Attorneys for the Berwyn Realty Corp., controlling the Apollo, stressed issuance of a license because it was impossible to get legitimate attractions to come in, adding that the Apollo had supported the clean-up-42d street movement for a long time but couldn't hold out against conditions any longer.

Corporation tenant, though Wilmer of the Irving Place is now listed as president, because 'I was out of town and ill,' is the Okaybud Corp. It posted a cash security of \$7,500 on a five years' lease for the Apollo at rental of \$1,200 except for the summer months when it would be \$800.

Attorney stated plan was to present a character of entertainment that would be acceptable and someone could be designated to pass on complaints. If coming, also, policy was not to be ground and prices would be higher than at Republic and Eltinge.

Father, McCaffrey, appeared for Cardinal Hayes, who vigorously objected to issuance of the license. Others included Rabbi Sidney E. Goldstein, who took the trouble to go in to see one of the new, and a priest, got plenty shocked. He didn't mention the show he saw, but insisted it should be closed up at once. His objection to a third burlesque house on 42d street was on the ground that there are two there now which are indecent and obscene.

Excursion Boat's Free

Pictures Riles Exhibs

Baltimore, July 2.

Latest thorn to picture exhibs is the Wilson Steamship Line's new free fix policy aboard its excursion boats. Company has installed union-operated sound equipment on its flagship, State of Delaware, and is showing feature indie fix on the scow's moonlight runs down the bay, and back.

Two unspoolings nightly during the three-hour ride, and 50c, ride admish covers all.

M. P. League

	Won.	Lost.	Pct.
NBC	1	0	.100
RKO	1	0	.100
Columbia	2	1	.666
ERPI	2	1	.666
U.S.	0	0	.000
Radio City	0	2	.000
WYNNERS	0	2	.000

Hub Okays Beano

Boston, July 1. The game Beano O.K'd by the Massachusetts legislature if locally licensed and played only for charitable, fraternal, religious purposes.

Broadway

Jim Barton may go Metro for one film.

Peggy Goldberg (Educational) Hollywood-bound.

Gummo Marx around, having beaten a broken leg.

Freddy Hartman premiered last night (2) at St. Regis roof.

Harold Rodner vacationing, and looking over Saranac at same time.

Robert Garland's car completely equipped to mix cocktails and other drinks.

Herb Williams going aquatic with a new swimming pool on the Fremont estate.

Thornton Freeland sailed Saturday (30) for England to direct "Brewster's Millions."

The Joe Bessers renovating their Astoria homestead with an oil burner and new plumbing.

Julian T. Abeles has a new Chrysler, but it's garaging until he qualifies for a driver's license.

Winona (Gomez and Winona), dancer, will marry Monroe Eisenberg July 8. Groom is non-pro.

Billie Evers' first trial was a success.

78 at Belleaire. Not forgetting that 81 at Olympia Fields, Chicago.

Marilyn Miller has taken over elaborate summer home at Great Neck and her week-end parties are something.

Rose Taylor (Mrs. Ben Hecht) is writing the script for the second Hecht-MacArthur picture to star Jimmy Savoy.

Joe Penner taking his barrister, Monroe Goldberg, to the Coast with him in July for his Par pic, all going via the Canal.

Mamaronck expects fireworks, and besides the 4th, Town is waiting for Joe McCarthy to get his first traffic ticket.

Cannonier-Klick fight stopped just in time for WMCA to announce technical kay before going off air for president's speech.

Phyllis Perlman off on a four-week cruise to Havana and Mexico City. Theron Bamberger braving the city heat on his own.

Jack Kennedy, with Mr. and Mrs. Eddie Cullen, is conducting the Smoke Shop Tavern on the Shrewsbury road near Red Bank, N. J.

Woe is Bernie, Ben. A 57 on the first nine at Pineridge against John, and out \$20 on the first. Even Max Winslow.

Jerry Vogel is sure-fire with a birthday card to all his friends, whose natural days he records for constant reference as each birthday rolls around.

Host of Friars hied to Beau Rivage, Sheepshead seafoodery, for Dan Rooney's birthday last night (Monday). Revue holds forth at the roadhouse.

Elizabeth Longner, N.Y. rep. of Cinematograph, London, and Picturograph, said Sunday (1) of an eight-week combined business and pleasure trip abroad.

Dan Parker regarded the London-Batlingway match as a summer stock. Betting of two-to-one on the Greek to regain the title substantiates that rating.

John Horgan from the Hotel Sinton, Cincy, now managing the Hotel Edison. Horgan is a pal of show people and was the first to put name-plates of stars on certain choice suites.

"Max Baer Night" at Gallagher's saw Walter with white jerseys and Baer lettered on chests. Only new place with running water trough at bar. Helen calls it Gallagher's Gulch.

Budapest

By E. P. Jacobi

Ella Gombossy bought car and learned to drive it herself.

Universal's Budapest branch manager, Fred Siegler, celebrating ten-year jubilee of sticking at his job.

Richard Taubert, here with own company, singing the part of Schubert in his self-revised version of "Lilac Time."

"St. Moritz" to be title of drama based on the story of Cuno Hoff Swiss writer, who was shot dead by Mrs. Bouter, wealthy Englishwoman, two years ago.

Eugene Hefner, out of Magyar Szinhaz, which he has been co-managing for past five years. Will devote himself only to writing again.

Imre Kalman's next opera to be "The Queen's Knight," adapted from Bus Fekete's novel, "Boys Available." It's about a fictitious gardener's no-merry-go-round, but lovely queen and her dancing master.

In "Spite of All," Imre Harmath's summer revue will feature by name Markush, at the Royal Orpheum, true to its title. It's the biggest piece of nonsense ever, but draws audiences in spite of the part.

Opera House's open-air performance of "Pagliacci" and "Hungarian Ballet in the garden of Count Esterhazy's chateau at Tass near success. Drew audience of 4,500 coming down in motor cars and busses from Budapest.

Never was there more ado about a baby than in the city of Budapest and Gustav Froehlich, born here last week. Papers lived on little Julie Froehlich for a week. Said to have cost her parents \$40,000 in cancelled engagements.

Mexico City

By D. L. Grahame

Tiny Griffin, m.c. at a cabaret. Biz better for National Lottery. Cogie, some rain, but not enough. More jazz bands composed of natives.

Pic exhibitors say heat wave aids their biz.

Theatre goes giving Spanish operettas quite a play.

Tough dollar rate has closed most Ciudad Juarez and other border town cabs.

Two more nabes to go up in the fall. When they get going town will have 55 cinemas.

Baer-Carnera argument inspired many street fist fights here. Most Mexicans favored Primo.

Civic fathers after taxi dancers again. Talk of putting 'em on a quota, which will thin their numbers.

Divorce mill at Ciudad Juarez, across from El Paso, reports record day's trade with granting of 31 decrees on June 13, all to Americans.

Croupiers and other attaches of gambling houses of Ciudad Juarez, Chihuahua State, across from El Paso, have formed a union with approval of the state labor commission.

"The Black Cat" (U) smash at Cine Regis. Customer interest aroused by serialization of Poe's tales in local prints.

"White" (MG) got here early but isn't doing so very well, despite Fabre.

First stage smash here in moons is "La Muerte en Vacaciones" ("Death on a Holiday"); nothing to do with "Death Takes a Holiday," but is Spanish argument that the grave goes to the post love. Virginia Fabrega, who has performed in Hollywood pic, and Fernando Soler de la Vega, have leads.

Panama

By Bea Drew

Donna Eaton, dancer, visiting family here.

Beverly and Carol Ruoff left for New York to study stage dancing.

Mrs. Julia Alonzo, Mexican pianist, gives a farewell concert at National theatre.

New show on way for the Ritz. Sadie Tremaine, for years head hostess, has retired. Marjorie Clark remains oldest employee.

Liona Sears has reopened her dancing school in Balboa, which makes four dancing schools run by Miss Sears, an ex-Albertina Rasch dancer.

Al Johnson and wife, Ruby Keeler, paid Panama a visit. Also Olive Brook, his wife and two children, on their way to spend a vacation in England.

Atlas Garden building a park where patrons may stop, listen to the music and be served drinks. Park will surround the present building.

Zone film operators all het up. Claims of a strike not true. Chief says they are. They don't like the new ruling which allows only one licensed operator and one helper in each booth.

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untary layoff to resume writing articles for ABC. Thinking about o.o.'ing the U. S. in the fall.

Celia Gaspar, Argentine musical show star who's better known in Spain than down on the Pampas, closing a successful season with a blowout for her buddies.

United Press conducting a poll of its European offices to find out the most popular film actors and actresses and to learn how American cinema stacks up in Europe.

Fox Movietone crew laying off for a few weeks for a summer rest. Hans Mandl, office manager, and Bill Murray, cameraman, up to Paris for conferences and a look-see.

"Homage to Walt Disney" program at the Actualidades consisting of Mickey Mouse and Silly Symphony films a b.o. week. Long lines waiting in the street, afternoon and night for a peek at the cartoon.

Bullets, rocks and sticks, flying when extremists broke up the opening of "El Divino Impaciente" ("The Impatient Divine"). At Maneres.

Play written by Jose Maria Pemán, Catholic and Rightist politician. No casualties but plenty of damage.

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The Hague

By M. W. Eddy-Lea

Arthur Rubinstein on air for AVRO.

Heat wave now over Holland, which affects legit and pix.

German producer Hans Richter expected here to prepare ground for shooting film.

String of new legit companies enlarged by a new company in Rotterdam, calling itself "Rotterdamers, Ltd."

Dutch company is bidding for license to serve the French town of Bordeaux with wired wireless; five programs available.

Musical director of Bouwmeester Revue, now in Scala theatre, the Hague, celebrated this week his silver jubilee as a conductor.

Fritz Hirsch Company shut gates for season and hopes to reopen in fall. It will then be minus its most popular femme star, Frieda Dotz, who leaves stage as she is engaged to marry.

Amsterdam, where musical life is rather life, plans are being made by Wagner Association for a Strauss festival this winter.

Invited and accepted, to conduct premiere at Amsterdam of his latest opera "Arabella."

Notwithstanding substantial funds were gained by open-air Stadium concert at Amsterdam for the Amsterdam Concertgebouw orchestra and Residence-orchestra of the Hague, this is not enough to help nonconcerting out as a new association is being formed to raise funds.

Cuba

By Rene Canizares

Phone strike still on.

Some Mexican films around the news.

Someone yelled a bomb! at the boxing arena and there was a panic.

Marlo Sorondo, local theatre authority, wounded during the ABC massacre.

Leon and Cecelia Lukenberg, heading a Yiddish stock company, presenting "Happiness of the Poor" at El Principal.

Fox Films withholding "Adventures of Cameraman," dealing with radical riots and "Shanghai" Mad, which is fighting with fight against communists.

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London

Harry Weber paging Will Fyffe. It's a girl at the Connerly Chappe's.

Max Berman beating the bookies at Ascot.

Jack Curtis, flying to Paris for the Grand Prix.

Rose Perfect getting ready to go to Los Angeles.

Gregory Ratoff script-selling. Sold one to Vogue Films.

Dick Henry with big smile on his visage. (That's news).

Max Fields now associated with the Charlie Tucker office.

Harry Blue ("Three Sailors") victim of abscess on the spine.

Anna and Lillian Dorothy reminiscing at the Plaza hotel.

Arthur Dent being dubbed the Will Hays of British Pictures.

Windmill Theatre Revueville takes down by 30% this year.

McQueen-Pope now handing publicity for Harold Holt's concert ventures.

Teddy Shapiro escorting an honest-to-goodness countess around.

Jesse Matthews going arty, and frequent visitor of the Cafe Royal.

Dorothy Mackall, Buster Collier, Harry Crocker, Dileen Percy, George, W. R. Jr., and John Hearst and their wives and a mile-long retinue occupying an entire floor at the Ritz and o.o.'ing Spain. Flying to London afterwards.

Seymour Hicks and Gallery First Nighters burying the hatchet after 20 years.

"Beau Geste" silent being revived for a week at the Streatham Astoria, July 9.

Record attendance of 76,000 at opening of Aldershot Military Tattoo June 16.

Mae (Kafka, Stanley and Mae Nighters) in hospital for gallstone observation.

Noel Coward in trouble with police for ignoring traffic signals when driving.

After holding out for a considerable time, Owen Nares finally joined British Equity.

Jimmy Finlayson in business proposition with Arthur Dent, which may materialize.

Porsythe, Seamon and Farrell being nibbled at for Australia; 10 weeks.

George Harris featured in a British International Pictures pic which stars Leslie Fuller.

Midnight at the Regal.

Charles Clore after the Three Sailors for a revue at the Prince of Wales in Scotland.

"The Guardsman," revived at the Ritz Curzon Picture theatre, doing a turnaway business.

Warwick's time in film producing biz, looking for bankroll to produce a racing film.

Francis Sullivan signing film contract for 22 weeks with Universal.

British International seriously thinking of filming "Madam Pompadour" in about three months.

Dr. Harold Hart, from Hollywood, bringing greetings to Alexander Korda from Joe Miller.

British International dickerling with Jack L. Warner in a film. Hytton will act as well as conduct.

Four-day run for "Hello Again," Ralph Lynn-Sally Bates comedy at the Shaftesbury. Folded June 16.

Charles Florio (Flo and Lubow) attaining his life's ambition: a diamond ring and typewriter.

Gate theatre reopening in the fall after a year's closure. Max shall.

House undergoing renovation.

Irving Asher and new bride, Laura La Plante, laying foundation stone of new Warner Bros. studio at Teddington.

Edward Laurlaird and William Mollison have English rights to "Little Jesse James," with Leslie Henson interested.

Smoking permitted for first time at Royal Opera House, Covent Garden, where Russian ballet season opens June 18.

Drury Lane theatre may be wired, just in case a big film comes along that wants a West-End preview.

Under £10,000.

Clifford Whitley looking around for a West End theatre for the fall. Will double his next Dorchester hotel show there.

With Swaffer vacationing in America, Kate Goodson, his confidential secretary, is speering it at the Cafe Anglia.

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With Swaffer vacationing in America, Kate Goodson, his confidential secretary, is speering it at the Cafe Anglia.

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Paris

Marguerite d'Alvarez returning. Lord Byron opened with "Looking for Trouble."

Leon Volterra in presidential box at Grand Steeplechase.

Irvin Marks picking no winners on Grand Steeplechase day.

Anne Pennypacker so stylish at Autouil the photos got hot.

Primo Carnera died as result of fight.

Ganna Walska giving big buffet lunch at her chateau at Galluis.

"Duck Soup" held over for still another week at the Cameo theatre.

Jules Strass back on job at Cht Trib after several weeks' illness.

Folies Bergere trying to legally stop use of its name in Chicago show.

Mignon Nevada selling a Romney picture her great-grandfather bought.

White's horse, Les Bossons, second in Grand Steeplechase Sunday (17).

John Huss passing through on way from INS London bureau new Berlin job.

Cornelius Vanderbilt, Jr. en route to Russia spillins; all he knows about Roosevelt.

Ruben Gertrude Hoffman is to produce the next revue at the Casino de Paris.

Peggy Joyce, reaching Riviera, said "I have out her villa soundscapes screw to her."

Eide Norena back from London to ready appearance in "Hamlet" at Paris Opera June 27.

Henri Watkinson from Camargue, South of France badlands, to ride on Boulevards in Paris Fetes bally-hoo.

Nadia will give a dance recital (June 27) with Komori, the Japanese dancer, both doing exotic numbers.

Annabella and Jean Murat, film stars, met at the Gare St. Lazare by a big crowd on return from Hollywood.

Edward Paul England III running Starlight on Tuesday (2) at Watling. W. for benefit of Hertford British hospital.

Prefect of Police banning throw-away distribution on main downtown roads to keep them from being littered up.

Cary, late of the Dome and Callifornia, and most popular barman over here, a master of ceremonies at Villiers theatre.

May Birdhead's car hitting kid on way to Grand Steeplechase at Autouil Sunday (17). Police agree it was his fault.

Hollywood

Tom Reed is in the yacht-buying market.

Europe bug nibbling on Edward Bloffian.

Grace and Charlie Herbert at the Kings' Club.

Lydia Robert due back July 30 at Paramount.

Harvey Thew hopes to sail for Europe Aug. 8.

Peggy Fears in to display her talents in pictures.

Universal publicity staff ads Arthur C. Janisch.

Edna Mae Oliver is back from her English vacation.

David Seidman down for two days with laryngitis.

John Meehan is on his way to New York for a vacash.

Jack Cohen barged in with score for Columbia's Girl Friday.

Calen Gough, beg, strong feller, body-guarding Nat Pendleton.

Holly wood - bound is Ralph Holmes, film ed.

Stage shows likely going into the Roxie, downtown subsequent run.

Harvard trackmen ogling the pretties at Warners and Universal.

Spinning picture offers Helen Mencken is in town visiting relatives.

New Cantor film, which starts July 1, has been jagged 'Kid Millions'.

Gene Kopperud steps up from assistant to manager of the President (Pix).

Quarantine lifted on Hal Rosson, recovering from infantile paralysis attack.

Tony O'Rourke, former distrib associate, running for county assessor.

Frank Orsatti spent Ruth Selwyn east to scout new plays and talent.

Three plays being sought by Mrs. Pauline Brunius to take back to Sweden.

At Emile Schreiber, French writer, and his wife guests of L. E. Mayer at Metro.

Little Rock going gala as Dick Powell heads south for a visit with his new.

Paramount studio advertising staff adds Charles Meggs, comic strip artist.

Harry Niemeyer of the St. Louis Post-Dispatch retiring soon to come here to live.

Mon Randall, of U's advertising dept., on the mend from an appendectomy.

Ed Ehole, 20th Century production manager, parted with his tonsils and adenoids.

In Beverly Griffith, Fox distrib rep, in Chicago, enroute here on the President Hoover.

Preston Foster got a good workout at the oars when his yacht went gasless two miles out.

It's Col. Joe E. Brown now that the comic has been mailed one of those Kentucky things.

Drama project sustained by state emergency relief fund has 150 show people on payroll.

Having completed his play in the east, Anthony Veiller is back on Paramount writing staff.

Metro's exchange chief in South America, William Melniker, due here July 5 for two-week stay.

Call Bureau chief, as well as player descriptions in its latest bulletin. Around 1,000 pictures.

Maureen O'Sullivan sued in Los Angeles by Tom Conker for \$744, asserted due to placement fee.

His contract with Metro up, Maurice De Pach, musical comedy arranger, has returned to New York.

Prof. Robert H. Wood of Johns Hopkins university, daddy of the animated film cartoon, o.o'ing pic.

William Farquhar is here representing the London Sunday Chronicle and other English papers and mags.

Yacht formerly owned by King Alfonso bought by Phil Goldstone, and will be used in filming ocean scenes.

Eight months was enough for Bill Brady, vet road show agent, as a beer hall operator. He's quit the racket.

Robert Florey back from three-month trek to China for footage for 'War Lord' and 'Oil for the Lamps of China' for Fox.

Heavy confabs at Fox story cubicle as John Mock comes on from N. Y. to bat a few yarns around with Julian Johnson.

Virginia Moore lugged a 35-lb. ham from Tennessee for Lynn Farrel, but his wife couldn't find a pot large enuff to cook it.

Marc Connolly spoke at Screen Writers' Guild meeting and urged further co-opping between divisions of Author's League of America.

Thrown from a horse while working in a Universal picture, Al Green, rodeo performer, received body bruises and a badly lacerated arm.

Pantages Hollywood theatre and Los Angeles Science Company were made - between - at \$10,000 - suit brought by Jose Fernandez, who charges that property belonging to him was rented to Universal without his authority.

Bern Bernard, agent, released Shirley Temple from her managerial contract with him after Los Angeles court ruled that he was not entitled to more than 1% commission. State employment act permits 10% fee and courts have ruled it legal.

San Francisco

By Harold Beck

James Madison is in.

Harry Bush is in from Chicago. Ben Beleson up from Los Angeles with the DeSylva catalog.

Mike Marco and Charlie Skouras in town, but not together.

Julius Tannen is in. Hubing, and vacash around the burg.

J. J. Franklin isn't in Honolulu after all, but around town.

Ronald Johnson gets the Donaldson, Douglas Gumble music catalog here.

Nadine Ames' mother fell and fractured her shoulder the other Sunday.

Nita Mitchell has opened her own elbow-bending emporium on Taylor street.

Jack Pegler, of Lord and Thomas agencies, is around the Frisco office for a while.

Jack Murphy down from the Northwest to join Hearst's KYA as announcer.

Eud Lottier up from F-WC in Los Angeles to oversee a couple of theatre leases.

Don Gilman will hit the road for Portland shortly to attend the Ad Club convention there.

After five years ago, Dashiell Hammett was ad manager for a market street jewelry house.

Charlie Wuerz has left the Orpheum management for the Fox, Fuller, for Harry Arthur.

Herb Marple will make his Sherman, Clay song expert headquarters in New York henceforth.

Jack O'Connell has more 10 points to his frame while making all the restaurants in town this week.

Hal Nieves didn't know his son-in-law, Peanuts Byron, was marrying in his L. A. home until he read it in VARIETY.

Joe Donahue in from the CBS Chicago publicity offices and chinning with Harrison Highway aka Harry Elliott.

Warner Baxter, the missus and Myrna Loy taking on a big dinner at Jack's after location at Ranforn on Broadway Hill.

Walter Barusch, p. a. for a string of neighborhood theatres who also has been handling a flock of political campaigns for some years, is running for assemblyman from San Mateo county.

New Haven

By Harold M. Bone

Polly Paige giving Hollywood o.o. George De Filippo back in nite club game.

S. Z. Poli has been resting in a state of complete collapse.

Little theatre closed tighter than a Scot's fist.

Jack Sanson readying for another trip to hosp.

Henry Busse doing a temporary bachelor act.

Sidney Riggs directing N.Y.-Guilford Players.

Artie Deschee new prez of Edgewood Players.

Cartoonist Jack Moranz visitor to local Lions Club.

No word yet from Jitney Players about summer activities.

Better Films Council campaigning on membership drive.

Brantford Community Players opened summer season (28).

Chas. Brokaw into local coop. following end of Kath Cornell tour.

Allen Fagan will manage and direct Stony Creek Players for summer.

Eddie Johnson, in fannels, looks like a bottle of milk on someone's doorstep.

Minneapolis

By Lee Rees

Season's first circus, Al G. Barnes, in town.

Minneapolis theatre closing for summer next Thursday.

Marian Talley in Twin Cities incognito, visiting friends.

Former of Harold Lloyd a visitor here, his former home town.

Temperatures of 105 in shade put crimp into grosses last week.

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Shrine conclave put dying night clubs and hotels back on their feet. Spots did a terrific business.

North Dakota Theatre Owners

association on record against producers' entry into trailer field.

June Vlasik, who had her contract renewed by Paramount at \$750 a week, is a former Minneapolisian.

North Dakota exhibitors raising fund for another campaign to put over Sunday movie amendment.

Ralph Branton, general manager of Black Iowa theatre circuit, here from Des Moines to visit parents.

Metropolitan has two Theatre Guild shows, 'Mary of Scotland' and 'Ah, Wilderness', booked for next season.

Savoy, lower loop dime grind house, offering on stage 'actual nudists in person from Elysia nudist colony.'

Survey shows that 80% of all liquors consumed in Minnesota goes down throats of Minneapolis, St. Paul, and Duluth drinkers.

Lillian Jensen, of Warner Brothers' office staff, selected as Film Row's prize beauty for place of honor on electrical pageant float.

Cleveland

By Glenn C. Pullen

Don Pedro staying over at Harry Propper's Mayfair for summer.

Mrs. Ruby Conklin installing first outdoor pavilion on top of her Danceland.

Dixie Shaw, theatrical booker, had leg broken trying to jump into husband's car.

Nitery performers taking up bike riding mornings to get smoke out of their noses.

Bernie Bernstein is installing town's first lass-topped bar in Piccadilly Cafe.

Windsor French, former gossip columnist on News, visiting Russia with wife and friends.

Bill McDermott, globe-trotting crick for Peebles, now inspecting drama temples in Japan.

Frederic McConnell taking his Playmate troupe to Chautauqua, N. Y., for summer season.

New Frollos Cabaret has six house managers - and three big bosses to keep tabs on the managers.

Eddie Fontaine, prez of Variety Club, transferred to Chicago as division manager for Paramount.

Gerald Davidson, former Cleveland, to stage Alvin Kerr's 'Comic Opera' in Philly early in August.

Max Faetkenheuer coming into circuit again by backing new outdoor open venture at Wildwood.

Pili Spitalny sez he's writing history of American band music, but Noel Meadow, his p.a., is ghosting it.

Niteries getting around Sunday liquor curfew by inviting private parties and then locking doors to snoopers.

Elly Fleckenstein, husband of Mildred Harris Chaplin, taking prize-fighting lessons from Joe Feldman here.

Churches fighting night clubs and beer gardens claiming those within stone's throw are demoralizing church-goers.

With Bob and Sam Heller players at Hanna, town is getting more stock than it's had in eight years.

Virgie Winters' banned by Ohio censors for allegedly casting RKO Palace plenty in remaking posters with substitution of 'Cockeyed Cavalier'.

Portland

By James T. Wyatt

Andy Saso now has the seeger habit.

Annual nudist colony epidemic is under way.

Brisk business for singing waiters at the burg's various beer joints.

Ted Gamble takes flying trips on week-ends. Has a pilot's license.

Floyd Maxwell still around the burg and still dapper. Says he's through with pix.

Dog races are kicking up again. Last year was the most serious competition for pix.

Bill Heineman, from his L.A. for Universal, won \$141 on first bet at the burg's dog races.

Dorr Kessey has dropped his showboat act temporarily. Too busy running for election as city commissioner.

George L. Baker, w.k. showman and long time mayor of this burg, is now managing the State Manufacturers' Association.

Janzen Beach amusement park went ritzy, with Junior Leaguers taking over all concessions. Gas was to cost a percentage of the day's taking for the league's pet charity.

Bob Mount, burg's censor chairman, is in charge of the Better Business Bureau. He got fired at from both sides over the rival Carnera fight pix at the Broadway and Music Box, with much hitting below the belt.

Chicago

Dave Lipton all sunburned. Harry Munnis taking a day off. Johnny Singer blew into town.

Schuster negotiating for nudists.

Mike Barnes telling of experiences in Mexico.

Bill Young feeding bait to the fish in the Miligan.

Ben Ehrlich busy defending peep show at Fair.

Gertrude Bromberg at travel folders.

Miles Trammel busy negotiating with Pepsodent.

Rhodes Newbell watching real golfers for lessons.

Ruth Melzer, I. H. Herk's secretary, on way here.

Al Weston now in same office with John Billbury.

Rainy day makes Woods Building look like holiday time.

Lou Abramson ducking town for a two weeks' vacation.

Henry Herbel and Jimmy Coston conferring on a 'lazy yacht deal.'

Justus-Romaine Co. doing a tent show in Nebraska and S. Dakota.

Film Club will mutilate the course at Olympia Fields next Wednesday.

J. C. Grady in and out of town ahead of the Ruben-Gruber show.

E. M. Glucksman in town selling Balaban & Katz 'World in Revolt,' pic.

George Bryone, new IATSE presy, commuting between Chi and New York.

Parking lots, where you rent a bicycle, starting up now, in Hollywood.

Joe Abramson, the St. Louis filmer, up for a look around the old haunts.

Gemma Abplanalp postponing vacation this year on account of code authority meetings.

MGM local office gave the village board of Glen Ellyn an argument about picture 'Easy Rider.'

Dr. Nat Bennett, of Montreal, passed through town on way to Coast with his newly acquired wife.

Doing away with all pascas at race tracks gave Arlington its smallest attendance since opening.

Seattle

By Dave Trepp

Three Flying Jacobs at Playland. Hal Grayson, recovering from the stripes.

Racing at Longacres started to big biz.

Mike Lewis, of Paramount h.o., in town.

Al Finklistine and Frank Christie to Portland for C. & Z. meet.

Fort Lewis has its monthly vaude show, six acts, booked by Kelghey & Billy.

Joe Danz now playing vaude with twice weekly changes, booked by Edward Fisher.

W. Bromleigh House, p.a. for New Paramount, headquartered in Shanghai, here for summer visit.

Petitions on streets to legalize dog bets, with splinters saying it's for the benefit of the old-age pension fund.

Vic Gauntlett, recovered from appendix loss and pneumonia, again handling advertising for Evergreen.

'Likker board rules beer signs must go pronto, with 'bar,' 'saloon' and 'barroom' all taboo; wine ditto, but signs okay on the inside.

Jean Lorraine, of Lorraine & Digby, had bad fall at Paramount theatre, but finished the last show and then had to see a doctor for an X-ray.

Montreal

R. R. Rabinovitch to New York to sell play.

L. S. Shapiro resigns Gazette, all heads for N. Y.

Kate Smith much interviewed local press here last week.

Leo Choquette and J. Durant off to RKO convention, Chicago.

Eddie Walz resigned RKO local exchange; J. Durant succeeds.

A. M. Irwin on CKCL, Toronto, July 3, world cruise etherization.

Chez Maurice goes 'Down the Stretch' with open racing season.

Bruce Noble, C. P. R. New York theatreman here with Oxford Group.

Plugging keyholes of private cars to give taximen break latest gag here.

Local racing first fortnight ends Saturday (23) with heavy crowds but light betting.

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Canadian Radio Commission refuses dictation from Musicians' Union again, has finished arrangements to bring in BEC programs on short wave, rebroadcasted. Strike still on with little sign of settlement. All hotel orchestras under two weeks' notice ending June 30 if they still refuse to broadcast.

Westport, Conn.

By Humphrey Doulens

Paquale Amato in the country. Helen Deutch here for the summer.

George White visiting Arch Selwyn.

James Melton spending a few days here.

Richard Connell's annual costume party tonight.

Lois Morav studying voice with Frank LaForge.

Hope Newcomb, now manager of the Country Playhouse.

John Ewald's daughter, Anna, has small role in 'Chimes of Corneville.'

Sokoloff symphony series begins Friday night with 3,000 subscriptions.

Farrar, Tibbett, Florence Easton, Crooks, Marion Telva and Mario Chamlee, have option on region.

Wright, Lyceum treasurer, joins summer theatre at Bar Harbor.

Rudy Valle broke all attendance records at Rotor, Port pavilion.

Alice Pay, Marguerite Padula, Oliver Wakefield and Al Bernie on the bill.

Laurette Taylor, Alla Nazimova, Edna Ferber, Alan Bruce, Ruth Nugent, Kitty Carlisle and Rachel Crothers at Country Playhouse opening.

Cincinnati

By Joe Kelli

Mayor Wilson in Variety club. Ray Millholland daubing rurals.

Cincy more of a beer burg than before prohibition.

Torrid temp had Bill Hastings shed for a couple of days.

Swells snooping about town o' nights on scavenger parties.

Fritzi Scheff put in 10 nights at Japanese Garden on Gibson roof.

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Pittsburgh

By Hal Cohen

Rae Russell in Atlantic City at the Entertainers Club.

Ebebe Falvo, band soloist, now in east and wearing her moniker to Diana Ward.

It's a girl at the Jimmy Madigans. Papa

OBITUARIES

VERTEE BEAUMONT

Vertee Beaumont, 45, formerly of the vaude team of Beaumont and Arnold, died of heart disease June 27 in Hollywood. She was the divorced wife of Jack Arnold, and broke into show biz in Memphis, Tenn., with the act of Wells, Dunn and Harlan, after being discovered by Otis Harlan.

In 1908 she went into the chorus of "Broken Idol," produced by B. C. Whitney, and later was pulled into a lead in the show. Then she was produced by Mort Singer in Chicago. Then she entered vaude with her husband, Jack Arnold. Later she played in "Two Little Girls in Blue" and in the "Gingham Girl" with Eddie Buzzell.

About that time she injured her back and went to the Coast for picture work.

Survived by a brother, W. Fisher, former jockey, now living in Montana.

JOHN NICHOLSON

John Nicholson, 61, actor, died at Lenox Hill Hospital June 24 after a lingering illness. Mr. Nicholson started in stock in Denver and several years later went to Chicago. There he became a producer of popular-priced drama. Later he toured in "The Call of the Heart," "The Price She Paid," "For the Love of Mike" and "Daybreak." In 1922 Mr. Nicholson appeared in "Lillian" and "Mecca." In 1928 he appeared with Leo Carrillo in "The Padra." He also played in "My Maryland" and "The Silent House." His most recent engagements were in "If Booth Had Missed" and "One More Honey-moon."

Funeral services held under Actors' Fund June 27, interment at Kensico cemetery. A widow survives.

BERNARD K. BIMBERG

Bernard K. Bimberg, 61, died in New York June 29 of a heart trouble. A brother of "Bim, the Button Man," he was associated with the latter and three other brothers, M. R., John K. and Edward, in the erection of the Belasco, Astor and other theatres, and was himself concerned with the operation of an upper Broadway picture house at one time. He was originally a drummer, touring the country in minstrel bands, and organized the Bernard Cycle Band, of New York, composed of more than 100 players mounted on bicycles. He had always been active in theatricals.

HARRY SPINGOLD

Harry Spingold, 50, radio department head of the William Morris office in New York, died July 1 at Woodstock, N. Y. With Mrs. Spingold he was driving east from a Chicago vacation when stricken.

The widow, a son, 23, and a brother, Nate Spingold, of Columbia Pictures, survive. Services Thursday, 5, at Riverside Memorial chapel, New York.

A more extended account will be found in the radio section of this issue.

MRS. ELFRIDA WHITEMAN

Mrs. Elfrida Dallison Whiteman, 68, mother of Paul Whiteman, orchestra leader, died at the Presbyterian Hospital in Denver June 26. Mrs. Whiteman suffered a paralytic stroke in March but rallied and seemed to be recovering. A week ago her condition again became critical. Her son was with her at death but was expected there June 28. She was the wife of Professor Whiteman, former music teacher in Amity College in College Springs, Iowa.

Surviving are her husband, her son, a daughter, and three brothers.

JENNIE E. FITCH

Jennie E. Fitch, 44, actress, died at Connelleville, Pa., June 26. Her professional name was Jennie Arlington. She was understudy of Lillian Russell for six years and was at one time soloist in the U. S. Marine Band. She was the wife of Harry N. Fitch, former baritone soloist for the John Philip Sousa Band.

PHINIAS G. McLEAN
Phinias G. McLean, 66, known professionally as Theodore N. Mac-

Lean, an actor, and one-time owner of a stock company, died in New York June 27. His body was found by a friend several hours after death in a furnished room.

He had also written a number of melodramas and is said to have edited a theatrical trade paper at one time. He began his career with Joseph Murphy, Irish comedian, appearing in "The Heart of the Ozarks," "Lost in the Desert" and in vaudeville with William Kent.

ALEXANDER SEBALD

Alexander Sebald, 65, former concertmaster of the Chicago Opera co., died in that city, June 30. He had resided in Chicago since 1914. Had studied under Liszt, Wengartner, Brahms, Strauss, Richter and Mottl.

Recently has been teaching and heading the string quartet bearing his name.

LOUIS KRI

Louis Krieger, 70, magician and former trapeze artist, died at his home in Brooklyn of a heart attack June 27. He started his career in Russia with Solomonsky's circus and came to America when he was 20 years old. He performed here with Harry Houdini at Huber's Museum. Later performed only at parties and special engagements, his most recent appearance was made at the Central Park Casino last May. Surviving are ten children and a sister.

ALFRED BRUNEAU

Alfred Bruneau, 78, composer of the "Reve" ("Dream"), died in Paris June 15. He was famous for his revolt against Wagner. He led a movement toward a music more typical of the French genius.

EDWARD QUITNER

Edward Quitner, 77, former manager of theatres in Middletown, N. Y., died in New Rochelle June 24. He had made his home there the past two years.

Several years ago he was plaintiff against Paramount in a suit alleging discrimination. There is still pending an appeal from the dismissal of his \$5,000,000 suit.

ISABELLE BATMANN

Isabelle Batmann, Shakespearean actress, died June 15 at the Convent of Saint Marie in Wantage, England. She made her debut in 1874, at twenty, with Irving, at the Lyceum.

She played Shakespeare for about 10 years with considerable success and then took the veil. Later she became mother superior in a convent.

EUGENE M. RHODES

Eugene Manlove Rhodes, 65, died June 27 of a heart attack at Pacific Beach, Cal. Deceased was widely known as a writer of western stories.

Surviving are widow and two sons. Burial on summit of San Andres mountain in New Mexico.

CHARLES S. BROOKS

Charles Stevens Brooks, 56, author and playwright, died in Cleveland June 29. He was founder of the Playhouse and Cleveland Little theatre. Two of his plays were "Luca Sarto" and "The Tragedy of Josephine Maria."

EDITH CARTER

Edith Carter, actress and playwright, died suddenly in London, June 14. Author of some half dozen plays, her most popular was the first, "Lass o' Laughter," written in collaboration with Nan Marriott-Watson.

CLYDE MEYNELL

Dr. Clyde Meynell, 66, died in poverty in London, June 19. Some years ago he was a wealthy theatre owner in Australia.

GEORGE R. BEST

George R. Best, 60, retired actor, died in San Diego June 27. He had lived on the Coast several years, coming from Duluth, Minn.

Husband of Nina Rochester (Lusby and Rochester). George Gray Wright, died in New York June 14.

Chatter

(Continued from page 69)

zer keyboard at the Stanley while house's reg organist, Lester Huff, vacated.

John "The Fixer" McCallin twirling a bamboo walking stick.

Margaret Simms' gal ork installed in the Anchorage for summer.

Fewer locals plotting Chl Fair junkets this summer than last.

Don Redman ork booked into Mayfair for single nite, July 8.

Burg is desolated as everybody flees to sea-side over the Fourth.

Johnny Brown's ork replacing the Bob Luta outfit at Mayfair Gardens.

Orlores, burg's ball club, will play remainder of season's home-games at nite.

Mrs. Elizabeth Albert again b. r'ing the Shorlows, summer stock at Spring Lake, N. J.

Fred Arnold Kummer has penned new comedy, "Julie." Will get tryout in New England summer stock.

Max thought a new car after he ran the Carnera fies sticks one week at the Auditorium.

Warbling team of Rosemary and Sudworth Frazier, at conclusion of month at Mayfair Gardens, scoots to Theatre-in-Woods, Norwalk, Conn.

Roof of Lucky Number, small west-side saltery, ripped off by storm last week. Occurred in afternoon, before spot opened for biz, so no casualties.

Des Moines

By R. W. Moorhead

Clarence Marshall, RKO auditor, in town.

Harry Carey and his company of 10 with the Barnett three-ring here last week.

Work already started on T. I. Sinner's \$50,000 neighborhood house, which will be Span and sea 600. Mme. Ernestine Schumann-Heink sang to a small but appreciative audience at the Shrine auditorium.

Eight-year record for marriage licenses in the county broken during the first five months of the year.

Howard Wicks making preliminary arrangements for two guild shows at the Shrine auditorium next season.

Robert Blaylock's summer stock under canvas didn't last long—a revival meeting now going on under the big top.

White Derby went from greyhounds to wrestling and now a six-day bike race, the first of its kind in the state.

The Stanley Browns started their trek to California in spite of having most of their clothes stolen from the laundry the same day.

Bob Wagner, Pat's promoter, has filed suit against Pat's promoter, professional wrestler, for \$950 damages, alleging breach of contract.

Milwaukee

Majestic theatre lobby used as outdoor showman by automobile concern. Theatre dark a year.

Plan to extend curfew for night clubs to 2:30 a. m. instead of 1 a. m. voted down by common council.

Free parking for theatre patrons offered by some downtown houses has been stopped by Garage Owners' Association.

J. T. McCluskey assistant manager at Garden, has taken over the Iceland ballroom at Muskego Beach Amusement park.

Almea McPherson has taken over Majestic for one-week engagement of "revivals," with American Legion backing venture.

K. Brin, Garden owner, has taken over pavilion at Elkhart lake, summer spot. Recently cut admissions at Garden to two-bit top.

In asking for a ban on marathons and walkathons here, John J. Kenney, probation officer, termed those who attend these attractions as "morons."

Curtis-Grigg circus, Wisconsin organization, has opened indefinitely at State Fair park in connection with regular amusement park attractions.

George Ross has left as Columbia branch manager to become cook book publisher with Robert Hess, attorney for Association of Publishers and Composers.

Detroit

By Lee Elman

Club Maxine closed for the summer.

Howard Pierce chief headacher at the Michigan.

Jimmie Rush, local agent, commuting between here and Chl.

Frank Cloker and Moe Lipshitz new expecs at the Oriole Terrace.

Shubert Detroit open for one week, but found it too dicey and shuttered for another Indef spell.

Westwood opening with three bands, one symphony and two for dancing. George Olsen in for four weeks in July.

(Continued from page 35)

which should be after school opens, not so much on account of the children as because the families are all back in town and settled down for the winter.

Best results come where an entire section can agree upon a single date and hold their weeks simultaneously. May help one other fellow some, but it gives all the same pushoff, and with a combined effort it permits a much larger smash for all houses.

If it can be opened with a parade, that's the best lead, with a band and everything, but if that takes too much coin there can at least be a parade of perambulators, one for each house. The parade will bring out a merchants' turnout, too.

Effort should be made to show some changes in the house front and interior. If a new service is being taken up, the sign should be placed at the station and the first release brought to the theatre on a decorated truck. Newspapers should be provided for news co-operation. Double truck should be angled for and everything done to create the impression of rebirth. The only way to get the crowd is to make a noise, and make it loud enough.

Making It Pay

There used to be 50 house organs for each one of us today. Some were elaborate, and one chain in Oklahoma City got out a daily evening paper with carriers and everything. When the crash came, the house organ was among the first things to go, and they've been in the discard too long. Managers, however, are beginning to see the only cost of the printing. They could not figure how much business was lost.

For the past year one hustler has been able to lick the depression and win more than a little business with an eight pager. He contacted every lodge, society and club in town with an offer of a certain amount of space. Plenty of the organizations were headaching over the cost of notices, and were glad to print their notices in the sheet, which cost them nothing but the postage. The membership at less than they were paying. Alphabetical arrangement of the stencils prevents duplication of names, and on a copy of the sheet, the names of the bodies the cost is prorated. Otherwise the cost is the straight mailing. A second class permit, which always took mailings, was obtained partly through the influence of the clubs. And because of the guaranteed circulation the merchants were then able to pay the publication costs, covering the office expenses and handling the mailing list and correcting addresses.

Result is a circulation of 1,500 about 85¢ corrected costs. The house nothing for its page. Takes a shove to start it off, but after that it is self-running.

Matrimonial Reunion

Lloyd Townes, Paramount manager, in hookup with the Montgomery Advertiser, is planning a wedding at the theatre, in which box office sellout was made, approximately one hour before the marriage ceremony was to be performed. The stage was arranged on an elaborate scale, and for an added attraction, Townes had two couples (Paramount stock) married from the Paramount stage within the past two years. The newspaper took occasion to compliment Mgr. Townes for having arranged the wedding.

Giving Names

Suburban manager who used to giggle at the idea of the "Radio Music Hall" labeling its service staff has had a change of heart. Several requests for names led him to try the idea, and now the ticket window carries a sign to the effect that "Mrs. bulk mailing was obtained with a slot for the insertion of the name of the cashier or her relief. A similar sign appears above the doorman's head."

He has been watching the lobby lately, and believes that there is a real cash value to the idea. Patrons greet the doorman by his name as they hand over the seats, and seem to take a satisfaction in knowing him. It seems to promote a feeling of friendliness (if he's the right sort of doorman) and to give a personal touch to the contact. Working on the reverse angle, the doorman is trying to remember the customers. The idea is by no means new. When the late William Morris prepared to open his old American theatre, one of the first persons he hired was the old lobby man at Keith's Union Square, a charming

Exploitation

old Irishman by the name of Manning. Manning knew literally hundreds of the Keith patrons, and a large majority by name. Check proved that many followed him over to the new theatre, though it was two miles from his original spot. Show business is built on personalities, and there is no reason why it should not extend to the lobby.

Advance Work

One of the stunts for creating fan interest in an information frame installed in a number of houses. This is a frame about one meter wide with a board on which are tacked items from the papers or typewritten announcements about coming plays and the lobby. There is a standing caption "Things You Ought to Know." Frame is at a height to make for easy reading and is well lighted. Most of them are placed in the lobby, where everyone can see. In general they are used in houses having neither a daily paper or a house program. Worked on the argument that news items interest in the stars and pictures. Not all applies to the house shows. Obituaries of important players, wedding notices of the stars and similar gossip are tacked up and every effort is made to keep the stuff fresh and newsworthy, dead items being replaced by live matter every day or two. Only direct advertising is a neat card in the center announcing the current and the underlined attraction. This is provided for the lobby, where everyone, so the same card can be moved up from the underline to the current instead of requiring an entirely new letter job for each change.

Somewhat similar is a loose leaf book on a table in the reading room of a larger theatre. Not as good circulation, but some fans read it at least once a week. Here the sheet is of a size to go into the typewriting machine, and all items are neatly typed.

Knockers Up

Along the lines of good will service, a neighborhood theatre in Brooklyn has revived the old calling of "knocker up." In the original the knockers up were boys hired by the week to cover a certain route and rouse those who had to rise early in time to work at the mills or the coal pits. They carried long rods with which they knocked on the second-story windows of their clients.

Special announcement was made by the house, reciting the old story and offering to call on the phone husbands who by reason of family on vacation were at an oversight. Only charge for the service was the 50¢ a day charged for the telephone call. One of the girl cashiers did the calling from her home for \$2 a week in addition to her salary. Had a bright voice and got her victims out of bed feeling in good humor.

Not many householders availed themselves of the service, but the offer caused no end of comment, and a sufficient number of grass-widowers availed themselves of the offer to back up the gag.

Some are suggesting that the service be maintained the year 'round, contending that they can't trust the household, but there is a time limit set, the offer terminating Sept. 22 when her salary. The manager feels that everyone has had a vacation and the families are all back.

CANTON OPENS UP

Canton, O., July 2. Closed to carnivals for many years, Canton this week is enjoying its first attraction of this kind, with the Johnny J. Jones Exposition playing at the fair grounds.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. POSTPAID. ADVERTISING OR CIRCULAR LETTERS WILL NOT BE ADVERTISED. LETTERS ADVERTISED IN ONE ISSUE ONLY.

Ancheus Chas. Lorraine D V
Bankoff I Sandstrom B
Davis I K Thomas T
Hall R

DOROTHEA ANTEL

226 W. 72d St., New York City
My New Assortment of GREETING CARDS is Now Ready. 21 Beautiful and FOLDERS. Bound. Post-paid, for

One Dollar

K. MILLER

INSTITUTION OF INTERNATIONALS

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1552 BROADWAY

3 Expo Villages Drop Admish Toll; 'Ireland' Folds in Contractor's Lap

Chicago,

General reduction of various admission prices throughout the Fair is under way. Officials and concession owners decided that the Fair is attracting a cheaper element than last year and an element which can't or won't drop coin as easily as the mobs did in 1933. This decision is being followed by the move on the part of several of the villages to drop all gate toll entirely. Three villages are opening their streets free of charge—Shanghai, Tunisia, and Morocco.

These are the three villages which have been doing the least business up to this time. Even though Tunisia is the coupon bargain books being issued for \$2.50, the visitors are generally deciding to pass up this village for the others advertised on the coupon cover.

While these three villages are dropping the gates, the Irish Village is trying to find a gate to drop. The contractor stepped into the picture last week and threw the place into receivership. He has taken over the spot, changed the management personnel and is planning to reopen tomorrow (3). His name is Evan Evans, and more the Fair twist of events makes a contractor double as showman. It was tried in several other places last year with brutal results.

Concessionaires all are howling for a decrease of the Fair general admission price. They claim that the present 50c. scale is too steep for the 1934 type of patronage and want that price clipped in half.

PUBLIC UPROAR UPSETS MASS. MAYOR ON SHOW

Pittsfield, Mass., July 2. Mayor Allen H. Bagg bans carnivals, but said that didn't apply to circuses. But when Downie Brothers Circus tried to get a permit, the mayor said 'no.' Jerome T. Harman, general agent for the show, said it would be staged in Lanesboro, which is near Pittsfield. Then came appeals from the public to the mayor. Bagg relented and approved a license for Downie's to play July 11.

Later the mayor also granted a permit to Hagenbeck-Wallace.

LOW PRICE; NO TAKERS

Lancaster, Pa., July 2. Rocky Springs Park, hot spot outdoor center of other days, has earned a reputation for hammer ducking.

Offered at public sale twice within the last three months, and nothing happened. Few bidders present but bids low.

Union Trust Co. Pgh., trustee in the estate of late J. Thomas M. Rees, owner, announces it's willing to take \$35,000 spot, for the works and is sorry owner refused bid of \$250,000 a few years back.

FANNER WITH CIRCUS

Burlington, Vt., July 2. World Bros. circus gave Vermonters their first chance to see a fan dancer. Act has just been added to the side show and drew plenty of business in this territory. Entrance fee to side show is dime with mid fair dance one of the attractions. Following this dance a second is held in the annex for men only, with admission a quarter. Just an ordinary coon, but draws about 85 per cent of the men, Marie Van is the dancer.

CARNEY N.S.H.

Tacoma, July 2. West Coast Shows, carnies, here for week under VFW auspices for small game. A truck aggregation with pretty good equipment and few shows and rides of small time order.

CIRCUS ROUTES

Al G. Barnes
July 2, Minneapolis; 4, Brainerd; 6, Duluth; 8, Mankato; 10, St. Marie.
Hagenbeck-Wallace
July 2, Lynn, Mass.; 3, Portsmouth, N. H.; 4, Biddeford, Me.; 5, Lewiston; 6, Bangor; 7, Augusta.
Ringling Bros. B. & E.
July 2, Buffalo; 3, Jamestown; 4, Bradford; 6, Allegheny; 8, Pittsburgh.

CUTS CANTON READER

City Reduces Rates on Mud Shows to \$25-450

Canton,

Reduction by half of licenses for motorized shows playing Canton is provided in an ordinance now before city council.

City Solicitor W. B. Rodgers is responsible for the move, claiming the existing ordinance is before the city council. The motorized circus. Present ordinance is \$100 a day for the small show and Rodgers claims this charge is excessive.

New ordinance fixes daily license for motorized shows at \$25 for shows with seating capacity of 1,000 or under and \$50 for shows with seating capacity up to 3,000.

With reduced licenses certain within a few weeks, it is likely several other motorized shows will make this stand before the season is over as industrial conditions are the best here in almost five years.

Coast Off Hotcha

(Continued from page 3)

are viewing the church agitation with serious mein and the order of sapollo has been trebled.

If further proof is needed that the film plan is washing their film behind the ears it can be found in the records of the Hays office. In a recent two week period more than 25 stories and treatments were submitted for an official O. K. before the studios made the buy. Those given clean bills were taken in while the others went back to the cleaners.

Costly Turndown

One studio that overlooked this matter laid out \$25,000 for a best seller only to have the purty squall turn thumbs down. Not even the title can be salvaged.

In classifying the fall releases of the eight major film factories there must be made, of necessity, concessions to take care of contributing elements. For instance, in pictures labeled musicals and romances there will probably be some sort of sex angle. Dramas will have a mixture of both sex and crime. However, it is reasonable to believe that these themes will be played down to a whisper, or at least restricted.

Dramas are dropped into the top slot for the reason that every studio is concentrating on this form of entertainment. The outdoor adventure series has the bulge on the others and the players will do most of their cavorting in the rugged spaces far removed from boudoirs. Musical comedies are becoming comedies in title. This is taken to mean that the passing of ensembles and expensive sets will scale down production costs.

Final Tally

On the drama side Fox is making 17, Metro, 24; Paramount, 16; Warner, 18; Universal, 11; Radio, 8; Columbia, 9, and United Artists release, 6.

Comedies run second with Fox, 8; Radio, 3; Metro, 11; Paramount, 6; Warner, 1; Universal, 4; United Artists release, 4.

Comedies with music get the strongest play from Fox with 8, Warner, 5; Metro, 3; Paramount, 6; Universal, 2; Radio, 3; Columbia, 3, and UA.

In the romance bracket are to be found Fox with 8, Metro, 4; Paramount, 3; Warner, 2; Universal, 4; Radio, 1; Columbia, 2, and UA, 2.

Mysteries or horrors are still a fetch with Universal and that studio leads with 6, Warner, 4; Metro, 3; Fox, 2; Columbia, 1, and UA, 2.

Chickangers apparently still have their following and this column Columbia takes the lead with 8; Paramount will make 4; Fox, 6; Universal will confine its westerns to two reels.

Shunted to Siing

The above compilation takes in about 60% of the features announced for the 1934-35 program. It would be pure guess work at this time to catalog the group pictures designed to certain stars.

Some of the old masters have been dusted off for screening. Here and there can be found one, but for the most part the literary screeds are contemporaneous.

Nite Club Reviews

(Continued from page 54)

the hot weather trade, but, as it expects, roadhouses and roofs are too much of a lure, hence the budget is necessarily trimmed. Considering the inside-stuff figure for the show, this is a no-called done wonders with it, and it looks twice as much. Not that it's sparse, since the scenic, costume and other sartorial investments are an amortized investment which obtains regardless; but the talent itself has been judiciously bought for most returns.

Same tariffs obtain, \$1.50-42, with a \$2.50 minimum for ringside locations. Drinks are in the average 60-75c scale, and what's more important, they know how to mix 'em at the Paradise. That's more than can be said of the no-called exclusive east side smother hotels, which have yet to capture that something in their beverage concoctions that the big pre-arrival spots and the Hollywood, Paradise, et al. possess.

CLAREMONT, N. Y.

Rerde Grofe has succeeded Roger Wolfe Kahn as the maestro at the historic Claremont Inn on New York's Riverside Drive at 124th street. It's under the same management, but the new owner, said management must forego any menu notations that there's such thing as \$1 minimum charge for fear of the C. O. C. Commission. The new owner is protesting that this constitutes a covert charge. And, as he has expressed himself before, the City of N. Y. isn't at all partial to having restaurants capitalize city property to that extent.

The tariffs, however, are the same and the entertainment is equally excellent. Grofe rates the elaborate billing accorded the CBS maestro as one of the world's foremost arrangements and composers. He also knows of damnation—he's orchestrated too many of Whiteman's finest efforts, and others, not to know what they mean on his stage.

The outdoor terrace under the skies is still as attractive as ever for hot-evening dining, excepting that Arnold Schuler, valet restaurateur, should invest in a movable canopy, just in case the elements cross him up.

Claremont, as was first noted, is doing a terrific biz and should continue so to do. Whereas this former ultra-ultra inn, with its Central Park Catch, has been built, built, built, the new deal on the menu and beverage list is a prime attraction; not to mention the general convenience of the Hudson, with taxis and buses passing the doors—and, of course, Grofe's dance music, and all the rest of the trimmings.

URBAN ROOM

Pittsburgh, June 22. Town's swankiest niterary and getting a real play week in and week out from the smart crowd. Atop William Penn hotel, it's the only spot in town that still acts a convert, \$11.00 per person, and acts it without the slightest trouble.

Formerly Urban Room had only a band, but his year management has wised up a bit and booked in a floor show. Entertainment includes two acts and a chorus of eight lookers and fits in perfectly with the niterary sphere. Nothing raucous, no m. c. pulling nifties and trying to keep crowd amused but just a couple of classy floor turns, some nice ensemble production and a few good jokes more than a half hour. There are two shows offered nightly.

Acts are Mason and Fay and the Zastros with Edward Brach. Mason and Fay are two good-looking youngsters who have a pair of nifty routines and get across almost as much personality as they do on talent. They're short on neither, incidentally. Zastros and Brach are also a hoofting turn, two men and a gal, leaning on a few smooth, smooth, smooth. Their numbers are all neatly executed and girl is plenty easy on the orbs, which doesn't hurt either.

Chorus, a Fanchon-Marco group, is nicely costumed and has three first-rate numbers, one of which introduces Zastros and Brach. Current band is a fine macho, led by excellent dissonation. Orchestras, booked by MCA, usually stick their heads a couple of weeks. Ed Kemp apparently is the spot followed by Dick Fidler and now Mack. Paul Pandarvis comes in next week.

TOO MUCH QUEER

Portland, July 2. C. E. Eckelman, manager of Jantzen Beach park, reports a lot of counterfeit 50-cent pieces in the park recently; usually on Sundays.

HOLLER FAIR PREXY

Charlotte, N. C., July 2. O. J. Holler has been elected president of the Rutherford County Fair. Dates were set for September 18-22.

Average Spending at Fair Drops From \$1.17 in 1933 to 83½c This Yr.; 10 P.M. Curfew Mobs Bring Lunch

Diplomacy

Chicago, July 2.

Old Heidelberg Inn on Randolph street, is making sure that there's no Nazi taint in its operation. The orchestra is called Bavarian and the chimes, which play every hour, bang out 'My Wild Irish Rose.'

Johnny Jones Exposition

Canton, O., July 2.

Probably one of the most remarkable comebacks known to the outdoor show world was staged by the Johnny Jones Exposition, which for two years was beset with numerous reverses, only to develop within a few short weeks, into one of the contenders of the Jones Exposition today is a good example of outdoor show promotion and a most fitting tribute to its original owners. Within this week the State county fair grounds here, by far the best lot played since the show took the road at Washington, D. C., several weeks ago, the Jones Exposition presents a miniature world with new features. Under the direction of Walter A. White as general manager, the Jones show has been developed into a miniature world fair, embodying almost every type of outdoor amusement feature. White's first move when retained to show the show on its feet was to surround himself with a staff of circus department heads of experience.

Mayway presents a real flash show is framed in a circle, with ten of the more recent rides spotted about the center circle. Concessions, all nicely framed stores, flank both sides of the show, with the approach, with 12 shows arranged consecutively around the outer circle. Etta Louise Blake's 'Griessie-Rue' has a hand in the building of two wagons, well lighted, with orchestra for bally and 15 people, mostly girls. 'Plantation Maniacs' is a big show, complete with a 15-minute hour show. 'Darkest Africa' is a new show, comes on this week, and 'Salon Des Arts' and Klidder's 'Temple of Mystery' are two other outstanding midway attractions. Other shows are World's Fair Freak show, a ten in one; 'Wall of Death', motorcade; snake show, Laughland, Remy Arcade.

Cookhouse is one of the best and is a complete restaurant. Manager White says that the show in the two weeks has been playing the middle west has not had a losing week. Business here has been excellent, with indications of a record before August ends. White says the show is a circus press. He joined here as general press representative and is doing good work with the newspapers and the radio. He says it is his first career here in many years, since a prohibitive license has been in effect here for 10 years. Jack Lyles, general agent, says the trick here is to land a permit. Show is moving on its own steel train, part of the original Jones outfit, and everything is loaded on wagons, to perform, newly painted and jacked.

Vera Spriggs is doing the free act, finishing with a 'slide for life' about the road. A ten cent gate is charged this season, the show providing a flashy illuminated front a hundred feet long. Until the fair starts in August the show will play mostly Ohio industrial centers, the route having been contracted already.

General Manager White, announced the following as the executive staff of the show: E. Lawrence Phillips and James Guzy, owners; Walter W. White, general manager; Tommy Allen, assistant manager; Arthur Atherton, secretary and treasurer; Jack V. Lyles, general agent; William Breese, agent; Ben H. Voorn, press representative; Charles Klidder, supt. of concessions and designer; R. H. Sheppard, train master and supt. of construction; George Brown, supt. of rides; Jimmy McElhany, lot supt.; L. Reeves, asst. designer and supt. paint dept.; Dave Borg, supt. light dept.; Tommy Cooper, supt. Smith; George Brown, tool dept.; Bob Johnson, asst. tool dept.; Joe Pearl, mailman; Jack Neal, supt. concessions; Wilkey Walker and Mrs. Jimmie Owens, front gate tickets.

BOUGHT THE BOOTS

Albany, July 2. The Hudson Falls Village Board has forbidden carnivals. It thus decided after a fire company had asked permission to sponsor a carnival to raise funds. The board appropriated a sum for the equipment.

Statisticians of the World's Fair are just discovering what the concessionaires have known since the second exposition got underway two months ago—that no matter what the attendance figure may be, visitors are spending much less money inside the gates than did last year.

It has been almost a 40% in money dished out by Fair attendees, and that drop is terrific when it's realized that the average per person expenditure last year was \$1.17. But that \$1.17 of last year stacks up like a million when compared with the 1934 figure. On the total attendance this year the average expenditure is down to 83½ cents. Statisticians of the Fair point out that this figure includes the 600,000 kids which packed the Fair, and the figure of the Thursday children's festivals. Even with the 600,000 kids eliminated it brings the average coin expenditure to only one buck exactly. Statisticians also claim that last year the figures included all monies spent within the villages, while this year only the gate receipts at concessions are considered.

But the concessionaires themselves need no statistics. They can tell you to a nickel how things are going. And they all agree it's pretty brutal. Seems that the Fair is not bringing the spenders this year. Only people who are coming are those who couldn't scrape up a saw-buck to make the trip in 1933. And they are coming on short rations, buying every thing to save a jiny. They go for everything that's free. The rest they pass up.

That the spenders are not around is evidenced by the exodus from the Fair grounds at 10 p. m. By 11 o'clock the Fair is bleak and empty. Last year the concessionaires were howling for the gates to keep open until three a. m. Now they figure that the gates might as well close at a nine p. m. curfew. Last year the real fun didn't get started until one a. m., particularly in such spots as 'Streets of Paris' and the various clubs. This year by midnight the waiters and musicians are sitting around the tables or getting ready to go home.

In the afternoons it's just as bad. This year everybody put up heavy coin for restaurants and eateries because of the terrific business the feed-bag spots did in 1933. But with the Fair jammed with eateries and musicians are sitting in the ice-boxes, because the visitors of this summer are all bringing their own sandwiches. They walk into a swank eatery and order a cup of coffee, pulling the rest of the meal out of their lunch-boxes. It's that kind of play for the Fair this year.

BETTER TIMES

Albany, July 2. Ringling Show has found business so much better this year that officials decided to play Schenectady again after the lapse of several years. During the long periods the city was lopped off the route because of its close proximity to Albany. This year show moved to Schenectady the day after it played Albany.

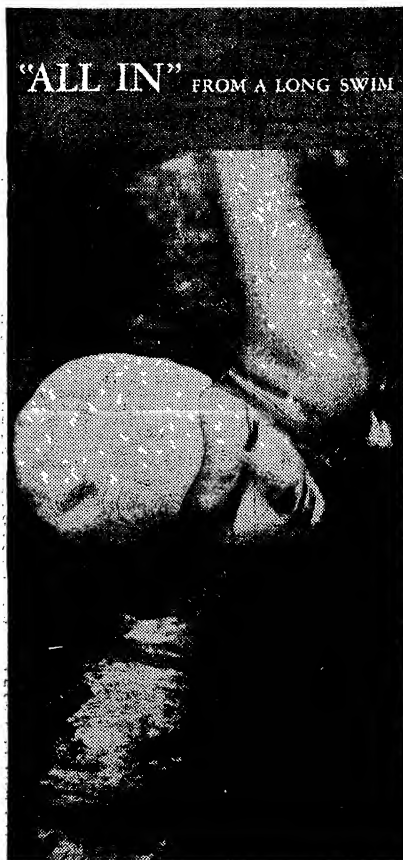
NIXES SIS AIMÉE

Tiffin, N. Y., July 2. Aimée Semple McPherson would like to come to Tiffin to entertain crowds at the Seneca county fair, according to C. Baker, secretary of the Seneca County Agricultural Society. She asked \$350 for a single appearance, Baker said. Rejected.

BURLINGTON MAY CUT

Burlington, Vt., July 2. Local circus fee of \$100 may be reduced after the present season. Strong protest against paying the fee by Wild Bros. circus last week may result in the cut. City council refused to lower and as a result had to pay their way into the circus. Local license fee is relic of days when circus parades were usual and heavy steel-tired wagons were dragged over the streets.

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—and then she Smoked a Camel!

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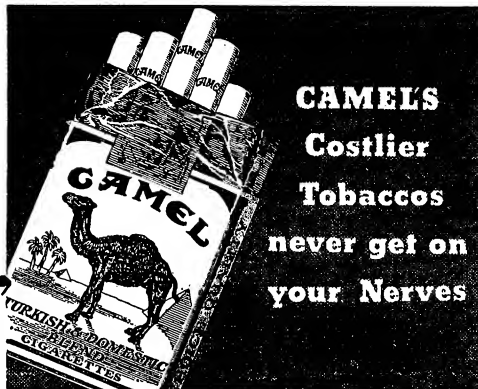
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For no matter how often you choose to "get a lift with a Camel," Camel's *finer*, MORE EXPENSIVE TOBACCOS *never get on your nerves!*

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56 PAGES

\$800,000 FILM DRIVE

DAILIES FIGHT, THEATRES IN MIDDLE

Washington, July 9.

Thorough airing of every move in the film cleanup campaign has resulted here from use of the picture issue as a major weapon in the newspaper warfare between Hearst's Herald and Eugene Meyer's Post.

Seven and eight-column headlines feature almost daily yarns about church meetings, film denunciation, and other cleanup events as Post and Herald continue their circulation contest with winning of Catholic readers as the goal of each sheet.

Warfare broke out after Nelson Bell, Post drama editor, wrote a lengthy feature article discussing economic and production aspects of film cleanup movement, putting in an occasional good word for the industry but at the same time admitting that improvement in screen entertainment is much to be desired. Scrap came to a head within a few days when reprints of reply by Baltimore Catholic Review flooded the

(Continued on page 43)

WALL ST. EYES B'WAY'S SHOWS

With Wall Street trading dull, some downtowners eye Broadway as an investment for backing shows. Two such offers are from financial men who have been rubbing uptown. Both made offers to buy in on next season's productions.

Joseph Lillenthal of Hirsch-Lillenthal & Co. is reported to have made advances to Harmon & Ullman. Another to H. & U. came from Arthur Lipper, Jr., who has a seat on the Stock Exchange. Lipper is also going into show business on his own, his first try being with 'Saluta.'

Fair R.R. Biz Perks

Chicago, July 9.

Railroad biz to the World's Fair is picking up, which indicates a later Fair boom than in 1933. During the first month of this year's show the choo-choo trade was particularly light, but indications are for a healthier July and August.

Best trade is coming from the southern territory, with the West and East not up to last year. This reverses the situation of 1933, when the South was the poorest contributor to the Fair's fair receipts.

Heat or 'Cheer'?

When the weather man called off the 17-day heat wave in N. Y., Saturday evening (7), managements of three shows quickly changed their minds about closing 'Roberta,' 'New Faces' and 'Her Majesty the Widow.'

However, it is indicated that the decision to stick was actuated more by the suspending of Broadway's ace musical, 'As Thousands Cheer,' which lays off for four weeks, starting Saturday (14), than by the torrid weather. With big grosser out of the way, the other shows are figuring on getting some of the expected summer gravy.

SUMMER SHOWS WEAK AS B.O.'S EASE OFF

Reports from the rural summer theatres are variable, with light business apparently the rule for the starting weeks. Indications are that there are too many hideaways, with opposition resulting. Between Virginia and Maine there are more than 60, according to announcements.

Atlantic City is showless, two summer stocks doing a quick fold. Both appeared to have opened too early, granted that the resort's visitors would support 'the troupes. Chamberlain Brown Players stopped Saturday (7) after three weeks at the Earle, while Charles Purcell's musical stock at the Garden, starting with 'The Chocolate Soldier,' closed at the same time, having played a week and one-half. Equity had funds for salaries and return transportation. Brown group coming back on a bus.

Jinxed Circus?

Mexico City, July 9.

Mexico has a circus which seems to be jinxed. It is the Farnandi show.

An elephant badly injured the French consul and a customer at Vera Cruz City during a performance near here. Truck ran away in Pachuca, a silver mining camp, crashed into a house and injured four attaches.

Show's lions escaped in Pachuca, killed two persons and injured five others before they were captured in a forest by police, soldiers, attaches and civilian posse. Fancy horses stampeded during one performance in same stand and trampled several children in the front rows. One of the victims suffered a fractured skull and is near death.

\$100,000 FOR 8 PICKED FEATURES

Plan of Major Companies—Day and Date Release in All 'A' Houses—Figure 2 Months of Sock Pictures Starting Aug. 15

METRO'S \$1,000,000

Major picture companies are contemplating a concerted drive for theatre attendance to inaugurate the new season which would entail the spending of \$800,000 on a round-robin national advertising drive.

The campaign will not be institutional but calls for each of the eight big companies to select the picture it wishes to concentrate upon and appropriate \$100,000 to publicize that film. This big push is due to start about Aug. 15 and to continue for eight weeks, the companies turning loose their anticipated sock films at the rate of one a week.

Theatre departments of the producer-distributors will be called upon to schedule playing time so that full benefit may be derived from the exploitation. On this phase of the project the idea is that

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Original Musical Each Wk. Set as Soap Firm's Plan

Most ambitious radio production undertaking thus far will be attempted by Ivory soap when it sponsors an original one-hour musical show weekly over NBC next season. Howard Dietz and Arthur Schwartz will write the music and lyrics and Courtney Riley Cooper will supply the story.

Show will have a running plot plus the special numbers, title of book to be 'The Gibson Family.' Only members of the cast set so far are Jack and Loretta Clemons.

In landing Dietz and Schwartz, Ivory is taking from Broadway two well known musical show writers. They authored the Max Gordon revues of the past several seasons. In going radio on the Ivory deal they'll be obliged to supply a new set of tunes and lyrics every week, something that showmen have regarded as hardly possible. George Cohan came nearest to it on his Broadway casts.

Ivory show starts the last week in August on NBC, with intentions of staying on for 52 weeks.

Timing the Lights

A more or less epidemic of traffic light stickups around New York recently. Prevalent late at night both in Central Park and in suburban districts. Al Tolson's chauffeur drew one last week.

Process seems to be that bandits wait for cars stopping on a red light, sneak up on the driver with a gun and order him to drive on, or around the corner, when the light changes.

Car drivers are now pondering the advisability of a stick-up through a red light. Which is something else for the pedestrian to worry about.

REPEAL'S HIGH GROSS, BUT LOW NET

The difference between repeal and prohibition is exemplified at the Pavilion Royale, road house on Merrick Road, Long Island, where Rudy Vallee's first week is stated by the management to exceed Guy Lombardo's pre-repeal gross, by 40%. The radical difference is partially explained by (1) the inclusion of the 4th of July in the first week's tally; (2) by more favorable weather, with the heat and humidity around N. Y. booming all roadhouse biz.

But, aver the innkeepers, despite the wide variance in grosses, the net shows little difference, explained by the repeal angle. Last year there was plenty of 10c (wholesale price) mineral waters and ginger-ale sold at \$1 a bottle, or a 900% net profit when it was still fashionable to bring your own likker. To-day a \$10 quart of imported vintage champagne still stands the house \$4.50 or \$5 a bottle wholesale, about 100% margin. Or, at the 75c and \$1 per drink basis, the margin of net to the house is similarly way down in view of the liquor base, the mineral water or ginger ale for the mixer, not to mention the overhead at the service bar, etc.

GUILD MAY GO RADIO FOR OIL

Theatre Guild may be affiliated with radio this coming season. Under consideration is a program which includes a hookup with the legit producing organization and Socony-Vacuum.

Show, plotted to run an hour, will be a combination of music and dramatics. For the latter the account would have call on the Guild's play-script library, with the Guild also supervising the dramatic end of the production.

Exploitation of the tie-up would work both ways.

STARS IN PERSON TO TELL PRODUCERS' SIDE

As a 'counter-active' means of pro-film propaganda, personal appearances by film stars may be intensively routed in the key cities to give the public the industry's slant on clean pix, etc.

Without propagandizing for Hollywood, the Coast savants feel they are entitled to their own say, which may be best voiced via the more popular celluloid satellites.

S. F. SOCIALITE EXTRAS MIFF LAYOFFS

San Francisco, July 9.

Columbia Pictures, as well as Frisco shrine officials, came in for plenty of squawks during the past week when Frank Capra directed 'Broadway Bill' scenes at the Tanager racetrack and used as extras many society folk who drew pay checks for their stint while unemployed performers looked on.

Before the 'Broadway Bill' crew came up from Hollywood, Columbia extras made a deal with Shrine headmen who were to supply 400 extras from their list of unemployed to be used in the film at \$3 a day. There were 400 extras, but among them were wives, sons, daughters and, in some cases, business men themselves, many of whom are not only employed, but independently wealthy.

Payoff came when William H. Crocker, one of Frisco's wealthiest bankers, had his picture in several dailies shown accepting a \$3 pay check, while a rich society woman had her phiz in, too. One paper said Crocker turned his check over

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Pope's Niece, Pic Star

Rome, July 9.

Sandra Revel, Italian film star, is rapidly gaining in b.o. prestige on the Continent.

She's a niece of Pope Pius.

Ellington's Opera

Duke Ellington has written a full length Negro opera which he is trying to place. Radio City Music Hall is interested and may stage it.

Libretto traces Negro life from the jungle to Harlem. This is the first opera by a member of the race.

BIOGRAPHY OF A RIBBER

**Metro's 'Widow' Production Cost
Reaches \$1,500,000; 2 Weeks to Go**

Hollywood, July 9. —Topping in cost any picture made since pre-depression days, 'Merry Widow' will nick Metro for approximately \$1,500,000 before it is finally completed. This includes the French and British versions. Musical has been in production since April 13 and will likely run for another two or three weeks. It is Metro's most lavish film since 'Ben Hur' and will cost more than 'Cavalcade', which consumed \$1,200,000. Largest wad of money goes to Ernst Lubitsch, directing, and Maurice Chevalier and Jeanette MacDonald, starring. Studio has had to give the trio an additional sum over their agreements to continue working, as the time has run longer than called for originally.

Schedule was first set at 10 weeks, but Miss MacDonald went on the payroll March 15 and Lubitsch and Chevalier before that, so they had received considerable salary prior to film's start on April 13. After film had been in work for a month, Metro decided on a longer production schedule so more time could be taken in doing the film. Lubitsch, Chevalier and Miss MacDonald at that time agreed to work overtime for a stipulated sum.

Director has had mob scenes almost every day for the past two weeks.

Another cause of the huge nut was shooting scenes for four different prints at the same time. Certain sequences involving royalty were not used in the British and Belgian prints.

PAR'S DOUBLE SEXTET FOR BOLAND, NUGENT

Hollywood, July 9. —Paramount has tagged Mary Boland on a new contract, with deal calling for the player to appear in six pictures during the coming year. Player currently finishing her former ticket with featured part in 'Pursuit of Happiness', Ralph Murphy is directing.

Elliott Nugent also has a new contract at Paramount to do six films. Old deal has been from pic to pic.

MG Stars Jean Parker

Hollywood, July 9. —Metro has decided to elevate Jean Parker to star billing. Girl, one of the youngest stellar names ever to work at Metro, will be billed above title, 'Have a Heart', her next picture.

Miss Parker has been in pictures 18 months.

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It Ain't—Now

Hollywood, July 9. —Just to make Mae West an honest screen woman, Paramount has inserted a wedding sequence in 'takes on the star's picture.

'ROBERTA' DUO TO GO TO COAST FOR FILMS

Lyda Roberti closes with 'Roberta' on Broadway tomorrow (Wed.) and leaves for Hollywood the following day. She goes into Par's 'College Rhythm'. Miss Roberti has two pictures to do on her William Morris office deal with Par.

Another member of the 'Roberta' cast going pix is Raymond Middleton, set with Radio by Curtis & Allen. Studio has him optioned up to go to the Coast, but Max Gordon suddenly decided to continue 'Roberta' after first announcing its shutdown for last Saturday (7).

Balfe's Operetta Sold For an Indie Prod.

A deal has been closed by John J. Livingston for the picture rights to 'Gypsy Blonde' (musical) which is slated to close a three weeks' Broadway run at the Lyric this week. Livingstone acted for Mayflower Pictures Co. of California, he said. 'Gypsy Blonde' is based on Balfe's 'Bohemian Girl', with a new book by Kenneth Johns and Dimitri Ostrow, lyrics by Frank Gabrielson.

DeMille Seeks Robinson For Spot in 'Chocolate'

Hollywood, July 9. —Cecil B. DeMille is negotiating with Warners to borrow Edward G. Robinson for the starring spot in 'Chocolate', which the producer-director plans to make as his next for Paramount.

Robinson already holds commitment with Paramount for top spot in 'Shoe the Wild Mare', which he makes on layoff from his Warner contract.

Paramount is still preparing the screen play of 'Buconeer' for DeMille, but present indications are that the sea drama will be moved back to spring production because of unsettled weather conditions during the fall and winter months.

REVIVING 'MANDY'

Goldwyn Buys Number From Old 'Follies' for Cantor

Hollywood, July 9. —Vet showgoers should recognize one of the numbers to be in the Cantor-Goldwyn 'Kid Millions'. It's the minstrel first act, finale, to the 1919 'Follies'.

Goldwyn has bought rights to the production number which includes the Irving Berlin tune, 'Mandy'.

Shirley Temple Rests

Hollywood, July 9. —Shirley Temple is taking a six weeks' vacash, but cannot make personal appearance during the period. She must rest.

She goes into 'Angel Face' next at Fox on her tilted salary contract.

M-G'S REINHARDT IMPORTEE

Hollywood, July 9. —Luise Rainer, now appearing with the Max Reinhardt company on the Continent, is being brought over under a term-option deal by Metro.

Actress is one of the Bob Ritchie recruits.

LUKE BARNETT'S 30 SIZZLING YEARS

Has Burned 'Em Up, Big and Small—100 Shares of Steel for One Job—Have to Be a Student of Time, Place, and When to Quit

ACTORS FALL BEST

Hollywood, July 9. —Thirty years a professional insider and never a sock on the jaw. That's the record claimed by Luke Barnett, founder of the American Institution known as 'ribbing'. Luke is here on vacation with his son, Vince, who is no novice at this burn-up business either.

Ribbing hasn't changed much over a score and a half years, declared the senior slazer, who lists among his victims such notables as James Farley, Coleman DuPont, William Corey, George Cohan, Jim Corbett and a raft of bigwigs. Pretty much the same routine is now being used, but there has been considerable improvement in working the rags. Years of study and application have given it a finesse that was lacking in the old days when the ribber was professionally catalogued as a practical joker.

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Amazon Jungle Too Tuff, So MG Shoots 'Red Men' in Studio

Hollywood, July 9. —Metro is discarding the idea of producing 'Jungle Red Men' in the Amazon jungles, and revising plans so that the picture will be produced at the studio.

Company originally figured it would be feasible to send a company and crew 400 miles up the Amazon to location selected by director George B. Seitz; but survey showed necessity of transporting staff and players to the spot by plane, and hauling equipment, food and supplies from the mouth of the Amazon to the spot on barges was too great a drawback.

Seitz recently returned from the selected location for studio conferences.

2 Jrs. Rib Up a Yarn

Hollywood, July 9. —L. Wolfe Gilbert, Jr. and Artie Stebbins, Jr. have written a screen yarn, 'Old Man Ribber', based on the life of Vince Barnett. Both authors are 14 years old.

Gilbert is the son of the songwriter, and Stebbins, the grandnephew, of Joe and Nick Schenck.

Couldn't Take It

Hollywood, July 9. —Those Paramount conventions, entertainment of visitors and squawks of 10 employees played havoc with Bill Thomas, aide of Bill Pine in the Paramount studio exploitation department, with the result that he is all in and had to start on his vacation today (Monday). He has gone to a Santa Barbara sanitarium for the two weeks' relaxation period to have a survey made of his internal condition.

MULSEY, FISH EAST

Hollywood, July 9. —Jim Mulsey, New York representative for Samuel Goldwyn and Ben Fish, brother of Goldwyn, traveling representative for the organization, after a 10-day stay here talking on release of next Anna Sten picture, leave for New York tomorrow (Tuesday).

The Ole Maestro's Now Full of Mob Psychology, Qui Vive, Eclat—Yowsah!

Full Fledgling

Hollywood, July 9. —Juanita Quigley, Universal's three-year-old contractee, is learning the biz. Doing a scene with Claudette Colbert, the kid blew up in her lines. Turning quickly to Miss Colbert she chirped, 'You balled it up.'

COLUMBIA EYES HARRY RICHMAN FOR MUSICAL

Hollywood, July 9. —Columbia is dickering with Harry Richman for a term contract. Wants to star him in its next musical. Last picture Richman made was five years ago for United Artists, 'Putting on the Ritz.'

Wife Nicks Irv Lesser \$25 Weekly for Support

Wife of Irving Lesser, managing director of the Roxy, N. Y., was awarded \$25 weekly by Judge Samuel Levy in the Domestic Relations court last Friday (6). Amount is said to be something of a record in support cases. Application for alimony was denied when the couple's separation case was heard about a year ago. Frederick E. Goldsmith represented Mrs. Lesser. She is a former showgirl, professionally Helen Shaw, last appearing in 'Ballyhoo.'

Maxine Doyle Spotted Opposite Cyclist Brown

Hollywood, July 9. —Maxine Doyle, at the end of her first year in pictures, gets her first big chance at Warners as the lead opposite Joe E. Brown in his next comedy, 'Six-Day Bike Rider', slated to go into production today (Monday).

Studio took renewed interest in the former Washington, D. C., theatre m. c., after her recent featured role in Metro's 'Student Tour'. She had been penciled in for a part in 'A Lady Surrenders' at Warners, but was elevated to the Joe E. Brown feature on the strength of her Metro haulout showing.

WILL ROGERS' REQUEST

Claims Indian Heritage in Asking Passport for Russia Trek

Hollywood, July 9. —Will Rogers, listing himself as a journalist, has applied for a passport for himself, his wife and two sons so they can journey to Russia. Outside of his plan to visit Moscow he said his itinerary is still indefinite.

'You needn't worry about me being an alien,' cracked Rogers when the passport clerk asked for his birth certificate. 'Us Cherokee Indians don't have such things. None of us came over on the Mayflower but we were here to meet those that did.'

Jim Barton's 2 for MG

Hollywood, July 9. —James Barton is due on the Coast August 15 under a two-picture deal made for him at Metro by Berg, Stebbins, Allenberg & Blum agency.

RUGGLES' 'GILDED LADY'

Wesley Ruggles will direct 'The Gilded Lady' for Paramount. Claude Blynon and Marguerite Roberts on script.

BY CECILIA AGER

The Ole Maestro's getting kind of philosophic these days. Sees show biz from a wag's eye view, talks about an actor's potential audience in terms of the saturation point, discusses things like nationalization as effected by radio and pictures, and when he takes his ubiquitous stogie out to make his mouthy phrases like eclat and qui vive are as apt to pop out as the good old Palace Beach lingo. Beprie the philosopher has come to some conclusions, and if you catch him in an expansive mood—such as right after he's needed only four puts for a seven on the lasard—col—he'll give.

The Maestro is now—in addition to all his other talents—a picture actor, as the femmes who caught his profile in 'Shoot the Works' will testify. In fact such a picture actor is he that he returns to Paramount at a figure that suggests to him that he is the Ben West of Hollywood.

He will also quote to the penny the Vauxsey box office gross of 'Shoot the Works' in Denver.

Beprie always works to go into picture. The thing that makes him so philosophic now is the fact that five years ago, when he concluded his engagement at the Hotel Roosevelt in Hollywood, pictures could have had him for a yowsah—he was that crazy about the sand traps at Rancho del today. He's got so (Continued on page 49)

Next Hepburn Under New Deal Starting July 23

Hollywood, July 9. —Katharine Hepburn has signed a new contract with Radio whereby she is to do six pictures, without options, over a two-year period.

First will be Barrie's Little Minister, which Walter J. Reuben will direct, and which is set to go into production on July 23.

Following that, according to tentative sked, will be 'Forsyte Saga.'

Love's Pic Comeback

After a couple of seasons in eastern beach, Camille Love is returning to films, with a spot in Paramount's 'Lincolnshire Nights' for a starter.

Love, now in New York, is due in Hollywood July 23. He was set with Par by Lehr Salsbury.

SAILINGS

July 28 (New York to London), Lucien Hubbard (De France).
July 18 (New York to London), John W. Hicks, Jr. (Manhattan).
July 15 (New York to Paris), Mrs. Dave Beeher (Champlain).

July 7 (New York to London), Pat Dixon (Caledonia).

July 7 (New York to London), Phil Hyams, J. C. Graham, Mr. and Mrs. Carl York (Majestic).

July 7 (New York to Buenos Aires) John Day (Pan-America).

July 7 (New York to Paris) Bernard Natan, Henri Diamant-Berger, Mr. and Mrs. David Epstein, Mr. and Mrs. Rufus Le Maire, Emil Schreiber, Daniels Parola, Joseph Bernard, Mrs. Daniel Connolly, Mr. and Mrs. Louis Bernstein, Eva Yates, Marcel Collin-Ravel, Florence Eaton, Harry Foster, Lilian Bond, Beatrice Mathieu (De France).

July 7 (New York to London) Diana Wynyard, George Horace Lorimer, Camille Alda, Mrs. Eleanor Medill Patterson (Europa).

July 7 (New York to Monte Carlo), Jack Arthur (Conte de Savoia).

July 6 (New York to Paris) Mr. and Mrs. Jack Bonney (American Banker).

July 6 (New York to Los Angeles), Mr. and Mrs. Richard Dix (Santa Lucia).

July 7 (New York to London) M. J. Messeri, Earl St John (Beren-garia).

FAIR IS FAIR

There is every indication that the church campaign against the picture business is getting out of hand. The extremes to which some churchmen and newspapers are going to emphasize the 'menace of the screen' seem out of all proportion to the case at hand.

It's getting to be a race to break into print, with pictures the springboard behind which the boys and girls are lining up in single file and down which they run to take off to see who can make the biggest splash. There are two institutions which can put a quietus on this free-for-all which has reached such exaggerated dimensions—the Catholic Church, which instituted the campaign, and the press. It's a long leap, a deplorable leap, from the well considered Cincinnati conference on the subject, held by a committee of bishops, to the matter which is now breaking into print despite that the bishopric round table only took place last month.

There can be no doubt that the picture producers have been guilty of errors but they are taking definite steps to correct those errors and have so pledged themselves. If those closest to the situation from outside the business, the committee of bishops, are satisfied with the producing companies' sincerity as to making correction, and realize that proof will be invested or lacking in those pictures scheduled for fall release, it casts a doubt upon the true purpose of those who continue to broadcast anti-film statements almost promiscuously. The committee of bishops said their say direct to picture men and have said no more. Those who are trying, with no little success, to bathe in the reflection of that meeting must remain in poor light with anyone giving the subject a modicum of reflection.

It is unfair for Cardinal Dougherty, of Philadelphia, to have commanded an outright boycott of all pictures by his diocese just before taking a boat; it is unfair for Archbishop Curley to have made his statement just before taking a boat, and it is unfair for Dr. S. Parkes Cadman to deplore the screen also just before taking a boat. They hit and run.

There is no condoning Cardinal Dougherty's action in Philadelphia. It was and is an unjust and extreme measure. Such an edict is as much an affront and overt act as if some studio were to deliberately rush into production and release an indecent picture. It is a gesture which is unnecessarily harsh. Stay away from all pictures. Why?

The attitude of the press in this campaign against pictures is difficult to fathom. Have the newspapers of the country a grudge against pictures? The way the press has hooked to the campaign, the space it is giving to practically everyone and anyone with some kind of an organization title who cares to berate the screen, makes it seem as if editors are paying off a grudge of years' standing. Yet the best explanation would seem to be that the dailies deem the campaign a hot story and figure it for circulation.

But in playing up the film agitation the papers have also been opening their columns to the professional reformer, other offshoots of the original Catholic intent and publicity grabbers. It's amazing what the desk men are letting get by. Anyone familiar with the picture business can spot the blundering stories immediately. Some of the yarns which delve into block-booking flagrantly reveal that neither the spokesman, the writer, or desk men know what they're talking, writing, or reading about.

Maybe the papers believe they are giving the picture business an even break. But that must remain their own conception so long as they hang it on the line for the professional reformer and the

publicity hound. It's not difficult to discriminate and normally the press bunch can smell a phoney a block away. Nevertheless they seem to look upon the present situation as a set-up and are hungry for anything which pertains to the matter.

Both the Catholic Church dignitaries who are closest to the picture exigency and film men realize the danger of the professional reformers and the limit to which they may go. Neither side wants this aspect to creep in but the newspapers are making it easy for a third angle where there are only two. There is a certain element which has joined the current movement whose presence may be inspired only by what it sees to be gained from the effort; and that doesn't necessarily mean clean pictures.

This all makes it the more difficult to understand the position the press has taken for practically all newspapers are wary of the professional reformer and do not like anything for which he stands. Meanwhile, the picture business rates an even break before the public—but there has been no beacon to date.

It cannot be denied that the film producers have been wrong many times and in many ways. But their mistakes have not been malicious. Rather have they been on the side of bad judgment or poor taste and a bad error has been in ignoring for so long a warning which was sounded as far back as 1932. And beyond that the most grievous mistake has been their failure to realize their responsibility to the public.

Whether they choose to think so or not those who make pictures have a responsibility to the public. It amounts to their unwritten license to make pictures. The obligation is to the community and if going back over the record it will be found that the producers have also done much to uphold that trust, although this aspect has become buried in the barage of violation citations.

People forget very easily but there is no reason to overlook that the picture business gave to the screens of the world 'Ben Hur', one of the finest presentations of a religious story ever conceived and worthy, as to sincerity and delicacy of handling, of ranking with the Passion Play of the Oberammergau Players, and, incidentally, witnessed by hundreds of thousands of more people. That was a long time ago, but before and since 'Ben Hur' there have been films of national import which, for instance, have helped the east understand the west, made the north realize the situation in the south; historical and educational films of inestimable value bringing home to a public such subjects more vividly than books and particularly to a people not given to concern themselves with such matters after leaving the schoolroom. Nor has there been anything finer on stage or screen than 'Cavalcade', probably the highest tribute ever paid a foreign nation by the amusement business anywhere and a picture of international significance in aiding the world to understand England. Is there any question that the picture business is basically a national asset and, from the commercial angle, can it not be said that the American business man owes a debt to American pictures? For the screen has been his silent salesman in many things.

In view of these things it is going too far to figuratively brand the picture men as wolves in celluloid clothing and publicly make them the targets of irresponsible accusations. In not taking cognizance of their responsibility the film men have often gone off the track, too often, but they have said that correction will be made and there is plentiful evidence that measures to this end have been inaugurated. Anyone is entitled to a hearing but there is no let-up

in the din of condemnation. Granted that severe measures were necessary to make the producers see their mistakes, nevertheless this has now been achieved. What more is to be gained by the hounding until Hollywood has had an opportunity to demonstrate what it is going to do?

Neither has a belligerent attitude by film men a place in the present situation. That is only asking for more trouble and plenty of it. Any business can ill afford a fight with the church of any denomination. With the professional reformer, yes, but not the church when the latter's purpose is well founded. The closing of theatres in Philadelphia, and then blaming it on the boycott by that Catholic diocese, would be equally as wrong as Cardinal Dougherty's action in telling his people to abstain from all pictures. Corrective measure to the Cardinal's action must come from the other side of the fence for the film industry will but further jeopardize its position in trying to force the issue. It goes back to the old adage that two wrongs don't make a right.

It is also deplorable that even producers from the legitimate theatre are rushing into print with denunciations of the picture people. One such producer and manager got himself some easy publicity by terming a leading film executive the country's 'highest priced nit-wit'. Which is bad enough without knowing that this picture official rejected one of the same producer's plays as unfit for the screen. It's no time to be washing dirty li

There can be no questioning the right of the Catholic, Jewish or Protestant churches to tell their people to stay away from pictures which they deem objectionable. That is their right. There can also be no doubting the sincerity of the Catholic Church in the present campaign as judged on the meeting of bishops in Cincinnati. That meeting brought forth rational and constructive suggestions to which picture men agreed and have paid heed. Those bishops stated that they do not desire that the studios only make pictures for the Church, that they remain vehemently opposed to censorship, do not want to tell the picture business how to run that business and are only concerned with obscenity on the screen. They further agreed to give Hollywood time in which to keep its promise during which period they would go ahead with the formation of the Legion of Decency. They also seemed well satisfied with the results of that meeting.

It is regrettable that the campaign has gotten out of the hands of these four men and that they, as bishops, have no authority over some of the other bishops in the matter. There are 103 bishops in this country all ruling their individual diocese. It is, of course, not known whether the Cincinnati committee can or would care to step into the breach but it is to be lamented that other Church dignitaries have not seen fit to allow this committee to handle the campaign.

As one priest put it, and was so quoted in a New York newspaper, 'Each bishop is running his own show.' And that now appears the keynote of the entire campaign and the situation the picture business is up against. It's become too much of a show.

The picture business in making correction, has devised the best system for self censorship it has ever had and is entitled to a truce until results can be judged on the screen. An answer to those who think and say block-booking forces 'objectionable' films into the theatres will probably be generally released this week.

The anti-film campaign is being allowed to go to extremes for which there is no excuse and the press can do much to sift the chaff from the wheat.

Fair is fair.

When Literary Product's Sold All Rights Go with It, Coast Judge Rules in Talker Case

Los Angeles, July 9.

In a precedential decision likely to affect a considerable number of motion picture properties, Superior Judge Leon R. Yankwich has ruled in favor of Sol Lesser and Michael Rosenberg in their action against Harold Bell Wright to determine the talker rights to 'When a Man's a Man'.

When the author of a literary product conveys to another the motion picture, dramatic and spoken stage rights, Judge Yankwich's decision holds, the grantee automatically acquires the talker rights, unless otherwise specified.

This had been the contention of Attorneys Lloyd Wright and Charles E. Millikan for the plaintiffs in a friendly declaratory relief suit against the novelist, resisted by Attorney Alfred Wright who sought to move the action into Federal Court on a copyright issue. Ruling involves the talking rights eight other Harold Bell Wright books beside 'Man's Man', held by the plaintiffs.

Dispute arose over the latitude of the contract terms used in an agreement made Sept. 6, 1922, during the time when talking pictures were in the experimental stage. The author had granted all rights to the disputed novels to Elsbury W. Reynolds, Jr., who in turn had disposed of motion picture, dramatic and spoken stage rights to Lesser and Rosenberg.

During the trial, Wright testified that when talkers became commercial he had been paid \$7,500 for the audible rights to 'Eyes of the World' by Lesser. Latter admitted payment, but claimed he paid only because demand was made after production had started and he could not then afford to stop for litigation.

In holding that the words 'motion pictures' also include talkers, Judge Yankwich declares, 'Motion pictures, as words used in a grant, should be given their broad, generic meaning, but should not include any dramatic representation by means of a series of photographic representations upon a screen, whether they are accompanied by sound or not.'

'When a writer has conveyed his motion picture rights, dramatic rights and rights to the spoken stage, he has conveyed all the salable forms of drama which might arise from the combination of these three rights.'

MAYER'S EUROPEAN TRIP; BIZ-VACASH

Hollywood, July 9.

Louis B. Mayer contemplates leaving the end of this week for Europe via New York, to be gone about three months for a vacation and once-over of foreign situation. Mayer will check up on information regarding studio locations and personnel which was contained in recommendations David Selznick made after his return from abroad.

'Will also look at players on the Continent, and probably sign directors actors who had been recommended by Selznick and Bob Ritchie, Metro scout, who just returned.'

Mrs. Mayer accompanies husband.

Brophy Just Acts

Hollywood, July 9.

Metro loses its business manager, following decision of Judge Brophy to quit watching production costs on pictures in order to devote all of his time to acting. His last production job will be as unit manager on 'David Copperfield.'

Brophy has struffed his histrionic efforts in a number of pictures at Metro during the past several years, and has been signed for a character spot in 'Death on the Diamond.'

Spots Helen Lynd

Hollywood, July 9.

Helen Lynd spotted opposite Jack Haley in 'Girl Friend,' the William Rowland production at Columbia. Picture got away today (Monday).

Realty Show Biz

Dan Michelove tells about a real estate expert some years back, for one of the major cornerstones, who achieved the unusual rent reduction of \$75,000 on a theatre. The realty man wired his home office in New York about it.

The answer came back from New York: 'Get an option on the reduction and we'll accept.'

BAER GOES PARAMOUNT FOR ONE PIC IN OCT.

Before leaving for the Coast Friday (6) Leo Morrison closed a deal with Paramount for Max Baer, under which the fighter will make one picture between Oct. 1 and 15, with Par holding options for two more. Meanwhile Baer will be booked for personals in the midwest.

Arthur Jarrett accompanied Morrison west to do a picture for Columbia. Eleanor Holm (Mrs. Jarrett) went along.

On getting back west, the agent will continue negotiations to spot Marilyn Miller in 'The Great Ziegfeld' (U), for which production Morrison previously signed Fannie Brice. Miss Brice left by train for Hollywood Friday (6).

Before leaving Morrison reorganized his New York office, arranged with Richard W. Kraeker to represent him in New York on stage and screen material.

Hank Hartman came on from A during the past week, and shortly will sail for Paris to join Buster Keaton. Comedian is to do a picture for Les Film Margot, starting Aug. 3, with Hartman representing Morrison in Paris during production of the feature.

McCoy Redons Spurs for 8 Sagebrushers at Col.

Hollywood, July 9.

Tim McCoy, who stepped out of the saddle a year ago, is donning spurs again at Columbia to be starred in eight westerns to be made by the studio on the 1934-35 program.

First of the new sagebrushers will be 'Fighting Back,' which D. Ross Lederman will direct, and Harry Decker supervise. Story is by Jack Natoff.

RKO'S REORGANIZATION PLANS ALL TANGLED UP FINANCIALLY

**Meehan, Yates (Consolidated), Banks, Rockefeller
All Fit Into Money Picture—RKO Out of Radio
City and a New Operator for the Music Hall?**

With Martin Beck and Marcus Helman watching from the sidelines their Orpheum investments; with the Mike Meehan group, presently, in virtual control of the Keith-Albee-Orpheum destiny; with Pathe holding an unsecured claim of around \$1,000,000 against RKO; with discussions on tap relative to new Radio City leases; and Consolidated Film (Yates) replacing Chemical and Commercial Investment Trust, as owners of the \$1,125,000 outstanding mortgage notes, the RKO financial tangle looks headed for some knotty rumblings before reorganization sets in under the new Corporate Bankruptcy Law.

The Meehan angle is not the least of the problems, for KAO owns all of the Orpheum common stock, and practically places the Meehan end in the strongest position over all RKO theatre properties.

Meehan and RKO have been truce-



WILL MAHONEY

Week of July 13, Loew's State
New York.

Don Craig in the 'Washington Daily News' said: 'Will Mahoney tops the flesh-and-blood portion of the show. He does the same old jokes, sings the same old songs, does the same old ridiculous dances and taps out tunes with his feet on the xylophone. And he still gets an unrivaled ovation.'

Direction
Wm. Morris Agency
Mayfair Theatre Bldg.
New York City

LOEW AND RKO'S N. Y. THEATRE EXPANSION

A warm tussle for control of the Greater New York theatre map may involve Loew and RKO in spirited bidding before both are through trying to get on top. Inside information would indicate that the two circuits are out to organize the biggest buying power in the metropolitan zone and that each is fully cognizant of the intentions of the other.

The RKO deal with Consolidated, closely guarded as to progress and figures, is not for four houses, as reported, but for 12, including theatres of the Consolidated chain in Manhattan and the Bronx. Negotiations for this addition follows closing of a deal with Lee Ochs for his four best houses.

One fear of RKO, according to insiders, is that if Loew succeeds on the Fox-Metropolitan deal, increasing its power in Brooklyn alone by 42 theatres, that it would have RKO in weak secondary position on film buying control.

Malcolm Peggiberg, who came into RKO as Mike Meehan's choice in the theatre department, is personally supervising the RKO expansion and the deals.

Loew-Warner Bid for Fox Met May Go Thru at 4½ Millions

Joe Cook-Fox Pic Off

Joe Cook's starring picture for Fox has been indefinitely postponed through a combination of circumstances. Principally it's because the radio broadcasting cycle is deemed on the downbeat by Fox, that having been the original idea of the planned 'Fun in the Air.'

With the postponement, Cook's actual radio commitments, which further limited his time while a suitable script was readied. Hence the Cook-Fox film was set back in defer and the comic paid off by the producer.

PAR'S HIP SPECTACLE TO BUCK RADIO'S 'R. C.'

Paramount's 'Hippodrome' will buck Radio Pictures' film built around Radio City as two celluloid spectacles this fall. Both go into work some time in August for release about the same time.

Par's Hipp film will be the saga of the giant 6th avenue auditorium before the Rockefeller's invaded 6th avenue, further uptown in New York.

R. H. Burnside, who staged several of the notable Hipp specs, has been enlisted by Par in an advisory capacity. Francis A. Managan, long theon and agent for Paramount, is also assisting on production.

12 Boasberg-Baerwitz Shorts at Astoria

Al Boasberg is in New York from the Coast to do a series of 12 shorts with Sam Baerwitz. Production at the Paramount Astoria (L. I.) studio, Boasberg to write and direct. He was last on the Radio lot and his finale for RKO Radio was a Leon Erroll briefie, 'Fixing A Stew,' which set some sort of a Coast record by being shot in full in one day (12 hours).

Baerwitz is the ex-Loew vaude agent and nephew of Nick Schenck Loew's, Inc. prez, who learned films on the Metro lot but has now stepped out on his own. Baerwitz-Boasberg may distrib through MG or United Artists; not set yet.

NITERY GIRL'S U. CHANCE

Universal is taking Olive Jones, songstress, out of the floor show at the Stork Club, New York, for films, as a result of a test made east last week.

Miss Jones' film deal with U. being arranged by Lou Irwin.

It is probable that a successful conclusion of the Loew-Warner bid for the Fox Metropolitan theatres may be reached this week, is equally probable that some individual bondholders may withdraw their cooperation with the present bondholders' group negotiating with Loew's and Warners to resist the latter's offer. Matter is so far delayed until Thursday (12) after noon before Federal Judge Mack.

From what was gleaned at the previous hearing, on Friday (6) afternoon, the Loew-Warner combo is prepared to change its bid more nearly to comply with what the present bondholders' committee thinks it should be. Ernest W. Niver, Halsey-Stuart executive, is chairman of the bondholders' committee. Niver looks to be the steering force on the bondholders' committee in favor of the Loew-Warner offer. Niver is a friend of A. C. Blumenthal, who is involved in the Loew-WB move.

The new Loew-Warner offer is expected to rise to \$4,500,000 as a compromise figure, being \$500,000 more than originally bid and around.

(Continued on page 12)

COL.'S ENGLISH PROD., SID ROGELL AT HELM

Hollywood, July 9.

Columbia is figuring on producing a group of about 10 features in England during the coming year, and will send Sid Rogell abroad within the next two weeks to make a survey of production possibilities.

Harry Cohn is understood ready to go for the British production idea to take advantage of talent and backgrounds. Pictures produced, in addition to taking care of the Columbia quota requirements, would be aimed for distribution on the regular Columbia program in this country.

Eastern Musical

Select Pictures (Kelly-Saal) starts 'Gigantic' as its second indie production at the old Biograph studio, New York, in two weeks.

It's a semi-musical with special numbers by Charles Williams and Marcy Klauber.

MG Spots Jean Cadell In 'David Copperfield'

Hollywood, July 9.

First of the new crop of English players tested by Metro in London for parts in 'David Copperfield,' is Jean Cadell who was signed via cable for the part of Mrs. Macabbor. Player has been instructed to leave London for Hollywood within the next week.

Roger Pryor Bicycles

Hollywood, July 9.

Roger Pryor was staggering three jobs over the week-end, being required for retakes with Mae West in the picture lately titled 'It Ain't No Sin' at Paramount, and two-timing in 'Romance in the Rain,' and 'Wake Up and Dream' at Universal. The West opus was expected to finish today, and 'Wake Up and Dream,' the Russ Columbo-June Knight picture, was slated to get under way at Universal today (Monday). 'Romance in the Rain,' a Stanley Bergerman production, demanded some retakes.

Par Tethers Lombard

Hollywood, July 9.

Carol Lombard remains with Paramount for the next two years. Expiring contract allowed the player to make a group of pictures for other companies but new deal is exclusive.

BOB BENCHLEY AT WORK

Culver City, July 9.

Robert Benchley called here Friday (8) under a Metro writing contract. No assign.

RKO \$75,200,000 book assets pledged as collateral for the notes. They constitute a prior lien on almost everything directly owned by RKO and certain indirectly owned properties including capital stock of subsidiaries.

Chemical Bank and C. I. T. Chemical, a trustee, on the notes had a voting right in RKO, subject to RKA direction and acquiescence of the RKO receiver, Irving Trust. Chemical is stated still to be trustee on these notes, under Consolidated Film ownership. Whether the same voting right exists is not known.

Ownership of the notes by Consolidated may benefit RKO to the extent that Consolidated, which does most of RKO's film printing, would play ball with RKO consistently.

Presently the Consolidated film printing income from RKO may run to around \$1,600,000 gross on the year. When getting this deal Consolidated additionally handed RKO a revolving credit of \$750,000, which RKO thus far has not made use of.

So far as the RKO leases in Radio City are concerned, same become due August 31. The \$1,000,000 security deposit which RKO originally put up as a guaranty on its part (Continued on page 27)

There are \$70,500,000 of the total

FREE SHOWS NEW HEADACHE

Possible WB Philly Shutdown, Affecting 900 Workers, Brings Up Labor Resenting Boycott Angle

Possible enlistment of union labor in the church-film campaign is a surprise development.

Just how far the producer-distributors and theatre owners may go in trying to ally union labor is difficult to estimate just now but much interest surrounds the situation in Philadelphia, where it is reported unions are ready to take up arms. Understood the unions there resent the local Catholic boycott against theatres regardless of what pictures they show and are planning to appeal to labor boards for action.

If the religious crusade against pictures and theatres is going to strike at employment, the Philadelphia unions' attitude of resentment may spread nationally. Fact that Warner Bros. in threatening to close down 75 houses in the Philadelphia diocese, is laying considerable stress on the number of people such action would throw out of work.

It was the Philadelphia unions rather than the theatres which rushed into print on the threatened closing of houses. Unions took this step immediately after getting two weeks' notice from Warner Bros. and other operators, including independents who are well organized through the Independent Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware. After the howl on the notices Warner sent out a story (Continued on page 48)

Chi Palace Trailer Tips Fans to Censor Ban of 'Winters' Pic

Chicago, July 9. First out-and-out break between theatres and censor board occurred last week when the RKO Palace decided not to take a ban order on "Vergie Winters" (Radio) without a fight. House is running a trailer on the screen informing the public that the censors have refused to okay the picture despite the fact that it has been passed by every other state in the country.

Trailer states that the Palace will continue to wage the fight to get the picture passed, claiming that it is a picture that "any theatre would be proud to play." Trailer drew vociferous applause.

STEFFES USING CHURCH OKAY IN ADVERTISING

Minneapolis, July 9. First recognition of the church anti-film drive in any theatre display ad or otherwise here is contained currently in the "Wanted" section of the newspaper ads which contain the line, "This picture (CM) has not been banned or criticized by any church or religious organization." Theatre is owned by W. A. Steffes, president of Northwest Allied States.

Present indications are that this state may escape organized boycott activities. Leading Catholic clergy hereabouts have frowned on such a move because they feel that it would injure "innocent exhibitors" who virtually have no voice in the choice of their pictures.

Maxwell Arnow WB Pact Squashed for New One

Hollywood, July 9. Warners tore up Maxwell Arnow's contract as casting director and supplanted it with a new two-year pact.

Arnow came to the Coast from New York and replaced Rufus La Maire in the casting post.

WANGER'S LONDON FILMS

Plans Not Entirely Set and Leaving for Coast.

Walter Wanger, just back from a European business trip, heads for Hollywood Wednesday (11) by which time he hopes to have an idea of his production and distribution plans.

He will make pictures at a London studio, but beyond that the set-up is indefinite.

CHI'S BLACK 'N' WHITE, PINK PIX LISTS

Chicago, July 9. Following are the three classification lists of the pictures okayed, "pinked" and banned by the Chicago Council of the Legion of Decency in the new Catholic drive.

1. Pictures okayed for Catholic patronage: "Operator 13," "Last Gentleman," "Witching Hour," "Orders Is Orders," "Greatest Gamble," "I Give My Love," "Man's Game," "Loudspeaker," "Honor of the Range," "Baby, Take a Bow," "Murder in Private Car," "Poor Rich," "David Harum," "Mad Age," "Straightaway," "One Is Guilty," "Keep 'Em Rolling," "Voice in the Night," "House of Rothschild," "The Man Trailer," "Wheels of Destiny," "Bulldog Drummond Strikes Back," "Most Precious Thing in Life," "Fighting Ranger," (Continued on Page 43)

Philly's Pledge

Showmen are amazed upon getting copies of the pledge which the Catholic church has asked. The Philadelphia diocese to sign.

Not only does it strike hard at the boxoffice in its bold type, which says, "I hereby promise to remain away from all moving pictures theatres," but also condemns pictures in strong terms, saying "millions of Americans, pledging themselves individually, can rid the country of its greatest menace—the indecent motion picture."

Those receiving the pledge are asked to sign it and hand to a pastor. It reads as follows:

"I hereby join the Legion of Decency which condemns vile and unwholesome moving pictures. I unite with all who protest against them as a grave danger, especially to youth, and as a menace to home life, to country and to religion."

"I condemn absolutely those filthy and indecent motion pictures dealing largely with sex, crime, which are debasing and corrupting the minds and hearts of our people."

"I will do all that I can to arouse public opinion against the portrayal of vice in the guise of virtue and against the representation of profane and criminals are heroes and heroines who merit the praise of decent men and women."

"I unite with all who condemn the display of suggestive advertisements on billboards at the entrances to theatres and the unfavorable notices given to immoral motion pictures."

"Considering these evils I hereby promise to remain away from all moving picture theatres and to attend no motion pictures except unobjectionable ones shown in private homes, parish halls, Catholic schools and other Catholic institutions."

"I further promise to secure as many members as possible to the Legion of Decency."

TAKING PEOPLE FROM THEATRES

Public Welfare Shows by High-Grade Professional Talent Entertain 1,500,000 on the Cuff Weekly in U. S.—300,000 in New York City Alone—Many Potential Theatregoers Diverted

RADIO'S 20,000,000

Between public welfare civic relief and CWA amusement projects, more than 1,500,000 people in the United States are now being entertained gratis each week by professional talent. These are in addition to the approximately 20,000,000 on-the-cuff radio listeners weekly.

What percentage of the country's 1,500,000 weekly out-of-amusement seekers would ordinarily be regular theatre patrons cannot be accurately tabbed, but it's conservatively estimated by showmen that at least 25% are potential theatregoers who would patronize paid amusements if meritorious free entertainment were not available.

In New York City alone 300,000 individuals are currently provided with entertainment of high grade order every week.

Free band concerts and public dancing attract around 200,000 and CWA legit shows get about 75,000 auditors every six days. This entertainment is paid for out of public relief funds. Another 25,000 (Continued on page 50)

RICHARDSON TO REMAIN PAR TRUSTEE

Charles E. Richardson has switched his intention of resigning as one of three Paramount trustees. The question of his resignation, therefore, will not come up at the scheduled Federal Court hearing today (Tuesday). Outlook is that Richardson, together with Eugene W. Leake and Charles D. Hilles, will continue as Par trustees by Federal Judge Cox.

It is understood that the Par management group wanted Richardson to continue and convinced him he should stick. Richardson is the only one of the three Par trustees with active and direct experience in the biz.

Industry's Self-Regulation Starts This Week; Hays, Breen, Tellin' 'Em

Hollywood, July 9. New morals supervision of screen product by Joe Breen, as pledged to churches and lay critics, starts active functioning this week with producers' meeting scheduled for Wednesday or Thursday. Will Hays, who arrives here tonight (9) will preside, at which time Breen will tell studio heads in no uncertain terms what they are up against.

Though starting date for the code is July 15, Hays will have numerous preliminary meetings with producers on week-end. Sordid setup to be followed by Sordid process, according to Breen, will entail a vast amount of additional work by his staff. His program

Educator Points Out That Pic Standards Exceed Public Moral Levels; NEA Favors Screen Educ.

Censor Idea Cools

Hollywood, July 9.

Failure of "It Ain't No Sin" (Par) to get by New York censors has shut down some prospective jobs out here.

Some studios were set to put on private censors, following the example of Paramount, which had James Hammell sitting on the Mae West picture from its inception. But when Hammell brought the reels east, and the picture was rejected in toto, subject to review after remake, the other executives decided that the idea was not as hot as it looked and dropped the hunch.

Support for the film cleanup drive and condemnation of book booking were voted last week at the National Education Association convention, but at least one good word was put in for pictures during the wide-ranging discussion.

Looking at pictures from various angles and urging wider use of films in schools, nation's educators heard from Dr. Robert P. Wray of Pennsylvania State College that screen standards exceed public moral levels in two of four respects, are equal in a third, and trail only in regard to aggressiveness of girls in "love-making."

Following Wray's speech, however, the convention adopted resolution committee report which included expression of criticism toward films. Resolution noted that pictures are one of the most important means of education and urged NEA to bring religious and other organizations in demanding a high type of moving picture for the boys and girls of America.

All in Favor

"The Association hereby records itself as wholly in sympathy with the current movement to bring about reform in the moving picture industry and to encourage clean, moral films," resolution read. "Particularly does the Association condemn the showing of stories or (Continued on page 19)

20TH SETS 5 FOR ZANUCK

Hollywood, July 9. 20th Century has five pictures lined up to start when Darryl Zanuck returns in August. Zanuck is in Italy where he meets Joseph M. Schenck before going on to London for several weeks' stay.

Clark Gable and Wallace Beery have been lined up for two pictures. Beery goes into "Mighty Barnum," 20th's first on the new sled, and Gable, with Constance Bennett, appears in "It Had to Happen." Ronald Colman is set for "Clive of India."

Studio also has purchased Jack London's "Call of the Wild" for early production. Silent rights were owned by Hal Rosson, who pictured the story nine years ago, and talker rights were bought from the London estate.

Others on the sled are: "Richelleu," with George Arliss, and "Red Cat," Nunnally Johnson scripts "Richelleu."

JACK COHN, SPINGOLD TO COAST FOR CONFABS

Hollywood, July 9. Jack Cohn and Nate Spingold, at the close of the Columbia sales convention in Chicago, Tuesday night (10) fly to the Coast for a 48-hour stay to confer with Harry Cohn on matter of single bills which the company favors.

Also to huddle on additional erection of new buildings at the studio.

"Variety" FOR SUMMER

Place a subscription for "Variety" over the summer (3 months)

\$1.50

Mail remittance with name and summer address.

INDIES WANT ROSY'S SCALP

Settle JLS-B&K Suit Out of Court; State-Lake Ok'ed for All Product

Chicago.

Complaint of Jones, Linick & Schaefer against Balaban & Katz has been withdrawn from the docket of the clearance-zoning board with the case settled outside of the governmental jurisdiction. J.L.S. went to the zoning board to complain that it was not able to secure for the State-Lake theatre any pictures which had previously played any B.&K. loop house, despite the fact that the State-Lake was able to repeat on the RKO loop Palace. And that furthermore, though the State-Lake could secure Radio, Fox, Universal and Columbia product it could not get any product from Warners, Paramount and Metro.

When the zoning board notice was filed B.&K. got in touch with Aaron Jones and asked that the situation be cleared up without resort to Governmental hearing.

Result of the meeting is that the State-Lake will, in the future, be permitted to use any and all product on repeats on B.&K. loop dates with the exception of those pictures which play the ace B.&K. Chicago. This exception of the Chicago theatres pictures figures as okay to Aaron Jones since the State-Lake is right across the street anyhow.

DEPT. OF J. WRITS MUST BE HURDLED BY C. A.

Department of Justice injunctions now in force and rising out of pre-code situations in Los Angeles, Chicago and Cleveland must first be hurdled before the Code Authority can put into effect its new clearance and zoning schedules. These injunctions are those variously arising out of the old Fox-West Coast case, the Young-Claus decision, and a former situation against Balaban & Katz.

The Code legitimates are now mulling the thing with a view to contacting the Government as to what procedure the Code Authority can follow in the matter.

These injunctions besides the numerous complaints on zoning which confront the Code Authority and its grievance committees have jammed up things.

The zoning and clearance thing was supposed to have become effective as nearly immediate as possible after the C. A. went to work. Among the many angles that stalled matters, however, were the fact that schedules were openly discussed before being definitely laid out and ordered.

F&M TAKEOVER OF 3 IN ST. L. APPROVED

Warners failed to prevent the foreclosure sale on the Missouri, Ambassador and Grand Central theatres in St. Louis. Formal approval of the sale and the bondholder reorganization plan was given by the Court last week. Means that Harry Arthur, for Franchon & Marco, may assume operation of same in any time. The F.&M. takeover will likely be quickened by a desire on the part of Skouras Brothers to step out of the St. Louis situation as soon as possible. Presently the Skourases operate the Missouri and Ambassador.

Marco was in St. Louis last week with Harry Arthur for the approval of the deal. Under that deal a local group in St. Louis headed by Allan Snyder purchase the theatres in question with F.&M. through Arthur operating.

Marco is now in New York and likely to stay on several days. While he will probably conclude negotiations for renewal of the F.&M. deal on the Paramount, Los Angeles.

Aim to Do Away With 15-Day Limit at C. A.

Elimination of the 15-day limit in which to dispose of complaints is to be sought by the administration committee of the picture Code Authority. The complaints have been so profuse that it has been found impossible to comply with the 15-day limit provision. It is proposed to do away with a time limit altogether and let such matters run their course.

The request will go to Sol Rosenblatt for consideration, the outlook being that he would grant it. Since the Code Authority has been in the works it has received around 114 complaints. So far it has disposed of 45 and hopes that an additional 10 complaints may be disposed of the current week.

CA Can Spend Up To \$5,000 for Any Outside Legal Help

Washington, July 9.

Permission to expend up to \$5,000 to retain outside talent for defense of its subsidiaries, members, and employees, was granted to the film code authority's legal committee last week by Gen. Johnson.

Specifying that his order did not permit increase in the total approved film budget, Johnson okayed the idea that legal committee be empowered to hire lawyers to defend in litigation over code administration members of the C.A., grievance boards, clearance and zoning boards, and its executive secretary, but added that any sum over \$5,000 must be submitted for his express approval.

COL'S CHI SALES CONV. FOLLOWS ONE IN A. C.

Atlantic City, July 9.

A warning that all directors under Columbia Pictures contracts must follow the script to the line was sounded at the annual eastern convention of the organization here last week at the Ritz-Carlton, attended by some 150 members of the sales departments of the east and south. Abe Montague, general sales manager, made the threat which was directed at Howard Hawks, assigned to direct a new Edward G. Robinson pic. Montague said that either Hawks will keep hands off the story or that the direction of the vehicle will be handed to another.

Jack Cohn, v. p. of the corporation, replied to the current campaign of church organizations against so-called indecent films, saying that the motion picture of today reflected our era of sophistication and that the churchmen were attacking the mirror rather than the conditions reflected.

Beside Cohn and Montague, officers present were Abe Schneider, treasurer; Nate B. Spingold, assistant to the v. p.; J. A. McConville, assistant sales manager; and Rube Jacktor, assistant sales manager, all from the home office in N. Y.

The western convention is scheduled for Chicago, July 9-11.

Henry Hull's 'Crusoe'

Hollywood, July 9.

Universal plans to use Henry Hull in 'Robinson Crusoe'. Hull goes into 'Great Expectations' next week and it is planned to rush treatment of the Daniel Defoe classic for fall production.

U has wanted to produce 'Crusoe' for three years. Last season 'Swiss Family Robinson' was on the fire in flou of the Defoe tale, and now it may follow the other epic.

CALL AD'TRATOR 'BIASED, UNFAIR'

ITOA Will Ask This Week for Rosenblatt's Removal—Darrow Turns Down Indie Counsel Job, but His Legal Advisor, Lowell Mason, Takes It—Indies Call Code Illegal

BOARD DISSOLVES

Following decision of Clarence Darrow not to actively lead the independent exhibitors in their campaign against the film code but to lend advice without fee, the Independent Theatre Owners Association has determined on two immediate courses of action.

One, according to Milton Weisman, ITOA counsel, will be an effort through the courts to remove Sol Rosenblatt as administrator of the film code on the ground that he is biased and unfair. Papers in such an action will probably be filed this week in the Federal courts. According to Weisman, complaint will stress that Rosenblatt has been partial to certain factions in officiating as an administrator.

Among other things, the ITOA alleges Rosenblatt has refused to co-operate on the grounds that the ITOA has fathered an operator union (Allied), which, Rosenblatt said, has been cited by the courts as corrupt.

Papers will also be drawn in another action attempting to disqualify the film code. It is pointed out that under the NRA, codes are official only by adoption or when impressed. ITOA will make an effort to show that the exhibitors never adopted the same, and that while some signed it they did so under pressure or out of ignorance of its import.

ITOA's Letters

Writing Rosenblatt at length on the code and receiving an unfavorably reply, attorneys for the ITOA followed up with another letter under date of June 23, in which hot charges against the administrator were made. Copies were sent to President Roosevelt, Gen. Hugh S. Johnson, and Senators Wagner, Copeland, Borah and Nye.

In this communication, signed by Weisman, it was noted that 'your personal attack upon the association of theatre owners which we represent and upon the writer is both unjustifiable and unwarranted. Such clumsy effort to beloud the matter concerning which we wrote you, by attempting to create a personal altercation, makes your unfounded

(Continued on page 49)

Hollywood Info Report Delivered To Johnson; Rosy Won't Comment, But Says It Contains 'Surprises'

Clark Succeeds Berries On Studio Labor Comm.

Hollywood.

Victor J. Clark will be chosen by the Producers' Association as successor to Al J. Berries as secretary of the producers' labor committee as well as alternate to Pat Casey on NRA studio labor committee.

Berries will resign to devote his time to aviation commission post to which he was appointed by the President.

ROSY NOT OUT—NOT JUST NOW

Washington, July 9.

Recurrent rumors that his departure from the National Recovery Administration is imminent drew an unequivocal denial last week from Divisional Administrator Sol A. Rosenblatt.

Remarking that he intends to make his second visit to Hollywood late this month, Rosy also denied he has on the fire any hookup with the industry, as also has been reported in local circles.

'I never have denied I intend to leave the NRA some time in the future; I want to resume my private law practice,' amusement codes boss observed. 'But as for my resigning within the next few weeks, there just isn't anything to that story.'

JOHNSON OKES CODE SIG PERIOD REOPENING

Washington, July 9.

Request of film code authority for reopening of code signing period was granted last week by NRA Chief Hugh Johnson at suggestion of Divisional Administrator Sol Rosenblatt.

Deadline for exhibitor signatures to pact was set for Aug. 15, upon condition that new assenters agree to pay their proportionate share of exhibitor assessment for first half of the year. Johnson noted that C.A. had said scores of exhibs who for good reasons withheld signatures early in the year now are anxious for the opportunity to subscribe to the document.

Containing many 'interesting' recommendations which will lead to eventual reopening of suspended code articles, the report of NRA Divisional Administrator Sol A. Rosenblatt on Hollywood raiding and salary problems reached the desk of Gen. Hugh S. Johnson on its way to the White House Saturday (7) on due schedule.

Details of the six months' job were withheld pending publication of complete text of document, which is expected to be ready for distribution late this week or early next. Whether printed report will be held up until President Roosevelt returns had not been settled Saturday (7), but appeared improbable.

Declining to discuss contents of the document, Rosenblatt refused to indicate conclusions reached regarding the practicability of suspended anti-raiding and salary-control clauses, but hinted that publication of the report would provide many surprises to industry leaders. Both problems have been studied exhaustively and discussed at great length, the code boss said.

Final reports contains summarized statistics supplied by producers and chain executives concerning salaries, bonuses, compensation and other remuneration of execs, directors, actors, writers, clerical and office workers, technicians and other types of employees, but NRA has lived up to its pledge to keep detailed answers and identity of individuals concerned a complete secret.

To prevent possibility of leakage of confidential data, NRA officials worked out a code system by which individual responses to questionnaires were identified and names of persons listed could be determined, and with two exceptions, one of them Rosenblatt, none of the stenographers, clerks, statisticians or other Blue Eagle employees who participated in study has any idea of the names connected with various salary figures. System was described as entirely spy-proof.

While industry representatives continue to deride the idea that the NRA at any time will attempt to use the code as a means of controlling salaries, it was confidently expected that publication of the report would result in time in reopening of the compact and revision of the suspended articles. Particularly is it anticipated that inoperative raiding clauses will be remodeled and put into effect.

Asked if reopening was to be expected, Rosenblatt was noncommittal, but indicated he has no desire to throw the compact open to discussion at the present time. September is regarded as the earliest date when NRA may begin overhauling and rewriting these provisions.

Rosy is believed to have informed Johnson that some steps should be taken to curb star raiding and payment of excessive inducements, but he is understood to have urged that new devices for solving these problems be inserted in the code. Divisional Administrator opposes idea of lifting suspension on August 15, but last November by President Roosevelt at Johnson's suggestion, it is reported.

L. A. Griefers

Los Angeles, July 9.

After being inactive for several weeks, local grievance board gets down to cases tomorrow (Tuesday) with five complaints scheduled to come up for hearing. Cases include charges of film overruns, bank night operation and premature advertising.

Clearance-zoning board will have its first protest session this week, when complaint of Harry M. Chatterton of the Parisian, kicking against being forced to follow the Fox-West Coast Belmont 21 days as compared with an immediate clearance under existing setup.

Pictures and Radio Drawing Closer Together Under Emergency Situation

That the film industry and radio are drawing closer together, in view of the anti-film campaign, seems certain.

There have now been several proposals along the broadcasting line for pictures and one or two are presently being worked on. No definite agreement as to the use of radio has been reached, however.

By employing stars and studio players, besides executive talent, to bring out the film side on such broadcasting, it is felt by those favoring the air idea that pictures can serve the double purpose of not only advancing its own medium but also give the public an example

of its earnestness in providing the right kind of entertainment on the screens.

It has mostly been the studios which have been objecting to talking to the air. However, due to the current situation such objection may be overcome.

Idea seems to be to have such air programs representative of the industry as a whole, with probably a committee of radio men sitting in to advise.

Cost would probably be a matter of negotiation. As radio is linked to pictures in the amusement field, co-operation of the two sides in such a matter seems a reasonable expectation.

State Out in Front in L. A. with '13,' 10 Days, 20G; 'Key' Duds; But 'Vergie' \$8,000 and Holds Over

Los Angeles, July 9. With the harbor strike being the new element to the chronic ailment the State is way out front current week with 'Operator 13.' It opened for an eight-day stay July 4 to an actual take of \$4,044 and following day crowded around the \$2,200 figure, which is big business under the current straight picture policy. Later decided to keep pic 10 days.

Other houses having tough time keeping heads close to the break line and holding down on advertising and exploitation expense, figuring that additional cost is useless in trying to stimulate trade, but RKO good with 'Vergie,' which holds over.

Paramount with 'Old Fashioned Way' pulled a bit in front of the previous week, with the Warner houses continuing at a snail pace housing 'The Key' (WB) on eight-day stretch. RKO doing almost double of previous week with 'Vergie Winters.'

Estimates for This Week
 Downtown (WB) (1,800; 25-35-40-55)—'The Key' (WB). They were not keen about this one so around \$4,500 for first eight days. Last week 'Terror' (WB) was tough going to hit an even \$3,900, which is red for house.

Hollywood (WB) (2,755; 25-35-40-55)—'The Key' (WB). They were not keen about this one so around \$4,500 for first eight days. Last week 'Terror' (WB) was tough going to hit an even \$3,900, which is red for house.

Los Angeles (WB) (2,300; 15-25)—'Money Means Nothing' (Monogram). 'Embarassing Moments' (U) split. Pulling a little ahead of previous week to reach \$2,900. Last week 'Marrying Widows' (Tower). And 'Take the Stand' (Liberty) had a hard pull to touch bit over \$2,700.

Pantages (Par) (2,700; 25-40)—'Try Again' (RKO) and 'Let's Talk It Over' (U) split. Trying hard to hurdle the even \$2,000 mark but not a chance. Last week 'Hollywood Party' (MG) and 'Sisters Under the Skin' (Col) got bit of break with holiday thrown in so tagged off at \$2,600, which is no profit to house. Beer and parlor in basement picture to help.

Paramount (Partmar) (3,595; 30-40-55)—'Old Fashioned Way' (Par) and stage show. Bill Fields help in this one which will hit the \$12,200 mark. Last week 'Kiss and Make Up' (Par) was bit disappointing so came through with \$11,100.

RKO (2,850; 25-35-40-55)—'Vergie Winters' (RKO). Ann Harding name helping along considerably and will finish to around \$3,000 and hold over. Last week 'Cockeyed Cavaliers' (Radio) sloughed a bit toward finish and wound up to a bit short of \$3,400.

State (Loew-Fox) (2,024; 30-40-55)—'Operator 13' (MG). Got off to flying start and aided by liberal Hearst paper publicity will tag off for ten-day sojourn with around \$20,000, which is immense for a Davies picture. On Saturday (14) 'Thin Man' (MG) opens for a 12-day run. Opening of 'Grand Canary' (MG) postponed indefinitely. Last week 'Take a Bow' (Fox) with kidlets staying away missed the predicted figure by \$2,200, coming home with \$10,300.

HUMIDITY LETUP HELPS B'KLYN, 'VERGIE' \$17,000

Brooklyn, July 9. Considerable let-up in hot spell with somewhat of a pick-up in biz at the downtown box-offices.

The Fox and Albee doing satisfactory for this time of year. Other houses below grade.

Estimates for This Week
 Albee (RKO) (3,500; 25-35-50)—'Vergie Winters' (Radio) and vaude. Tolerable \$17,000. Last week 'Many Happy Returns' (RKO) pulled \$12,000.

Fox (4,000; 25-35-50)—'Sisters Under the Skin' (Col) and stage show. Around \$12,000, okay. Last week 'Affairs of Gentleman (U), weak \$9,000.

Metropolitan (Loew) (3,000; 25-35-50)—'Murder in the Private Car' (MG) and vaude featuring Leo Carrillo and Gertrude Niesen, \$13,000. Last week 'Thin Man' (MG), \$13,000.

Strand (WB) (2,000; 25-35-50)—'Circus Clown' (WB) and 'Cross Streets' (WB), dual. Mild \$4,000. Last week 'Dr. Monica' (WB), \$3,500, such.

College, N.H., with Action Film Policy Best Bet

New Haven, July 9. Local cooling systems working swell, but nobody around to enjoy them. Fans just can't be bothered battling the torrid spell, leaving box-office girls plenty time to catch up on their reading.

Estimates for This Week
 Paramount (Publix) (2,348; 35-50)—'Kiss and Make Up' (Par) and 'Beyond Bengal' (Indie). Tame \$4,400 sighted. Last week 'Shoot the Works' (Par) and 'Monte Carlo Nights' (Mono), not so bad at \$4,600.

Poll's (Loew) (3,040; 35-40)—'Operator 13' (MG) and 'Hell-Cat' (Col). Ordinary \$6,400 on the way. Last week 'Precious Thing' (Col). 'Century' failed to live up to its speed reputation, slow \$5,800.

Roger Sherman (WB) (2,200; 35-50)—'Sorel and Sorel' (WB) and 'Return of Terror' (WB). Around \$3,500, will balance with last week's 'Try Again' (Radio) and 'Murder on Blackboard' (Radio). (WB) (1,555; 25-40)—'Chan's Courage' (Fox) and 'Black Moon' (Col). House, catering to action fans, is town's most consistent grosser these days. Last week \$4,200 this week and \$4,100 last week on 'Now I'll Tell' (Fox) and 'Let's Talk It Over' (U) are plenty oke for July.

SF WATERFRONT STRIKES NO B. O. AID

San Francisco, July 9. The waterfront strike continues to assume serious proportions. A general strike of these days of musicians and projectionists who have voted to join if such a strike is ordered.

The infantile paralysis scare is gradually quieting down and more kids are being seen around the showshops. Paramount drawing more than in a month with Joe E. Brown's 'Circus Clown' and 'Let's Talk It Over' (RKO).

However, the waterfront situation has developed into open warfare, with gun and smoke-bomb battles, many injured and National Guards due to be called out any moment. It's definitely hurting theatre biz with many afraid to come downtown.

Two of the current shows got started July 7 which was ideal theatre weather, being chilly and windy and keeping people in town. RKO Golden Gate and Fox Paramount opened up.

'Great Furtation' are holding up well since and look to wind up with okay takes. Two months ago Brown was a distinct flop in his last picture which got less on a double bill at the St. Francis in a whole week than the Par took opening day on this'n.

'Little Miss Marker' holds for a second week at the St. Francis, following a previous week across the street at the Warfield. Pic has been clicking handily.

Gaynor-Farrell in 'Change of Heart' not up to hopes at the Warfield, after having been previously skedded for the Paramount. Orpheum has first picture house presentation of 'Drunkard' with 'I Give My Love' on screen and is light matinee but better at nights. 'Drunkard' may hold over on stage.

Fox showing 'Shock' and 'Marriage on Approval,' the 15 and 25c prices drawing certain amount of biz.

Estimates for This Week
 Fox (Loe) (5,000; 15-25)—'Shock' (Col) and 'Marriage on Approval' (Monarch), split. Low prices holding the take to around \$3,000. Last week 'The Ransom' (Lilled) and 'Marrying Widows' (Far West) pulled \$3,400.

Golden Gate (RKO) (2,844; 25-35-50)—'Vergie Winters' (Radio) and vaude. 'Golden Gate' (RKO) meaning box-office, and getting started on July 4, week will wind up with very healthy \$17,500. Stays a second week. 'Cockeyed Cavaliers' (Radio) got \$11,000 last week.

—'Give My Love' (U) and on stage condensed version of 'Drunkard' Running in competition to a lengthier version of same now at Palace hotel where it's in 10th week. Mats light but nights heavier and take ought to be good \$10,000. 'Drunkard' holding over. Last week Ted Fio Rito's band came out, and 'Murder on Blackboard' (Radio) saw slightly more than \$6,000.

Paramount (F-WC) (2,400; 25-35-40)—'Circus Clown' (WB) and 'Great Furtation' (2x), split. Joe E. Brown in former drawing first kids to frequent local showshops since paralysis scare started. Got started on July 4 and running. Last week \$12,000. Last week was held to only six days, 'Shoot the Works' (Par) split with 'She Learned About Sailors' (Fox), drawing but \$3,000.

St. Francis (F-WC) (1,500; 25-35-40)—'Miss Marker' (Par) (2d week). Hitting \$4,000 after \$6,000 on first week which followed a preceding week at the Warfield.

Warfield (F-WC) (2,700; 35-45-65)—'Change of Heart' (Fox) with stage show. Reunion of Gaynor-Farrell failing to excite and \$11,000 will be better. Last week \$11,000 day bolstered up an otherwise in-and-out; 'Operator 13' (MG) and shot it to slightly over \$20,000.

Fio-Rito Band Aids Port; Feeling That Duals Hurt, Not Help

Portland, Me. All b.o.'s are running pretty sluggishly this week. Too much weather. Ted FioRito's band at the Music Co. boosted gross of that house, into \$5,000. Last week, FioRito outfit is in the northwest to play all Hamrick houses.

Indications around that combo feature program, though, really peter out. Pop feelers indicate that more than one good pic has been spoiled at the b.o. by a week combated. Two Fox pix at the Paramount last week suffered on that account. Pix were 'Now I'll Tell,' registering well, and 'Springtime for Henry' which hurt the b.o.

Estimates for This Week
 Broadway (Parker) (2,000; 25-40)—'Circus Clown' (FNO) and 'I Give My Love' (U). Good pace, \$5,000. Last week, 'Fog Over Frisco' (FN) above par, with 'Let's Talk It Over' (U) and 'Baer-Camera' fight pic held second week for \$4,400.

United Artists (Parker) (1,000; 25-40)—'Viva Villa' (MG) on return booking. Getting attention and should go good enough \$4,000. Last week, 'Fog Over Frisco' failed to do more than average at \$3,400.

Paramount (F-WC) (3,000; 25-40)—'Many Happy Returns' (Par) and 'Wild Geese' (WB). Not up to the quantity combination for fair \$3,500. Last week, 'Now I'll Tell' (Fox) and 'Springtime for Henry' (Fox) suffered a good deal from the latter pic and closed around \$3,200.

Music Box (Hamrick) (1,400; 25-35)—'Affairs of Gentleman' (U) and 'Ted Fio Rito's band. Getting extra biz. Last week, \$5,000. Last week, 'Stingaree' (Radio) ran around par for \$3,200.

Oriental (Hamrick) (2,500; 25-35)—'Rothschild' (UA). Second week to good business, \$2,500. Last week, 'Smarty' (WB) and 'Murder on Blackboard' (RKO) created no special attention and closed for fair \$2,000.

It's Summer in Buffalo, So Grosses Not So Hot

Buffalo, July 9. Business preserving summer appearances here currently. Fair figures are indicated at all box offices with outlook for grosses at average mark or under. Hot spell not helping.

Estimates for This Week
 Buffalo (Shea) (3,600; 30-40-55)—'Circus Clown' (WB) and stage show. Last week, \$5,000. Last week, 'Smarty' (WB) and 'Murder on Blackboard' (RKO) created no special attention and closed for fair \$2,000.

Hipp (Shea) (2,400; 25-40)—'Shoot the Works' (Par). Bernie feature last week. Last week, \$6,000. Last week 'Fog Over Frisco' (FN) failed to develop much and limped along to \$5,000.

Century (Shea) (3,400; 25-35)—'Private Scandal' (Par) and 'Registered Nurse' (WB). Opening business points to fair figures of around \$5,000. Last week 'Hollywood Party' (MG) and 'Cockeyed Cavaliers' (Radio) despite excellent double feature card failed to develop much strength, finishing at \$5,300.

Lack of Product Headaches Loop; 'Baby' Top at \$32,000; 'Revolt' Big 4G; Oriental Ups to \$17,000; 'Love' 19G

'Manhattan Melodrama' Pleases B'ham, \$7,400

Birmingham, July 9. A few too many showers, but business has held up pretty well. Settling of strikes in mining districts has made a turn for the better, while 'Stand Up and Cheer' is a typical Birmingham picture. 'Disraeli' returns for another run at a first run house.

Estimates for This Week
 Alabama (Wilby) (3,800; 30-35-40)—'Manhattan Melodrama' (MG). A sober picture, bringing a neat \$7,400. Last week 'Candlelight' (U) and stage show 'First Half; Many Happy Returns' (Par) last half, \$8,000 for week.

Ritz (WB) (2,000; 25-35)—'Stand Up and Cheer' (Fox). A natural for this city of average persons who do not on just such entertainment as this, \$5,500, good. Last week 'He Was Her Man' (WB) \$2,000.

Strand (Wilby) (800; 25-35)—'Looking for Trouble' (UA). Wrong number, \$800. Last week 'Baer-Camera' fight films (Olier) great \$1,700.

Empire (BTAC) (7,100; 25-35)—'Disraeli' (UA). Brought back to this house for another run and may not moderately well, depending on how many want to see it again. \$2,000. Last week 'Fog Over Frisco' (FN) \$2,200.

'THIN' AT \$9,000 TOPS MINNE., 2D WEEK

Minneapolis, July 9. 'The Thin Man' is proving the fattest kind of box office fare here and is holding over for a second successive week at the State. It led the box office procession by a wide margin last week and looks like a cinch to do so again currently.

A surprise smash grosser, the picture opened virtually cold at the State to a paltry \$900 on its initial day and, lacking star names that count much in a box office way here as a rule, wasn't considered in the stock class. But it caught on like wildfire and built a amazingly day by day. Instead of the \$7,000 previously estimated, it did \$11,000 its first week and, going along on the crest of a wave, should garner another fine \$8,000, its second canto.

In spite of generally depressed conditions, heat and the summer lure of lakes and boulevards, the season's outstanding smash here. Minnesota removes 4,200 first-run seats from circulation. This should help the remaining houses.

Estimates for This Week
 Century (Publix) (1,500; 25-35-40)—'Thin Man' (MG) and vaude. Title and names, including Mrs. Arnold Rothstein, worthless here at box office. Well sold, but will be lucky to top \$3,000, light. Last week, second loop week of 'Little Miss Marker' (Par), \$5,000, good after \$3,000 first week at State.

Orpheum (Singer) (2,800; 25-35-40)—'His Girl Friday' (RKO). Dix name not drawing in his former home town. Looks like a bad \$2,500. Last week, 'Cockeyed Cavaliers' (RKO), \$4,000 for fair.

Minnesota (Publix) (2,000; 25-35-40)—'Little Man' (U). Last week \$4,000, bad. House went dark indefinitely after this one. Under lease, doesn't have to keep open more than six months a year.

State (Publix) (2,200; 25-35-40)—'Thin Man' (MG) (2d week). Word-of-mouth boosting made this one the season's outstanding smash here. May reach splendid \$5,000 after big \$11,000 first week.

World (Steffes) (350; 25-35-50-75)—'His Girl Friday' (RKO). This German dialog film not forte at box office. Maybe \$1,500. Last week 'Sweden' finished strong to \$1,500.

Chicago, July 9. Picture booking problem is really serious all along the loop line, particularly with the first run B.&K. and RKO spots. Pictures which are available for the first few weeks of censor or church interference, and there are mighty few pictures which are coming through. B.&K. has even considered closing down its Chicago house for a month now, but the censor board has banned the picture entirely. House is trailerizing this fact and getting applause from the audience on the mention that the theatre will continue its fight to have the flick okayed.

Garrick, B.&K.'s newest Loop acquisition, changes its policy this week for 'World in Revolt,' going first to the second house, a repeat house. And the theatre is showing on the right side of the ledger for the first time under B.&K. operation. With a nut of some \$3,000, the theatre is making a big play to clear it except for a few days with the Baer-Camera fight reels. But 'Revolt' is getting them in through many angles. Okayed on the first place and getting a neat foreign play on the second hand, which is unusual for most pictures.

'Baby Make Bow' is leading the town for the Chicago theatre, with the gross sticking above the \$30,000 mark for the third consecutive week. Palace is holding up while the Oriental shoots into the biggest gross, it's seen in many months. Due not so much to the picture as to the stage show. Started off to big play and continuing the pace.

Estimates for This Week
 Chicago (B.&K.) (3,340; 35-55-75)—'Take a Bow' (WB) and stage show. Shirley Temple figuring as an attraction by now and the picture is doing the trade. Holds house to \$32,000, which means enough to make everybody happy. Last week a wallowing \$37,200 for 'Shoot the Works' (Par) and Cal Caballo went on rostrum.

Gaiety (B.&K.) (2,500; 25-35-40)—'Revolt' (Mentone-Rights). House goes to first run for this one, and it's going to town in true exploitation fashion. Boosts the box-office to best mark since opening at \$4,000.

McVickers (B.&K.) (2,200; 25-35-40)—'Sailors' (Fox). Problem house of the Loop. Product line is serious and going week-to-week on pictures. Another one-weeker in this one at \$3,000. Last week \$5,800 for 'Circus Clown' (WB).

Oriental (B.&K.) (3,200; 25-35-40)—'Laughing Boy' (MG) and vaude. Stage show is reason for excellent trade currently. Eulogizing goes to \$10,000, which means house will actually see a profit this session. Last week down to \$11,100 with 'Black Cat' (U).

Place (RKO) (2,000; 35-55-93)—'I Give My Love' (U) and vaude. House preparing to chop admission top of 33c. Currently going along at fair pace to \$19,000 with some chance on week-of-mouth building. Last week flabby at \$17,300 for 'Greatest Gamble' (RKO).

Roosevelt (B.&K.) (1,500; 25-35-45)—'Shoot the Works' (Par). House is hot for sweet question and set to garner good \$7,000. Bernie a hot name in this town. Last week 'Many Happy Returns' (Par) held to fair enough \$6,100.

State (Loew) (2,700; 20-25-35)—'Sisters' (Col) and vaude. Going along nicely to steady grosses and likely to be aided this week by WLS Round Up on the stage. Set gross to \$10,000. Last week 'Sing and Like It' (RKO) garnered oke \$11,700.

United Artists (B.&K.-UA) (1,700; 35-50-65)—'His Girl Friday' (RKO). Had a satisfying run of it and made money all along the line. Finishing to \$8,000 after taking good \$12,000 for second week. 'Dubarry' (WB) comes in Wednesday (11).

okch. Last week, 20 Million Sweethearts' (FN), second and 'Springtime for Henry' (Fox), first run, split, \$800, bad.

Aster (Publix) (900; 25-35-50)—'Smiling Lady' (WB) and 'Come Marry Me' (Par), second run, and 'Tarzan' (MG), third run, split. Around \$1,000 expected, fair. Last week, 'Wonder Bar' (FN), third run; 'The Ransom' (Lilled), first run; and 'Merry Wives Reno' (FN), first run, split, \$300, light.

KOA CELEB. NO HURT TO DENV.

Denver, July 9.

First runs have no kick coming, doing fair and better. Aladdin headed for best since "Rothschild" several weeks ago. Denham had best fair on six days. Denham had best weekend in six months, preceding all-night broadcast of dedication of station KOA. Estimated 15,000 went in and out between 7 p. m. and 8 p. m. Broadcast between 11-6, and all who saw the last show stayed for the start of the broadcast. It was 3 a. m. before the last of the crowd got seats. Theatre operated 19 hours, longest ever for any Denver theatre. Broadcast was free.

Orpheum looks to the last week, and Paramount closed better with double bill, now Sunday openings. Rain Sunday night, but too late to hurt theatres.

Estimates for This Week

Aladdin (Huffman) (1,500; 25-40) 'Circus Clown' (FN). So-so at \$3,000. Last week, 'Where Sinners Meet' (Radio) closed with \$2,500, below average but above the past two weeks.

Denham (Cooper) (1,500; 15-25-40) 'Kiss and Make Up' (Par). In six days, only \$200. Last week, 'Shoot the Works' (Par) held nine days and finished with a keen \$8,000. Manager here when he gets a good picture holds it an extra day or two and is doing right well with that policy. The picture next week then gets a short week, but usually that's all its worth.

Denver (Huffman) (2,500; 25-35-50) 'Vergie Winters' (Radio). Up a bit to \$6,000. Last week 'Stingaree' (Radio) was only so-so and finished with a poor average, a grand under average. Hot weather kept folks either in their cars or home.

Orpheum (Huffman) (2,500; 25-35-50) 'Fog Over Frisco' (FN). Maintaining good pace, \$5,500, same as last week 'Operator 13' (M-G), which did better than the past two weeks and finished with \$5,500. This house, although taking a huge drop in grosses since stage shows left, is probably coming nearer a profit every week than before.

Paramount (Huffman) (2,000; 25-40) 'Smarty' (WB) and 'Finishing School' (Radio), dual. Up a bit to \$2,500. Last week 'Whirlpool' (Col) and 'Sisters Under Skin' (Col), double, finished average, turning in \$2,000. Neither double bills nor split week seem to be able to put this house much above average at any time.

'VOICE,' MARY BRIAN PERSONALS UP WASH.

Washington, July 9.

Lack of usual summer slump heretofore has been attributable to swell pics and vaude names. With no topnotchers in town this week the big money just isn't to be had. The big boys are getting by, but the hot weather is here and there's no use arguing.

Although Earle still isn't doing anything to re-orient combo of 'Voice of Experience' on stage and 'Shoot the Works' on screen is working better than usual. Radio stage dramas from radio stars and Ben Bernie gets the popular crowd.

Estimates for This Week

Fox (Loew) (3,434; 25-35-50) 'Murder in Private Car' (Radio) and vaude. Mary Brian on stage getting fans and pic getting raves from critics as good tropical weather humor. Should see \$21,500. Last week 'Miss Marker' (Fox) and Will Mahoney turned in big \$25,000.

Earle (WB) (2,424; 25-35-40-60) 'Shoot the Works' (Par) and vaude. Bernie fans plus 'Voice of Experience' draw on stage bill sending house to better than average \$15,200. Last week 'Circus Clown' (FN) and James Melton only \$9,000 and \$12,000.

Keith's (RKO) (1,830; 25-35-50) 'Let's Try Again' (Radio). Nice reviews but slipping; won't be held to return house to Friday nights as hoped. Should get satisfactory \$5,500 for seven days. Last week 'Cockeyed Cavaliers' (Radio) pulled after five days with light \$4,500.

Palace (Loew) (2,383; 25-35-50) 'Thin Man' (MG) (2d wk). Building after rave reviews and word of mouth. Headed for wow \$12,500. Last week same pic big \$17,000.

Mit (WB) (1,583; 25-40) 'Great Flirtation' (Par). Slipping fast to probably light \$2,000. Last week 'He Was Her Man' (WB) went \$2,000 way to hit \$3,000.

Columbia (Loew) (1,263; 25-40) 'Private Scandal' (Par). Mary Brian personal at Fox sending few to only uncolored first-run spot, but won't better light \$2,500. Last week 'Operator 13' (M-G) repeat from big week at Fox held up surprisingly to nice \$5,000.

Comparative Grosses for June

Total grosses during June for towns and houses listed as previously reported weekly. Dates given are the closing days of the week.

NEW YORK

	May 31	June 7	June 14	June 21
CAPITOL (5,400; 35-70-85-110) High. \$110,400 Low. 16,000	Sadie McKee \$41,000 (Stage Show)	McKee \$30,000 (2d wk)	Villa \$35,000	Men in White \$54,000 (Abe Lyman-Leo Carillo)
PARA-MOUNT (3,004; 35-58-75-90) High. \$95,000 Low. 14,000	Miss Marker \$33,500 (Stage Show)	Marker \$35,000 (2d wk)	Happy Returns \$18,000	Happy Returns \$18,000
MUSIC HALL (5,045; 40-60-85-90-145) High. \$118,000 Low. 44,000	Stingaree \$55,000 (Stage Show)	Sinners Meet \$75,000	Little Man \$70,000	Sisters Under Skin \$60,000
ROXY (6,200; 25-35-55-65) High. \$173,600 Low. 5,200	Black Cat \$22,000 (Stage Show)	Now I'll Tell \$28,000	Tell \$15,000 (2d wk)	Women Are Dangerous \$17,500
RIALTO (2,000; 40-55-75-85) High. \$72,000 Low. 5,200	Crime Doctor \$8,000 (2d wk, 8 days)	H'wood Party \$17,500	Party \$9,000 (2d wk)	World in Revolt \$10,000
STRAND (2,900; 35-55-75) High. \$81,200 Low. 6,500	Was Her Man \$14,200	Upper World \$11,300	Key \$12,600	Fog Over Frisco \$15,200

CHICAGO

	May 31	June 7	June 14	June 21
CHICAGO (3,040; 35-55-75) High. \$75,000 Low. 18,500	30-Day Princesses \$12,000 (Stage Show)	Vanities \$23,800	Thin Man \$34,100 (9 days)	Little Man \$33,800
PALACE (2,588; 35-55-85) High. \$34,700 Low. 7,000	Stingaree \$16,200 (Vaude)	Upper World \$16,000	Women Are Dangerous \$16,500 (Ken Murray and Phil Harris)	Party's Over \$12,300 (Boswell Sis.)
UNITED ARTISTS (1,700; 35-45-65) High. \$43,500 Low. 3,300	Rothschild \$12,600 (4th wk)	Sadie McKee \$18,100	McKee \$13,400 (2d wk)	McKee \$8,000 (2d wk)

LOS ANGELES

	May 31	June 7	June 14	June 21
DOWN-TOWN (1,800; 25-35-50) High. \$38,500 Low. 1,700	Upper World \$3,300	Wives of Reno \$1,700 (New Low)	Was Her Man \$4,200	Fog Over Frisco \$4,600
HOLLYWOOD (2,750; 25-40-55) High. \$37,800 Low. 3,100	Registered Nurse \$4,500	Wives of Reno \$5,100	Was Her Man \$4,000	Fog Over Frisco \$5,200
PARA-MOUNT (3,500; 30-40-55) High. \$57,800 Low. 5,600	Private Scandal \$11,900	Miss Marker \$11,900	Many Happy Returns \$15,500	Great Flirtation \$8,500
STATE (2,024; 35-55-85) High. \$48,000 Low. 4,900	Villa \$23,900	Villa \$13,300 (6 days, 2d wk)	Christina \$7,700	Change of Heart \$9,100

BROOKLYN

	May 31	June 7	June 14	June 21
FOX (4,000; 25-35-50) High. \$48,800 Low. 9,900	Success Any Price \$12,000 (Stage Show)	Black Cat \$14,000	Glamour \$11,500	Love Captive \$11,000
ALBEE (3,500; 25-35-50) High. \$45,000 Low. 5,000	Change of Heart \$15,000 (Vaude)	Stingaree \$18,000	Crime Doctor \$15,000	Little Man \$16,500
STRAND (2,800; 25-35-50) High. \$28,500 Low. 4,000	Journal of Crime and Honorable Guy \$6,000	Was Her Man \$7,500	Harold Teen and Registered Nurse \$8,000	Upper World and Wives of Reno \$5,000
PARA-MOUNT High. Low.	DARK			
METRO-POLITAN (2,400; 25-35-50) High. \$39,000 Low. 13,000	Sadie McKee \$20,000 (Vaude)	H'wood Party \$19,000	Villa \$16,000	Miss Marker \$19,000

KANSAS CITY

	May 31	June 7	June 14	June 21
MIDLAND (4,000; 20) High. \$35,000 Low. 5,100	Sadie McKee \$13,000	H'wood Party \$6,700	Thin Man \$12,000	Sorrel and Son \$7,000
MAIN STREET (3,200; 25-35-50) High. \$35,000 Low. 3,300	Registered Nurse \$9,500	Finishing School and Crime Doctor \$3,300 (New Low)	Stingaree and Honorable Guy \$5,000	20th Century and Sisters Under Skin \$5,000
NEWMAN (1,800; 20) High. \$33,000 Low. 4,000	30 Day Princess and Uncertain Lady \$4,000	Vanities and Men Are Enemies \$8,500	Wives of Reno and Whitching Hour \$4,000	Miss Marker and Helen Stanley \$7,500
UPTOWN (2,040; 25-40) High. \$9,000 Low. 1,500	Change of Heart \$3,500	Black Cat \$2,000 (5 Days)	Women Are Dangerous \$2,900	Little Man \$5,500

PHILADELPHIA

	May 31	June 7	June 14	June 21
EARLE (2,000; 40-50-60) High. \$33,500 Low. 10,500	Man Is Mine \$18,000 (Vaude)	Whirlpool \$20,000 (Cab. Calloway)	Happy Returns \$14,500	Strictly Dynamite \$13,500 (Wesley Eddy)
FOX (3,000; 30-40-60) High. \$41,000 Low. 10,500	Stand Up, Cheer \$13,000 (Stage Show)	Change of Heart \$22,500 (2d wk)	Change \$13,000 (2d wk)	Springtime for Henry \$16,000
STANLEY (3,700; 40-55-65) High. \$48,000 Low. 3,750	Manhattan Melodrama \$14,000	Vanities \$14,000	Miss Marker \$10,500	Key \$8,500

SAN FRANCISCO

	May 31	June 7	June 14	June 21
PARA-MOUNT (2,400; 25-35-40) High. \$37,500 Low. 5,000	Tarzan \$11,000	30-Day Princess and Upper World \$11,500	H'wood Party and Private Scandal \$12,000	Fog Over Frisco and Springtime for Henry \$5,500
GOLDEN GATE (2,844; 25-35-40) High. \$22,500 Low. 5,400	Stingaree \$13,500 (Vaude)	Finishing School \$14,000	Crime Doctor \$12,000	Most Precious Thing \$10,500
WARFIELD (2,700; 35-45-55) High. \$57,400 Low. 8,200	Stand Up, Cheer \$17,500 (Stage Show)	Manhattan Melodrama \$18,500	Vanities \$17,000	Thin Man \$23,000 (Harriet Hoctor)

BOSTON

	May 31	June 7	June 14	June 21
KEITH'S (4,000; 25-35-40) High. \$43,000 Low. 4,000	Stingaree \$7,000	Black Cat and Strictly Dynamite \$8,000	Little Man \$10,000	Talk It Over and Give My Love \$5,500
ORPHEUM (3,000; 30-40-50) High. \$23,000 Low. 4,000	Villa \$16,000 (Vaude)	Manhattan Melodrama \$15,000	Rothschild \$14,300	In Love with Life \$15,000 (Cab. Calloway)
METRO-POLITAN (4,350; 30-40-55) High. \$69,000 Low. 12,500	Change of Heart \$20,500 (Stage Show)	Vanities \$23,200	Miss Marker \$21,400	Happy Returns \$20,000 (La Fiesta)

BUFFALO

	May 31	June 7	June 14	June 21
BUFFALO (3,000; 30-40-55) High. \$42,000 Low. 9,000	Sadie McKee \$17,000 (Stage Show)	Change of Heart \$18,000	Miss Marker \$12,000 (George Price)	Thin Man \$16,500 (Mary Brian)
CENTURY (3,400; 25) High. \$21,000 Low. 3,200	Come On, Marines and Sing, Like It \$6,000	Now I'll Tell and Heat Lightning \$6,000	Made Her Bed and Murder in Trinidad \$4,500	Wharf Angel and Bottoms Up \$7,000
HIPPO-DROME (2,400; 25-40) High. \$22,000 Low. 3,500	Rothschild \$13,500 (2d wk)	Vanities \$6,700	Villa \$9,000	Catherine \$5,400

DETROIT

	May 31	June 7	June 14	June 21
MICHIGAN (4,045; 20-35-40-55) High. \$58,100 Low. 6,800	Villa \$33,000 (Stage Show)	Sadie McKee \$23,000	Vanities \$21,000	Miss Marker \$19,000
FOX (3,100; 15-25-35-40-50) High. \$50,000 Low. 4,000	Stingaree \$21,000 (Stage Show)	Change of Heart \$22,000	Women Are Dangerous \$18,000	Sinners Meet \$19,000 (Phil Harris)
FISHER (2,750; 15-25-35-40) High. \$29,000 Low. 3,000	Private Scandal \$5,000	Villa \$7,000	Sadie McKee \$5,000	30-Day Princesses \$5,000

WASHINGTON

	May 31	June 7	June 14	June 21
EARLE (2,427; 25-35-40-65) High. \$27,000 Low. 5,000	Smarty \$14,500 (Vaude)	Vanities \$18,500	Wives of Reno \$11,000	Little Man \$18,000
FOX (3,484; 25-35-50) High. \$41,500 Low. 11,000	Now I'll Tell \$8,000 (Vaude)	Stand Up, Cheer \$22,000	Villa \$25,000 (Abe Lyman)	30-Day Princesses \$20,000
KEITH'S (1,800; 25-35-50) High. \$21,000 Low. 3,500	Stingaree \$8,000	Finishing School \$4,500	Sinners Meet \$7,000	Sorrel and Son \$4,000 (6 days)
PALACE (2,303; 25-35-55) High. \$32,000 Low. 5,000	Not Dressing \$15,500	Manhattan Melodrama \$17,000	Melodrama \$8,000	Sadie McKee \$18,000
COLUMBIA (1,263; 25-40) High. \$19,000 Low. 1,100	Hold That Girl \$2,500	Rothschild \$6,000	3 On Honey-moon \$2,500	Whitching Hour \$2,500

DENVER

	May 31	June 7	June 14	June 21
DENHAM (1,500; 25-40) High. \$16,000 Low. 2,000	30 Day Princesses \$3,500	Vanities \$7,500	Miss Marker \$7,500	Miss Marker \$7,500 (Private Scandal \$5,000) (Split 2d wk)
DENVER (2,500; 25-35-50) High. \$27,700 Low. 3,000	Change of Heart \$5,500	Manhattan Melodrama \$6,000	Sadie McKee \$7,500	Little Man \$6,500
ORPHEUM (2,000; 25-35-50) High. \$20,000 Low. 3,750	Wives of Reno \$7,500	20 Million Sweethearts \$9,500	Wild Cargo \$5,000	Tell World \$7,000
PARA-MOUNT (2,000; 25-40) High. \$22,000 Low. 1,500	Crosby Case and Love Birds \$3,000	Villa, Men Are Enemies and All Quiet \$2,500 (Split)	Uncertain Lady and Let's Be Ritzy \$2,000	Modern Hero and Sorrel and \$2,000

(Continued on page 25)

Not over \$3,500. Last week, 'Chan's Courage' (Fox), meagre \$2,500.
Stanley (WB) (3,450; 15-25-40) —
'Fog Over Frisco' (WB). Just another blow to the b.o. at \$5,500.
Last week, 'Circus Clown' (FN),
couple \$1's, but that figure

PARAMOUNT, N. Y.

Good hot weather entertainment at the Par this week.

If the Mardi Gras setting for the stage presentation is trite, its development is distinguished, colorful, replete with talent and arresting. So much so that the 35 mins. of the rostrum entertainment is above par.

"Shoot the Works" (Par), an Al Jones show, the George M. Cohan medley for the overture, newswreel and a highly interesting trailer of forthcoming Par features all combine into the same general impression of acceptable season's fare. The trailer certainly promises some distinguished-looking Par feature product.

Olanetsky's mastering the Cohan medley offers a seasonal post-4th of July pot-pourri of airs, topping off with "Over There."

The stage show is a medley of Karavits's extraordinary book-stepping, including some intricate tango while in the vodka squat dance posture. The 3 Jacksons are musical gymnasts in a Russian tango, and to fit the picture, who uncover unusual equilibrium balance, holds and positions. Lomas Troupe, Gene Gendoliers (15), Mickey Conti, Jan Pearce, Sylvia Miller, Ann Pritchard and Lou Harrison are the others billed. Miss Miller is an adolescent piano-accordionist, Miss Pritchard a ballerina, specialties in front of the line are distinguished and seen here before, to the same salvaging returns. Jan Pearce is a bit too large for the role to affect that informal, sash-waisted stage attire and the type of romantic ballad he used for his second number. Otherwise it's an okay show.

The carnival spirit is maintained throughout even unto the Lomas Troupe's masquerading. That's all on stilts (is it?) and no devotedly nicely into this portion.

STATE, N. Y.

(ED SULLIVAN UNIT)

Ed Sullivan, Broadway columnist of the New York News, is currently playing a quick repeat at Loew's State on Broadway after a lapse of over two months. His business on the first trip here warranted the rebound date, as it will be devoted to the Sullivan troupe all over the Loew circuit.

For this date the unit has been overhauled in personnel and style. With only one change retained, and with Rose making a show of it, as he did the last time.

Once more much of the unit's value is derived from the visiting talent. Sullivan attracts a flock of guests and stage friends to his State performances, as for instance the Friday night line-up consisting of Ed, Marion, Flo, Haley, Frances Langford, Dick Humber and Cross and Dunn. Marion, Miss Langford and the singing duo also did their stuff on the instrument and the regular Sullivan company, they made it a socko show for an hour and a quarter, with the house perching more electricity on the running line, but certainly worth it.

Without making any pretenses at being what the boys on the 4th street curbstone are doing, Sullivan kids his deficiencies in all line, clowns at his own expense, and in all makes a very pleasant impression. A modest, unassuming, but for a moment permit his foot to slip; he's kidding himself all the way, with Harry Rose there to keep them both interesting and amusing. Sullivan has scrapped most of his old reel of film, with exception of a few feet, and now presents a tour of the various acts, with the clowns at the tables picked out by the camera. It's an engrossing piece of business for audiences, and by its applause the State audience signified it regarded the brief footage as being too brief. This is Sullivan's only serious item, his other duties being taken up by the clowning with Rose and introductions of the visiting clowns.

Rose on his own piled up a big score of laughs and applause returning Friday night. He finished with a parody on the Canadian quintuplets, but before that he takes an extra good look at the orchestra pit to see if his platform is there. He does the m.c.'s job, with the other five specialty turns that go with the contract.

Acts, as they appear, are Dolores Farris, Burlingame, and the Mears and Mears, Joan Abbott and George Tapps.

Miss Farris, a standard cafe singer, is described as being from Marden's Riviera. Rose says she does a carciole on her toes, but the carciole part is confined to the musical accompaniment and the pair of rattle Miss Farris while she dances. Her toe work is nothing extraordinary in this age of versatile line girls, but Miss Farris looks like a real carciole dancer. She is mostly in the results she gathered in the opening spot. Another specialty girl whose looks are most important is Barbara Blaine, comely contentions with Allen and a "aerobic dancer." Miss Blaine combines beauty with expert showmanship.

Ken Harvey plays a banjo through "Rhapsody in Blue" and a

novelty arrangement of "Shuffle Off to Buffalo." Mears and Mears, mixed colored ballroom team from Harlem, do a modernistic, and Joan Abbott, blonde tapper, gives out two numbers, as the specialty talent. It's all eliminated by the company's stopper of stoppers, George Tapps.

A member of a dancing family, Tapps has his own Tapps is gathering class as the years roll by, and now seems about ready to step up to the head of the class in his line of work. He's been on the verge of reaching star rating for a long while and perhaps he's now arrived. Henceforth all he needs is the proper spot.

Unit's own specialties are followed by the visitors' contributions, and then Rose and Sullivan close it up between them as the musicians scam home. The musicians here are the regular pit bunch elevated to the stage, with Ruby Zwerling swinging the stick.

With the hot weather, attendance was heavy at the night show after good business all day. Marion Davies' "Operator 13" (Metro) the picture.

MET, BROOKLYN

Leo Carrillo headlines the show, with Gertrude Niesen supporting him on draw as an added attraction. The show is still but five acts and judged as a whole, is hardly the kind of entertainment people would leave the showers and beaches for. Feature, "Murder in the Private Car" (MGM), is a hokum comedy that just barely holds the attention.

Carrillo is the nearest to box office on the whole show. The cooling system may also be an attraction, as the show is held in the open air, but only when people are downtown or have taken the trouble to make the trip. Business Friday night was brutal as a result.

Carrillo was suffering from illness and worked under a handicap, but followed through on his act, doing an encore out of dialect in which he talked of characterizations. Hollywood starlet, Niesen, out there, it appeared as though the six-minute encore was a stall waiting for the closer, Enrico and Novello to come on. Carrillo works in the act, the act is held together with a drop to suit, a character and background that is particularly appropriate following his part in "Viva Villa."

Gertrude Niesen is ahead in the middle of the bill, making her personality and voice do the trick. She is around with a nice selection of songs, including one as "As Thoroughbred" and "Smoking in the Kitchen" and "Smoke Gets in Your Eyes."

Closing act, Enrico and Novello (New Acts) is a dance flash of better than fair entertainment value. Although the act is held together, it is slow, probably because of the old orchestration. No. 2 holds a hoke slapstick act, Carr and Martin (New Acts), which is in need of punch. Operatic "Four Trojans, agile acrobats."

PALACE, N. Y.

Good vaude at the Palace this week, with plenty of variation but perhaps not enough comedy. It blends okay.

Starts fast with the Four Gyrals, one of the better roller skating troupes. The act is held together in the two is George Prentice with his Punch and Judy act, which isn't anywhere near as bad as it sounds. On only five minutes, plenty of laughs and off quick for a pleasant novelty interlude.

In the tray is Gracie Barrie, a young, new act and a peach. When caught, Friday night, Miss Barrie was in tough luck. Dave Mordecai, pit leader, maybe in a rush to get to a pinocchio game, so he kept his lads three or four bars ahead of Miss Barrie throughout her four numbers. In spite of which, the pleasant personality and neat, though not flashy, style, won attention.

Jack Pepper leads his five stooges on here for 15 minutes of lunacy. It's a good act, but the five stooges are working harder—and better—than he used to in the past. He has a singing falsetto, something that his act is doing. He is actually worth listening to. He always did know how to sell 'em.

"Finish is the surprise turn of the show. The act is held together by Rocky Twins and Nitza Vernille in a flash closing that has a couple of rough spots yet, but is a cinch for the picture. The picture vaude houses. Rocky Twins played at the Casino de Paris in Paris not so long ago at about the same time as Miss Vernille was appearing over there. The act is held together by the result, and a happy result. Trio makes a very good dancing blend. Ernest McChesney plays the piano satiating the crowd. Allen and Bill could be stronger in some song interludes.

"Hell Cat" (Col) is on the screen, there are a couple of shorts and a newswreel, but his Friday night show too forte.

ORIENTAL, CHI

Chicago, July 6.

It's a long time since any loop vaude house packed them in as the Oriental did on its opening day. This follows several weeks of poor biz due to mediocre shows, which makes this week's "Bowery Polles" look like a million dollars. Change of type of show makes the audience sit.

"Polles" took the place of the regular Cook review. "Laughing Boy" (MGM), on the screen.

Entire show stood out as superlative. Four Gyrals, colored hey-hey boys, tap-danced and sang, using blaring music for accompaniment. Good. Charles Carrer, juggler deluxe, tossed an apple in the air and in his hand, and the audience balanced on his chin for his ace bit, and did other standard tricks. Lewis and Ames crossed, drawing some belly chuckles, then tried to toss themselves with a seven-footer in the encore. This dragged.

"Bowery Polles" opened with a line of girls, good, which was followed by the "Topsy" show. The Guy Blades topped with a comedy session on the "Man On the Flying Trapeze." Audience held their sides. June West did a Mae West of those days. Mordecai and Corales were smooth with some acrobatics. The Duvall and Tregg clicked in an Apache dance.

NEWSREELS

(EMBASSY, Y.)

(storm that broke in Germany more than a week ago, and the San Francisco dock strike clashes, head a large collection of newsreel items, including the "Topsy" show. The Guy Blades topped with a comedy session on the "Man On the Flying Trapeze." Audience held their sides. June West did a Mae West of those days. Mordecai and Corales were smooth with some acrobatics. The Duvall and Tregg clicked in an Apache dance.

On the screen is the off-screen dialog briefly reviewing the situation and speculating on the future. What's on the screen is resurrected from the files, including glimpses of Hitler, one of his biggest rallies and brief lens snatches of Nazi chiefs, including some who were shot. "Paramount supplied the Hitler matter but could have done a more news-wed job on it, it seems.

The Frisco dock-strike riots and clashes with police, seen the current show its biggest action punch as cops retreat from flying stones and other missiles, later charging with tear gas to the scene.

President Roosevelt's taken on a vacation, the chief exec explaining what he plans to do; the Hariman, Penn., hosiery mills and the "Topsy" show. The Guy Blades topped with a comedy session on the "Man On the Flying Trapeze." Audience held their sides. June West did a Mae West of those days. Mordecai and Corales were smooth with some acrobatics. The Duvall and Tregg clicked in an Apache dance.

Harriman-NRA set to was briefly but well handled by Par, who got an official to give his side of the dispute and the government to give its bit. The RKO cameraman dug up an employee of the mill for a few words, although this looked suspiciously like a plant by the Harriman people to explain the treatment of workers. Par's claim on the matter noted that this man, speaking for several hundred employees, was not a worker.

Of timeliness is the Hearst clip on crowds avoiding heat at the beaches, to which Hearst couples an "He's a good fellow" explanation.

Much is grouped under Metrotone Snapshots, Pathe News Flashes and Paramount Flashes from Europe, but none of it is of more than passing interest.

Considerable from Europe, but nothing hot, and within the States also a lot of short clips on new places, a glacier, explaining cattle-fording river; Florida bank reopening; Chicago zoo; life guard test; boat launching; and such matter Actor wedding is a little old but interesting.

Not a single Universal clip has found its way into this week's bill. Unusual.

Paragon Saturday afternoon very weak.

PALACE, CHICAGO

Chicago, July 7.

After a year's futile attempt to retain the highest admission tariff in the midwest, this RKO acer has decided to clip its scale from 83c to 50c. House has tried everything else, but everything else has failed. It is simple arithmetic to realize why. No matter what RKO may think, the B. & K. Chicago is still the prettiest house of its kind in the public has so accepted it. The top at the Chicago is 75c and the difference between 75c and 83c is more than eight cents. At the Oriental, a block away from the Palace, the top is 40c, while the State-Lake is operating at 35c. All over town the neighborhooders have been dropping dime off their admission scale in order to meet a condition. The Palace stayed tied to 83c and went down with the ship.

There is now some chance of reduction in the price of the evening. The clip in tariff is some of the

right direction. Palace has a fairly good reputation in town. The job now is to convince the public that they will give the same standard of show at 50c as they did at 83c, even though within the trade the vaude budget is shaved somewhat.

Shaving is being done first by dropping the line of girls and the presentation idea. That's another oke step, since the girls meant nothing to this show. The top and the show are the same, with the line of girls kicking their feet, one-two. At no time at the Palace did they court: as box-office.

Palace has nothing to fear about going back to orthodox vaude. It has plenty to gain as the only vaude house in Chicago. House must, however, give up the idea that it can depend on World's Fair money to do business for the house, whether or not the show is worthwhile. That system worked in 1933; it doesn't in 1934. Palace must develop a permanent management.

Palace has tried to do this by installing a permanent master of ceremonies. This week there's Billy House on the stand, and everybody hopes for it. House looks like the right man for the job, a standard performer and personality who needs only material to make a star out of him. He stayed at the Grand in the legit "All the King's Horses." House demonstrated that the audience with right at the opening day. And he managed with some of the poorest material heard in a long time. It took a real performer to sell such weak stuff.

As to continuing the show, he must get himself some brighter material. Show itself this week is composed of genuine talent throughout, and it is a real pity that it is not enough to make a legit revue. Maria Gamberelli is the acme of grace in her two toe numbers, one modernistic according to the "Standard" and the other classical under the "Snow Waltz" label. Lambert girls in both numbers delivered outstanding ensemble work.

Joe and Pete Michon continue tops as a straight socking vaude routine. These comedy acrobats have yet to miss their mark. One item which is a real pity is the "Topsy" show. The Guy Blades topped with a comedy session on the "Man On the Flying Trapeze." Audience held their sides. June West did a Mae West of those days. Mordecai and Corales were smooth with some acrobatics. The Duvall and Tregg clicked in an Apache dance.

More legit class in the act comprising Jack Whiting, Jeanie Lang, the Three Rascals and the piano team. Whiting, the juvenile, remains an easy performer on pipes and personality. Miss Lang had a little difficulty at the last show on Friday night, for some reason, leaving out those laughing trills which identify her style. There is no excuse for a trio like the Three Rascals to call their act "The Three Rascals." It's a judgment. Rascals to the public must mean either colored warblers or hokey burlesque acrobats. It is not a good name for three white vaudeurs.

Palace anyway has made a step in the right direction. With proper attention more good can still be done. The RKO people are not doing a steady draw here. In fact, with the house going to 50c, it would be a good idea to hold him over to show the public that they are getting a good grade of performers as they did at 83c.

Picture, "I Give My Love" (U), and business was fair enough.

ALBEE, BROOKLYN

Friday evening, when thermometers were pulling mountain-climbing acts, Brooklyn remained at home. Not that the Albee stage-show would have raised the natives' temperatures to any great extent, but they figured why walk out on sidewalks that would fry cold storage egg. Result here was that the five-act bill played to a near empty theatre, and the show was a little, it got nearly nothing.

Faulty booking judgment is decidedly apparent in the closing three acts of the show, where the "Topsy" show, the Guy Blades topped with a comedy session on the "Man On the Flying Trapeze." Audience held their sides. June West did a Mae West of those days. Mordecai and Corales were smooth with some acrobatics. The Duvall and Tregg clicked in an Apache dance.

The Rascals, whose acro-contortion work on a platform is suitable for the spot. Then Don Cumming's jocular quips while twirling the line. The Rascals, whose acro-contortion work on a platform is suitable for the spot. Then Don Cumming's jocular quips while twirling the line.

The bill-billy turn in the middle of the show, where the "Topsy" show, the Guy Blades topped with a comedy session on the "Man On the Flying Trapeze." Audience held their sides. June West did a Mae West of those days. Mordecai and Corales were smooth with some acrobatics. The Duvall and Tregg clicked in an Apache dance.

Fox Met Bid

(Continued from page 4)

\$500,000 under what the bondholders' committee has been indicated as asking.

In the meantime, Special Assistant Attorney General John Amen continues to sit in observing the progress of the negotiations at the court hearings.

The Bondholders' Angle
From some bondholder angles, the Loew-Warner offer, as originally made, minus the \$1,500,000 cash held by the receivers, would amount to only slightly over 30c. on the dollar. The argument lower to be on this score, therefore, as against accepting the Loew-Warner offer and maybe indicating to the court that since there is sufficient money on hand to pay the bond interest (or nearly) that the theatres go along as is and let the bondholders get the cash now lying in the banks as due interest on their bonds.

Fact that there is such a large amount of cash on hand has impelled certain bondholders to perk up over the suddenly realized fact that the Fox Met theatres have been earning their bond interest right along. Were such a stand to hold up with the court anything may happen at Thursday's (12) hearing.

At the last session objection was heard from the operators' end against delaying disposition of the matter much longer. It was indicated to the court by attorneys for the operators that owing to the uncertain status of the final disposition of the Fox Met theatres, it is difficult to negotiate new season film contracts. Such a conclusion existing is likely to prompt the court to expect a final determination of the case at the next hearing.

Indies Worry
Some of the complaints against passage of the Fox-Met houses to Warners and Loew's is coming from independent theatre operators who fear a shutout on pictures and opposition from a greatly augmented Loew chain. Some of the Loew exhibitors themselves express fear for their position if Loew annexes additional houses in the New York zone, notably the 42 Randolph theatres in Brooklyn.

This chain, part of the Fox-Met setup, does not play Metro at all. Indies figure that to Loew's the buy would be worth the price for the only chain that is likely to be increased outlet for Metro. The Metrotone newsreel alone would benefit greatly, it is added, while Indies now getting Metro in opposition to Fox-Met would be deprived of this program. Plus that and other pictures which Metro has taken over, the Loew chain is likely to convert certain Indies into third and fourth runs, in opposition to Loew's of mad admission scales.

The original bid of Loew's and WB was for \$4,000,000. It was increased to \$4,500,000, Loew's to bear the biggest burden in view of getting the majority of the Fox-Met theatres. The Loew chain is likely to be increased outlet for Metro. The Metrotone newsreel alone would benefit greatly, it is added, while Indies now getting Metro in opposition to Fox-Met would be deprived of this program. Plus that and other pictures which Metro has taken over, the Loew chain is likely to convert certain Indies into third and fourth runs, in opposition to Loew's of mad admission scales.

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violi and delivers a creditable tenor solo. Perry King, the fifth member of the turn, and in city clothes, he is a real showman. Like a radio announcer and none too forte. Due to the singing preceding them, the surprise eccentric comedy of the Lammie bill of Arr and Broderick was lost in the shuffle after her straight vocal opening. When she glides out on roller skates the auditors are told to keep their seats. In the latter half of their act the response is better to her hoke and the male's piano-harp efforts.

The Rascals' standard Rumba and dancing farces well, but probably not as big as usual due to their quick repeat in this downtown Brooklyn section after a week at Loew's Metropolitan recently. Torso twisting to the fennies and "Charley Boy" Rimaac to the sexy Cuban rhythms was the only thing that held the audience evening scene hotter than it was. But the Brooklynites did not come to see whether the further discomfited was worthwhile.

On the screen, "Vergie (Radio).

wised up flingers, however.

"THE OLD-FASHIONED WAY"

OLD-FASHIONED WAY

William LeBaron production for Paramount release. Directed by William Beaudine. Screen play by Garret Weston and Jack Cunningham. Music by Harry Revel. Lyrics by Mack Gordon. Photographed by Benjamin Morrison. Cast: W. C. Fields, Joe Morrison, Judith Allen, Jan Duggan, Nora Cecil, Tammany Young, Baby LeRoy, Jack Mulhall, Oscar Apfel, Otis Harlan. Reviewed at the Alexander, Glendale. June 28. Running time: 67 mins.

Crammed full of hoke and cleverly depicted old-time melodrama, "The Old-Fashioned Way," with W. C. Fields in one of his most hilarious parts, ought to be sure-fire at any box office. No bets have been overlooked and Fields, with the able direction of William Beaudine, has done a swell job.

As The Great McGonigle, Fields heads his repertoire troupe through the sticks, always managing to keep just one jump ahead of the sheriff, getting into all sorts of misadventures and finally proving himself a greater actor than his cash patrons are willing to admit. Highlight of the McGonigle performance is a re-production of some of the scenes from the oldtime meller, "The Drunkard," and an after-piece by the star in which he resorts to some of the vaudeville legerdemain and conjury of the early days.

Supporting cast is well chosen, with Joe Morrison, a likely juve uncorking a voice that drew appreciative applause from the preview mob. Mack and Revell have supplied a couple of songs that promise to become overnight hits, among them a ballad titled, "A Little Bit of Heaven. Known as Mother," and "Rolling in Luck," both interpreted by Morrison in expert fashion.

Baby LeRoy has a fat part and helps make Fields miserable in a country boarding house, as does also Jan Duggan, when she forces a singing audition on the Great McGonigle. Judith Allen gives a pleasing performance as Fields' daughter, and Jack Mulhall, as a disgruntled member of the cast, Oscar Apfel, as young Morrison's dad, are satisfactorily cast. Others are oke.

Camera work is up to snuff, and "The Old-Fashioned Way" should have no difficulty satisfying all types of audiences, particularly where droll comedy and hilarious situations fill the bill.

"OLD-FASHIONED WAY" . . . A RIOT!

Fields-Morrison Steal The Picture

"THE OLD-FASHIONED WAY" (Paramount)

Not only is this picture to be rated as a W. C. Fields laugh special, but it introduces a brand new screen personality in the form and voice of Joe Morrison, who will give the fans something to look forward to in a big way. Get behind this one with everything you've got, because it's entertainment from start to finish and there are laughs in it for every member of the family.

Come to think of it, there is no story—just names and a situation that serve as an excuse for having W. C. Fields amuse you for seven reels, and the less excuse there is for him, the funnier he is. As the Great McGonigle, Fields is quite priceless, and is given an opportunity to go through his old juggling act, just as good as new.

The really great thing that the picture accomplishes is to bring Joe Morrison to the screen. This will prove to be a boon to Paramount, the exhibitor and the public. Morrison is the lad who started the vogue for the "Last Round-Up," but all is forgiven with his performance here. He registers beautifully and stops the show. Besides which, his personality is grand and he photographs like a million dollars. He should be a big help to his company in the future.

According to the list of credits, "Cleopatra Pepperday" is played by Jan Duggan. We hope the name is correct, because we want to give credit to the right person for a particularly funny sequence, the rendition of that old ditty, "Gather Sea-Shell's." Baby LeRoy is a riot for a few short moments—just enough to make you want more. Tammany Young gives a stand-out performance as McGonigle's amanuensis. In fact, the entire cast, large as it is, deserve individual acknowledgment for their good work.

William Beaudine must have had a time for himself directing this, because his own good humor is reflected in the way the gags go over. There is one in which the laughs are sustained for a full ten minutes. Westcott and Cunningham have devised the situations and they are plenty amusing. Gordon and Revell have given out with another hit song, "Rolling in Love." and a "Mother" song that will undoubtedly be taken "serious" because it turns out to be so good. The key words' photography is right up to par every moment!



THE FACE ON THE BARROOM FLOOR!

"Egad, don't step on it—it's mine!"



CAN THOSE TOMATOES, BOYS!

This is a drama, Friends, not a vegetable mart. Just give us a chance and we'll entertain you as you've never been entertained before.



Introducing JOE MORRISON

The really great thing that the picture accomplishes is to bring JOE MORRISON to the screen. This should prove a boon to the exhibitor and public."

—Hollywood Reporter

A Paramount Picture with W. C. FIELDS • JOE MORRISON • JUDITH ALLEN • JACK MULHALL

"OLD FASHIONED WAY"



It's the great McGonigle, folks, and his Repertoire Company, on an epoch-making tour, playing that heart-throbbing meller drammer, "THE DRUNKARD" dodging sheriffs and tomatoes from Coast to Coast.



THE VILLAIN STILL PURSUED HER!

...followed by a rain of ripe tomatoes from the enraptured audience. A whole-hog drama of the days when great acting was all ham.

YOU DASTARD!

Get thee hence, lest I smite thee on thy puss! Baby LeRoy and W. C. Fields engage in mortal combat.



MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Old Fashioned Way"

(Paramount)
Hollywood, June 29.—Hilarious comedy throughout. It never let the preview audience fully recover from the first laugh explosion until the fadeout. Shades of Sennett and Christie slapstick, with W. C. Fields' label predominating.
Fields characterizes the great McGonigle, head of a band of traveling troupers who collect offerings of over-ripe fruit and leave behind a string of unpaid bills. Fields' daughter, Judith Allen, and Joe Morrison, wealthy college youth with histrionic hopes, both are in the show and romantically inclined.
Morrison's father tries to break up the romance and send him back to college. Fields has his hands full keeping the sheriff away from the door, but by playing ball with the wealthiest old gal in town who wishes to become an actress and is engaged to the sheriff, Fields browbeats the sheriff into letting the show go on.
Riotous fun occurs at the dinner table when Baby LeRoy dips Fields' gold watch in molasses and plasters him with whipped cream.
Morrison brought spontaneous applause for a vocal number with a voice and presence something to rave over. Jane Duggan is outstanding as the rich widow.
William Beaudine's direction is smooth and vigorous. Gordon's and Revel's music is tuneful and catchy. The cast is excellent. Customers should like this one plenty. Running time, 72 minutes.

C. FIELDS and BABY LeROY

MULHALL • directed by William Beaudine



By Epes W. Sargent

Cosmetics for 'Make-Up'

Plc opened strong on the fourth, drawing an especially large kid attendance.

Eight Commandments for Nazi Official Propaganda Pictures

Berlin, June 27.
New Eight Commandments for filming Nazi party films in Germany have been released by Dr. Goebbels as follows:

1. Production of films by any division of the party, without express permission from the film department of the propaganda ministry, is forbidden.
2. Production of party films by private persons is forbidden.
3. Permits to make weekly news reviews of any party celebration are to be given out only by the propaganda ministry.
4. State film offices alone will have charge of the exhibition of films within the party and the booking thereof.
5. Film offices of the states are forbidden to undertake any private business.
6. Closing of contracts between private firms and members of the party organizations is forbidden.

Last two deal with finance matters in connection with the films shown by the party.
In connection with the filming of weekly newsreels, camera men find it increasingly difficult to comply with the censor rules. Entire shots must be cut out if some pointing official thinks he should be shown with his face, not his back, to the camera.

Pictures of the sinking of the liner 'Dresden' with 1,100 workmen and their wives during a pleasure cruise, were strictly forbidden.

'Tarzan' Latest Yank Pic Banned in Reich; Importers Worried

Berlin, June 26.
Censor forbade the showing in Germany of 'Tarzan and His Mate' (MG). Too undressed, is the ruling.
American films have been the hardest hit by the 'verboten' sign, thus far. Films are officially permitted to enter the country—ticking one off the man quota—then the official censor gnaws his moustache and frowns them off the screen.
A pro forma protest has been made, but it is not considered likely to do any good. American importers of films into Germany are getting gray haired attempting to outsmart the powers that be in the matter of guessing rightly on what will, and will not, be permitted.

GERMAN PIX DROP 28% IN BUDA; U. S. UP 17%

Budapest, July 1.
Statistics of the 1933-34 season, just published, show that whereas from August, 1932, to May, 1933, 58% of all films imported into Hungary were of German extraction, only 30% of all films imported between August, 1933, and May, 1934, came from Germany.
(Continued on page 48)

Wicke's 1 for G-B

London, July 9.
Dorothea Wicke, her contract with Paramount washed up, is here contacting Gaumont-British on a possible picture to be made in London.
She's due in Berlin to start on a long-term paper for Ufa Aug. 20 but figures there's enough time in between for one film.

U. S. Pix in Paris

Paris, June 29.
American pictures that opened during the week, June 24 to 30, are 'Thunder Over Mexico' and 'Bottoms Up' (Fox). Latter gives Parisians first glimpse of Pat Paterson, bride of Charles Boyer, French actor who's very popular here.

Czechs No-Check 'Marie'

Prague, June 27.
'Marie' Hungarian-made film by Paul Fejos, starring Annabella, was loudly hissed and a violent demonstration greeted it at its opening in the Alfa here.
Film was dubbed into Czech and locals didn't like the quality of the dubbing.

Mexican Films

Mexico City, July 9.
Two native super productions, 'Chucho El Roto' (Joe the Bum), based on exploits of a Robin Hood character of the '80s, and 'El Vuelo de la Muerte' (The Death Flight), an aviation meller starring Ramon Novarro, Spanish actor who's played in Hollywood, are sharing public's favor here. Former production claims to be the most pretentious Mexican studios have made. It cost \$28,000.

Another super, 'Juray y Maximiliano' (Juarez and Maximilian), depicting the tragedy of the Austrian Archduke who became emperor of Mexico and finished before a firing squad, released by Columbia, is slated for an early showing at the Cinema Principal. Production features locale and costumes used by unlucky emperor.

UA'S NAZI FILM DILEMMA, 3 PIX NIXED

United Artists is an odd situation as regards business in Germany. Company has not been in the German market for some years but several months ago made a deal with Bayerische for reentry. The German company acting as distributors of U. A. product there. First three pictures submitted have been thumbed by the German government, however, so U. A. doesn't know whether to go on or quit trying.

German censors in the past few weeks have turned down 'Roman Scandals', 'Nana' and 'Kid From Spain'. That's despite the fact that Bayerische, the leading German company next to Ufa, presented the films under its own aegis and was certain they would pass.

U. A.'s deal with Bayerische is on a percentage and guarantee basis but the German company has a clause eliminating it from any expense if films don't pass censorship. Therefore U. A. has to assume expenses for the duties and importation. Decision on whether to try to get out of the Bayerische contract and forget the entire market or continue trying to get pictures into the Reich will be left to Murray Silverstone, U. A.'s new European head, in the absence of Arthur Kelly, company's foreign boss.

NEWEST GERMAN IDEA IS CO-OP FILM MAKING

Berlin, June 26.
Films have borrowed the collective idea from the stage, but with slightly more success.

Works this way. A group of young artists without work make a deal with the writer of a scenario or stage book and cut him in on any profits from their efforts. Studio is arranged for, lessee taking first dip into box receipts. Then the author gets his, then the technicians and finally, if there is any sugar left, the cast splits the remainder.

Often it was possible to see some of the better known names playing inco in some of these collective pieces on the stage.

Newest film attempt is being angled by Europa with 'The Eternal Child', Robert Neuner's successful stage play of a season ago. Production will start in early fall.

Melniker from S. A.

Culver City, July 9.
William Melniker, managing director for Metro-Goldwyn-Mayer in South America, came in last week for a 10-day stay at the studio. Melniker will get a line on production.
Dixie was accompanied by his wife, Laura Suarez, singer.

Life in B. A.

Buenos Aires, June 22.
There are still some cinema stars who do not kindle the least bit of emotion or enthusiasm in the Argentine public, even though they may have a large number of followers in the U. S. and other parts of the world. Among these are Mae West and George Arliss. Katharine Hepburn has a few admirers here, but not many. On the other hand, Laurel & Hardy—hotcha!

U. A. MIXED UP BETWEEN B&D, LONDON CO.

United Artists is trying to call off its deal with British & Dominions for release of the B&D product in the U. S. UA is willing to continue handling the films in the world market.

With that in mind U. A. has organized Mundus Films, a company headed by Earl Kramer, which will distribute such B&D pics as UA doesn't want in the U. S. on an indie basis, and distinct from the U. A. books.

Newest B&D to brave the weather on this side is 'Well Gwynn' which is being given a preview at the Astor, N. Y. today (19).

Company's deal was signed prior to the London Films organization. It calls for U. A. to get world distribution of B&D films and first call in them for the U. S. market. Three B&D's a year, however, must be taken by UA for the U. S. and it is this feature of the deal, especially in view of the fact that UA must take all London Films' pics, which UA would like to switch.

Joseph M. Schenck now in London is trying to figure a way out.

G-B Sues Par Reel; Test Case on News' Exclusive Coverage

London, June 30.
Plenty of trouble here among the newsreel merchants, and plenty of complications. Most of them feel they should not pay for exclusive events as, somehow, other news-hounds always manage to pirate the stuff, anyway.

Latest is case of Gaumont-British, who bought exclusive rights to film the Australian-England Cricket Test Match at Nottingham. In order to keep out pirates, G-B erected nets around the ground. Other companies followed this up by constructing tubular structures; the higher the nets, the bigger became the tubular poles.

As a final shot G-B thought of sending up a gas balloon, thus shutting out the vision of the opposition. But they were outsmarted. Someone cut the rope to which the balloon was attached.

Now G-B claims it was done by men connected with Paramount, and they have issued a writ against Paramount News Reel Company.

Whole thing will serve as a test case as to whether news can be monopolized by one company or not.

KORDA'S NEW 4-STAGE ELSTREE STUDIO SITE

London, June 27.
London Films of which Alexander Korda is the head, has acquired a site at Elstree for the erection of a large studio with four stages.

Location is back of the British International plot and the site takes in about 40 acres.

New Vienna Filmer

Vienna, June 27.
Erich Morawski, who was one of the founders of the Terra Film Company in Berlin, has brought new Vienna Film Company to life with Fritz Schulz and Rudi Loewenthal on the board of directors.
First film to be started August 1, under Fritz Schulz, is 'Love on Wheels'.
Music by Hans May.
Idea is to engage Australian artists only.

U and UA Switching European H'd q't's to London; Col., RKO There

French Crank Mails Bomb to Film Co.

Paris, June 29.
Dangerous crank, who signs himself 'Eaque, Minos, and Rhadamante' (The Judges from Hell), who sends poison-pen letters and bombs wrapped in newspapers to people he doesn't like, and one of whose bombs exploded injuring postal employee, has attacked the pic industry. One of his bombs was addressed to the Pathé Consortium Society, but, when opened by employees, failed to explode. Police have not yet caught the madman.

100% PIC DUTY INCREASES AT THE HAGUE

The Hague, June 27.
Dutch Blossom Bond Cinema Association has requested the government to make alterations in the new tariff bill. Owing to the dictatorial powers granted to government, this bill takes effect on July 1, before it has been discussed in Parliament.

Formerly, the tariff on films was 10% ad val plus a surtax of 30%. Trouble was that value of films was too hard to assess, since distributors, as a rule, don't buy, but hire, reels. New tariff is therefore based on footage and government intends to take 20c per meter. In hard facts this means approximately a tariff increase of 100%.

In 1933 a total footage of 2,500,000 meters was imported into Holland, on which a total duty of \$37,328 was paid. On basis of the new tariff, the new duty would work out on this footage to \$339,350.

That is the new duty, but on top of that the government collects the very turnover tax, which came into effect on Jan. 1, of 4% and an extra 1%.

Jump is impossible, especially as business is none too good in film-trade in Holland at present. Distributors have threatened to close up if no change in the proposed tariff is made.

Distributors are passing the duty on to cinemas, which have to pay ten times as much for rent of films per week as they used to.

WIESENTHAL OUT OF U. PROD. IN LONDON

Sam Wiententhal, who went to London for a month to make a survey of production activities there for Universal, is back. U. decided not to produce in Britain for the time being.

Wiententhal will stay in New York about a week before going to the Coast. He has several deals on for indie production, now that he is out of U.

Hicks Abroad Again

John W. Hicks, Jr., head of Paramount's foreign department, leaves for Europe July 18 for another two month o.o. of conditions.

Half dozen members of Par's foreign staff, who were in the U. S. for the company's convention on the coast, returned home last week. In the returning group were J. C. Graham and A. St. John of England, Moe Messert of Spain and Carl York of Sweden. J. Perkins of China left from the Coast.

French Editor's Quickie o. o. Marcel Collin-Ravel, editor of Cinematographique Française, French trade weekly, returned to Paris Saturday after five days spent in New York o. o. ing some picture folk and his home office.
Came and left on the same boat.

Universal and United Artists have decided to switch headquarters of their European activities out of Paris and into London. This makes it evident that American majors generally are switching their European sales methods and approach. Radio and Columbia already operate Europe through London. Fox, Paramount and Metro continue for the time being to operate Great Britain and the Continent as separate entities.

Both United Artists and Universal feel that operation out of London is cheaper in view of current exchange situations throughout Europe and more comfortable in the face of existing economic and political situations on the Continent.

U. A. is not moving out of Paris yet, merely moving its control to London. Universal is moving out of Paris completely. The entire U. A. staff, which includes the men already switched from Berlin to Paris, will be sent to London. There they will operate as separate entities from the U. British headquarters. However, Max Friedland, in charge of all Europe, retains that title plus his regular staff. He was previously in charge in Germany but moved to Paris with the entry of the Nazi situation there. John Ditcham, the Universal British boss, remains in charge of his own office.

United Artists' switch is, for the time being, merely technical. Murray Silverstone, U. A. boss in England (Continued on page 48)

UA WINS 'NANA' SUIT IN PARIS

Paris, June 29.
Heirs of Emile Zola, suing Sam Goldwyn and United Artists for changes made in screen version of Zola's 'Nana' lost their case when the Refere's Court decided in favor of the defendants.

Counsel for the pic people showed that when rights were bought for 'Nana' contract clearly gave adaptors the right to make any changes in story they saw fit, as well as right to change title. Further, author's heirs had been paid in full before beginning production.

LAUREL-HARDY CZECH O.K. PUZZLES METRO

Prague, June 26.
After considerable difficulty 'Their First Mistake' (Metro) was released here and is showing in a dubbed German version. Film was originally refused a license by the distribution commission on the ground that the script was not in the language of the country of origin, but this has been straightened out.

It's the first American film of a major company release, to show here in-over a year.

Metro's New York office cannot understand how 'Mistake', first Laurel and Hardy feature, happens to get into Czechoslovakia at this time. Metro has been the toughest of all U. S. companies in insistence that the U. S. boycott on films for that country be carried through. No major company films have gone into Czechoslovakia in the past two years as result of a heavy duty and quota law passed there at that time.

Metro's New York office is perturbed by the film's current showing since it would seem to indicate a weakening on its part, but insists the film is not a current release and was sent in several years ago, prior to the walk-out—Release delay is a mystery to it, company says.

Nix on Nudies

Prague, June 27.
American nudist pictures are top rough for this part of the world. Two U. S. nudies, 'Return to Nature' and 'Life of the Nudists', were banned with the censor warning the distributors not to bother bringing in any more.

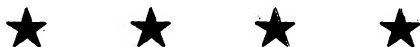
UNRESTRAINED APPLAUSE . .

"Yesterday's premiere audience at the Music Hall broke out in unrestrained applause" said Wanda Hale in the N. Y. Daily News as she bestowed 4[★★★★]stars on "Of Human Bondage" — and at every performance for two weeks audiences have continued that unrestrained applause.

MILLING THRONGS . .

"Milling throngs stormed Radio City Music Hall yesterday" said Regina Crewe in the N. Y. American

— and at every performance since, milling throngs have stormed the box-office in New York's hottest weather . . . exceeding by far the summer record of its two seasons.



LESLIE HOWARD

in W. Somerset Maugham's Great Novel

"OF HUMAN BONDAGE"

with

BETTE DAVIS

Frances Dee, Kay Johnson, Reginald Denny • Directed by John Cromwell

RKO-RADIO PICTURE

**Pandro S. Berman,
Executive Producer**

CALENDAR OF CURRENT RELEASES

Harold Auten Office: 1540 B'way, N. Y. C.
End of the World (Fin du Monde) (Fr.). Scientific dream based on Flammarion novel. Dir. Abel Gance. 65 mins. Rel. April 15.
Melo (German). Sensitive study of psychological difficulties. Elisabeth Bergner. Dir. Paul Czinner. 95 mins. Rel. Feb. 1. Rev. Feb. 6.
Poll de Carotte (Red Head) (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 95 mins. Rel. Sept. 1. Rev. Dec. 20.
Savage Gold. Commander Dyott's thrilling adventures with savage hunters. Comm. Dyott. Dir. Commander George Dyott. 67 mins. Rel. Aug. 8.

Chesterfield Office: 1540 Broadway, New York, N. Y.
It's Park—3 Men and a Girl. Sally Blane, Henry B. Walthall, Ichard Thorpe. Rel. May 15.
In Love with Life. Lily Lee, Onslow Stevens, Dickie Moore. Dir. Frank Strayer. 69 mins. Rel. April 15. Rev. May 29.
Green Eyes, Mystery. Charles Starrett, Shirley Grey, Wm. 72 mins. June 15.
Fifteen Wives. Conway Tearle, Noel Francis, Natalie Moorhead, Raymond Hatton. Dir. Austrian-Italian border story. Eric von Stroheim. Wera Engels, Leslie Fenton. Dir. Frank Strayer. Rel. July 1.
Notorious But Nice. Marian Marsh has a hectic love adventure. Betty Compson, Marian Marsh. Dir. Richard Thorpe. 71 mins. Rev. March 6.
Quitter. The newspaper business in a small town. Chas. Graepewin, Emma Dunn. Dir. Richard Thorpe. 67 mins. Rel. Feb. 5. Rev. March 20.
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 Thorpe. 79 mins. Rel. March 15.

Gower at Sunset, Hollywood, Cal. **Columbia** 285, 729 Seventh Ave., New York, N. Y.

Black Moon. Thrill story of a white woman under the Voodoo spell. Jack Holt, Fay Wray. Dir. Roy W. Neill. Rel. June 25. Rev. July 2.
Crime of Helen Santley. The murder mystery in a picture studio. Ralph Bellamy, Shirley Gray, Gal Patrick. Dir. D. Ross Lederman. 58 mins. Rel. April 20.
Lighting Ranger. The Round-up of killers by a temporary furloughed ranger out for vengeance for killing his brother. Buck Jones, Dorothy Revier. Dir. George E. Stone. 60 mins. Rel. March 17. Rev. April 17.
Hell Bent for Love. Young state policeman defeats his gang rival. Jim McCoy. Dir. D. Ross Lederman. Rel. May 19.
Hell Cat. The newspaper man times a socialite, with an underworld angle. Robert Alton, Susan Southern. Dir. Al Rosen. Rel. June 16.
It Happened One Night. Girl marries without father's approval and on leaving his yacht meets boy on bus heading for home, developing comedy-romance. Clark Gable, Claudette Colbert. Dir. Frank Capra. 106 mins. Rel. Feb. 22. Rev. March 15.
Line Up. The Police story. Marion Nixon, Wm. Gargan. Ir. Howard Higgin. 64 mins. Rel. March 31. Rev. May 29.
Man's Game. A Tim McCoy as a fireman. Dir. D. Ross Lederman. June 16.
an Trailer. Western story. Buck Jones. Dir. Lambert. 58 mins. Rel. May 24. Rev. May 29.
Out Precious Thing in Life. Abandoned mother relives her own romance through her son. Jean Arthur, Donald Cook, Richard Cromwell. Dir. Lambert Hillyer. Rel. May 29.
Inth Guest. The Eight people mysteriously invited to dinner after arriving told death is ninth guest and all will die. Six perish. Donald Cook, Genevieve Tobin. Dir. Roy William Neill. 69 mins. Rel. Jan. 31. Rev. March 6.
No Greater Glory. Ferenc Molnar's 'Paul Street Boys' with a mostly juvenile cast. Geo. Breakston, Jimmy Butler, Frank Morgan, Lois Wilson. Dir. Frank Borzage. 78 mins. Rel. April 20. Rev. May 8.
One Is Quality. Western. Hawks. 91 mins. Rel. May 29.
Dir. Lambert Hillyer. 64 mins. Rel. March 31. Rev. May 29.
Once to Every Woman. Heavy drama of hospital life centering around big operation. Ralph Bellamy and Fay Wray. Dir. Lambert Hillyer. 70 mins. Rel. Jan. 15. Rev. March 15.
Party's Over. The Bruce Blakeney ends the party when he realizes his efforts to support his parents and brothers and sisters is robbing him of his own happiness. Stuart Erwin. Ann Sothorn, Arline Dodge. Dir. Walter Lang. Rel. May 29.
Madams of Sing Sing. Racketeer's sister in love with detective's son. Both sides objecting to romance. Boy framed by redhats and saved by father. Mary Brian, Bruce Cabot. Dir. Phil Rosen. 63 mins. Rel. Dec. 3. Rev. Feb. 27.
isters Under the Skin. Tired business man takes a matrimonial vacation and gets it out of his system. Elissa Landi, Frank Morgan, Jos. Schildkraut. Dir. David Burton. 70 mins. Rel. April 15. Rev. June 12.
Social Register. The chorus girl's adventures in high society. Galeen Moore, Chas. Winton. Pauline Frederick, Alex. Kirkland. Dir. Marshall. 74 mins. Rel. March 10.
Speed Wings. Western with airplanes to break monotony of sagebrush. Tim McCoy, Evelyn Knapp. Dir. Otto Brower. 61 mins. Rel. Feb. 5. Rev. April 8.
Twentieth Century. From the stage hit. Temperamental theatrical manager and temperamental star on same train. John Barrymore, Carole Lombard. Dir. Howard Hawks. 91 mins. Rel. May 15.
Voice in the Night. Complications in the telephone business. Tim McCoy. Dir. Chas. C. Coleman. 69 mins. Rel. April 6.
Whirlpool. A self-sacrificing husband meets death to afield his wife. Jack Holt, Jean Arthur. Dir. R. W. Neill. 74 mins. Rel. April 10. Rev. May 8.
Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Robert Young, Doris Kenyon. Dir. Walter Lang. Rel. June 28.

DuWorld 729 Seventh Ave., New York, N. Y.
Boast of Borneo. Melodrama and an 11 mins. Rel. July 15.
of Samoa. South 30 mins. Rel. March 1.
Dawn to Dawn. Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 36 mins. Rel. Jan. 1. Rev. Jan. 9.
Fantomas (Fr) (dubbed English). Murder mystery. 60 mins. Rel. March 1.
irl in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Aug. 1.
Hollywood, City of Dreams (Sp). Jose Bohr. Spaniard's impression of cinematown. 68 mins. Rel. March 30.
Romance in Budapest (Hung). Franciska Gaal. Musical. Rel. Jan. 16. Rev. May 15.
Tell Tale Heart. Edgar Allan Poe thriller. Dir. Rel. June 16. Rev. June 19.

First Division Office: R. A. O. Bldg., New York.
Releases Also Allied. Chesterfield and Monogram.
Beggars in Erin. Lionel Atwell, Betty Furness. Dir. Phil Rosen. 115 mins. Rel. May 1.
ity Limits. A millionaire, ailing and dying of wealth, falls in with two hoboes and enjoys life for a time. Frank Craven, Sally Blane, Ray Walker. Dir. Wm. Nigh. 70 mins. Rel. May 1.
ity Park. Three men voluntarily become the guardians of a destitute young girl. Sally Blane, Henry B. Walthall, Wally Kemp, Johnny Herron. Dir. Richard Thorpe. Rel. May 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.
Eat 'Em Alive. Jungle super thriller. 66 mins. Rel. Feb. 1.
Fifteen Wives. Throo. of a man's fifteen wives, are suspected of his murder. Conway Tearle, Raymond Hatton, Natalie Moorhead, Noel Francis. Dir. Frank Strayer. 67 mins. Rel. July 1.
Forgotten Men. Collection of unrecorded war films, taken from government archives of 14 waring nations. Rel. April 1.
Fugitive Road. Eric von Stroheim, Wera Engels, Leslie Fenton. Coming. Rel. Aug. 30.
Green Eyes. Murder at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 30.

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 shown in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, 'Variety' will appreciate the co-operation of all managers who may note discrepancies.

Pic Moral Rate

(Continued from page 5)
 scenes which threaten the integrity of the American home, ridicule sacred institutions, glorify lawlessness, and make juvenile delinquency a subject of jest or an incitement to imitation. The practice of block booking of pictures to exhibitors, whereby worthy pictures and objectionable ones must be taken in lots, is recognized as largely responsible for the unsavory character of contemporary moving picture programs and is condemned without reserve.

The address on film morals, high-light of discussion of pictures and educational technic, consisted of a report on detailed investigation and studies to determine audience reaction to screen treatment of four important items of conduct—kissing and caressing, treatment of children, democratic behavior, and girls' love-making.
 Study consisted of showing 326 scenes from various films to groups including college seniors, faculty members and wives, young society girls, factory men and women. Subsequently several hundred more scenes were submitted to more heterogeneous group which included teachers, ministers, Negroes, miners, business men, social leaders, civic workers, and others.
 Analysis of results showed that Penn State faculty members were most conservative and expressed sharpest criticism of films, while factory workers and miners were most liberal and least shocked or offended.

'Attractive Roles'
 Significant fact disclosed by the study was the extent ordinarily regarded as reprehensible by these type-groups is not so seriously condemned when portrayed by 'attractive' characters as when actors have 'unattractive roles'.
 'There is good psychology for believing that conduct exemplified by attractive characters is likely to be imitated by observers,' Dr. Wray explained, 'but that taboo are likely to be built up against modes of conduct that are shown in a disgusting light by reason of the fact that they are performed by disgusting personalities.'

Statistics on kissing show that 38% of the scenes were considered objectionable, while 70% of 726 scenes involving girls' love-making fell below the approval scale.
 'Aggressiveness of a girl in love-making is the phase of morality in which motion pictures most often conflict with present standards,' the educator asserted, 'but the phase of our study dealing with treatment of children by parents finds pictures at their best.'

Atlantic City, July 9.
 'Convention Girl', a novel of Atlantic City by George Boyle, is being filmed by Falcon Pictures at the Steel Pier.
 Featured Role Luther Reed directing.

A. C.'S LOCALE PIC

Atlantic City, July 9.
 'Convention Girl', a novel of Atlantic City by George Boyle, is being filmed by Falcon Pictures at the Steel Pier.
 Featured Role Luther Reed directing.

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.

House of Mystery. An archeologist returns to America from the Far East, with a war on his head for his stolen wealth. Verna Hill, Ed Lowry. Dir. Wm. Nigh. 65 mins. Rel. May 1.

In Love with Life. A hard-hearted millionaire, refusing aid to his starving daughter, takes her young son from her. Lily Lee, Claude Gillingwater, Dickie Moore. Dir. Frank Strayer. 68 mins. Rel. May 1.

In the Navy. A goofy family, suddenly broke, 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.

Jane Eyre. Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Aileen Pringle. Dir. Christy Cabanne. Rel. Oct. 1.

Lawless Valley. Western horse opera. Lane Chandler. Rel. May 1.

Loud Speaker. Comedy-drama of a radio star. Ray Walker, Jacqueline Well. Dir. Joseph Santley. Rel. May 24.

Man from Utah. John Wayne western. 62 mins. Rel. July 1.

Manhattan Love Song. Two orphaned Park Avenue society deb sisters, forced to go to work, change places with through servants who go society. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 30.

Money Means Nothing. Efforts of a poor clerk to make a go of marriage with an heiress wife. Wallace Lord, Gloria Shea. Dir. Christy Cabanne. Rel. May 3.

Murder on the Campus. Mystery with college background. Charles Starrett, J. Farrell McDonald. 69 mins. Rel. Feb. and Thorpe.

Quitter. The father with the wanderlust returns home long enough to straighten out the affairs of his now grown-up sons. Barbara Veeks, Billy Bakewell, Charles Graepewin, 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 parents. Film on modern youth. Helen Foster, Paul Page, Nell O'Day, Glen Boles. Dir. Mrs. Wallace Reid and Melville Shyer. 68 mins. Rel. Feb. 17. Rev. March 20.

Stolen Sweets. High pressure insurance salesman falls for heiress and wins her via determined, rapid line of chatter routine. Charles Starrett, Sally Blane, Johnny Harron, Jameson Thomas. Dir. Richard Thorpe. 73 mins. Rel. May 1.

Texas Tornado. (ent.) Texas Ranger cleans up the rustlers. Lane Chandler. Dir. Oliver Drake. Rel. March 6.

Throne of the Gods. Travel in the Hi' layas. 115 mins. Rev. Dec. 27.

Twin Husbands. Crook comedy drama. John Miljan, Shirley Grey, Monroe Huxley. Dir. Frank Strayer. 69 mins. Rel. May 15. Rev. May 29.

Woman's World. The dramatic expose of the cut-rate drug racket. Betta Davis, Charles Farrell, Ricardo Cortez. Dir. John Francis Dillon. 64 mins. Rel. Jan. 6. Rev. Feb. 3.

Circus Clown. The Roaring comedy under the big tent with a winsome romance wound into the dramatic situation. John Brown, Patricia Ellis, Gordon Westcott, Tom Dugan. Dir. Ray, Enright. Rel. June 30. Rev. July 2.

Dark Hazard. Edward G. Robinson as a whiplash racer. Genevieve Tobin, Edwin Farrell. Dir. Al Greed. 60 mins. Rel. Feb. 27.

Fashions of 1934. Story of a style stealer set against a lavish background. Wm. Powell, Betta Davis, Verree Teasdale. Dir. Wm. Dieterle. 80 mins. Rel. Feb. 17. Rev. Jan. 23.

Fog Over Frisco. Mystery melodrama set in San Francisco. Donald Woods, Betty Davis, John Halliday, Margaret Lindsay. Dir. William Dieterle. Rel. June 2. Rev. June 12.

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 sensuous rules who marries an unscrupulous, vulgar, Ruth Chatterton, Adolphe Menjou, Claire Dodd. Dir. William Keighley. 66 mins. Rel. March 10. Rev. May 1.

Mandala. Adventure in the Indies. Kay Francis, Lily Talbot, Riccardo Cress. 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. 23.

Merry Melodrama. Drama of the typical family stepping all over Ma until she turns and leaves them on their own. Aline MacMahon, Guy Kibbee, Allen Jenkins, Hugh Herbert. Dir. Al Green. Rel. May 26. Rev. May 29.

Midnight Alibi. Heart interest melodrama from Damon Runyon's 'Old Pal's House'. Richard Barthelmess, Ann Dvorak, Helen Lowell, Helen Chandler. Dir. Allen Croeland. 69 mins. Rel. July 21.

Registered Nurse. Drama of the romantic side of a nurse's life in a metropolitan hospital. Lily Talbot, John Halliday. Dir. Robert Florey. 73 mins. Rel. April 7.

Return of the Terror. The Mystery drama with plenty of heart interest. Madeleine LeBeau, Lily Talbot, John Halliday, Frank McHugh. Dir. Howard Bretherton. Rel. July 7.

Side Streets. Love drama based on an original story by Ann Garlick and Ethel Hill. Aline MacMahon, Paul Kelly, Ann Dvorak, Patricia Ellis. 66 mins. Rel. May 26. Rev. May 29.

Twenty Million Sweethearts. Musical romance taking place behind scenes of a broadcasting studio. Dick Powell, Pat O'Brien, Ginger Rogers, Allen Jenkins, the Four Mills Brothers, Ted Flottito and Band. Dir. Ray Enright. 78 mins. Rel. April 20. Rev. May 29.

Very Honorable Guy. A. Comedy from the story by Damon Runyon about a guy who always kept his promises. Joe E. Brown, Aline White, Robert Barrat, Alan Dinehart, Irene Franklin. Dir. Lloyd Bacon. 62 mins. Rel. May 26. Rev. May 29.

Wonder Bar. Dramatic musical spectacle laid amid the gay revivies of a fashionable Parisian night club. Kay Francis, Dick Powell, Dolores del Rio, Al Jolson, Ricardo Cortez, Hal LeRoy, Guy Kibbee, Hugh Herbert, Ruth Donnelly, Ed D'Orsay. Dir. Lloyd Bacon. 84 mins. Rel. March 6.

Studio: Fox Hills, Hollywood, Cal. **Fox** 444 West 56th St., New York, N. Y.

All Men Are Enemies. Hugh Williams, Helen Twelvetrees. Ir. Geo. Fitz. Rel. Feb. 20. Rev. April 20.

Baby Take a Bow. The Fox child star comes through again. Claire Trevor, James Dunn. Dir. Harry Lachman. Rel. July 2.

Bottoms Up. Breaking into Hollywood with a fictitious pedigree. Spencer Tracy, (Miss) Paterson, John Boles. Dir. David Butler. 65 mins. Rel. March 30. Rev. March 27.

Call It Luck. Pat Paterson, Herbert Mundin. Ir. Jas. Thlin. Rel. June 1. Carolina. From Paul Green's stage play of last season. Janet Gaynor, Lionel Barrymore, Henry Fonda, Henrietta Crosman. Dir. Henry King. 82 mins. Rel. Feb. 2. Rev. Feb. 20.

Change of Heart. From the story, Manhattan Love Song. Janet Gaynor, Chas. Farrell, James Dunn, Ginger Rogers. Dir. John G. Blystone. 76 mins. Rel. May 26. Rev. May 29.

Charlie Chan's Courage. Another episode in the life of the Chinese sleut. Warner Oland, Bruce Leighton. Dir. Geo. Hadden. Rel. June 23.

Coming Out Party. Original done by the Lasky unit. Frances Dee, Gene Raymond, Allison Siplovitch. Dir. John Blystone. 74 mins. Rel. March 9. Rev. March 20.

Constant Nymph (British Gaumont). British-made version of a frustrated love. British cast. 81 mins. Rel. March 23. Rev. April 10.

David Harum. The old York State Hoos' trader. Will Rogers, Louise Dresser, Evelyn Venable. Dir. Chas. Cruise. 68 mins. Rel. March 6. Rev. March 6.

Devil Trigger. Wild animal yarn made in Asia. Marjorie Burns, Kane Richmond, Harry Woods and natives. Dir. Clyde E. Elliott. 60 mins. Rel. Feb. 16. Rev. Feb. 23.

Ever Since Eve. Country boy hooks New York. Geo. Marshall. 72 mins. Rel. Feb. 13. Rev. April 3.

Frontier Marshal. Familiar theme of the known cleaner-up. Geo. O'Brien. Dir. Lew Soller. 66 mins. Rel. Jan. 19. Rev. Feb. 6.

(Continued on page 21)

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CALENDAR OF CURRENT RELEASES

(Continued from page 19)

Grand Canary. Warner Baxter, Madge Evans. Dir. Irving Cummings. Rel. July 13.

Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. July 27.

Heart Song. British made with Lillian Harvey and Maddy Christians in the cast. Erlich Pommer production. Dir. Frederick Hollander. 81 mins. Rel. April 11.

Hold That Girl. Original story. James Dunn, Claire Trevor. Dir. Hamilton MacFadden. 65 mins. Rel. Feb. 16, March 27.

I Believed in You. Original story. Rosemary Ames, Victor Jory, John Boles. Dir. Irving Cummings. 68 mins. Rel. Feb. 23, Rev. April 11.

Murder in Trinidad. Mystery story from Vandercook's novel. Nigel Bruce, Heather Angel. Dir. Louis King. 74 mins. Rel. April 4, Rev. May 29.

Now I'll Tell. Mrs. Arnold Rothstein's story based on her husband's life. Spencer Tracy, Helen Twelvetrees. Dir. Edwin Burke. 87 mins. Rel. May 11, Rev. May 29.

Scientific Mystery on a railroad train. Heather Angel, Norman Foster. Dir. Paul Martin. 72 mins. Rel. Jan. 12, Rev. March 6.

Scandals. Staged by George White on the lines of his revue. Rudy Vallee, Alice Fay, Jimmy Durante. Dir. Geo. White, Harry Lachman. 78 mins. Rel. March 16, Rev. March 20.

She Learned About Sailors. Alice Faye, Lew Ayres, Mitchell and Durant. Dir. Geo. Marshall. Rel. July 6.

She Was a Lady. Helen Twelvetrees, Robert Young. Dir. John Blystone. Rel. July 20.

Sleepers East. From the novel by Fredk. Nobel. Wynne Gibson, Preston Foster. Dir. Kenneth MacKenna. 63 mins. Rel. Jan. 26, Rev. June 19.

Springtime for Henry. From Benn Levy's stage play. Otto Kruger, Nancy Carroll, Nigel Bruce, Heather Angel. Dir. Frank Tuttle. (Lasky produced). 74 mins. Rel. Jan. 26, Rev. June 19.

Stand Up and Cheer. Musical. Warner Baxter, Madge Evans, Sylvia Froos. Dir. Hamilton MacFadden. 80 mins. Rel. May 4, Rev. April 24.

Such Women Are Dangerous. From the story "Odd Thursday." Warner Baxter, Rosemary Ames, Rochelle Hudson. Dir. Jas. Flood. 81 mins. Rel. May 4, Rev. June 19.

Three on a Honeymoon. Love affairs on an ocean liner. Sally Eilers, John Mack Brown. Dir. Jas. Tinling. 65 mins. Rel. March 23, Rev. May 8.

Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. Rel. June 19.

World Moves On. The. A love story which covers a century. Madeleine Carroll, Franchot Tonne. Dir. John Ford. 104 mins. Special. Rel. July 2.

Freuler Associates

Office: R.K.O. Bldg., New York, N. Y.

Is of Araby. Original. Sahara story of British army and Rif, 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. Alison Fringie, Theodor von Elitz, Gertrude Messinger, Phyllis Barry. Dir. Vin Moore. 73 mins. Rel. Jan. 27.

Gaumont-British

Office: 226 West 42nd St., New York, N. Y.

Along Came Sally. Comedy musical. Cleely Courtneidge. Dir. Tim Whelan. 70 mins. Rel. June 15, Rev. June 19.

Channel Crossing. Drama. Matheson Lang, Constance Cummings. Dir. Milton Rossmore. 68 mins. Rel. May 15, Rev. June 5.

Falling for You. Comedy drama. Jack Hulbert, Cleely Courtneidge. Dir. Jack Hulbert. 68 mins. Rel. May 15, Rev. June 5.

Friday the 13th. Bus crash and what led up to it. Jessie Matthews, Frank Lawton, Sonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 15, Rev. May 22.

Ghoul, The Thriller. Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 13, Rev. Jan. 20.

It's a Boy. Comedy. E. H. Horton, Leslie Henson. Dir. Tim Whelan. 75 mins. Rel. June 1, Rev. June 12.

Just Smith. Mystery comedy by Lonsdale. Tom Walls, star and director. 70 mins. Rel. April 13, Rev. April 24.

Orders and Orders. American making man in British army. James Gleason, Charlotte Greenwood. Dir. Walter Forde. 70 mins. Rel. May 1, Rev. May 8.

Prince of Wales. Newsreel compilation of British heir's life. 60 mins. Rel. April 15, Rev. April 24.

Woman in Command. Backstage story with music. E. E. Horton, Cleely Courtneidge. 70 mins. Rel. May 15, Rev. June 5.

Majestic

Office: RKO Bldg., Radio City, New York City

Morning After. The. A merry mix-up of international spy systems. Ben Lyon and Sally Eilers. Dir. Allan Dwan. Rel. Jan. 1.

Scarlet Letter. The Lowell drama classic. First sound filming. Colleen Moore and Harold Bright. Dir. Robert Vignola.

Unknown Blonde. From the novel "Collusion." The divorce racket. Edward Arnold, Helen Jerome Eddy. Dir. Hobart Henley. 61 mins. Rel. March. Rel. May 15.

Metro

Office: 1640 Broadway, New York, N. Y.

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 Hershold, Vivienne Segal. Dir. William K. Howard. Rel. Feb. 16, Rev. Feb. 23.

Ekimko. Love and hate in the Icelandic. Native. Dir. W. S. Van Dyke. Roadshow length, 120 mins. Rel. Jan. 13, Rev. Nov. 21.

Fugitive Lovers. Robert Montgomery and Madge Evans as the lovers in a story most of whose action takes place on a transcontinental bus. Nat Pendleton. C. Fendleton. Dir. Robert Vignola. 84 mins. Rel. Jan. 5, Rev. Jan. 16.

Hollywood Party. All star musical film. 68 mins. Rel. June 11, Rev. May 29.

Laughing Boy. Ramon Novarro in the title role. Based on the Pulitzer Prize winning novel by Oliver L. P. Farge. Lupe Velez. Dir. W. S. Van Dyke. 65 mins. Rel. Feb. 27, Rev. May 19.

Lazy River. Story of the shrimp fisheries among the Cajuns in the Louisiana bayou country. Jean Parker, Robert Young, C. Henry Gordon. Dir. George Seitz. 77 mins. Rel. March 16, Rev. April 10.

Manhattan Melodrama. Story of old and new New York. Clark Gable, Wm. Powell, Myrna Loy. Dir. W. S. Van Dyke. 93 mins. Rel. May 4, Rev. May 8.

On in White. Picturization of the successful Broadway stage play of hospital life. Mark Gasty, Myrna Loy, Jean Hershold. Dir. R. Boleslavsky. 72 mins. Rel. April 6, Rev. May 1 and June 12.

Mystery of Mr. X. Based on the Crime Club novel by Philip MacDonald. Robert Montgomery, Elisabeth Allan, Lewis Stone. Dir. Edgar Selwyn. Rel. Feb. 23, Rev. April 17.

Old Hallelujah. May Robson as a Wall Street manipulator. Lewis Stone, Jean Parker. Dir. C. Riesner. Rel. Jan. 26.

Operator 13. Based on the last novel of the late Robert W. Chambers. Marion Davies, Gary Cooper. Dir. Richard Boleslavsky. 85 mins. Rel. June 8, Rev. June 29.

Queen Christina. Greta Garbo as the seventeenth century queen who was brought up as a boy. Lewis Stone, Ian Keith, Elisabeth Young. Dir. Rouben Mamoulian. 90 mins. Rel. Feb. 9, Rev. Jan. 24.

Rip Tide (Opposing Forces Within Women). 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. March 23, Rev. April 8.

Sadie McKee. Based on the novel by Vivia Dainmar. Joan Crawford, Franchot Tonne. Dir. Clarence Brown. Rel. May 11, Rev. May 22.

Showoff. The. Old stage play of a conceited man who makes good. Spencer Tracy, Madge Evans. Dir. Charles Riesner. 78 mins. Rel. March 9, Rev. March 23.

Tarzan and His Mate. Further adventures of the characters created by Edgar Rice Burroughs. Johnnie Welsmuller, Maureen O'Sullivan, Nell Hamilton. Dir. Cedric Gibbons. Rel. March 30, Rev. April 24.

Thin Man. The. Based on the novel by Dashiell Hammett. Wm. Powell, Myrna Loy, Maureen O'Sullivan. Dir. W. S. Van Dyke. 80 mins. Rel. May 26, Rev. July 2.

This Side of Heaven. Domestic drama from a novel. Lionel Barrymore, Fay Bainter, Max Erland. Dir. Victor Fleming. Rel. Wm. K. Howard. 78 mins. Rel. Feb. 2, Rev. Feb. 13.

Viva Villa. Wallace Beery portrays the famous Mexican caudillo, Pancho Villa. Stuart Erwin, Fay Wray, Leo Carrillo. Dir. Jack Conway. 112 mins. Rel. April 17, Rev. May 19.

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.

Studio 9048 Sunset Blvd., Hollywood, Calif. Monogram Office: R. K. O. Building, Rockefeller Center, N. Y. C.

Beggar in Evening. Bankrupt steel man organizes a mendicant trust. Lionel Atwell, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. Feb. 22, Rev. May 1.

Blue Steel. John Wayne, Eleanor Hunt. Dr. R. N. radbury. A Lone Star Western. 54 mins. Rel. May 10.

City Limits. Ray Walker, Sally Bane, Frank Craven. Story of breezy newspaper reporter who gets his story—and the girl. 70 mins. Rel. May 1.

House of Mystery. The. Yarna Hillie, Ed Lowry. Dir. William Nigh. 62 mins. Rel. May 1.

Loudspeaker. The. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 1.

Lucky Texan. The. Western story of a man accused of the murder of his pal. John Wayne. Dir. Paul Malvern. 56 mins. Rel. Jan. 22, Rev. Feb. 13.

Monte Carlo. Mary Brian, John Darrow. 62 mins. Rel. May 20.

Money Means Nothing. Wallace Ford, Gloria Shea. 70 mins. Rel. June 15.

Mystery. The. Nash, Beery, Walter Almya. Dir. William Nigh. 62 mins. Rel. March 15, Rev. April 10.

Manhattan Love Song. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. 72 mins. Rel. April 30.

Sixteen Fathoms Deep. Spongy diver's romance. Sally O'Neill, Creighton Chase, Rusty Hammon, Maurice Black. Dir. Armand Schaefer. 59 mins. Rel. Jan. 1, Rev. Jan. 23.

West of the Divide. Lone Star western. John Wayne, Virginia Brown Faire. Dr. R. N. radbury. 52 mins. Rel. May 15.

Woman's Man. Hollywood inside story. John Halliday, Wallace McGuire, Le. Mott, Dir. Edward Luddy.

Studio: 5551 Marathon St., Hollywood, Calif. Paramount : 1501 Broadway, New York, N. Y.

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.

Bolsers. Story of a gigolo who started in Hoboken. Geo. Raft, Carole Lombard, Sally Rand. Dir. Wesley Ruggles. 83 mins. Rel. Feb. 23, Rev. Feb. 20.

Come On Marines. Marine corps rescues a shipwrecked girl's seminary. Rano 15, Rev. June 19.

Death Takes a Holiday. Death takes a holiday to learn of life. From the stage play. Fredric March, Evelyn Venable. Dir. Mitchell Lellen. 73 mins. Rel. March 23, Rev. March 27.

Double Deed. Thriller story of a dominant old maid. Mary Morris, Evelyn Venable. Kent Taylor. Dir. Chas. Vidor. 75 mins. Rel. May 4, Rev. May 8.

Eight Girls in a Boat. Love in a girl's school. Douglas Montgomery, Kay Johnson. Dir. Rich. Wallace. 85 mins. Rel. Jan. 4, Rev. Jan. 16.

Elmer ad Elsie. Truck driver and the president of a piano concern both proclaim the man is the head of his business and his home. Their wives plot the revenge to be the case. George Raft, George Raft, George Raft, George Raft. Dir. Gilbert Pratt. Rel. July 27.

Four Frightened People. Mixed quartet in the jungle. Claudette Colbert, Herbert Marshall, Mary Boland, Wm. Gargan. Dir. Cecil de Mille. Rel. Jan. 13, Rev. Jan. 20.

Good Deed. Fredric March on a carnival lot. Sylvia Sydney. Dir. Marion Gering. 72 mins. Rel. Feb. 16, Rev. March 20.

Great Filtration. The. Stage story by Gregory Ratoff in which an egotistical matinee hero sacrifices his career to promote that of his wife. Elissa Landi, Adolphe Menjou. Dir. Ralph Murphy. 71 mins. Rel. June 15, Rev. June 26.

Here Comes the Groom. Escaping burglar is forced to impersonate the groom of a deserted bride. Jack Haley, Patricia Ellis. Dir. Raoul Pagol. Rel. Jan. 15, Rev. Jan. 20.

His Double Life. (Dovling.) Light comedy. Lillian Gish, Roland Young. Dir. Arthur Hopkins. 63 mins. Rel. Jan. 12, Rev. Dec. 19.

I Married an Actress. Matinee idol loses out to his wife, an actress, who takes his place. Adolphe Menjou, Elissa Landi. Dir. Ralph Murphy. Rel. June 22.

It Ain't No Sin. Mae West as a burlesque queen. Roger Pryor, John Mack Brown. Dir. Leo McCarey. Rel. June 29.

Kiss and Make Up. Beauty doctor marries his model. Cary Grant, Genevieve Tobin. Helen Mack and Ed Wynn. Dir. Harry Beaumont. Rel. July 6.

Last Roundup. The. Western with a Zane Grey title and a new story. Randolph Scott, Monte Blue, Barbara Stanwyck, Ed Kohler. Dir. Henry Hathaway. 66 mins. Rel. Jan. 25, Rev. May 15.

Little Miss Marker. Damon Runyon story of a child who was pledged with a bookmaker. Adolphe Menjou, Dorothy Dell, Chas. Bickford, Shirley Lee. Dir. Alex. Hall. 110 mins. Rel. July 13, Rev. July 13.

Many Happy Returns. Burns and Allen at their dizziest. With Guy Lombardo, Joan MarCUS. Dir. Norman McLeod. 66 mins. Rel. June 8, Rev. June 12.

Melody in Spring. Radio singer at home and abroad. Lanny Ross, Chas. Bickford. Dir. Mayland. Dir. Norman McLeod. 75 mins. Rel. April 20, Rev. April 27.

Miss Fane's Baby Is Stolen. Farceful play. Dorothea Wiek, Alice Brady. Dir. Alex. Hall. 67 mins. Rel. Jan. 12, Rev. Jan. 23.

Murder at the Vantage. From the Best Carroll stage production. Murder backstage. Carl Brisson, Victor McLaglen, Jack Oakie, Kitty Carlisle. Dir. Mitchell Leisen. 96 mins. Rel. May 11, Rev. May 22.

No More Women. Flag and Quirt as deep sea divers. Edmund Lowe, Victor McLaglen, Sally Bane. Dir. Al Rogell. 73 mins. Rel. Feb. 23, Rev. March 6.

Notorious Sophie Lang. Story of international jewel thieves. Gertrude Michael, Paul Cavanaugh. Dir. Ralph Murphy. Rel. July 20.

Old Fashioned Way. The. W. C. Fields, Joe Morrison, in a road show in the U. S. Baby Face Audit. Dir. Wm. Cagney. Rel. July 6.

Private Scandal. Suicide which is decided to be a murder because none of the witnesses dares his own exposure to scandal. Zasu Pitts, Phillips Holmes, Ned Sparks, Mary Brian. Dir. Ralph Murphy. 64 mins. Rel. May 11, Rev. June 19.

Search for Beauty. The. Pseudo-physical training yarn to display winners in Par's international beauty contest. Buster Crabbe, Ida Lupino, Toby Wing, Jas. Gleason. Dir. Erie Kenton. 71 mins. Rel. Feb. 2, Rev. Feb. 6.

She Made Her Bed. Show lot story about a brutal animal trainer. Rich. Arlen, Sally Eilers, Robt. Armstrong. Dir. Ralph Murphy. Rel. March 9, Rev. May 1.

Shoot the Winner. A denatured "The Great Gatsby." Jack Oakie, Ben Bernie, Dorothy Dell. Dir. Wesley Ruggles. Rel. June 29.

Six of a Kind. The. Humors of a share-excess trip. Chas. Ruggles, Mary Boland, W. C. Fields, Geo. Burns, Gracie Allen, Allison Skipworth. Dir. Leo McCarey. 73 mins. Rel. May 13, Rev. May 13.

Thirty Days a Princess. Obscure actress plays at being a princess. Sylvia Sydney, Cary Grant. Dir. Marion Gering. 76 mins. Rel. May 18, Rev. May 16.

Trumpet Blows. The. George Raft becomes aateur bull fighter. Geo. Raft, Adolphe Menjou, Frances Drake. Dir. Stephen Roberts. 68 mins. Rel. April 13, Rev. April 17.

We're Not Dressing. Comedy of shipwrecked royalty. Bing Crosby, Carole Lombard, Burns and Allen, Ethel Merman, Leon Errol. Dir. Norman Taurog. 80 mins. Rel. May 1, Rev. May 15.

Witching Hour. The. Augustus Thomas play of a murder innocently caused by hypnotism. Sir Guy Standing, John Halliday, Judith Allen. Dir. Henry Hathaway. 65 mins. Rel. April 27.

What Angel Did. The. Romance of 1907. Victor McLaglen, Dorothy Dell. Dir. C. Menzies. 65 mins. Rel. March 16, Rev. April 24.

You Belong to Me. State story with Helen Mack, Lee Tracy. Dir. A. A. Warkner. Rel. July 27.

You're Telling Me. Fields as a small town garage man. W. C. Fields, Lupe Velez. Dir. R. B. Rose. 68 mins. Rel. April 6, Rev. April 10.

Ferocious Pal. Kazan, the dog, in a thrilling mystery-melodrama of the sheep-raising country. Ruth Sullivan and Robert Manning. Dir. Spencer Gordon. 64 mins. Rel. Feb. 1, Rev. April 24.

Fighting to Live. Captain, the dog, and Lady, his mate, in a story based on a true incident in their lives. Mary Shilling and Gaylord Fendleton. 64 mins. Rel. Feb. 1, Rev. April 24.

Little Damozel. The. Anna Nagle and James Rennie. The story of a 'night club queen' in a ritzy London 'hot spot'. 88 mins. Rel. June.

Studio: Hollywood, Calif. R.K.O. Radio Office: R.K.O. Bldg., Radio City, N.Y.C.

Afterwards (tentative title). A comedy drama with a supernatural twist and murder mystery. Zasu Pitts, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. James Cruze. Rel. Aug. 17.

Allen Corn. Talented young musician realizes after a series of disappointing love affairs that love and a career won't mix and chooses career. Alan Langer, John Loder, Margaret Hamilton, Arnold Korff. Dir. Edward H. Griffith. Rel. May 25.

Bachelor Ball. The story of a matrimonial agency run by a timid young man and the gangsters who try to make it into a racket. Stuart Br.

(Continued on page 23)

Behind the Keys

(Continued from page 16)

ager for Warners. Managerial news concerns Frank Roberts, former manager of Enright and Schenley, who has just been sent to Capitol Hillville, according to Jack Simons, resigned. Roberts before he became a house manager was the Enright's organist.

House closing in Capitol Hill, East Liberty, which will be down for an indefinite period while new seats are being installed. Regent, also in East Liberty, switched Friday (4) from first-run, double feature to second-run duals. This leaves East Liberty section without a single first-run house.

Lincoln, Neb.

With incorporation of the Cornhusker Theatre taking over the new Kiva (State and Rialto, Henry Fere, formerly with the Chief, Pueblo, Colo., is the city manager. Red Counter is house manager at the Kiva and Celsus Minchick ranks at the Rialto. The latter house is scheduled to close August 1, and will have 60 days set aside for remodeling. Figure \$2,000 will be used to get the house into A-playing time.

Baltimore.

Loew's has shifted Charles McCleary from Regent, Harrisburg, to Parkway, Baltimore. Sam Gellman, after four years at helm at Parkway, takes over reins at Regent.

Charlotte, N. C.

Kinston is to have a new theatre. The A. B. Huff interests, with headquarters at High Point, has leased a structure that is now being renovated. The concert hall ready operates the Paramount there.

Carolina and Paramount Theatres, at Wilmington, have just celebrated their fourth anniversary. The houses are operated by North Carolina Theatres, Inc. Jack E. Austin manages both.

Alliance, Ohio.

Columbia which closed June 1, reopened July 5 for the last half of each week, playing stage presentations and first run pictures. Will reopen full time September first with a new stage presentation. The last stage attractions and pictures last half. Ray Wallace who operates Morrison and Strand will manage.

Bloomfield, N. J.

Rapt & Ruden have taken over the Royal Theatre in Bloomfield, N. J. from Warner Bros., and will run same in conjunction with the Bellevue Theatre. Under Monahan, the Broadmoor Theatre, Caldwell and the Park Theatre, Bloomfield, N. J.

Philadelphia.

Charles Segall, v.p. and manager of Principal Theatres Corp., will build a 1,600-seat house at the important corner, Broad street and Olney avenue, in North Philadelphia. Hopes to have the deluxe house open by Thanksgiving. It's Segall's own and not a part of his affiliation with Principal.

St. Paul.

Twin City Theatre Corp. here has sold its Marshall, Minn. house, the 650-seat St. Paul Theatre, to Alexandria, who took over operation as of July 1. Sale leaves the corporation with three houses: Garrick and Hamline, in St. Paul, and Princess in Minneapolis.

Birmingham.

Ritz Sylacauga (Martin chain of Columbus, Ga.) opened last week, the third theatre in Sylacauga.

Newark.

Spitzer Kohen from the Kearny, Hudson, new manager of Capitol, succeeding Walter Jacobs, resigned.

Oklahoma City.

Openings: Grand by A. R. Patterson, Walters; Criterion by Loomis & Enlo; El Reno; Palace, Griffith Amusement Co. at Blackwell.

Theatres closed: Blaine, Weleetka; Ritz (formerly Liberty) at Quanah; Mystery, Lexington.

Changes in ownership: Bays (formerly Plaza), Blackwell, from C. F. Bays to Griffith Amusement Co.; Royal, Minco, from M. B. Pinney to E. Hudson; El Reno, Garber from Ned Pedigo to Mrs. Aveece Waldron; Palace, Blair, from Mrs. John Aldrich to Frey & Powell.

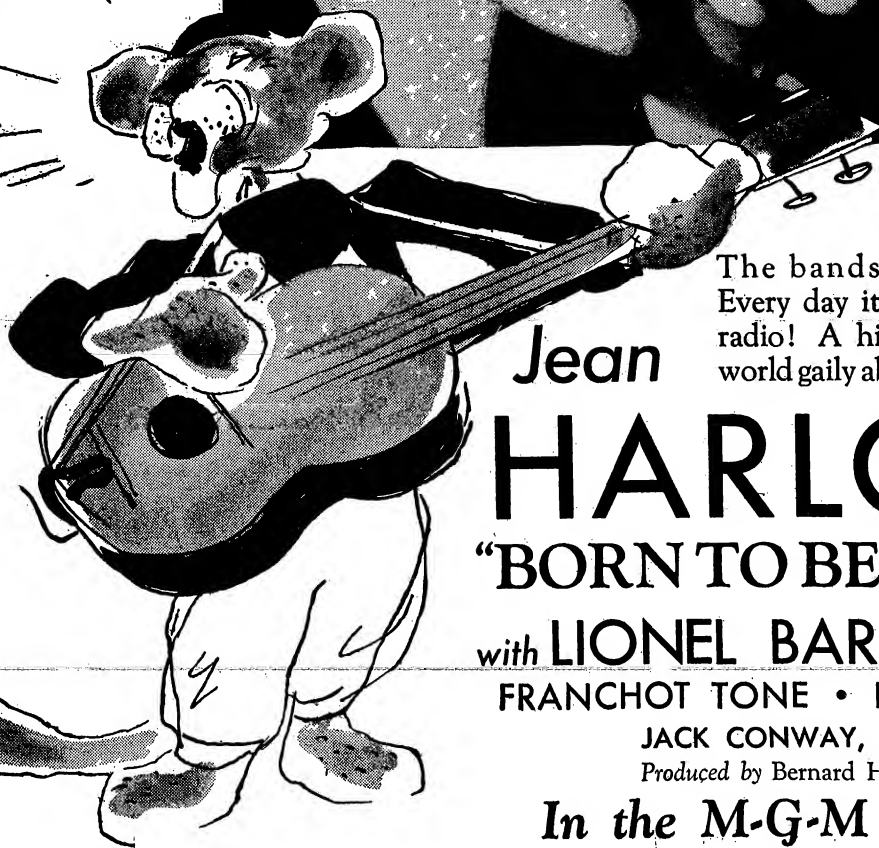
Canton, O.

Raymond Lee Jones, former assistant manager of both the Broad and Ohio theatres, has been promoted to manage Loew's theatre at Knoxville, Tenn.

Steuerville, O. has resigned, his place going to Hank Roberts, former manager of the Enright and the Schenley theatres in Pittsburgh.

First new theatre construction reported in this area within the next five years will be a house on East High street, in Philadelphia. O. Paramount Theatres, Inc., will build.

"You were
born to be
kissed"



The bands are playing it!
Every day it's plugged on the
radio! A hit song telling the
world gaily about a hit picture—

Jean
HARLOW
"BORN TO BE KISSED"

with **LIONEL BARRYMORE**
FRANCHOT TONE • LEWIS STONE

JACK CONWAY, Director

Produced by Bernard H. Hyman

In the M-G-M Manner!

CALENDAR OF CURRENT RELEASES

win, Port Kelson, Skeets Gallagher, Rochelle Hudson. George Stevens. Rel. July 20.

Cooked The. A comedy story with Bert Wheeler and Robert Woolsey, Thelma Todd, Dorothy Lee, Noah Berry. Dir. Mark Sandrich. 72 mins. Rel. June 23.

Crime Doctor. A famous detective, jealous of his wife who no longer loves him, plots to murder her. With Kruger, Aaron Morley, Nils Asther, Judith Wood. Dir. John Robertson. Rel. April 27. Rev. May 15.

Down to Their Last Yacht. Impoverished millionaires take a party of paying guests for a cruise. Sidney Fox, Mary Boland, Sidney Blackmer, Polly Moran, Ned Sparks. Dir. Paul Sloane. Rel. Aug. 3.

Finishing School. A young boarding school girl becomes involved with a young doctor. Ginger Rogers, Frances Dee, Bruce Cabot, Billie Burke. Dir. Wanda Tuchock and George Nicholls, Jr. 70 mins. Rel. May 4. Rev. May 1.

Keep 'Em Rolling. One man's life-time devotion to his loyal army horse. Walter Huston, Frances Dee, Robert Shayne, Frank Conroy. Dir. George Archainault. 65 mins. Rel. March 2. Rev. June 26.

Hat, Coat and Glove. A murder story of a husband who has to defend his wife's life against an indictment of murder. Ricardo Cortez, John Beal, Barbara Robbins. Dir. Worthington Miner. Rel. Aug. 24.

Hips, Hips, Mooney. 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.

His Greatest Gamble. A father in prison for murder, escapes in order to save his daughter from her domineering mother. Richard Dix, Dorothy Wilson. Dir. John Robertson. Rel. Aug. 10.

Let's Try Again. After ten years of married life, a couple decide to try new partners, only to discover that the habit of being together is too strong. Clark Brook, Diana Wynyard, Irene Hervey, Helen Vinson. Dir. Worthington Miner. 67 mins. Rel. July 6. Rev. June 26.

Life of Vergie Winters. The. A woman's devotion for a man which causes her to live in the hell of his life so that he may become a great statesman. Ann Harding, John Boles. Dir. Alfred Santell. 83 mins. Rel. June 22. Rev. June 19.

Long Lost Father. Story in a London night club. John Barrymore, Helen Chandler. Dir. Ernest B. Schoedsack. 52 mins. Rel. Jan. 19. Rev. Feb. 27.

Lost Patrol. The. A detachment of British soldiers lost on the Mesopotamian desert are attacked by unseen Arabs with dramatic results. Boris Karloff, Victor Kibben, Ned Sparks. Dir. Reginald Denney, Alan Hale. Dir. John Ford. Rel. Feb. 10. Rev. April 3.

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 Indian son. Frances Gussion, Henry Stephenson, Walter Byron, Stefania Duna, J. Farrell MacDonald, Sarah Padden. Dir. J. Walter Ruben. 32 mins. Rel. Feb. 9. Rev. Jan. 16.

Sweetest Girl in Town. A comedy love in the beauty parlor. Zasu Pitta, Ed Bradley, Pert Kelton, James Gleason. Dir. Rich. Schayer. 61 mins. Rel. Jan. 12. Rev. Feb. 20.

Murder on the Blackboard. A school teacher helps unravel a murder which takes place in a classroom. Edna May Oliver, James Gleason. Dir. George Archainault. 72 mins. Rel. June 26.

Of Human Bondage. A poignant story of a man who faces life as a partial cripple. Leslie Howard, Betty Davis, Reginald Denny, Reginald Sheffield, Alan Hale. Dir. John Cromwell. 83 mins. Rel. July 27. Rev. July 2.

Ing and Like It. Gangster backs a Broadway show and makes sure of good reviews by furnishing special escorts for each reviewer. Zasu Pitta, Port Kelson, Edward Everett Horton, Ned Sparks. Dir. William Seiter. 69 mins. Rel. April 20. Rev. April 17.

Spitfire. A powerful story which deals with a beautiful mountain "witch" whose naive, temperamental and personality combine wickedness and immaturity. Katharine Hepburn, Robert Young, Ralph Bellamy, Martha Sleeper, Sidney Toler, Louis Mason, Sara Haden. Dir. John Cromwell. Rel. March 30. Rev. March 30.

Stingaree. Notorious Australian bandit of the "Robin Hood" type with a hair for the hair. With Frances Gussion, Edna May Oliver, Ralph Bellamy, Topsy Beal, Mary Boland. Dir. William Wellman. 76 mins. Rel. May 25. Rev. May 22.

Strictly Dynamite. A poet becomes a gag writer for a famous radio comic. Henry Dumant, E. Velez, Norman Foster, Marian Nixon. Dir. Elliott Nugent. Rel. May 11.

Success at Any Price. Ruthless business man finds love at last. Douglas Fairbanks, Jr., Colleen Moore, Genevieve Tobin. Dir. J. Walter Ruben. Rel. March 13. Rev. April 13.

Success Story. The ruthless rise to power and wealth of a boy of the New York telement district. Douglas Fairbanks, Jr., Colleen Moore, Genevieve Tobin, Frank Morgan. Dir. J. Walter Ruben. Rel. March 16.

This Man Is Dangerous. A beautiful young girl is virtually snatched from her husband into the arms of his first love. Irene Dunne, Constance Cummings, Ralph Bellamy, Jack Johnson. Dir. John Cromwell. 75 mins. Rel. April 13. Rev. April 17.

Two Alone. An orphaned young boy who escaped from a reformatory fell in love and try to escape the inhuman farmer who keeps them enslaved on his farm. Jean Parker, Zasu Pitta, Tom Brown, Arthur Byron, Nydia Westman, E. Velez, Ralph Bellamy. Dir. Emerson Tracy. Dir. Elliott Nugent. Rel. Jan. 5, 1934. Rev. April 10.

We're Rich Again. How a woman gets her man by helping her family out of financial difficulties. Edna May Oliver, Billie Burke, Marian Nixon. Dir. William Seiter. Rel. Feb. 10. Rev. April 10.

Where Sinners Meet. 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, Billie Burke, Robert Morley, E. Velez. Dir. J. Walter Ruben. 65 mins. Rel. May 18. Rev. May 23.

Wild Cargo. Frank Buck's expedition into the Asiatic jungles to capture wild animals. Frank Buck. Dir. Armand D'Arce. Rel. April 6.

United Artists

Offices: 729 Seventh Ave., New York, N. Y.

Affairs of Cellini. The. The love life of Benvenuto Cellini. Frederic March, Constance Bennett, Frank Morgan, Fay Wray. Rel. Aug. 3.

Born to Be Bad. A woman apparently destined by circumstances to be always wicked in spite of herself. Loretta Young, Cary Grant, Paul Harvey. Dir. Lowell Sherman. Rel. May 18.

Bulldog Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Loretta Young, Warner Oland, Charles Butterworth, Una Merkel. July 20.

Catherine the Great. The story of Russia's greatest ruler. Douglas Fairbanks, Jr., Elizabeth Bergner, Flora Robson, Griffiths Jones. Dir. Paul Csanady. 83 mins. Rel. April 13. Rev. Feb. 13.

Count of Monte Cristo. The. The famous romantic old classic of the French nobleman's struggle with his adversaries. Robert Donat, Ellena Landi, Louis Calhern. Dir. Rowland V. Lee.

Callant Lady. An unwed mother who pays the price of silence in order to be near to her child. Clive Brook, E. Velez, Clive Brook, Otto Kruger, Tullio Carminati. 82 mins. Rel. Jan. 5. Rev. Jan. 23.

House of Rothschild. (The 20th Cent.). Strong drama of the great financial house. George Arliss, Boris Karloff, Loretta Young. Dir. Alfred Werker. 84 mins. Rel. Feb. 10. Rev. Feb. 27.

Last Gentleman. The. Shrewd and elderly millionaire cleverly plots the plans of his children to chisel his money away. George Arliss, Edna May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Landell. (No date set.)

Looking for 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. Rev. April 17.

Moulin Rouge. A talented wife proves her ability by a clever impersonation ruse. Dir. Sidney Landell, Constance Bennett, Franchot Tone, Tullio Carminati. 70 mins. Rel. Jan. 13. Rev. Feb. 13.

Nana. Adapted from the Zola novel with Sam Greco's new star, Anna Sten, Phillips Holmes, Mae Clark, Lionel Atwill, Rich. Bennett. Dir. Dorothy Arzner. 87 mins. Rel. Feb. 2. Rev. Feb. 6.

Our Daily Bread. Disinherited folks from all walks of life begin all over on an abandoned farm. Robert Morley, Tom Keene, and Barbara Pepper. Produced and directed by King Vidor.

Palooka. The son of a prizefighter follows in his father's footsteps. Dir. Benjamin Stoloff. Jimmie Durante, Stuart Erwin, Lupe Velez. Rel. Jan. 23. Rev. March 6.

Private Life of Don Juan. Somebody inuendues to the great legendary lover that all his conquests really didn't love him—so he gathers them around and puts the question to the test. Douglas Fairbanks, Merle Oberon, Bend Sin, Elsa Lanchester. Dir. Alex Korda. (No date.)

Sorell and 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.

Studio Universal City

Offices: 30 Rockefeller Center, New York, N. Y.

Affairs of a Gentleman. Drama. Paul Lukas, Lella Hyams, Patricia Ellis, Onslow Stevens, Lillian Bond. Dir. Edwin L. Marion. 70 mins. Rel. May 14. Rev. June 26.

Below the Belt. Musical. John Boles, Gloria Stuart. 70 mins. Rel. Jan. 29. Rev. Jan. 30.

Bombay Mail. Edmund Lowe Production. Ir. Ed. Marin. 70 mins. Rel. Jan. 9.

Black Cat. The. Mystery. Karlott, Bela Lugosi, David Manners. Ir. Edgar Wallace. 70 mins. Rel. May 13. Rev. May 23.

Countess of Monte Cristo. Drama. Fay Wray, Paul Lukas, Paul Page, Carmel Meyers, Reginald Owen. Rel. March 19. Rev. April 3.

Cross Country Cruise. Comedy-drama. Lew Ayres, June Knight, Alice White. 70 mins. Rel. April 15. Rev. May 1.

Crosby Case. The. Drama. Wynne Gibson, Onslow Stevens, William Collier. Rel. March 5. Rev. April 3.

Embarrassing Moments. Comedy-drama. Morris, Marion Nixon. Dir. Ed. Laemmle. Rel. July 9. Rev. April 16.

Glamour. Comedy-drama. Constance Cummings, Paul Lukas. William Glynn. 75 mins. Rel. April 9. Rev. May 16.

Half a Sinner. Drama. Joel McCrea, Sally Blane, Buster Churchill. Dir. Kurt Neumann. 70 mins. Rel. April 30. Rev. June 26.

Honor of the Range. Western. Ken Maynard. Dir. Alan James. 60 mins. Rel. April 15. Rev. May 1.

Her First Mate. Comedy. Summerville-Pitts. Dir. Wm. Wyler. Rel. Aug. 8. Rev. Sept. 5.

Home Play. Comedy. Summerville-Devine. Ed Sedgwick. Rel. Nov. 27.

I Give My Love. Drama. Wynne Gibson, Paul Lukas. Karl Freund. 67 mins. Rel. June 25.

I Like It That Way. Musical. Rodger Pryor, Gloria Stuart. Dir. Harry Lachman. 70 mins. Rel. Feb. 12. Rev. April 24.

I'll Take My Chance. Comedy. Lew Ayres, Gloria Stuart, Roger Pryor. Ir. Edwin Sedgwick. 70 mins. Rel. April 16. Rev. April 24.

Let's Be Ritz. Comedy-drama. Lew Ayres, Patricia Ellis, Frank McHugh, Isabelle Jewell, Hedda Hopper. Dir. Edward Ludwig. Rel. March 26.

Let's Talk It Over. Comedy-drama. Chester Morris, Mae Clarke, Frank Crone, George Burdell. 70 mins. Rel. Jan. 15. Rev. Jan. 23.

Little Man, What Now? Drama. Margaret Sullivan, Douglas Montgomery. Dir. Frank Borzage. 97 mins. Rel. June 4.

Love Captive. Drama. Nils Asther, Gloria Stuart. Dir. Max Suter. 61 mins. Rel. April 13. Rev. June 26.

Love Birds. Comedy. Slim Summerville. Ir. Wm. Selzer. 60 mins. Rel. March 12. Rev. May 29.

Madame Spy. Drama. Fay Wray, Nils Asther. Karl Freund. 70 mins. Rel. April 13. Rev. April 24.

Midnight. Drama. Sidney Fox, Henry Hull. Heggie. Dir. Chester Brskine. Rel. Jan. 22. Rev. March 13.

Myrt and Margo. Musical. Yvonne DeLoe, Donna Demerli, Eddie Foy, Jr., Ted Healy, Grace Hayes, J. Farrell MacDonald. Dir. Al Boasberg. 66 mins. Rel. July 23. Rev. July 23.

One More River. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. Rel. July 23.

Romance in the Rain. Comedy-drama. Roger Pryor, Victor Moore and Heather Anger. Dir. Stuart Walker.

Smoking Guns. Western. Ken Maynard. Rel. June 11.

Poor Rich. The. Comedy. Edna May Oliver, Edward Everett Horton. Dir. Ed. Sedgwick. 76 mins. Rel. Feb. 26. Rev. May 15.

Uncertain Lady. Comedy-drama. Genevieve Tobin, Edward E. Horton. Dir. Karl Freund. Rel. April 23.

Wheels of Destiny. Western. Ken Maynard. Dir. Alan James. Rel. Feb. 19. Rev. April 17.

Warner Brothers

Offices: 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 early American farmer taken from the story of "Huckleberry Finn". Jean Muir, Donald Woods, Dorothy Peterson. Dir. Alfred E. Green. 72 mins. Rel. April 17. Rev. April 17.

Dr. Monica. Drama of woman who tries to help her husband's girl friend. Kay Francis, Warren William, Jean Muir, Verree Teasdale. Dir. William Keighly. 70 mins. Rel. Jan. 23. Rev. June 26.

Easy Living. From the book by Adolphe Menjou. Genevieve Tobin, Mary Astor, Guy Kibbee, Edward Everett Horton. Dir. William Keighly. 61 mins. Rel. Jan. 30. Rev. Jan. 16.

Friends of Mr. Sweeney. Comedy-drama of the browbeaten husband who tries to escape his wife's domination. Charles Laughton, Rochelle Hudson, Eugene Paletta, Dorothy Tree. Dir. Edward Ludwig. Rel. July 7.

Gambling Lady. Based on the drama by Doris Malloy of a gambling lady who is such a sport she is willing to sacrifice her love to save her husband from ruin. Mary Astor, Sara Stanway, Frank Mayo, Pat O'Brien, Claire Dodd. Dir. Archie Mayo. 66 mins. Rel. March 31. Rev. April 10.

Harold Teen. Hilarious comedy romance which brings to life on the screen the life of the great "Boys' Own" star. Hal LeRoy, Rochelle Hudson, Patricia Ellis, Guy Kibbee. Dir. Murray Roth. 66 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, Jean Tawak, Alan Talbot, Francis Foster. Dir. Mervyn Le Roy. 63 mins. Rel. March 3. Rev. March 13.

Here Comes the Navy. Comedy-drama of a goat that tried to buck the fleet. James Cagney, Pat O'Brien, Gloria Stuart, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. 70 mins. Rel. June 18.

He Was Her Man. Action melodrama of the gal who double-crossed herself in love when her past came back. James Cagney, Joan Blondell, Frank Craven, Harold Huber. Dir. Lloyd Bacon. 70 mins. Rel. June 18.

Hi, Nellie. Comedy-drama of a newspaper "love" columnist. Paul Muni, Glenda Farrell, Kathryn Bergava. Dir. Mervyn Le Roy. Rel. Jan. 20. Rev. Feb. 6.

I've Got Your Number. Rowdy, rollicking story of the telephone trouble hunter who finds his way to the top. 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 Ray Nazarro, which reveals a new kind of racket, that of the big game hunter. Jean Muir, Jean Muir, Jean Muir, Jean Muir. Dir. Michael Curtiz. 67 mins. Rel. March 17. Rev. March 27.

Key, The. Fighting for love while the Slim Felt and the Black and Tan crossroads during the Irish trouble. From the London stage success, "The Key". William Powell, Jean Muir, Colin Clive, Henry O'Neill. Dir. Michael Curtiz. Rel. June 6.

Madame Du Barry. Drama of the lady who made history sit up and take notice, with comedy twists. Dolores Del Rio, Reginald Owen, Caspold Parkins, Verree Teasdale, Victor Jory, Dorothy Tree, Helen Lowell. Dir. William Dieterle. Rel. April 14.

Merry Wives of Reno. Comedy-farce of the Reno divorce mill in action. Margaret Lindsay, Donald Woods, Guy Kibbee, Glenda Farrell, Hugh Herbert and Frank McHugh. Dir. E. Bruce Hubbard. 64 mins. Rel. May 12. Rev. June 12.

Modern Hero. A. Based on the novel by Louis Bromfield, opening with the gay romance of circus life and carrying the hero through tremendous adventures to a certain of industry. Richard Barthelmess, Jean Muir, Marjorie Rameau, Verree Teasdale. Dir. G. W. Fahat. Rel. April 11. Rev. April 24.

Personality. The. Fast moving melodrama of the ham and beaner that tries to get his wife back to wife. Pat O'Brien, Glenda Farrell, Claire Dodd, Henry O'Neill. Dir. Alan Crosland. 68 mins. Rel. July 14.

Smarty. Comedy of the wife who wanted to commute between husbands. Jean Muir, Warren William, Edward E. Horton, Frank McHugh and Claire Dodd. Dir. Robert Florey. 64 mins. Rel. May 26. Rev. June 26.

Upperworld. Drama by Ben Hecht dealing with a millionaire's adventures with a chorus girl. Warren William, Mary Astor, Glaser Rogers, Dickie Moore. Dir. Roy Del Ruth. 70 mins. Rel. April 23. Rev. May 23.

Miscellaneous Releases

Are We Civilized? (Raspin). Propaganda for peace. Dir. Edwin Carewe. 70 mins. Rel. June 19.

Ariane. (Lue Ribbon). British made story of a woman who pretends sophistication to win her love. Elizabeth Bergner, Percy Marmont. Dir. Paul Ivin. 80 mins. Rel. May 13.

Badge of Honor. (Mayfair). Buster Crabbe in a original outdoor picture. Dir. Spencer Bennett. 62 mins. Rel. April 15. Rev. May 23.

Beyond Bengal (Showmen). Animal picture with narrative. 65 mins. Rel. May 15. Rev. May 23.

Big Race. The. (Showmen). Race track story. Boots Mallory, John Darrow. Dir. Fred Nibbel. 64 mins. Rel. March 5.

Cheaters (Liberty). Paroled convicts find love through crookedness. Bill Boyd, June Collyer, Dorothy Mackall. Dir. Phil Rosen. 66 mins. Rev. May 18.

(Continued on page 26)

Studio Placements

Hollywood, July 9.

Ellis Cook, Jr., Ida Lupino, Richard Arlen, "Ready for Love," Par.

Victor Schertzinger, directs "Hello Big Boy," Col.

Irene Ware, Franklyn Pangborn, Otis Harlan, Joyce Compton, Ferdinand Gottschalk, "King Kelly," Mono.

Glen Tryon, scripting "The Richest Girl in the World," Metro.

Emily Fitzroy, "Captain Hates the Sea," Col.

Del Andrews, scripting "David Copperfield," Metro.

Bruce Manning, screen play, "Mad Turtle," Col.

William Bakewell, "Walls," Metro.

Leo Carrillo, "Winning," Metro.

Bert Spottle, Andre Cherone, "Merry Widow," Metro.

Cecelia Parker, "Painted," Metro.

John "Merry Widow," Metro.

Max Davidson, "Four Walls," Metro.

Virginia Kearns, "Babes in Toyland," Roach.

Alice White, Edmund Lowe, Gloria Stuart, "Gift of Gab," U.

Pat O'Malley, Frank O'Connor, "Among the Missing," Col.

Pat Collins, "Captain Hates the Sea," Col.

Cedric Worth, adapting "Hold 'Em Yale," Par.

Douglas Fowley, Hugh O'Connell, "The White," Tel. "Em Bave," U.

Kathryn Knowlton, "Imitation Life," U.

Helene Millard, "Lady Surrenders," WB.

Sam Flint, "Broadway Bill," Col.

Sam Hind, "Stanley," Cynk Thornton, Lee Phelps, "Minute Mysteries," Col.

Fay Flippin, "Million Dollar Ransom," Col.

Clotilde Short, "Gentlemen Are Born," WB.

Allen Jenkins, Arthur Aylesworth, "Case of the Howling Dog," WB.

Helene Howell, "Big Hearted Hero," WB.

Russell Lott, Pauline True, Maxine Doyle, "Lady Surrenders," Warners.

Fay Enright, directs "Til Sea Anghin," WB.

Russell Hicks, "Is Hearted Herbert," WB.

James Cagney, Margaret Lindsay, "Perfect Week End," WB.

Josephine Hutchinson, "Gentlemen Are Born," WB.

Tom Dugan, "Girl Friend," Col.

Ethel Waters, Arline Judge, Sterling Holloway, "Gift of Gab," U.

Josephine Hutchinson, Joe May directs, "Music in the Air," Par.

Harry M. Vernon, continuity, "My Lady's Dress," Fox.

Maxine Doyle, Russell Hopton, "Lady Surrenders," WB.

Maxine Mack directs, "Naughty Nineties," Col.

H. M. Walker, scripting untitled U.

Harry Oliver, scripting orig on Mark Twain, Sol Lesser.

Shaw and Lee, "Mrs. Wiggs of the Cabbage Patch," Par.

Josephine Hutchinson, Dorothy Dare, "Gentlemen Are Born," WB.

Herman Bing, "Serenade," Fox.

Jack Neville, to write original, U.

Clara Kimball Young, "Return of Chandu," Lesser.

Henry Kleinbach, "Babes in Toyland," Roach.

Hugh Wiley, screen play, "Mississippi," WB.

Elmer Harris, writing original, Par.

Loretta Young, "Foraking All Others," Metro.

Montague and January, "Mississippi," Par.

Montague Love, "Limehouse Nights," Par.

Daniel Evans, developing own story, "Beach Boy," Par.

Inez Palange, "Age of Innocence," Radio.

Virginia Karna, "Babes in Toyland," Roach.

George Chandler, "Gentlemen Are Born," WB.

Phil Rosen directs "Night Alarm," Mat.

Richard Carle, Morgan Wallace, "Merry Widow," MG.

Berton Churchill, "Kid Millions," Goldwyn.

Christian Rub, William Stack, "The Fountain," Radio.

Skeets Gallagher, "By Your Leave," Radio.

Harry Harris, scripting, George Nichols directs, Gene Stratton Porter's "Laddie," Radio.

Mala, South Seas yarn, Goldstone.

Bobby Connolly, directs dance sequences, "Flirtation Walk," WB.

Frank McHugh, Gordon Westcott, Arthur Aylesworth, "Six Day Bike Race," WB.

Mary Lou Treen, "Gentlemen Are Born," WB.

James Cagney, Pat O'Brien, Frank McHugh, Earl Baldwin scripts, H. J. Brown supervises, "Irish in Us," WB.

William Haines, lead, "Young and Beautiful," Mascot.

Barbara Leonard, "Flirtation Walk," WB.

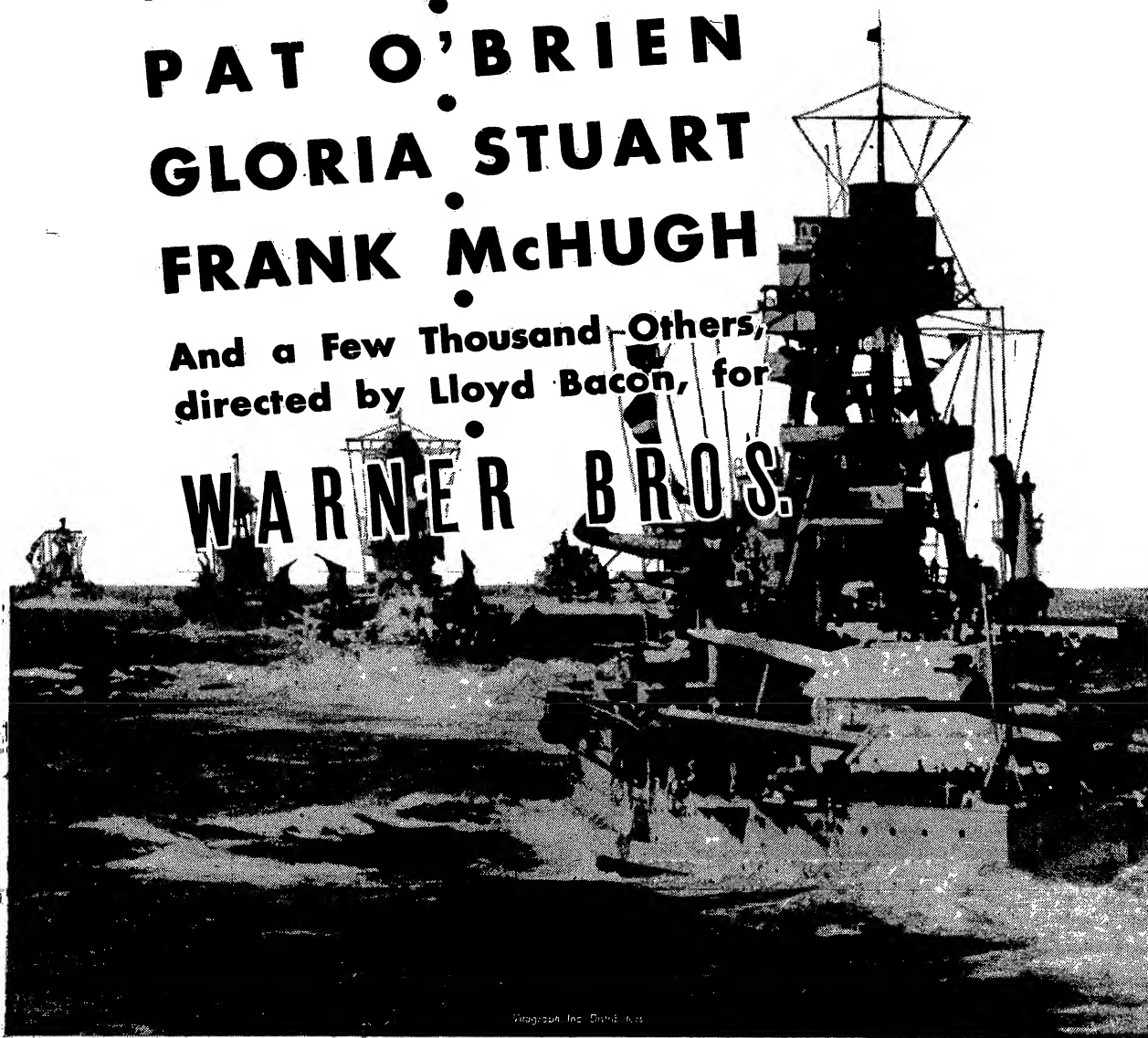
Dick Powell, Dorothy Dare, "Gentlemen Are Born," Warners.

THE FLEET'S IN "HERE COMES THE NAVY"

and so are
JAMES CAGNEY
PAT O'BRIEN
GLORIA STUART
FRANK McHUGH

And a Few Thousand Others,
directed by Lloyd Bacon, for

WARNER BROS.



Comparative Grosses for June

(Continued from page 10)

PITTSBURGH

	May 31	June 7	June 14	June 21
PENN (3,800; 25-35-40) High. \$41,000 Low.. 3,750	Villa (\$18,000) (Stage Show)	Manhattan Melodrama	Sadie McKee \$13,500	30-Day Princess \$18,000 (Phil Spitalny)
FULTON (3,750; 15-25-40) High. \$12,000 Low.. 1,900	Show Off \$3,900	Murder in Trinidad and Half a Sinner \$2,200	H'wood Party \$2,300	Change of Heart \$6,000
STANLEY (3,600; 25-35-50) High. \$48,000 Low.. 3,750	Melody in Spring \$5,000	Looking for Trouble \$21,000 (Guy Lombardo)	Stingaree \$5,000	Vanities \$5,250

CINCINNATI

	May 31	June 7	June 14	June 21
ALBEE (3,800; 35-45) High. \$33,500 Low.. 5,800	30 Day Princess \$7,000	Vanities \$12,500	Thin Man \$11,500	Little Man \$7,500
PALACE (2,500; 35-45) High. \$28,100 Low.. 4,500	Change of Heart \$10,000	Women Are Dangerous \$7,500	Stingaree \$7,000	Miss Marker \$8,200
LYRIC (1,300; 35-45) High. \$23,900 Low.. 2,500	You're Telling Me \$4,500	Half a Sinner \$4,000	Sisters Under Skin \$3,000	Thin Man \$8,000 (2d wk)
KEITH'S (1,500; 30-40) High. \$22,100 Low.. 3,200	20 Million Sweethearts \$4,000 (2d wk)	Honorable Guy \$4,000	Harold Teen \$4,500	Smarty \$3,500

MINNEAPOLIS

	May 31	June 7	June 14	June 21
STATE (2,200; 25-35-40) High. \$28,000 Low.. 2,500	30 Day Princess \$5,500	Bottoms Up \$4,000	Women Are Dangerous \$2,500 (New Low)	Double Door \$3,000 (New Low)
ORPHEUM (2,600; 25-35-40) High. \$25,000 Low.. 2,000	Stingaree \$2,500	Journal of Crime \$11,000 (Sally Rand)	Strictly Dynamite and Fog Over Prisco \$2,000 (New Low)	Registered Nurse and Sisters Under Skin \$3,500
LYRIC (1,200; 30-25) High. \$17,000 Low.. 1,200	Trumpet Blows \$2,000	Modern Hero and Tell World \$1,500	Show Off \$2,000	Private Scandal \$3,000

MONTREAL

	May 31	June 7	June 14	June 21
PALACE (3,700; 50) High. \$18,000 Low.. 6,500	Earth Turns and Honorable Guy \$6,500	20 Million Sweethearts and Registered Nurse \$9,000	Sadie McKee and Monte Cristo \$9,000	Villa and Sleeping Car \$10,000
CAPITOL (2,700; 60) High. \$30,000 Low.. 5,000	Tarzan and Private Scandal \$7,500	Change of Heart and Believed in You \$8,000	30 Day Princess and Witching Hour \$5,000 (New Low)	Vanities and Made Her Bed \$7,000
LOEW'S (3,200; 50) High. \$18,000 Low.. 5,500	Glamour and Tell World \$8,000	Jack A' Hoy and Lost Chord \$6,000	Women Are Dangerous and 3 on Honeymoon \$5,500	Crime Doctor and Finishing School \$5,500
PRINCESS (1,900; 50) High. \$25,000 Low.. 3,500	Palooka and Social Register \$5,500	20th Century and One is Guilty \$5,500	Looking for Trouble and Whirlpool \$4,500	Sorrel and Son and Looking for Trouble \$5,000 (2d wk)

PROVIDENCE

	May 31	June 7	June 14	June 21
STATE (3,200; 15-25-40) High. \$29,000 Low.. 2,500	Rothschild \$18,200 (Vaude)	Sadie McKee \$18,000	H'wood Party \$15,000 (Cab Callo- and)	Thin Man \$12,500 (Thurston)
MAJESTIC (2,200; 15-25-40) High. \$17,500 Low.. 2,800	Stand Up, Cheer \$4,800	20 Million Sweethearts \$4,500	Change of Heart \$4,300	Little Man and Palooka \$4,200
PARA-MOUNT (3,300; 15-25-40) High. \$18,000 Low.. 2,200	Witching Hour and Manhattan Love Song \$2,400 (8 Days)	30 Day Princess and In Love With Life \$2,200 (6 Days)	Stolen Sweeties and Vanities \$5,100	Miss Marker and Monte Carlo Nights \$5,400
ALBEE (3,500; 15-25-40) High. \$20,000 Low.. 1,900	Stingaree and Party's Over \$4,200	Strictly Dynamite and Affairs of a Gentleman \$5,000	Precious Thing and Love Captive \$1,900 (New Low)	Murder on Blackboard and Woman Condemned \$2,300

SEATTLE

	May 31	June 7	June 14	June 21
FIFTH AVE. (2,400; 25-40) High. \$26,000 Low.. 2,500	Villa \$12,000	Villa \$4,300 (5 Days 2d wk)	Sadie McKee \$6,100	20 Million Sweethearts \$6,500 (8 Days)
PARA-MOUNT (3,100; 25-35) High. \$21,000 Low.. 1,600	Witching Hour \$4,100	30 Day Princess \$5,900	Stand Up, Cheer \$5,300 (Stage Show)	Private Scandal \$5,300
LIBERTY (1,000; 10-25) High. \$12,000 Low.. 2,100	Toll World and My Pal, the King \$4,500	Love Birds and Public Stenographer \$4,000	Mystery Liner and Man Trailer \$3,900	Social Register and Couldn't Take It \$3,000
MUSIC BOX (000; 25-35) High. \$17,000 Low.. 2,000	Wild Cargo \$3,000 (Duke Ellington)	Wives of Men \$11,700 (Ted Lewis)	Sorrel and Son \$2,100	Black Cat \$2,300

NEW HAVEN

	May 31	June 7	June 14	June 21
PARA-MOUNT (2,500; 35-50) High. \$21,000 Low.. 2,600	30 Day Princess and In Love With Life \$8,500	Miss Marker and Uncertain Lady \$8,500	Vanities \$6,300	Happy Returns and Manhattan Love Song \$5,700
POL'S (2,000; 35-50) High. \$20,000 Low.. 4,200	Sadie McKee and Helen Stanley \$10,000	Wild Cargo and Sisters Under Skin \$5,500 (6 Days)	Manhattan Melodrama and Party's Over \$9,500 (8 Days)	Change of Heart and Women Are Dangerous \$7,200
SHERMAN (2,200; 35-50) High. \$16,000 Low.. 1,500	Upper World and Honorable Guy \$5,500	Fog Over Prisco and Strictly Dynamite \$3,800	Was Her Man and Sinners Meet \$3,600	Key and Merry Frinks \$3,900

BIRMINGHAM

	May 31	June 7	June 14	June 21
ALABAMA (2,800; 30-35-40) High. \$29,000 Low.. 3,500	Not Dressing \$6,900	Rothschild \$5,500	Sadie McKee \$7,400	Villa \$8,500
STRAND (800; 25) High. \$5,100 Low.. 800	Wharf Angel \$900	Side of Heaven and Murder in Trinidad \$1,100	Rothschild \$1,000	Lazy River \$900
EMPIRE (1,000; 25) High. \$12,000 Low.. 800	Whirlpool \$2,500	Journal of Crime \$2,500	Sisters Under Skin \$2,900	Upper World \$2,500

PORTLAND, ORE.

	May 31	June 7	June 14	June 21
B'WAY (2,000; 25-40) High. \$21,000 Low.. 2,500	20 Million Sweethearts \$6,000	Tell World and Lazy River \$4,200	Honorable Guy and Laughing Boy \$4,400	Thin Man and Love Captive \$3,900
UNITED ARTISTS (1,000; 25-40) High. \$13,200 Low.. 1,200	Villa \$7,500	Manhattan Melodrama \$4,800	Tarzan \$3,200	Little Man \$3,700
ORIENTAL (2,500; 25) High. \$24,000 Low.. 800	Wives of Reno and (Ted Lewis)	Earth Turns and Made Her Bed \$2,200	Modern Hero and Sing, Like It \$1,800	Was Her Man and Keep 'Em Rolling \$1,800

TACOMA

	May 31	June 7	June 14	June 21
MUSIC BOX (1,400; 25-35) High. \$10,500 Low.. 1,100	Wild Cargo \$3,600	You're Telling Me and Fashions \$6,500 (Al Pearce Duke Elling- ton)	Wives of Reno and All of Me \$5,000 (Ted Lewis)	Not Dressing \$2,300
ROXY (1,500; 25-35) High. \$7,000 Low.. 2,000	Side of Heaven and Country 3 on Honeymoon and Beloved \$2,800 (Split-Duals)	Bottoms Up 9th Guest Line Up Register and Husbande Go \$3,900	Laughing Boy and Women in His Life and Monte Cristo \$2,800	Hold That Girl and Whirlpool \$2,500

CALENDAR OF CURRENT RELEASES

(Continued from page 23)

Drums o' Voodoo (International). All-Negro cast in screen version of stage play 'Louisiana'. Dir. Arthur Hoerl. 70 mins. Rel. May 7. Rev. May 15. Enlighten Thy Daughter. (Exploitation.) Warning to parents. Remade from silent. 15 mins. Rel. Jan. 15. Rev. Feb. 20.

Found Alive. (Ideal.) Jungle story. Barbara Bedford, Maurice Murphy. Dir. Chas. Hutchins. Rel. Feb. 10. Rev. April 17.

Guilty Parents. (Jay Dee Kay.) Sex education story. Jean Lacy, Glen Boles. Dir. Jack Rowley. 53 mins. Rev. April 10.

Hired Wife. (Falcon.) 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 13.

Lost Jungle. The (Mascot). Circus-jungle story. Clyde Beatty. Dir. Armand Schaefer. 55 mins. Rel. June. Rev. June 13.

Love Past Thirty. (Monarch.) Beauty parlor rejuvenation for a faded fiancée. Aileen Pringle, Theodor von Eltz, Phyllis Barry. Dir. Vin. Moore. 60 mins. Rev. March 13.

Moth. The. (Showmen's.) Sally O'Neill astray in New Orleans. Dir. Fred. Newmeyer. 64 mins. Rel. Jan. 15. Rev. April 17.

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 Higgin. Rev. Jan. 9.

Picture Brides (Allied). Story of the Brazilian diamond mines. Dorothy Mackall, Regis Toomey. Dir. Phil Rosen. 60 mins. Rev. May 29.

Trapeze. (Protex.) Anna Sten's first German picture, dubbed in English. 65 mins. Rel. Feb. Rev. Feb. 20.

Unknown Soldier Speaks. The (Lincoln). War clips with a new angle. 70 mins. Rev. May 29.

What's Your Racket. (Showmen.) Familiar gangster frameup. Regis Toomey, Noel Francis. Dir. Fred Gulot. 50 mins. Rel. Jan. 1. Rev. March 6.

White Heat (Seven Seas). Love on an Hawaiian plantation. Virginia Cherrill, Mona Marie, David Newell. Dir. Lois Weber. 60 mins. Rel. June. Rev. June 19.

Wine, Women and Song. (Chadwick.) Lilyan Tashman's last picture. Backstage story. Lilyan Tashman, Lew Cody. Dir. Leon D'Ussau. 64 mins. Rev. March 27.

Woman Unafraid. (Goldsmith.) Story of a policewoman. Lucille Gleason, Skeets Gallagher. Dir. W. J. Cowen. 68 mins. Rev. April 24.

World in Revolt (Mentone). News clips with comment by Graham McNamee. 59 mins. Rel. June. Rev. June 12.

JOSHES COFS IN RHYME

Culver City, July 9. Metro is making a short, 'My Grandfather's Clock,' which is to be a burlesque on detective stories. Dialog will be in rhyme. Felix Felst, Jr., is directing from his own screen play. Two reels goes under supervision of Harry Rapf instead of through Metro's short department.

Story Buys

Hollywood, July 9. Paramount has bought 'Dad's Day,' by Francis Martin, a different angle on college football, for Sir Guy Standing. Mignon G. Eberhart's mystery 'White Cockatoo' bought by Warner.

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RCA

Chi Zoning System Upheaval as B&K Spots Ask Double Protection

Chicago, July 9. For the first time since its establishment years ago the Chicago territory clearance and zoning system is being threatened. Always recognized throughout the country as the best protection setup ever adopted by the Illinois-Chicago industry group for either substantiation or destruction. It follows the Balaban & Katz official protest to the NRA code board against the present arrangement.

On this Thursday (12) there will be a general meeting of all exhibitors at the Congress hotel to decide the fate of the current zoning system, with each exhibitor to be given an opportunity to register a voice one way or the other.

B&K protest to the current zoning system, which was originally okayed by the NRA code board here, concerns the alleged lack of sufficient protection of one house over the subsequent theatre. B&K is asking that the present setup be sacked and that a new system be established in which a 'dead' week of protection is spotted between each of the regular 11 weeks of protection in the present arrangement.

Thus instead of having the second week of release follow immediately upon the first week B&K wishes to put an additional seven days protection in that setup. Meanwhile the 1934-35 selling season is at a dead stop with selling impossible due to the lack of any protection basis on which to designate releases. While selling is going ahead in other parts of the country the local exhibitors and distributors cannot make any decisions as to prices and protection until the clearance and zoning system is established. Exchanges have stated that they will wait until the Thursday meeting and that if no decision is arrived at then, they will go out and make deals on the basis of last year's setup.

CARDINI

This Week, July 6
WISCONSIN THEATRE
MILWAUKEE

Next Week, July 13
PALACE THEATRE
CHICAGO

ENTERTAINMENT

Experience • Service • Organization



F&M
STAGESHOWS

1560 Broadway New York City
A Subsidiary of
FANCHON & MARCO, Inc.

Only Three 1st Runs In Pitts; New Low

Pittsburgh, July 9. With folding of Fulton Saturday night (7) for the summer, downtown Pittsburgh has fewer first-run houses than at any time within recent memory. Only three sites now first-runners—Penn, Stanley and Warner.

Fulton was to have closed a month ago, but release of four Fox pictures originally in Harris Amusement Company's allotment for Alvin kept house open month longer than expected. Only downtown theatre without a cooling system, terrific heat hastened its folding, although product also had something to do with it. Unlikely that Fulton will reopen before last of August.

Theatre Bombings Break Out Again In Pitts., Minn.

Pittsburgh, July 9. After a comparative period of quiet, during which hostilities were believed at an end, theatre bombings broke out here again last week, when the Washington, in suburban Swissvale, was dynamited during the height of the Fourth of July celebration. Explosion took place early in the morning and nobody was hurt. Blast ripped a six-foot hole in the floor and windows for blocks around were shattered.

The property damage was estimated at between \$500 and \$1,000. Morris Roth, owner, told county detectives he did not use union operators and stated he believed labor disputes were at the bottom of the explosion. More than a score of indie-owned houses have been dynamited in this district within the last couple of months.

Minneapolis, July 9. A heavily charged bomb tossed from a passing automobile in the early hours of the morning wrecked the front of the Cozy, local neighborhood house, and shattered plate glass windows nearby.

The house is operated by Morris Yelen, son of a rabbi here, and employs booth operators who are members of the local independent union which is not affiliated with the A. F. of L. Yelen subleases the theatre from A. H. Gels, president of the independent operators' union.

Gels formerly owned and operated the Falls theatre, another local neighborhood house, which was bombed twice. The bomb that made a partial wreck of the Cozy tore its way through the sidewalk, opening a hole in the basement about a foot square. At least 25 windows in the neighborhood were broken, and sidewalks and gutters were strewn with pieces of shattered glass.

Chi Police Orders All Give-Aways Out as Violation of License Rule

O'Brien Lamps Femmes

Hollywood, July 9. In making the first of the six action features to be produced by Major John Zant and Sol Lesser at Pathé studios, George O'Brien has been given the novel privilege of choosing his own leading lady for 'The Dude Ranger.' O'Brien is looking 'em over, being in no hurry since the picture is not slated to go in until July 22.

Edward F. Cline will direct. Sextet of actioners are for Fox release.

Patsy Kelly's Vacash

Hollywood, July 9.

Taking her first recess since she hit Hollywood a year ago, Patsy Kelly leaves for New York by train this week to remain east for a month.

Before scrambling on the vacash she will have finished 'One Horse Farmers,' Hal Roach comedy in which she is co-starred with Thelma Todd, and have completed additional scenes in Metro's 'Born to Be Kissed' for which she was loaned.

Contracts

Hollywood, July 9.

Options on Patsy Kelly and Benny Baker lifted at Roach.

Edmund Hartman given writing pact by Fox.

Phyllis Ludwig, Sacramento, Cal., beauty contest winner, pacted at Universal.

John Qualen handed stock pact at Fox.

Earl Baldwin, one year writing pact, WB.

William Frawley's option lifted at Paramount.

Nan Gray, Houston, Tex., stock player, pacted at Warners.

Chicago, July 9. Exhibitors throughout

County have received notices from the police department to cease and desist having lottery nights, giveaways and other trick gift nights. Police notice states that these gift occasions are violations of the theatre license provisions, and that if these violations are not cleared up by July 14 the theatre license will be revoked on the offending exhibitors.

This ban on giveaways has been in the theatre licenses from the beginning, but has never been enforced. It is understood that Balaban & Katz attorneys went to the police to ask that the giveaway provision be enforced.

However, that's just the start of a new fight that's likely to end in the courts, because the premium people are not sitting back. They have retained Charles Bellows, former district attorney, as counsel and plan to seek an injunction restraining the police from interfering with the operation of the giveaways. Premium men state that they have \$50,000 worth of merchandise on hand in warehouses, and that this police order is putting them out of business.



BEN BLUE
WARNER BROS. COMEDIES
Direction
LEO MORRISON Agency

HELD OVER SECOND WEEK

IVIE ANDERSON

With DUKE ELLINGTON

This Week (July 6)

CAPITOL, NEW YORK

TANK YOU!!!

(Reprinted from 'Variety,' July 3)

PARAMOUNT, N. Y.

Mostly Max Baer in the stage show at the Paramount this week, the new champ filling 15 of the 48 minutes with Benny Rubin most of the show. Rubin on for his solo monologue, which went over very well. (Chic)

MAX BAER and BENNY RUBIN

Comedy

15 Mins.; One and Three

Paramount, N. Y.

Max Baer, without Benny Rubin, might have been catastrophic, but with the aid of the experienced comic he gets over. Too much of the comedy is built on handshaking in which Rubin supposedly gets his hand crushed, but it's still funny with the audience on the fifth or sixth time.

Even If He Weren't the Champ of the World,
Max Baer Is a Great Performer—Regardless

BENNY RUBIN

THE ORIGINAL

"SNAKE HIPS" TUCKER

HELD OVER SECOND SENSATIONAL WEEK

CAPITOL, NEW YORK, THIS WEEK (JULY 6)

Stock Market

(Continued from page 6)

higher than preceding week, but never touched the 30 mark. During coming week, a more thorough testing of the 29-point level may be expected. With other preferred issues on the big board perking up, Radio might come into more general favor.

Warner Brothers continue continued its gradual decline, but seemed to have touched bottom along the old resistance point at five. The range was small and volume was virtually the same as the week before. Fox stock sunk below 13, the resistance point of the previous week, and never topped 13½ during past week. Chart shows this issue to be following general drooping tendency of amusement group. A redeeming feature was a big slump in volume on its decline in past week.

Changes Mostly Mi

Minor fractional changes were the rule for a majority of amusement issues. The exceptions were Columbia Pictures certificates and Eastman Kodak, each with a point gain, and Pathe with a point advance of 1½. Strength in amusement group Saturday helped Columbia Pictures, Pathe A and Paramount certificates.

Paramount stock on big board went up half a point Saturday and closed the week at 4½, the high, for an advance of nearly a point. More shares changed hands Saturday than during four previous trading days. It will be recalled that this stock dropped to 4½ preceding week. Some would like to bet that stock was "being cleaned out" and might be getting ready for a forward push. Subsequent action of Paramount would tend to bear out this theory. Particularly since there was no real reason for the manner in which it was tossed overboard in the previous week.

Indicative of present lack of interest is fact that Keith Preferred and Warner Brothers Preferred failed to appear on tape all week, and that Universal Preferred showed up only once. Metro-Goldwyn-Mayer Preferred slipped half a point on a few hundred transactions.

Reports from industry, which are not glowing, indicated to some extent why market stopped its decline about a month ago, and started in new direction. It was felt that early summer business is turning out to be considerably better than anticipated by market. Retail trade spurred just before July 4, giving the retailers one or two weeks in nearly a month, and ranging from 5% to 25% higher than same week last year. Demand in some instances brought shortage which forced hurried calls on manufacturers. Business failures continued to decline for week ended June 28, being only 229, or less than either of two preceding weeks, and comparing with 373 in 1933.

A conception of just how purchasing power is being increased can be gleaned from figures from bureau of labor statistics which show the average weekly wage of factory workers in May was 20% greater than in the same month in 1933. In June, the Dun's Index number of wholesale commodity prices soared, and on July 1, the highest it has reached since October, 1930. June was the 15th consecutive month that a gain over the corresponding index of the year preceding had been maintained.

Summary for Week Ending Saturday, July 7

STOCK EXCHANGE

High.	Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net chg.
1%	3%	100	American Sav.	4%	3%	4%	+
2%	3%	600	Consol. Film	3%	3%	30	+
2%	3%	500	Columbia	10%	9%	10	+
17%	10%	200	Consol. Film (4)	14%	14	14	+
80	17%	1,600	Eastman Kodak (4)	9%	9%	984	+
10	12%	1,400	Pathe Class A	12%	12%	12	+
28%	18%	23,500	Gen. Elec. (100)	20	19%	19%	+
100	28%	1,000	Loew (100)	22	21	21	+
97%	72%	200	Do pref. (100)	92	91	91	+
20%	4%	800	Madison Square Garden	6%	5%	5%	+
100	2%	100	Warner Bros.	2%	2%	2%	+
6%	1%	23,300	Paramount cfs.	4%	3%	4%	+
14%	1%	100	Pathe Exchange	2%	2%	2%	+
24%	21%	2,800	Pathe Class A	21%	19%	21%	+
10%	4%	10,400	Radio Corp.	7	6%	6%	+
10%	8%	6,700	Radio pfs.	20	19	19	+
4%	2%	2,200	RKO	2%	2%	2%	+
16%	4%	14,700	Universal pref.	38	38	38	+
4%	4%	14,700	Warner Bros.	38	38	38	+
47%	30%	11,000	Westinghouse	37%	35%	35%	+

* Plus stock extras, † Paid this year on account of accumulations. ‡ Ten-shares trading unit.

CURS

2,700	Technicolor	134	+	+
1,100	Trans Lux (100)	1%	+	+

OVER THE COUNTER, N. Y.

Id.	Asked	1	1
4,800	Par-Pub	3%	+

PRODUCE EXCHANGE, N. Y.

4,800	Par-Pub	3%	+
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\$3,000 Theatre Stickup

Atlanta, Ga., July 9. After tying C. H. Bradberry, assistant manager of the Fox shortly before noon today (Monday), three men robbed the office of about \$3,000 in cash. Bradberry was checking the weekend receipts when interrupted by the robbers. The men were armed with revolvers, and while one kept the assistant manager covered the other two tied his hands behind his back and looted the office at leisure. Bradberry said he was accosted in the lobby by the men who forced him into the manager's office.

INDIES PARTIAL TO WESTERNS

Hollywood, July 9.

Independent producers here with their ears close to the ground are planning to put their money and efforts into action or western features costing from \$3,000 to \$12,000.

The Indies feel that this is their safest bet for the coming year and is certain to return them a fair profit no matter what the outcome of the double bill situation. A melodrama with a light story and one or two secondary scenes which can be had even at this low sum, can always be sold to exhibitors because of its cheap rental. It's OK for single bills in low admission houses, and can also be sold for double bills.

Majority of the small Indies are gambling on the very cheap picture, although a few are going the opposite way by increasing their budgets so pictures can hold up under competition from majors for single bill spots.

Not all the Indies can turn out an \$8,000 to \$12,000 negative that will hold water. It takes long years of practice in cutting the corners, picking stories and casts and keeping the company working at high pressure for an entire week of shooting.

Alibis for Bad Business

Spring

People getting married
Women thinking about summer clothes
Spring fever
Spring cleaning
Children playing marbles
Golf
Too hot
Rain
Weather too good
Too many autos

Not enough parking space
Beer too cheap
Roads too good, people driving out of town
Roads too bad, people not coming in
Bicycle fad
Roller-skating fad
People planning vacations
Building under construction
People watching excavation

Summer

Men buying straw hats
People getting married
Gasoline up and people can't drive to theatre
Gasoline down and people drive out of town
Women thinking about fall clothes
Tennis, golf, baseball
Scanty bathing suits attracting to beaches
No conventions
Too many conventions

People going on their vacations
For vacation spots—no vacationists this year
Libraries getting some hot books
People spending money for July 4 fireworks
Circus in town
Summer cleaning
Department store window displays
Too hot
Building construction
People watching excavation

Autumn

Too cold
Too hot
People resting from vacations
People planning for Christmas
Indian summer fever
World Series
Football
Kids back to school
People getting married
Ping-pong
People saving for winter overcoats

People buying chestnuts
Fall cleaning
Elections
People out of town for week-ends
People not coming in for week-ends
Bridge
Men buying winter hats
Building under construction
People watching excavation

Winter

Too cold
Women thinking about spring clothes
Hockey
People getting married
People going on winter vacations
Children ice-skating
Income tax
Street cars too uncomfortable

Heated taxi-cabs too comfortable
Unusual warm weather
Pre-Christmas lull
Christmas lull
Post-Christmas lull
New Year's Eve
New Year's Eve
Post-New Year's lull
Building completed; people going to dedication

Would Curb Shoestring Exhibs Who Bally Revivals of Oldies

Cooper, Griffiths, Dent In Lincoln B.O. Battle

Lincoln, July 9.

The tussle between the J. H. Cooper interests in Nebraska, Colorado and Oklahoma and the combined forces of Griffiths Brothers, Oklahoma City, and the Louis Dent (Westland Theatres) group, Colorado and Nebraska, gathered momentum last week with newspaper ads here being boosted about 120%, and bills swapped about to make competitish come to sword points. With the buying season right at hand, there'll be some lively bidding for celluloid, too.

The Rialto, grabbed by the Dent group, is in run-down condition, but about Aug. 1 it'll be shut for 30 to 60 days' remodeling. Plans call for new seats, new stage, new white and black front, marquee and new carpet. Remodeling figure is about \$25,000. Hope is to bring this house into shape that it may be classed as A playing time, thus adding to buying power. However, the Dent-Griffiths holdings in other spots gives them more strength in this area for film buying than Cooper has been opposed with in eight years.

Spot Charlotte Henry

Hollywood, July 9.

Charlotte Henry has been signed by Hal Roach, on loanout from Paramount, to play the role of Bo Peep in the screen version of Victor Herbert's operetta "Babes in Toyland." "Toyland," to be produced by Roach as a Laurel and Hardy special, is being adapted by Frank Butler and the studio staff, to hit the cameras the latter part of the month.

Ray McCarey is set to direct, and supporting cast also includes Henry Kleinbach, Felix Knight and Virginia Karns.

Distributors being with complaints against the sale of pictures which are either revived or taken by indie exhibitors after they have virtually completed their circulation and are played in downtown houses in competition with newly released product. These objections are being raised in New York as well as in other major keys around the country where 15c and 25c grinds are making a practice of digging up old pictures and selling them as though they were fresh off the press.

Such threats on Broadway as the Globe, Gaiety and George M. Cohan have been doing this for some time at scales of 15c and 25c, in opposition to first and second-run pictures. The same situation has sprung up elsewhere from Coast to Coast and distributors may be expected to take early action to do something about it, although the average sales chief hates to deprive his books of this added business.

The revival operators have mushroomed only during the past year or so and, it is understood, are doing business under their newly discovered policies. On a Mae West picture alone, brought into the downtown area after it had completed its regular circulation, the countup showed a handsome profit.

One picture was recently shown as a Mae West starrer and billed heavily that way, although actually it was the first in which she appeared in a starring role, "Night After Night." Another, an old one, with Paul Muni, made when he was still with Fox, was booked and to the average person possibly mistaken as a new Muni production.

It is the method of selling and exploiting the revivals which both the distributors and opposition theatre operators mostly complain about. They bury the titles as much as possible and play up big names of today which weren't so big when originally produced. Or wait until they can put up a big name when a first-run opposition theatre is playing the same title in a new picture, thus having the tendency to confuse the public, if nothing else.

RKO Reorg

(Continued from page 4)

formance on rents in Radio City, is about completely depleted. At any rate, insiders expect that the \$150,000 or so left in the Chase bank out of this security fund may run out before the summer ends.

With the Rockefeller people deciding to convert the Center theatre into legit, the rent on the theatres becomes reduced from around \$80,000 monthly to \$51,000 monthly. That's outside of office rent.

RKO and Radio City

There is talk that RKO won't renew on the Radio City leases, but nothing definite on it. It appears that the Bond building and the Radio City leases, while, so far as the old office space is concerned in the Bond building, on Broadway, KAO is the guarantor. The Bond building leases have some 10 years to go. Under these conditions looks like KAO would prefer to move back to the Bond building and save expenses, while RKO, for prestige purposes, might want to stick in Radio City.

Involved is what the Rockefeller people might be inclined to do, regarding RKO's presumed interest in the operation of the Music Hall, if leases were not renewed on office space.

There was a board meeting of KAO held 10 days or so ago, but understood to have been mostly routine. J. R. McDonough, M. H. Aylesworth's subaltern in RKO affairs, was in New York for the meeting, but headed west again Thursday (5).

Indications presently are that RKO has little or nothing to do in the operation of the Music Hall. The M. H. operation is completely under Rockefeller rep agis.

There seems to be little doubt that, so far as pulling a company operator for the M. H., Rockefeller would find little difficulty. Loew's once intimated to the Rockefeller higher-ups it might be interested in the M. H. operation under certain conditions.

Columbia Marches On



FRANK CAPRA



EDWARD G. ROBINSON



HOWARD HAWKS



MYRNA LOY



GENE RAYMOND



BORIS KARLOFF



FAY WRAY



EDMUND LOWE



JACK HALEY



RICHARD CROMWELL



LYLE TALBOT



ANDY CLYDE



HARRY LANGDON



FRANK CAPRA

2 FRANK CAPRA

"BROADWAY BILL"

Screen play by Robert Riskin, from "S"

MADE BY THE DIRECTOR WHO GAVE YOU "L"

EDWARD G. ROBINSON

A HOWARD HAWKS PRODUCTION

Distinguished star of a score of outstanding successes, in a special production, directed by the man who made "20th Century"

GRACE

in "ONE NIGHT OF LOVE"

Directed by Victor Fleming

A great star comes into her own!

A Sensation at Hollywood

Story by DOROTHY SEAR and CHARLES BRADEN

"A credit to the industry. Showmen may now"

THE GIRL FRIEND

A musical extravaganza with JACK HALEY and LUPE VELEZ. Book, lyrics and music by America's musical comedy kings, Fields, Rodgers and Hart.

BORIS KARLOFF in THE BLACK ROOM MYSTERY

The Man They Love To Hate in a powerful mystery romance.

THAT'S GRATITUDE

Frank Craven's Broadway success brought to new life on the screen.

EIGHT BELLS

The celebrated international stage success by Percy G. Mandley.



Opening triumphs in Columbia's 4

Through 1934-1935!

RA Productions

in production

WARNER BAXTER - MYRNA LOY

"Confidential" by Mark Hellinger

"FORN CRY" and "IT HAPPENED ONE NIGHT"



CLAUDETTE COLBERT



GRACE MOORE



WARNER BAXTER



JACK HOLT



ANN SOTHERN



NANCY CARROLL



LUPE VELEZ

★ CLAUDETTE COLBERT

PRODUCTION

★ Beautiful star of "It Happened One Night" in a lavish production
★ that will give her marvelous talents greater scope and offer exhibitors
★ one of the season's finest box-office attractions

MOORE

CARMINATI - LYLE TALBOT - MONA BARRIE

by Schertzing

Good Previews!

Unanimously acclaimed by all critics

and it to Columbia's hit roster."

— Motion Picture News

\$25 AN HOUR

From the sensational Broadway stage success by Gladys Unger and Leyla Georgi.

A FEATHER IN HER HAT

One of today's best-selling novels by T. A. R. Wylie brought to the screen.

SURE FIRE with GENE RAYMOND and ANN SOTHERN

Delightful comedy romance from Ralph Murphy's brilliant play

MAID OF HONOR

By Katharine Brush, author of the famous "Red-Headed Woman" and "Young Man of Manhattan"

For 1934-35—many more to follow



LEO G. CARROLL



WALTER CATLETT



LEON ERROL



VICTOR SCHERTZINGER



JOHN MACK BROWN



TIM MCCOY



WALTER CONNOLLY

BIG ADVERTISERS WARY OF STATIONS NOT MAINTAINING QUALITY LEVELS

**Growing Disposition to Feel Reputable Products
Cheapened by Proximity of Borderline Adver-
tising Programs**

Chicago, July 9.

Stations are beginning to fret about the squawks aimed at certain minor advertising. And the squawks they are worrying about do not come from the listeners who don't bother to complain (they just don't listen), but the howls that annoy the stations are those from the big national advertisers, of the type of Armour, Swift, Lucky Strikes, Real Seal Piston, General Mills and others of that category.

These large national advertisers are threatening to walk out on stations which persist in allowing these 'cheap' advertisers to hit the air just ahead or behind. The standard advertisers object to following a rupture program or even in some instances, a whiplash program. They believe that this adjacent plugging injures their reputation and puts them in the same class with the cheaper products in the public's mind. They claim that cheap program sponsors give the station a cheap reputation and a rep which must necessarily hurt the class advertiser.

Big sponsors are comparing radio to newspapers and state that as newspapers keep up their advertising and reader standard by rejecting cheap patent medicines, wriggle devices and others of that ilk. And the big advertisers claim that if newspapers can keep up the tone of their publication that the stations can do the same for their transmitters.

Sponsors point out that stations associated with these high-class newspapers, such as WGN with the Chicago Tribune and WDAF with the Kansas City Star, consistently refuse to accept these cure-all advertisers. The ace sponsors believe that their standing with the public is enhanced by being plugged on a high-grade station, while their standing would, in the same manner, be damaged by being spotted about on a cheaper-grade transmitter.

Stations are starting to take notice of these objections and are sloughing off advertising which might prove objectionable not only to their listeners, but to these nationally known sponsors. It's a case of censorship, not by listeners, but by the recognized legitimate sponsor.

Pontiac's 1/2 Hour

Pontiac has obligated itself for a Sunday night half hour on NBC's red (WEAF) link, starting Sept. 9. Program hasn't been set.

Under consideration by the account are parts of NBC's Sunday night 'Goin' to Town Affair'. Pontiac had this stanza piped out to its Detroit plant last week. Indications are the auto maker will use Ed Lowry as m. c. and pick either Frank Black or Al Goodman for the master of the band.

Leaders were submitted by NBC's sales department, Borrah Minich, was also auditioned.

Writers Sue Baron

Howard Snyder and Hugh Wedlock, authors, have served a summons on Jack Pearl for \$3,000 for alleged use of some of their material on one of Pearl's broadcasts. Edward J. Blumberg is counsel for the writers.

Julius Kendler on behalf of Pearl denies using any outside material, stating that Billy K. Wells and the J. Walter Thompson agency author and supply him with all scripts.

Campagna's Coaster

Campagna Corp. has closed for the 6:30 to 7:30 spot, E.S.T., on NBC's blue (WJZ) loop, starting Sept. 23. Frank Campagna, the owner of straight dramatic, with the latter bringing back the 'Grand Hotel' idea.

Hookup will be from coast to coast.

Foiled

Mexico City, July 9. Alleging that local radio station XEWE slandered them and damaged their reputations by demanding in two broadcasts that they call at the studio's business offices and settle pending accounts, J. Rafael Rubio and Renato Ornelas have begun suit in a civil court here against the station.

They contend that it is against the law for radio stations to use this means to collect. It is the custom for Mexican newspapers to insert ads in boldface type calling upon delinquent customers to settle advertising bills.

Campbell's \$15,000

CBS Time Bill Is Biggest Yet

Campbell soup's 'Hollywood Hotel', slated to start Sept. 14 or Oct. 12 on CBS, will have the largest hookup in the history of the business. Web has already lined up 84 stations for the program and figures on having at least 10 more added to the link by debut date.

Besides the basic network complete, the account is taking almost every supplementary on the CBS list. Time bill alone will come to over \$15,000 per broadcast.

CBS is giving Campbell several weeks of advance ballyhoo over the air in connection with the program. Most of the exploitation will be derived from a country-wide contest in which those concerned will pick a girl warbler to appear with Dick Powell in the program. Web will do the auditioning in 13 regional centers, with the winner of each tryout brought to Hollywood for the finale. In New York the test will be held in the Columbia Radio Playhouse, Times Square.

Campbell show, slated to originate from Hollywood, will include in its cast, besides Powell and the contest winner, Louella Parsons, William O'Neill, Ted Fiorio's band, El Brendel and Cy Kendall, last named playing the role that Lionel Barrymore would have held had Metro-Goldwyn-Mayer not barred the way. J. P. McEvoy will author the scripts.

NBC's Chicago Predicament

WLS Building Own Transmitter — Not Enough Time for Both Red and Blue

Chicago, July 9.

NBC is starting to worry in earnest about its transmitter situation in Chicago. From present indications NBC will not have enough transmitter time to take care of its two networks in 1935. This follows the apparent set decision on the part of WLS, the indie Prairie Farmer station, to break away from NBC and go on its own.

WLS is now sharing the WIEN transmitter which belongs to NBC but WLS last week started to build its own 50,000 watt transmitter, to go into action as soon as the present contract with NBC expires.

With WLS leaving it means that the blue network will have only WENR, which shows the week-length time with WLS. The Hearst KYW station which has been a third NBC station here will be no longer available to NBC on Oct. 23 when the transmitter moves to

Armour Show to Coast As Baker Goes Screen

Chicago, July 9.

Phil Baker taking his Armour troups to Hollywood while he doubles to the Universal studio for a part in the 'Gift of Gab' flicker.

At least two Armour programs will originate on the sunshine slope.

Nazi Cheap Sets Too Good; They Bring In Moscow Communists

Berlin, July 1.

Reichminister Dr. Joseph Goebbels, if still in office, will patronize this year's Radio Show scheduled here in the giant Kaiserdom exhibition Hall for August 17-26.

All the important German firms and several foreign houses are expected to have exhibits here, how that Germany is becoming radio conscious through the efforts of the government to force a cheap set on the market.

In cooperation with the best engineers of the industry a 'Peoples Receiver' will be brought on the market to sell for 7 marks on deferred payments.

Some 500,000 sets were sold. Then came the dawn. The little sets were so well made that they picked up anti-Nazi propaganda in Moscow and Strassburg.

Jencks, Ex-Reporter, WRHM Station Mgr.

Minneapolis, July 9.

In selecting Earl D. Jencks as manager of the recently acquired local radio station, WRHM, the Minneapolis Tribune and St. Paul Dispatch, new comers, took a leap from the book of WCCO, Columbia chain station here, by choosing a former newspaper man. Earl Gammons, Columbia chain station manager, was a reporter on the Journal here before entering the radio field. Prior to accepting an executive position with WCCO, from which he resigned to go with WRHM, Jencks had been employed in the editorial departments of both Minneapolis and St. Paul newspapers.

Molle's New Program

Molle shaving cream is auditioning for a new program. With the revised frame the account will make it three 15-minute periods a week over NBC's red (WEAF) link.

Program that Molle currently is bankrolling on that network includes Shirley Howard, Guy Bonham, Wamp Carlson and Dwight Latham.

Chain Income from Time Sales

NBC

	1934	1933	1932	1931
January	\$2,379,923	\$1,869,895	\$2,635,447	\$2,026,860
February	2,197,297	1,742,784	2,571,609	1,924,778
March	2,473,400	1,997,463	2,864,783	2,164,434
April	2,369,118	2,369,177	2,649,892	2,195,880
May	2,472,594	1,662,897	2,305,446	2,101,025
June	2,182,742	1,512,159	2,081,466	1,931,155
Total	\$14,068,074	\$10,475,335	\$15,108,645	\$12,344,632

CBS

	1934	1933	1932	1931
January	\$1,405,948	\$941,466	\$1,348,842	\$692,114
February	1,357,523	884,977	1,319,414	750,621
March	1,524,904	1,015,102	1,336,050	1,110,526
April	1,371,501	775,489	1,354,592	1,076,104
May	1,256,887	624,256	1,326,944	1,065,352
June	925,939	553,066	915,830	1,057,230
.....	\$7,872,102	\$4,795,345	\$7,701,672	\$5,251,946

NBC Canters Through June for All-Time Record in Heat Spell; NBC, \$2,182,742; CBS, \$925,939

KOIL'S Jinx Hour

Omaha, July 9.

Early morning hour from 6 to 7 at KOIL is becoming known as the jinx hour to station personnel. To begin with, Zel Mills, who regularly handles the hour (transcription), set out for Colorado on his vacation only to come down with flu on arriving there. Paul Luther, station standby for several years, filled in for Mills and is now in the hospital as result of an elevator accident which occurred when Luther attempted to rush out of the cage to get the program on the air on time.

Walter Vogt, station production manager, took over the task following Luther, only to have to call the medic while he was on the air and be treated for stomach trouble. Vogt took three days off to recover. Al Bates, technician, who put program on at time of Luther's accident, thanks his stars he's been relieved of the assignment favor of remaining announcers.

PABST GOES OFF AIR; BERNIE BACK IN SEPT.

Ben Bernie fades off NBC for Pabst Blue Ribbon Beer with August 17 broadcast. Account expects to return him to the Tuesday night half-hour, Sept. 19.

Bernie has been on the Pabst payroll for almost four years.

Romance Doubled Up

When Mohawk Carpets returns to NBC in September it will add a Sunday half-hour to its time. Program will consist of an orchestra, headed by Harold Levey, and Ralph Kirby, tenor. Same combination will do a quarter-hour Thursday mornings.

On both stanzas Levey will continue to be billed as Don Allen. Account thinks this tag sounds more romantic.

WOWO's Theatre Dark

Fort Wayne, July 9. WOWO's radio playhouse, the Indiana, has closed for the summer. New lease to be signed. Films are included in the programs. Gerald Newton returns to sales staff during the layoff period.

MOSS WITH CBS

CBS is continuing expansion of its band-bookings department. Latest to join the staff is Harry Moss. Moss was a partner in Moss-Hallett, Inc., band booking organization which dissolved some time ago.

LISTEN TO BUDDY ROGERS

Chicago, July 9. Buddy Rogers band is auditioning. Two agencies listening in, one for a medical account and the other for an auto.

WBT's New Rates

Charlotte, N. C., June 9. A new rate card, changing time classifications, is now in effect at WBT. Class 'A' time, which begins at 6 p.m., has been extended to 11 o'clock, instead of 10:30, as formerly.

With the inauguration of the new rates WBT eliminates entirely the old local rate card based on a lower scale of prices for time. New general scale becomes effective for both local and national advertising. Rates are based on a primary charge of \$200 per hour for 'A' time.

Polly Morgan Moves

Pittsburgh, July 9. After building up a following via WWSW, Polly Morgan (Lillian Malone) moves her personal shopping service feature, 'Polly Puts the Kettle On', to WCAE, Hearst station, this week.

On WCAE, her morning program will replace long-time Alice Abbott and her 'Market Place'. Miss Abbott (Stephanie Diamond) leaves station end of this month to vacation for six weeks before going to New York for Joe Penner programs, on which she'll do femme parts next season.

Puttin' on Heat

Distributors of Blue Coal have a new script-musical act which they will debut on NBC, Oct. 11, on the basis of three afternoon installments a week. Programs will run a half hour each. Hookup will be from coast to the central eastern states.

RADIO IN THE STICKS

Equity's Bargain Initiation Fee For Radio; \$10 Instead of \$50

Equity will make a strong bid to bolster its membership among radio artists by setting modest terms to join the association. That was determined at a council meeting when a by-law was adopted to the effect that microphone players may become members by paying an initiation fee of \$10. Legit people are required to pay \$50 initiation, fee being boosted from \$25 about one year ago. Annual dues for radio members will be \$18, same as senior members in legit.

Equity has been tabling air activities. A survey of salaries paid radio artists was made by Equity recently. One apparent result was that the general run of radio actors do not receive enough compensation to warrant making the regular new member charge.

Equity boosted the initiation charge to keep down the number of applications from newcomers to the stage, on the theory that experienced member-players would have a better chance to secure jobs. Move was near to a closed shop but Equity insists it will never close its rolls. Interest in the radio field was evidenced first several seasons ago when the council ruled that if a show or any part of a performance went on the air, one-eighth extra salary be paid. More recently Equity became interested in radio through the NRA code and Emily Holt, of its legal staff, is on the Radio Code Authority.

New membership admission regulation is broad in its provisions, in that any former member who quit the legit and is devoting all time to radio, may now rejoin for \$10, and, if delinquent, all such charges shall be wiped out. That is a distinct break for those "out of benefit" for it is stipulated that if any new member from radio becomes a legit player, the difference in the initiation shall be paid Equity. That means that a new member from radio, paying \$10 at this time, must kick in with an additional \$40, if and when going onto the legit stage. Delinquent members now in radio would not have to pay the extra amount, if returning to the stage.

Equity, when asked if the radio move might be followed with a "bargain" admission rate for picture players who are not members, stated that no such plan was in mind at this time.

Freddie Miller's Ltd. Plug for Ivory's Cream

Ivory shaving cream, new product of the soap company, starts a New England exploitation campaign on a three-station NBC hook-up July 24, with Freddie Miller supplying the show. Miller will do his broadcasts from WEEI, Boston.

Program is set for Tuesday and Thursday spots on the three stations for 26 weeks, after which Ivory switches it to NBC in New York. Miller was set by Ben Roocke.

WBB's Libel Action

Kansas City, July 9. A libel suit totaling \$250,000 damages for a radio speech during the recent city election was filed here against the WBB broadcasting company and Mrs. R. J. McCurdy, Democratic campaign speaker, by attorneys for Thomas J. Sisto, head of a Kansas City, Kansas, detective agency.

Actual damages of \$100,000 and punitive damages of \$150,000 are sought. It is stated that the speech made by Mrs. McCurdy, who resides in this city, was in answer to a speech made by the plaintiff before a group of CWA workers.

RADIO RUINED PRAGUE!

So Ought to Give Alms to itims Union Argues

Prague, June 27. Czechoslovak Theatre Union here is threatening a boycott against the semi-official state-subsidized Radio Journal. Theatre Union thinks the Radio Journal should divert a part of its revenues toward the support of the willing legitimate theatre and its indigent members.

Logic behind the demand and the threat that goes with the demand is that since radio broadcasting has caused a crisis of bad business in the theatre the responsibility of sharing radio profits with the theatres is manifest.

Radio Journal seems not to take its guilt seriously. But meanwhile the stage languishes in Prague while citizens remain at home and twist the controls.

NBC TAKES OFF 'HELP WANTED' SIGN

NBC is out to keep its payroll from further expansion. Department heads throughout the organization were advised by Richard C. Patterson, Jr., executive v.p., last week that there is to be no more hiring done until further notice.

Particularly affected by the order is the sales department, where adding of help has accompanied the steady increase of business.

EQUIP RIVER BOATS FOR SENDING, RECEIVING

Kansas City, July 9. Movement of river steamers between Kansas City and St. Louis, and north to Atchison, Kansas, will soon be aided by shortwave radio stations, to be installed on government tow boats and dredges from Atchison to Gasconade, Mo.

Twelve stations will comprise the network. There will be two land stations and ten radio equipped boats. All of the stations will be equipped with both receiving and sending sets, and will operate on a frequency of 2,604 kilocycles. River boats, if encountering channel obstructions or other difficulties, will be able to call a dredge or towboat within a few minutes.

New Ruth Show Maybe, This Giveaways

Fletcher & Ellis agency last week submitted Babe Ruth to a string of radio stations. Program idea which the agency outlined did not contain a premium or giveaway tag.

Distributors of the Esso brand of petroleum was forced to drop a recorded series framed around Ruth last winter when the oil code authority objected to the premium thing which had been made a part of the program.

PEABODY WEST

Right after the last show at the Roxy, N. Y., where he closes a three weeks' stay Thursday (12), Eddie Peabody boards a train for Los Angeles to do some shorts. He is due back east Aug. 16.

Originally from L. A., Peabody has been at the Hollywood restaurant all winter. Harold Kemp of NBC is setting some radio dates for the banjoist out of KFI, L. A., an NBC link.

IT'S NO PICNIC FOR OPERATORS

Business Dries Up After Opening Night in 15,000 Pop. Towns—Can't Make Both Ends Meet When They Haven't Got Both Ends

HEADACHES

By ROBERT H. BROWN

Birmingham, July 9. Radio in That four-word sentence of territory, aside from big contracts and chain programs. It deals mostly with three-dollar announcements from retail merchants and occasionally a contract that smacks of the right to be dubbed a commercial.

Network programs play only a small part in the lives of stations out in the hay country. They come in handy to offset some of the disadvantages of local arrangements. Stations seldom turn down a chain contract, it's true, but just the same the chain program is a minor affair with stations.

In the first place a majority of stations have a hard time getting enough chain spots to make them worthwhile and take up time. There's still only 24 hours in a day whether it's New York or Water Valley, Miss. And lines cost money. For this reason sustaining programs over chains are getting to be rarities.

But the ones who have the fun running radio stations are the boys out in the little towns, of from 5,000 to 15,000 population. Making ends meet in those places is like finding Robinson Crusoe.

One or two station owners in Alabama have moved so many times from one town to another that they will probably wind up by putting rollers on their equipment. They opened and did well in a certain town for a little while, then business began sliding and they decided to skip to another. After permission was obtained from the federal commission, they moved on, hoping to find a town which would support a station.

Then Came the Dawn

This man's predicament brings to the fore what still another man did. He opened a station in a small town in Arkansas and held a big opening night. Station was on the air 24 hours the first day. Almost every merchant in town bought some time and there were celebrities from three states present at the shindig.

Then business dried into a sandpile like an ostrich's head and never came up. From then on he had nothing in his eyes but smoke. Business was awful. Merchants refused to spend money with the station and finally the operator left town.

Then hopping on into Alabama this radio man promoted another station, hoping to find a better field. The same opening stunt was pulled with gobs of celebrities and plenty of time sold. But business again was stagnant after opening day.

There's a newspaper-radio war on in the small towns just the same as in the big cities. It's not over news broadcasting, because in the small towns there's very little news of importance and everybody knows it a few hours after it happens anyway. Instead, the papers and stations fight over the few dollars the merchants have to spend for advertising.

At this time a certain party is interested in opening a station not so very far from a city. The party a few days ago interviewed the

(Continued on page 49)

Unless Canadian Musicians Strike Is Settled A. F. of M. to Order Boycott Of Dominion Stations by NBC-CBS

'Never Do-o That'

Baltimore, July 9. Municipal playground instructors are emulating tactics of schoolmarms to keep the kids from running wild with ether-learned parlance. An epidemic of 'You nasty man' and imitations of the Joe Penner cackling laugh precipitated this.

Teachers punish the kids by making offenders write out the Penner expression 100 times. If the offending noise is the prop laugh, the kids must copy 100 times the line:

'I shall aspire to be something better in life than a radio actor.'

LABOR CLAUSES DELAY RADIO CODE

Washington, July 9.

Promulgation of revised labor clauses of radio broadcasting code probably will be held up several weeks, it was indicated in government and trade circles today.

Facing a voluminous record, which required considerable analysis and study, Deputy Administrator William F. Farnsworth Saturday (?) still was unable to set a date for conferences with various discordant groups, and indicated compromise negotiations will be held up for some time. Absence of several industry leaders will handicap Farnsworth in getting negotiators together.

MOTHER NEGLECTS HER FOR RADIO, SAYS GIRL

Milwaukee, June 9.

Her radio programs and other things are causing Mrs. Gladys Schmidt to neglect her daughter, it was charged in circuit here when Juanita Schmidt, 17, asked the court to remove her mother as guardian.

According to the girl's testimony, Mrs. Schmidt practices her radio songs or goes out with one Fred Rau, also a singer, and leaves the girl to her own devices. Mrs. Schmidt was divorced from her husband two years ago. At the time Schmidt claimed his wife was "friendly with Rau," with whom she made radio and stage appearances.

The court after hearing the girl's petition to be placed under the guardianship of the father took the matter under advisement.

Weems Band, Murray, Pontiac Possibility

Chicago, July 9.

Pontiac auto is auditioning for its new fall show.

Best bet at present is a show consisting of the Ted Weems orchestra and Ken Murray, as chief comic and m.c. If and when set, show will originate in Chicago.

WB TESTS LANGFORD

Frances Langford was tested last Thursday (5) for pictures by Warner Bros.

Deal with the studio calls for a term contract if test is okayed on Coast.

From the American Federation of Musicians' home office in New York yesterday (Monday) it was learned that President Joseph Weber was slated to meet in Ottawa today (Tuesday) with Hector Charlesworth. If at this get-together the strike against the Canadian Radio Commission is not settled, an ultimatum will be issued to NBC and CBS to cease including Canadian stations in hook-ups originating from this side. Meeting in Ottawa on the invitation of Chairman Charlesworth of the Canadian Commission.

Ever since the Toronto local called the strike all outlets under the control of Charlesworth have been on the American Federation of Musicians' national and international 'unfair list.' Weber has on several occasions discussed with NBC and Columbia the advisability of cutting the CRC stations off the American web's service, but it was decided to defer such action until all chances of the union's getting together with the CRC looked hopeless.

ignations

Toronto, July 9. Resignation of seven prominent members from the Toronto Musicians Protective Association marked the first development in the three weeks' strike between the Canadian Radio Commission and members of the American Federation of Musicians. Over 5,000 musicians throughout Canada are boycotting the commission in support of the Montreal local, whose claims for a 30% wage increase and recognition of the AFL is refused by CRC.

Since the musicians strike was called, commission programs have consisted of non-union musicians and artists, electrical recordings and the NBC exchange programs. For three weeks union members have been forbidden to play on any commission station or station feeding a commission spot.

This has affected orchestras and soloists in theatres, hotels, restaurants and nite spots, as well as military band and symphony concerts.

Among resignations from the union are Cella Huston, pianist and niece of Walter Huston; Geoffrey Waddington, former CRC orchestra leader; Percy Faith, former arranger on CRC programs; Frank Legge, organist; Archie Cunningham, pianist; Marjorie Daines and Ted Andrews. All announced their preference to stay on the commission payroll.

Meanwhile a formal protest of the commission's action has been forwarded to the Prime Minister by the district council of the AFL here. Thomas Maher, vice-chairman of the commission, has also asked that he be relieved of his duties on Aug. 15.

Walter Murdoch, president of the Toronto Musicians' Protective Association, who is directing the trans-Canada strike, intimated that a major development on the part of the union is forthcoming within a few days. From another source, it is learned that this new attack will be taken on the part of the AFL with NBC and the latter's broadcasting over commission stations during the strike.

"Variety"

FOR SUMMER

Place a subscription for 'Variety' over the summer - (3 months)

\$1.50

Mail remittance with name and summer address.

STATION SHOWMANSHIP LAGS

Aylesworth Sees Amplified Educational Use of Radio as Gov't Threat Counter

Washington, July 9. Confronting threat of loss of facilities and statutory allocation of frequencies and time for educational purposes, Merlin H. Aylesworth, president of National Broadcasting Company, last week predicted American broadcasters will improve their educational work without admitting that full potentialities have not yet been utilized.

Without referring to Congressional mandate to new Communications Commission to study educational uses of radio, NBC head declared 'education gets a 50-50 break over our networks,' and contended that 'American programs are unsurpassed in all the world for American purposes.'

'We have over 20% education on our networks, that is, programs that definitely have educational purpose,' Aylesworth explained. 'We have 30% more of programs that have educational value. That makes 50%. That leaves 50% for entertainment. Education gets a 50 break therefore over our networks.'

Pointing to various examples of educational value of radio, broadcasting executive warned against attempting to move too swiftly to utilize all the possibilities and observed, 'We have got to experiment. In order to learn to swim, we must swim. So in order to learn to broadcast, we must broadcast.'

Must Train Radio

I have long believed that we have not been utilizing the force of education by radio to its greatest advantage,' Aylesworth said. 'There is something to be said for the newness of the medium. For over 200 years there has been going on the development of the technique of teaching in the classroom. Compared to this, our experience with radio has spanned only a few short years. It takes time to even train an individual to use this new medium; how much longer it must take to train whole groups of teachers to make effective use of it. As broadcasters, we invite you to join with us in bringing about the most fruitful use of this new medium. As teachers, you are asked to share this responsibility with us.'

Pointed out public service performed by presenting economic, political, religious, and other programs with practical educational value and said that 'radio's greatest function is to act as a preventative of those enemies set out for man's destruction.'

All Subjects Covered

'We have put every kind of subject on the air to interest listeners,' NBC exec remarked. 'Politics, government, economics, psychology, philosophy, literature, music, vocational training, law, home economics, and many others. Efforts have been made to publicize these programs—extensive lists of organizations have co-operated by bringing them to the attention of their membership. Printed bulletins, bibliographies, and reprints of lectures have been made available.'

'Thousands have written us their appreciation of these efforts. We have consciously tried to do a good educational job with the child and the grown-up—with your help we will do a better job.'

'Thousands of school systems receive our daily programs, while more than 50,000 schools, representing over 6,000,000 children, listen each week to Walter Damrosch and the NBC music appreciation hour.'

'Individual school systems have sought and are using the local facilities of our associated stations in many states and cities. We know the limitations of the radio lesson. We know, however, that it supplements and vitalizes any subject which a teacher is struggling to make interesting to a group of young people. It can supply the intellectual urge to make us go on and study for ourselves, which I suppose is the highest accomplishment of any teacher.'

'We have yet only touched upon

Tells Why He's Lousy, Decries Lack of Breakins

Dear Odec:

I am sincerely glad you caught my show. I really was lousy that night. I did three shows that week and rehearsed for a fourth, and as I have to write my own material, my humor was stretched to a pretty fine thinness by the time you caught me, which was not on Monday or Wednesday, when I might have been above lousy, but on Friday. Also, I had become so pooped from the first two shows I took a rest on Thursday, and wrote the show you heard in just the few hours I had that Friday, or in half the time I had been used to giving the others. They say it takes Harry Conn all week to write the fifteen minutes of comedy for Jack Benny, and I had to write material to fill up twice that much time that week. I saw I couldn't keep it up, and the schedule now calls for only two shows a week.

I don't like carbon copies any more than you, Odec. Rogers influenced me a lot up until a year ago, when I got next to myself. I still want to be a humorist of the backwoods pattern, and I am trying hard to be that and still be different to him. Unfortunately, I can't change my Oklahoma background or my talk, but I am trying hard to emphasize the points of real difference between us.

You know, Odec, all the successful comedians on the air today (Wynn, Pearl, Penner, Cantor, Jessel, Jolson, Rogers, etc.) have long stage careers behind them, long years of vaudeville and revue experience. There is no vaudeville training school for us younger beginners at comedy (I'm 25) —they won't take us into vaudeville till we build up an air name now—so we have to come along just as I have, get an air job, flop; get another job, maybe just a sustaining, get razed, keep trying, get another break, do a little better, get another break and then finally maybe hit.

I am going to try hard to improve the show if they keep me on. I wish you would catch it again some time before Sept. 1, and let me know what you think.

Odec is the Vaudevillian reviewer who caught this performer. Latter's name is purposely not given.

WKBB Uncramped

Dubuque, Ia., July 9. WKBB, East Dubuque, Ill., has been granted unlimited time schedule broadcast facilities by the Federal radio commission. Announcement made by Reginald Martin, station manager.

WMT Doubles Wattage

Waterloo, Ia., July 9. Harry T. Shaw, manager of WMT, has received federal radio commission okay to raise night power from 500 to 1,000 watts.

'Use of new power grant starts as soon as new equipment can be installed.'

the significance of this means of mass communication as a boon to mankind. In American we are making it a means of public enlightenment. We are proud to join forces with this association to make that purpose more certain and secure.'

LITTLE TO OFFER ADVERTISERS

Discern Trend of Interest in Locally Established Programs for Sponsorship, but Trade Fears Local Showmanship Not Ready for What May Be Its Big Opportunity in Midwest

LIKE SPORTS

Chicago, July 9.

While practically no time is being signified at the moment the stations throughout the middle west report encouragingly increased inquiries from agencies and advertisers. Hopes are bullish.

Out of the avalanche of inquiries two trends seem noticeable. First is the increase in the number of advertisers interested in fall and winter sports events. A large percentage of the inquiries for time available on stations concerns the possibility of broadcasting play-by-play accounts of local football games. Particularly in the larger cities which get the important college football festivals. In Chicago and the top towns there are even requests for information regarding the professional football games. This follows the doubt on the part of some advertisers whether the colleges will permit the commercial tie-in on broadcasting.

New football interest is due to the relative success of the commercial baseball broadcasts during the present summer. Small advertisers are following the lead of such large users of baseball broadcasts as the Wheaties company which has baseball accounts on some seven mid-west stations.

Established Shows

Other than football the trend in inquiries seems to show that the advertisers are fed up with taking chances on unknown programs, or even on building their own programs on a gamble that it will click. Many advertisers are asking stations about programs already established.

Alarming to agencies, advertisers and to the representatives themselves is the fact that few regional stations have any real shows to offer sponsors. It seems that the stations have refused to spend much time, money or effort to build unique shows locally. Transmitter heads all too commonly have been extremely lax and lacking in showmanship.

A station which has even two programs of local drawing power is most unusual. Ordinary run of stations have almost of their own nothing to boast about. They have left it up to the advertiser entirely. In most cases the shows that mean anything on the stations are network shows; the station itself has been content to sit back and worry about wattage without realizing that the 'show's the thing.'

WADC's Power Boost

Akron, July 9. Station WADC, Akron, has been granted permission by the Federal Radio Commission to increase its day-time power from 1,000 to 2,500 watts.

In addition to the new power, to be generated by a 5,000 watt transmitter to be installed soon, WADC also will have a vertical radiator at its Tallmadge plant, according to Allen Simmons, owner.

WADC will continue to operate 1,000 watts after sundown.

Associated Broadcasters Corp. of Kansas City has opened a Chicago office with Loren E. Hays in charge. Associated recently added WGSN, Birmingham, Ala., to the list of stations it represents in the midwest.

Outgoing Commish as Santa Claus With 50 Increased Power Grants In Last Week of Existence

Washington, July 9. Clearing its slate for Federal Communications Commission incumbency, the seven-year-old outgoing Federal Radio Commission granted a record number of applications during the final week of its existence and handed out increases of power and time with a lavish hand.

Turning down a handful of applications, FRC upped the operating strength of nearly 50 stations, authorized erection of five new transmitters, set for hearing 20 pleas for greater power and nine for new stations, and disposed of more than a dozen pending examiners' reports at two work-filled sessions.

Sweeping changes in the radio map are anticipated within the next few months as the new commission, armed with broader powers than its predecessor, begins putting into operation novel government policies. A major change will be removal from quota figures of low-power local stations which Congress specified should not be charged against any state. This action will have the effect of opening up new facilities in the sparsely-populated sections of the country and to a limited extent of reducing quotas in numerous states.

Quota System Out?

The generosity with which last-minute applications were granted was regarded in industry circles as indication that the quota system, never satisfactory to broadcasters and never placed in operation as intended, is on the way out as a yardstick for measuring equality of distribution of facilities. One prominent industry leader characterized the disregard for quota conditions as a strong indication that the outgoing commission feels that the quota system is not entirely satisfactory and believed it foresaw development of a new measuring system by the incoming commission.

The miscellaneous grants undoubtedly raised quota figures generally, but pending complete calculation it was agreed the action probably did not result in much of a change in disparity between zones or states since most of the power boosts were for small stations and many were restricted to daytime operation.

Set to assume office some time today (Monday), new commission probably will not act on pending cases for several weeks.

Reappointment of Herbert I. Petty as secretary of the new organization, regardless of political attacks on his activities, and designation of Paul P. D. Spearman, former city council member and new government member of broadcast code authority, were anticipated. Dr. Theodore Joliffe is expected to stay on as chief engineer.

The Lucky 500

The power increases granted during final week included:

WSPD, Toledo, daytime, from 1 kw to 2 1/2 kw; WMAZ, Macon, Ga., from 500 to 1 kw; WDAY, Fargo, N. D., daytime, from 1 kw to 2 1/2 kw; WBNX, Springfield, Vt., daytime, from 20 to 500; WSAI, Cincinnati, from 500 night and 1 kw daytime to 1 kw night and 2 1/2 kw daytime with directional antenna.

WREX, Roanoke, Va., daytime, from 250 to 500; WQBC, Vicksburg, Miss., from 25 day and 500 night a 500 night and 1 kw day; KFKU, Lawrence, Kan., from 500 to 1 kw; WREC, Memphis, Tenn., special authority, from 500 night and 1 kw day to 1 kw night and 2 1/2 kw day; WMT, Waterloo, Ia., special authority, from 500 night and 1 kw day to 1 kw night and 2 1/2 kw day.

WGAL, Lancaster, Pa., daytime, from 100 to 250; KGKL, San Angelo, Tex., daytime, from 100 to 250; WDGW, Minneapolis, daytime, from 1 kw to 2 1/2 kw; KIEV, Glendale, Calif., from 100 to 250; KLZ, Denver, daytime from 1 kw to 2 1/2 kw; WDRP, Danville, Va., night, from

500 to 1 kw; WBRC, Birmingham, night, from 500 to 1 kw; WRC, Washington, daytime, from 500 to 1 kw; KFVS, Cape Girardeau, Mo., daytime, from 100 to 250; WWRLL, Woodside, L. I., N. Y., daytime, from 100 to 250; WICC, Bridgeport, Conn., daytime, from 500 to 1 kw; WKRC, Cincinnati, daytime, from 1 kw to 2 1/2 kw.

WPHR, Petersburg, Va., from 100 night and 250 day to 500 day; WADC, Tallmadge, O., daytime, from 1 kw to 2 1/2 kw; WKJC, Lancaster, Pa., daytime, from 100 to 250; WDAG, Amarillo, Tex., daytime, from 1 kw to 2 1/2 kw; KROW, Oakland, Calif., night, from 500 to 1 kw; WORK, York, Pa., special authorization, from 500 to 1 kw.

KGKO, Wichita Falls, Tex., special authorization, from 250 to 500; KMGH, Memphis, Tenn., special authorization, from 500 night and 1 kw day to 1 kw night and 2 1/2 kw day; KGKO, Wichita Falls, Tex., day from 500 to 1 kw; KOIL, Council Bluffs, Ia., daytime, from 1 kw to 2 1/2 kw; KSD, St. Louis, Mo., daytime, from 1 kw to 2 1/2 kw; KMEC, Kansas City, Mo., daytime, from 1 kw to 2 1/2 kw; KWK, St. Louis, Mo., daytime, from 1 kw to 2 1/2 kw; KQW, San Jose, Calif., night, from 500 to 1 kw; WBAA, W. Lafayette, Ind., daytime, from 500 to 1 kw; KSO, Des Moines, from 100 night and 250 day to 250 night and 500 day; KCEB, Springfield, Mo., special temporary authorization, from 100 to 500; WKBF, Indianapolis, daytime, from 500 to 1 kw; KMA, Shenandoah, Ia., night, from 500 to 1 kw; KGBZ, York, Neb., night, from 500 to 1 kw.

WLBW, Erie, Pa., night, from 500 to 1 kw; WTOC, Savannah, Ga., night, from 500 to 1 kw; WWO, Omaha, Neb., day, from 1 kw to 2 1/2 kw; KGBZ, York, Neb., daytime, from 1 kw to 2 1/2 kw; and WHEC, Rochester, N. Y., daytime, from 500 to 1 kw.

The following power boost applications were set for hearing: WKRC, Cincinnati, night, from 500 to 1 kw; KSD, St. Louis, Mo., from 500 to 1 kw; WCHS, Portland, Me., daytime, from 25 kw to 5 kw; KECA, Los Angeles, daytime, from 2 1/2 kw to 5 kw; WTMJ, Milwaukee, from 1 kw night and 2 1/2 kw day to 5 kw; KTFI, Twin Falls, Ida., night, from 500 to 1 kw; WAAB, Boston, from 500 to 1 kw; WGN, New York, from 500 to 1 kw; WTAG, Worcester, Mass., from 500 to 1 kw; WCEA, Allentown, Pa., from 250 to 500; WSAW, Allentown, Pa., from 250 to 500; WCHS, Charleston, W. Va., night, from 500 to 1 kw; WBBM, Chicago, from 25 kw to 50 kw; KPAB, Lincoln, Neb., from 5 kw to 10 kw; KMAC, San Antonio, Tex., from 500 to 1 kw; WDAF, Kansas City, Mo., daytime, from 1 kw to 2 1/2 kw; KTUL, Tulsa, Okla., night, from 250 to 500; KGOV, Missoula, Mont., from 100 to 500; and WISN, Milwaukee, from 500 to 1 kw.

Applications Approved

The following new station applications were approved: WATR, Waterbury, Conn., 100 daytime; KTEB, Modesto, Calif., 250 daytime; Marion K. Gilliam, Staunton, Va., 500 daytime; C. Morris, Ada, Okla., 100 daytime and Pittsburgh Radio Supply House, Greensburg, Pa., daytime, 250.

The following new station applications were designated for hearing: Harold E. Smith, Rensselaer, N. Y., facilities of WGLC; E. B. Crane, Helena, Mont., 1420 kw, 300-watt Montana Broadcasting Co., Helena, Mont., 1420 kw, 100 w; E. J. Hecker, Salem, Ore., facilities of KJWJ; Kunsky-Trendle Co., Detroit, 640 kw, 10 kw; Metro Broadcasting Co., East Los Angeles, Calif., redesignated for hearing; J. David Stern, New York, facilities of WNYC; Frank Lyman, Jr., Boston, 680 kw, 250 w. The commission set for hearing application of WJ3S.

(Continued on page 33)

New Business

DES MOINES

Sensol Co., 78 one-minute announcements; through Hogan Adv. Co. KSO.

Foreman and Clark, announcement daily, 12 weeks. Direct. KSO.

Supreme Baking Co., three 15-minute programs per week for 18 weeks. Direct. KSO.

Fontenelle Brewing Co., Omaha, daily announcements, 12 weeks. Direct. KSO.

Riverview Park, daily announcements, 8 weeks. Direct. KSO.

Siegel Furniture Co., five announcements per week for one year. Direct. KSO.

City Club Beverage Co., renewal,

one-hour program weekly, eight weeks. Direct. KSO.

Zimmerman Bros., 78 announcements; Battenfeld & Ball. KSO.

Rock Island Brew Co., daily announcement, eight weeks. Direct. KSO.

Schmitt & Henry Furniture Co., 52 announcements. Direct. KSO.

Peter Pan Stores, 10 announcements per week, one year. Direct. KSO.

Mankato Brewing Co., renewal, five announcements per week for 10 weeks. Direct. KSO.

Montgomery Ward & Co., 52 announcements. Direct. KSO.

Des Moines Texaco Service Sta-

tions, 15 15-minute programs, Joe and Dan. Direct. KSO.

Kingsbury Breweries, 78 one-minute announcements. Lord & Thomas agency. KSO.

Flynn Dairy Co., renewal, 52 five-minute programs. Battenfeld & Ball agency. KSO.

CHICAGO

Illinois Bottled Gas Co., series of five 15-minute programs on Saturday nights (Wade agency, Chicago). WLS.

Reliance Manufacturing Co. (Big Yank shirts), six one-minute announcements. (Carroll Dean Murphy agency, Chicago). WLS.

Justrite Bird Seed Co., Milwaukee, continuation order for 13 additional 15-minute programs on Sunday afternoons (Gustav Marx agency, Milwaukee). WLS.

John Morrell Co. (Red Heart Dog

Food), series of 23 five-minute announcements during Home-Makers program. (Henri, Hurst and McDonald agency, Chicago). WLS.

Illinois Central Railroad, three one-minute announcements weekly for four weeks. (Caples Co., Chicago). WLS.

BALTIMORE

Crosse & Blackwell, daily announcement, 26 weeks. Joseph Katz Agency. WBAL.

Dodge Bros., 13 spot announcements. Ruthrauff & Ryan. WBAL.

Helwig & Leitch, 24 announcements. Emery Adv. Agency. WBAL.

Nozema, 26 announcements. Ruthrauff & Ryan. WBAL.

Sherwood Bros., "Sherwood Snapshots", 13 times. Yausant, Dugdale & Co. WBAL.

Wrigley company (Spearmint Toothpaste), daily announcements, half hour. WBAL.

Wilson Steamship Lines, seven announcements. David Lampe Adv. Co. WBAL.

Henry Wetlow Co., 13 spot announcements. George Moll Adv. Agency. WBAL.

Southern Hotel (Frank Garden), six announcements. Frank Webb. WBAL.

J. E. Hunt & Co. (Sparton Refrigerators), daily announcement, four weeks. WBAL.

General Garage Manufacturing Co., 26 announcements. WBAL.

George E. Muhly Baking Co., 27 announcements. Lyell Gunts Adv. Agency. WBAL.

Royal Tire Service, six announcements. WBAL.

ST. LOUIS

Brown-Williamson company, Louisville, Ky., time signals daily, July 2 to July 31. (Battenfeld, Barton, D. & O., New York). KMOX.

Raladam company, Detroit, for Marmola, one-minute disc announcements five times weekly, July 2 to July 27. (Kastor, Chicago). KMOX.

Willard Tablet company, two-minute announcements three times weekly. (First United Broadcasters, Chicago). KMOX.

LOS ANGELES

Knex Co. (Cystex), transcription of newspaper adventures, 15 minutes, Sundays. Through Dillon and Kirk. KHJ.

Long Beach Shopping News, four announcements. Placed direct. KHJ.

Congoin Tea, four 15-minute programs weekly. Through Lockwood-Shackelford. KHJ.

Kroehler Mfg. Co., 15-minute programs Wednesdays. Through R. H. Alber Co. KHJ.

Winston Felske (Chevrolet), 15-minute program Fridays. Through R. H. Ambler Co. KHJ.

Citrus Soap Co., 15-minute transcriptions 16 or times weekly. Through Norman Tolle & Associates. KHJ.

Rocket Gasoline, 15-minute programs twice weekly. Through Beaumont & Holman. KHJ.

General Mills, 15-minute programs twice weekly. Through Western Adv. KHJ.

Bussman & Wormser, "Merrymakers", half hour programs, Sundays. Through W. Vincent Leahy. KHJ and 12 Don Lee stations.

Bank of America, half hour program Wednesdays. Through Charles R. Stuart. KHJ and 6 Don Lee stations.

Calif. Reconstruction League, 15-minute talk, Thursdays. Through John W. Hunt. KHJ.

Mac Factor, 15-minute program twice weekly. Through Smith & Drum. KHJ.

Eliz Grando Oil Co., 30-minute program Wednesdays. Through Hixson & O'Donnell. KHJ.

Calif. Yeast Products, 15-minute program Wednesdays. Through Dan Miner. KHJ.

George Belsey Co., 15-minute programs twice weekly. Through Dan Miner. KHJ.

Crazy War Co., 15-minute transcriptions spotted. Through Tom Wallace. KHJ.

Nujova Water Co., 15-minute program Wednesdays. Through Lockwood & Shackelford. KHJ.

Lesquendieu, Inc., 15-minute program Mondays. Through Glasser agency. KHJ.

M. Weinstein, five-minute announcements twice weekly. Through Dan Miner. KHJ.

Associated Ice Industries, 15-minute programs Fridays. Through McCarty Co. KHJ.

Class A Furniture Stores, 15-minute transcription Fridays. Through Quateman & Associates. KHJ.

ATLANTA

Ozydol, five times weekly, 15 minutes. NBC-WSB.

Dr. John Kahn, optometrist, 30 25-word spots. WSB.

Pickert Plumbing Supply Co., 52 25-word spots. WSB.

Dodge, 26 one-minute spots. WSB.

Lane Drug Stores, Inc., series of one-minute spots. WSB.

Crazy Water Crystals, 30-minute transcription, once-a-week. WSB.

LINCOLN

Falstaff Brewing Co., announcements, one month. KFAB.

C. B. & O. R. R., 10 days, announcements on World's Fair trips. KFAB.

Kelllogg Sales, three months announcements. KFAB.

Good Ice Co., daily transcription

NBC LINE FEE FROM L.A. CUT

To originate its program from Hollywood or Los Angeles an NBC client is now charged only \$200 extra. This reversal charge is more than three-fourths less than what it used to be. Line fee for a program routed over the web from San Francisco has been dropped to \$175. All changes in rate went into effect last week.

For every additional reversal of the coast to coast hookup during a program, the web is adding a gross charge of \$50 to the original pickup price.

the "Time" and "Tunes," mornings. KFAB.

Krug Park Walkshow, one week, two 15-minute periods daily. KFAB.

Clarke's Claiming, participation in "Times and Tunes," one month, KFAB; announcements daily, one year. KFOR.

Watchtower, hour program Sunday (32). KFAB.

Eugene D. O'Sullivan, political speech, half hour. KFAB.

Watchtower, half hour program weekly, one year. KFAB.

Mary Jane Garment Co., one year of announcements. KFOR.

Lincoln Glass & Paint, announcements, three months. KFOR.

Smith Baking Co., day and night spot announcement daily for month. KFOR.

Nebraska Furniture Co., announcements, one month. KFOR.

NASHVILLE

Plough, Inc., half-minute announcement, beginning July 7. Lake-Spiro-Cohn, Memphis. WSM.

Norwich Pharmaceutical Co., 26 one-minute announcements beginning October 24. L. C. Gumbinner agency, New York. WSM.

NEWARK

Ironized Yeast Co., 52 broadcasts, five minutes, Mondays, Wednesdays, Fridays, "Real Life Drama" recorded. Through Ruthrauff & Ryan. WOR.

Borden's Ice Cream Co., renewal for 15 weeks, half hour Fridays, Under Don WOR.

Gold Redeeming Corp. of America, 13 weeks, recordings. Through David Malkiel Agency, Boston. WOR.

PORTLAND, ORE.

Best Foods, Inc., 16 one-minute announcements. Placed by Benton and Bowles. Inc. KGW.

Hayden Island Amusement Co., 15 daytime announcements and 20 night time announcements. Placed by Wm. Norvell Agency. KGW.

Chrysler Corp., Dodge division, four night and two day time announcements. Placed by Ruthrauff and Ryan Agency. KGW.

Kelly's Restaurant, 13 announcements. KGW and daily half hour broadcast, one month KEX. Placed by Sam Wilderman Agency.

Lipman Wolfe & Company, 35 announcements. Through station. KGW.

G. A. Paine & Co., 10 five-minute weekly programs of music and investment information. Placed by Macawilkins & Company Agency. KGW.

City of Mollako, Ore., seven announcements. KEX.

Portland Junior High School, 13 announcements on baseball broadcast. Through station. KEX.

McMillan's Resort, 15 announcements during one month. Through station. KEX.

BOSTON

Procter & Gamble (Ivory Shaving Cream), 26 15-minute programs starting July 24. Through Blackman company, New York. WBEL.

WTAG, WTIC, WJAR.

Kamphene Company, 15 15-minute programs. WBAB.

Boston American, 10 15-minute programs. WBAB.

Gold Redeeming Corp., 83 daily racing results. Through David Malkiel, Boston. WNAC.

Zarex, 364 announcements. Through Chambers & Wilsell, Boston. WNAC.

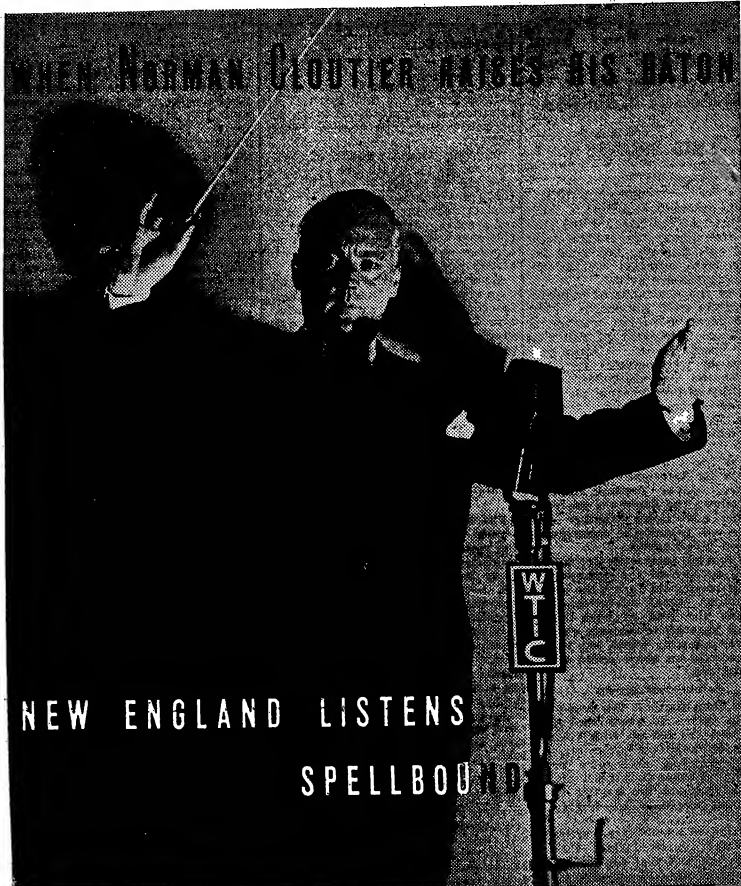
Gold Redeeming Corp., 78 announcements. Through David Malkiel, Boston. WBAB.

Big Bear Market, 126 announcements. Through Greenleaf Agency, Boston. WBAB.

Paragon Park Amusement Co., 144 announcements. Through Bresnick & Solomon. WNAC.

Cleocool Company, 26 30-minute programs, starting Sept. 16, through Harry M. Frost Co., Boston. WBEL.

Brown & Williams Tobacco Co. (Raleigh cigarettes), 26 announcements in "After Dinner Revue" starting July 2, through Batten, Barton, Dursting & Osborne, New York. WBEL.



NEW ENGLAND LISTENS
SPELLBOUND

Norman Cloutier and his Merry Madcaps! To the 1,500,000 New Englanders living in The WTIC Communities it is one of the high spots in radio entertainment. (Incidentally Norman Cloutier's fame is in no sense confined to New England; four times a week his tuneless dance music is broadcast over an NBC-WFAB Network).

The skill of Norman Cloutier in capturing and holding an audience typifies the completeness of WTIC's facilities in creating programs of merit—staging them with the finest talent—and handling all mechanical details with perfect precision.

An Outstanding Market

The WTIC Communities represent one of America's most prosperous markets. Here are people

who are willing to buy—who have money with which to buy. Here is an area so small (less than 100 miles square) that your sales force can cover it quickly and economically.

There are just two things, however, to remember about the WTIC Communities. First, it is sometimes advantageous to develop a program especially adapted for a New England audience. If so, WTIC can place the necessary experience and talent at your disposal. Second, WTIC offers the only way to reach this entire market at small cost.

A few choice hours are now available for summer or fall. Particulars will be sent gladly on request. New York office—220 East 42nd Street, J. J. Weed, manager. Chicago office—203 No. Wabash Avenue, N. C. Weed, manager.

STATION 50,000 WATTS - HARTFORD, CONN.
WTIC OWNED BY THE TRAVELERS BROADCASTING SERVICE CORPORATION
THE STATION WTIC COMMUNITIES

A Prosperous Population in a Compact Market Facts for Drug and Cosmetic Advertisers

Potential WTIC primary audience.....	1,580,367
Per capita savings bank deposits.....	\$3600.00
Drug stores, number.....	863
Volume of business.....	\$25,929,000
Department stores, number.....	59

* Average for U. S. \$81.00.

Operated Daily

7:00 A. M. to 12:00

Midnight

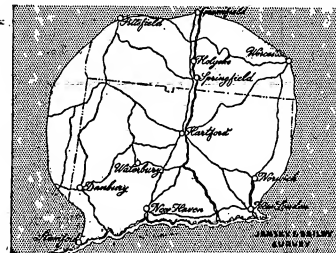
Sundays, 9:30 A. M. to

Midnight

Member New England

and NBC-WFAB

Network



Radio Chatter

New York

Annette McCullough, of WGY, singing on a commercial for a furniture company, a new number written by Hal Bragg, of Martha and Hal, WGY duo, and announcing its dedication to a new arrival, Barbara Ann, in the family. Selection titled 'I've Got a Load of Heaven.' Marlon Brewer, singer over WGY in radio's pioneer days, and sometime later, as radio editor of the Albany Times Union, m.c. of the broadcasts by vaudevillians from the Green Room of RKO's Palace in Albany, recently sold some verse to a poetry magazine. At present an employee of the State of New York, Miss Brewer is said to be contemplating a vocal comeback over the air. Her voice suddenly cracked during a broadcast as soloist with Ben Bernie's unit, and for a long time she was unable to sing—even her speaking voice was affected.

St. Steinhilber and Ed Stephan, radio eds of the Pittsburgh Press and Cleveland Plain Dealer, respectively, spent part of their vacations in New York, cruising around on Guy Lombardo's yacht. Joe Orlando, baritone, has received a hearing from NBC.

Now that Radio Pictures has released the film version of his 'Strictly Dynamite,' Bob Colwell (J. Walter Thomson) is in the throes of having another one of his plays produced. Title of the new script is 'Poor Fish.'

Vivienne Segal would like to have her mother, the control woman during the Phillips Dental Magnesia show (CBS) Tuesday so that her warbling would get the right balance.

Tony Wong will originate his Sunday afternoon bit for Johnson floorwax from New York, while the balance of the show will come from the Chicago NEC studios.

Dave Cassem, WOR, off for holiday fortnight of golf at Cold Spring Harbor, N. J.

Jack Arthur will spend nine weeks at Monte Carlo and get paid for it. He has leave of absence from WOR. Sailed Saturday.

Eddie Stanley repeated for Rudy Vallee.

Helen Anker, popular organist of Station WHAM, Rochester, for five years, severs her connection with the station with her marriage to William O. Kondolf of Merchantsville, N. J.

Gene Lane, who started in radio when the 'WLS Barn Dance' was called 'Up in the Hayloft,' now is working in the Oldtimers Sketch on WHAM.

Fulton, WHEC has installed a pipe organ necessitating additional studio space.

Democrat and Chronicle is sponsoring Betty and Bob in oldtime melodies over Station WHEC, Rochester.

John Greig, who created the part of Professor Lucifer Butts on Collier's show, has picked himself a new character. It's 'Epinaud Oeufs.' In France that combination would pass for spinach and eggs.

East and Dumke step into the 7.45 EDT stop on NBC's red (WEAF) link when 'The Goldbergs' vacate it this week.

Leith Stevens will have his own series of orchestral interludes on CBS starting July 19.

Ray Nichols' orchestra is broadcasting early and late evening programs over WGY, Schenectady, from Charlie's Inn on Burden Lake, back of Troy, N. Y.

North Carolina

Mrs. Charles Crutchfield, wife of the WBT, Charlotte, N. C., announcer, was seriously ill last week. As a result several of Crutchfield's regular spots were handled for him by other members of the staff.

Al Garr, who has been singing on the Philco and Dixie Minstrel programs over WBT, Charlotte, N. C., has gone to Hollywood for the summer. Replaced by Boots Downing, baritone, who was selected after all available talent was auditioned.

Gene Williams, control operator for WBT, Charlotte, N. C., has a new nine-pound baby girl. WWNC, Asheville, N. C., is using full-page advertisements in the two Asheville dailies to tell that recent NBC figures show the station received more mail on NBC programs than any other outlet in the southeastern, southern, or southwestern groups of stations.

Despite the warm weather, frequently reaching 100 degrees on the past several days, capacity audiences continue to pack the WBT, Charlotte, N. C., studios for the broadcasts.

W. A. Schudt, Jr., manager of WBT, Charlotte, N. C., will leave for a two-week vacation in New York later this month.

Grady Cole, newscaster and columnist for WBT, Charlotte, N. C., suffered an attack of acute indigestion during his program last week and, while he managed to complete the spot, collapsed afterwards and had to be carried from the studio.

New England

Brown Insurance Co., Montpelier, Vt., is sponsoring the McCarthy Brothers trio in a series of programs over WDEV, Waterbury, to run 13 weeks.

Mailla Putnam, singer, frequently heard over WCAX, Burlington, Vt., on holiday when station closed for the Fourth.

Mrs. A. Little Low substituted for her husband when illness prevented him from carrying on his Question Box feature over WDEV, Waterbury, Vt.

Mailla Putnam, singer, frequently heard over WCAX, Burlington, Vt., has written a new song, 'Just Another Love Song.' Number has been heard over New York City stations.

William R. Tierney, Bridgeport public school physical ed teacher, and Judson La Haye, program director of WICC, Bridgeport-New Haven Yankee webber, this week begin sustaining novelty, 'Song Shop,' at WTIC, Hartford. Brand new idea is based on teaching a song via the loudspeaker.

Mountain Melodiers, Bridgeport hillbilly sextet, tied for year by CBS. Will get sustaining buildup, with theatre touring to follow.

Ben Bernie and the lads did a one-nighter Sunday at Pleasure Beach, Bridgeport.

Warning's Pennsylvanians gave Jerry Cook's Riverside park room, Springfield, Mass., its best night in years. Attendance came near 5,000, band walking out with \$2,823. The \$23 became a tip for the room help.

Caryll Kelly, New Haven WICC-hunter, doing a personal at Rhineland Gardens, Armonk, N. Y., with Eric Peterson's band.

Dot O'Brien back pianoing at WIGR, Bridgeport, as accompanist to Virginia Lund, platinum blond singing buildup.

Public demand is keeping Joe

Lopez, WICC studio chief and 'Memory Song' man, from taking his vacation. Hopes to do it the last fortnight in August.

Barney Rapp and his New Englanders, done with Cincy and WLW, making their first stand in the home state next Sunday at Roton Point Park, South Norwalk.

WDRC, Hartford, now featuring Webster's Old-Timers on one a week, with Ben Irish and Hank Penny.

The Diplomats, with Otto Newbauer conducting, again playing WDRC, Hartford, under sponsorship of local business men.

WDRC, Hartford, adds Phil Boudini, accordionist, and Everett Dow, fiddle fender.

Young Folks program, presented by Sterling Couch over WDRC, back on the air.

Al Marlin, former night supervisor of Yankee Network studios, for the past year manager of WMAE, Springfield, was named on June 23 to the former Mary Jeannette Baker.

Ralph Nylund, back to Boston studios after the season of musical comedy, landed a three-week commercial on WAAE, Nyland was formerly a Yankee web staff tenor. 'The Goldbergs' move into the Metropolitan Theatre early next month. Act is scheduled for week of August 2.

Pennsylvania

Kay Dean, KDKA, Pittsburgh, picked Florida for her annual summer vacation.

Tom Wilmot, WCAE, Pittsburgh, recently engaged by Joe Penner to assist Parke Levy on duck salesman's program next season, quits Saturday to take a vacation before leaving for New York early in the fall.

Lloyd Yoder, of NBC in San Francisco, stopped off in Pittsburgh last week to congratulate Howard Harpster, Carnegie Tech football coach, on becoming the father of twins. Yoder and Harpster were team-mates at Tech several years ago.

Tony Lombardo, accordion player at WCAE, Pittsburgh, celebrated his ninth wedding anniversary last week.

Jack Smart, who does all those parts on Fred Allen's program, is a former Pittsburgher.

Frank Smith, manager of WWSW, Pittsburgh, is looking big ones in Michigan for his two-week vacation.

Jack Bruce and his band, formerly ailing over KDKA, Pittsburgh, now playing for dancing at West View Park.

Cliff Grey 'The Old Hill Billy' of WGAL, Lancaster, donning wig and specs for a string of personal appearances.

Marvella O'Connell, blues warbler on WGAL, off on vacah to home in Salt Lake City.

Jimmy Peiser, staff announcer for WAZL, Hazleton, was formerly with Will Osborne's orchestra.

Mid-West

Mary Berghoff, of WOWO, back from Dayton, where she exhibited three of her horse entries in the annual show there.

Mauri Cross has formed his Country Clubmen for the new Kroger account over WOWO.

WGCL used current circus parade as its noon hour feature, though actual mention of the particular sawdust attraction was out.

Dave Nowinson and Harry Flannery munching most of that birthday cake which the Barbeque Sisters sent over to WIND office.

Tennessee

Mary Cornter, joins the staff of WSM.

As an engineer with an explorer's instinct and a physician's turn of mind, Arthur Omberg, Memphis, Tenn., youth, has packed up a deal of experience in his twenty-five years. For the past two years he has been employed on the engineering staff of WSM. Arthur took a sabbatical around the world as a wireless operator for RCA on the S. S. West Hika. He is employed part of the time in the X-Ray department of Vanderbilt hospital although most of his hours are devoted to WSM off the Franklin Pike.

Joseph Macpherson has returned to the WLAC staff, and is being heard over this station each Thursday night at 7:30.

Visitor to WLAC recently was Jess Willard, former world's heavyweight boxing champion, who was in Nashville, Tenn., with his wife, Carlouise Hayes, WLAC, Nashville, thirteen-year-old pianist, made her stage debut recently.

Minnesota

Len Smeby, KSTP's chief engineer, carrying around his scorecard these days, bragging about his 39. Genevieve Herbert, WEBC staff pianist, will rejoin the act of Jerry and Her Piano Girls in September.

Carl Smeby, vice president and gen. mgr. of WEBC, conferred with NBC officials in New York and Chicago on fall programs, following his attendance in Washington at the hearing on the application for a new station in Duluth.

Keeping business—and a speedboat—off the rocks, is the seasonal pastime of Tommy Gavin, commercial manager of WEBC, following his purchase of a cruiser last week.

Pat Murphy, program manager, WEBC, back in town about two weeks' vacation in Chicago, tuning in on the World's Fair.

Earl Larson, WEBC staff organizer, was in Duluth after two weeks' vacation in Chicago, tuning in on the World's Fair.

Shirley Sadler, KSTP blues singer, being groomed for a build-up. Goes on thrice weekly.

Jack Costello, KSTP announcer, lamping the World's Fair on his annual vacah this week and next.

Baltimore

Broughton Tall vacahing in Carolinas.

Dorothy Conner, receptionist at WBAL, off to Boston o'er the waves. Chester Mahl visiting home-town, Williamsport, Pa.

WBAL office quarters will be air-conditioned.

Hammond Brown, News-Post ether ed, new globe trotter over WFER.

Stan Barnett fishing in Canada.

Lois Benson, local lass, hooking up with Nat'l Radio Players of Washington.

WBAL has new announcer, Sydney Wolpoff, former ill theatre trouper.

Harry Kaufman fitted to A. C. over week-end to cool the steaming brow.

New program over WBAL has Mary Landis harranguing home hints thrice weekly.

Helen Moeks, local gal who for past six months has been femme warbler with Will Osborne's band, has severed that connection and returned home. WCBM has granted her a weekly 15-min. period over the ether.

Texas

Twelve-year-old anniversary observed by Station WFAA, Dallas, June 26. Brief resume of the station's history, naming some of the early performers, sample of the first day's programs, made up the program. Names of many entertainers were given, who started WFAA and have attained national prominence in networks and show circuits. G. B. Dealey, president of the publishing house that issues the Dallas News and Dallas Journal and owns and operates Station WFAA; J. Taylor, editor and humorist; Martin B. Campbell, general manager; Alex Keese, program director; Jimmie Jefferies, master of ceremonies for Early Birds; Edward Dunn, announcer and feature entertainer, among the notables on program. In the anniversary program, after due notice had been given to listeners, the station went through the process of power from 50 watts to 50,000 watts.

Evelyn Powers, redheaded torch singer from WFAA, Dallas, and lately of KTTAT, is now doing night club work at a swanky spot in New Orleans.

Velma Muller, blues singer, is breaking in her voice gradually on afternoon spots after a tonsil operation.

Franklyn Ferguson, director of programs, WFAA, Dallas, is exercising considerable ingenuity in mike setup for the Norte Nordin Rinsdale Club broadcast every evening at 9:30.

Three Guitars, Frances Kay, vibra-harpist, and Lee Kirby, tenor, are doing fine work Thursday evening at 7:30 o'clock, Dallas time, under the name of 'The Harmonians.'

Pacific Northwest

W. Carey Jennings, commercial manager of KGW and KEX, elected vice-president of the Advertising Club, after serving a year on the board of directors.

Richard Steel, KXIL, news commentator, is gaining attention on his news flashes which are heard every evening.

Harvard McIntyre, KOIN, back on the job after a vacation spent at the beach.

'Dorothy Dix' program, after three years' continuous presentations goes off the air for the vacation season. This program has been heard over KOIN once a week.

Encouraged by the fine showing his boys have made and the crowds they have attracted, Virgil Hamlin, wrestling promoter, plans to hold some outstanding open air shows at the civic stadium. Among those to show will be Gus Sonnenberg, Jim Browning and other world famous top-notchers. All to be broadcast over KXIL.

Dean Metcalf, staff announcer at KGW and KEX, vacationing at Cannon Beach, Ore.

H. B. Read, owner-manager of KXIL, is kept busy these days preparing for an increase of 150 watts on KXIL.

San Francisco

With two dance band remote controls added this week, Harrison Hollaway, KFRC manager, is stumped on how to spread his staff of night time announcers between the Hotel St. Francis, Edgewater Beach and Music Box. He's advertising for bids for bicycle service so Mel Venter and Bill Kuser can cover the spots.

Al Cormack, technical director at KFRC, has temporarily transferred to KTLN, Los Angeles, where the Don Lee network is about to add the power from 1,000 to 2,500 watts. (Continued on page 37)

NBC Dickers for Petry Take-Over; He Asks 500G Cash, 50G Yearly

Chicago, July 9. NBC has had enough of Ed Petry and his station representation business. Network has been in contact with Petry during the past week on a deal to take over his representation outfit lock, stock and barrel. Petry stepped into local representation before NBC thought of it, and when NBC wanted to go into the business it found itself stopped at many turns by previous Petry contracts. NBC has discovered that it cannot even send its stations radio d. programs under the new spot arrangement with its

RCA Victor affiliate. Network has found that on Petry stations this business must clear through the Petry office.

NBC officials conferred with Petry last week and asked Petry what he wanted for his company. Petry asked \$500,000 in cash, a five-year contract for himself at \$50,000 annually, and that all his present employees be retained with NBC on a year's contract at their current salaries.

NBC officials countered with an offer of \$100,000 in cash for the business and a five-year contract for Petry at \$25,000 a year. This brought the meeting to a close.

Looks like the whole thing will be settled one way or the other this week. NBC is planning an extensive campaign into the spot and representation business for its stations this fall and must know where it stands. Not only for its own benefit, but for the station managers themselves, who do not yet fully understand the new NBC policies in regard to representation, radio discs and spot business.

After NBC gets through with Petry there are the other rep outfits, such as Free & Steinhilber and Grieg-Blair & Spight, to consider.

New York Ad Agencies

(Executives in Charge of Radio Advertising Programs)
N. W. Ayer & Son, Inc.
500 Fifth Ave., N. Y. C.
Douglas Coulter.

Batten, Barton, Durstine & Osborne, Inc.
383 Madison Ave., N. Y. C.
Arthur Pryor, Jr.
Herbert Sanford

Benton & Bowles, Inc.
444 Madison Ave., N. Y. C.
B. M. Ruffner.

Blow Co., Inc.
521 Fifth Ave., N. Y. C.
Milton Blow.

Blackett-Sample-Hummert, Inc.
230 Park Ave., N. Y. C.
Frank Hummert.

Blackman Co.
122 E. 42d St., N. Y. C.
Carlo De Angelis

Cecil, Warwick & Cecil, Inc.
230 Park Ave., N. Y. C.
J. H. McKee.

The Paul Cornell Co.
580 Fifth Ave., N. Y. C.
L. S. Caskin.

Samuel C. Croot Co.
28 W. 44th St., N. Y. C.
Arthur Anderson.

Erwin, Wasey & Co., Inc.
420 Lexington Ave., N. Y. C.
Charles Gannon.

William Ety & Co., Inc.
100 E. 42d St., N. Y. C.
William Ety.

Edward Byron.
Federal Adv. Agency
444 Madison Ave., N. Y. C.

Fitch & Willis
331 Madison Ave.
Lawrence Holcomb.

Gardner Advertising Co.
330 W. 42d St., N. Y. C.
R. Martini.

J. Sterling Getchell
420 Lexington Ave., N. Y. C.
Howard S. Melghan.

Gotham Co.
250 Park Ave., N. Y. C.
A. A. Evans.

Lawrence C. Gumbinner
9 East 41st St., N. Y. C.
Paul Gumbinner.

Hanft-Metzger, Inc.
745 Fifth Ave.
Louis A. Witten.

Joseph Katz Co.
247 Park Ave., N. Y. C.
Benjamin Larson.

Lambert & Feasley, Inc.
400 Madison Ave., N. Y. C.
Martin Horrell.

Lennen & Mitchell, Inc.
17 E. 45th St., N. Y. C.
Mann Hollner.

Robert W. Orr.
Lord & Thomas
247 Park Ave., N. Y. C.

McGinnis Hackett.
McCann-Erickson, Inc.
235 Madison Ave., N. Y. C.

Dorothy Barstow.
Newell-Emmett, Inc.
40 E. 34th St., N. Y. C.

Richard Strobridge.
Paris & Peart
370 Lexington Ave., N. Y. C.

Ed J. Cogan.
Peck Adv. Agency
271 Madison Ave., N. Y. C.

Arthur Sinsheimer.
Pedlar & Ryan, Inc.
250 Park Ave., N. Y. C.

David F. Crosier.
Edward Longstreth.
Frank Presbury Co.

347 Park Ave., N. Y. C.
Fulton Dent.
Rutledge & Ryan, Inc.

Chrysler Bldg., N. Y. C.
Myron P. Kirk.
F. B. Ryan, Jr.

J. Walter Thompson Co.
420 Lexington Ave., N. Y. C.
John U. Reber.

Robert Cowell.
Young & Rubicam
235 Madison Ave., N. Y. C.

Hubbell Robinson.
W. R. Stuhler.

Here and There

Snedden Weir, studio manager at WOKO, Albany, was inducted into the Onondaga Tribe of Indians at a ceremony following a program of songs and rituals by members of the tribe camped on Embler-Estate in Housick Falls. Weir assumed name of 'Hawans', 'Man-With-Long-Voice'.

WOKO has introduced two new comedians, Dorothy Taaffe and Irene Van Bergen of Albany, in dramatic sketches.

Tommy Gentry, of WGN, Birmingham, back on the air after an illness of several months.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS: CARNIVAL MIDWAY TIE-UP STATION WHBC, CANTON, OHIO

WHBC's Midway Tour-

Canton, Ohio. Unique local broadcast, the idea of Ben H. Voorheis, circus press agent, was a half hour daily over WHBC, during the week's engagement of the Johnny J. Jones Exposition. Management of the station allotted Voorheis 30 minutes each afternoon during the week. During the six, 30-minute periods the entire carnival midway was aired.

Voorheis taking the mike himself, enlisted some 100 performers and attaches of the show and gave a vivid description of the score or more of attractions on the show's midway. A Barker from each of the shows was permitted to do his stuff, telling what his particular show offered. From each of the shows a company of entertainers offered a brief program, including everything from a Negro jazz band to the midway's snake charmer.

Voorheis handled the program in a manner that made it appealing as well as advertising. Both station and carnival enjoyed the benefits.

ysterious Loaf of Bread

Waterbury, Vt. West's Bakery used verbal teasers over WDEV when bringing out a new loaf of bread. Teasers were read over the station about every half hour for four days. All were built around a mysterious package wrapped in yellow. Most listeners were of the opinion that the 'clues' were a build-up for some motion picture that was to play in nearby territory.

First time the idea has been tried on a Vermont station and created plenty of comment.

Ivory Contests

New York. In addition to heavy spelling of Oxydol on the 'Ma Perkins' afternoon sketch over the NBC red web, the Proctor and Gamble Company inserted plugs for the first and second Ivory soap contests, conducted through the daily newspapers.

Prizes number \$55 (including five Plymouth cars) and value is \$5,000.

'Blue Streak' Authors

New York. A carton of 100 blue blade razors is now offered daily as a prize for the use of a 'Blue Streak' advertising drama, on Gene and Glenn's early-evening shot, sponsored by the Gillette Company over the NBC red web.

Duo spiel the award contest and act the winning skill (name and address of author-listener announced).

Housewife Testimonials

Atlanta. Georgia Gas Light Company, using consistent schedule of one-minute announcements over WSB, has built them to maximum efficiency by bringing before the microphone satisfied users of the company's products.

Legare Davis, public relations director of the company, hit on the idea of having women users of gas and gas appliances tell others over radio what they had experienced. Those who testify over WSB are given no remuneration.

Stunt is proving popular and the gas company has more applicants to spiel in behalf of the utility than present schedule of one-minuters can handle.

Good Luck Station

Hazleton, Pa. Hazelton Baseball Club of the New York-Penn league looks on WAZL as its good luck charm.

The team was in a bad losing streak, hopelessly in the cellar and far from popular with the home fans when WAZL took the case in hand. Vic Diehm, station manager, invited some of the players to the studio for an interview before an important double-header.

The players and the fans both enjoyed the informal chats and the next day a fine crowd turned out to watch the game. Not only did the station bolster the gate, but the home club won both ends of the double-header. They then took to the road to win 12 games out of 15 and come from last place to within half a game of the league leader. WAZL, which is affiliated with the Mason-Dixon group, broadcasts all Monday and Thursday home games direct from the field.

'Amateur Nite'

St. Paul. KSTP, local NBC affiliate, is inaugurating a new stunt with a series of 'public auditions,' beginning tonight (9) at 10:25.

Idea is to make auditions sort of public amateur nights, airing them without benefit of preparation, and differing from the usual procedure in not having tyros performing be-

hind the security of closed studio doors. Station has plenty of time leeway at 10:15, and while first period will run 30 minutes, if it proves a click, the time will be extended on future Monday nights.

Navy's Thanks

Baltimore. U. S. Cruiser Northampton, Atlantic fleet, was sent into Baltimore harbor after the dispersal of combined fleets visit to New York, for participation in Fourth of July celebration at the city held. The boat's presence in town won a great deal of newspaper space and was object of interest to many thousands who visited the scow.

When vessel's stay terminated last Saturday (7), WBAL ran a wire onto ship and gave the skipper, Admiral Luckey, an opportunity to

(Continued on page 47)

The Original Boop-Boop-a-Doop Girl

HELEN KANE

HEADLINING

at the
**WALTON
ROOF
BALDWIN
NIGHTLY**

LEO REISMAN

PHILIP MORRIS

WEAF, Tuesday, 8 P.M.

BRUNSWICK RECORDS

THE GREEK AMBASSADOR
OF GOOD WILL

GEORGE GIVOT

CBS

EVERY TUESDAY 9 P.M.

Coast-to-Coast

Sole Direction

HERMAN BERNIE

1019 Broadway, New York

CHARLES CARLILE

TENOR

COAST-TO-COAST

CBS

COLUMBIA BROADCASTING SYSTEM

Presents

LEON BELASCO

MON., 11:30 P.M., 12 MIDNITE

St. Morris Hotel, New York, 1019 Broadway, New York

Sole Direction HERMAN BERNIE

1019 Broadway, New York

JOSEF

CHERNIAVSKY

Personality Conductor

Chicago Theatre Orchestra

Now on Second Year

WGN, Tuesdays, 9:30 P.M. CST



EDITH MURRAY

The Dramatist of Song
STAR OF RADIO, STAGE
and SCREEN
Friday, 10:45 P.M.; Sunday, 3 P.M.,
CBS, Coast to Coast, WABO
Exclusive Management
CBS ARTISTS BUREAU
Personal Representative
IRVIN Z. GRAYSON
1619 Broadway, New York City

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST

WABC—Tuesday, 5:30 to 9 P.M., DSE
(Phillips Dental)

WEAF—Friday, 9 to 9:30 P.M., DSE
(Phillips Milk)

"The Singing Lady"

IREENE WICKER

4th Year for W. K. Kellogg Co.
All Material by Irene Wicker
Made by ALAN GRANT
N.B.C.—WJZ 5:30 Daily

EMERSON GILL

AND ORCHESTRA
HIS
ANGLERS HOTEL
COLORADO SPRINGS
MCA DIRECTION

JOSEPH GALLICCHIO

LUXOR—"Tulips Plot a Time"
Sun., 2:30 P.M., CDS
BOYER-BENDEVOUS
Sun., 4:45-5:00 P.M., CDS
HYDROX, Tel., 1:30-5:00 P.M., CDS,
NBC, Chicago

CHAUNCEY PARSONS

TENOR
"Streets of Paris"
World's Fair, Chicago
WGN Nightly

GRACIE BARRIE

"The Sweetheart of the Blues"

NOW PLAY

RKO PALACE, New York

(This Week, July 6)

Sole Direction—HERMAN BERNIE

1619 Broadway, New York

Doom Private Stations in Spain; Outline British-Style Network

Madrid, June 22. Private commercial radio stations in Spain are destined to disappear. That is, if the Spanish government ever carries out a bill passed by parliament authorizing it to organize a government-owned broadcasting system on the lines of the British plan.

Although the bill asks that the plan be set into motion immediately so that the system can be clicking on all eight within three years, insiders believe the government will find it's picked a man-sized job for itself. Since it owns no station at all at present, it'll have to start from scratch.

No provision is made in the bill for taking possession of the present privately-owned commercial transmitting stations but the bill does state that the stations will continue and if their concessions end before the State's network is ready, special agreements will be made to permit them to keep running.

According to the bill, the government is authorized to establish one or more shortwave stations for extrapeninsular broadcasting and broadcasting especially to Spanish language countries, and the establishment of as many transmitting stations as permitted by the number of frequencies reserved for Spain under international agreement. These are to be established within a period of three years with a minimum of two stations per year.

imit Advertisi

The government's network would eliminate radio advertising as much as possible. That is, advertising time would be reduced in proportion to the increase of tax receipts permitting such a decrease.

Technical and administrative exploitation of the official network would be handled by the General Direction of Telecommunication. Programs from key stations would be arranged by a National Junta consisting of representatives of the most characteristic organisms and corporations whose objectives are artistic, literary and scientific, as well as representatives of the municipality, press, and radio listeners. In the provinces the stations will be directed by Regional Juntas.

Funds for running this network

will be collected from radio fans by taxes on their sets. Thus owners of crystal sets would pay 1.50 pesetas annually (one peseta worth approximately 13 1/2 cents); one to five tube sets, 12 pesetas annually; more than five tubes, 24 pesetas. Public places such as clubs, societies, etc., would be socked extra for loud speakers if they possessed them. Loud speakers in public places where admission is charged such as football games or prize fights would also be taxed. Schools, charity or cultural establishments, penitentiaries and invalids' and blind persons' homes would be exempt.

All sales of receiving sets, tubes, and loud speakers would be taxed five per cent.

Government appropriated 1,944,000 pesetas as the first annual sum for amortization the cost of the stations.

Radio Chatter

(Continued from page 35)

Harold Peery, of KHJ, has succeeded Cormack here until latter returns to oversee a similar power increase for KPRC.

Thomas Lee artists bureau has booked Jackie Souder's band into Lloyd Campbell's Music Box cafe with a KPRC line going into the spot.

Maryland

Leonard Moss, new WFBR fiddler, is only 15.

WFBR reports biz for month of June \$5,000 better than corresponding month a year ago.

Bob Maslin renting cottage at Cape May, N. J., wherein to weekend it during summer.

It must be contagious. After visiting a slew of ad agency offices in N. Y., Funnell Gould now plans to have his cubicle's walls painted green.

Chester Mahl, WFBR staff pianist, organized eight church weddings during June.

Patricia Francis, latest recruit to staff of WBAL, will conduct a kid program thrice weekly.

First out-and-out likker account hit the Baltimore ether last week in form of a spot announcement on WBAL.

Embarrassing

Portland, Ore., July 9. The telephone bell jingled. 'KGW and KEX' the hostess answered. 'Say, do you have anyone working there by the name of Larry Allen?', another feminine voice asked. The hostess, misunderstanding the name, replied in the negative.

'Just what I thought,' said the other end of the wire. 'This is the Greasy Spoon restaurant, and he's in here trying to cash a check. Said he worked there.'

Larry Allen is assistant manager of KGW-KEX.

Agencies Charge Playbroker Group Boosts Royalties

Ad agency men are complaining that play brokers have taken advantage of the recently increased demand for dramatic fare by boosting the royalty fees beyond reasonable levels. Charge made is that the more important play agents in the business have got together and agreed on a set scale of prices to be demanded for commercial radio usages.

These agents, say the ad men, hold a practical monopoly on the business and, because of the prices they ask, are making it tough to sell clients on dramatic shows which combine legit names with plays recognizable to the listening public.

Authors' reps, aver ad agencies, have set their fees according to what they think the traffic should bear and have assumed an attitude of 'take it or leave it.' Situation has reached the point where commercials, declare the ad men, are being asked as high as \$600 for the use of an eight-minute excerpt from the ordinary run of stock-ridden plays.

What makes it particularly tough for them in dealing with their clients, say the agency coterie, is the fact that the royalties asked are far out of proportion to the salaries they have to pay for dramatic talent.

NBC Waxworks Cutting \$130 Series Of Sustainers for Affiliates Only

NBC's transcription division has embarked on the business of servicing NBC affiliated stations with recorded sustaining programs. Unusual twist to this phase of the network's enterprises is the method it has elected for the disposal of these stenciled affairs. Instead of setting up a separate sales staff, the web is leaving the order taking for the sustaining discs to its station relations department.

Although the sustaining record project places NBC in direct competition with the World Broadcasting System, the former will operate on an entirely different policy. World Broadcasting's proposition is based on the library building idea with the client stations free to use the discs as often as they wish and dovetail parts of any given number of recordings for the routing of a single program. Outlets taking the NBC service will be limited to a single broadcast in that community and also to scheduling each series consecutively and as individual entities.

NBC's sustaining records will be sold only to stations associated with the network and on the basis of a single customer in each community. Contents of the discs are so framed as to allow for the interpolation of advertising copy, in the event the transmitter finds a local sponsor for them.

Before mapping out the series to

be recorded NBC's transcription division canvassed its affiliates as to the types of waxed entertainment they would prefer. As a starter in this field NBC purposes turning 13 recordings each of the show categories that received the most votes. These include programs that come under the head of straight musical, classical symphonic, script serials and variety (comedy, singing, band).

Web's transcription department last week was working on the third of its series. For the first two series of 13 programs each the network has set a price of \$130. It's \$130 per batch of 13 records regardless of the station's power or location.

2 MORE FOR GEN. FOODS

Jell-O and Sanka coffee, both of the General Foods group, will each be represented with a half hour show on CBS this fall. One will be of a variety type and the other dramatic.

Young & Rubicam agency, which handles both accounts, is figuring on having one program follow the other on the same evening's schedule.

William F. Copeland, until recently manager of Canton radio station WHEC, now with station WMEB, Richmond, Va., as studio and sales director.

● THE BOSWELL SISTERS ● JESSE CRAWFORD ● BING CROSCY ●

MR. DOUGLAS F. STORER

is now Vice-President and
Radio Department Director of
Rockwell-O'Keefe Inc.

Rockwell-O'Keefe Inc. now becomes unique in scope of service, offering not only outstanding radio talent but production ideas for effective presentation of these artists. For advertising agencies with specialized radio departments, helpful collaboration. For agencies which desire it, a complete program planning and production service backed by thorough knowledge of individual station and network costs and coverage.

ROCKWELL-O'KEEFE INC.

RKO Building • Rockefeller Center
Telephone: Circle 7-4886 • New York

THE DORSET BROTHERS ORCHESTRA • RUTH EITING • GLEN GRAY AND HIS CASA LOMA ORCHESTRA • MITZI GREEN • ANNETTE HANSHAW

PAPPY ZEKE & EZRA • LEO REISMAN • B. A. ROIFE • VICTOR YOUNG • ARTHUR TRACY • IRENE TAYLOR •

RADIO'S OLDEST (and some say "most successful")
Script Act

THE GOLDBERGS

Open July 13 Chicago's Chicago Theatre, the First
Stop on a Limited Tour of the Country's Foremost
Presentation Houses.

Yours in Anticipation
Gertrude Berg
Creator of "THE GOLDBERGS"

in "THE GOLDBERGS" Designed by JOHN WENGER

COMMERCIALS

WEEK OF JULY 9

This Department lists sponsored programs on arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively. An asterisk before name indicates advertising agency account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

A. C. SPARK PLUG
10-50-WFAP
"Cooling"
Ray Knight
Eddie Green
Dick Campbell
Campbell-B
A & F
0:30-M-WFAP

Harry Horlick
Robert Simmons
Paris & Peart
ARMOUR
0:30-F-WFAP
Phil Baker
H. McNaughton
Mabel Albertino
Irene Beasley

Roy Shields Ore
"N. W. Ayer"
H. T. HARRITT
1:30-Su-WFAP
Mary Small
3 X S
Wm. Wir
"K. W. Ramsey"

Gladys Swarthout
Vocal Ensemble
Wm. Daly Orch.
Sweeney-James
"K. W. Ramsey"

10-50-WFAP
"Tallie Pie Time"
June Meredith
John Goldsmith
John Stanford
Gilbert Douglas
Ruth Forbes
"N. W. Ayer"

11-50-WFAP
"Cooking Close Up"
"Hutchinson"
"FABST"
Bon Bernie Ore
"Matt-Fogarty"
FLOUGH, INC.
10-50-WFAP
Guy Lombardo
"Lake-Spiro"
"QUAKER OATS"
8:45-M-W-F-WFAP
Babe Ruth
"Fletcher & B."
REAL BLK
7-50-WFAP
Chas. Previn Orch
"Erwin-Wasey"

11-50-WFAP
"Cooking Close Up"
"Hutchinson"
"FABST"
Bon Bernie Ore
"Matt-Fogarty"
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REAL BLK
7-50-WFAP
Chas. Previn Orch
"Erwin-Wasey"

EDDIE PEABODY

The Instrumental Stylist

Held Over Fourth Week

ROXY THEATRE

NEW YORK CITY

FEATURED
Tues., July 10, 8-8:30 P.M.
WOR

STAGE SHOW REVUE

Personal Direction
HAROLD KEMP
NBC Artists Service



MGM STUDIOS
CULVER CITY, CALIF.

VERNON CRAIG

Baritone

3:30 P.M.

Thurs., 2:30 P.M., CST, NBC-WJZ

CLIFF SOUBIER

(OL' PAPPY)

"FIRST NIGHTER", Fri., 9:00 P.M.

"SINGLAI MINSTRELS" - Mon.

8:00 P.M., CST.

"WOOLLEY, THE MOTH" - Thurs.

6:30 P.M., CDST.

"SATYR RAM" - Daily.

CDST, NBC, Chicago.

THAVIU

AND HIS ORCHESTRA

At "STREETS OF PARIS"

Century of Progress

WGN NIGHTLY

Inquiries Solicited

Mme. ERNESTINE SCHUMANN-HEINK

Sponsored by

GERBER'S BABY FOOD

WGN, NBC, Sun., 9 P.M., CDST

LIBERAL COMMISH

(Continued from page 33)

Jackson, Tenn., for facilities of WNNB.

Following applications for power increases were denied: WBOV, Terre Haute, Ind., from 100 to 600 night, 1 kw day; WHBY, Green Bay, Wis., from 100 to 1 kw night and 1 1/2 kw day; and WJEL, Hagerstown, Md., from 100 day to 250 day and 50 night.

Following applications for new stations were denied: John L. Hopkins, Hammond, Ind., 1300 kc, 1 kw; Robert Lowell Burch, Salem, Ore., experimental broadcast, 1530 kc, 300; J. H. Squires & A. E. Cullum, Jr., Dallas, Tex., 1200 kc, 100 day-time; Earl M. Nail, Lubbock, Tex., 1310 kc, 100; Kirksey Bros., Lubbock, Tex., 130 kc, 100 night and 250 day; and A. V. Tidmore, Salisbury, Md., 1200, 100 day.

CHICAGO AD AGENCIES

Radio Production Executives

Aubrey, Moore & Wallace, Inc.

410 North Michigan Ave.

J. H. North.

F. G. Ibbett.

N. W. Ayer

164 W. Jackson Blvd.

Naason McGuire.

Batten, Barton, Durstine & Osborn

221 N. La Salle St.

George May.

Isackett-Sample-Hummert

221 N. La Salle St.

Edward Aleghre.

N. H. Peterson.

OLSHANE

GUEST CONDUCTOR

PARAMOUNT

New York

6th WEEK

NETS

SKY

HOTEL PIERRE

JACK DENNY

AND HIS ORCHESTRA

Conoco Oil

Wed., 10:30 P.M.

WJZ

Sat., 12 Midnight

Mon., 11:35 P.M.

WJZ

Frank Parker

Featured Soloist

GENERAL TIRES

NOW ON THE COAST

NBC STUDIOS

HOLLYWOOD

Always a Little Ahead of the Rest

THE SIZZLERS

For further information

HAROLD KEMP, NBC Artists Service

Personal Direction, CHARLES A. BAYNA

VIVIAN JANIS

ST. MORITZ, NEW YORK

NIGHTLY

Sole Direction

HERMAN BERNIE

1619 Broadway

New York City

SYLVIA CLARK

Sponsored by

HYDROX ICE CREAM

Fri., 7:30 P.M., CST, WMAQ-NBC

Sat., 8 P.M., CST, WJZ

HAROLD STOKES

Directing

Climax and Palmer House

NBC, CHICAGO

King's Men, Coast Combo, Join Whiteman; 1G Per

Hollywood, July 9.

King's Men, staff quartet at KPWB, join the Paul Whiteman combo under personal contract for five years to the maestro. Deal calls for \$1,000 a week.

Singers will be used on Kraft ailer and as a band feature on the Billmore Roof.

Kemp, Tracy Recording

Chicago, July 9.

Two recordings being made for the American Record Corporation's Brunswick catalog here this week are Hal Kemp's orchestra and Arthur (Street Singer) Tracy. Kemp is turning out two tunes from the new Paramount flick, "She Loves Me Not."

Recording being done by Dick Voynow and Monroe at the Columbia studio.

Voice of Experiences

Jacques Renard

"Blackett"

E. L. WATKINS

(Orange Juice)

W. B. WARNER

(Non-Spi)

WARD BAKING

9-50-WFAP

"Family Theatre"

James Melton

Josef Pasternack

"Fletcher-B"

WM. B. WARNER

(Non-Spi)

WARD BAKING

9-50-WFAP

"Family Theatre"

James Melton

Josef Pasternack

"Fletcher-B"

WM. B. WARNER

(Non-Spi)

WARD BAKING

9-50-WFAP

'SONG SHARKS' IN GOV'T WEB

Class Dance Niteries on Coast Skip From Red With Good Bands

Los Angeles, July 9. Class niteries in this meridian are back on the old cover charge basis and clicking hard. Trade has perked up to such an extent that dance arenas have been shrunk to postage size to accommodate the overflow.

Downtown the Biltmore Bowl is getting the lion's share of the biz, with Copacabana Grove, out Wilshire way and closer to the Hollywood mob, showing a healthy bulge in receipts. Both of these stuffed-shirt spots account for better than 75% of the limousine trade. Outlying taverns are also dipping into black ink after many lean semesters.

Biltmore, wallowing in the crimson fluid for lo these many moons, is back in the running, thanks to the showmanship of Baron Long, who recently took over this elephant. First thing he did was to humanize the inn and park his desk in mid-lobby. Next he remodelled one of the cloistered Rotary roosts into what is now the Bowl, an innovation hereabouts and smartly appointed. The terrace effect is great—on beary eyes, but not such a boon to wobbly underpinning.

Grier's Combo
The Sattidy nite mob packs the place and that means that better than 1,200 playboys and their mates are making an evening of it. Dance music is furnished by the Jimmie Grier combo. Strangely enough, the portly maestro, considered a top arranger on the Coast and having performed this chore for Gus Arnheim, who holds forth at the Grove, just doesn't dish it up like his former boss. Fast tempo isn't exactly relished by those who have taken aboard a few nippers.

Floor show, however, is a pip, nicely paced with good comedy, excellent vocalizing and a fan-dance thrown in for good measure. Faner wears more clothes than most of the gals at the tables.
Just why the bonifaces don't get together and give the bluesies a tussle on this Sunday prohibition of shaking a leg is a mystery. The longhairs have been routed on almost every other front and this one looks like a cinch by popular referendum.

Night clubbers are getting more sensible on their manner of dress during the dog days. While most of the femmes go in for semi-formal garb, their escorts deck out in all manner of scenic effects. The Grove crowd runs about 15% normal, with the ratio still lower at the Bowl.

Arnheim in the Know
The Arnheim dansapation accounts for most of the tariff under the palms. The good colonel—oh, yes, he's got one of those Kaintuck things, too—has been catering to the hotel clientele for years on end and what he doesn't know about the likes and dislikes of the merry Arnheims and their annabelles can only be found in the Congressional Record. Showmanlike, he gears his tunes for none too steady nerves and how they go for it. Jimmy Newell is given most of the vocalizing to do and gives it a consummate delivery, backed up by a Bob Montgomery personality. Floor show is confined to ballroom duo, on just long enough not to be yawned at.

Hollywood Roosevelt few weeks ago put in a bid for the nocturnal splurge, and to the accompaniment of very mild fanfare unveiled the Patio Argentino. Being an outdoor setup it languished and then gracefully retired from the scene. Matinee biz tapperood and night take was gossamer thin. Too much fog and inclement weather blamed for the fold. Hostelry lately taken over by Tommy Hull.

While heaviest trade at Bowl and Grove is on bath night, the mid-week biz is very much on the up-beat. Biltmore has been going

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Date obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
Cocktails for Two.....	27		
All I Want Is Dream.....	25		
Sleepyhead.....	25		
Wish I Were Twins.....	24		
For All We Know.....	22		
Eyes Wide Open.....	22		
Spellbound.....	21		
Get a Warm Spot.....	20		
Hat on Side of Head.....	20		
Never Had a Chance.....	19		
I Ain't Lazy.....	19		
Only Have Eyes for You.....	17		
Thank for Lovely Eve.....	17		
11 String Along.....	16		
Steak and Potatoes.....	16		
Rollin' Home.....	15		
Church Around Corner.....	14		
Had My Moments.....	14		
Dames.....	14		
Easy Come, Easy Go.....	13		
Moonlight Parade.....	13		
Sunday Is Dad's Day.....	13		
Tell Me I'm Wrong.....	13		
The Breeze.....	13		
Fare Thee Well.....	12		
Beat O' My Heart.....	12		
Very Thought of You.....	12		

NRA QUERIES PUBS ON PRE-DEPRESH AND '34

NRA authority in charge of the proposed music code is quizzing the publishing trade about employment and dealer matters. Questionnaire received last week by music publishers asked how many employees they had at the present time as compared to the parallel month of 1929; the numbers of branch offices they maintained now as compared to 1929, and the number of dealers their firms were serving as compared to five years ago.

Administrators of the NRA's publishing trades division are intent on gathering this information and correlating it before setting a date for public hearing on the music publishers' code.

Society's Reps Report Dine, Dance Pickup

American Society of Composers, Authors and Publishers brought its district reps into the home office last week for their annual meeting. All reported a substantial pickup in revenue from dine and dance spots since the advent of repeal.

Himber's 1-Niters

Dick Himber and his orchestra fill in five days a week by one-niters in Pennsy-Jersey-New England dance territory.

Monday and Tuesday on NBC and CBS respect Himber and his Hotel Ritz-Carlton (N. Y.) orchestra broadcast for Studebaker, and then hop out into the sticks for the dance dates. Himber returns to the Ritz in the fall.

heavy for the dailies, with each change in the floor lineup calling for a spread. Ambassador is meeting this competit with special nights, with Tuesdays tabbed for the film celebs. Live wire exploitation at both smart spots is telling at the till.

MPPA AIDS POST OFFICE IN PROBE

L. A. and N. Y. Promoters Milk Amateurs for \$2,000,000 Yearly—Set Music to Lyrics, or Vice Versa, Promising Publication and Radio Performance—Govt. Asks Pubs for Info

SUCKER LISTS

A campaign to wipe the 'song sharks' out of the music industry has been launched by the Federal government. With the aid of the Music Publishers Protective Association, the Post Office Department is prying into the methods of operation of this coterie, who it is estimated, net over \$2,000,000 a year from gullible amateur songwriters.

Government's investigators now have the 'sucker' lists of several of these outfits, one showing an enrollment of 30,000 names and another of over 30,000 'subscribers to the service'.
At the suggestion of the post office authorities, the MPPA last week wrote to publishers throughout the country asking for their co-operation in the inquiry. Enclosed with the letter was a questionnaire that the recipients were urged to fill out. In its probe the government will also seek information from NBC and Columbia, as well as various indie operated stations. As part of their sales talk, the 'song sharks' lead amateur writers to believe that their works will receive performance over the air through placement with the networks and individual stations.

In the communication addressed to the publishing trade by the MPPA, 'song sharks' were described as firms making it a business of inducing the amateur songwriter to submit his lyrics or 'song poems' for the purpose of having them set to music, with the finished leadsheet allegedly submitted to leading publishers and radio stations. For this service a fee is charged.

Following are the questions MPPA has asked publishers to answer for the enlightenment of the Government's investigators:

1. Has your concern ever accepted for publication a song (words and music) which has been serviced by firms or individuals who make a business of revising lyrics and setting them to music for a price at the author's expense?
2. When free printed copies or

(Continued on page 49)

Royal, Engels Favor Band Booking, But Subordinates Delay Start on Plea Present MCA Split % Okay

Satterfield Set at Par

Hollywood, July 9. Tom Satterfield, formerly with Paul Whiteman's band, has been given a one-year contract as arranger and composer in the Paramount music department.

Phono. Disc Biz Hop Due to Follow New Victor Radio Gadget

Chicago, July 9. Phonograph record companies are feeling more cheerful since the release of the new Victor Duo Jr. contraption, which permits the playing of records on any radio. Selling for \$18.50 retail, the record-player can be installed on any home radio to play phonograph discs.
Duo Jr. is a light in the darkness for the disc companies with reports on sales being very good. It is expected that the other phonograph companies will also hit the market shortly with similar contraptions, not for the profits on the machine itself but for the resultant pick-up in disc sales. Some time back Columbia had a similar device known as the Radiograph, which sold at \$65.

MOVIETONE IN ASCAP; FOX WAIVES CLAIMS

Movietone Music Corp., a subsid of Fox Film Corp., was admitted last week to membership in the American Society of Composers, Authors and Publishers and given the rating of BE. In signing the Movietone contract with the Society, Fox Films waived all back claims it had pending in behalf of another of its publishing subsid, Red Star Music Co. Latter firm, which has been inactive the past two years, had the lowest rank in ASCAP, class X.

As part of the agreement with the Society, Movietone replaces Red Star on the ASCAP membership list. It had been trying for a year to get into the Society. What stood in its way, however, was the refusal of Fox Film to accept rating as a successor to Red Star and waive the money claims it had on file with the Society for the latter firm.

Conflict of opinion among executives in the department is responsible for the delay of the NBC Artists Service in getting its proposed band booking division started. Heads of the bureau have held scores of conferences with outsiders seeking counsel as to the advisability of taking another stab at the band business and also the advantages involved were supervision of the venture turned over to one of the outside indie offices engaged in the same business.

With a view of taking the latter course, George Engels, v. p. in charge of the artists service, last week held several meetings with Meyer Davis. Similar proposition has been discussed with other band bookers operating on their own.

Engels and John Royal are strongly in favor of NBC building up its own list of bands and cashing in on the booking possibilities that the network's control over hookup releases make available to it, while another exec in the artists bureau, who has been talking it over with the New York rep for the Music Corporation of America, has expressed himself as dubious about the whole idea. Opinion voiced by him is that NBC by operating on its own couldn't better the arrangement it has with MCA which cuts the network in on the commission from the MCA bands sold through the artists bureau to commercials. Probabilities are that the web will not decide on the band booking division problem until Tradeways, Inc., has turned in its report on the survey of the artists service made several months ago. Tradeways, an industrial efficiency organization, may have some recommendations to make.

LEWIS OPENS 50-50 COL. PHONO. DEAL

Edward Lewis, managing director of Decca, British recording company, yesterday (Monday) resumed his negotiations for a partnership buy in Columbia Phonograph with Milton Diamond, counsel for the latter firm. Lewis arrived from England last Friday (6).

On his last visit to America, Lewis took an option on Columbia, which gave him a 50-50 interest in the company with Herbert Yates, prez of the Consolidated Film Laboratories. Pending the working out of a deal with Decca, Columbia Phonograph has been keeping its release list down to a minimum.

MPPA Expects \$7,000

June distribution of money collected from radio disc sources by the Music Publishers Protective Association will come, it was estimated last week, to around \$7,000. Around \$3,500 of this was brought back by Harry Fox from his call upon transcription makers the Coast.

MPPA turned over in May to publishers concerned \$6,900 in royalties from this source.

General Motors-MCA Deal for Free Name Bands and Talent at Chi Expo

Chicago, July 9. Show business to the rescue. It's an old phrase but it's being proved again by the plans of General Motors to attract the visitors to the Chicago Fair grounds with a popular array of dance bands and name talent.

General Motors exhibits at the Fair has been off this year due to the Barney Oldfield racing stunt over at Chrysler and the Detroit Symphony at the Ford exhibit. GM stood this for a month and now has decided to go out and do a little showmanship on its own. Has negotiated with Music Corporation of America, through Bill Stein, for the use of MCA name bands each afternoon on a rotating policy, and the booking of one band for the continuous show at night.

General Motors figures the Ford symphony is a little too classy for the average Fair visitor. In its

own shows, it will stick to popular bands. Figure on such orks as Ted Weems, Wayne King, Henry Busse, Carlos Molina, Carl Hoff, Evenings, GM plans to bring in the Vincent Lopez aggregation and build it up to about 22 pieces so that it can play both popular and semi-classical stuff.

Variety Names
Music Corporation will also book attractions to show in front of the band at night, figuring on radio talent, vaude and nite club entertainers. Will also use a name operative star to attract those people who go for class entertainment.

Fair itself is turning hand-springs over the prospect. Concessionaires are beginning to realize that it takes attractions to bring customers into the grounds, and look to this General Motors-MCA plan to do the trick.

"Variety"

FOR SUMMER

Place a subscription for 'Variety' over the summer (3 months)

\$1.50

Mail remittance with name and address.

JUNE PLENTY TOUGH; CHI SPURTS

June found the sheet music business still in the doldrums. Outlook for the current month looks anything but brighter. Sales perked up nicely for the front line tunes, but as a whole jobbers rated the June stretch as the worst in four years. Notable incident of the past month was the heavy sell achieved by an old non-copyright, "The Man on the Flying Trapeze." Number is being published by at least seven firms, with the frequent plugging given the number over air by Walter O'Keefe and Rudy Vallee credited for its sudden return to popularity.

"I'll String Along With You" (Witmark), shot from sixth to the lead spot within the space of a month, and was still safely ensconced there the first week in July. From the same firm's catalog comes June's No. 2 ditty. Last week "All I Do Is Dream of You" showed signs of still being on the sturdy upbraid. Another tune that during this period was marking marked counter progress was Berlin's "Why Don't You Practice What You Preach?"

Among the runners-up for June were "Love Thy Neighbor" (DeSylva), "Sleepy Head" (Robbins), "I Ain't Lazy, I'm Just Dreamin'" (Jones), and "May It Be" (DeSylva). With the platter contingent June was just another one of those months. Columbia had as its white-haired boys Benny Goodman and Ben Pollack; Guy Lombardo topped the Brunswick list, and Duke Ellington was Victor's best bet of the month.

Chi iz Spurts

Chicago, July 9. Business picked up along the line in June, which follows the expected course of business during the year. And based on past performance, July should be better than June, and August still better.

"All I Do Is Dream of You" is the surprise in the June list, shooting up into second place out of nowhere. Second surprise is the appearance of "Man on the Flying Trapeze," a non-copyright novelty tune. While a number of publishers have this song, the particular publication selling in the largest quantity is the Robbins edition.

Records are better, too, though Columbia has been handicapped due to the lack of releases lately pending the reorganization of the company. Jan Garber is the hot spot of the record sales, corraling three blue ribbon places on the Victor list.

Coast Volume Off

Los Angeles.

Although volume of sales in the disc and sheet music industry in the southern California territory was off throughout June, retailers and jobbers report consistent demands for the hit numbers, plus an increase in platter sales of the classical, symphonies and operas.

Heaviest seller for the month, both on the discs and over the sheet music counters, was "I'll String Along With You," with the demand getting stronger as the month advanced. Among the late June arrivals were "All I Do Is Dream of You," from

Greetings GOLDEN GATE and congratulations to
TOM COAKLEY
And His Orchestra
supplying dance music deluxe from the Palace Hotel in San Francisco and broadcasting via NBC.
Hear them play:
"ALL I DO IS DREAM OF YOU"
"SLEEPY HEAD"
"THANK YOU FOR A LOVELY EVENING"
"ONCE IN A LIFETIME"
"MOON OF DESIRE"
"I'VE HAD MY MOMENTS"

ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK

RUTHANIA and MALCOLM
BALLROOM DANCERS
19th Week
DRAKE HOTEL, CHICAGO
Thanks to Duke Yellman and Pierre Nuytens

JUNE MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING JUNE BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1	'I'll String Along With You'	'I'll String Along With You'	'I'll String Along With You'
Song—No. 2	'All I Do Is Dream of You'	'All I Do Is Dream of You'	'All I Do Is Dream of You'
Song—No. 3	'Little Man, You've Had a Busy Day'	'Little Man, You've Had a Busy Day'	'Champagne Waltz'
Song—No. 4	'Man on the Flying Trapeze'	'Cocktails for Two'	'Little Man, You've Had a Busy Day'
Song—No. 5	'Cocktails for Two'	'Man on the Flying Trapeze'	'Cocktails for Two'
Song—No. 6	'A Thousand Good Nights'	'Love Thy Neighbor'	'With My Eyes Wide Open'

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	'My Old Flame,' 'The Lights Are Low' (Guy Lombardo Orch.)	'Swing It, Sister' (Mills Bros.)	'I'll String Along With You' (Ted Fio Rito Orch.)
BRUNSWICK—No. 2	'Night on the Desert,' 'Tonight Is Mine' (Leo Reisman Orch.)	'Fare Thee Well' (Guy Lombardo Orch.)	'Cocktails for Two' (Johnny Graham Orch.)
BRUNSWICK—No. 3	'Money in My Pockets,' 'Swing It, Sister' (Mills Bros.)	'String Along With You' (Ted Fio Rito Orch.)	'Champagne Waltz' (Glenn Gray-Casa Loma Orch.)
BRUNSWICK—No. 4	'Don't Let Your Love Go Wrong' (Claude Hopkins Orch.)	'Dream of You' (Freddie Martin Orch.)	'Ridin' Around in the Rain' (Bing Crosby)
BRUNSWICK—No. 5	'Limousine Blues,' 'Dallas Blues' (Casa Loma Orch.)	'How Do I Know It's Sunday?' (Guy Lombardo Orch.)	'Oh, Butterfingers' (Connie Boswell)
BRUNSWICK—No. 6	'Come Up and See Me Sometime,' 'You've Seen Harlem at Its Best' (Ethel Waters)	'Love Thy Neighbor' (Bing Crosby)	'Carica's' (Castilian Troubadours)
COLUMBIA—No. 1	'Little Man, You've Had a Busy Day' (Emil Coleman Orch.)	'Little Man, You've Had a Busy Day' (Emil Coleman Orch.)	'Moon Glow' (Benny Goodman Orch.)
COLUMBIA—No. 2	'Moon Glow' (Benny Goodman Orch.)	'Freckle Face, You're Beautiful' (Ben Pollack Orch.)	'Onyx Breakdown' (Joe Sullivan)
COLUMBIA—No. 3	'Freckle Face, You're Beautiful' (Ben Pollack Orch.)	'Moon Glow' (Ben Goodman Orch.)	'I Ain't Lazy' (Benny Goodman Orch.)
COLUMBIA—No. 4	'I Ain't Lazy, I'm Just Dreamin' (Benny Goodman Orch.)	'Sleepy Head' (Ben Pollack Orch.)	'Stomping at the Savoy' (Chlo Webb Orch.)
COLUMBIA—No. 5	'Sleepy Head' (Ben Pollack Orch.)	'I Ain't Lazy, I'm Dreaming' (Benny Goodman Orch.)	'Riptide' (Benny Krueger Orch.)
COLUMBIA—No. 6	'Riptide' (Benny Krueger Orch.)	'She Reminds Me of You' (Earl Burtnell Orch.)	'Sleepy Head' (Ben Pollack Orch.)
VICTOR—No. 1	'Cocktails for Two,' 'Live and Love Tonight' (Duke Ellington Orch.)	'My Dear' (Jan Garber Orch.)	'Easy Come, Easy Go' (Eddie Duchin Orch.)
VICTOR—No. 2	'All I Do Is Dream of You,' 'Grandfather Clock' (Jan Garber Orch.)	'Practice What You Preach' (Jan Garber Orch.)	'Christmas Night in Harlem' (Paul Whiteman Orch.)
VICTOR—No. 3	'Riptide,' 'I've Had My Moments' (Eddy Duchin Orch.)	'Little Man, You've Had a Busy Day' (Isham Jones Orch.)	'I've Had My Moments' (Eddie Duchin Orch.)
VICTOR—No. 4	'String Along With You,' 'Fair and Warmer' (Tom Coakley Orch.)	'Grandfather's Clock' (Jan Garber Orch.)	'All I Do Is Dream of You' (Jan Garber Orch.)
VICTOR—No. 5	'Easy Come, Easy Go,' 'When a Woman Loves a Man' (Eddy Duchin Orch.)	'Cocktails for Two' (Duke Ellington Orch.)	'Armful of Sweetness' (Fats Waller)
VICTOR—No. 6	'Ridin' Around in the Rain,' 'Don't Let Your Love Go Wrong' (Isham Jones Orch.)	'Riptide' (Eddie Duchin Orch.)	'With My Eyes Wide Open' (Isham Jones Orch.)

'Sadie McKee,' and 'With My Eyes Wide Open,' hit number of Paramount's 'Shoot the Works.' Outlook is for these two numbers to top the July field.

Another pop number to maintain its strength is 'Cocktails for Two,' and Bing Crosby's 'Ridin' Around in the Rain.' Runners-up in sheet music sales were 'Waiting at the Gate for Katy,' 'Take a Lesson from the Lark' and 'Easy Come, Easy Go.' Such favorites as 'Little Dutch Mill,' 'Old Spinning Wheel' and 'Little Grass Shack' continue in demand, with the close of the month developing increased sales for 'A Thousand Good Nights.'

Rotating Randalls

Marion and Martinez Randall with Mile. Caplers go from the Ritz-Carlton, Atlantic City, where they opened with Isham Jones orchestra, into the Blossom Heath Inn, Detroit, July 12 for two weeks.

After that the Randalls switch for a month's engagement into the Ramona club, Harbor Springs, Mich., opening July 23. This has been a spot booking by the Randalls for the past three seasons.

FRISCO'S NEW HOTEL SPOT

San Francisco, July 9. Downtown Cliff hotel is set to open next Saturday (14) after an expensive remodeling that has converted the spot into an apartment hotel with a big cafe.

Management, so far, has decided on jiggling on Saturday nights only, for which it has engaged Don Vinton's rumba band.

Chicago "Evening American"

"From now on my confidence in dance teams, whether it be Veloz and Yolanda, the DeMarcos or any of the other leaders in this class, will be fully diminished in view of Ruthania and Malcolm's performance last night."

By Charlie Dawn

Reisenfeld Symphony

Hollywood, July 9. Music Corporation of America is working on a plan to surround Dr. Hugo Reisenfeld with a symphonic orchestra of around 30 men for broadcasting purposes.

They are now negotiating with several additional commercial accounts for Reisenfeld to saturate the ether waves with classical and operatic music.

Jack Robbins' Cohorts

Hollywood, July 9. When Jack Robbins leaves here Saturday (14) for the east he will have with him Burton Lane, Harold Adamson, songwriters, and Al Kingston, an agent.

The writers will remain in New York for about four weeks, then return here for a term period at one of the major studios.

Hearst's Soc. Licenses

Hearst organization has taken out a performing rights license for all its stations from the European Society of Stage Authors & Composers.

License takes in WINS, New York; WISN, Milwaukee; WCAE, Pittsburgh; KYW, Chicago, and KYA, San Francisco.

FERRY AT GLENWOOD

Jack Ferry's orchestra from Philadelphia is playing a three months Summer engagement split-up between the Glenwood, Delaware Water Gap, and the Oak Grove, Stroudsburg, Pa. Both hotels operated by T. E. Bridger and a repeat booking for Ferry.

Tom Cullen, Bill Hyde, Ed Regan, and Ferry are at the Glenwood. Pete Tubis, Ed Gormley, Art Craney, Bart Grady, at the Oak Grove.

Ralph Rainger and Leo Robin doing tunes for Bing Crosby's next at Paramount, Here Is My Heart.

NIGHT CLUB REVIEWS

CUBANACAN, N. Y.

A bit of old Havana in its more carefree state, cuisine of Hispanic concoction, reputedly the best rum that can be found in New York, and an atmosphere that is both novel and enticing, is what the night-clubber prowling around for something different finds at the Cubanacan. Place is up on Lenox avenue hard by 14th in the heart of that part of the hotcha belt that is more Cuban than anything else. Drawing the Cubans of New York, it offers a background that has that tropical flavor.

Shortly after repeal the Cubanacan opened its doors, instantly taking on. Among other things, the operators believed in advertising and within a comparatively short space of time spot established itself pretty firmly with the late-goers of the town. Nothing starts at the Cubanacan until about midnight, when New York thinks of wending towards Harlem, if going anywhere at all. Undoubtedly the niter has entrenched itself as strong opposition against the other leading Harlem emporiums.

On Monday night (2) a new show went in there and despite the equatorial heat, no one complained of discomfort. An adequate supply of electric fans even makes dancing bearable, if anyone's so inclined with the mercury jumping out of the thermometer.

Two dance teams figure on the floor show. One, Orlia and Pimentia, is very Cubanistic and hotcha, doing various types of rumbas to the tepid coaxings of the Albert Socarrus orchestra. That band is something to listen to. For

(Continued on page 51)

WANTED Unattached Song Writers

Words and Music
Address Replies to Box M
HOLLYWOOD VARIETY CALIF.

Carrier Cooling System
Now in Operation

Lindy's
INC.

Restaurant

1655 Broadway (near 51st St.) New York

Circuits Threaten to Withdraw Support If Chesterfield Request For NVA Receivership Is Granted

Threat of withdrawal of support by the circuits is made in the answer of Harold Rodner of Warner Bros. to the suit for receivership and accounting for and of the NVA Fund filed by Henry Chesterfield in behalf of the NVA Club.

Rodner's answer contains a scathing denunciation of Chesterfield, stating "It is Chesterfield, primarily, who has instituted this suit, because he is loath to lose the \$250 weekly salary and the power which he wields over the members of the profession. In short, Chesterfield feels himself slipping."

All of Chesterfield's allegations as to mishandling of funds, etc., are denied in the Rodner answer, which declares, as regards receivership, which it calls unnecessary and unwarranted, that "if this court appoints a receiver, it will result in these defendants (the circuits) withdrawing their support and a cessation of funds." Also that, "the ultimate loser will be the poor, sick, feeble and destitute artists."

Also that, "The granting of a receiver and injunction would work to

JACK BOYLE IS DEAD FROM HEART ATTACK

Jack Boyle, one of vaude's best-known straight men as partner of Dave Kramer for 16 years, died early Sunday morning (8) in bed of a heart attack in his Lynbrook, L. I., home. He was 47.

Kramer and Boyle were to have opened today (Tuesday) at the Grand opera house, N. Y., and then were scheduled for a date at the State-Lake, Chicago.

Funeral services will be held tomorrow (Wednesday) in St. Joseph's Church, Hewlett, L. I., at 11 a. m.

Chi Pal. Cuts to 50c After Red Yr.; Productions Out

Chicago, July 9.

Palace is set to cut its price from 83c top, which admission was the highest in town, to 50c. This will bring it below the Balaban & Katz top of 75c for its Chicago acer.

Current week also sees the finale of the Palace production stage shows, which have been in force for the past six weeks. House is dropping its line of girls and all embellishments, which means that producer Will Harris and dance director Anselmo Lambert go, off the payroll, with the theatre returning to its former orthodox vaude policy.

Bob Hope Back to Vode, Henry Bergman in Show

Acting quickly after Max Gordon originally announced his intention to fold Roberts, Broadway musical, for the summer, Bob Hope set himself with Loew's for a few weeks until the show reopens per scheduled in August. Subsequently Gordon changed his mind about shuttering the musical which is now being continued uninterrupted.

With Hope booked to open at Loew's Met, Brooklyn, this Friday (13), Henry Bergman, his regular understudy, assumes the Hope comedy role. Charlie Williams authored and staged Hope's vaude act.

Rose's New Show

New show at Billy Rose's Music Hall, New York, opening July 16, will include Peggy Taylor (Kitchen Frites), besides J. Harold Murray and Willie and Eugene Howard.

Taylor adagio turn is slated to remain at the cabaret through the summer and then go to the Savoy hotel, London, for a run starting, September 3.

AKRON'S TABS FLIV

Akron, July 9.

Musical comedy stock and films proved a flop after a try of two weeks and the Miles-Royal, nabe deluxer, is dark again.

G. B. Odium, business manager of the house, has gone to Canton, where he will sponsor musical stock at Meyers Lake Park. No immediate plans for reopening the local house.

FOSTER'S AUTHORIZATIONS

Harry Foster, London agent, sailed back Saturday (7) to London with a flock of authorizations for bookings from the William Morris agency. These will be consummated when Foster gets home.

Meantime Bernard Burke booked Dave Apollon unit direct with Foster to open next month at the Palladium and the provincial Paramount theatres.

PENNSY'S WANDERLUST

Ships Fred Sanborn's Trunks to Gibraltar Instead of Chi

Chicago, July 9.

Fred Sanborn has a squawk against the Pennsylvania Railroad and he has retained Attorney Henry Kalchman.

Sanborn was in New York when he got a week at the B.&K. Chicago. He turned his trunks over to the Pennsy and claims he ordered 'em shipped to Chi. Pennsy must have gotten something about 'ship,' because when Sanborn got to Chi he was notified that his trunks were on a tramp steamer bound for Gibraltar. Sanborn did his act with borrowed paraphernalia. Wants Attorney Kalchman to get him some adjustment in cash.

Hill-Billy Units Add Stand. Vaude Acts As Show Insurance

Chicago, July 9.

With the fading of the power of the hill-billy act on the ether, the theatres are noticing a similar decline in the ability of a straight yodler to entertain on the stage.

Last year the public was satisfied to see Pine-Tree Willie, the Mountain Whistler, in person, but this year they are getting a bit fed up and want something that can stand up as legitimate variety entertainment.

Result has been that the big hill-billy vaude revues, such as the WSL barn dance shows, are inserting standard vaude entertainers into their shows to hold up the sock.

WLS has placed such vaude talent as Buzzington's band, the Novelty Aces and the Hot Shots.

AFA FORCES PAYOFF ON INDIE BOUNCER

American Federation of Actors last week forced settlement for Jack Arnold and Co. of \$30.75 due them for a two-day date at the Mt. Morris, N. Y., booked by George Godfrey and Jack Linder. Act had been paid partly in cash and the remainder with a check that bounced.

After Arnold had been ordered out of the theatre by Willie Mentzer, manager, the AFA called Godfrey & Linder and demanded payment. Theatre then paid off in two installments.

Check was issued by Abraham Potal, sec.-treasurer of Union City Theatrical Corp., which operates Mt. Morris.

Beatty Takes Cut

Pittsburgh, July 9.

George Beatty, the vaude singer, is in Mercy hospital here, having undergone an operation for hernia July 3.

Will be out in two weeks.

INA HUTTON'S DEBUT

Stage debut of Irving Mills' femme band, Ina Ray Hutton and her Melodears is slated for July 20, at Loew's Met, Brooklyn, followed by four weeks of one-nighters into Castle Farms, Cincy.

Mills' Callaway and Ilington bands also booked for dates at the Cincy outdoor dancery.

Illinois State Vaude Shows for Relief of 500 Actors, Musicians

Chicago, July 9.

Not content with waiting for the Federal government to come to the rescue of the profession, a slate of Illinois is taking matters into its own hands by immediately putting some 500 performers to work.

Organized through the Illinois Emergency Relief commission, the new work will mean at least \$25 weekly for unemployed performers, musicians, stagehands and electricians. Commission is planning a series of variety shows in the county institutions, particularly hospitals and homes for the aged. Most of the performer talent will be vaude workers, performers who go out and

Par Figuring Central Booking Office for New Season; Report Partners Willing, 13 Weeks Abroad

TOP BURLY STRIPPER WILL ATTEMPT VAUDE

Hinda Wassau, one of burlesque's two high salaried strippers (other is Ann Corio) will try vaude, or vice versa, in an act reduced jointly by her husband, Rube Bernstein, and Irving Tishman.

Miss Wassau has been out of burley for outside stripping before, once for a picture house date in Minneapolis, and more recently in Billy Rose's floor show at the Casino de Paris, New York.

There'll be two assistants, both men, in the vaude turn.

EARLY TRIAL OF AGENTS' TEST CASE

An early trial date in Special Sessions is looked for after the hearing today (Tuesday) in that court on the employment agency, licensing of theatrical agents asked by the N. Y. License Department. Today's proceeding is a routine matter so that the three judges may learn how the defendants feel. Submission of briefs by Counsel Maurice Goodman and Harold M. Goldblatt for the agents, and the Corporation Counsel for the city is also scheduled.

Charles Allen, acting as test defendant for the RKO, Loew, and indie agents' associations, will plead 'not guilty' to the charge of operating an unlicensed employment agency. License Commissioner Paul Moss will then endeavor to have a trial date set within the next couple of weeks.

Decision in Special Sessions, if followed by the agents and License Department without an appeal to a higher court, will determine whether N. Y. has the right to license all of N. Y.'s theatrical agents under the General Business Law at a \$25 yearly fee and bonding each at \$500-\$1,000.

Commissioner Moss will also ask the three Special Sessions judges to fine Allen for violation of the law in being unlicensed.

Balto Hip Reopening

Hippodrome, Baltimore, which closed three weeks ago for internal repairs, reopens with its former vaudeville policy July 27. Booked by Eddie Sherman.

House will play five acts on average. Budget of \$3,000 weekly, plus names when and if available. Is operated by Izzy Rappaport, Phil Harris' ork and two acts will reopen the theatre.

A central booking office at New York headquarters for Paramount theatres all over the world is being organized by Par in anticipation of playing more stage shows this coming season. Booking department will not only function in behalf of all Par houses in the States for operators and partners, but will also contract talent for theatres abroad.

England a total of 10 weeks for stage attractions is being figured for September in Par theatres. In France there will be two, or three weeks.

Idea is to book acts for both the English and French time when that is possible, insuring a route of 12 or 13 weeks for acts before sailing. What the U. S. will afford in the way of Par bookings cannot be estimated at this time, but reported many Par theatre partners, including in the south, are interested in trying to contribute to the formation of a circuit next season.

At present Paramount is conducting its partners on the matter with a view to having plans arranged by September when the central booking office would be ready to function.

A few months back Par talked of a home office booking department through which all stage bookings would clear, but it was tabled. Home office has been booking its own shows at the Paramount, N. Y., for some time and also, before its closing, the Par, Brooklyn. But aside from this the h. o. has done little contracting except for names which were agreed upon for such keys as Boston, Buffalo, Detroit, Chicago, etc.

LOEW CANCELS TRIO OVER AGENT DISPUTE

Marvin Schenck, Loew booking head, last week cancelled the route of Reis, Irving and Hols on the premise that, while the act belonged to Maurice Golden, producer, the trio had taken it to Irving Yates for booking.

Act allegedly disbanded months ago, the trio then signing an agreement with Golden that, if they got together again within five years 25% of the act's salary would go to Golden as per a previous contract. A few weeks ago they went to Yates, doing the same act Golden had staged for them.

Schenck cancelled the trio when Golden showed him the first agreement, which he held with the act. Both Yates and Golden hold Loew franchises.

One of Milton Berle's Old Gags Goes Wrong

South Norwalk, Conn., July 9.

Milton Berle had his old markers on a new car Fourth of July, but the police at Darien know old markers when they see them and placed Berle under arrest.

Berle, who was en route to Maine, was forced to leave his car at police headquarters while he returned to New York by train to get the new license plates.

Penner at L. A. Par

Los Angeles, July 9.

Joe Penner has been spotted for three days on the Paramount stage, starting July 20. Par studio released the comic for the weekend personals.

Lou Diamond engi

F. & M. TEACH TEACHERS

Hollywood, July 9.

With enrollments from points as far east as Montreal, Fanchon & Marco today (Monday) open their first summer normal course for teachers and advanced students of dancing.

Course runs for 30 days, with several hundred registered for the instruction.

Chi Testimonial Dinner For IATSE Prexy Browne

Chicago, July 9.

They're throwing a testimonial dinner to George Browne, newly elected chief of the IATSE. Spread ill hit the Drake hotel on Aug. 6 as a bow to the new prexy.

Behind the dinner will be the two locals, No. 2, which is the stagehands, and No. 110, which is the operators' union headed by Tom Mayoy, the guiding factor in the testimonial to Browne.

Leonidoff Back

Leon Leonidoff returned to New York Friday (6) after a trip abroad studying production methods.

He will stage his first show at the Hall again for Thursday opening (12).

Leonidoff as senior producer at the Music Hall has the position he has held since S. L. Rothafel resigned.

Russell Markert, associate producer, staged the shows while Leonidoff was in Europe.

Miller Moves

Ill Miller connects this week with the Lou Irwin office.

To move into the new spot, Miller severs his partnership with Phil Berle.

Rodner's Answer to NVA Suit

(Text of the answer of Harold Rodner of Warner Bros. and member of the NVA Fund, Inc., to the suit for recoupment filed against the Fund by Henry Chesterfield, is set forth below.)

I am one of the defendants herein. I came into this picture in the month of March, 1934, when the directors of the defendant Fund asked me to devote my time and energy to carrying out the strictly charitable purposes of the Fund.

I became active in this matter, because I was actuated by a desire to be of service to the needy and destitute actors, and particularly, to see that the sanitarium at Saranac Lake, New York, was properly managed and operated. I have served, and still serve, without compensation. I desire no compensation.

Henry Chesterfield, who makes an affidavit for the plaintiff, and who is the prime mover behind this useless and unnecessary litigation, has not been as altruistic.

Since 1916, the plaintiff has provided Chesterfield with a good living. Chesterfield's salary, as I am informed and believe, is \$250 per week.

This proceeding is the result of notice served upon Chesterfield that he cannot continue to be in receipt of such a substantial salary in the face of conditions.

The wild, reckless and unsupported charges made by Chesterfield, in his affidavit, in which he seeks to have this enterprise thrown upon the rocks of recoupment, upon analysis, will disclose his ulterior motives.

The years preceding and following 1916 were prosperous years. The plaintiff was ambitious and riding on the crest of those fortunate days, acquired a lease upon a pretentious building at Nos. 227-231 West 46th Street, Borough of Manhattan, New York City, as a clubhouse. This house was known far and wide as the NVA Club. The premises were large and had hotel accommodations for the members of the vaudeville profession; the furnishings were elaborate and modern; the dining room was well equipped and was usually well patronized; there were various rooms for card-playing and other games. The Club became very popular, but the cost of operating it was great. The rental, which was very high; servants, food, materials, light, heating and other expenditures were always substantial. The revenue derived from the restaurant and hotel was likewise very substantial in former years.

A time came when vaudeville began to lose its vogue. The motion picture, especially, the talking motion picture, came into the field, and was to a great extent, the competitor of the vaudeville artist. He was gradually displaced and shoved aside, and with the decline of favor,

severe hardship fell upon the members of the profession. Many could secure no employment; many became ill and many died, many due to their hard hours of work and having to travel from city to city in inclement weather, contracted tuberculosis; and it became urgent that an effort be acquired to build a sanitarium to take care of these unfortunate.

A suitable place was found at Saranac Lake and a sanitarium was erected thereon, which has since been managed and operated by the defendant Fund. The sanitarium is equipped with fine, modern, scientific apparatus of all kinds and has an able and competent staff of physicians, surgeons, nurses and other employees in constant attendance. It has done a great deal of good since its completion in about the year, 1923. It has become and is an essential charity.

The wards and beds maintained at the French Hospital, which were acquired some years ago, have been retained and are also an essential charity.

The cemetery grounds in Kensico cemetery, which are maintained by the Fund, are an essential charity.

Feeding the unemployed artists, paying their rent, disbursing funeral expenses, are an essential charity.

The maintenance of the sumptuous clubhouse on West 46th Street, acquired in halcyon days, is not an essential charity.

Paying Chesterfield \$250 a week and paying other salaries, are not essential charities. Indeed, the clubhouse and the salaries are unnecessary. It is because the managers have felt that the time has come to prune the unnecessary expenses, that the plaintiff has brought this proceeding.

This was not done overnight. Disposition over the clubhouse was made by Henry Chesterfield, and the past three years. It reached a climax three years ago in a proceeding which was also instituted by the plaintiff. In which he demanded that this court award him custody of various books, papers and documents, on the claim that the managers were robbing the artists—a most absurd and ill-founded claim.

The clubhouse had already become a burden at that time. It was running into substantial deficits, and the managers were of the opinion that the funds which they obtained with much effort from the public, each year, should be applied to the essential charities and not to what they considered, a useless luxury.

After the proceedings were commenced in 1931, there were long conferences and negotiations between the managers and artists, the latter being then, as now, represented by Hirsch, Newman, Reass & Becker, Esq.

The plaintiff alleges in its complaint, as well as in its moving affidavit, that in the aforementioned negotiations, misrepresentations were made with regard to funds on hand. Nothing could be further from the truth. The plaintiff is very careful to omit, however, the name of a single individual who is alleged to have made such misrepresentations, or the name of a single individual to whom the same were made.

I deny that there were any misrepresentations made, or that any

It Comes Out

Even a Sheriff can go 100% show-minded in two weeks' time.

The officer planted in the NVA Club, N. Y., to see that the dispossessed notice takes effect, through associating with the actors around the place, is now talking last halves and sleeper jumps.

statements were made which were intended to deceive the plaintiff.

After six months of negotiations, with able attorney representation, the plaintiff, every turn, an agreement of settlement and compromise was reached, which is annexed to the moving papers and is dated December 7, 1931. This agreement of compromise was intended to, and did, forever dispose of all disputes between the managers and the artists; between the plaintiff and the defendant Fund.

The court's attention is called to one of the introductory clauses of the agreement, which reads as follows:

"WHEREAS, various disputes have arisen between officers and directors of the parties hereto, and particularly a claim having been made by N.V.A., Inc. (the present plaintiff) that in the pay Fund had been accumulated for the exclusive benefit of N.V.A., Inc."

The agreement provides, among other things, as follows: "I, Henry Chesterfield, hereby relinquishes and waives any and all claims to any of the money, assets or property, both real and personal, of N.V.A., Inc., and hereby recognizes that FUND, and hereby recognizes that FUND, has exclusive right, title and interest in and to such money, assets or property." Both N.V.A., Inc., agrees that it is hereby estopped from asserting, at any time in the future, any claim to FUND's money, assets or property.

THIRD N.V.A., Inc., agrees that it will, when requested so to do by FUND, move from its present New York City clubhouse to any other place in New York City as may be selected by FUND and caused to be sublet to N.V.A., Inc., which clubrooms, however, shall be sublet located at the premises of N.V.A., Inc., for a period of at least five years, at the same rental at which said premises are secured by N.V.A., Inc. on West 46th Street, 223 West 46th Street Corporation. On removal of N.V.A., Inc., to said new quarters, N.V.A., Inc., agrees to surrender up, to the plaintiff, all its rights, title and interest in and to the premises at 223 West 46th Street Corporation, and release said corporation from any and all claims and demands of whatever nature.

The agreement also provided for a mutual exchange of general releases between the plaintiff and the Fund, and such general releases were actually exchanged and delivered by the plaintiff to Fund and the Fund to the plaintiff. Annexed hereto and made part of this affidavit is a copy of such release. I also attach hereto a copy of the resolution, authorizing the execution and delivery of the agreement of December 7, 1931, on part of the plaintiff, as well as an affidavit made by Henry Chesterfield, dated December 21, 1931, and delivered pursuant to the aforesaid agreement.

Under the terms of the settlement, Fund also obligated itself to use reasonable efforts to raise funds, which funds were to be applied in the following manner:

1. For the charity list of the plaintiff, under the supervision of a joint committee or person satisfactory to Fund and plaintiff.

2. A contingent fund of not less than \$15,000.00 for emergencies, administered by a joint committee of person satisfactory to the Fund and plaintiff.

3. To benefit the conditions and welfare of the plaintiff by financial aid for EXCLUSIVE CHARITABLE objects of Fund.

4. To receive recommendations and act on applications for admission to the N.V.A. Lodge (the sanitarium at Saranac Lake); to burial in Kensico Cemetery, and for admission to the French Hospital wards.

It is manifest that with this agreement of December 7, 1931, and with the exchange of general releases, there could be no further controversy between the plaintiff and Fund with respect to anything that had transpired prior to that date.

The fantastic statements made by Chesterfield, merit no consideration by this court. When he says that on December 1, 1931, the Fund should have had in its possession \$550,000.00, he is making a statement that is absurd and untrue, and which is belied by the agreement of December 7, 1931 and by the general releases.

I deny that at that time or since, the managers of the Fund collected \$550,000.00 or should have had that sum. In the years succeeding De-

NEW ACTS

CARR and MARTIN (3)
Slapstick, Comedy, Dancing
10 Mins.; One and Two
Met, Brooklyn

Instead of having any substance, this is one of those hard acts that goes to get laughs, or novelty, out of as little effort as possible. Two men fool around with instruments, but it's just for a gag. Routine mostly includes slapstick.

Best that act contains is the slapstick adagio, while also of a novel nature is the "Miss 1934" fan dance of the girl, who does it in long underwear.

On the dance takeoff in one; trio flashes a bit of dancing that could be developed into something. It's just a bit for the finish as now done.

No. 2 here and over weakly Friday night.

On December 7, 1931, the managers and the Fund, by their annual drives, obtained as donations from the public, the following sums:

Total	1932.....	\$22,003.28
Expense	22,782.20
Net	\$303,121.08
Total	1933.....	\$133,333.33
Expense	\$12,210.53
Net	\$133,524.10

In addition to the sums above set forth, there are donations and will be collected, further sums in an undetermined amount, by reason of the drive which was had in May of this year.

Chesterfield does not attack the figures of the collections nor of the expenditures made since December 7, 1931, because he counterbalanced all checks. He is familar with every transaction approved of every expenditure, and he knows that such expenditures were properly made.

But in order to get away from these uncontroverted facts, Chesterfield very artfully contrived to assert a fictitious claim that the sum of \$550,000 is missing, which the managers are holding against him. I repeat that this charge is absolutely untrue. I submit that it is a tricky, false and malicious attempt to distort the facts and to mislead the public. Chesterfield's application as being made entirely in bad faith.

Chesterfield has much to say about the clubhouse. He says that under the agreement of December 7, 1931, the Fund was not required to carry this expensive, luxurious and unnecessary expense any longer than it could. He then tells that the clubhouse on West 46th Street was too heavy; it was running up a great deficit; it had been a financial burden; and it was because the parties contemplated a change in the clubhouse—freedom from an unnecessary financial burden—that clause third was inserted in the agreement.

In March, 1934, the continued maintenance of this clubhouse had become impossible. It was a very serious drain upon the resources of the plaintiff. There was no necessity for it. The members of the plaintiff could very well meet in less pretentious quarters; receive their mail, take meals, and talk over their club business in such club-rooms and support themselves through the dues and revenues that would accrue in the operation of such clubrooms.

Sometime in April, 1934, I had a talk with Mr. Chesterfield and pointed out to him that he was doing the artists a great injustice by insisting stubbornly upon the maintenance of the clubhouse on West 46th Street. I showed him that if he persisted, the plaintiff would be drained dry. I pointed out that the salaries which the plaintiff was required to pay, including his own salary of \$250 per week, was too much in these hard times; that the plaintiff could not meet these obligations; that it was already behind and was responsible and might ultimately be sued for about \$25,000; that the intelligent thing to do was to move the clubrooms and reduce expenses; and thus save the plaintiff from further financial loss.

I furthermore told Mr. Chesterfield that the Fund recognized its obligation under the contract, that it was willing to carry this obligation out to the fullest extent.

I had investigated with Chesterfield and had found several suitable quarters for clubrooms in such locations as the Palace Theatre Building, 47th Street and Broadway; the

ENRICO and NOVELLO (5)
Dance Flash
16 Mins.; Full (Special)
Met, Brooklyn

"Entertaining flash, neatly staged and holding sufficient talent to stand up satisfactorily on the best stages. While the finish is somewhat weak, re-routining or improvement of the number appears simple."

This is the Bolero number by the Enrico and Novello team, a smooth pair of ballroom dancers. The Bolero number is slow, due largely to the odd orchestration of the Ravel classic. It never quite seems to build to the proper pitch. This could easily be remedied.

Team opens on a waltz, one of the two male pianists lending a vocal touch. Same vocalist later on fills a gap with a well-rendered song in 2/4. Fifth member of the act is a dancer featuring a routine on steps. He's tops.

AUDREY GIBSON REVUE (5)
Dance Flash
12 Mins.; Full (special)
Orpheum, N. Y.

A poorly assembled act in which any one of the five members could have been billed for the same effect. Audrey Gibson gets the mention probably through the producer's thought that her control-kicking is the surest applause-getter, but at this evening she did not get on much audience response as did the other femme soloist, a toe dancer, and the two girls and boy who compose a tap-trio. And they got little.

Dull and unimpressive scenery works to the detriment of the act, although good costuming helps somewhat to offset this. Routining of the act is the strict flash pattern, first the toe-worker, then Miss Gibson, followed by the trio, with all on for the usual fast finish. Closed bill here weakly.

ROCKY TWINS and NITZA
VERNILLE (5)
Dance Flash
16 Mins.; Full
Palace, N. Y.

Splendid new combo that ought to get attention in both vaude and picture houses. Probably even better for pic houses than in vaude because there are two boys and the girl can dance without worrying about the trimmings; the trimmings are the act's weak spot for vaude.

Rocky Twins are two good looking youngsters who know how to dance. Miss Vernille has been around and knows how to dance. Also she's decorative. She's a tall, ready blonde that knows how to wear clothes and keep all male eyes riveted on the stage. Trio dance together and apart equally impressively.

There's a baritone singer who doesn't quite make it in between dances and a piano player who's satisfied that the dancer's thing that counts.

Strand Theatre Building, 48th Street and Broadway; the premises at the Southwest corner of 6th Avenue and 50th Street. In May, I also brought to his attention the availability of the premises.

(Continued on page 55)

PAULINE COOKE

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BERINOFF and CHARLOT
London-Paris-Germany

Marcus Loew BOOKING AGENCY

General Executive Offices

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GUARANTEE. BRING BACK STAGE SHOWS BOOK



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"World Famous Psychic"

Now OPENING THEATRES

THAT HAVE BEEN DARK

TOURING EUROPE

Direction: MILLS HALL

CURTIS ALLEN OFFICE

RKO Bldg., Rockefeller Center

DAWN and DARROW

HELD OVER SECOND WEEK

ROXY, NEW YORK (July 6)

Direction MARK LEDDY

Variety Bills

NEXT WEEK (July 13)
THIS WEEK (July 6)

Numerals in connection with bills below indicate opening day of show, whether full or split week.

RKO

NEW YORK CITY
Palace (13)
Don Cummings
Pappy Ears & Z
Louis Gray
Reese Bros
(One to 11)
(6)
Gyrala
George & Prantice
Gracie Barrie

MILES INGALLS

GEORGE PRANTICE

Palace, New York

THIS WEEK
ia LEDDY & SMITH

Jack Pepper
Nita Verallie & 12
Academy
1st half (13-16)
Joe Pennington
Pettit & Douglas
Arden & Broderick
Times So Revels
W & J Mandel
2d half (17-19)
Lew Duthers Co
J & H Hubert
P. Barnes
Herman Hyde
3 Swifts
2d half (10-13)
4 Cards
Stone & Lee
Gise De Quino & L
Steve Evans
Tiny Bradshaw Or
BROOKLYN
Albee (13)
4 Cards
Don Cummings
Owen McGivney
Mollie Picon
(6)
J & B Starwood
TRIDENT
Capitol
(13-16)
Don Redmond Co
2d half (17-19)
Arden & Broderick
Dancing Cats
(10 to 11)
1st half (6-9)
Roy Rogers
Devito & Denny
1st half (10-13)
Jimmy Schaffer Co
Sugar Marcellie
Bert Walton

Loew

NEW YORK CITY
Capitol (13)
W & E Howard
Bill Robinson
Gertrude Nelsen
Rays & Mayo Rev
Broadway
1st half (13-16)
Duke Art
3 Beverly Six
Hunter & Percival
Radicelli & Rogers
Denn & Joyce Rev
2d half (17-19)
June Purkins Co
O'Neill & Mannors
Evelyn Brown
Bert Walton
Mama Robinson & M
Orpheum
1st half (13-16)
Arthur LeBlond Co
Worthy & Thompson
Ruthie Boward
Herb Williams
Yasha Bunchuk Or
2d half (17-19)
DeGushia
Willie Sola
Radio Rogues
Bobby Pincus Co
Denn & Joyce Rev
Paradise (13)
Eve Troupe
Geo Trantice
Mills Kirk & H
Benny Davis Co

OFFICIAL DENTIST TO THE N. V. A.

DR. JULIAN SIEGEL

TARAMOUNT BUILDING

This Week: James Wallington, John Holbrook

Nite (13)
E & R
Maybelle
Shelia Harriet
Will Mahoney
Long Trill Sam
BROOKLYN
Gard Ave
1st half (13-16)
June Purkins Co
Linda Stanwood Co
Vox & Walters
Billie Lambert
Mann Robinson & M
2d half (17-19)
Duke Art
3 Beverly Six
Hunter & Percival
Radicelli & Rogers
Yasha Bunchuk Or
Metropolitan (13)
Monroe & Grant
Oppy Nina
Carl Shaw Co
Bob Topo

Paramount

NEW YORK CITY
Paramount (13)
Leon Brinco
Betty Jane Cooper
Anthony Hone
Al Pernie
De Arcos

California Rev
James Evans Co
BUFFALO
Buffalo (13)
Emil Van Loosen
Popeye
CHICAGO
Chicago (13)
Rise of Goldbergs
Mitz Mayfair
Tito Guizar
Fred Samora Co
Lowe Novato & W
Martha (6)
Leon Navarro
Collins & Peterson
Hubert Dyer Co

Warner

ELIZABETH
Ritz
1st half (7-10)
6 Wilbur
Boice & Marsh
Blaibrown
(Two to 11)
PHILADELPHIA
Roxie (13)
Renee, Vic & E
Franc Richardson
Levitt & L. C. Wood
Bellitt & Lamb
Russian
(6)
Mai Le & Ray

Independent

CHICAGO
State Lake (8)
Gates & Claire
Sanna & Loomis
Bob Carney
WLS Round-Up
LOS ANGELES
State Lake (8)
Alexander Kides
Maxine & Bobby
Lew & Hopper
Gregory & Raymnd
Evans & Mayer
3 Excellis

Fanchon & Marco

LOS ANGELES
Paramount (12)
David Lloverre
Charlie Nelson
Immanette
Tommy Martin

London

Week of July 9
Canterbury M. H.
1st half (9-11)
Helen Binnie
3d half (12-14)
Helen Binnie
Van Strattons
KILBURN
Grange
3 Edmund Boys
Taranio & Hardwick
Turner 2
LEWISMAN
Conrad's Pireons
Hoffmann
Pamelle & Betty
STAMFORD HILL
Regent
M & H Nesbitt
Sereno & June
Reid & Dix
STRATFORD
Broadway
Tiber Comory 3
Capaldi Bros
Turner 2
EDGEMORE ROAD
3 Edmund Boys
Taranio & Hardwick
Turner 2
HANMERSMITH
Stella Carroll
Manny Brown 3
Cub Co
Blue Hall
1st half (9-11)

Provincial

Week of July 9
EDINBURGH
Regent
1st half (9-11)
Les Occidentals
2d half (12-14)
Art James & Ptnr

Cabarets

NEW YORK CITY
Ambassador, L. I.
Jackie Maye
John van Lowe
Evelyn Martin
Rathbun Shelby
Dinah & L
Will Willis
The Dressier
Neil Golden Or
Arrawood
Irving Conn Or
Bossert Roof
Hollie Lane Or
Carnos Palace Inn
4 Rhythm Boys
Cafe Chantant
Gardner
John Zator Or
Ralph Chiginsky

Cotton Club
C. O. Rev
Adolais Hall
Pope & Lances
Joane & Meers
Joane & Meers
Croydon Hotel
Charles Schels Or
Hubson
Joe Fajer Or
Four Trees
Ann Lopert
3 Blue Chips Or
Glen Island Casino
Gray Or
Pee Wee Hunt
Gov. Clinton Hotel
Enoch Light Or
Hlyw'd Restaurant
Charles Davis Or
Moore & Corale
4 Gobs
Matha Merrifield
Marion & Tregg
Morrell & Corale
Lewis & Ames
3 Gay Blades
Duvall & Tregg
Morrell & Corale
Lewis & Ames
4 Gobs
Miles Floradora
DETROIT
Michigan (13)
Fred Samora Co
C & J Freiser
Fable Co
Wan Wan San Tr

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Hotel McAlpin
Sam Robbins Or
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Evelyn Thaw
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Dwight
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Harry Richman
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Half-Pint Jason
De Case Or
Leon La Verde
Lori Lay Alter
George Oliver
Maren's
Rolando & Verditta
George Gordon
Necesse Shannon
Marge & Marie
Verna Buchanan
Bob Wyatt
Maurie More Or
Moulin Rouge
(World's Fair)
Ray Reynolds
DeComte & Marie
Johnny Parker Or
Club Minnet
Frank Sherman
Cheney Horton
Adelina Dosenna
Ralph Peters
Aurelie Sis
Betty Burnette
Mural Room
(Beverly Hotel)
Moe Lee
Joe-Joe
Joe DeCosta
Harry Shy Harlan Jr
Jimmy Lane
M Mexico
(World's Fair)
Rensalle
Hank The Male
Linda Ann
John Post
Wesley Lenor
Wesley Lenor
"Opera Club"
Edwina Merhon
Lawrence Salerno
Wesley Lenor
Jose Rivas Or
Pierce & Harris
Wesley Lenor
Ted Weems Or

LOS ANGELES
Uttmore Bowl
Renee Villon
Clark & Allen
Harris & Wanda
Croke, Grats & G
Jimmy Grier
Bilmore R'devous
Mel Ruck's Or
Frank De Fares
Modie & Lamaux
Merle Carlson Or
Cecannat Grove
Florence & Alvares
Downey Or
Gus Arnheim Or
Cotton Club
Harlem Rev

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Harlem Rev

WHITEHEAD IN CHI FOR AFA MEETING

Chicago, July 9.
American Federation of Actors
hits town tonight (9) for two general
mass meetings for actors at
Performers' Club.
Ralph Whitehead, executive sec-
retary of the organization, who
will preside, goes next to Milwaukee
for an organization meeting there
on Friday (13).

Wash. Dailies

(Continued from page 1)

city, containing blistering attack on
Bell and the Post.
Crusade now has active backing
of the Herald, which has forced the
Post to change its tactics and in-
duced the Star and News to give
liberal publicity, although they have
not taken up an editorial campaign
and apparently remain firmly op-
posed to idea of government cen-
sorship.

Threat of Catholic boycott of the
Post, contained in Balto. Catholic
Review, occasioned papers' decision
to run news about crusaders' move-
ments. Answering Post defense of
alma, Catholic publication subtly
called on all members of the faith
to abstain from patronizing a paper
which goes to bat for the industry
and blocks picture-atta K.

Reprints for Readers
Illustrating ferocity of the cir-
culation warfare is incident involving
circulation of Catholic Review re-
prints in Washington. After being
distributed at all churches, pam-
phlets were left at houses of Post
readers by Herald carriers, who
were given large bundles of re-
prints.

Idea of retaliating against paper
which tries to give both sides a
break has aroused industry observ-
ers as much as the boycott of the
Post, and Herald assistance in film
crusade, may lead to choking off
their publicity in other cities and
leave the industry without friends.

Without formally recognizing the
danger of the situation, the Post
quickly abandoned any effort to
speak a good word for the industry
or oppose censorship ideas and be-
gan following lead of other local
papers which have given cleanup
story routine but not sensational
treatment. Herald, however, con-
tinues to play film criticism in ex-
travagant manner, running column
stories under thundering heads and
seizing every scrap of crusade news
as basis for a prominent story.

Music Notes

Dorsey Bros. unit opened at the
Sands Point Casino, Sands Point,
L. I., last Friday (6). Stay is for
the balance of the summer.

Duke Ellington's slated tour of
England is for four weeks, with
the unit making its first stop at the
Palladium, London, Sept. 17. Harry
Foster has until July 21 to ex-
ercise his option on this overseas
booking.

Mack Gordon and Harry Revel
have made one-year ticket at Par-
amount. New writing tunes for
"Big Broadcast of 1935."

Mak Kalik, sportsman, has pur-
chased the Brook, swanky night
club at Saratoga Springs, N. Y.,
from the A. H. B. Realty company.
Al Howard has been appointed
manager.

Zelda Castle is due to leave
Happy Felton's band at the Bal
Taharin cafe, San Francisco, at the
end of next week.

KILLED CRANKING CAR

Hoosick Falls, N. Y., July 9.
Stricken with a hemorrhage of the
stomach while cranking an automo-
bile, Charles E. Forgays, 43, advance
stage actor for Dorsey Bros. in "Love
in the Air," died in the Hoosick Falls
Center. Mr. Forgays was a native
of Lowell, Mass.

New Fair Head

Bellefontaine, O., July 9.
Elmer Johnson of Belle Cen-
ter was elected president of the Logan
county agricultural board to re-
place J. S. Hoover deceased. Charles
Luther was named vice president to
succeed Hoover.
1931 fair will be he
three days of August.

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15 YEARS AGO

(From VARIETY and Clipper)

Exhibits out of town yelping about the open market. Said they preferred block booking with reliable firms to buying pigs in pokes.

Houses were showing Herbert M. Dawley's "Ghost of Slumber Mountain." Used first animated monsters. Idea later amplified in "Lost World."

Story shortage and producers were talking of remaking the best of the oldies. New idea then.

Speaking in London George Arliss predicted that eventually the pictures would kill the road.

Famous Players concluded its deal with Charles Frohman, to finance production and take all losses in return for picture rights.

Musicians settled wage scale. Drama houses paid \$30 for eight performances. Musicals paid \$8 more.

Half a dozen new shows were preparing to come in on top of the 28 attractions current.

Vaudeville managers offered a simplified contract to N. V. A. for approval.

William A. Brady acclaimed as the only theatrical man to win on the Dempsey-Willard fight. He took down \$72,000.

Lafayette theatre, N. Y., the backbone of a projected chain of theatres for Negro trade. Included a dramatic school for colored players.

Maurice Richmond took page ads to announce he had refused \$40,000 for "Tell Me." Money in music then.

50 YEARS AGO

(From Clipper)

John L. Sullivan and Charlie Mitchell were due to spar in Madison Sq. Garden. Seats were from \$2 up and about 5,000 gathered. Sullivan was in the ring, but too sick to work, and most persons figured it was another drunk. Did not help boxing game any.

Only three regular N. Y. theatres were open, a light opera, a farce, and Belasco's "May Blossom."

Rose Coghlan announced a starring tour in the fall. Had been Lester Wallack's leading woman.

Manager of a tent show in Brooklyn was pinched on complaint of the neighbors that the applause kept them awake nights. He had to move his pitch.

Alexander Kost, of Philadelphia, found guilty with two others, of conspiring to cheat Theodore Rosenfeld out of costumes and scenery to the value of \$3,400. Belonged to a midget troupe Rosenfeld was promoting.

Negro troupe was playing the eighth street with a version of "Othello."

Lily Langtry was reputed to have invested \$20,000 in real estate mortgages in N. Y.

Bartholomew's equine paradox, closed a big season in Boston by inviting all teamsters and drivers to be guests the final week.

Playing Kansas City, Evans and Hoy had a photograph made of the audience by electric light. Real novelty then. Audience given copies.

Inside Stuff—Radio

Scott Howe Bowen has offered to turn over the capital stock of Group Broadcasters, Inc., and everything connected with the organization to the stations involved in what started out as a co-operative spot time selling combine. Transfer of the project's stock and contracts at hand would have no strings attached to it. Bowen last week made his proposition to Alfred Cormier, chairman of the GBI's executive committee.

Members of the group have been advised by Cormier of the offer, with the letters asking what they want to do about it. Previous to the receipts of Bowen's waiver Cormier, general manager of WOR, Newark, had arranged for a meeting in Chicago of the stations concerned with the GBI enterprise. Latter part of July. Purpose of this gathering will be to decide whether the member outlets are amenable to continuing the group selling idea and if so how they propose to finance it.

The GBI project took its first step toward the rocks two weeks ago when, at a convention of the member stations in New York was voted not to go through with a financing plan proposed by Bowen and tentatively okayed by the GBI directorate. Following this meeting John Shepard, 3d, withdrew his booking connection for the Yankee Network from the Bowen organization and opened his own New York offices, with John H. Field continuing as the web's contract service man at that end.

It is believed that in the event that the meeting in Chicago votes to continue the GBI affair Bowen will be reimbursed for the expenses he incurred during the formative stage of the proposition.

"NBC's auditorium studio has nothing on its Charlotte, N. C., outlet, WSOC. With the Charlotte Armory-Auditorium, the city's worst spot acoustically, as the originating point, WSOC recently secured two perfect broadcasts of 'name' bands—Jan Garber and Hal Kemp.

To achieve this the station used a three condenser mike pickup with the public address system going full blast all during the broadcast. The WSOC control men found that the public address system helped to 'fill' the immense barn-like auditorium and killed the echoes that formerly made a good pick-up impossible. With this setup a broadcast approaching a studio presentation was secured.

WSOC received 11,000 telephone calls on the two bands.

Ad agencies recall that three years or so ago the Hays organization nixed the guest-star thing for radio programs and hope that with resumption of the fall season the film body will again blind itself to the radio outlet for screen satellites. Otherwise it will mean a radical change of program idea for several accounts which have been figuring on capitalizing on the celluloid rep and making it with the other outlet.

One such account is Cushman Bakery and Pebebo, both on WOR, and both having Radio Harris, film mag writer, as its m.c. plus Miss Harris' guest stars. Writer is Hollywood-bound on several writing assignments to do interviews and possibly also line up people for her WOR air return this fall.

Operators of the Glenn Island Casino, Westchester county, N. Y., roadhouse, last week called on CBS to live up to its contract with the Casa Loma band, which guarantees that aggregation three pickup releases a week. Unit has been doing two broadcast periods weekly.

Lawrence Lowman, CBS v.p. in charge of the program and booking departments, was on the receiving end of the complaint. Lowman declares that the network's obligation to bands booked through its artists bureau made this situation unavoidable. With all these combes clamoring for time on the web it has been found necessary to reapportion the schedule all around.

The boys in St. Paul are kiddingly giving Al Sheehan the good-natured Bronx cheer on the so-called local record for continuous announcing, as reported in *Variety*. Actually, Al had 10-minute resting periods throughout his three-hour stint and the job was far from a nerve-wracker.

Radio old-timers here recall the 'early days'—away back in 1928—when such baseball announcers as Phil Bronson, now production manager at KSTP, sat in on double-headers, gabbing rapid-fire chatter continuously from 2 to 6 p. m. and then stopping only because of Minnesota's Sunday six o'clock law.

Pepsodent's revised schedule will have Amos 'n' Andy off of WLW for the first time. Program aired from Cincy by WCKY, which carried it with Crosley's major sound loss.

Operating on an old NEC rate arrangement, Pepsodent enjoyed lowest time charge in force with WLW. Figure unofficially reported at \$25 per blast over world's most powerful transmitter, which would make it the greatest broadcasting bargain. As an audience builder, the headline radio attraction had its reward for Crosley's financial sacrifice, in the opinion of those who look at it from that angle.

Young & Rubicam agency handles the commercial programs of Joe Cook's "Houseparty," ethered by NBC and "45 Minutes From Hollywood," which goes out over Columbia. Recently Ned Sparks on the Coast end of the latter broadcast used part of Cook's bus-fide yarn, which he first spun in "Pine and Dandy" (legit musical) and also in a "Houseparty" program. Agency detected the lift upon receiving the advance script and ordered the bit out, also advising Cook. Regardless, it went on the air, but Cook decided not to take legal action as such a step might embarrass the agency.

(Casino) theatre, Manhattan, is slated for a radio-stage-screen combination pokey starting in August. Previous ventures of a similar character have not panned out. Stage show and broadcast time will be co-ordinated under the plan as announced and moving pictures will round out the bill. Regular theatre admissions will be charged. Crosby, Gaige, promoter, mentions WOR, WMCA, WINS and WNEW as receptive to tie-ups. Gaige previously mentioned the same policy for the Broadway, N. Y.

NBC has one of its staff legalities in Los Angeles trying to work out with Earle Anthony a settlement of his \$78,000 suit against the web. Anthony claims that this amount was due him since 1922 as part of the terms of a contract involving his station, KFL. Action was filed last fall in the New York Federal Court.

Dave Casem, speaking for WOR, Newark, denies that station's recent appointment of Jim Maher to handle institutional publicity means any alteration in the regular program and artists' exploitation set-up which continues as heretofore with Rod Arkell and Ethel Groat assigned to this task under Casem's supervision.

Hollywood NBC outlet on the Radio lot is handling seven transactions a week, the heaviest schedule in its seven years of operation. Another will be taken on July 13, when Phil Baker and his Armour crew troop town for at least two airings.

KNX sent to the San Francisco strike zone its publicity director, Les Mawhinney. First-hand accounts of the dock disorders were phoned

Inside Stuff—Pictures

Dan Michelove tells a story concerning Steve Lynch. Lynch was travelling through the territory around Muskegon Shoa. There was a particular town where he stopped off and was greeted by the mayor who offered to erect a theatre in the town for Lynch. Lynch looked around and could see nothing but mudholes, but figured a theatre couldn't hurt the town.

So up it went but the house failed to make dough. Lynch's associates advised selling. "The bird who buys the house is crazy," said Lynch, but his cohorts brought in a prospective buyer. When the contract was readied the bill of sale read: I, being over 21 years of age, free, white, and of sane and sound mind, do hereby of my own free will and accord purchase the theatre, theatre, theatre, etc.

The buyer, according to Michelove, still operates the spot.

Select group of less than 500 actors performed more than 60% of the roles in pictures released over a period of 17 months. It was revealed by an Academy survey. Of the 458 films turned out by the 14 principal producers, direction of 45% of the output was handled by approximately 40 pilots.

Estimate of players' work was based on 5,400 acting roles. Tabulation also shows that less than 100 players were handed more than 20% of the parts.

Group of 17 players appeared in 15 or more roles. Entire output of films was handled by 182 directors with 71 of this number responsible for only one picture. Nearly 85% of the product was entrusted to 111 directors.

Harry Sherman, president of N. Y. Operators (Local 308), showed his concern over the seized records and papers in the recent D. A. raid on 306 and Empire by taking a week's vacation in Bermuda. Just before he left he attended a meeting filled with anti-Sherman factions among 306 members and called it to order with the warning that if any of the agitators tried to start anything he would adjourn the meeting immediately. Someone got up and Sherman carried out his threat, meeting lasting only four minutes. Meanwhile official denials are made that recalcitrants in 306 who are still strong for the jailed Sam Kaplan are circulating a petition asking for Sherman's resignation.

Dozen or more special writers in Hollywood doing feature yarns for their sheets on the church crusade against smut in films are squawking about lack of co-operation. Producers are tacitly agreed to let the new pics speak for themselves and are giving the scribes little to mull over. Barked at this turn they troop into the Hays office, where the pickings are just about as slim, for the regents hand out the same old stereotyped abracadabra.

Those recently arrived on the scene include Philip Kinsley of the *Chi Tri*, Henry Pringle of McCall's, Elizabeth Borden, Boston Herald, and a new crop of news service beagle hounds.

Because the Rockefeller are pillars of the church and have always stood for a high standard of morals, including support of the Anti-Saloon League and prohibition, the Radio City Music Hall is in a more ticklish situation on pictures than other theatres. Recently there has been something of an air around the big Radio City house that the public might resent the playing of certain pictures here partly because the Rockefellers are behind it.

Two recent pictures, most ticklish played since the church campaign, "Vergie Winters" and "Of Human Bondage," latter current, have been big grossers.

Campaign against studio stills and other advertising matter that show a list toward the rickie side is showing gratifying results. Rejections at the Hays office ran as high as 8% last December, when the Advertising Advisory Council was formed. Recent check shows less than 1% turn-downs.

A change is also noted in the attitude of producers toward picture tieups whereby certain articles were shown in the film in return for newspaper and magazine space.

Omitted from Paramount's advertising section in last week's issue was the month of July, during which the following six films are scheduled for distribution: "Old-Fashioned Way" (W. C. Fields, Baby LeRoy); "Stage and the Works" (Bernie-Oake); "Way West pic, nee 'Ain't No Sin'; "Kiss and Make-Up" (Mary Grant-Genevieve Tobin); "Elmer and Elsie" (Bancroft); "Notorious Sophie Lang." Titles were advertised, but their July releasing schedule was omitted.

With the Paramount Coast studio indicating that it will be three weeks or longer before the Mae West picture will be ready for re-submission to censors, this will nullify the Aug. 3 release date figured on. Picture may be set for Labor Day release instead. John Hammell, home office censor at Paramount, shot out to Hollywood last week to supervise.

One of the elements figuring in the abandonment of the executive door pass list to Radio City Music Hall is the belief that some of the ushers and page boys okayed their personal friends' through. Now a formal pass, duly signed and authorized, must be issued for all admissions.

Liberty schedules for this week's issue an article by Arthur Mayer, operator of the Rialto, N. Y., on block-booking. It is written mostly from the point of view of a theatre operator. Mag also wants Mayer to do a story on the church crusade against dirt pictures.

Charles Lederer has been made president of the Hecht-MacArthur picture firm operating in the Eastern Studios, Astoria, L. I. Heretofore most of young Lederer's film activity has been on the writing end, same going for the new producers.

Understood that ERPI originally had an agreement with Paramount for the latter to make 10 pictures at the eastern studios, Long Island City. Par, however, cut it to four, according to accounts, and these are the films which Hecht and MacArthur propose making through Par release.

John E. Otterson, prez of ERPI, quietly sailed for Europe a week ago Friday. Erpi states it's his usual six week vacation abroad to look over Erpi matters in England, France, and, possibly, Germany.

hourly to the Hollywood station and put on the air. Flashes were given right of way. KNX operates independently of the newspaper-radio pact.

Discussions are on between WLIT and WFI for the two Philadelphia outlets to merge operation. Former outlet is owned by Lit's Bros. department store and associated with NHT. The other station is the mouthpiece for the Clothier-Strawbridge store.

Atwater Kent, head of the radio firm bearing his name, was so pleased with the floor show staged by Fanchon & Marco for the company's annual convention in Atlantic City, that he sent each of the chorus girls a miniature radio set as a souvenir.

Equity's Survey of Summer Theatres Finds Money Replacing Room and B'd

Equity has partially classified the summer theatres in the sticks, really believed that spots merely afford succor from the streets of New York, with actors getting only room and board in for their appearances. This is not strictly true.

Minimum salaries of \$40 weekly, set forth in code, piles to at least some portion of the casts in stock spots. This particularly applies to those stocks which operated before the terrain was dotted with summer hideaways. In other words, those rules which applied before the deluge of country theatres still goes.

The \$40 per week minimum also goes where summer theatres specialize in new show tryouts. It applies, too, where theatres are located in communities of 30,000 population or more.

Code Salari
Classification early in the summer was that the code salaries are in effect in 30 summer stocks. There are 15 other troupes where there are modified code salary figures, and at least 20 additional where only board and lodging are remunerated. There is no accurate tab on the total number of hideaways.

Where a summer stock has a minimum of six players engaged for the season, at least four in the cast receive a minimum of \$40, the others getting at least \$25 under the rules. There is, however, no distinction between senior and junior Equity members and, in some instances, there is no check on whether all the players are Equity members.

In the better class summer companies, guest stars are engaged for troupes and revivals at salaries between \$200 and \$500. Such engagements, however, are infrequent, with the Country Playhouse, Westport, Conn., paying top salaries. Spot is regarded the nearest thing to a Metropolitan showing because of its professional residents and proximity to New York.

WEISSBURGER IN S. F. AHEAD OF REINHARDT

San Francisco, July 9. Felix Weissburger, Max Reinhardt's technical director, has arrived from New York to begin work on the latter's production of 'Midsummer Night's Dream,' which the California State Chamber of Commerce will impregnate at the Hearst Greek theatre in Berkeley and Hollywood Bowl in Hollywood, opening at the former about Sept. 15.

Reinhardt is expected to produce the show which marks the State of C's debut as legit impresario with prominent civic and business biggies of Frisco and L. A. putting up the coin.

5 New Plays to Go In Biltmore, H'wood

Hollywood, July 9. Edgar MacGregor, reopens the Biltmore Aug. 3 with a string of new plays, the first being 'Mad Marriage,' by Paul Gerard Smith.

Following will come 'Serenade to the Hangman,' from Maurice De Kobra's novel, adapted by Eugene Walter; 'Art of Murder,' mystery play, by William Hurlburt; 'In Memory Of' and 'Lover for Two,' both written by MacGregor and Hurlburt.

Browne's Split Hip

South Norwalk, Conn., July 9. Porter Emerson Browne, playwright, will be in the Norwalk hospital another month, until his broken hip heals. Browne suffered an injury to his hip on the coast several months ago, and shortly after his return to his home here was taken to the hospital. Browne has been living in Hollywood, and this was his first trip east in some time. He came with two new plays, one of them a sequel to 'The Bad Man.'

WEBB NEEDS VACATION, 'CHEER' CLOSES 4 WEEKS

On Saturday (14) 'As Thousands Cheer' (Music Box, N. Y.) will suspend for four weeks, resuming August 13. was no intention originally of interrupting the run of this outstanding 1933-34 musical, but Clifton Webb demanded a vacation, that desire said to have been inspired by Marilyn Miller's six weeks' leave of absence.

Webb had a run of the play contract which expired June 2. A similar agreement applying to next season was made, but instead of the contract calling for the continuous run of the show, the new arrangement is dated September 1. Management was opposed to Webb leaving the cast, but the actor stood on his rights. Equity affirmed his privilege to withdraw upon handing in proper notice because of the lapse between the old and new contracts. It was later agreed that Webb take the month off and a plan to substitute him during his absence was dropped.

Miss Miller, who has been ill, was dated to step out of 'Cheer' last Saturday (7) but was unable to appear Friday and Dorothy Stone went into the cast. Miss Stone had been engaged to replace Miss Miller.

Box office at the Music Box will remain open for advance sales for 'Cheer's' resumption, same as is the box office at the Shubert, where the suspended 'Dodsworth' will resume Aug. 20.

NO UNION CUTS, HIPPI OPERA FOLDS

Abrupt collapse of pop grand opera at the Hippodrome, N. Y., early last week is ascribed to the diminution of public interest as reflected in takings. Although the novelty of seeing opera at cheap admission prices may have worn off, house management also blames the house, however, change his viewpoint when the gross just about broke even, and with stagehands and musicians refusing to make the same concessions as they did last year. Instead, it is alleged, they boosted the scale, asking \$10 weekly and musicians \$10 per performance.

Last summer the crew and pit bunch was paid \$70 weekly, said to be in excess of most salaries received by the warblers on the stage. Hip management further explains the closing by stating that in addition to the increased wages, overtime for rehearsals was demanded by the backstage unions, whereas last summer there were no extras for rehearsals or matinee performances.

Gwyn Players Start

Malde Bridge, N. Y., July 9. Nell Gwyn players opened their season in the Berkshire Theatre Works with 'Ten Minutes After' under the direction of Emily Perry Bishop and managed to go through in good shape despite lack of feminine players, most of the girl students not having arrived. 'The Late Christopher Bean' played Friday and Saturday (6-7), with more latitude allowed in casting.

Players are housed this year in four comfortably furnished lodges near old pump manufactory made over into theatre. Opening cast included Doris Locke, Laurence Adams, William Wright, Donald Itoon, John Hall and John F. Granfield.

No Help

Ability of the summer 'barn' theatres to make a go of it must be seriously impeded if last week's experience of a Westchester group is an example.

Opening night the principal female player, a well known professional, walked down to the footlights about half way through the last act and apologized to the audience for not knowing the part. But, she stated, she would read it from the script for the remainder of the play. She was beyond prompting. While the players waited stage she rushed to her dressing room and came back with the script, only to discover it was tough reading without her glasses. So she had to walk around the stage holding the script at arm's length and tilting it toward the footlights.

The next night, there was close to \$200 in cancellations.

PLANS FOR 50 CCC SHOWS CONTINUE

Although the summer is well advanced, proposal to organize 50 or more legit shows under sponsorship of the Civil Works Administration is not cold, so sponsors of the plan insist. It is stated by those close to the situation that the project, which would tour the shows through the Civilian Concentration Camps in various sections of the country, may eventuate later in the summer, or early in the fall.

That there is still time for such employment relief among professionals is indicated by the fact that many of the 1,700-odd CCC camps are expected to continue operating into November. Government recently ordered the recruiting of 100,000 additional men for the camps and this has not been completed. Enlistment in CCC is for a period of five months.

Legal points to be adjusted constitute the expansion of the CWA drama project to include the camps. It appears that the states will receive a percentage of the huge relief fund, primarily legislated for aiding citizens in the middle west drought lands, but each state has the power to allot the relief funds for such purposes as it regards best.

There are three focal states to which those favoring the expansion of the drama project look for favorable consideration—New York, Illinois and California. No action has been obtained as yet, with the plan's sponsors awaiting the decision of New York. If the latter is favorable, it is believed, the other focal states will follow suit, shows probably going into CCC camps generally.

Principal problem in New York appears to be the stand of relief administration officials who say there are funds for home relief, but not for salaries such as called for by dramatic performances. That a coordinating arrangement between the states and the federal government, similar to that applying to the gratis shows given around New York, will be accomplished is still possible.

Sponsors of the expansion project declare that Washington is favorable to the plan, which should react favorably in the decisions of the several commonwealths which must okay or reject the proposition.

Pasadena Revivals

Pasadena, July 9. Summer series of revivals gets under way July 17 at the Playhouse when the Community Players present 'The Virginian,' with Victor Jory in the title role. 'Paid in Full' follows week of July 24.

For week of July 31, Community Players revive 'Anna Christie,' with Jory and Joan Innes co-featured. August plays include 'Trisoner of Zenda,' Dr. Jekyll and Mr. Hyde,' featuring Irving Pichel; 'The Return of Peter Grimm,' with Ralph Freud in the lead part, and 'Within the Law.'

Long Island Sound Goes Showboat Conscious; Society Helps Scows With Floating Melodrama to Win

LIPPER PUTS UP BOND ON MORRISEY MUSICAL

Production of 'Saluta,' operetta, has been virtually assured, Arthur Lipper, Jr., a newcomer to show business, posted a bond for \$5,000 with Equity guaranteeing salaries for the minimum two weeks. This is the same show that Will Morrissey has proffered since last season and which two or three managers announced they would produce. Last to consider it was Charles Morrison, who changed his mind and decided to stick to agenting.

Show is in rehearsal at the Adelphi, formerly called the Craig. 'Saluta' is tentatively booked there early in the new season. Adelphi was recently taken over by Lodewick Vroom, who operated the St. James (formerly Erlanger's) for Vincent Astor. Latter spot is now leased by Eddie Dowling. It is the first activity around the latter house in more than a season. Lipper has incorporated under the name of Replli, which is his name spelled backwards. He is mentioned taking an interest in 'Waltzes in Vienna,' in which case Max Gordon would buy a reciprocal piece of. Latter's score is highly touted.

LEGIT PACT O.K. LOOKED FOR THIS WK.

Washington, July 9. Still negotiating with Internal Revenue Bureau over ticket provisions, the National Recovery Administration had renewed hopes today of getting the long-delayed revision of the legit code out to the industry for examination late this week.

Following a lengthy conference with Revenue Bureau attorneys, Deputy Administrator William P. Fairweather and his advisers said there still were several points to be ironed out, but that it was believed another meeting this week would bring the two Federal agencies into almost complete agreement, removing the major obstacle in the way of submission of NRA compromise to the Code Authority.

Reconstructing Center For Gordon's Musical

RKO Center theatre in Radio City closed Sunday night (8) to go into mothballs until reopening, Sept. 17 with Max Gordon's 'Waltzes from Vienna' (legit).

While dark the Center will undergo some alterations. The proscenium arch will be moved and a larger turntable installed, among other things. Reconstruction will be under supervision of Herman Whitman, moved over from the Mullan to manage the Center for the legit try.

Hassard Short an Albert Johnson, Gordon's staggers, have already taken offices in the Center. When the house staff was discharged Sunday night, everybody received two weeks' pay.

ENGAGEMENTS

ances Starr 'The Old Folks at Home'—Alice Dawn and Betty Kean, 'Keep Moving'—Dorothy Stone, Thousands 'Cheer'—Frances Williams, Bert Lahr, Ray Bolger and Luella Gear, 'Life Begins at 8:40'—Ann Sutherland 'Are You Decent'—Mary Young, Lee Patrick, May Vokes, Ben Larkland and Brian Donlevy, 'To My Husband'—

New Rochelle, N. Y., July 9. Developments this week in this closest woods to New York for summer theatres exhibits Long Island Sound as making a bid to become a showboat center. With one alone in the process of construction, and more being thought of, it may open up a new angle for summer theatres on a sea-going basis. The Sound is considered the most logical place for this sort of thing since the Mississippi crawled with floating melodramas.

At least the trend hereabout is sufficiently definite in the direction of the sea for one land theatre to close almost as soon as it opened. Westchester theatre, which opened last week at the Woman's Club, and which was this week to have presented a new comedy, 'The Women Who Understand Gregory,' by David Lovett, has folded. Gregory didn't open Monday as scheduled and hasn't appeared all week. Reason given for the fold is lack of support for the first opus, which may be laid competition from the showboat threat.

Showboat, Periwinkle has been anchored off the Shore Road here all week, presenting three nights of 'Ten Nights in a Bar Room,' and three nights of 'The Ocean of Life,' seafaring melo done for the first time in this country. Mrs. G. M. Hubbard, wife of the president Doremus & Co., financial advertising outfit, is behind the Periwinkle. Bought an old N. Y. Central Railroad scow and turned it into a presentable showboat. Cast lives on board, with kitchen and mess hall in rear of the stage, and sleeping quarters below.

Scow is towed by tug to landing places. Has played Pelham Manor, from where it originated, Larchmont and a couple of other smart spots already, o' standee attendance, on occasion, with a dollar-top scaling to 50c.

Westchesterites, who like to accept themselves as sophisticated, go for it. Gaga yacht clubs around the Sound are falling over each other's necks to book the craft. In these cases the scow captain-manager, Frederick E. House, makes a flat sell and hands over the headache of getting an audience to the club. Membership usually turns out. Periwinkles is headed for Milton Point Casino at Rye next, and has half a dozen bookings after that. Expected to make Newport during the races and the American cup in September.

Mostly a professional cast, with several from Chris Morley's old Hoboken company, Princeton 'Mask and Triangle' influence is pretty strong, too, with three from there present. Romantic ballads between the acts go over, and the company has the sense to play 'The Right' straight, not kidding it at all, which makes it funnier. A mild bar on what is referred to as 'Deck B' serves beer and other soft drinks. Candy packages, with a surprise for everybody, are sold by the cast between the acts.

Walter Greenough is building another and larger showboat here, which will set out in a couple of weeks with intimate musical reviews. Idea has caught on and it is hoped to work it up into something real for an appreciable summer profit. Figured that it can be built up in a couple of years to an established thing, with strings of scows playing 'The Westchester, Connecticut and Long Island shores in succession. With some names in the casts, larger seating capacities, and hard-drink bars.

Pointed out that the advantages over the land theatre lie in novelty, extra coolness for the audience on the water, and the only expenses to put down to rental are the towing fee from port to port, not great, and the small fee-for-permission to land. If hissing-the-villain stuff goes out, it is planned to use recent successes or new plays. Great difficulty is finding a proper landing stage for the scows to run out a ganplanik. Estimated that there are nearly a hundred possible spots between New York and Newport, with about half of them practical.

AEA Asks CWA Expansion for 5-10,000 Jobless Actors in All Fields

Meeting of the Actors Emergency Association, describing itself as a rank and file group of professionals seeking jobs in the CWA shows, now combined with the municipal Emergency Relief Administration, was held in the Union Church, West 48th street, N. Y., Friday, midnight (9), at which time home relief of the stressed, James McLaughlin, of the executive committee outlined the purposes of the association, which conducted several previous sessions.

"We want jobs" is the major object of the group, McLaughlin stated that through the efforts of Emily Holt, of Equity, 150 have held down stage jobs supported by civic and federal funds. He added that this relief was insignificant because 5,000 actors are unemployed. The association seeks appropriations which would expand the free show projects started by the CWA. He also said that the group wants reinstatement for actors who had been let out, of which he is one. At another point it was stated that 10,000 actors needed jobs, and permanency of those engaged is hoped for.

Includes All

Emergency group's membership is said to be composed of actors of all fields—legit, vaudeville, cabaret—who are in need of relief. Louis Polan, of legit, is executive secretary, and Spencer Kimball is financial secretary. The executive committee, in addition to McLaughlin, includes Tom Tracey, Robert Kialie and Elliott Sullivan. A grievance committee has contacted home relief officials and claims to have won recognition for the group from the Relief Administration.

About 50 attend the sweltering meeting, one-fifth being colored. Latter do not figure in the civic-CWA casts. Colored members spoke mostly about home relief, with indications that such aid was being received after some delay. State and city allow between \$4 and \$9 weekly for needy families.

In explaining its rank and file association, it was stated that actors from stock had as much right to relief stage jobs as Broadway actors, some of whom are in the present gratis show casts. As for Broadway actors, they get jobs not because of ability but because of the breaks, it was stated.

4,500-SEAT OPEN AIR THEATRE FOR OPERA

Kansas City, July 9. Heart of America Opera Company will open a summer engagement in the Unity Farm amphitheatre, July 14. "The Mikado" will be the opening bill, with Louis Templeman in the name role.

Setting for the new enterprise is on the grounds of the Unity Farm, about fifteen miles from the city. Amphitheatre seats 4,500 and parking space for several thousand cars is available.

Enterprise is under the direction of David Gorch and Dorothy Perkins. Musicians from the Kansas City Philharmonic orchestra will play.

Future Plays

"That Certain Business," by Homer Mason and Kenneth Keith, into rehearsal July 9, to be presented late this month at the Forrest theatre by Jack Livingston.

"Gold Eagle Guy" by Melvin Levy, being produced by Group Theatre and, after two weeks in Boston, will be brought to New York October 15.

"To My Husband," by William J. Fulham. Mayfair Productions will produce with Brock Pemberton. Mary Young will be featured.

"Variety" FOR SUMMER

Place a subscription for 'Variety' over the summer - (3 months)

\$1.50

Mail remittance with name and summer address.

Berkshire Playhouse Starts Rep Season

Stockbridge, Mass., July 9. Berkshire Playhouse, under the direction of F. Cowles Strickland, opened its season a week ago (2), with 'Dulcy' leading the parade of plays which will make up the group's first year repertory. 'Dulcy' was followed Tuesday and Wednesday with 'Her Master's Voice,' the opener was repeated Thursday and Friday, and the week was concluded with 'Saturday's Children.' New plays will be added until the total has reached eight.

Casts included Eric Dressler, Patricia Collins, Sylvia Field, Vera Allen, Jessie Busley, Gene Wood, William Norton, Edward Wing, Robert Tieman, Gage Clark, Harold Moffet, Patricia Calvert, Betty Lee and Eric Volkert.

No Funds to Pay Ziegfeld Estate, Claims of 500G

Claim of William S. Coffey, administrator for the estate of Flo Ziegfeld, in the matter of the Shuerts' presentation of 'The Follies,' again came up for consideration last week in White Plains, N. Y., where the late showman resided (Hastings). A referee heard testimony in recovery proceedings, then adjourned the case until September. There are no funds to pay claims amounting to \$500,000 against the Ziegfeld estate and the administrator seeks part of the profits of 'The Follies,' which recently closed at the Winter Garden, N. Y., also a portion of royalties paid Billie Burke Ziegfeld and the A. E. Erlanger estate.

Only new development in the case came with the testimony of Saul J. Baron, temporary administrator for the Erlanger estate. Baron explained that originally Ziegfeld owned 50% of the right Erlanger having 25% and Marc Klaw a similar share. When the latter withdrew from the partnership, his share was evenly split between the other two. That gave Erlanger a 37 1/2% share and Ziegfeld 62 1/2%.

Coffey's contention was that the show grossed \$60,000 weekly and the Ziegfeld estate should get \$20,000 of these receipts. Box office records show these figures to be exaggerated. Revue's top takings in any one week were estimated at \$38,000. When it closed receipts had dropped down to around \$15,000. Miss Burke and the Erlanger estate shared on 3% of the gross as royalty.

Boyes Players Under Tent, Open in Lincoln

Lincoln, July 9. Boyes players, stock rep company of 30, under tent, set up for opening today in West Lincoln, incorporated village just outside the Greater Lincoln city limits. Hope is to capitalize for the time being on the Blue Law Sunday position of the larger city and the tent'll play seven days, with Sunday matinees. Stand will be held as long as the b.o. shows blank.

Company plans to change the bill twice weekly and will bring in a few ancient vaude turns, although most of the between acts turns will be from the ranks of the cast, each member having a few routines. Prices will be a dime to get in and another dime to sit down. A big tent is used with seats for 1,500.

Modern Age Shakespeare For Bertram, N. C., Troup

Charlotte, N. C., July 9. Bert Bertram, Illinois head of the Bertram Players, holding forth in a stock tent here, has promised to go highbrow for his fans who like their drama that way for at least one week this summer.

He has under consideration 'The Taming of the Shrew' and 'The Merchant of Venice.' Play will be in modern dress against modernistic backgrounds. Original lines will be cut to popular playing time. If public reaction reveals a desire for such plays, Bertram will dig out some other classics.

Dinner Club Gets \$2,000 in Theatre, Radio Collections

Collections in Broadway legit theatres for the Actors' Dinner Club netted \$2,000 which, with donations from working actors and results of radio appeals, supplied enough money to keep the Club operating into August.

Doris Hardy and Bessie Beatty of the Club, with the latter's husband, William S. Coffey, a professional, made addresses from the stages between acts. Collections were during one week only, but may be repeated.

Radio appeals, which continue, are accompanied by professional programs. Listeners are reminded the Club is open to the public for dining purposes.

Jane Cowl Starts Well In 'Hour' at Curran, S.F.

San Francisco, July 9. Jane Cowl and 'The Drunkard' are splitting the town's biz, former in 'Shining Hour,' starting healthily at the Curran and latter beginning its tenth week at the Palace hotel.

Duff's show, with Miss Cowl, is hitting it off better than predecessors of past month or so, while 'Drunkard' continues to full houses in the hotel grillroom.

Mayor Inaugurates Free Legit On Portable Stages in N. Y. Parks

Season of gratis shows to be performed outdoors on portable stages in parks of greater New York got under way last, Thursday (5) with a 'Tom' show presented before Mayor LaGuardia in Thomas Jefferson Park, 11th street near the East River. Spot is in Harlem's extended Italian district and hizzoner's home grounds. Among the first nighters were guests of the mayor and members of Federal divisions and State and city welfare departments, newly extended as part of the Emergency Relief Administration.

Present project takes over the shows under direction of the Civil Works Administration which have been given in New York school auditoriums since early winter, performances then being extended to Civilian Concentration Camps upstate, Sing Sing and hospitals. Three, public arms have been coordinated for the outdoor showings, which will extend over a period of 10 weeks—the Government, city and state as represented respectively by the CWA Works Division, Department of Public Welfare and the Recreational Bureau of the State Department of Education.

CWA drama was headed by persons unknown in show business, but with the municipality's Works Division virtually taking over the CWA, department, directional end is now in hands of people familiar to theatricals. Edward E. Pidgeon is manager for Manhattan; David Wallace, Brooklyn; Arthur Ebbets, Bronx; Walter Monroe, Queens; Walter Rowe, Richmond.

Six parks in each of the five boroughs will have the shows once weekly, with a different play given

Frances Halliday, comedienne, opens Thursday (12) in the lead of a new comedy, 'Fair Exchange,' being done by the Caldwell Players, Caldwell, N. J. Playright is David Carey.

Inside Stuff—Legit

Claim of Morrie Ryskind for royalties amounting to \$1,700 against Aarons & Freedley under contract to supply material for 'Pardon My English' will be paid off by Vinton Freedley under an agreement entered into with the Dramatists' Guild. 'English' was the last musical produced by the two-firm, which split.

'English' opened at the Majestic, N. Y., in January, 1933. Previous to Broadway it played Philadelphia and Ryskind was retained to fix up the book differences arose between Ryskind and the producers and his suggestions were not accepted, writer's name not being billed when the show premiered at the Majestic.

When Aarons and Freedley separated the Ryskind claim lay dormant, but when Freedley announced the Bolton-Woodhouse-Porter musical for fall presentation, the Guild advised the producer he would be required to pay off on Ryskind. Understood Freedley paid \$500 to the writer, balance to be remitted periodically in smaller sums. Aarons back from Hollywood plans re-entry into the legit field, also on his own.

Night before leaving for the Coast Hugh O'Connell threw a party to the cast of 'The Milky Way' (closed) in which he was featured. Other professional friends were also present.

Group of celebrants decided to switch the event to a party for O'Connell. They hied to a jewelry shop and bought him a gold cigarette case and lighter.

When 'As Thousands Cheer' resumes at the Music Box, N. Y., Aug. 13, after four weeks' layoff starting next Saturday (14), Dorothy Stone will resume in the Martini Miller part for at least two weeks. That was agreed on last week when Miss Stone jumped into the Miller part ahead of schedule after the latter reported ill. Miss Miller was originally due for a six weeks' leave of absence starting Monday (9). Miss Stone went to the theatre last Friday (6) for rehearsal and did the performance that night.

That Miss Miller will return to the 'Cheer' cast, as planned, is not certain at this time. Understood there has been some hostility between her and Clifton Webb which has annoyed the management. It was Webb's insistence on a vacation that resulted in the order for a month's suspension.

Saturday night when a storm ended New York's record heat wave, closing plans of several shows were rescinded at the last minute. Included is 'Roberta,' New Amsterdam. At first extension of the engagement was in doubt when Tamara said she did not wish to defer her vacation. Russian artist agreed to stick and rest later. Lydia Roberti also remains until Wednesday night (11) when Odette Myrle can be readied for her part. Miss Roberti then goes to Hollywood. Bob Hope, also out, Henry Bergman, his regular understudy, succeeding.

Opening scene in 'Sailor Beware' at the Lyceum, N. Y., is billed 'A Hot Afternoon in Panama.' During the sweltering heat of last week some of the players in the guise of gobs offered to bet that Panama couldn't be as torrid.

Latter scene has sailors in bunks under blankets and when the curtain dropped they were soaking wet at every performance. Four players are fully dressed, being in the next scene. Bunk scene takes nine minutes to play.

each time. In that way all 12 companies of professionals working under the government relief project will rotate around the parks. In addition there will be amateur showings of one sort or another by children and adults, that activity being under the direction of Nina Lamkin. That is strictly a city matter, with the Works Division in charge. Miss Lamkin has a staff of 150 and about 700 amateurs have been selected from little theatre groups in Manhattan. Under professional coaching such plays as 'Rip Van Winkle,' 'Aladdin,' 'Treasure Island' and 'Robinson Crusoe' are slated.

'Uncle Tom's Cabin,' recently added to the repertory, has a cast of players including some former well-known names. When the CWA started it was agreed that no publicity be given the identities of the actors working under the unemployment relief conditions. Press department, however, stated that the 'Tom' cast was rather a compliment to the mayor, who briefly pointed out the made road his promise to the public type of his reaction to the public. Players too are said to no longer object to the mention of their identities.

Cast has Elsa Ryan, Carlton Macy, Frank Monroe, Fred Eric, Constance Brown, Charles Henderson, Dorothy Lewis, Lucia Lasica, Fred Tozer, Agnes Brady, William Wordwick, Julie Chandler, Wilbur Oak, Wilbur Bowman, Donald Ashurst, Robert Robson, Irene Winston, Boyd Agin and Bennett Southard.

It is the largest cast of the free shows yet given. Players receive \$24 weekly with stage hands, six in number, getting the same pay. Crews come from the unions in the several boroughs, not officially, which allows them to work under the union scale. Players in the CWA shows were paid from \$25 to \$30 weekly. Jack Klendon is stage manager for the 'Tom' outfit.

Park benches seating 1,500 were filled and several thousands stood up for the first performance. Seated like a million were on a hand, the youngsters filtering through the ropes into the 'reserved' section while perspiring cops couldn't do anything about it. Although there was plenty of chattering among the audience, the gathering remained virtually intact, there being no doubt that many of the onlookers were viewing a play for the first time in their lives.

Patience of the crowd during the humid evening was the more noticeable because the amplification system failed to operate until the last act in the 19 scene play. It hissed and groined through the horns and very little of the dialogue could be heard even by those down front. Mayor was annoyed at the defect and later declared that, thereafter, he would see to it that the amplifying system was workable. Sound equipment came from a truck lettered 'Ambulant Theatre, Bureau of Economic Washington.' It had the call letters WELM.

Version of 'Tom' played is by A. E. Thomas, as revised by him for the Players Club last season. Props were loaned by the Club, also wardrobe, with some accessories from Bloomingdale's. There was some doubt about the bloods, so one trained beagle were used, the hound being so small that they were barely visible behind the ice cakes in pursuit of Eliza. Lighting was well handled and equipment generally suited to the purpose.

Stages are built on truck trailers, both sides opening up. 'Proscenium' width is about 22 feet, with the height nine feet from the foots. Rear side, beyond the back drop, is tented for dressing room purposes. Cost of each truck is \$4,500, and there are five such units. Scenic drops are painted on both sides. Each truck is equipped for two plays, about 175,000 tickets have been printed for distribution among poor families, each ticket admitting a family.

Immediately after each performance the trailers are hauled to the next night's stand and equipment prepared for the afternoon amateur show performance. Everything but the trailers in the open and no show given when the weather is inclement. 'Tom' performance was rather a pre-view, regular schedule in Manhattan being started Monday (9).

Dec.

Want Rosy Scalp

(Continued from page 7)
 attack unworthy of a reply at this time.

What is more important, is that your letter discloses a lack of personal dignity and judicial temperament such as the duties of your office most certainly require. In so far as your libel of the Allied Motion Picture Operators' Union is concerned, in that you gratuitously denigrate it a fake company union, we have forwarded a statement copy of your letter to the union in question for such action as they may see fit to take.

Letter also set forth that the ITOA is convinced that 'this letter, coupled with your past conduct, completely demonstrates your total lack of ability to approach the problems of this industry which are in need of solution in an unbiased and impartial manner.'

May Seek to Enjoin C.A.

If its efforts to oust Rosenblatt and declare the film code are unsuccessful, as a last result the ITOA will try to enjoin the Code Authority from operating under the film code, according to Welsman.

Two actions are now pending in Federal courts attacking the right of the C.A. to demand signatures to the code before complaints will be heard.

During the past week, with other exhibitor organizations promising co-operation, including Allied Theatre Owners, the ITOA began to lay groundwork for its battle and announced Darrow would lead and guide them in their offensive.

While Darrow agreed to do this, he subsequently changed his mind after more deliberation. While he is in sympathy with the indie exhibitor cause and would like to act as chief counsel, the criminal attorney on mulling the matter decided that if he did this it might be open to misunderstanding and misinterpretation. Among other things, it might appear Darrow was helping for the indie to vindicate himself and his opinions of the film code as head of the National Recovery Review Board, which is now abolished.

Darrow Will Advise

Instead Darrow, as a friend and sympathizer of indie exhibitors, has agreed to lend advice in an unofficial capacity. That no one would believe he would be rendering his services gratis to the exhibits, it accepting an official position.

Lowell Mason, counsel of the Darrow review board in Washington, however, will jump into the fray with the indie and probably receive a fee for his services. He is bitter against the code, saying that the 'Recovery Review Board' in Washington on scanning codes, believed that the one covering the film industry to be pernicious.

Mason spoke at a luncheon of the ITOA Thursday (6) among other things revealing that the indie exhibitors and the Hays office had reached an agreement to arbitrate major issues, against which the exhibitors are rebelling, right to buy and block booking, but that the Hays office after C. C. Pettijohn had approved the plan, back-watered on it. Idea was to set up a board of eight members, four to exhibitors and four to be picked by Hays. If unable to agree, a ninth was to be named by the Federal Trade Commission. Had this agreement been followed through by Hays, the indie would have signed the code, declared Mason.

Roosevelt Kayoses Board

Washington, July 9. President Roosevelt last week saved industry and the National Recovery Administration from further assaults from within government circles by summarily abolishing the capitulated Darrow NRA Review Board.

While Reviewers considered themselves 'in recess' waiting for the President to tell them whether to go ahead with scores of untold complaints or shut up shop, the Chief Executive already had signed an executive order wiping out the arch-foe of the indie. This disclosure came from the White House Thursday (7), five days after the decree had been signed. Constituted first indication for NRRB survivors of the President's position. Meanwhile there were indications the NRA is willing to accept the 100-month feud between Clarence Darrow and Gen. Hugh Johnson die a natural death. Although the third and final report, released unofficially July 1, was to have been answered by NRA, there was no sign

last week that a response will be forthcoming. Division Administrator Sol A. Rosenblatt, who incurred the ire of the Darrow crowd by sizzling counterattack on first Review Board report, said Friday (6) he had received no orders to write an answer to film code complaints in the final Darrow document. Rosy had no comment to make on the Darrow Board report shot against his handiwork or film code authority.

Report Draws Snickers

Principal reaction in government circles to third Darrow report's cracks about film compact was one of amusement occasioned by remark that if Review Board's first recommendations had been followed the public would not have been forced to take matters into its own hands and industry would have been spared current religious boycott. Fact is that church antagonism antedates Darrow criticism and that campaign was actually in motion when Review Board came into existence.

The Presidential order wiping out NRRB observed that three reports have been submitted and that NRA critics have 'substantially complicated' the job they were given last week. Darrow and his legal adviser, Lowell Mason, will take a job with independent exhibitors who furnished ammunition for the Review Board attack on film code, failed to create much interest.

OUT-OF-TOWN REVIEW

She Cried for the Moon

Newark, July 5. Comedy in three acts by Hadley Waters based on a story by Vanessa Keynes, presented at the New Jersey State Theatre, at the Caldwell Women's Club, Caldwell, New Jersey, July 2, by Waters, acting by Robert Abrams.

This plot makes no concessions to the reform spirit, but it should please the average theatre-goer. When Peggy finds her artist husband slipping and wishing her to invite his new flame (for purely artistic purposes) to their home, she also tells her husband and her male friends there. Then, contrary to her usual custom, she decides to fight it out with her rival and seemingly we are to get the old theatre-going story.

But no. The husband, irritated by the masculine interest in Lolita, his innamorata, decides to burn his bridges and gets her to permit him to come to her room that night by climbing the wistaria outside his window. Lolita, however, surrounds more liquor than is good for a lady and goes to bed early, and sends points tell, while Albert Bergh as one of the friends radiated the masculine jollity of the character. There is no really bad acting anywhere, and the cast seemed circumscribed in attaining effects.

Play has the 'makins'. It can stand as it is, a little thin but enjoyable, or it can be made to scintillate with more brilliant and naughty lines, of which it has several. As the story is told, it is a spirit, with much of the amateur spirit in the good sense. Miss Lowry as Peggy, has an infectious personality, and knows how to make her points tell, while Albert Bergh as one of the friends radiated the masculine jollity of the character. There is no really bad acting anywhere, and the cast seemed circumscribed in attaining effects.

Honor Seating

San Francisco, July 9. ... something new in the seating in the 500-seat theatre of the Palo Alto Community Players in the Stanford University town. Each of the seats is built three inches wider in honor of the 220-pound femme sponsor of the legit house.

Radio Showmanship

(Continued from page 36)

publicists thank the burg for reception accorded him and his men. Station arranged the stunt after the Admiral told, in newspaper interview, that he knew of no way in which he could thank the thanks the town deserved for its hospitality.

Sponsors Fashion Parade

Nancy Turner, sartorial-speller, WFLA, not in a couple of plugs for own program and station when she m.c'd a fashion show at The Summit, niterity. The Fashion parade, new wrinkle for niterity's indulgent host, was held in a smart women's wear emporium, with shoppe supplying models and shows, and niterity the adv. and show's shoo-in.

In ensuing affair, Miss Turner slipped in a few references to own air stint and to her station affiliation, but got the job by applying for opportunity before others and for doing it gratis, for which consideration she was permitted to plug self and self interests.

Stove Standby Returns

Cincinnati, July 9. Tab versions of musical comedy and operetta successes and dramatizations of the origin of w. k. songs and important inventions are new features for the variety program of the Estate Stove Co., Hamilton, O., which renews July 17 on WLW for a series of weekly blasts. But, to be from 8:30 to 9 p. m. on Tuesdays, will be styled 'Heatrolatun Herald, family magazine of the air'. Advertiser is one of Crosley's oldest accounts and has been successful in plugging its heat-throwing cabinets for quite a few years from mid-summer to late fall. New contract placed through Ralph H. Jones agency.

As of yore, Crosley talent will do the entertaining. Harry Holcombe is slated as editor and m. c. Rites Kent in charge of dramatics and William C. Steers has the music chores. Vocal soloist with ork will be Charlie Dameron, Ray Alcott, Flora Blackshaw and Franklin Bens.

Schwab Rents Mansfield for 2 Productions

Lawrence Schwab has made a rental arrangement to operate the Mansfield, N. Y., starting September, having two dramas slated for production. Deal for the house, which is bank-owned, is elastic and may be extended for successive six-week periods. It is a four-wall rental, Schwab to install his own staff back and front.

First show will be 'Hide and Seek', first titled 'Snatch at Snatch Can', by Richard McCauley, a Saturday Evening Post contributor. 'Here's to Crime' will come later. It is Laurence Stallings' adaptation of 'The Maltese Falcon'.

Schwab has declared himself musicals and claims last season's 'Take a Chance' ended plenty in the red.

'Juliet,' \$6,500; Tree, \$1,500; Hollywood's Only Legit Shows

Twice-Nightly Musical Comedy Stock in Canton

Canton, July 9. Musical comedy stock was introduced at Meyers Lake Park here this week, when a company of 30 inaugurated a policy of two shows nightly in the large recreation building, which has been equipped with stage and seats. George B. Odum, until recently manager of the Palace here, who for the past several weeks, had been presenting a musical-stock company at the Miles-Royal in Akron, is sponsor of the new company, of which George Ballington is producer. Company has a chorus line of 12 girls and initial offering is titled 'Hello, Canton'. Local park has been without stage shows for the past several years, since the summer theater was razed to make room for the new Recreation building.

Heat Bathes B'way in Red Ink; 'Cheer' Suspends for a Month; 11 Shows Left

Kisco Stock O. K.

Mt. Kisco, N. Y., July 9. Summer stock and try-out season fared excellently here last week. Attraction was 'Coquette', with Margaret Sullivan starred and liberally billed. Admission scale at \$1.65 top did not apply to the first three rows, priced \$1.10. Reason is that those locations are below the apron visibility, persons seated there looking upward.

Male lead playing opposite to Miss Sullivan was Henry (Hank) Fonda, her divorced husband. It was here that Miss Sullivan got her first stage start.

Chi Legit Ups To Threesome; 'Herb' Out, 2G

Chicago, July 9.

Things are blackest just before the dawn. That's the case of Chicago. Out of the depths of the bleakness of the past few months, the legit theatre in Chicago rises slowly and there are a couple of indications of renewed life in the old horse.

Tonight (9) Margaret Anglin brings the London show, 'Fresh Fields', to the Blackstone. Billed with Miss Anglin is Alexandra Carlisle, something of a Chicago name. On Aug. 12 the 'Ziegfeld Follies' is due at the Shubert Grand Opera House. Which should figure three shows running in Chi at the same time, something of a new high, since the Cort is set to change from 'Big Hearted Herbert' to 'Milky Way' this coming Monday (16).

'Herbert' has been the legit face-saver for two weeks now, being the only legit representation in the entire town. Had originally started to fold a fortnight ago, but decided to keep on going when it found it self the only show in town. However, grosses have not responded and the show fades out this Saturday (14) after an 11-week run. Has dropped to the \$2,000 mark, which is too dangerous.

Estimates for Last Week

'Big Hearted Herbert', Cort (1,100; \$2.50) (11th week). Closes this Saturday after a good stay at a theatre where \$2,000 grosses and over are sufficient to get by.

'Fresh Fields', Blackstone (1,200; \$2.50) (1st week). Opens tonight (9).

'Milky Way', Cort (1,100; \$2.50). Opens July 16.

MEHLER JOINS AGENCY

Jack Mehler, formerly of American Play Co., has joined Romm, Meyers, Bestry and Scheuing. He will handle the legit and play department.

Walter Meyers of the agency is off to Hollywood to establish a branch for the firm there.

'Juliet,' \$6,500; Tree, \$1,500; Hollywood's Only Legit Shows

Hollywood, July 9.

Pretty dull in legit the past week, with only two houses, both in Hollywood, continuing to operate, and neither doing anything to get unduly excited over. Ed Capitan led the small field, but biz was away off from what it was for the previous six weeks when Will Rogers was the draw card. Current offering is 'There's Always Juliet', with Conrad Nagel and Violet Heming, who played the roles in the Midwest for number of months, featured.

Other legit is 'The Green Bay Tree', at the Hollywood Playhouse, where it will probably fold after this week. Biz has been pretty bad, and even a flood of 40c service charge passes has done little to bring them to the b. o.

Estimates for Last Week

'The Green Bay Tree', Hollywood Playhouse (1st week) (CD-1,152; \$1.65). First week's take lucky to reach \$1,500. Play is justly yelled out and received general panning from the local critics. Skidded for two weeks, with the actors getting paid only after the house takes out

'The hoped-for influx of summer visitors' into New York is figured to start this week and continuation after Saturday of some shows on Broadway depends on whether that happens or not. List totals 11 legit shows. Next week there will be but eight, after that maybe only half that number.

Up to Saturday night it looked like Broadway's theme song was 'suspended until'. Then the weather man came through with lightning, rain and well-come rain—which came at the wrong hour and further cramped the boxoffices. But the longest sustained heat wave on record (17 days) was ended (more hot weather predicted this week).

Until the rain came the only two hit musicals in town were slated off, in addition to other shows. As the dramatic leaders were already closed, it looked as though virtually nothing but turkeys would be the legit fare for the if and when influx. When it became known that 'As Thousands Cheer' would suspend after this week for a month, three announced closings were immediately withdrawn.

Amsterdam, 'New Faces', Fulton, and 'Her Majesty, the Widow', Ritz. As the suspensions now stand with 'Cheer' laying off until August 13, 'No. 300' not due to resume until August 6, and 'Doddsworth' suspended until August 20, strangers will find but light fun for the next month. First place will go to 'Roberta' until the latter date.

Every show on the list operated in the red last week. The leader, 'Cheer', had a good week, but no other gross figured to have dropped \$7,000. Steady heat was interrupted briefly last Tuesday (3), but it was clear that the Fourth so all chances of increased holiday business went blooey.

In addition to 'Cheer' (Music Box) going off this week, 'Stewie' (44th street) has announced the final week, while 'Sailors Beware' (Lyceum) has the notice up again. As for 'Her Majesty', which did so well at the Hippodrome last summer, did a quick fold after playing slightly more than one week.

Estimates for Last Week

'Are You Decent?', Ambassador (13th week) (C-1,166-\$3.30). Lucky to have made a week, but with all expenses; may get some expected summer money.

'As Thousands Cheer', Music Box (41st week) (R-1,000-\$4.40). Heat sent takings down to \$11,000. Usually a \$2,000 come-back, but suspends Saturday (14) for a month.

'Doddsworth', Shubert; laying off until August 20; completed 18 weeks; box-office open.

'Her Majesty, the Widow', Ritz (4th week) (C-1,166-\$3.30). Announced to stop last Saturday, but reports of other foldings (rescinded) changed plans; under \$2,500 for low cost show.

'Men in White', Broadhurst (42d week) (C-1,118-\$2.75). Has some protection under Leblang guarantee last week, when gross simmered to \$5,000.

'New Faces', Fulton (18th week) (R-900-\$3.95-\$3.30). Down now even to shut down but continues; intimate revue estimated under \$5,000; week to week.

'No More Ladies', Morosco; laying off this week; week run; dated to resume August 6.

'Roberta', New Amsterdam (34th week) (M-1,717-\$3.30). Also planned to suspend, but last-minute switch when 'As Thousands Cheer' announced laying off; claimed \$9,000.

'Sailors Beware', Lyceum (41st week) (C-923-\$3.30). Notice up to close this week; m.c. recalled as previously, suspended on weather; last week under \$4,000.

'She Loves Me Not', 46th St. (38th week) (C-1,412-\$2.75). Heat sent biz like everything on list last week; hardly \$5,000, but should pick up; tobacco road.

'Tobacco Road', 48th St. (32d week) (C-1,412-\$2.75). Heat sent biz \$4,000, but announced indefinite expectation of cooler going; slated until mid-August.

Other Attractions

'Stevenson', Civic Rev. theatre; final week; did well on 14th street.

'Gypsy', Blum; 14th street; small coin.

'The Drunkard', revival in former East 55th street church.

'Grand Opera', 14th street; opera suddenly folded last union trouble reported.

its share, which will leave very little to distribute.

'There's Always Juliet', Ed Capitan (1st week) (C-1,571-\$1.65). Smart comedy garnered around \$6,500 on its initial week, but gives in directions of burning.

Will probably last another two weeks, pending arrival here of Jane Cowell from San Francisco.

Who's to Blame When U. S. Acts Flop In London? Agents Want to Know

London, June 29.

Jack Curtis and Dick Henry are over here to book new attractions for General Theatres Corporation. More important, however, is the attempt to come to a closer understanding with George Black.

Black has recently squawked that there has been a big percentage of flops among the importations from the U. S. But it is contended by the agents that a good many of the flops are the fault of the G. T. C. management as much as anything.

It is a grave injustice to bring an act over 3,000 miles and sometimes more, they pointed out, and have them open cold at Europe's ace house, the Palladium. Particularly, it is unjust to a talented act, which always needs acclimatization. Many standard American acts have taken the count through opening cold; it is argued, whereas, if they were given advice as to what to delete and what to retain, a good many of them would have been saved.

Agents have often complained that if their opening is not up to the management's expectation they are cold shouldered, with not a soul coming to see them backstage.

In a few instances acts were opened out of town and with a little adjustment, which came from advice of fellow artists and not the management, their offering was ready for the Palladium and clicked.

BORONSKI IN CHARGE, WITH FISCHER IN CHIEF

Paris, July 1.

It is said that Clifford C. Fischer's latest stay in Paris was with his 'Folies Bergere' revue (Chicago), the local Agency Artistique des Champ-Elysees (William Morris agency reps) is being run by Georges Boronski, Rafael Lopez and Bernande Boine on the books are doing much of the physical detail.

Fischer is sole operator of the former. Henry Larigue - Fischer business. Larigue bowed out of the agency since becoming a French resort casino operator.

Meantime Paul Dorval, director-general of the Folies Bergere here, is still talking of bringing suit against Fischer and J. C. Stein (Music Corp. of America) over infringement of his revue trade name which goes back to 1910, and which he has personally directed since the early war days of 1914-15.

COWARD'S IN-AND-OUT AGAIN OF OWN 'PIECE'

London, July 9.

Noel Coward goes back to acting tonight, re-entering the cast of his 'Conversation Piece' opposite Yvonne Guilbert. He replaces Pierre Fresnay, who replaced him about two months ago and who goes back into the cast in about three weeks to once again succeed Coward.

Coward stepped out of the show because he got tired of acting, but figures he's rested long enough now.

AMERICAN TENOR NOW NAZI CITIZEN

Prague, June 27.

G. Siebert, American tenor, has decided that Germany as it suits him perfectly so he has settled down in Berlin and applied for German citizenship.

Came out when he was wanted for an operatic performance here by the Prague German Theatre but couldn't make it because his citizenship has not been granted in Germany yet and he didn't want to risk losing it.

CYRIL MAUDE'S PLANS

London, June 27.

Cyril Maude is negotiating for a return visit to the U. S., to be starred in a play scheduled for New York in the fall.

Meantime Maude has written a play which is to have a tryout for a Sunday performance at the Players Theatre Club.

Beautiful Schnozzles

Paris, June 29.

Here's a new idea for a beauty contest, when everything else 'has already been tried.' Yesterday (28) a contest was held at Langer's Restaurant smart Champs Elysees showplace — for the best female nose.

Had the advantage of being without an age-limit, because that part of the face is last to succumb to assaults of time and wear.

AIR CRASH KILLS MAX PALLENBERG, IN EXILE

Carlsbad, June 27.

Max Pallenberg, of the foremost comedians Europe, crashed in airplane here and with two other persons was burned to death. Exploding tanks fired the plane as it crashed, cremating the passengers trapped in the cabin.

Pallenberg made his original bow to Berlin and German audiences more than 25 years ago as an immediate was accepted playing in 'Fall Manuevers,' 'Schone Helena' for Reinhardt, 'Wife Devil,' 'One, Two, Three' and in 'Brauen Soldaten Schwell' staged by Piscator.

Since the Nazis took charge he appeared but once at the Scala in a sketch and in SA was forbidden to see the show. His widow is the celebrated Fritz Massary, the actress. He was in exile when killed.

FOREIGN REVIEW STAR OF THE CIRCUS

Budapest, June 25.

'Star of the Circus,' novel revue-musical-legit-vaude-circus entertainment, with Veszinhaz's hit act, legit company performing in the ring, is a stunning hit. Play, what there is of it, is by Bus Fekete, champion local success-maker of last few years. It is scarcely more than an idea, thread on which brilliant acrobatics and dance production are hung. It has to do with the circus manager's daughter and a youth of genteel family who are in love with each other. He becomes an acrobat for her sake and presently his parents give in. That's about all.

Chief fun is to see well-known dramatic actors and actresses prancing about on horseback and doing first-rate stunts. Star of the Circus, and shining star of the production, is Marika Rokk, musical comedy ingenue and dancer. There's nothing she can't do, from brilliant horseback stunts and first-rate acrobatics of the rope to ballet dancing, modern dances and songs. She is in the ring most of the time and looks beautiful, in stunning dresses all the time.

Honors next go to the directing by Erno Szabolcs, who staged some very fine chorus numbers and a lot of very decorative ideas. Maklary and Gardonyi were capital clowns, so was Camillo Felek; Alex Goth and Ella Gombaszogi were heartily applauded as the circus manager and his wife. The Goth and Somlay did the boy's purse-proud parents and Terry Felek was great fun as a candy seller. Paul Javor, 'Veszinhaz' leading man in serious plays, was good in love songs, on horseback and on the rope, though in the big scene a ghost acrobat had to be the lead. The interpolated 'real' circus numbers, such as a team of Japanese acrobats and a couple of trained bears of Captain Sambeck, were quite up to the mark.

On the whole, a real hit and something distinctly new. Negotiations are already pending for the Circus d'Europe to give the Reinhardt Company at the Rensz Circus in Vienna. Apparently Reinhardt is thinking of purchasing world rights, with Marika Rokk, who sings equally well in German and English, as a round-the-world star.

Of course 'Star of the Circus' would scarcely prove a draw in a huge ring where acting in the middle could not be appreciated from distant seats; but in a modest-sized circle, where personality is not lost in the distance, it is a clinch for anywhere.

German Pix Drop

(Continued from page 17)

from Germany. During the same period import of American films jumped from 36% to 53%.

These are the figures:

	1933-34	1934-35
Hungary	9	9
Germany	60	60
U. S. A.	103	103
Others	24	24

Totals 180 196

These statistics also prove that the season just past was about 10% worse than the previous one, inasmuch as 10% more pictures were shown. Most pictures attracted smaller audiences and it was necessary to present novelties more frequently.

Decrease of German imports, of course, due to the political change in that country.

Instead of 27 distributing firms on the market last year, only 25 were active this season. Branches of U. S. producing firms report the following import figures: Fox, 9 (previous season); Metro, 11 (10); Paramount, 11 (8); WB, 6 (6); Universal, 5 (6); Columbia, 4 (1); Radio, 4 (0). City, Kultur and Turul also imported independent American product.

REPORT NAZI NOTICE BRINGS ON SUICIDE

Prague, June 26.

Newspaper reports here are to the effect that the latest show world victim of the Nazi regime in Germany is orchestra director Heidenreich of the Berlin State Opera.

Heidenreich had been going along without any trouble until about a week ago, it is stated, when he came to the opera house as usual and found a notice at the entry gate reading, 'Orchestra leader Heidenreich is not a pure Aryan and is therefore not allowed to enter the theatre henceforth.' Heidenreich immediately went home, it is stated, and shot himself.

UA to London

(Continued from page 17)

land, has been named U. A.'s director for all of Europe, putting him ahead of Lacy Kastner, current U. A. continental chieftain. Kastner will continue in Paris as is, with his staff as is, however, merely reporting to London instead of New York as in the past. Eventually, it is believed, the company plans to switch more and more of its activities into London and route everything out of London.

U. A.'s particular peeve on France is the situation on 'House of Rothschild,' which was banned there for unexplained reasons. Joseph M. Schenck, now in London installing the 'changes,' figures the French are not friendly enough to his company and ought to be curtailed as much as possible. By routing business through London, taxes for the company are paid there instead of in France, with that figuring in the switch. British income tax being lower, 'big business' in the long run, than income tax in France.

It makes for strange bookkeeping, throughout. Originally all American companies preferred to do business in each country as separate units. Now almost all of them are in and out of spots. Paramount, for instance, is operating its German business completely out of Paris, because of the political situation in Germany.

Schenck is directing the U. A. switches. Arthur Kelly, the company's foreign head, is in Sydney, Australia, setting U. A.'s Far East problems.

FISH'S B&P SROT

London, June 27.

Dan Fish, former assistant sales manager for Columbia, recently resigned, has been appointed branch supervisor for British International, with headquarters in Manchester. Position has been specially created, and is not a replacement.

WB'S NOVAK IN S. A.

Harry Novak has been appointed South American head of Warner Brothers, taking over immediately. Novak was with Paramount until recently as rep of China and the Philippines.

FLOATING PLATFORMS FOR FULLER BALLETS

June 30.

Army engineers are putting up a large floating platform with 515 square meters of space for the Lole Fuller ballets which are to be feature of forthcoming annual festival on big lake of Bois de Boulogne.

Platform is carried by ten pontoons, each 10 meters long and two wide, held together by about 600 poles and beams, and is placed in front of the stand so that all holders of reserved tickets will be able to see every detail of the ballets.

Philly Shutdown

(Continued from page 5)

confirming what had happened but also expressing hope it would not be necessary to shut down more than the usual number of houses going dark over the summer.

Joseph Bernhardt, WB theatre operator, estimates that upward of 600 people would be thrown out of jobs if WB's 75 houses are all bolted up in Philly.

Philly's Local Angles

Philadelphia, July 9.

Closing of Philly's film houses as a protest to the Catholic Church ban is on one day and off the next with contradictory statements issued every few hours by different officials.

Cardinal Dougherty, now in Rome, told correspondents, that he is 'extremely glad that his steps against unclean pictures are producing an effect' and declared that he 'will certainly not recede from my position until my efforts are crowned with success.'

Philly's bombshell was thrown early last week when Stanley-Warner chain issued an announcement manager. It stated that a two weeks' notice close had been given to union and non-union employees in 75 WB theatres operating in the Philadelphia Catholic Diocese. Reason given was that boycott here differed from that in other cities. Elsewhere, said Schlessinger, it is a boycott against pictures, but here a boycott against theatres. 'We do not object to a boycott against specific houses,' he said.

Statement which got first-page display in all the dailies declared that 'losses sustained by attempting to operate during boycott are greater than if the theatres were closed.'

First story had the Indies, with Lewen Pizer, president of the MPFO, agreeing with Stanley-Warner attitude and also threatening closing after two weeks as retaliation against boycott.

Two days later, however, recently-formed Independent Exhibitors Protective Association declared against closing of houses. Morris Wax, chairman of the board of managers, said, 'We have no intention in any way of co-operating in a protest against the attitude of the churches which have voiced objections to improper films. The association desires to bring about cleansing of pictures where it is needed.'

The same day, Joseph Bernhardt, general manager of WB, issued a statement from New York to the effect that the proposed closing of theatres would be delayed as long as possible.

Then, just as it looked as if the threatened fire-cracker had turned out to be a dud, Cardinal Dougherty made his new statement in Rome and Bernhardt reversed himself by declaring that he believed a closing of the 75 theatres would be necessary 'within a few weeks.'

The Fox theatre hasn't had much to say on the subject. First intimation was that it would join the others, but later, like the Indies, indications were that it would keep open.

Krauss as Beethoven

Vienna, June 27.

Director Roebbeling of the Burg theatre announced signing Werner Krauss for the lead in Hermann Heinz Ormer's 'Beethoven'. German star is expected to come here soon for rehearsals, play being scheduled to open shortly after August 1.

Script divides the life of the master into three sections; eroica, fatal hours and Ninth symphony. Therese and Giuletta Brunswick will have the female leads.

Vacations Abroad Impossible; Reich Resorts Aid Pros

Berlin, June 27.

Bar hostesses, m.c.'s and just ordinary musicians are giving thanks here for the Baltic and North Sea coast resorts and to the Reichsbank for several hundred jobs created this summer.

Resorts were always a source of income to thousands, but until the Reichsbank stepped in and prohibited Germans from taking their vacations abroad, the resort business was just for professionals.

This year, however, every foot-loose musician, entertainer or bar girl 'tricked to the coast towns. Business is reported fair because no one can take more than \$20 out of the country with him, therefore Herr and Frau must stay within Germany for vacations.

Wages, however, have not kept step with demand and are about as low as any in the world. A first class musician gets from \$8 to \$7.50 a night. From this he must deduct \$1.20 an evening in state income and unemployment taxes. A further 30c goes to his 'verband' (unions are verboten) so at the end of the evening he has, at most, a pair of sore lips and \$5.50 to show for the work.

But the real fly in the ointment, which is causing most of the coastal resorts to wind up in the red, are those emerald signs hung up in places like Rordorff or Westerland: 'Jewish patronage not desired.'

NO TOURISTS, GERMAN ANNUAL FESTS SUFFER

Berlin, June 27.

Oberammergau continues to be the focal point of entertainment world in Germany at present, with Bayreuth preparing for the annual Wagnerian festivals. But foreigners, that elusive class which is needed to make the mare go, are staying away.

Because the government insists Germany is on the 'gold standard' travelers here take it in the neck despite the nicely worded New York ads. A dollar is only 50 cents here no matter how many mirrors are tried.

Frau Wagner, as usual, has charge of Bayreuth, with Tietjen doing the rehearsal work. Usual sonorous Wagnerian scores will be given.

In the capital and in some of the provincial towns, theatres manage to maintain some semblance of playing to large houses, but much of it is paper put out by this, that or the other Nazi outfit.

Paris Tourism Up

Paris, June 29.

Cash value of the recent Grand Semaine, Paris Big Week of social activities, is rumored to be netting somewhere near former high mark. First checkup estimates number of visitors attracted to this town to be around 40,000.

Influx for the Grand Prix (race) undoubtedly swelled this number enormously. Many visitors were from the French provinces but the arrivals from abroad were more than numerous.

Karson Back to N. Y.

London, June 27.

After seeing some of his work, Charles Cochran invited Nat Karson, New York artist and stage designer, to remain here and design some settings for his new revue, 'Streamline,' but Karson no could do.

He had to rush home to attend to his New York commitments.

Troupe in Belgrade

Belgrade, June 26.

Group of German film actors and actresses have arrived in Dalmatia to work on a film for Ufa.

Among them are Brigitte Helm and Willy Fritsch.

Nazi Revolt Scoop Ups Post

That Nazi revolt in Germany was the luckiest thing yet as far as J. David Stern, editor of the New York Post, is concerned. Yarn has increased the Post's circulation by a bit over 40%.

Nine days ago prior to the beginning of the bloody hostilities in Germany, Stern began publication via front page scare headlines of a series of London dispatches predicting the revolt with almost amazing accuracy. Other publishers and newspaper circles in New York generally pooh-poohed the series until it broke factually, with Stern's paper gaining prestige and a circulation build-up immediately.

That the story's outbreak was not completely unexpected in newspaper circles, however, is indicated by the fact that most papers and news services were ready for it when it did break. Frederick Birchall, New York Times general European correspondent, had just arrived in Berlin the day previous. Walter Duranty, New York Times correspondent, and considered generally one of the foreign service aces, was also in Berlin ready to record events as they broke. Hearst papers had R. H. Knickerbocker, considered best writer on current European events, in Berlin. Knickerbocker, on assignment, had been ordered by the home office to be in Berlin two days before things broke.

Knickerbocker, incidentally, is the highest priced newspaper correspondent in Europe. He was a former Stern's purchase of the paper, but was picked up by Hearst last summer at a reputed salary of \$1,250 a week on a three-year contractual basis.

Gert Stein's Lectures

Gertrude Stein expects to visit the United States in fall for the first time in 30 years, to deliver a series of lectures to audiences of distinguished academic standing only. Says she will speak only at schools, colleges and in general European institutions of Arts and Sciences, at Columbia has asked for four lectures and New School of Social Research of N. Y. has spoken for two.

Some of her lecture titles will be 'On the Making of the Making of Americans,' 'History of Eng. Lit. as I Understand It,' 'Plays and What They Mean.' Another will be on grammar and a fifth on painting. She will be accompanied by Alice B. Toklas, whose name was used on her own biography. Her lectures will begin about Nov. 1.

Inner Club's Exhibit

Artists and Writers' Dinner Club, which is doing good work feeding indigent daubers and scribblers in N. Y., trying something new to raise additional funds with which to carry on its work. Club has opened an exhibition of paintings, water colors, etchings and prints at the Gotham Book Mart Outdoor Gallery, in the Times Square district, which will continue for three weeks.

Many of the pictures on display are by prominent daubers. Proceeds from the sale of each picture go in whole or in part to the club.

Neff's Side Mag

Jerome P. Neff, who is associated with his brother, C. C., in the Neff Publications, which issues the Metropolitan Host and other mags, going into the publishing biz on his own, while retaining his other publishing interests.

Jerome Neff has taken offices away from the Neff Publications quarters. First publication on his own will be the Westchester Club Review.

Restrict O'Neill's Letters

Harry Weinberger, attorney for Eugene O'Neill, forbids the purchase, sale or publication of any of the playwright's letters without his permission. Weinberger quotes legal cases to prove O'Neill's rights in this respect.

Reason for O'Neill's reservation of the use of his letters not stated. Dealers, however, report very little premium on O'Neill letters.

Esquire's Fam. Replica

Esquire is soon to have a sister. David A. Smith and William H. Weintraub, publishers of the men's mag, are planning a counterpart for the femmes to be known as My Lady.

Arnold Gingrich, Esquire editor, aiding with the arrangements for the publication of My Lady, but after the new mag is set he will stick strictly to Esquire. My Lady to have an all-feminine staff.

Best Sellers

Best Sellers for the week ending July 9, as reported by the American News Co., Inc.

'Lamb in His Bosom' (\$2.50)	By Caroline Miller
'I Claudius' (\$3.00)	By Robert Graves
'Anthony Adverse' (\$3.00)	By Hervey Allen
'Bachelor of Arts' (\$2.50)	By John Erskine
'Friedrich Schlegel' (\$2.50)	By E. M. Delafeld
'Unfinished Cathedral' (\$2.50)	By T. S. Stripling
on-Fiction	
'While Rome Burns' (\$2.75)	By Alexander Woolcott
'You Must Relax' (\$1.50)	By Edmund Jacobson, M. D.
'Life Begins at Forty' (\$1.50)	By Walter B. Pitkin
'Men in White' (\$2.00)	By Sidney Kingsley
'100,000,000 Guinea Pigs' (\$2.00)	By Arthur Kallet and P. J. Schlink
'Escape From the Soviets' (\$2.50)	By Tatiana Tchernavin

N. Y. Taste Gets Go-By

There's a curious contradiction in the sales figures of 'The Unpossessed.'

Generally accepted theory that the books which sell well in New York sell around the country. But in the case of this Tess Steininger novel 'tain't working out. Book is selling very well in and near New York, but out of town no one seems to be wanting it.

Parsons' Hollywood

Louella Parsons has sold a series of stories concerning Hollywood to Cosmopolitan. First of a series of five appears in the September issue. 'Hollywood Is My Home Town.' Later, the yarns will appear in book form, going between covers in addition to a history of pictures based on the author's experiences in the coast colony over a period of 20 years.

Chatter

Carl Van Vechten back from abroad.

Douglas Southall Freeman, editor of the Richmond News Leader, doing a four-volume bio of Robert E. Lee.

Sadakichi Hartman publishing his 'Moses' himself.

Faust Horgan in from New Mexico with the dramatization of his Harper prize novel, 'Fault of Angels.'

Dale Warren, of Houghton-Mifflin, has sailed for a month abroad.

I. A. R. Wylie in Russia to take a boat ride on the Volga.

Little Brown has Marie Dressler's autobiography.

Maurice Hindus doing a new novel on that European trip.

Frances Whiting, the new associate editor of Cosmopolitan, succeeding Kathryn Bourne.

Hillel Bernstein summering at Hampton, N. J.

Albert Halper belatedly sailing on that Guggenheim Fellowship Award.

Hubert Footner in town.

MacKinlay Kantor to the coast.

Russell Wakefield, who used to be a publisher, has discovered there's more money in writing.

Whit Burnett, co-editor and co-founder of Story, is to have a volume of his own tales published in the fall.

Charles Ballew, author of 'The Bandit' of Paloduro, really Charles Horace Shaw.

Nick Kenny and Boris de Taniko collaborating on a play.

Max Bodenheim in Woodstock to write a new novel.

Longest running title of the month: 'Take A Joy Ride With Thomas W. Jackson to the Land of Smiles; He Has All the Good Ones.'

Blanche Willing to Canada.

Halliday Zane smokes a cigarette to every line he writes.

A new femine publisher is Mary A. Scanlon, who is to get out a mag titled Dawn. Plans still in the formative stage.

Mrs. Eleanor Medill Patterson, editor of the Washington Herald, to Europe to look around.

The George Horace Lorimer's off on a European trip.

Sixth edition for Nijinsky.

Leo Denoon has delivered completed manuscript of 'Where the Ghetto Ends' to Kings.

Marc Connelly's mom to Paris.

Eva Yates off to o.o. London town.

Emile Schreier of Los

Echos, French mag, back to Paree after three weeks in New York.

Gerald Breitman's son Jerry off to edit a weekly in Quantico on his own.

August issue of Plowshare devoted to Whit Burnett.

Monica McCall back pushing budding authors again.

Book Reviews

Hamsun Goes On

Knut Hamsun is now 74, but he is not by any means through as a writer. In his younger days, Hamsun came to Chicago and was a street car conductor. After other harrowing experiences, he went back to his native Sweden and wrote 'Hunger' and 'Growth of the Soil,' both of which have joined the list of modern classics. He won the Nobel prize and became somewhat of a literary enigma. Now his newest book is out, 'The Road Leads On' (Coward-McCann; \$3), and it indicates there's still plenty left in the old boy.

Hamsun is more matured in his new book. The same characters as predominated 'Fara-bond' and 'Children of the Age' are found here, but they are older, more tired, The world is older; its inhabitants not as wild, not as unrestricted. Even though they haven't forgotten how to dream. It is not Hamsun's finest book, but it is not his swan-song; by any means, and it can take a prominent place on book shelves as a masterpiece of nostalgia.

Doubling for Alger

Nathaniel West is rapidly forging to the head of the class as American's chief ribber. His first book, 'Miss Lonelyhearts,' didn't get the attention it deserved until the films took it up and it became a controversy. Now comes his second book, 'A Cool Million' (Coville-Friede; \$2), and it, too, is likely to get much more chatter than sales.

But 'A Cool Million' has a pretension to a greater extent than almost any humorous tone manufactured in the U. S. in years. It is a satire that is really biting and frequently hurts. The story is of Lemuel Pitkin, a boy who starts in typical Horatio Alger style on a farm with an old mother, a heavy mortgage and a villainous lawyer-enemy. But all the wrong things happen to Lemuel in the right way, and while a good deal of it isn't funny, all of it leaves an impression of sting.

Good Halfway

Wilbur Fawley makes a good start in his 'Misalliance' (Macaulay, \$2) with Don Cameron, an aviation Don Juan who gets a job at an airport and falls in love with the owner's daughter. She reciprocates, but he refuses to marry her because of her money. He tells her that he is oddly obedient when he is drunk, so with a woman friend she gets him tanked and leads him off to a Justice of the Peace. There is a split, but in the end he comes back to her, the menace having been erased when she falls off a plane wing saving the hero's son.

Opens smartly, but goes flat about halfway through and mauls in at the finish. Will probably make picture material if well handled.

COMIC GETS A JOB

Atlanta, Ga., July 9.

Hap Farnell, local burlesque favorite, finds the comedy business in such shape that he is abandoning the company at the Atlanta theatre to become a salesman of appliances for the Georgia Power Company.

'Song Sharks'

(Continued from page 39)

manuscripts of songs with music are received by your concern through the mails, either from the author, or the printing or servicing companies, or individuals, what, if any, consideration is given thereto by your concern, and what disposition is made of such copies?

If a serious consideration is given by your concern to such printed copies of songs, please give the reasons.

4. (a) In the light of your business experience as a music publisher, is it possible for one melody writer or an arranger, or both, to enable as many as 100 original melodies and arrangements within one year and have them accepted for publication?

(b) What is the largest number of original melodies and/or arrangements written by any one writer, within your knowledge, within one year?

(c) What is the largest number of original melodies or arrangements written by any one within his or her lifetime, known to you, which have been accepted for publication?

5. Within your knowledge, has any lyric ever been written by one person and the music supplied by another without personal contact and collaboration? and published by your concern?

6. When songs are accepted by your concern under a publication contract with the author or authors, is any money consideration demanded of the author or authors? Is all exploitation and advertisement done at your expense?

MPFA has cataloged some 80 firms which it claims comes within the 'song shark' classification. Info now in the hands of the Government show that the vast majority of them are in New York and Los Angeles.

Radio in Sticks

(Continued from page 31)

manager of a station as to how much power they should seek from Washington. The manager advised them to get the lowest possible. This manager advised them correctly, he said, because he happened to know that 90% of the merchants in the town had given notes to the local paper for advertising space. With the paper holding notes it was a cinch for the station not to stay up and cheer for the merchants putting out fresh cash for time over the station.

This same situation is common in many towns where stick stations are trying to make a go of the radio business.

Listener Angle

Then there's the listener appeal angle. With radio manufacturers putting out such enticing listeners to get out of the country to communicate with Zangoveria, what chance has a small town output got playing records? Listeners simply tune out of town and forget there's such a thing as a community station.

Local merchants are partly to blame for local listeners going to Cincinnati, Chicago, Nashville, Birmingham, Atlanta and New Orleans for their amusement. One has to only listen to some of the copy merchants give these small town stations to realize this.

Retail merchants have the final say over what goes on the air and how their copy is announced. They write their own copy and it's got to be announced just as they write it. Just try and tell them short announcement without the price lists attached.

Effective July 1, stations have been instructed to send duplicates of commercial announcements to Washington along with the name of advertiser, date used and time. This is the new order, but in case there is they already have an alibi. It's the same old story, the advertisers demand it. And if Washington doesn't believe it they'll be glad to introduce them to a few of the dealers, personally.

And so it goes. Try to please everybody and please nobody. Leave out the chain programs and play records, and the stations catch it; play records entirely without a chain affiliation and station gets tuned out in favor of town stations; try to please listeners with short spot announcements and the merchants suspect.

There's plenty to think and worry about, say the station owners in the radio sticks.

Ol' Maestro

(Continued from page 2)

wedge in dance band dates, radio broadcasts and personal appearances enough consecutive weeks to permit him the time to make a picture. That's—he realizes now—life, and it makes a fellow think.

It makes him think that today, through radio and talking pictures, an actor can acquire such a widespread audience that he becomes a permanent fixture in American entertainment. Stars like Jolson, Cantor, Amos 'n' Andy, Vallee, says Bernie, have become national institutions. For years they've made good, maintained their pre-eminence on the air, and so doing, have become part of the American scene. They will always have an audience. They can always go to the Birmingham club and there will always be towns like these that will clamor to see them in person, they can always pick up some coin. That's what's so terrific about radio, says the old maestro, and in a corresponding degree, about the cinema too. The same actor can reach the saturation point in audience potentialities. They hold him to the spot where he can always nip 'em for the good old swaggers.

Has It All Figured Out

And he need work no more than 25 weeks a year, he can't swim, and he's established on the air over a period of years—once he's proved he's not a freakola—Bernie believes it's impossible for an entertainer's popularity altogether to wane. There will always be towns that have never seen him, still curious to see him, and he can't, of course, pick his spots—nor pick those spots too often. In the old days, points out the maestro, an entertainer could establish himself only on the stage. The difference in scope between the theatre and radio and pictures, is obvious.

Bernie, before entering one night stands these past two weeks, hopping in and out of town and though it wreaks havoc with his stance for those approach shots; it's shown him how close the alliance between picture and radio fandom. In Pottstown one night last week some youngsters stopped by the orchestra platform to tell him they'd seen his picture in Philadelphia that night, and had driven the 26 miles now to see him. Similarly, Pottstown youngsters would pause in their dancing to confide that they'd listened to him over the radio; now they'd seen him in person, and their next step would be the trek to Philadelphia to scan him on the screen. 'Radio and picture fans all belong to the same family—your family,' said Bernie fondly. They know everything that's going on, they ask about all the folks. The picture and radio publicity departments are so well organized, so efficient in their dissemination of propaganda, that the fans know as much about you as if they'd been under your bed.

The Maestro, in closing, professed the most profound admiration for the judgment of the advertising sponsors. They have taught showmen showmanship by their understanding of the public psychology. They understand subtlety, they give show business eclat. They know their stuff, just what sort of appeal to make for each kind of product, they know what sort of program is the best salesman for their product. They know a band should suit its style, prepare programs that enter into the scheme of the product. Lady Esther, waltzes, Drea-ams to sell cre-ams, Uxas, wham and a heave-ho with We're selling beer. Fader Blue, Rhythm Boogie, When my waltz comes, howl me out for playing a ballad, they're right—even though I taught them how. They may have been umphays in the beginning, but they're way ahead of us now. Advertising is a hell of an industry. I might say, said Bernie, regarding the famous scoble class, that advertising is akin to journalism. It attracts the smartest minds, it represents wide awake America. Eclat, that's what it's got, eclat.

And not once did the Ol' Maestro ask to give me. But watch out now for eclat.

Roach's Layoff Week

Hollywood, July 9. Employees at the Hal Roach studio Monday night received notice that the current week is layoff with the studio opening up on the 16th again.

East

Regulations regarding sidewalk cafes provide that eateries operate between hours of 8 a. m. and midnight; from noon Sundays, no ads signs, no umbrellas over individual tables, shrubs not over four feet high and definite nix on music.

Maxwell Anderson's 'Valley Forge' bought by the Theatre Guild. Association of Theatrical Agents and Managers hounding into beauty contests. Group plan annual contest to select 'The American Beauty'. Baiting usual film contracts and stage careers.

Simpson Casino, Mamaroneck, N. Y., threatened with contempt if it vacates town. Joint folded Saturday (7).

Welfare Department's first portable theatre started rolling in Jefferson Park Thursday night (6). 'Uncle Tom's Cabin' the play. With 5,000 attending.

George Rosener will direct 'Keep Moving' to be presented by White Horse Productions in August.

Rehearsals began yesterday (Monday) on 'That Certain Business', by Homer Mason and Kenneth Keith. Will open late this month at Forrest theatre.

George M. Cohan celebrated his 56th birthday July 4.

'That O'Neill Woman' will debut at the Ridgeway theatre, White Plains, July 15. Sam Forrest wrote the play and showing will be sponsored by George Cohan.

Alexander McKelag's schedule for next season includes 'Dark Victory', tragedy, and 'Death by Misadventure', melior, by Allen Scott.

Alfred Salma's Hippodrome opera closed because of union trouble. Todelers will not resume until labor wrinkles are ironed out.

Lillian Vernon, chorus girl, ordered to return to William Wilson's \$5,000 spunkie, but she wrote an engagement present, pending her suit for alleged flit. Justice Cotillo decided.

Ina Claire has returned to New York from London.

'Kyunkun', Ethiopian opera, may tour the sticks when it completes engagement in the city.

Daisy and Violet Hilton, Siamese twins and sax tooters in vaude, denied marriage license at Municipal Building by clerk, merely city grounds. Violet is the one seeking to be hitched to Maurice Lambert, orchestra pilot. Reported twins will sue city because of refusal.

RKO Center went dark Sunday (8) and will be converted into a legit house. Max Gordon reopens the Center Sept. 17 with 'Waitress from Vienna', opera, under the direction of Hassard Short.

Lynn Fontanne and Alfred Lunt returned to New York from abroad. They will proceed to their farm in Wisconsin to spend the summer. In November they return to rehearse for Noel Coward's 'Pilot Valaine', to be presented by John C. Wilson next February.

Department of Public Welfare seeks for contributions of old costumes and sets to equip their portable theatres, to be used by drama division this summer.

George Bushar and John Tuerk sailed for London, Thursday (5) to chin with Sean O'Casey regarding his play, 'Within the Gates', which they plan to offer in the fall with Lillian Gish.

William S. Paley, Richard C. Patterson, Jr., and Alfred J. McCosker, radio execs, backed by Mayor LaGuardia to make survey of usefulness of city-owned station WNYC. Station had previously been given

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.

until January 1 to prove the justification of its existence.

Abraham Holman, doorman of Tally Ho, W. 64th street nightclub, died Tuesday (3) at St. Vincent's hospital of stab wounds inflicted Saturday (30) when he refused to admit three men to the club. Police are holding two of the assailants and seeking a third.

Pola Negri given an income tax refund of \$28,852 by the Treasury department for over-assessment in 1928.

Craig theatre rechristened Adelphi by Lodewick Vroom, new leaseholder.

Aeolian opera company (colored) makes its debut tonight (Tuesday) at Mecca Temple, N. Y.

At opening of music and drama unit of N. Y. State Adult Education program 361 aspiring thespians enrolled for the six-week course.

Gregory Blackstock, actor, appeared in Supreme Court Monday (2) pleading for an annulment of his marriage. Claims he was coerced into marriage by his wife's threats of having him beat up if he didn't consent. Couple wed in 1932 and separated after one day, according to Blackstock's attorney.

John Amen, chief of the anti-trust division of the Department of Justice, attended hearing before Federal Judge Mack, Tuesday (3) on proposed sale of Fox Met-theatre to Lo and Warner Bros. for \$4,000,000. Because of his presence at meet it's feared the government may nix the deal on basis of a matter of fact.

Portrait of Marion Davies will stay put at exhibition in Venice, despite protests.

Cardinal Dougherty of Philly while at audience with Pope Pius in Rome, Tuesday (9) received the campaign for clean films, the first indication of approval by head of the Catholic church in the film-church feud.

Greta Nissen returning to U. S. in September from London to fight suit against her for \$250,000 as result of auto accident.

Charles R. Walker, boss of the Theatre Union, sailed Thursday (3) for London. Will pow-wow with Paul Robeson to play lead in London production of 'Stevedore'. Will also see Piscator, German director of the 'Theatre of the Future' at Catterio by Friedrich Wolf.

'The Story Teller', a play without words' according to the producer, Arthur Cremin, will be done there July 28.

Camilo Aldao, aide to Felix Ferry, producer, sailed for France Saturday (7). Aldao is totting scenery, props and costumes for Ferry's new Monte Carlo 'Follies' slated to open there July 28.

Mischa Elman and Jascha Heifetz playing simultaneously at Buenos Aires week July 5.

Abraham Lakeman, ex-spouse of Sophie Tucker, deported from England Thursday (5) for reported Miss Tucker interceded for him.

Hotel owners in Atlantic City seeking to make parts of the beach exclusive for hotel guests. Request for motoring motorists be restricted to certain areas.

Leon Leonidoff returned from European vacation Friday (6).

Big holdover week for stem, Paramount only house with new film over weekend.

Milton Berle pinched in Darien, Conn., July 8 and compelled to leave his car and \$25 as a bond, on a charge of illegal use of license plates. On his way to Naples, Me, what he suggested him.

Richard Dix and his new bride sailed from New York for the Coast Friday (6).

Operators' Local 308 will vote Wednesday on ouster of Harry Sherman, presy; Charles Hyman, treasurer; George Reeves, recording sec; and Harry Levine, Manhattan business agent. Edward Carey of Relief Bureau reports only 150 of 10,000 unemployed actors are on city relief payrolls and advises all layoffs to register.

Joanne De Lamar, dancer, on probation for one year for disorderly conduct charge brought by Hugh Saterlee. Girl appeared in Saturday (5) with child, declaring it was his. Court threatened girl with the ju if she molests him again.

Regional Labor Board recommends reinstatement of employees of the Irving Place theatre locked out as a result of a strike June 29.

'New Faces' about-faced and decided not to close Saturday (7). Will continue indefinitely.

Harry Losee will stage dances for 'Keep Moving'. New York orchestra under direction of Nikolai Sokoloff opened

its second outdoor series Friday (6) at Westport, Conn.

National Auto Shows will cease, according to report of National Automobile Chamber of Commerce. Individual dealers will hold their own displays and shows.

That Erlanger interests had a one-third interest in the name Ziegfeld Follies disclosed Friday (6) in White Plains court. Testimony given by William S. Coffey as administrator of the Ziegfeld estate. Purpose of action is to collect money due to Coffey from the Shubert production of the 'Follies', which he alleges garnered \$90,000 a week and entitles creditors to \$20,000 because of the estate's insolvency as an extra.

Suit for \$15,000 was filed in L. A. by Kathleen Conlin, actress and model, against Lee Driscoll, charging she was choked and beaten and hurled through a glass door.

Daughter of George Bancroft makes first film appearance at Paramount as an extra.

L. A. court took under advisement petition of Margery Chapin Wellman Harvey seeking increase in alimony from her divorced husband, William Wellman, professor.

Boris Lermont (Petrol, professionally), stage director, announced a divorce in L. A. from Dorothy Berke, dancer.

Jailed for failure to provide for his daughter, H. H. Van Loan will do a security bond behind the bars for Emory Johnson.

Drive against Mexican divorce traffic in L. A. resulted in \$500 fine against Constantino Vincent Ricardo on charge of illegal practices.

Articles of incorporation were filed in Sacramento by Theatre Owners Association of Southern California; directors, G. A. Metzger, Sherill Cohen and Elaine Waldman.

Claudia Morgan, actress, announced her engagement to Robert Shippee, explorer; nuptials set for July 22.

Shelley Hayward traveled 5,000 miles from Belfast for a part in Paramount's 'Old Fashioned Way'.

Estate of 'Lew Cody', valued at \$50,000, goes to his sister, Cecile Lena Cote of Berlin, N. H.

Roland Hartley, writer, was married to Elizabeth Goitra, L. A. kinetic director, at foot of Yosemite Falls.

Ida Lupino, film actress, and Hal Rosson, cameraman, recovered from infantile paralysis attack.

Overseas cleaning fluid, Florence Rice, film player, received slight injuries when she stepped into water-filled bathtub. Maid saved her from possible drowning.

Damages of \$200,000 in L. A. court action against Joe McGraw by RKO, studio contending actor demurred on loan-out as provided in contract and result employers lost rental fee in that amount.

Marshall A. Nellian's petition for voluntary bankruptcy in L. A. listed no assets but assets totaled \$195,331, including \$58,000 owed the Government for income tax.

Records show 621 couples were married in Reno in June, while divorces only reached net 224.

Pay Tempest Mack, actress, was told by doctors two years ago that she'd never walk again because of a spinal cord injury. However, she underwent an operation and now has fully recovered in Los Angeles.

Midwest

Motion Picture Operators' Union and Electrical Workers' Union fighting each other as to which will operate in the television exhibit in the electrical building at the World's Fair.

Mrs. Helen Titus Smith, former chorus girl, received a divorce from her husband, Donald Smith, son of Charles E. Smith, former president of Stewart-Warner Corp., on desertion charge. Granted in Chicago.

Chicago south park board is permitting sidewalk cafes on Michigan Avenue between Randolph Street and Roosevelt Road. Stevens hotel and the Fish Bar have already applied to operate outside taverns.

Mrs. Roosevelt in Chicago to inaugurate her commercial broadcast Monday.

Mrs. Will H. Hough, known on the stage as Isabel Boring, attached Halsey Stuart, investment banker, for alleged \$60,000 that her husband had on deposit for investment purposes. Mrs. Hough claims that since filing suit for divorce two years ago she and her daughter, aged 8, have been supported through the actor's benefit fund.

Helen Haynes and Genevieve Tobin passed through Chi on way to coast.

Under direction of Cardinal Mundelein, Legion of Decency pledge cards will be distributed among 100,000 Catholics as first phase of film drive in Chicago. Later the Council of Catholic Women and Catholic Youth Organization will be included.

Coast

Wife of Eric Von Stroheim, awarded damages for \$125,000 for facial scars received in L. A. beauty parlor, appealed to court to help her collect.

Examination of Gloria Swanson on ability to meet judgment of \$41,207 held against her by Maurice Cleary, agent, continued in Los Angeles August 3.

Ann Matt, actress, held by L. A. police on charge of attacking Louis Baker, stock broker, with a broken water bottle.

Paramount filed suit in San Francisco.

Free Shows

(Continued from page 5)

New Yorkers and out-of-town visitors to New York are weekly attendees of the free radio broadcasts in the studios.

In the legit line the CWA is supporting 12 standing troupes, each of which plays to an average of 1,000 people nightly in public school auditoriums, churches and other public places indoors and out.

Classics to Hotcha

In the music line the New York citizenry is getting the best of everything from classical concerts to hotcha dance rhythm. The pop music dances on the Central Park Mall attract 60,000 hoofers each Tuesday and Thursday evening, plus another 15,000 non-dancing onlookers. For classical and military music lovers there are the New York Civic orchestra of 110 men and Creators' band of 57 men, each giving several recitals a week and playing from 1,500 to 12,000 people at a crack.

The extensive musical entertainment given in New York is under direction of the Concert Division functioning under joint auspices of the Temporary Emergency Relief Administration, New York State Board of Education, CWPA and Department of Public Welfare. G. A. Baldini is executive director of all musical projects.

Figures compiled by the Concert Division for the past year show that 1,376,000 people attended the various concerts, while another 5,255,000 heard them over the radio. Attendance figures for the various individual types of musical entertainments for the year are: Symphony concerts, 425,000; string quartets, 116,000; string trios, 55,000; semi-classical orchestra concerts, 49,000; band concerts, 524,000; dance orchestra concerts, 149,000 (for-past two months only); song violin recitals, 58,000. There were 1,958 concerts all told in New York during the year.

The various orchestral groups employed include some of the country's outstanding conductors and musicians. Some of the units regularly employed, with their conductors and number of musicians, are:

Symphs, Bands, Dance

Symphony orchestras: New York Civic orchestra, Eugene Plotnikoff, 110 men; University Concert orchestra, Harry W. Meyer, 75 men; Knickerbocker Little Symphony orchestra, Antonia Brice, 45 men; Greenwich Symphony, 34 men; New York City Orchestra, 24 men; New York Salon orchestra, George Rubenstein, 25 men.

Bands: New York State Symphony, Giuseppe Creators, 57 men; Manhattan Concert band, Giovanni Contorno, 32 men; Hudson Concert band, Gerardo Insall, 39 men; Stuyvesant Concert band, Chester W. Brown, 32 men; Bryant band, Charles Ulivieri, 31 men; Knickerbocker Concert band, Samuel Rosenbaum, 42 men.

Dance orchestras: Gotham, Harry Raderman, 16 men; University, Philip Belter, 12 men; Metropolitan, Nathan Sanders, 12 men; Knickerbocker, J. Edward Powers, 18 men; University, 12 men.

There are also eight string quartets and trios regularly employed.

Recitalists on the staff include Lucille Collette, Ruby Elzy, Radlana Pazmor, Maria Santago, Louise Stallings, Seraphima Strelowa and Joseph Wetzel, all standard vocalists and each carrying his or her own regular accompanist.

Among guest conductors used during the year have been such well known as Franco Autori of the Chicago Opera company, Theodore Cella of the Boston, Philadelphia and New York philharmonics; Paul Eisler, of the Metropolitan Opera company; Eugene Plotnikoff, Moscov, and Frank Waller, Milwaukee Philharmonic.

Among soloists presented during the year were Paola Autori, Mary Lewis, Leonora Corona, Elsa Diemer, Ethel Hayden, Ruth Miller and many others.

As far as giving employment to musicians, actors, singers, etc., the New York City and national projects have been highly beneficial, but as to serving as opposition to the show business, the public relief entertainments are another story.

The fact that free amusement throughout the year is provided for the poor is not what worries showmen. Their headache is that because they and national projects are so high in quality it attracts many people who can afford to pay for their entertainment and otherwise might do so.

New York Theatres

RKO THEATRES

86th St. Wed. to Fri. July 11 to 13
"Murder on the Blackboard"
and—
81st St. "Half a Million"

Second Week!

WILLIAM POWELL
Myrna Loy in
"THE TIN MAN"
and—
DUKE ELLING-
TON and Orchestra
and Revue

LOEW'S

MARION DAVIES
Gary Cooper
"CAPTAIN 13"
On the Stage—
ED. SULLIVAN—Others

Among the Women

By The Skirt

Best Dressed Woman of the Week
NITZA VERNILLE
(Palace)

Too Much Heat

The heat Saturday afternoon kept the Palace audience down to 130 on the main floor. Columbia picture, 'The Hell Cat' is on first run. Robert Armstrong and Ann Southern struggle valiantly, and struggle is right. The picture is one fight after another, irls, men, all fighting, scratching, and what a good time they had.

Ann Southern not only fights with her hands but with her feet, and proves herself a high kicker. Her Southern is seen first in a cloth ensemble trimmed with fox. A Russian blouse effect is used for a white outfit. There is a black suit with white blouse and a plain cloth frock with checked collar and reverses. On a yacht Miss Southern dons pants with double-breasted jacket having a striped collar. And Minna Gombel is a newspaper woman, and you should see her makeup.

As bad as the picture is, it isn't nearly as terrible as a short with Marjorie Gatenon. But Miss Gatenon is dressed in the very best. A short chinchilla jacket is worn with a dark dress and small tricorn hat. She also shows a black velvet house dress made very plain with long ends hanging from the elbows.

Vaudeville at the Palace is entertaining, with Jack Pepper, Nitza Vernille, the Rocky Twins, George Prentice, the Four Gyraes and Grace Barrie.

Miss Vernille, tall blonde, does three numbers. Back stage on a lifted platform, this miss appears in a black velvet cloak lined with white. Underneath is a full skirted white satin gown with biased bodice. Scarlet panne velvet lined in charruise is the second costume, worn for a castanet dance. While a soloist over-gestured, this young woman did a weird dance in black satin made long and cli. The yoke and sleeves are of net.

Grace Barrie is in a pink eyelet frock made long with shoulder ruffles, plus-belt of brilliants.

Bernie's Debut

'Shoot the Works' at the Paramount is another picture with Jack Oakie, who again steals all honors. Oakie is well assisted by Ben Bernie, who, for his first picture, does remarkably well.

Arline Judge, in a flip part, is seen in many good looking frocks. One dress of solid white sequins is particularly nice. A black dress has ruffled surplice. An all black costume has little shoulder capes. A white dress is cut in the sailor fashion so popular at present. Alison Kirkworth is too gorgeous. Until the last shot, when she appears in a luxurious gold gown, her clothes are of the shoddy type, due to her role as a ticket taker in a cheap sort of museum show.

Stage show at the Paramount, called 'Mardi Gras', is as colorful as a Mardi Gras usually is. The chorus girls are in cerise, orange and yellow ruffles. The long waisted bodices are of black brocade. Down stage right and left are eight tall misses in medieval costumes of fascinating coloring. In the background men in red capes add to the picture. A white ballet is different in as much as the skirts are trimmed in a sunburst of silver sequins. Silver hair are hung with chin drappings of white chiffon. A soloist in this number is a lovely miss in palest of pink with blue feather trimmings at the hem and throat.

All Dressed Up But—

Jimmy Durante was handed a dud in 'Strictly Dynamite,' now at the Rialto theatre. He is all dressed up with no place to go. Even to the white evening dress jacket.

Lupe Velez is just what is expected of Lupe. In all pictures she is the vamp minus variations. This goes for her mother, too. A white, low cut evening gown was striped with crystals while the huge, puffed sleeves of innumerable ruffles were covered with tiny spangles. A black satin close-fitting street dress was worn with a monkey fur cape. One cloth dress was oddly fashioned with black and white fur sleeves and collar. A diamond coronet was worn with a white gown trimmed at the wrists with black feathers. One of the dresses worn by Miss Velez was so ugly you could only think of a tire concern. The black dress had rolls of silver running across the top of the bodice with the sleeves entirely of these silver rolls.

Marian Nixon, in a small part, was neatly dressed. Sulking most of the time, but it didn't interfere with her costumes. A tailored coat and skirt had a shirtdress of a striped material. Silver fox smothered a lace-trimmed velvet gown. White fox played an important part in an evening gown. The dress itself had a pleated band across the front of the corsage. Diamond clips held the low shoulder line in place. A cloth coat was abundantly trimmed with fox collar and cuffs. There was a black frock with narrow lace ruffles and a checked coat. Minna Gombel wore two cloth dresses made with white trimmings. And Irene Franklin, with still less to do, with in a black and white print frock. Small hats were the order of the picture and mostly with veils.

\$800,000 Drive

(Continued from page 1)

each of these pictures will be so released that they open day and date in the aoe, or A's, houses of the circuits across the country. The hope is that in this way the picture business will be able to sustain over a period of two months a series of high gross films and lure the public back indoors after the usual summer in the open.

Conception and formulation of the project is exclusive of the Hays office and is not directly aimed at the anti-film factions. Although there's not much doubt that the current agitation against pictures has been no deterrent to this plan it nevertheless comes more under the heading of an amplified 'Greater Movie Season.' The latter exploitation scheme originated on the Coast some years ago and has since been borrowed, adapted and made to fit by various circuits in different parts of the country. But nothing on this scale has ever before been attempted within the industry.

What percentage of the appropriation will go to newspapers and national periodicals is reported to have not yet been decided upon. Belief is that decision in this matter, as with the pictures to be selected, will rest with the individual com-

panies. Definite indication of which films will be chosen is lacking at this time.

Along these lines it has also been revealed that Metro has voted \$1,000,000 for fall national advertising of its product, none of which may appear in the present national magazines as that company is reported to be riled at the dallies over anti-film campaign stories.

Social Extras

(Continued from page 1)

to charity, but others didn't say anything about that.

Unemployed performers, in squawking about the extra situation, point out that that \$3 check would have fed them for several days, and had they worked for 10 days as many extras did, they could have paid their rent for a month. Bert Levey office sold the picture extras at regular rate of \$7.50 per diem, but they were used for only one day.

Blowoff to the whole situation came near the final day of shooting, when Col press agents cracked the dailies with yams inviting anyone and everyone to attend Tanforan as guests of Columbia, so they might get their pictures taken in big mob scenes.

Did You Know That—

Beatrice Mathieu sailed Saturday to interpret the latest capers of the Paris couturiers... Erice her departure for Hollywood... Yannie Erice replied that maybe she'd appear in 'The Great Ziegfeld' and maybe she wouldn't. It's a question of enough time before her road tour in the 'Follies'... These nights the girls prefer the open air terraces, feeling they look more picturesque clutching their picture hats against the breezes... Frances Arms has a series of saucy Breton sailors in costume colors... Mrs. William Morris is making the N.V.A. feel like home... Mabel Berlinghoff was a lovely bride at her wedding Saturday morning... Land Johansson with a becoming new short cropped coiffure. Yes, it's got bangs... They say the chorus for 'Life Begins at 4:40' are all homes in their teens... Those permitted a peek at Kiviet's fall collection see new fabrics threaded with cellophane, metals and what not... In summer Ramona wears clear, cool prints for her torching with Paul Whiteman's orchestra... It's easy and fun to get lost among all the bars on the Biltmore Roof. And the lighting there is so kind... Whereas the Waldorf lobby is cooler than its roof, but the lighting, alas, adds to the unwelcomed heat... The Harry Pucks are away at the tanley Ridges camp... Nan Howard is giving a shower for Sally Ellers (everyone will wear pyjamas)... Helen Menken is being wined and dined in Hollywood... Mrs. Rufe LeMaire is very gay at taking that first trip abroad... they say that little Pauline Garon is seriously ill with infantile paralysis... Irene Jones is in town from California wearing a huge square diamond... the George Price baby is expected any day... The Jack Dempseys may take a place on Long Island after that baby arrives.

Peggy's Century of Progress

Chicago, July 5.

Dear Benny:

It sure is tough being a big star. You don't realize what one must give to her dear public. I've given the best there is in me and business hasn't been so bad either. Everybody at the Fair knows me already. They are so friendly and helpful, especially the fellows. They visit me in my dressing room and even help me make up for my act. It's so hard to powder your own back.

As I don't start my art exhibit until 7 o'clock I spend my afternoons on the ground visiting my many friends. I don't have to pay for anything. That's the result of true friendship. Even Eddie the guess-weight man is glad to guess my weight four and five times a day. You know, Benny, I've got to keep track of my weight because it's so important to my art exhibit. Eddie says it's important too. That's why he takes his time and does such a good job.

Everybody realizes the importance of my art. Even Ollie the fellow who takes tickets at the special gate didn't make me get vaccinated for my pass. At first he wasn't so sure whether he could let me get away without it but I proved to him there was no place you could put a vaccination mark where it wouldn't show.

You know they got all kinds of music on this Fair. Swift and Ford both has got bands what they call symphonies. But, Benny, you can't dance to them. I'd like to hear the words to one of those songs, called 'Tribute to A. M.'.

And look at all those people it takes in the symphonies to play one song. But there is one fine musical artist on the Fair who I listen to almost every afternoon. He's the fellow who gives those beautiful concerts on the Hum-All kazoo. This one fellow, Harry, gives a whole concert by himself on a little piece of tin and he plays high class music like 'Waltz You Saved For Me.' It's beautiful and he makes it sound like a sax or violin or cornet, even a slide trombone or a uke. And besides the music he makes very funny jokes which they

1934 Taste in Chi Fair Souvenirs Indicates America Out for Laughs

Personal Auto Guides Ruin Loop O.O. Buses

Chicago, July 9.

Light-seeing buses are howling about the lack of business. There are plenty of visitors in town for the Fair, but they are not putting up a \$1.50 per person to be wheeled around the town.

Figured at \$1.50 for the average visiting family group, it comes to six dollars for the lot. The families are saving five bucks by using their own gas buggy and hiring one of the boys on the street, who do the explaining job for the angle. Only customers the buses are getting are those who hit the town by rattler.

Nite Club Review

(Continued from page 40)

The dancers it whips things into a hot lather.

Rigo and Alma lends contrast to the rumba team's routine in a smart exhibition of ballroom dervishes. Their vest and angle that are of an original design and despite the close quarters of the floor manage to carry them out without any cramping. Raul Cooper is the master of ceremonies. He does a nice job of it.

A little lad, Lawrence Jackson, sings songs in a fresh tone that some day ought to develop. Right now he ought to be okay for the air, having the kind of a soft voice that a microphone should make highly acceptable.

Marshall Flores and Salvatore Conde are the operators of the Cubanacan. Raymond Sabot is the manager. They do not crowd their place, leaving ample room between tables. In the summer this is especially commendable.

They don't cut off your arm with the checks either. Food, prepared by a Havana chef, is reasonable, and the drinks about on par with the better class places, averaging 75c. During the week there is a minimum charge of \$1.50; on Saturdays and holidays it is \$2. Char.

Chicago, July 5.

don't do at the sympathies. Those Hum-Alls are wonderful things like Harry says, you can stick them in your vest pocket and nobody will know you're a musician.

When he gets through with his concert and gives the public a chance to become musicians for the small sum of 25c. Harry always lets me play the Hum-All to show the people how easy it is to become real musicians. Of course, they don't know that he's been giving me private lessons. He is a fine gentleman, Benny.

Have to sign off now, like they say on the radio. My public, or Mr. Marlin calls them, 'the mooches,' are starting to come in.

kindest love,

Dear Benny:

My art is growing by leaps and bounds. I am reached the pinchole of success. I have been getting a lot of letters from people I don't know. Mr. Marlin calls them fan letters, but I'm really not a fan dancer.

There's plenty of trouble around here. Alex Peckle, that police lieutenant, wants to raid the place again. But Marlin says to Peckle, nix, lay off, we're doing alright as it is. He won't even let Alex take me home in a taxi. But Alex says, take your choice—taxi or police wagon. That stumped me. Marlin and he got sore. He says to Peckle that he don't want him hanging around my art exhibit any more and he gives Alex a push.

He shouldn't do a done that, Benny, because Alex arrested Marlin for unassisting a officer—and it looks like Marlin will be in jail 90 days.

Of course, I am sorry that Marlin had to go to jail but he's been getting too bossy lately. He won't let me go out with anybody he don't know. And you know I've made a lot of friends of my own. That's no way to treat a big star like I.

Trouble, trouble, trouble. I wonder who's going to run the village and who's going to give me those good-as-gold notes. I have a big

Chicago, July 9.

Some sociologists are going to make a study of the switch in American temperament as indicated by the change in souvenirs bought by visitors to the two World's Fairs, the first in 1893 and the other in 1933-34. From appearances it looks like the staid 90's against the bawdy 30's, with the 40th century visitors going for souvenirs which would make the 1893 exposition hound blush.

In 1893 the aunts and uncles visiting the Fair purchased tons of lead-like stamped ash-trays, ink-stands, foot scrapers and the world's Fair building reproductions done in stamped metal. Other than World's Fair buildings, the most sought-after reproduction then was the Statue of Liberty.

But the 1934 visitors are a bawdier lot. They're going for laugh souvenirs only.

no longer a serious proposition. Three items which are leading the sales first, a comedy letter, known to the hawkers as Comfort Station-ery; second, rubber money in \$5 and \$10 denominations, while the third is a rubber model of a couch dancer operated by a spring-winder.

Only two souvenirs uphold the dignity of the American public as the hawkers the same in 1934 as in 1893, and that's the sales of canes and picture postcards. There has been no slump in the Holteizes and the 'having a fine time,' wish you were here' cards.

Akron Hounds Bay, but Sheriff May Muzzle 'Em

Akron, July 3.

Northfield's luxurious dog track, closed for six years, suddenly came back to life last week and a heated row is developing as to whether the place will be allowed to reopen. A large corps of carpenters and painters are improving the grand stand, and the entire plant is being dressed up for resumption of business in defiance of state law.

Sheriff John Sulzmann of Cuyahoga County, who has partial jurisdiction over the greyhound arena because it lies half in Cuyahoga County and half in Summit County, announced flatly that he will not permit dog racing.

MARRIAGES

Amron Isle and Orlando 'Slim' Martin have filed intention to wed in Los Angeles. Isle is a professional player and 'Slim' is an orchestra leader. He was formerly the husband of Dixie Pantages.

Billie Warner to Elliott Shapiro, July 3, in New York. Groom is an executive in the Shapiro-Bernstein Music Co.; bride non-professional.

Ethel Scholes to Walter Wise, in Los Angeles, June 30. Bride is a secretary in the Metro Coast public dept., groom is a Metro writer.

Glenova Burke to Jack L. Winn, in La Juana, Mex., June 24. Bride is daughter of late Bobby Beach, of minstrel team of Beach and Bowers, and groom is legit manager and advance agent in Los Angeles.

Henry Taylor to Estelle Fried, in Baltimore, July 5. Groom is member Three Radio Rogues, vaude act. Bride is non-pro.

BIRTHS

Mr. and Mrs. Kurt Neumann, son, in Los Angeles, June 30. Father is a Hollywood picture director.

Mr. and Mrs. Henry Shapiro, daughter, in Chicago, July 6. Father is Chicago vaude agent.

SALVIN ILL

Sam Salvin, now operating the Sun and Surf club, in Atlantic Beach, La., suffered a severe illness atack last week at the club. He is now feeling better.

stack of them now. I don't see why I can't run this place myself. After all, I'm the biggest attraction here.

Love,

Peggy.

P. S.: About your \$40, I am enclosing one Mr. Marlin's good-as-gold notes for the amt.

Broadway

Phil Adler on vacation.
Albert Deane back in harness.
George Ross' car is something.
Anthony Brown back, after vacationing.
Rita Weisman to Westport for the summer.
Martha Lavin Jack following.
Bill Campbell to the country for the summer.
Marion Johns, California golfer, due in town.
Irene Kuchin off most of the continent.
Idney Kingsley due in from London next week.
Many Heaton due in from London any minute now.
Billy Arnold's neuritis laid him low for a week.
Those one-piece, stock effect Russell Patterson shirts.
Lobster restaurant has gone open-face—one half of it.
Edgar Grumwald back from Wisconsin home-towning.
Max Fuchs and the Mrs. back from the World's Fair.
Molly Ricard and William Garland wrote a play together.
Bill Danziger's mother in town visiting him and the missus.
Dick Humber Vitaphone-shorting at Brooklyn studio next week.
Evelyn (Mrs. Lep) Solomon out of hospital and going on cruise.
Dave Epstein very mysterious among his European shoe-off.
Mrs. Gerson's mother has installed a bar and drink-singer.
Willard Keefe back on Broadway from Hollywood, with a new play.
John McInerney is going in for dark colored actors in a Dick Watts.
Lieut. Larry Cowen, of the U. S. Navy, is now a Colonel of Kentucky.
The widow of G. Rademmer, who's Mitz Gitz in European opera, in New York.
Olympia Hardin on from the Coast for a vacation after stopping off at Miami.
Lehr Salabury, femme play broker and agent, to Hollywood this week on biz.
Joe Cook.
Has 300 of the mugs and alma for the 500 mark.
Earl Wingard taking the usual two weeks off, but unreported where he's spending.
Irene Rich readying the Wilbur Daniel Steele comedy, 'Any Woman,' for early production.
Charles Dix and the new miscegenation, Friday (4) on a honeymoon via the Canal to the Coast.
Ted Wing off to Georgia in chartered aeroplane on word that wife fatally ill at parents'.
Bijou Fernandez, formerly a legit agent, East for Fox to scout summer theatres, talent and material.
Bernice McDonald, former Coast p.a., has teamed with Ray LeStrange on general publicity in the East.
Lou Lissner and Spencer Sawyer now operating Ye Old Fashioned Bar and Grill, West 44th street.
Elliott McManus, on vacation, is spending it around Columbus Circle, not far from the former office.
Sid Spindler back at the midtown tonorial emporium to once again personally manage the spot established by his pere.
Cover on next week's Saturday Evening Post was a great plug for Columbia Pictures. All it needed was the signature tune.
The o.k. for the former colonel in the metropolitan sector has gone out against the original go-ahead signal for gambling was nixed.
Ed Hartmann, ex-Schubert playboy, now in the East for Fox pictures as lyricist, will pause in St. Louis to see family enroute to Hollywood.
Frouse Knox, Fox's India manager, who comes to New York every year to escape the heat of India, is ready to scram back after last week's dose here.
Bob Collier hit N. Y. on both extremes; severe cold last winter and now this. Summer humidity, Coast's going native B'way with the Blow ad agency.
Three ex-presidents of KAO caught together at lunch at the Astor Grill, Martin Beck, Marcus Helman and the late Franklin. All legit-minded today, too.
Raoul Walsh, Fox director, in New York inspecting tunnels in connection with his picture, 'Sand Hogs,' slated for early production. May bring a camera crew East.
Jack Bonney, lawyer-angel of last season's Harry Delmar Revels (vaude) off to Europe with wife, costume designer, hunting ideas for forthcoming vaude unit (sans Delmar).
Standing on his lawn at Sleepless Hollow, Lake Hopatcong, Joe Cook peered at some shrubbery, discovering a raspberry bush. He never saw the bush before, and when a friend cracked that it seemed strange to have raspberries growing on a star's grounds, Cook replied: 'Guess some 'envious actor planted that thing here.'

London

Ciro's Club closing around middle of July.
Sophie Tucker broadcasting from Luxembourg.
Carlyle Cousins postponing American trip to October.
(Gene Dennis) opening week at the Savoy hotel very big.
Sunny O'Dea trying on new pants at Max Berman's.
Marion Harris doing her specialty for Vogue Films pic.
William Collier, Jr. may do a picture for Gaumont-British.
Everybody asking where Dave Bader got that green suit.
Jack Doyle to do a couple of broadcasts, July 25 and 27.
Garland Anderson operating a Horlick's Health Drink Bar.
Claude Hulbert operating a fish and chip eatery as sideline.
Alhambra house troupe of girls being reduced from 32 to 24.
Ralph Ince directing picture for Warners' (London) on crutches.
Barry Devine opening at Princes' Restaurant July 2 for six weeks.
Joe Seidelman in a huddle with Arthur Dent over the quota business.
Harrow School erecting memorial to Sir Gerald du Maurier, former pupil.
Irena Beach off to Bombay, to play at the Taj Mahal hotel in September.
Daniel Mayer Company contemporary musical starring Renate Muller.
Captain Jefferson Cohn injured by steer while watching Rodeo at White City.
Frank Wilkinson, after three and half years with Fox, back, acting and scripting.
Shuberts have acquired American rights to 'Jiving Dangerously,' now at the Strand.
Garry Allighan, Evening Standard radio critic, in hospital with internal trouble.
Zelda Sears, Metro's ace script writer, sick in hospital here, and keeping it quiet.
Sir Oswald Stoll considering another continental musical for the London Coliseum.
Mickey Balcon dining at the Mayfair hotel and praising Sherlock Holmes.
Mrs. Herbert Clayton on three weeks' Mediterranean voyage to recover from illness.
Ralph Stanley has resumed song writing collaboration with his old partner Nat D. Ayer.
Peggy Joyce over here to sell her book, 'The Life of Page Wolfe,' which she has just completed.
Joey Porter off to Australia to play in revue at the Tivoli, Melbourne, opening Oct. 30.
Fred Astaire head of the National Broadcasting Corporation here, off to Paris on business.
Bitter season in touch with Britons' International film, Paris, and may do one picture for it.
Lou Brock, associated producer for radio, blew into town a few days ago to do a picture for Paris.
Dr. Paul Czinzer, husband of Elisabeth Bergner, back from Paris after finishing a picture there.
Kimberly Hargrave, Fox talent agent, back in town after a week's work, owing to the Theatre Royal, Norwich, burning down.
Frederick Nell interested in Marie Burke to return to Australia in picture, 'Jennings at the Top.'
Teddy Ebban died June 22 after eight months in hospital with fractured legs and several operations.
A. J. Kobler, publisher of Fox's 'Daily Mirror,' here on short vacation, taking in all the shows.
Sydney Carroll presenting new comedy picture, 'Jennings at the Top,' Ambassadors shortly. Not yet titled.
Charles Farrell and Mrs. Farrell (Virginia Valli) London sightseeing in newly purchased English car.
Paul Robeson and Nina Mae Mackinnon signed by London Films for Edgar Wallace's 'Sanders of the River.'
Jack Curtis and the Dick Henrys celebrating in Charles Forsythe's (Forsythe, Seamon and Farrell) apartment.
Roy Fox extending his provincial tour till October, but will visit America for a couple of weeks during August.
Felix restaurant, originally started here in Ben Blue, and which cost him plenty, now folded, after seven years.
John Tilley to broadcast to America, through the National Broadcasting Corporation at \$350 for one broadcast July 16.
Roy Fox, general manager of Savoy hotel, off to New York on his annual. Will also visit Canada.
Frank Wells here lining up American rights for Australia, for indie work, guaranteeing 12 weeks and transportation both ways.
Richard Tauber coming over from Vienna to attend gala premiere

of his first English picture, 'Iossom Time' at the Royal, July 9.
Labor Party in conference with Electrical Workers' Union, with suggestion hours of picture house workers' vacationing.
Conchita Supervisi, prima donna, and Mrs. Fearnley Whittingstall (Eileen Bennett) tennis star, both under knife through a rib.
Tommy Russell (Russell, Marconi and Jerry) kept his promise to his wife. Promised to take her to Savoy hotel, and he did, but back-stage.
Immediately after the Press luncheon, Joe Schenck and Murray Silverstone hopped over to Paris by plane for the A.C. conference of all their exchanges.
As protest against licensing anomalies, Cavour restaurant arranging several bottle parties.
About 25 clubs in London are now doing same thing.
London County Council forcing Charles Clow to close the Prince of Wales theatre, much earlier than expected, due to condemnation of dressing rooms.
Tomson Twins talking of leasing niter in West End, to go to Grafton Galleries, former night spot, on two years' lease, but management want longer tenancy.
Murry Lane trying to get 'Schwartz' success of the operatic season at Covent Garden, for run. Only snag is it will require double cast for eight weekly shows.
William Mollison and Edward Laurillard own British rights to 'Little Jessie James,' which they may sell to Leslie Henson for a West-End vehicle for himself.
Ronald Mackenzie's posthumous play, 'The Matildas,' succeeds 'Clive of India' at Wyndham's, July 4.
Kolesovsky will produce 'Clive' moves to the Savoy, July 2.
Charles Cochran's revue, 'Streamline,' definitely opening at the Opera House, Manchester, middle of August, and comes to the Palace, London, in early September.
Nicholas Hannen quelled tire panic with speech at opening of the Fairbank-Lawrence play, 'The Windling Journey,' in Birmingham, June 11. Celluloid cigaret case cause of trouble.
'Love Me in June,' musical opening at Saville in July, is sponsored by Ad-Vlers, Ltd., of which Captain Roy Lambert is director. Same company interested in the Malvern Annual Festival.
Faldall usherettes and staff complaining bitterly that audiences at 'Crazy' shows not 'classy enough' for the theatre, and time unbearable. Percentage of staff threatening to quit.
William H. Mooring, press agent for British films, leaves that post to go to Hollywood, representing a British publication. He was in Hollywood in 1932, conducting British publicity from there for 'Cavalcade.'

Montreal

Syd Wynn 'blue-ing' at Embassy cafe.
C. L. Hanratty from London to Chicago.
Gene Curtis tells advertising club 'show must go on.'
B. M. Gardiel vacationing N. Y. State and month.
Glen Pulin, Cleveland Plain Dealer, touring province.
Ken Clark, C. P. superintendent, New York papers, tonight.
All hotel report better tourist biz than for three years past.
Pine Dominion Day holiday, Friday-Tuesday, hit main stems hard.
Drury's ads to 75c lunch, and maybe they aren't doing any U. S. tourist biz.
Montreal two parks, Belmont and Dominion, getting pre-depression attendances.
W. J. Little receives presentation on retirement after 50 years with Dominion.
Maurice Davis sending out funny stories to local press re poor biz at provincial theatres.
A. M. Shira and Seamus Wax' title of A. M. 'Pwlin' book, to be published by MacMillan's New York, London and Toronto, Oct. 1.
First of Canada's city newswires, with Corey Thorne, announced, shows history to date of Ottawa, and gets good hand at main stems.
Corona cabaret running series of N. Y. City (24) to 75c lunch, and Henry Atterbury at 75c, with full beer and pretzels. Getting big play with plenty press notices.
Reform radio in Canada now handled by Canadian Broadcasting Commission being mooted at Ottawa.
Body to act as court of appeal in all disputes to be formed and radio to be reduced from \$2 to \$1.50. General discontent throughout Dominion and big fan mail of complaints cause of proposed revamping of commission.

Paris

Max Reinhardt at Lido in Venice.
Annette Kellerman in Paris from Australia.
Leslie Howard and wife in from New York.
Radio Vitus shooting occasional television at air public.
Jack Holland and June Hart continuing at Ambassadeurs.
Lou Brock, Radio producer, and wife, taking belated honeymoon here.
Cirque Medrano (Paris indoor circus) closed for summer. Reopens Sept. 14.
Charley Barnes Band will play for annual 4th of July dances at Hotel Bohy-Lafayette.
Jake Shubert back at George the Fifth, after imbibing gallons of Vichy last week.
Theatre des Ambassadeurs doing good business with Argentina and her Spanish ballets.
Richard Strauss busy on new opera 'Luxurious Lady,' to be given next year in Dresden.
Argentina, at last performance in Paris (22) receiving golden wreath from Spanish ambassador.
Fedor Chalapin and wife announcing engagement of daughter Stascha Charles, who has just returned from Chicago where she presented a French review at the Fair, is taking up his old job as stage manager of the Pantheon in Paris.
Richard Tauber opens (27) at the Varieties for an indefinite engagement in 'La Maison des Trois Jeunes Filles' (The House of the Three Girls), French comedy musical.
Saturday (30) Free Commune of Montmartre, will put on carnival of cherries in the square of old Montmartre in honor of the author of 'Temps des Cerises' ('Cherry Time').
'Morning Glory' (Radio) opened at Cine Opera, scoring definite success.
Katharine Hepburn is now accepted by French pic fans as first-line favorite among foreign stars.
Recent Paris arrivals include Frances Alda, Mrs. Marc Connelly, Sam Wood, Gabriel Woods rare book dealer; Mr. and Mrs. Michael Crichton, Joseph M. Schenck and Carl Laemmle.
Warners will shortly release 'Le Commissaire est Bon Enfant' ('The Chief of Police is a Good Kid') from stage company by Coens at the Carleline. Pic is being finished at Pathé-Natan studios.
'Ombres sur le Riff' ('Shadows on the Riff') recently completed pic, directed by Jean de Kurowski, starring the Joshua Keens, was completely destroyed by fire in the laboratories at Gennepville.
Emma Gramatica, Italian actress, opened Monday (25) at Theatre de la Madeleine for a series of 12 representations. First vehicle was 'Doll's House,' by Ibsen. Repertory also includes modern French as well as Italian plays.
A Bois de Boulogne restaurant held cocktail party for actresses. Alice Field made a Lobster. Fox Cros, Jeanne Hebling turned out flaming kidneys. Parisians made some swell parties, and Nadine Picard won a motor car with her rabbit in mustard sauce.

Mexico City

By D. L. Grahame
Mexico wct over the weekend because of presidential elections (1). Mexican Authors Union suing Juan Toledo; 'revue-impresario,' for royalties.
Foreign club's floor show featuring Diana Dugard, American dancer, as Joan Crawford's double.
Comedienne, of two decades ago, making another farewell appearance.
Closing cabarets, saloons and public dance halls, and prohibition retail sale of wines, excepting in sealed bottles at high prices, is urged by Spanish feminists season-long here.

Berlin

Hans Fallada, author, has written, another book.
Edward Wenck pulled out of the directorate of the Komische Oper.
Richard Blüchberg will handle the 'Cat in the Hat,' when production starts.
Hans Meyer-Hanno has the call for the male lead in 'F. A. D. Kro-schen'.
Karoline Finlay, of the Gibson girl era of Strauss, died, aged 86, at Trieste.
Konigsberg will stage its Festival week in August with the usual heavy classics.
Heinrich Goetz, Cologne, packed up his makeup box after 40 years on the boards.
Hamburg State Theatre will put 'Jan, the Wonderful,' by Rayssler, on its fall program.
Erna Berger and Heinrich Schlusman have the leads in the 'Pearl Fishers' at the Staats Oper.
Julius Maria Beckers' 'Night Without Dawn' will be given 'try-out' at Nuernberg State theatre.
Paul Rose has designed new sets for 'The Merchant of Venice' to be given at the Staatstheater in Frankfurt from Dualla, West Africa, comes the news that Terra's 'Badings, King of the Gorrillas' is shaping up nicely.
Al. Moeller's 'Christina, I Am Waiting For You' will open the 25th anniversary of the Schauspielhaus, Bremen.
Franz Grenser's 'Prince of Homburg' has been grabbed by the Staatstheater Under den Linden for a 1935 premier.
Karlheinz Dorch will have the lead in Hans Mueller's 'The Journey of a Woman,' which will be staged in Vienna this fall.
Stettin State theatre will produce 'Bears,' from the Norwegian by Lars Ibsen. Play ran over 300 performances in Norway.
Theaterhaus is given a whirl in 'Die Netze Welt,' by the late Alfred Savette, which will be produced here in the early fall.
Karlheinz Beckers' 'Betriebs' has disappeared from the Commercial register, marking the end of the ill-fated Rotter enterprises.
Adele Sandrock is winding up the second successive play she has had this season, 'Wilde's 'Bunbury.' House goes dark this week.
Ida Wuest's 'Mama Cleans House' took up this week after a fairly successful run. 'Successful runs here mean anything over 20 performances.
Karlheinz Luaders, one of the younger night stars from Frankfurt a. M., will make his first film season, having been signed for the lead in 'Luck in House.'
Konigsberg will form the basis of 'The Riders of German East Africa.' Germany is becoming colony conscious again, films and lectures, and lectures, no end, being used.
'Life is a Dream' opened with a bang at the Staatstheater here with a cast of 12, including Hermann, Hilda Welsner, Walter Jung, Erich Müll, Claus Clausen, Anni Ussell and Walter Blum are some. 'Life is a Dream' is a play which What She Wanted ran headlong into an appendicitis operation, Martha Belling being stricken on the location near Prague. Ufa rushed Doris Kressler down to help the opopolish.
'Theatre of the Youth,' Nazi-suckled, announces a heavy schedule of plays, including 'The Youth of Schiller's 'Fiesco,' Koerner's 'Zriny,' the 'Rape of the Sabines' and a couple of Wagnerian screamers thrown into the mix. The caters principally to school kids.

Westport, Conn.

By Humphrey Douless
'Pay Wray visiting P. A. Powers, Norma Talmadge at South Norwalk.
Mrs. William Anthony McGuire visiting here.
Vivienne Osborne a daily visitor at the White Lillian and Dorothy Gish at their home here.
A new Nueg play, with J. C. and Ruth Nugent and 'Alan Bounce' will be tried out here in August.
Homer Mason and Marguerite Keeler, vaudeville team, will bow to Broadway in 'That Certain Bushy House.'
Helen Ford flew to Birmingham, N. Y., to visit her ill mother. Left Bridgeport at noon and returned that night for 'The Chimes of Corneville.'
Independent Motion Picture Theatre Owners of New York have their annual outing at Roton Point Wednesday (11).

Hollywood

E. K. Nadel prowling for talent. Mike Marco in New York on his job. Medbury in for the summer.

Robert Armstrong off for N. Y. vacash.

Rosalind Russell tested at Universal.

Al Hanson laid up with intestinal trouble.

Wallace Beery flew his crate to New York.

Miriam Hopkins off for vacash in New York.

Adele Blood Hope ogling things in pictures.

Lucille Watson in from N. Y. for Metro work.

Al Finkelstein here from Seattle for a few days.

Diana Wynyard sails for England early this month.

Wally Westmore recovering from an appendix op.

Shirley Temple has the youngest stand-in in pics.

High Wailes in and out of a hospital in a day.

Al Plantadost, tunesmith, is back in California to live.

Frank Capra back from shooting exteriors at Tanforan.

Loretta Young checks of Queen of Angels hosp.

Jack Wheeler in from N. Y. to join the Wm. Morris office.

Roy Burns, De Mille production exec, heading for China.

Jimmy Gleason has a star as the hero in his novel.

Eddie Foy, Jr., returning to New York for a short show.

Maxie Rosenbloom taking tea with Mitzi Cummings at Metro.

Hubby of Elizabeth Allen enroute from England on a vacash.

Bud Lollier is latest to get a colonelship in Kentucky.

Pat Patterson recovering from tonsil and adenoid snatching.

Spencer Tracy to hosp for treatment of ruptured back muscle.

Bing Crosby sued for \$1,000 by medicos on asserted unpaid bill.

Herb L. Weil, of the Butterfield theatres in Michigan, on vacash.

Joe E. Brown got too much sun while filming bicycle adventures.

Kids, four to 10, entertaining at big July 4 party by Woody Van Dyke.

L. Wolfe Gilbert and Ann Caldwell are dishing up operetta scores.

Lee Tracy carrying a busted hand received on a broken water faucet.

William Anthony McGuire tossed a welcome party for Liam O'Flaherty.

Lee Parvin nursing a wrenched back received in a Hollywood auto wreck.

Metro's eastern casting head, Al Altman, in for a confab with studio execs.

Isabel Jewell vacationing in Chi and N. Y., and plans to fly back to the Coast.

Claire Dodd smoothed huff with Warners and returned to the contract list.

Fox stars being limned by Alberto Bargas, Peruvian artist for future lithographs.

Sol Lesser and his son tossed a dad-and-sons shindig at the Up-lifters club.

Sigmund Romberg, Franz Shule and Allan Friedland parted by Edgar Allan Woolf.

Edward Ludwig tossed a party to help Harry Sauber celeb his 15th wedding anniversary.

Warner has taken option on next four mystery yarns to be penned by Erle Stanley Gardner.

Don Hartman and Dore Schary contributing to Jimmy Durante's broadcasts regularly now.

A. J. Berres and Pat Casey in Washington attending meeting of National Aviation board.

Metro domiciles Oscar Hammerstein III and Sigmund Romberg in penthouse atop music dept.

Raid is on Metro sound department bachelors, with several becoming benedictines in last month.

Hazel Flint, actress, is suing RKO-Pathe studios for \$2,040 for injuries received in a fall.

Suit for \$100,000 that Pat O'Brien inflicted that amount of damage to household effects.

Irvin S. Cobb gets started on his third biopic film, then hops east for 30-day business trip.

Charlie Richards, former casting director for Charles R. Rogers, moves into same spot at Mascot.

Subway diggers to get a break by Raoul Walsh, who is in New York setting local color for next film.

Hiley Stafford and Joanne Nolan won radio voice contest conducted by Freeman Lang studios.

Julie Cruze, daughter of the director, made her air debut on KJLH (Friday night) as a musical skit.

Publications of the Screen Writers and Screen Actors guilds combined with Tristram Tupper as ed.

Sam Jaffe has bought into the Schulberg-Feldman-Gurney agency, adding his name to the end of the trio.

Mrs. Jack Haley to New York for

CHATTER

Chicago

the summer, with hubby following as soon as he finishes 'Girl Friend' at Col.

Miriam Hopkins made a swift trip to N. Y. to get costumes for her lead in Radio's 'Richest Girl in the World'.

Paramount optioned Damon Runyon's 'Maybe a Queen,' the seventh to be bought or taken under wing by that studio.

Jack Flier named assistant to Nat Levine at Mascot, succeeding Maurice Conn, who quit to become a producer of westerns.

Max Hart suing William S. Gill and Max Hart, Ltd., for \$27,550, said to represent loans and purchase price of Gill's share in agency.

Wedding of Cliff Lewis, Paramount publicist, and Margaret Decker, in advertising department of same studio, set for Aug. 11.

Margaret Skouras, 18-yr. old daughter of Charlie Skouras, wears her stage debut in chorus of the Pasadena Players' annual revue last week.

RKO defeated Roach in the opener of studio indoor baseball league, but win was thrown out when it was discovered that umpire was Ralph Kramden.

Patricia Ziegfeld makes her picture debut as an associate of her mother, Billie Burke, and William Anthony McGuire in the production of 'The Great O'Connell'.

Perry Lieber in charge of Radio publicity department under Eddy Eckles, with Tom Lennon appointed news editor and Clara Foy as responsible for press books and trailers.

William Beebe, director of the Department of Research of the N. Y. Zoological Society and his assistants are accompanying the Phil Goldstone expedition to film underwater scenes for '20,000 Leagues Under the Sea'.

Minneapolis

By Les Rees

Harriet Olasky of U. A.'s Omaha office staff here on visit.

Walter Hickey, RKO salesman, in New York on vacation.

Local zoning and clearance board to hold first meeting this week.

At 20 and 40 cents admissions, roadro grossed \$28,000 in week here.

Film Broad report showed 14 theatres reopened and 16 closed in territory.

'Bank nights' proving money getter for Harold Finkelstein's Iowa theatre circuit.

Columbia to move into new and larger quarters in Warner Brothers' building, July 20.

Max Stahl, United Artists' exchange manager, back from seven-day vacation boat trip.

Shirley Rosenbloom of Warner Brothers' office staff, at Chicago World's Fair on vacation.

Wife and two children of Al Stern, ex-RKO office manager, formerly of Seattle, joined him here.

Ted Mann, manager of Metro theatre, neighborhood house, married to Ida Charon, owner's daughter.

Frank Reinhardt, Universal's North Dakota salesman, recovering from injuries sustained in automobile accident.

Local Fox exchange three and half months' ahead of last year in sales, according to Moe Levy, exchange manager.

Mike J. Comer, Warner rosters' office manager, refused to divulge his destination when he departed on vacation.

New automobile of Fay Dressel, RKO city salesman, stolen and recovered, but before recovery insurance company bought him another.

K. H. South, owner of Film Preview, appointed captain in South Dakota Civilian Conservation Corps and away for at least six months.

O. K. Keefe, Universal exchange manager at Los Angeles, passed through en route home after five weeks at Mayo clinic, Rochester, Minn., fully recovered and looking fine.

After nearly two months, Northwest Allied States still sitting for the new 'Mussolini,' F. W. Murphy, prominent Democrat and attorney, to return from Washington and assume duties.

Two successive State theatre picture, 'Little Miss Marker' and 'The Thin Man,' did well enough at box office to warrant retention for second week, an unusual Summer accomplishment here.

Out-of-town exhibitors visiting Film Row included Miss Louise Widmer, Belle Plaine, Minn.; H. T. Burt, Lanesville, Minn.; Don Buckley, Redwood Falls, Minn.; and Mrs. O. A. Schultz, Waconia, Minn.

Lou Lipstone is home.

Ed Vonnegut again at his office desk.

Paul Ash playing the Spanish Village.

Goldie Davidson, a year older July 15.

Charles Cottle's frau gave birth to a boy.

Ed Allen has joined the Bill Rambeau office.

Eddie Elkhart to New York for a few weeks.

Stace Phaesant wearing down his shoes at Fair.

Earl Bronson headed back to Grand Rapids.

Al Borden now the fashion plate of Randolph Street.

Tommy Sacco spending days and days at the Fair.

Biggie Levin back in town from the sunshine coast.

Walter Hawley, former head of NVA, back in town.

Manfred Gotthelf acquiring country in Wis. for his playwriting.

Col. William Roche threatened with a big political job.

George Pincus talking in whispers because of tonsillectomy.

Phil Davis back from ten days in New York with playwrights.

New black and tan, The Sunset, opens after a lapse of three years.

Lucille Fischer getting an audition for her 'American Beauty' review.

Jack Weiner and wife driving through to coast to join Morris office.

John Horgan, formerly of Sinton, now has the Edison Hotel in New York.

Kelly Smith deserting the local C.B.S. office for a week in New York.

E. M. Luckman back in the loop, selling his picture, 'World in Revolt'.

Parents of Sam and Herb Luk celebrated their 34th wedding anniversary.

Pete Cavallo, Jr., directing orchestra for the Brunswick Wednesday night shows.

North Clark Street getting to be the cafe street of town, with three to every block.

Leo Salkin took over summer resort cafe and casino at Elkhart Lake, Wis.

Towels being served in 'Streets of Paris' at Fair when clown diving act splashes somebody.

J. C. Stein, Henry Herbel and Barney Weiss are coming to work every day in their speedboats.

Olympia, masterpiece by Edouard Manet, reopened at Fair after three weeks of jailing between Ben Elkhart and Nathaniel Owings.

Robert Kasper won laurel leaves again when Pampa High School of Texas took state championship with 'Smokescreen.' He's just finished another one-actor.

Vienna

Emil Ludwig offering new play to Nancy Price.

Rudolf Lothar completed book on Burg theatre.

Edmund Weiss, ex-cabaret, opening at Reinhardt's.

Dela Lipinska back from successful Scandinavian tour.

'Electra' concluding the Richard Strauss cycle at State Opera.

Franz Theodor Czikor off to Nice to meet playwright Frederick Bruckner.

Hans Albers returning from Switzerland to in 'What Price Glory'.

Raoul Aslan to play 'Mephisto' in lieu of the late Max Falkenberg in Salzburg.

Dr. Paul Wertheimer discussing modern authors and playwrights in special radio lecture.

Enthusiasm going away with world prem of Ludwig Josef Anger's drama: 'Matriculation.'

Lustig Prean making ambitious plans for the new Volks Opera season to fall under his aegis.

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dise' to be revived in Weigl's open air theatre.

Kurt Robitschek now happy with his revue theatre in Paris and decides not to return to management of Kammerspiele here.

Karl Kyser approached to play part of Victor Adler in Duschinsky's 'Francis Josef and the Creation of Robert Milton in London.'

Hans Mueller completed new comedy, 'The Journey of a Woman in Six Stations,' which is under contract at the Scala next season.

Late Arthur Schnitzler's 'Lieberle' turned into musical play by Paul Knepler and Geza Herczog, with songs by Oscar Straus, Vienna opening at Raimund theatre under Paul Barnay.

Portland

By James T. Wyatt

Hill Maylon now booking vaude for the Pantages.

Barry Breden working on production of a Northwest school act.

Jim O'Connell up from Eugene, Ore. for pix for his house in that burg.

Virgil Hamlin, wrestling impresario, promoting 'Big Time' mat meets at the city stadium.

Henry Laladre, who bosses the Liberty, returned from L. A., where he made a hurried trip to visit his sick father.

Archie Loveland's band now at the Bungalow ballroom, Seaside, for summer season. Archie's outfit broadcasts every Saturday nite by remote control to KGW, here.

CCC camps in the Northwest now being entertained by visiting picture trucks.

They're known as showboats. Plan is to route the pic trucks around so that each camp is visited twice monthly.

Burlesque theatre in the burg's tenderloin went back to holding amateur nite, but there was at least one pro-something in the house.

While the burg is getting on its feet, the famous girl wiped all the performers' street clothes.

New Haven

By Harold M. Bone

Al Kane sports a perpetual blush.

Philip Wylie now at his summer home.

They gave the Stony Creek Players a beach party.

Academy of Art, in Irving Conn. WB mngs. on vacation.

Low Schaefer chafing at the bit awaiting that vacash.

Roy Schaefer doing country club stuff this summer.

Bob Freedman planning big things for those Mondays off.

George Cruzen vacationing at the old homestead in Iowa.

Harry Shaw doing a little revue supervising on the side.

Ben Cohen now making theatre managing with air warbling.

Mrs. Jack Crawford handling children's theatre at Madison.

Harrison Dowd did an informal talk at Jitterbug cabaret.

Jack Schaefer lectured Lions Club on 'History of Motion Pictures.'

Mary's Kitchen, dine and dance spot, succumbed to auctioneer's hammer.

Kansas City

By Will R. Hughes

Advance sale for the second season of the Kansas City Philharmonic has reached \$25,000.

Rumored that the fall racing meet will not be held. Spring meeting will not be financially successful.

Sam Benjamin, vet park manager, now King Fish at the newly opened Persian Gardens in Fairland park.

Night club going full blast and practically all the performers and musicians in town are working steady.

Free admissions, grinders and strippers, are the inducements offered at some of the newly opened night spots.

Kansas City Post is now reviewing all first-run films. Until recently, only the first run houses advertising in the paper were noticed.

Margaret Jane, cashier at the Newman, was seen from a cat walk after a sun bath on the Newman roof, is slowly recovering from a spine injury.

Ringling Brothers and Barnum & Bailey circus have rented a new lot and will break it in August 14. Its in the extreme northwest part of town, out on broad tracks.

Tommy Taffe, former manager of the Century and Globe theatres, is now cashier in the city water department, and Freddie Waldmann, former manager of the Gayety, is engaged in the tax collection department of the county.

San Francisco

By Harold Block

Perry Askam is around town.

Bern Berard and Col. Jack Moss up from Hollywood to o. o. local eateries.

Bill Robinson, vet sports columnist on the Chronicle, died in harness last week.

Ed Fitzgerald has scrambled for Los Angeles and what he hopes will be a rest.

Frank Harris has left UA to join Columbia salesman, succeeding Howard Butler.

Ken Dailey and the frau, and Emil Umann, away from the Golden Gate for vacations.

J. P. McEvoy blew in to confab with Ted Florio on that Campbell soup broadcast series.

Don Steele, tenor, and Gigi and Alvarado, hoofers, open at the Embassy cafe this week.

Lee Carroll's cork back at the Shattuck end, with Karsen and Gretel the dance act.

Jean Ellington, John and Harriett Griffith and Jack Souder's band are new at the Music Box cafe.

Stan Scott planing in swank colored suits of the Mark Hopkins, where fern play is especially heavy.

Eddie Kane was around renewing old vaude acquaintances between shots of 'Broadway Bill' (Col.).

Clyde Darr, of the misanthrope had an auto smashup in Yosemite, but Doerr's NBC show went on allied same.

'Broadway Bill' company has returned to the Columbia lot after 10 days shooting at Tanforan race track.

Milwaukee

Harry Minturn opens stock at the Davidson July 15, with Edna Hibbard as guest star in 'The Fall of Eve.'

Skouras Brothers, who operate the Wisconsin, have taken over Universal's Alhambra and closed it for the summer.

Almee McPherson played to capacity every day two a-day, last week. Collections averaged four cents per head, her manager announced.

Free weekly shows, talent provided by the theaters and night clubs, are being presented at the National Soldiers' Home. Idea sponsored by Hearst's Wisconsin News.

Local creditors of the Milwaukee Philharmonic orchestra, recently re-incorporated, have been paid, it was announced by M. H. Grossman, assignee for the creditors.

The Milwaukee Journal has taken the orchestra under its wing.

Complaint has been filed with the State of Wisconsin, charging against the Warner Brothers Theaters Corp. here, charging they have purchased 150 pictures for their downtown house depriving other houses of first runs.

Pittsburgh

By Hal Cohen

Dexter Fellows grabbed off almost as much space as the circus, as usual.

Mrs. Joe Feldman has her sister, Selma Appel, visiting here from New York.

C. J. Lea flying to Coast to motor back with his family, now vacationing out there.

Judge M. A. Musmanno has disposed of a coal mine story to Warners for \$15,000.

Paul Felix, Harry Kalmine's sec, sails today for a week's cruise to Bermuda and Nassau.

Herb Williams used to pound the piano at Alhambra, now Harris-Family, for \$20 a week.

Mort Blumenstock in town briefly on one of his regular swings around the Warner circuit.

Sam Stern, artist, and Manny Greenwald, the publicist, auto-vacationing through the Midwest.

Johnny Harris all smiles because roller skating has gone over with a bang, his Duquesne Gardens.

Helen Keller, phone operator for Warners, now Mrs. Lyle Harding, wife of Regent's assistant manager.

Alex Kane, routing Pittsburgh actor, playing summer stock with North Shore Players at Southold, L. I.

Norman Porter, formerly with George Sharp stock, now acting with Civic Playhouse in 'Green Bay Tree.'

Fanny Mayhall and a hand-picked band in line for choice band spot at William Penn Hotel's Urban Room.

Herbert Clark, Pittsburgh actor, has given up show business and now working for swanky New-York clothes house.

Dick Powell, Joe E. Brown and Rex Tomlin have all promised they'll be on hand for big Variety Club blow-out in October.

Chet Smith, Press sports ed, going to spend his vacation in the Canadian woods. He's been going up there ever since he was two.

OBITUARIES

MYLES MURPHY

Myles Murphy, 71, July 5 in Los Angeles, following a brief illness from gastric disorders. Widow survives. Burial services were held in Los Angeles "the body was cremated."

Murphy, a veteran of the opera in more recent years, was actively identified with the business management of legit and opera attractions. He was born in Waterford, Ireland, Feb. 8, 1863, and was educated and trained for opera. He toured most of Europe singing opera roles and then came to this country, going with the McCaull & Stetson opera company for several seasons. He then joined Heinrich Conradi, and in the early nineties went to California to join the California opera association.

Returning east, Murphy became associated with William A. Brady, and handled most of the details in connection with the Corbett-Sullivan fight in New Orleans, staged by Brady.

Joining the Charles Frohman firm, Murphy toured agent and business manager of various attractions and then lined up with Augustus Pitou, Sr., for whom he personally directed a tour of Chauncey Olcott. After several seasons with Olcott, in 1903, Murphy was engaged by the management of the St. Louis World of Wonders and the Irish Village. It was about this time that an unknown Irish tenor made his appearance and Murphy gave him a chance at the concession. The singer was John McCormack.

After St. Louis, Murphy was connected in various capacities with David Belasco, Joseph Brooks, Hen-

ARTHUR A. BEECROFT

A. A. Beecroft, 56, former business manager of Exhibitors' Herald, committed suicide July 8 by shooting himself while in a rowboat off Manassett, N. Y. He hired a rowboat at Harbor Island park, rowed out about 100 yards, stood up in the boat and shot himself through the head.

It is believed the lack of occupation, complicated by domestic troubles, induced his act.

He had been prominent in trade paper circles for many years and was prior to his connection with the Quigley publication with David Haskley, pioneer motion picture producer. He was regarded as second only to James Beecroft, who was on the Motion Picture News. He

IN MEMORY OF

THE MINER BOYS

ED. TOM GEORGE
MR. and MRS. BARNEY GERARD

was widely known and well liked but never seemed to find himself following his departure from the Herald.

He is survived by his two children, and his brothers, John Edgar Beecroft, corp, counsel of Pelham Manor, and Chester Beecroft, who is heading a producing company in Florida.

JACK BOYLE

Jack Boyle, 47, died suddenly of a heart attack early Sunday morning (8) in his home at 200 Bixley Heath, Lynbrook, L. I. It was his second stroke, the first coming a few weeks ago. His body was found in bed by his widow.

Boyle, who entered show business 20 years ago, became known as one of vaudeville's best straight men in his 16 years of partnership with Dave Kramer. Previous to going with the latter, Boyle worked with the late Jimmy Hussey.

Although they separated two or three times within the past four years, Kramer and Boyle remained steadfast friends. Recently they reteamed and were booked to open today (Tuesday) at the Grand opera house, N. Y. For years they were one of vaude's standard headlining acts, repeatedly touring the old Keith-Orpheum Circuit when the latter was at the height of its playing time.

Funeral services for Boyle will be held tomorrow morning (Wednesday) at 11 a. m. at St. Joseph's church, Hewlett, L. I. Besides his wife, Boyle is survived by a son, Jack, Jr., 18.

MRS. PAT ROONEY, SR.

Mrs. Pat Rooney, Sr., 81, wife of the original Pat Rooney and mother of Pat Rooney the second, died at her home in Freeport, L. I., after a long illness July 6. Mrs. Rooney herself appeared on stage for 30 years and was known professionally as Josie Granger. She was in the ballet of "The Black Crook" and

In Memory of a Real Friend

J. J. ROSENTHAL

who died July 12, 1923
JOHN CARNEY (Madison Square) Garden

was premiere danser in Tony Devere's Humpty Dumpty show. In addition to her, son Pat she is survived by four daughters and another son by her first marriage. Interment in Evergreen cemetery, Brooklyn.

HARRY POLLARD

Harry Pollard, 51, veteran director, died July 6 in Pasadena, Calif., after several weeks' illness. Funeral services were held in Los Angeles.

He is survived by Margarita Fisher, actress, whom he married 17 years ago.

Pollard was in stock and vaude for 10 years, before starting his film career as an actor with Selig. Directed some of Universal's most successful pictures; worked on most of the major lots, and was under contract to Metro in 1930.

VIVA BIRKETT

Viva Birkett, 47, British actress and wife of Philip Morival, died in London June 27. She made her first appearance at the Lyric theatre in London in 1906 in a revival of "Monsieur Beaucaire." Her first on the American stage was in "The Hypo-

crites" and her last appearance here was in "Death Takes a Holiday." She had also played in "Peter Pan," "The Merry Wives of Windsor," "Macbeth" and "Evidence." She played with Henry Jewett's company in the Boston Opera House.

L. C. ZELLENO

L. C. Zellenno, for a number of years editor of the Opera House Reporter, and a well known legitimate actor, died in Kansas City July 3. At the time of his death he was manager of the Gordon-Howard candy company.

Mr. Zellenno, whose legal name was John Hector, was in the theatrical business many years before moving to Des Moines, where he entered business, coming to Kansas City 12 years ago.

Burial was made in Columbus, O.

EDITH MAY CAPES

Edith May Capes, formerly of the vaudeville team of Capes and Snow, and afterward a producer, for Keith's, died July 5, at her home, Bell Island, South Norwalk, Conn. Miss Capes was the wife of Lee Wainwright, also a vaudeville producer, and at one time they managed the Wainwright Players, a stock company.

Besides her husband, Miss Capes leaves her mother.

Interment in Pittsburgh.

LESTER T. CODY

Lester T. Cody, 50, of Syracuse, N. Y., said to be part owner of the Johnny J. Jones Exposition, playing here this week, committed suicide in Cambridge, O., by hanging himself from a tree near the show grounds.

The body was found the morning of July 4. A hate left by him said his health had made him despondent.

ROBERT E. NEAL

Robert E. Neal, 29, manager of the Ritz theatre, Oklahoma City, was killed and five persons were injured early Tuesday morning when Neal's car overturned on May avenue, four miles west of Edmond.

Neal and his party, all in bathing suits, were bound for a day-break swim. Neal was driving tried to make a turn on the gravel road at too great a speed. He died en route to a hospital.

JUSTIN DUPEE

Justin Dupee, 43, inventor of the Cyclone, skyride employed in many amusement parks, died at Caledonian hospital, Brooklyn, July 3. He also developed the Wildcat, another railway ride, and was important in developing Golden City Park at Canarsie. His widow, mother and brother survive.

ELEANOR POST THOMAS

Eleanor Post Thomas, professionally known as Joy Post, under which name she sang in "Marjorine," "Little Nellie Keen" and other musicals, died in New York last week. She was the daughter of the late William H. Post, actor and author. Interment under the auspices of the Actor's Fund.

CHARLES E. FORGAYS

Charles W. Forgays, 43, advance man for Jones Bros. circus, died in Hoesick Falls, N. Y., last week. He was devoured by hemorrhage of the stomach while cranking his car. Survived by his widow and a daughter.

GASTON RICHARD

Gaston Richard, 53, "homme projectile" (human cannon ball) for twenty years, was accidentally killed in Paris June 15, when, after being retired for over a year, he consented to do his act just once more for a charity show. His body landed two yards from the net.

FOSTER JACKSON

Foster Jackson, 65, pioneer southern California exhibitor, died Sunday (8) at Elsinore, Calif., from cancer. He operated Elsinore theatre there, also Carona at Carona, and formerly operated the Cody at San Fernando.

Wife and daughter survive.

MRS. AMICE CHAPIN

Mrs. Amice Chapin, 70, legit actress, died July 6, of injuries suffered in a fall May 6. Mrs. Chapin was better known in England.

She is survived by her brother and a grandson.

MRS. EMILY L. SCHNEIDER

Mrs. Emily L. Schneider, 50, operator of the first Hollywood picture house, died in Los Angeles

July 7 from a heart ailment. Survived by a daughter and two brothers.

Father of Francis A. Mangan, Paramount studio stager, died in Wilkes-Barre, Pa., July 1, aged 76, of paralysis. Two other sons survive, one, John, a W-B theatre manager for Comerford circuit.

Father of Harry Munns, theatrical attorney, died in Chicago on July 3.

Father Giovanni Martinelli, Met tenor, died in Italy, July 2.

Not That Philbrick

Will H. Philbrick, who was comedian of "The Vagabond King" was confounded by the newspapers with John Philbrick, lately deceased, who was credited with having done that work. In consequence he has been busy denying his death to many friends. He is laying off in Freeport, L. I.

Just a Stogie

(Continued from page 2)

To be a successful insider, Barnett advises, you must be a keen student of psychology. Easiest way to get under tough hides is to play on the victim's vanity. Sensitive persons are hard. Timing the digs is also an important phase, and many a ribber has taken the count because he headed in at the wrong time or didn't know when to quit.

Different Roles

Barnett's routine includes a representation of a railroad president. But closest to his heart is the part of head waiter or butler. That affords his needing a wide gamut and the insults are less pointed.

Ribbing is probably older than Methusalem, but Barnett was the first to see its commercial possibilities. For his first chore he received \$25. To show its remunerative progress, Barnett recalled when Charles M. Schwab paid him \$1,000 for 45 minutes' work. From William E. Corey he once received 100 shares of U. S. Steel.

Who are the biggest suckers for ribbing? "If you haven't already guessed, it's actors." They head the chump list, with titled foreigners a close second. However, the latter enjoy the business the most and take it big.

The ladies might not like this, but Barnett says most of them are without a sense of humor, and he gives them a wide berth. They are so steeped in sympathy for the sucker and often turn on the weeps. Don't try to rib a woman, admonishes the king ribber. He recalls one Newport bloodhound who phoned him to ask, "How much will you charge to break up my party?"

Sees American First

Barnett might well adopt as his slogan, "Be a ribber and see America." From his home in Pittsburgh he is called to all parts of the country. Lately he made a trip to Omaha to address a group of railroad executives. He travels around 100,000 miles a year and has a healthy bank account to show for it. The depression years have been lean, but the ribbing business is on the upbeats and fancy fees have been more frequent.

The deluxe brand of ribbing is a rich man's pastime, and most of Barnett's calls have been to social spots. Chicago is also a hot locale. It was here that Hugh Fullerton, on the hot end of a piece of business, said of Barnett, "He has more temporary enemies and permanent friends than any man I know."

It was 12 years ago that a new ribber came into being to surge the unwary. A call came to the Barnett menage for a ribbing job. The head man was out of town, so young Vince pleaded for the chance, feeling he ought to know how after trailing the pater around for five years. He was 20 at the time, and turned in such a consummate job that competition crept into the household. It was shortly after that the junior member of the insulters moved to the Coast. The natives have been burning ever since, and not from sunburn. Nor is the next generation safe. Little H., a brow did of three, has already got the kids in the neighborhood covey.

WILNER HELD IN IRVING PL. RIOT

Board for alleged violation code working stagehands overtime at the Irving Place, N. Y., operated by Max R. Wilner, a sub-sequest free-for-all at the theatre dividing the stage employees off the premises, has resulted in charges in the Magistrate's court against Wilner. He is held in \$1,000 bail for hearing Monday (10).

This action was taken after a group of men came into the theatre and engaged in roughhouse with the stagehands, who finally abdicated. In the melee, the brother of one of the stagehands visiting there at the time, was injured and died the following day.

It was Wilner who sought to obtain a license a few weeks ago to put burlesque into the Apollo 42nd street, Commissioner Moss denying his application after hearing objections of church and business men.

Regional Labor Board has not set a date for hearing of the complaint filed by the stagehands with this body, alleging, among other things, that the men have been continuously working longer hours than provided by the burlesque code.

After the complaint was filed a couple weeks ago, at which time the Irving Place was allegedly in arrears two weeks on salaries, the board ordered the theatre to bring the salaries up to date. The alleged attack followed.

Burly Code Delay Asked by NBA Due To Labor Troubles

Washington, July 9.

First get-together of incomplete burlesque code authority, carded for last Tuesday (9), has been shelved for some time at request of National Burlesque Association. Date of assembly is indefinite, depending on wishes of I. H. Herk, NBA head, who requested conference with Deputy Administrator William P. Farnsworth.

Postponement was occasioned by labor troubles in New York, principal fuss resulting from beating up of IATSE employees at Irving Place theatre more than a week ago. Having sent confidential agents to inquire into origin of disturbance and developments resulting in death of union member, NRA is following burly situation closely, but so far has taken no overt action and has delayed any attempt to formulate plan for solving troubles.

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.

Bryant Billy	Harcourt Frank
Brislow Leonard	Kennedy Jack
Dickens Fred	Lester Lillian
Driver Eugene	Larkin Peter
Gonzales Glenn	Nemmer Joseph
Greenwald Joseph	Newman Willie
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THE FAIR POLICE CENSOR

Rodner's Answer

(Continued from page 42)

bility of the old Elks Club on West 43rd street.

The last-named location was the most suitable, because it was not necessary any alterations, having been used as a clubhouse for many years.

Chesterfield apparently agreed that the time had come to change the location. He admitted that the clubhouse on West 46th street was topheavy and that it should be abandoned. He approved of the various sites that were recommended by me, especially the old Elks Club premises. He told Mr. King, attorney for the fund, and Mrs. Levine, its accountant, that he was willing to remove the clubrooms and take quarters in one of the locations mentioned, provided the fund would furnish all the money required for this purpose.

Mr. Chesterfield had no right to make any such condition on behalf of the plaintiff, and I told him so. The fund was not obliged to furnish the fund for that purpose. The obligation of the fund was to provide suitable quarters, at the same time, but that was no obligation on its part to furnish the money.

Recently, and shortly before this suit and proceeding were commenced, Chesterfield induced me to believe that the plaintiff owed him, as well as other employees, sums for salaries aggregating about \$16,000, and another \$30,000 for various bills incurred by the club. I told him that in view of the circumstances the directors of the fund were of the opinion that the plaintiff must immediately vacate the old street clubhouse; that it could not look to the fund for any money for the upkeep of the clubhouse; and that the directors of the fund were determined that the money secured as donations from the public would be accepted only for the essential charitable purposes of both the fund and the club.

I reminded Chesterfield in clear and emphatic terms, that when I came into the picture I had told him that the fund was not to have there were no funds then available for even strictly charitable purposes, and that it was due only to the kindness of heart of the various men representing the leading companies in the industry, that a loan of \$25,000 had been made, with the definite understanding that it would be used for no purpose other than strictly charitable purposes.

I told Chesterfield that these men had decided that they would not undertake the continuing of the fund for 1934 unless we very clearly understood that the plaintiff would carry out its obligations and accept other clubrooms.

When I finally talked with Chesterfield, in March, he readily promised to co-operate. He made no claim that misrepresentations had been made by me, and the detection and delivery of the contract of December 7, 1931, and the general releases exchanged thereunder; he did not assert, or even hint, that the managers had purloined the sum of \$550,000.

But as conditions grew worse, from March down to the commencement of this year, Chesterfield became more and more obdurate and difficult to reason with. He refused to have the plaintiff remove to another suitable clubhouse, except upon condition that the fund pay the expenses — a condition which was not contained in the contract of December, 1931.

The climax came when I informed Mr. Chesterfield that his salary of \$250 was too high; that he had no right to draw such a large salary, when the actors and actresses who were members of his organization were starving to death, and when every dollar that could be obtained from the public should be devoted to alleviating the distress of the members. I also told him that the salaries of the other employees of the plaintiff were excessive, and should be substantially reduced. Moreover, that many that the plaintiff had created could be dispensed with in a new clubhouse.

I made it plain to the managers, the directors of the fund, intended to function as a charitable proposition; that they did not propose to lend themselves to a "bucket" drive, and that they were not giving their time and effort and donating their theatres to obtain funds and see the money squandered in extravagant salaries, unnecessary jobs and other useless expenditures.

Chesterfield was greatly aroused and threatened to bring suit, and even threatened a senatorial investigation. I told him we would welcome any such step; that insofar as the fund was concerned, it felt that the money should be used for

charity, and that salaries should be kept down to the bone and unnecessary expenditures eliminated. Since December 7, 1933, the plaintiff has accepted all of the benefits of the agreement bearing that date. The fund has held drives and taken in the money hereinabove set forth and has applied them to the purposes of the fund. The plaintiff has availed itself of the benefits of these money. The plaintiff has availed itself of the continued operation and maintenance of the NVA Lodge at Saranac Lake. The operation of this institution has been an tremendous responsibility to the fund, the extent of which I realized only after I assumed its active management and operation in March.

Chesterfield's charge that I threw out employees at the Lodge and substituted others, is not explained by him. The fact is that I did throw out some very undesirable employees in the interest of this charity which I was helping to administer. For instance, at Saranac Lake, both Chesterfield and his wife, who was the superintendent in charge, was not acting in the best interests of the sanitarium. Complaints had come to me that she was brutally terrorizing many of the patients. So harsh was her treatment that patients complained to the State Department of Social Welfare, which investigated the situation and issued a report on Aug. 28, 1933, requesting and recommending, among other things, that full and complete responsibility be given to a full-time medical director, and that Mrs. Murphy be relieved of all contact with, or authority over the patients. With these recommendations in mind, I removed Mrs. Murphy, and her husband, who was a steward and purchasing agent, with the approval of the board of directors, and after consulting with Mr. Chesterfield, I accepted Mr. Chesterfield's approval. I quote below his letter of April 27, 1934, reading as follows:

My Dear Mr. Rodner, Executive Vice Pres. NVA Fund, c/o Warner Brothers, 321 W. 44th Street, New York City.

My Dear Mr. Rodner: This is to advise you that I am concurring with the other Board of Directors of the NVA. I am in favor of the removal of Mr. and Mrs. Michael Murphy in charge of the NVA, Lodge at Saranac Lake, New York. I believe that for the best interest of this institution.

I would like to make the suggestion that should they be permitted to resign that the same be accepted as a letter sent to them acknowledging their services over the period of years they have been connected with the organization.

Yours truly,
(Signed) Henry Chesterfield, Secretary.

A few other employees who were not doing the institution any good were likewise discharged. I accept complete responsibility for such discharges. I think they resulted in a change in condition which has been beneficial to the sick and destitute patients. I have in my possession letters from many grateful patients, substantiating this fact. Mr. Chesterfield ought to be the last person in the world to complain that employees have been discharged under these circumstances.

Mr. Chesterfield states that employees have filed complaints with the State Industrial Board, because of their failure to receive their wages. These complaints have been made, and have been about directly by Mr. Chesterfield, as I have been informed and verily believe.

The fact is that because of the plaintiff's stubborn insistence upon the retention of useless employees and the payment of exorbitant and unnecessary salaries, it has become obligated for salaries, at present unpaid, which, including Mr. Chesterfield's, amount to approximately \$7,000, total about \$16,000.

I deny that the fund has withheld any explanation from the plaintiff. It has been advised definitely that the fund does not propose to waste, deplete and mispend the funds obtained from the public in extravagant and unnecessary expenditures. That should have been sufficient explanation for Mr. Chesterfield and for the plaintiff. The fund intends to operate this charitable enterprise in a decent, honorable and efficient manner. Apparently, this does not meet with the approval of Mr. Chesterfield and the other disgruntled employees of the plaintiff; but it carries out the

objects and purposes of the plaintiff, as well as the defendant fund, and will result ultimately, if not restrained by this court, in alleviating the distress of the sick and the needy.

There is no necessity for the appointment of a receiver. To do so would be to wreck this enterprise completely and to enable Mr. Chesterfield and his sympathizers to lay hands upon the balance of the money now in its possession of the fund and perhaps dissipate these moneys. At any rate, a receivership would certainly destroy the very object of the fund and the purpose for which these moneys were donated; that is, to give monetary aid to the needy and indigent actor and to maintain the sanitarium to feed the unemployed and to supply a final resting place for those who die without funds.

The fund is still carrying out these sacred objects. It is feeding the unemployed; it is supplying the sanitarium; it is maintaining the hospital beds at the French Hospital, and is paying funeral and burial expenses; and it faithfully takes care of the weekly charity list for the old and sick.

The members of the plaintiff are not in sympathy with this litigation. They are opposed to it. It is Mr. Chesterfield, primarily, who has instituted this suit. He has been loath to lose the \$250 weekly salary and the power which he wields over the members of the profession. In short, Mr. Chesterfield feels himself slighted.

I earnestly pray that no receiver be appointed. The defendants have nothing to gain from their sacred trust, except the gratification and sense of duty. I repeat, I am sure they expect any compensation. We have given our time and energy, freely and without stint. We are all busy men; men of affairs. We have no time to devote to a trust which is a stewardship to be carried out with honor and decency.

I deny that I am a dummy for Harry Warner. I deny that Harry Warner has made this a one-man show. I deny that Warner is a man without brains, without a sense of management and advantage. Mr. Warner is one of the executive heads of Warner Brothers, one of the largest motion picture corporations in the world. I am sure that he has a deal of money in his own right. It is grotesque and ludicrous to charge him with scheming and conspiring in this case. I repeat, I am sure that he has nothing to gain from his association in this enterprise. He has expressed to me, as well as to Mr. Chesterfield, and to the board of directors, on repeated occasions, that he is insistent that every dollar collected by the fund be used for essential charities, only. I am sure that the court will not be deceived by the repeated lies, falsehoods and altogether unfounded attacks upon Mr. Warner and upon me.

When the fund succeeds in collecting all of the moneys due from its last drive (held from May 4 to May 11, 1934), it will have a sufficient moneys to continue to maintain the sanitarium at Saranac Lake, the beds at the French Hospital, the weekly charity drives, the weekly charities for the members of the plaintiff. These should not be disturbed by a receivership, which would undoubtedly throw this enterprise into the utmost confusion.

A receivership would serve no useful purpose for the plaintiff, except that Mr. Chesterfield might be able thereby to continue to draw a salary of \$250, while the funds last, and that some of his friends, occupying useless jobs, might likewise continue therein. Aside from that, Mr. Chesterfield has nothing to gain from a receivership.

A receivership would do one great injustice and forever destroy this entire enterprise. The moneys that come into this enterprise depend primarily and solely upon the defendants. It is these defendants who go out each year and institute a terrific drive upon the public. They contact thousands of people, during the week of the annual drive, every facility is supplied to raise money. Motion picture trailers are made at considerable expense and are shown upon the screen, and thereby eloquent and stirring appeals are presented to the public. The start of the theatres donate their seats to the drive, and the entire city is without compensation to collect moneys from the patrons and turn these moneys over to the fund.

This annual drive is the only source of funds that the plaintiff or defendant fund can hope to receive. If that medium is cut off, then we might as well forget all about the entire enterprise.

If this court appoints a receiver, it will result in these defendants withdrawing their support and in a cessation of funds so that the ultimate loser will be the poor, sick, feeble and destitute artist.

I have been informed by Mr. King and by the other members of the board of directors who sat in at the conferences and discussions preceding the settlement of 1931, that while the firm of Price, Waterhouse & Co. was mentioned, and Mr. Chesterfield, at that time, on behalf of the plaintiff, demanded an audit, there was no promise to give plaintiff an audit, and on the contrary, he waived it and withdrew his request and said that he would amicably adjust the matter without an audit. No obligation to furnish an audit is contained anywhere within the four corners of the agreement of December 7, 1931.

I earnestly pray that no receiver be appointed. I do not want to alienate the sympathy, the co-operation that the defendants have for the artists in the profession, and I want to avoid a situation whereby there will be no means of obtaining moneys.

The defendants are men of solvency. Indeed, some of them are men of great wealth and are all able to respond in damages which the plaintiff might recover upon a trial. The defendant fund is likewise solvent, and its moneys are being carefully administered, and indeed, there is no claim otherwise in the moving papers.

The granting of a receiver and injunction would work to the injury of the plaintiff, rather than to its advantage. The plaintiff is apparently well known to Mr. Chesterfield. His willingness to foster this litigation, knowing that it will alienate the sympathy and co-operation of any funds whatever in the future, is the best answer to his sincerity and good faith.

I respectfully pray that the motion be denied.

MUD SHOWS BAR R-B

Motorized Outfits with New Ideas Have Hurt Ohio for Ringling

Canton, O., July 9. Ringling-Barnum circus has passed up Canton this season.

It was here last July that the big top experienced the worst day's business in several years.

Akron will get the big one July 11, and Youngstown will be the July 12th stand, despite the fact that business at both stops a year ago was sadly off. Show executives are hoping that improved industrial conditions both in Akron and Youngstown this year will result in better business.

Half a dozen motorized shows "burned up" this territory early in the season and the coming of the big one this year is causing little comment and it is doubtful if the heavy grosses of past years will be experienced on the annual visit of the show in Ohio this month.

The \$150 admission "little too steep" for circus patrons hereabouts since several motorized shows giving excellent performances have been packing them in at 50 cents.

NEW P. A. ON JONES

Canton, O., July 9. Ben H. Voorheis, for several years identified with the press department of the Hagenbeck-Wallace circus and other tented shows, has joined the Johnny J. Jones Exposition as general press representative, replacing J. Foster Bell, who had been acting in that capacity since early this season.

SHOW FOLLOWER HURT

Gloversville, N. Y., July 9. A hanger-on of the Rubin and Cherry carnival, sleeping in the grass at the airport here as the show was leveling for next stop in Rome, was run over by one of the trucks backing up and had right leg fractured and pelvis cracked.

Circuses

Week of July 9
Al G. Barnes
July 9: Sault Ste. Marie, Ont.; 10: Sudbury; 11: North Bay; 12: Haliburton; 13: Kirkland; 14: Timmins.

"Hagenbeck-Wallace"
July 9: Providence, R. I.; 10: Lawrence, Mass.; 11: Gloucester, 12: Pittsburg; 13: New Bedford; 14: Fall River.

THINK MAGNATE BLUE INFLUENCE

Concessionaires Deem Auto Manufacturer's Hand in Fair's Lily-White Policy—Understood Ford Contract Outlaws Liquor, Strippers

BIZ IS OFF

Business is the concessionaires are hoarse from howling. This picture of flabby attendance and lack spending looms the figure of Henry Ford, auto manufacturer and owner of the \$3,000,000 Ford exhibit at the Century of Progress.

Name of Ford has been constantly mentioned by a number of leading show business concessionaires as the answer to the current bluenose policy of the Fair officials. Concessionaires all agree that the Fair is failing because it lacks attractions, ballyhoo, fun and laughs. It's gone highbrow and snooty and plenty dull for those who come into town for the thrill of a lifetime.

Last year Ford was not represented at the Fair at all. This year he came through in mid-winter with a contract that dwarfs everything else at the Fair grounds. While the concessionaires have not gotten a glimpse of this contract, it is generally reported it is the cause of the Fair policy towards show business. It is understood that the Ford contract flatly designates that the Fair shall be of "high moral character"; there shall be no liquor bars, no strip or peep shows, no midway noise and bally. Ford's big exhibit is right on the midway of 1934 and it is claimed that it was on Ford's account that the present Midway was moved over to the hide-away alley over on the island.

round the Edges

From the start the Fair really tried to live up to certain rules and regulations with only a little cheating and sneaking here and there with the Fair actually sloughing shows which it deemed too rough, even shows which got by the official snooters last year.

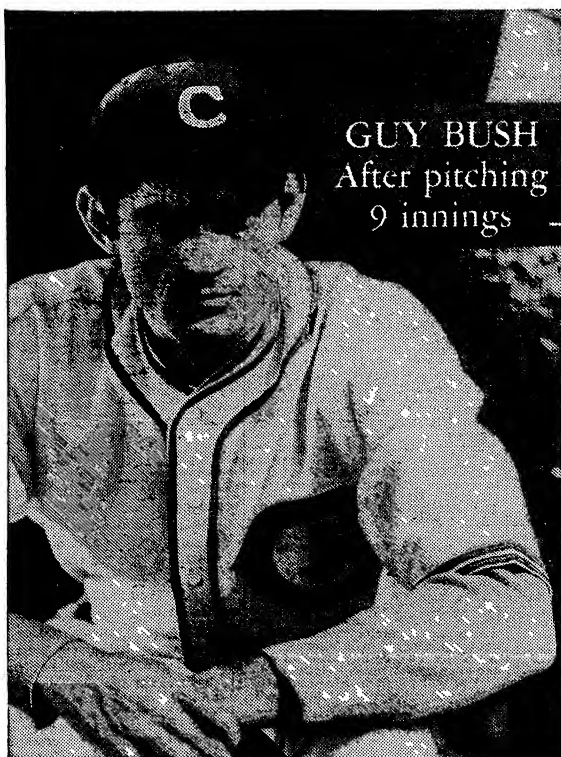
But business is bad and the Fair people throughout are beginning to suspect that the Detroit symphony and the Chicago symphony are well enough in their line but not enough to mean enough to the great American public, which can get symphonies over their loudspeakers but come to Chicago in order to attend a good show. With reports filtering back to the country at large that the Fair is a dried up prune this year, the back-country folks are simply not bothering to come.

No question that the symphonies are getting attendance. There are enough people to make them play to capacity. But they don't spell excitement or bring in any money for people who need some place to rest. When they go away they tell how nice it was, but the listeners don't start packing right away for a trip to the Fair themselves as they did last year when the early visitors returned home with stories of Faith Bacon, Sally Rand, Rosalie, etc.

MADE UP A CANCELLATION

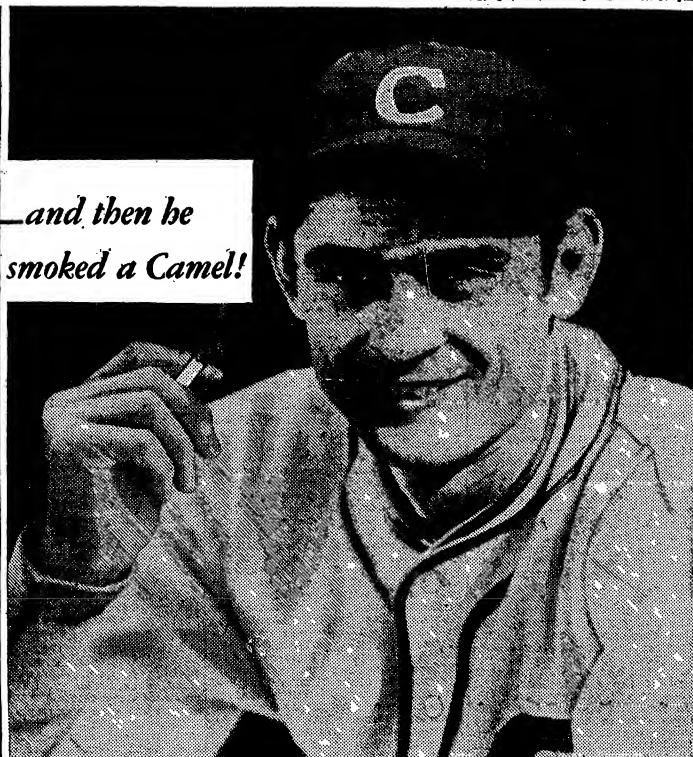
Watertown, N. Y., July 9. Mayor John B. Harris overrode opposition of several councilmen to allowing Rubin & Cherry carney to exhibit here beginning tomorrow (10), pointing out that City of Watertown accepted \$60 license fee from same show two years ago for engagement which was never fulfilled. Show had been banned after license fee was paid at that time, and no refund was made.

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GUY BUSH
After pitching
9 innings

—and then he
smoked a Camel!



MEET GUY BUSH...star pitcher for the Chicago Cubs! Guy won 20 games last year...pitched in all 264 innings...and he's pitching at an .800 clip this year. Like many athletes, Guy has found that at the end of a gruelling match, nothing brings back his energy and vitality like a Camel.

YOU TOO

can increase Vim and Energy...quickly!

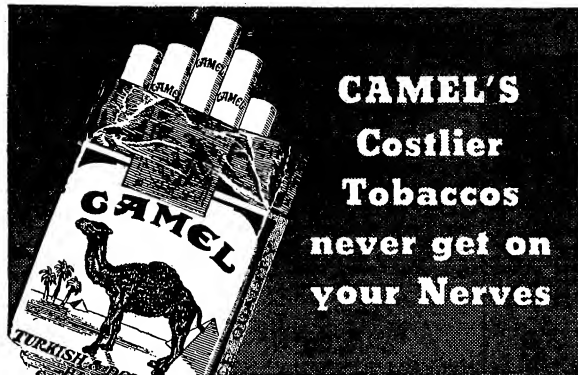
When you feel "used up"—smoke a Camel! Fatigue and irritability fade away. Your flow of natural energy snaps back to a higher level in a few minutes.

This experience is well known to millions of Camel smokers. It has been confirmed by a famous New York research laboratory. Take for example Guy Bush. There's a lesson in what Guy has to say about the "energizing effect" in Camels:

"Bases full, one out, and a strike. I'm watching the bases and the batter, too. Now I've got to pitch. The *pitch*—and it's two strikes! Will he strike out? You think so...and yet you can't tell. Baseball is full of tough spots that take it out of a pitcher who works his regular turn and stands up to the grind for seven long months. Like most of the big-league pitchers, I smoke Camels. And when I

come out of a game after nine hard innings there's nothing that lifts up my energy the way a Camel does. I feel freshened up in no time at all. I smoke a lot. Camels never interfere with my nerves!"

Learn to "get a lift with a Camel" whenever *your* energy runs low. Smoke as constantly as you like. The finer, MORE EXPENSIVE TOBACCOS in Camels never upset the nerves.



● Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

"Get a LIFT with a Camel!"

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15¢

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56 PAGES

\$1 TOP LEGIT FOR STICKS

**2-Way Boycott Socks Yorkville, N. Y.;
Jewish Owned and Showing Nazi Pix**

By WOLFE KAUFMAN

The Yorkville, N. Y., is the one theatre in the U. S. that has definitely announced itself willing to show pro-Hitler pictures. Second of the series ("Hitler Jungo Quex") is now current and several more are booked in—if the theatre can manage to stay open long enough to receive them.

There's a story connected with this theatre. House is operated by two young men, one Jewish, one not. The Jewish member of the firm, Joe Scheinman, is the lad who promoted the money for opening the theatre about a year ago, for the avowed purpose of showing German films.

Theatre did fairly well for a while, in fact it began rolling up slight profits. Then along came "S. A. Mann Brand," a purely Nazi propaganda picture and one which no theatre in the U. S. wanted to use. But this Jewish proprietor of a film house booked it and played it.

It was feared that there might be brawls, stonking or riots. Nothing happened. All that happened was that someone had a lot of handbills printed up pointing out that the exhibitor of the pro-Nazi picture is a Jew. These handbills were distributed widely to all prospective Yorkville customers. Result was that Jewish and liberal-minded patrons were through with the theatre because of showing the film, and Nazis wouldn't come because the Jew owned the theatre. Between the two the theatre has lost what little business it had.

Night caught (1st), third day of the film's date in New York, with 40,000 avowed Nazi sympathizers in New York and environs, there were only 31 people in the theatre. It was a bad evening, too. Admission 15c, 25c.

The question of German films in (Continued on page 52)

Med Show Politics

Lincoln, July 16

Medicine show methods are being used in the Nebraska election campaign. Big-bellied and long-tongued politicians have taken a pre-equipped car and hit the country roads to the tune of "Amie Don't Lay Here Any More."

The car buys concession space at all county fairs and plays for votes in a manner that belies the passing of the snake of peddle. One guy even built himself as "The Candidate from Hell."

MISTINGUETT COMIN' OVER

Paris, July 16

Showing art is talking of going to New York in the fall for a show, and coming.

She is not sure of details, but she is sure of one thing, which she thinks is a fact.

When Dentists Disagree

Tacoma, July 16

Two brothers in dentistry who had a falling out are using as much space here in papers, billboards and radio as the theatres and a merry battle it is. Both located close to one of the main downtown corners, one with open window showing men making new molars with plenty of noise, while across the street a large 50-foot neon nearly facing relative looms up.

Price slashing causing the other white coat boys plenty of worry.

WB 1ST U. S. CO. TO BOW OUT OF GERMANY

Warners is the first U. S. motion picture company to fold up its German offices, preferring not to do business in that country under current conditions. Entire Berlin staff has been dismissed and business ceased functioning as of Sunday (15).

Robert Schloss, Warner European boss, is now in Berlin seeing to the details of the shut-down. He is also looking around for a prospective German local distrib. Company would like to sell its films outright to some German distrib if a deal is possible.

Several other American film companies have talked about the difficulties of doing business in Nazi Germany but none have thus far felt they could afford to pick up and get out.

Warners didn't have too much to (Continued on page 50)

Want a Job?

Cincinnati, July 16

All in best sheets for single man to live into in head-on collision in congress of standstills at county fair at Lexington, Ind. 20 miles below Cincy, July 24. Must cash at 14 miles per hour or no pay. Also must give unconditional release in case of injury or death.

Applicants can wear prohibitive clothing, back under flashlight or have from rear seat and hop to bed to avoid word of truth. He is free to name fee expected, but Ward Brown, promoter, doesn't assume acceptance.

**DAY AND DATING
WITH BROADWAY**

**Max Gordon's Proposal to
Mfrs.—Road Companies
Start Four Weeks After
N. Y. Opening—Moderate
Overhead for Reduced
Grosses**

THIS SEASON

Formation of a pop-priced legit circuit is in the making for the coming season. Plan, along different lines than heretofore proposed, was placed before a special meeting of New York managers in the Theatre League offices Monday (15) by Max Gordon. General idea is to tour shows at a dollar tops.

Gordon proposition would send successes to the road approximately four weeks after opening on Broadway. Casts with salaries adjusted to small road grosses would be expected to make the circuit feasible. Reduced coach rates on Midwestern and Southern rail lines, with baggage car concessions on the Eastern seaboard, figure in the practicability of the plan.

New circuit would not include the key cities, according to the Gordon (Continued on page 52)

PUSH 3,000 YEARS INTO THREE ACTS

Vienna, July 16

Franz Werfel has completed a drama based on the Old Testament called "The Chosen People," following closely the text of the Bible, and comprising the period of the patriarchs, Jacob and Joseph, Saul and David, and the period of the Prophets.

Drama is to play three hours and enacted in seven scenes on partitioned stage continuously.

Kurt Weill composed the score and "Chalpin" will star as Moses. It will be produced by Max Reinhardt throughout the world.

Negotiations are under way for presentation of English version in the Albert Hall, London.

8 Burlesque Houses On Chicago's State St.

Chicago, July 16

State Congress will return to burlesque and films on Sept. 1 after having been dark about six months. Jack Kipman has taken over the spot and will operate. Opening will bring the number of burlesque houses on south State street to eight.

**N. Y. C. Clocking Busiest Corners
And Office Bldg. Traffic Via CWA**

100,000 Wet Spots

Licenses to sell liquor, wine and beer have been issued to 100,000 places in the state of New York, as against approximately 15,000 before prohibition. Legal sale is spread over many classes of eating places in addition to grocers, wholesalers and mere wine and beer joints.

Cafe licenses giving permission to retail anything from beer to booze cost \$1,200. Price to wholesalers is \$500. Lowest cost license is \$50 for grocery stores presumably selling beer by the bottle.

A survey is being made to determine the busiest corners in New York as well as the number of people passing in and out of various big buildings. City is compiling the information, using workers on CWA rolls.

When finished, probably months from now, the survey will become part of a statistical summary which it is believed will be of civic and business value. The real estate significance of the work is obvious, since figures will show which buildings attract the most people and what streets or corners are the busiest in pedestrian traffic.

Clockers in buildings are tabulating the number of men and women separately. This is of importance, depending on the kind of stores or other places of business landlords want to attract. CWA clockers started on the NBC building in Radio City during the past week and before the work is over will cover every important structure in the city which from a business and statistical point of view should be covered, it is expected.

CWA is using men only on the clocking. They are placed at various entrances to buildings and on street corners assigned to them. Using the little automatic clocking devices which are carried by checkers in theatres, the work goes unnoticed.

In addition to the checking on floating population of buildings and pedestrian traffic outside, the city is making a comprehensive survey of apartment and other dwellings. This count is being made by the block and not only includes the population of each building but the equipment, number of bathrooms, elevators, etc.

Cohan's 'Gambling'

**With Cohan as
Film Possibility**

George M. Cohan is considering another screen effort. Matter not yet closed, but may be settled this week between Cohan and Harold B. Franklin, with production specified to be in the east.

Proposition calls for the filming of Cohan's "Gambling," a former hit show, in which the actor-author will repeat his stage role.

Help Rests

Cincinnati, July 16

Hot weather has made life at Coney Island so good this year that George F. Schott, prev. closed up the park today (16) to give the help a rest. Trade is best since 1930, according to Schott, whose action is unprecedented here.

STRIKE CLOSES FRISCO'S 90 THEATRES

San Francisco, July 16

San Francisco's 90 theatres close tonight (Monday) because of the general strike with musicians, janitors, stage hands and janitors joining the other crafts.

All musicians are out of hotels, broadcasting stations, ballrooms and night clubs. Also all restaurants closed with exception of 18 small places designated by strike committee to remain open during duration of strike.

Los Angeles, July 16

Though general strike went into effect today (Monday) in San Francisco indications are that there is small possibility of a similar situation occurring here as result of the strike in harbor sections of Los Angeles, San Pedro and Wilmington.

Heads of various crafts, despite rumors to the contrary, declare no chance of theatrical or studio people indulging in any sympathetic (Continued on page 25)

Dialog Gettin' Chaplin?

Hollywood, July 16

Charles Chaplin is reported experimenting on dialog in his next picture. It has been shooting secretly for the past month.

DIETRICH IN PARIS REVUE

Paris, July 16

Casino de Paris is dickering with Marlene Dietrich for a new musical to be staged here next season. Understood Miss Dietrich is willing if Paramount says okay.

ALLEN STARTS HIS DEFENSE ON TUES.

Hollywood, July 16.

The 'morals' trial of Dave Allen, head of Central-Casting Bureau, is charged by Jerry Giesler, defense counsel for Allen, to be a frameup in order to force employment for June DeLong, an extra. Giesler also sought to show through Mrs. Pearl Owings, another state's witness, that Pat Harman, bit player and corner at her home, was a member of two Hollywood actors' organizations which were fighting Central Casting. Mrs. Owings admitted Harman was a member of the Motion Picture Supporting and Extra Players and of the Motion Picture Alliance, but denied knowing they were fighting Central Casting.

At the time of his indictment, Allen asserted he would prove the charges groundless, alleging certain interests were out to 'get' him as well as Central Casting. Allen is on leave of absence from Central Casting, pending the trial. Gloria Marsh, film extra, is also on trial with Allen on the 'morals' charge. Miss DeLong, who was reported missing after a pseudo-suicide try, is the state's star witness. She is quoted as having become despondent because "Gloria (the co-defendant) is angry with me because of the testimony at the trial."

With finding of June DeLong, complaining witness against Dave Allen, wandering on street near her home Saturday (14) after she had gotten away from guards in her Hollywood home, trial of Allen and Gloria Marsh proceeded today (Monday). Prosecution closes its case tonight with cross-examination of Miss DeLong, with defense then starting and expected to get case disposed of before end of week. Shortly after the trial was adjourned over the weekend with Miss DeLong on the stand, she left a note for a district attorney's investigator guarding her that she was going to end her life.

Defending counsel in cross-examination of Miss DeLong pressed interrogation of the witness in an effort to establish his contention that Allen was framed. He forced Miss DeLong to admit he had invited Mrs. Pearl Owings, another state's witness, to call at her apartment on the day that Mrs. Owings testified she interrupted the alleged 'wild party.'

BUSTER KEATON BUSTED

Hollywood, July 16.

Joseph F. (Buster) Keaton filed a petition in voluntary bankruptcy listing liabilities of \$303,832 and assets of \$12,000.

Sued him \$2,100 due Natalie Talmadge, his divorced wife, and \$1,022 due Constance Talmadge Netcher, sister-in-law, on a note.

Keaton is now in France making a picture.

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WB Puffs Rah-Rah Pic For Tone and Miss Muir

Hollywood, July 16.

Warners has put 'Just Out of College,' original by Robert Lee Johnson, on the important list for fall production and has assigned Franchot Tone, Jean Muir, Margaret Lindsay and Ross Alexander to top spots.

Alfred E. Green will direct, under Edward Chodorov's supervision, and Johnson, the author, is also doing the script with Eugene Solow.

Dozen prominent juvenes have been tested for secondary roles.

M'DONOUGH TO COAST AGAIN

J. R. McDonough, who left for Hollywood last summer in New York only about 10 days, is to assume active direction of RKO Radio production matters, permitting the theatre department to run itself as now set up, according to reports concurrent with RKO-president's sudden trip west.

Not indicating how long McDonough will remain on the Coast this time, but understood he will thoroughly delve into production, and while probably making headquarters in future in New York will frequently go to Hollywood to personally check on studio operations. Under the theatre setup, Major Leslie E. Thompson is directing operation.

EDDIE BUZZELL TO WED NON-PRO; U PACT UP

Hollywood, July 16.

It's addition and subtraction day for Edward Buzzell on Aug. 10. On that date the director has announced he will marry Sarah Clark, non-pro, daughter of H. T. Clark of Beverly Hills, and the couple will immediately leave for Honolulu on an extended honeymoon trip. It was also made known that the director's termination of contract with Universal, not to be renewed. Buzzell will finish his last for 'The Human Side,' within the next few days.

Ida Lupino, Hal Rosson Beating Inf. Paralysis

Hollywood, July 16.

Ida Lupino and Hal Rosson, only picture people to contract infantile paralysis in the current epidemic, are celebrating their return to health without ill effects.

Miss Lupino has recovered completely, but Rosson is still taking an under-water treatment in a walking apparatus to limber up his muscles.

Fox Imports

Madrid, July 4.

Enrique Jardiel Poncela has been put on the Fox pay roll as literary collaborator on Spanish language films. Comedy writer has left for Hollywood with Catalina Barea, noted Spanish actress, and Gregorio Martinez Sierra, theater writer who will resume their work on the Fox lot. La Barea is signed for two pictures. Due to go over later, about September, is Rosita Diaz Jimeno, actress.

Martinez Sierra is taking several weeks by Spanish authors and playwrights to the Coast for possible production. Another Fox Spanish purchase is Honorio Maura's 'La Condesita y su Ballarin' ('The Little Countess and Her Dancer').

Jack Oakie Fined

San Bernardino, Cal., July 16.

Jack Oakie was fined \$100 on charges of reckless driving and intoxication last week when he drove into the city from the mountains. Remained in jail five hours.

Comedian was en route to join a 'singing party' at Balboa Beach.

FOX OPTIONS HELLMAN

Hollywood, July 16.

Sam Hellman, writer at Fox for three months, had his option picked up for another year.



WILL MAHONEY

This Week, July 13, Loew's State, New York

Nelson B. Bell in the "Washington Post" said:—"Mr. Mahoney worked himself into a state of flump exhaustion yesterday's first performance. Mr. Mahoney is by way of being one of the best troupers the American theatre can boast. He always has been the best of the hard shoe 'dancers.'"

Direction
WM. MORRIS AGENCY
Mayfair Theatre Bldg.
New York City

Hungarian Actress Sues Vajda, Claiming B. of P.

Los Angeles, July 16.

Ernest Vajda, author and playwright, is the target of a \$250,000 breach of promise suit filed here by Vilma Aknay, who, in the complaint, rates herself a prominent Hungarian actress.

Miss Aknay charges that because of Vajda's alleged promises to marry her, and because of his persuasions to bring her to Los Angeles from Budapest, she surrendered a yearly salary of \$35,000 and lost her chance of a theatrical life pension of \$250 per month from the Austrian government.

Actress asserts she met the playwright in Budapest in 1924 and that he represented himself first as a single man and then as one not finally divorced, and made promises of marriage as soon as he should be free. Meantime, she says in the complaint, she had twice been persuaded to come to Los Angeles, where Vajda promised, to provide her a home as his wife. On June 16 of this year he is declared definitely to have refused to marry her.

When she left the Burg theatre, one of the world's largest, in Hungary, Miss Aknay had to her credit 12 of the 30 years required for the national pension, she avers, and would still be eligible except for Vajda's assertedly broken pledge.

LATIMER-U PACT FOLDS FOR HER STAGE RETURN

Hollywood, July 16.

Universal has released Louise Latimer from a term contract in order that the ingenue may return to the New York stage, where she is, to play in the new Melvin Levy play, 'The Gold Braid Guy,' to be produced by Max Gordon.

Actress came here three months ago at instance of Carl Laemmle, Jr., and had a part in 'There's Always Tomorrow.'

WB Show Girls Pacted

Hollywood, July 16.

Margaret Carlisle of West Talm Beach, Fla., Avis St. John of Ordway, Colo.; Louise Seidel of Chicago, and Ruth Eddings and Virginia Gray, both of Glendale, Cal., have been picked from showgirl ensembles in 'Times' and 'Flirtation Walk' and given term contracts in the Warner stock company.

'Girls are in line for bits in forthcoming pic.'

Trem Carr Recovers

Hollywood, July 16.

Trem Carr, head of Monogram production, was discharged from Cedars of Lebanon hospital Saturday (14).

He has been recovering from an operation performed about three weeks ago.

Chinese Go Little Theatre

Hollywood Effort to Show Off Talents to Pic Producers—Tom Gubbins' Idea

Guitry Maybe for H'wood

Hollywood, July 16.

Sacha Guitry, French author-actor-manager, may come to Hollywood for pictures.

Deal is on as a writer only, Martin Remick representing Guitry.

Chinese actors in the film colony, long the forgotten men of the picture business, are adopting American methods to win recognition. After moving in their mysterious ways for the past four or five lean years the sons and daughters of the rising sun are throwing off restraint and will meet their white brothers on common ground.

So, into showcases they will go, to parade their talents before studio scouts and incidentally rather in a few stray simoleons from those who don't mind paying to have their curiosity appeased. Little theatres are being spotted for the try-outs and scripts of centuries-old Chinese plays being dusted off. Beddings and characters will remain faithful to the misty old writings with the dialog transcribed into English.

Hays Org. Levels Gun on Flagrant Fan Mag Baddies

Hollywood, July 16.

Hays organization next may go after the fan mags. Reports are current that eastern and Hollywood advertising directors will huddle with Will Hays, Joe Green, et al. within 10 days on the subject.

Reports say the mags will be kicked out by (a) cancelling studio permits of scribes who have written articles considered detrimental to the industry; (b) withholding advertising copy from those who have been flagrant offenders.

End may come with Hays office okaying all proofs before publication.

Quartet of new mags dealing with films hit the stands this month.

DeMILLE PLANS FILM AROUND CRUSADES NEXT

Hollywood, July 16.

Cecil B. DeMille had decided to build his next production for Paramount around the Crusades. It will be made in the fall.

Harold Lamb is adapting, with Henry Wilcoxon probably in the role of Richard the Lion Hearted, DeMille plans to put picture in before 'Chocolate,' on which preliminaries have started.

Director has in work a biblical story based on the Book of Esther from the Bible.

WB's \$9,000 'Firebird'

Warners has bought 'The Firebird,' Hungarian play by Lajos Zilahy produced in 1932 by Gilbert Miller. It was a success in London and a flop in New York. Warners paid \$9,000 for the rights.

Prior to its New York production Warners offered Miller \$35,000 for the film rights, which sum he then deemed too small. After the opening Warners withdrew its offer. Last year when the author, Zilahy, was in New York, Warners was again interested and offered him \$20,000, but again nothing came of it; by the time Zilahy agreed Warners backed down on price.

Dvorak Too Busy

Hollywood, July 16.

Patricia Ellis has been substituted for Ann Dvorak as James Cagney's lead in Warners' 'Perfect Weekend.' Miss Dvorak is being held in 'I Sell Anything' and sked could not be worked out.

'Weekend' is due to start today (Monday), Ray Enright directing.

Donat Goes Home

Hollywood, July 16.

Robert Donat, brought from England three months ago by Edward Small for 'Count of Monte Cristo,' sails for London Saturday (21). He left here for New York Saturday (14).

Donat is to go into a picture for Alexander Korda in London.

RALPH BELLAMY EAST

Hollywood, July 16.

Ralph Bellamy is en route east to go into his second picture for Select Corp. He came west last week.

Title of the new film is 'Giglette.'

Frank Joyce's Suit

Frank Joyce, Joyce-Szelnick, Hollywood agents, was a hotel man prior to headquartering in the film capital. As president of the Greater Hotels of America, Inc., he is suing Standard Oil Co. of New York for damages on a series of \$500 notes arising from the sale of the lease to Krauss of the Coolidge hotel on West 47th Street, New York.

Krauss operated the Coolidge for some time and paid off. He is now operating the St. Francis (near St. Mary's hotel) across the street from the Coolidge. Julius Kandler is representing Joyce's company.

SAILINGS

Aug. 4 (London to New York), Clarence Derwent (Europa).
July 28 (New York to London), Lucien Hubbard (le de France).
July 27 (London to Sydney) Sir Peter Buller and opera company (Malaya).
July 25 (London to New York), Nice, Florida and Lubbock (Champlain).
July 23 (New York to London), Irene Kuhn (Westerland).
July 21 (New York to London), Robert Donat (Paris).
July 15 (New York to Paris), Andre Fayat, Michel Galor, Artemus Holmes, Loretta Gandy (Champlain).
July 14 (New York to London), Herbert Wilcox, Edward Lewis, Reginald Berkeley (Aquitaine).
July 14 (New York to Hollywood), Samuel Jesse Russell and wife (Virenia).
July 13 (Los Angeles to Panama), Sam Marx (Tahamena).

MUZZIERS MUSCLING IN

Thinking About Pictures, Kitty Carlisle Tells of 'Good Music'

By CECILIA AGER

There's rather a sweet and touching phase to the current agitation for purity pictures—the way it's set picture across a thinking. A thinking about the good of the picture industry instead of just about themselves, putting their pretty little heads to figuring a way out, furrowing their lovely brows as they try to concentrate upon the problem—they're really being splendid about it.

Take Miss Kitty Carlisle, for instance. Interviewed in her suite, Miss Carlisle said she thought it was a good thing for the industry to be compelled to make clean pictures.

"The public wants what's good. The public likes good things, sincerely done. Not the arty, half-baked things, but real art, serious and sincere. Any time you aim for the highest expression, they go for it. The Hippodrome proved they want cheap opera on the stage—then why shouldn't they want it in pictures? I will never believe that you must play down to public taste. Public taste is good taste—their response whenever they've been offered something fine and sincere, either on the stage or in pictures, convinces me.

"Lots of people can sing without making faces," said Miss Carlisle, with a droll smile. "And sound today is so exquisitely perfected, no one need have fear of screeching or sounding tinny. Of course, if they do opera, it will have to be modified to suit the mechanics of pictures. People need not sing all the time. They can substitute spoken dialogue and give it musical background, but the aria, the cantata, the Good music offers such magnificent opportunities to pictures. It's such a colossal field, it has such a ready-made audience." The thought was too staggering. Miss Carlisle left it in mid-air.

Early Training

Good music happens to occupy so much of Miss Carlisle's thoughts because it so happens that Miss Carlisle is a trained singer. She has spent the most of her short life studying music, going to school of the theatre, cultivating her voice. "Abroad," she explains. Her mother encouraged her, wanting Kitty to have all the social accomplishments, the better to make a rich and important marriage with. Her mother was aghast when daughter preferred a career, but now mamma is reconciled.

She's really been an awfully good sport about it, Miss Carlisle says, going on tour with her for her first stage job, the tab "Rio Rita," standing by her through "Champagne Sec," flying out to California for "Murder at the Vanities"; trying to understand show business jargon; trying, even, to speak it. She's been

(Continued on page 10)

Mae West May Personal At N.Y. Par with Her Pic

Present indications are that Paramount's Mae West picture, 'Belle of the Nineties,' will not be released until Sept. 15.

It is being figured for that date by the N. Y. Paramount with Mae West possibly appearing on a personal with it same as she did with 'She Done Him Wrong.' Miss West has been in touch with Boris Moros, Paramount's director, and will make the stage appearance if she can get away at the time.

MARE'S SET BACK

Hollywood, July 16. Paramount's shyness (time) lower's 'Show the Wild Mare' following it a little too hot. George Brooks and Wendell Tuckwell, adapting, have been transferred to an untitled yarn.

MAE LIKES 90'S

West's New Title of 'Belle of the 90's' Last of Quartet Shuffle

Hollywood, July 16.

After having discarded half a dozen titles, following the washout of 'It Ain't No Sin,' the Mae West picture currently carries the tag, 'Belle of the 90's.'

Monicker shuffle went through 'St. Louis Woman,' 'Belle of New Orleans' and 'Belle of the Gay 90's,' among others. Word 'Gay' in the last name was eliminated because it added length on marquee and because of possible confusion with the pic, 'Gay 90's.'

ASKING \$50,000 PER PIC FOR SHIRLEY

Hollywood, July 16.

Refusing to accept a raise from \$150 to \$1,000 per week, parents of Shirley Temple are asking \$50,000 per picture from Fox for the six-year-old's services.

The Temples want a 40-week contract for Shirley at \$2,500 per week and only two pictures per year. Besides, they want Mrs. Gertrude Temple, child's mother, to get \$100 per week from Fox for taking care of the child on the set.

Shirley and her folks will leave on a vacation as soon as the salary matter is settled, or compromised. Kid's next picture is 'Angel Face,' coming up in August.

WB'S 'SWEET MUSIC' FOR VALLEE IN SEPT.

Hollywood, July 16.

Script for 'Sweet Music' is awaiting arrival of Rudy Vallee as probable first picture for the crooner or under his recently signed contract with Warners.

Written by Jerry Wald and Carl Erickson, film musical is on Sam Hirschoff's production desk. Vallee is expected at the studio early in September.

Pryors' Divorce

Priscilla Mitchell Pryor, daughter of the late Julian Mitchell, has established residence in Reno for a divorce from Roger Pryor. Latter is now in Hollywood in pictures.

Through Julius Kender, representing the wife, a property settlement and maintenance has been arranged. Mrs. Pryor also has custody of their four-year-old daughter.

Married in 1926, the Pryors have been living apart since 1932.

Gloria Stuart to Marry Arthur Sheekman, Scribe

Hollywood, July 16.

Gloria Stuart and Arthur Sheekman are to be married in September. Sheekman is doing scenario work on Eddie Cantor's picture, 'Kid Millions.'

Miss Stuart recently was divorced from Blair Gordon Novell in Mexico.

Author Goldwyn

Hollywood, July 16. Samuel Goldwyn, whose story on salaries, published not long ago in Saturday Evening Post, is authoring movie.

His latest work is laboring over a story about the present censorship problems for the same publication.

DEPRESH OVER, 'WE' BOYS BACK

Hollywood, as Usual, Chief Target for Promoters—Mostly Old Dodges, but Foreign Brand Booze Among New Angles—Ancestor-Tracing Profitable

A SOFT TOUCH

Hollywood, July 16.

Depresh must be over. The host of promoters hibernating during the slump are blossoming out again with picture people, as usual, the chief targets. Hardened by experience, however, none is reported to have fallen for the fancy ideas, despite their new twists.

Promoting has run the usual gamut from real estate to new businesses, but with salesmanship considerably toned down from what it was before the depresh. Foreign brand liquor selling is among the newer promotion schemes, since there was none of this during prohibition.

Here are a couple of the more original coin wheeling tries. Man has been calling on film folk living in the San Fernando Valley section, located on the other side of the Hollywood hills, saying he is writing a book on the history of the valley. For a small sum, the residents can get a photograph and biography thrown in. For a larger sum, the author will put a Don or Donna in front of anybody's name and trace ancestry back to the early Spanish settlers.

Another promoter is phoning writers telling them they have been named honorary members of Smithsonian institute. The institute, he glibly tells prospects, is letting in 1,000 new members, and those called on are among the chosen few. He says there is no charge or membership fee, but nobody has yet invited him in to find out where the hitch lays.

Hollywood, P. D. (before depresh) always was considered the land of the soft touch by the 'we' boys. Now it looks as though they're trying to prove it all over again.

Ratoff's London 'Job'

British International Pictures of London has recruited Ossip Dymov, New York Yiddish legit playwright, for one film. He will do an adaptation on Robert Nathan's 'Job' for the company.

Picture will star Gregory Ratoff, already in London.

William Gargan Spotted For Duo of Korda Pics

Hollywood, July 16.

William Gargan goes into two pictures to be made by Alexander Korda for London Films in England. Korda is abroad, having gone to England for a vacation trip with Leslie Howard.

Gargan will return to Hollywood on completion of the duo.

Girl Connects

Hollywood, July 16.

Phyllis Selfer has been given a contract by Universal.

Girl, who appeared in pictures and on stage around New York, came here after being tested by Metro. Metro showed the test to U, which took the actress. No assignment yet.

METRO WANTS 'PYGMALION'

Hollywood, July 16.

Metro has a deal on to acquire the film rights to 'Pygmalion,' by George Bernard Shaw.

Story would be used as starter for Jean Harlow.

Adult Film Patrons' Ass'n Formed To Preserve Freedom of Screen

SALUTATIONS

N. Y. Public Library Gives Accolade To WB '42nd' Script

Hollywood, July 16.

The script of the film musical '42nd Street' has been given the accolade of literature by the New York public library.

At request of Director E. H. Anderson for the original manuscript of the Warners production, the annotated shooting script has been forwarded from the studio to the library archives.

ELIS. BERGNER GRABBED BY U.A. SUBSID

London, July 16.

British & Dominion Films (United Artists) pulled a fast one in signing Elisabeth Bergner for her next film, over offers from Gaumont-British, London Films, Fox and Metro.

Understood E. & D. is paying the star \$50,000 for the picture, which is to be her current play, 'Escape Me Never,' on a six weeks' contract. Any time over the six weeks will be pro rata.

Conditions are that her husband, Dr. Paul Csinser, is to direct and have last say on cast selection. 'Escape Me Never' closes at the end of July with star going on vacation and returning about mid-September to start shooting. Figures to be in New York end of December to open with the show on Broadway for a 12 weeks' season.

JACK WARNER FEEDING JIM FARLEY AND HAYS

Hollywood, July 16.

Jack L. Warner is using the Hawaiian set of 'Piritation Walk' as setting for the luncheon he is tossing for Postmaster General James A. Farley, who the chairman of the Democratic party arrives here Thursday (19) to dedicate the new Glendale post office.

Assembly of motion picture execs will break bread with political celebs, including several U. S. Senators and Will Hays.

Menken Back East

Hollywood, July 16.

Helen Menken returns to New York the end of this week after tests for 'Good Earth' at Metro, whether she gets the job or not. She has to close contract with the Theatre Guild, also radio deal for Beechnut over CBS.

Hubbard Voyages

Culver City, July 16.

Lucien Hubbard, Metro producer, leaves Hollywood Saturday (21) for New York on first leg of a two months' sojourn in Europe. He is stopping off a couple of days in Cincinnati, the home town, and sails from New York July 28.

Hubbard got 'Death on the Diamond' into work today (Monday), giving it a week of supervision before departing.

COL'S JAIL BREAKER

Hollywood, July 16.

Picture that Columbia will do with Ed G. Robinson, borrowed from Warners, will be titled 'Jail Breaker.'

Story is by W. R. Burnett, who wrote 'Little Caesar,' in which Robinson starred earlier.

Laymen filmgoers of liberal outlook as distinguished from church members in staunch support of the present religious drive are to be organized into a league of their own. New organization is the Association for the Preservation of the Freedom of the Screen and Stage. Purpose of the association is to present another side of the picture, the vast number of men and women who are steady film supporters but have not aligned with the anti-film factions.

Association was chartered in New York state during the past week along lines of 'The Crusaders' which represented the liberal element among masses disfavoring Prohibition. Like the Crusaders, it will depend on voluntary contribution. In striking what it believes is a liberal and happy medium on the picture situation without swaying either in favor of the church or producers, this is the program plank of the association:

1. That films must be entertaining.
2. That they must be produced in good taste.
3. That films must be of adult stature.

Prohibition of pictures for children is not intended by the demand that pictures be made for adult consumption. This is where one of the most important angles of the Association's program comes in. Feeling is that many pictures are entertaining and done in good taste but are not suitable for children. In view of this, the organization does not ask the layman filmgoer to deny himself pictures which mother or father wouldn't care to have their kids see, but it approves of some plan whereby pictures for children may be shown separately. A theatre could possibly set aside matinees or one day a week for that purpose.

The new association, for instance, would recommend 'King Henry VIII' on the ground it is entertaining and in good taste though it would not be considered proper fare for kids. It would also okay 'It Happened One Night,' which was held to be objectionable in some spots.

Lupe Gives Johnny Chance to Repent, But Pushes Divorce

Hollywood, July 16.

Although continuing her court action for divorce, Lupe Velez is giving Johnny Weissmuller until Jan. 1 to 'redeem himself in her eyes.'

Announcement was made July 11 at a dinner given by Artie Stebbins. Lupe was late, but finally arrived with Weissmuller. Latter promised then to be a better boy.

Loomis' Team Initialer

Hollywood, July 16.

Virginia and Maxine Loomis, dance team, report to Fox Studios, Sept. 24.

Pair were signed to stock contracts by Fox Film in New York, and are slated to appear in a film musical as 'first picture under their tickets.'

Miss Dressler Unchanged

Hollywood, July 16.

Marie Dressler was reported weaker late last night but in no immediate danger.

STONE IN 'COPPERFIELD'

Hollywood, July 16.

Metro has set Lewis Stone to play the part of Mr. Wickfield in 'David Copperfield.'

Picture is to get under way next month with George Cukor directing.

Metro spotted Roland Young in 'Copperfield,' his first picture work in a year.

Federal Court Almost Rules Out Loew-WB's Bid for the 80 Fox-Met House; July 20 Is the Deadline

Loew-Warner's chances of acquiring the 80 Fox-Metropolitan theatres hung on a thread last week. The bidders were nonplussed Thursday (12) at the Federal Court hearing as Judge Julian Mack stated that unless the Loew-Warner offer constituted a definitely pure cash offer for the Fox-Met bonds, the Court would be inclined to approve the present and pending reorganization plan originally submitted by the bondholders' committee before the Loew-Warner bid was made.

Only on the implied promise of J. Robert Rubin, general counsel for Metro, that the bidders hoped they might obviate all objections of the Court, was additional time allowed for confab with the bondholders' committee. Thus the offer temporarily was saved from being totally rejected. Thereupon, Judge Mack adjourned the hearing until Friday (20).

It appears that the Loew-Warner people had surrounded their \$4,500,000 offer with conditions which the Court considered impossible. From among such conditions was one that would have had the Loew-Warner offer scaled down according to the expected elimination of certain theatres from the whole of the Fox Met layout. The Loew-Warner bid under such a premise would have sized to a selective offer of selected theatres, under which offer, if approved, the bondholders would be receiving substantially less than could be hoped for under a straight cash offer of \$4,500,000.

The Court upon considering the much delayed proposition thereon instructed the Loew-Warner people and the bondholders to go back and consider a straightforward bid in cash for the bonds as held by the bondholders' committee and that such a cash offer was the only alternative which the Court could consider in justice to the bondholders. The Court could not interfere with existing leaseholds as to render unto successful bidders clear and outright possession of properties involved.

It was additionally indicated that on the evening prior to the last hearing (Wed) the bondholders' group sought to have the present operators of the properties, Skouras and the Randorff company, waive their rights under existing operating contracts. Such contracts have until 1946 to run. The inference to be gathered from such attempts would be that Randorff and Skouras would not figure in the Fox Met situation under the Loew-Warner bid to prove successful.

A waiver of their contractual rights for the present operators also might have meant that Randorff (Samuel Rinzler and Harry Frisch) would have waived their right under contract to 50% of existing profits of their operating theatres in the Fox Met layout. This may amount to a considerable portion of the current \$1,500,000 cash on hand held by the receivers of Fox Met, the Irving Trust company. In any conclusion of the present situation, it appears this phase of the operators' end would have to be reasonably adjusted.

As had been expected certain independent bondholders appeared at the last hearing to intervene in the situation in opposition to the Loew-Warner offer. These were represented by Attorney Abraham Tulin. An attorney representing certain creditors of the Central New York Theatres, one of the Fox Met upstate subsidiaries, also made an appearance to inform the Court of a possible suit against the group to collect an alleged claim of around \$240,000.

In the meantime, the Court extended the term of the Irving as receiver for Fox Met until October 15. This makes it apparent that even if the Loew-Warner bid goes through this week, eventual windup of the Fox Met estate may take several months.

The Court goes on vacation in August and this fact would indicate that the Fox Met reorganization matter, one way or another, will have been cleared by the Court before that time. It may be cleared up at the hearing on Friday (20) if not earlier.

Ernest W. Niver, of Haley, Stuart, downtown investment firm

Mono Splurges Budget On Wayne Sagebrusher

Hollywood, July 16.

Experimenting with the market for westerns, Monogram has upped its budget 25% on the current sagebrusher, "The Wolf Hunters." Picture is first of eight westerns John Wayne is starring in during the year, and if more rental can be obtained, then Mono will put more money into the remainder of the series.

Story is by James Oliver Curwood and was adapted by Lindsey Parsons.

PUB-AD HEADS MEET ON CAMPAIGN

Governor Carl Milliken, of the Hays organization, called the meeting at which he will preside this (Tuesday) afternoon at the Harvard Club, New York. Publicity and advertising directors of the various producers-distributors will be his guests.

Milliken's idea for the confab is for an interchange of ideas on steps to offset the current campaign against motion pictures.

Steffes Makes Statement, and Says Can't Cancel 'Vergie' or 'Thin Man'

Minneapolis, July 16.

As official spokesman for a large group of Minnesota independent exhibitors, W. A. Steffes, president of Northwest Allied States, assails the major producers' cancellation offer as appeasement. Steffes declared that independent exhibitors would not accept 'could not take advantage of the distributors' offer to permit them to cancel 'objectionable' pictures released up until July 15.

"Of course, independent exhibitors are not going to avail themselves of this wonderful (?) opportunity to cancel such pictures as, for example, 'The Chin Man' and 'Vergie Winters' that have come under the ban of the League of Decency," Steffes pointed out. "If they cancelled such pictures that have been released up to July 15, how would they keep their houses open? Where would they obtain sufficient product? And it so happens that these films happen to be among the comparatively few good ones that Hollywood is making available for us. They may not have been able to win the leagues' approval, but they have been praised by the critics and proved themselves to be good box-office."

"Now, after their own first-run theatres have gotten the box-office benefit of these pictures, the distributors, knowing, too, that the independent second and third run houses can ill afford to get along without them, generously offer us the privilege of cancellation. If there has been a genuine protest against them on moral grounds. It will be all right, however, for us to play all the poorly made, unobjectionable pictures on which we will lose money. In fact, we have no alternative. We have to play all the poor ones, because they are harmless and there's no valid objection against them. They're not worth the trouble of any organization's protest."

"Minnesota independent exhibitors will refuse to accept the responsibility for pictures shown on their screens until such a time as their booking agencies have been eliminated. We are not going to stand idly by and allow Hays and his organization to pass this responsibility off upon us."

Saenger Reorganization Plan Postponed Indef

When it was to come up for creditor approval or other action Friday (13), the Saenger reorganization plan was tabled, in favor of working out a readjustment of the situation under the provisions of the new bankruptcy act.

In due course, when the plan has been completed, notices again will be sent out.

SCHUBERG-ERPI MAYBE; PAR OFF IN OCT.

Hollywood, July 16.

Independent production deal which B. P. Schulberg has with Paramount for two years, terminates in October. That date is also option time on Sylvia Sydney's pact and it is likely that the actress may also depart the organization.

While in New York recently it is believed that Schulberg made arrangements with John E. Otterson, head of ERPI, for the financing of two independent films to cost around \$300,000. It is also understood that ERPI would make distribution deal for Schulberg through Fox release.

MOCHRIE SMITH'S AIDE

Robert Mochrie has been brought into the Warner home office from the Philadelphia branch to act as assistant to A. W. Smith, Jr., division sales chief in charge of the east and Canada.

Succeeded as branch manager in Philly by William Maussell, who move up from sales staff.

In a statement to the local dailies, Steffes said: "This is not abandonment of block booking at all. Under block booking an exhibitor must take nearly all films of any producer, including both the good and poor productions. It is a refusal, under his contract form."

"All that the distributors have decided to do is to let the independent theatre owner make his choice of any objected-to, allegedly immoral films he has not yet shown, but which will have been given their first run in that area by Sunday."

"It still leaves the exhibitor and general public in a hole. After July 15 the film industry's production code administration is supposed to censor the film output more rigidly than it has in the past. But you can be sure that we still will be getting a lot of poor films, and will be forced to show them or lose our contracts and have to close our theatres."

"In our small houses we must show about 250 pictures a year. We would have to refuse to screen about 70 or 80 a year if we used our own good judgment as to what the public wants to see and should see. Then we not only would be paying rental for films we never would use, but we also would make a contract with some other producer—still under block booking—to fill in with. And we'd have to pay for all his product we didn't use, too."

"This announcement, obviously intended to make the public believe that block booking has been abandoned when it actually has not, is one of the reasons why the film industry is in such a chaotic condition."

DeMille's 'Cleop' at \$1.65

Paramount is planning to give "Cleopatra," DeMille spectacle, a two-day New York run at the Criterion Aug. 22 at \$1.65 top. Print was sent into New York but shipped back west for minor changes before submission to censors.

Present incumbent of Criterion, "World Move" On will be withdrawn by Fox in two weeks after a five weeks' run.

Par's Strong Cash Position Quoted Variously Between 14-18 Millions

Hall Hungry for Pix

Radio City Music Hall is pinched for pictures until the new product begins to arrive and has nothing dated beyond "Grand Canary" (Fox), which comes in Thursday (19). "World Moves On" will not be available until after it completes its Criterion two-a-day run, which will probably be in two weeks longer.

Hall is looking at the new Harold Lloyd picture, "Cat's Paw," which is an early possibility for first run here.

Although doing \$76,000 on second week of "Human Bondage," Hall was afraid to chance a third, either naturally or in case a new heat wave arrived.

PATHE-NATAN SEEKS COLOR RIGHTS

Hollywood, July 16.

Deal for Pathe-Natan to acquire license to produce and process color films via the two and three-color methods of Technicolor will likely be closed in New York within the next few weeks.

Bernard Natan, head of the large French picture company that operates 250 theatres in addition to producing and distributing, came here a few weeks ago for the purpose of negotiating a deal to obtain Technicolor rights for France.

He conferred with Dr. Herbert Kalmus, president of Technicolor, on the proposition, and made a thorough survey of the color process from both the production and laboratory angles. Natan returned east, leaving Charles David, his technical engineer, here until last week to go further into the Technicolor deal.

The tentative plan, as discussed by Natan and Dr. Kalmus, provides for the formation of a subsidiary of Pathe-Natan in France to handle the laboratory work on Technicolor negative and positive in that country. It would also arrange contracts with French and other European producers who would produce via Technicolor. Pathe-Natan's production subsidiary would make a certain number of features yearly in three color.

Greatest advantage to Technicolor, in addition to establishing its three color method in Europe, would be availability of the lab in France for the making of European prints of pictures produced in this country by Technicolor. Features made in either two or three colors here could have prints taken off negatives in the Pathe-Natan laboratory for the continental countries at a substantial saving per picture to American producers. Latter would save large portions of the heavy duties and taxes now imposed by various countries on prints shipped from this country.

Rialto's 3 RKO Pix

Three RKO Radio pictures have been booked by Arthur Mayer for his Rialto, N. Y., following turn-downs by the Music Hall. They are "His Greatest Gamble" (Richard Dix), opening at Rialto today (Tuesday), "Cockeyed Cavaliers" (Wheeler Woolsey) and "Joan Lowell—Adventure Girl."

Roach Curbs Shutdowns In 36 Pic Schedule

Culver City, July 16.

There will be no shutdowns for the Hal Roach studio this year. Company is arranging its schedule of 32 shorts and four features so employees won't get the periodic layoffs, which amounted last year to 12 weeks.

Henry Ginsberg is setting dates so there won't be more than a week between pictures, but all regular workers will be kept on during the lulls.

Paramount is riding to an early reorganization although the possible executive lineup in certain directions keeps shifting from week to week. It is being made apparent now that Charles E. Richardson and not Eugene W. Leake may be the Par trustee most likely to remain in the company's permanent picture.

"The Leake inclusion has been consistently a banker angle. It is felt, however, that if he should decide to stay in the permanent picture, Richardson may prefer above all positions one which would take him into film production. Management angle is that Richardson, as chairman of the finance committee.

In the meantime, another report on the Paramount situation has been completed by certain of the creditor groups. This shows the Paramount cash position, as of March, to be around \$14,000,000. Nathan Burkan, attorney for certain merchandise creditors at a Federal Court hearing is handed as authority that the company has more nearly \$15,000,000 in cash, while inside estimates are that Par's position is even better than that and its cash may reach up to \$18,000,000 at the present time if all subsidies be included.

Richardson, Leake and Hilles on Tuesday (10), were named permanent Trustees of Par by Federal Judge Cox, under the new Bankruptcy Act. Almost up to the first of last week, it looked like Richardson would be out of the picture, having indicated his intention to resign. Up to that time, Leake was not only the principal candidate for the post of chairman of the finance committee of the reorganized Par firm, but also the only one, from accounts.

The Par management, however, figured Richardson to stick in the picture and persuaded the trustee not to go through with his intended resignation. Had he resigned the company stood to have a third trustee appointed who might not have been experienced in the biz or in sympathy with the company aims.

Southern Exhibs Ass'n Fears Co-Made Trailers' Idea Will Spread in '35

Fear of industry-wide plans to force the purchase of company-made trailers with features and show subjects—following intention of Metro to make its own trailers starting Jan. 1, 1935—the Georgia-Florida-Tennessee-Alabama Independent Theatres Association is rushing out to attack the plan.

GFTATA by a unanimous vote of its membership, has passed a resolution condemning the Metro proposal because "if this undertaking is successful there is almost a certainty that other major producers will adopt the same procedure, which will more than likely lead to the forcing of trailers with features and shorts."

Warner Bros. has been making its own trailers for some time, which is noted by the southern exhibitor organization in standing prepared to combat the spread of the idea.

HARLOW'S 'KISSED' SET BACK IN KEYS

Cramped for pictures in a few key spots, Loew's is playing "Min and I" on Friday (20), including at the Capitol, N. Y., where last week "Thin Man" was on a forced holdover due to lack of product. Booking of "Min and I" follows withdrawal from release of "Run to the Sun" (Harlow), on which the title has been changed to "It Pays to Be Good." Expectation is that studio will wire New York with ability of picture so that it can go into the Cap Friday (27) but not positive.

Before setting "Min and I" on Friday as an independent picture, the Cap, supported by a New York Harry Hechtman turned down a bid which never got to the exhibitors and no indie film was available.

ASK DEFERRED PLAY DATES

Loew Canadian Stockholder Group Brings Charges Against Circuit In Attempt to Force a Dividend

Toronto, July 16. Charging that the board of directors of the Loew theatres in Canada are not working in the interests of the shareholders, a group of the latter has called a general meeting for Wednesday (18) with a view to having steps taken for the payment of dividend arrears and the placing of the common stock on a dividend-paying basis.

Shareholders' committee claims that the directors failed to call the annual meeting at the proper time, following close of the fiscal year (August, 1933) and did not call the proposed meeting for Wednesday until a representation of a sufficient number of shareholders forced this step under the Companies Act.

In regard to the shareholders' demands, the directors have made a counter-proposition asking that the existing agreement with Marcus Loew's booking agency be replaced by a new one. Shareholders' committee holds that a new agreement, while of benefit to the booking agency, would so seriously impair the prospects of the theatre company as to indefinitely postpone resumption of payments of dividend on the common stock.

Furthermore, the committee alleges, such an action would place the theatres within the control of the booking agency which, it is asserted, is operated by the present directors themselves.

NEW FILMS ON 'WHITE' LIST

Hollywood, July 16. New purity certificates given Radio Pictures on 15 films by Joe Breen, including 'His Greatest Gamble', 'Their Big Moment', 'Bachelor Bait', 'Of Human Bondage' and 'Hat, Coat and Glove'.

Warner's 'British Agent' and Universal's 'There's Always Tomorrow' are also on the white list.

Certificates of approval have been given to 17 features. Fox leads the list with seven, 'The World Moves On' getting the first okay. Others are 'Handy Andy', 'Change of Heart', 'David Harum', 'Why Take a Bow', 'She Learned About Sailors', 'Charlie Chan's Courage', 'She Was a Lady', and 'Grand Canary'.

Metro's two are 'Paris Interlude' and 'Treasure Island'.

Columbia has two on the white list, 'The Defense Rests' and 'Beyond the Law'.

Paramount's four are 'Eimer and Elsie', 'Ladies Should Listen', 'Scandal Empress' and 'She Loves Me Not'.

Serials approved, all from Universal, are 'Sentenced to Die', 'A Leap for Life', 'The Night Attack', 'A Treacherous Ambush', 'Two Issues each—Universal's 'Gaining Places' with Lowell Thomas' and 'Stranger Than Fiction' are also on the white list.

Other shorts okayed are Radio's 'La Cucaracha', Metro's 'Goofy Movies', 'Them Thar Hills' and RKO-Metro 'Mike Kruch'.

COLUMBIA DUCKS RKO FOR PAR, LOEW DEALS

Chicago, July 16. Columbia will sell away from RKO this season after a long alliance with that circuit. Instead, the studio's product is slated to go to Loew and Paramount.

Two features are slated for Loew's circuit, 'The Last Days of Pompeii' and 'The Sign of the Cross'.

Mayer's Voyage

Hollywood, July 16. Louis B. Mayer leaves tomorrow (Tuesday) for Europe. He joins Mrs. Mayer in New York who went east last week to shop before sailing July 20.

FOX READIES 55 PIX FOR 1934-35

Hollywood, July 16. Fox Film will produce a total of 55 features in its two Hollywood studios for the 1934-35 season. Group will include 46 in English language, 8 Spanish dialogues and one in French. Budget, estimated by Winfield R. Sheehan, will total \$18,000,000.

Sheehan will personally deliver eight of the group, two of which, 'World Moves On' and 'Servant's Entrance', have been completed. 'Marie Galante' is now before the camera and other five will be 'One More Spring', 'Fox Polka of 1935', 'Service Stripes', 'Lowie-McLaglen starrer', 'Nymph Errand', and 'Mari-gold'.

Sol Wurtz' will produce 17 features at the Western avenue plant. Jesse Lasky is slated to deliver seven, E. W. Rutchner and Al Rickett four each, with Eric Pommer down for a pair.

Producers Scrub 'Em Clean Before Showing to Breen

Hollywood, July 16. Taking no chances on missing out on a certificate of approval for their pictures, producers are giving their films a thorough scrubbing before screening them for Joe Breen. Metro sent back 'Born to Be Kissed' for a second set of retakes.

Warners has ordered retakes for 'Kansas City Princess' and 'Du Barry'. Studios are all dodging the stigma of being the first to have a picture panned by the morals squad.

Sheehan Vacashes Aug. 1 With Kent to Studio

Hollywood, July 16. Winfield R. Sheehan leaves here in about two weeks for his annual vacation trip to Europe. Last picture he produces for Fox before departing, 'Marie Galante', started last week at the Westwood plant.

Sidney R. Kent arrives here shortly after Aug. 1, to spend two weeks conferring with company producers on fall and winter schedules.

PAPA DEMBOW

The Sam Dembows, Jr., are expected to be married in New York. The Paramount theatre operator has been married 13 years. This is the first time he has been married.

EXHIB REACTION TO CANCELLATION

First Indication of Immediate Exhib Opinion on New Cancellation Privilege—Don't Want to Risk Probable Good Grosses at This Time

I.T.O.A. COMMITTEE

Pending any reported cancellations of pictures released prior to July 15 under a Hays order permitting them, when there is a genuine protest on moral grounds, exhibitors are beginning to ask: that play dates be set back on certain pictures at this time when the church drive is at its height?

These requests are thus far scattered and come mainly from cities or towns where exhibitors are fearful of incurring difficulties now, but do not want to cancel product that is of a possible questionable character.

Attitude of such accounts attempted. (Continued on page 55)

CANCELLATIONS MAY CAUSE PIC DEARTH

Hollywood, July 16. Probable loss for exhibition of many pictures under the exhibitors' new privilege of canceling films against which there is a genuine moral protest may cause enough product shortage to force theatres into single bills again.

This is the opinion of exhibitors and producers close to the situation. Producers own estimate that \$10,000,000 in revenues could be lost through cancellation of playing contracts indicates that many pictures may be affected.

If from 10 to 20% of films are passed up by exhibitors, it might cause a serious situation to the already current picture shortage.

Chicago Exhibs Up in Air as Censor Board Bans 'Bondage'-Vergie

Chicago, July 16. Exchanges and exhibitors in this town are going goofy trying to keep up with the newly aroused censor board. After about a year of comparative peace and quiet the Chicago censor board is once more up to its old heartache tactics of ripping, tearing and banning. In two weeks the board has flatly rejected four pictures of major importance: Two are Warner Brothers releases, 'Dr. Monica' and 'Side Streets', while the other two are Radio flicks, 'Life of Vergie Winters' and 'Of Human Bondage'.

Later two rejections have caused consternation among the showmen of this territory. They have explained to the censor board that these pictures have not only been passed by censor boards in other parts of the country but have universally received the highest type of notices from the critics.

But the censor board has stood pat on the ban and the exchanges are merely holding their breath without attempting any fight on the rulings. Exchanges are busy

Protestants Vote Their 22,000,000 Membership to 'Clean Films' Drive, But Decry Censorship, Blacklist

Same Thing

'Born to Be Kissed' (Harlow), release of which Metro is holding up, will have another title when it is released. New moniker: 'It Pays to Be Good'.

PHILA CLOSINGS STILL IN ABEYANCE

Philadelphia, July 16. Proposition to close local picture houses as an answer to boycott of Philadelphia diocese of Catholic Church, is still in abeyance. Strong sentiment against general closing has arisen.

In the meantime, however, boycott has gained strength by action of the local Federation of Churches which has sent an open letter to more than 1,000,000 Protestants in the district urging their support of the League of Decency. Prepared by the department of civic relations of the Federation, the letter praised the action of the Roman Catholic bishops and others who had opened war on the films, and asked church members to follow their lead.

It is generally figured that certain houses in this district, especially those in strong Catholic neighborhoods, will be closed while those not so drastically affected will try to remain open. In the meantime all the many closings that have occurred and will occur as a usual summer-time measure, may blame the boycott for this year's closing and the throwing out of the work of staffs. Last week's terrific hot spell perhaps closed more houses than the boycott will close although it cannot be denied that Cardinal Dougherty's pronouncement has hit some neighborhood houses here hard.

Both local exhibitors' groups met last week to discuss boycott.

Not convinced that Joe Breen as the Hays industry censor out in Hollywood will not permit objectionable films to get through his fingers or that the producers will follow his decisions, the Federal Council of the Churches of Christ in America, numerically most powerful religious organization in the country, has joined the Catholic Church in adopting a pledge. Believing that a united church front is important among all faiths, the Protestant Council after much deliberation decided that the Catholic Legion of Decency pledge be adopted with slight modifications.

Calling its pledge a 'declaration of purpose', in effect it differs from that of the Catholic Church principally in that the Protestants will not attempt to blacklist pictures. Catholics are listing certain pictures as objectionable.

Council leaders explain that in view of the fact that the Protestant faith has always left much to the judgment of its followers, it will rely on discrimination of pledge signers as to which pictures they should not see. Efforts will be made to post signers among Protestants through brief reviews grading pictures as to adult or kid entertainment plus an impartial account of story background. This will be conducted through Protestant periodicals.

(Continued on page 51)

BOYCOTT ALSO IN CANADA ON 31 NIX PIX

Toronto, July 16. The 31 films named in the Catholic Church crusade in the United States against 'indecent' pictures will also be boycotted by followers of that faith in Canada, according to church authorities. Church bodies, Protestants and Jewish, have been passing resolutions here, but the only definitely aggressive action has been taken by the Catholic Church.

Seven of the films blacklisted by this religious denomination have already been refused showings by the Board of Censors. These are 'Dr. Monica', 'Laughing Boy', 'Finishing School', 'Born to Be Kissed', 'Side Street', 'Merry Wives of Reno', 'Tomorrow's Children'.

Joe Breen's Newspaper NRA Title Burns Rosy

Washington, July 16. Tricked by press reports which described Joseph I. Breen, Hays association's No. 1 censor and right hand man of the industry, czar as 'NRA code administrator', Divisional Administrator Sol A. Rosenbloom indignantly pronounced the Haysite has no official connection with the film code or the Recovery Administration.

Without referring to the code clause which binds producers to observe regulations promulgated within the industry to insure maintenance of 'right moral standards', Rosenbloom said that 'any reference in this or other dispatches to "producers' code" are not to the code of fair competition for the motion picture industry, but are to the code of ethics formulated by and for members of the Motion Picture Producers & Distributors of America, Inc., which has no connection with N.R.A.

Amuse. Group Lags in Strengthening Market, Cancelling Last Week's Gain

Stock market continued to strengthen its position while grain markets soared during past week, leaving better feeling all around. Despite slackening of trade on Friday and Saturday, after some show of activity in previous sessions, market was firm on Friday and stronger Saturday, with the result that Dow-Jones Industrial Averages closed near peak of week. They closed Saturday at 99.26, which is an increase of 1.87 points as compared with previous Saturday, when averages were at 97.15. High of week for industrial averages was reached Wednesday at 99.35.

A little reaction after several successive days of advancing prices set in yesterday (Monday) with no heavy liquidation, dropping of some stocks being directly attributed to short selling and profit-taking. Dullness continued to sway market, only 598,000 shares changing hands. Amusements fared a little better than many other groups. Loew's common sank to 26%, closing on bottom as did Columbia Pictures which dropped to 27%. Fox A lost a point, closing at 11%.

Amusement group of 12 representative issues went in opposite direction from general trend, and wound up Saturday at 6.87, at 2% above cancelled gain that the group showed at close on previous Saturday. Group followed anticipated trend on chart which indicated a slightly lower formation and start of a leveling-out process. Past week is fourth successive week that amusement group has slumped. Group actually well liquidated, and shortly should be in a position to reverse its trend or at least start a period of accumulation. In this regard the group has not even approached the low of March, although this week it came nearer the low point of early May, when averages slipped nearly half a point below the 100-point level and a low mark for past week was 20% for amusement group, while the high was 22, or just below the high of preceding week. The close was at 21 1/2. Improvement in many amusement issues on Saturday aided group materially in finishing week with a better tone.

The 29-Point Test
Radio Preferred B. as was pointed out last week, tested the 29-point mark, and found the base firm. As a result this stock staged a neat comeback and began to come into more favor. The stock then rebounded, climbing to 30% during the week. It closed a half point above the dangerous level of 29. Although there may be further testing of this 29 level, action of this stock on the chart seems to point to an improvement in the coming weeks, despite church and reform campaigns.

Loew's common underwent considerable liquidation during week, and as a result probably is in far better position to handle other amusement issues to get in on any forward movement of stock market as a whole. This issue has been recently slipping during the last few weeks. Both last and preceding week witnessed a pretty thorough "cleaning out," something, perhaps, that should have been done weeks ago. When this stock has been depleted, traders expect a period of accumulation to start and to be followed by a nice rise.

Both Warners Brothers common and Fox A continued to fall back along with most other issues in amusement group. Both stocks picked up volume on the decline, which would indicate that they may dip even further.

Amusement group is tending to go against general trend of stock market. While industrial and numerous other groups were winding up the week higher, the amusements closed lower. Heaviest losers were Columbia Pictures certificates, with a loss of 2 points; Pathe A, down 1 1/2 points; Metro-Goldwyn-Mayer, Preferred, down 1 point; Warner Brothers, Preferred, down 3/4 points; Paramount certificates and Consolidated Film Industries, Preferred, each off half a point. Most other net changes were fractional. Universal, Preferred, rose a point and a few transactions, and Radio Preferred B. was up half a point at the close.

Bonds Suffer
Bonds also suffered along with amusement stocks. Keith 6s closed down 1 1/2 points; Loew 6s, down 1 point; Warner Brothers 6s lost 2 1/2 points, being especially weak last part of week. Paramount-Public 5 1/2s declined 1 1/2 points, and certificates of same were off a point. Paramount-Famous-Lasky 6s lost fractionally but certificates of same fell 1 1/2 points. Paramount-Broadway 5 1/2s were off 1 1/2 points. Loew 6s winding down to 33%. Loew 6s went against trend, and closed at top and up three-fourths of a point. Pathe 7s were active and higher, at one time reaching a peak of 99%.

(Continued on page 25)

Yesterday's Prices

Sales	High	Low	Last	Change
200 Col. Ind.	27 1/2	27 1/2	27 1/2	0
100 Col. P.	13 1/2	13 1/2	13 1/2	0
500 Fox A.	12 1/2	11 1/2	11 1/2	-1
800 East. K.	10 1/2	10 1/2	10 1/2	0
1,400 Loew	27 1/2	26 1/2	26 1/2	-1
100 Par. C.	31 1/2	31 1/2	31 1/2	0
200 Pathe A.	10 1/2	10 1/2	10 1/2	0
3,500 RCA	6 1/2	6 1/2	6 1/2	0
200 WB	2 1/2	2 1/2	2 1/2	0
1,400 W. K.	4 1/2	4 1/2	4 1/2	0
CCLB				
100 Tech.	13 1/2	13 1/2	13 1/2	0
BONDS				
\$2,000 Gen. Tre.	7 1/2	7 1/2	7 1/2	0
1,000 Loew	100 1/2	100 1/2	100 1/2	0
2,000 Par-Pub.	47 1/2	47 1/2	47 1/2	0
6,000 Pathe A.	17 1/2	17 1/2	17 1/2	0
5,000 Warner	53 1/2	53 1/2	53 1/2	0

FORCE SUNDAY PIX IN DIXIE

Memphis, July 16.
Sunday films opened in full blast yesterday (15), when Loew's Palace and Loew's State and the Warner theatre opened their doors under a new plan of charity benefit operation. The Orpheum continues its sand-worm film business. Under the new plan, worked out by Lionel Keene, Loew's southern division manager from Atlanta, all proceeds above expenses from Sunday operation of Loew's State and Palace are turned over to the community fund. The management guarantees at least \$50 for the fund from each theatre on each Sunday of operation.

Birmingham, July 16.
A glance around the map of Dixie reveals that Sunday shows and baseball are decidedly on the upgrade. Several towns have become liberal-minded recently and opened up. Included are six towns in North Carolina—Hendersonville, Asheville, Durham, Charlotte, Greensboro and Wilmington. Atlanta has also opened, although theatres must donate a portion of seats to charity in order to evade the Sunday law. Union Springs, Ala. a couple of weeks ago voted 178-78 for shows, while Memphis, Tenn. is trying to make them legal. Charles Mensing, manager of the Orpheum at Memphis, started the ball rolling by retaliating against hotels and night club showing shows on Sunday as a premium to guests buying meals and beer. Mensing took out a restaurant license and sold sandwiches and beer for 40c in the lobby and customers could see the show if they wanted to. For two successive Sundays he arrested, but the Grand Jury failed to indict him and now there is a movement under way for an election to decide the issue.

L. A. to N. Y.

John Wildberg.
Jake Wink.
John Cobb.
Nate Spingold.
Mrs. Louis B. Mayer.
Lucien Hubbard.
Albertina Rasch.
Robert Donat.
Ralph Bellamy.

Reopen B&K-ILS Breach Again; State-Lake Asks Pix Protection

Chicago, July 16.
After everything was apparently settled between Balaban & Katz and Jones, Linick & Scheiner for product for the Jones loop State-Lake, the parties concerned blew the lid off the negotiations last week and Jones has reinstated his complaint against B&K in the code clearance and zoning board dock. Out of court settlement two weeks ago gave the State-Lake the right to follow any B&K theatre on product with the exception of the B&K Chicago. This was perfectly agreeable to Jones, Linick & Scheiner and it appeared that B&K had evaded a real court open battle. But on second thought, B&K wanted an addendum to the agreement, asking that the Oriental in

Par in Can. Books Radio

Jules Levy, RKO Radio's general sales manager, is due back the end of this week from Toronto, after closing with Famous Players Canadian for the 1934-35 Radio product. Deal is for the complete output in around 125 situations, and stands as one of the most important closed for the coming season's produce by this distributor.

S. F. PAR CORP. IS 1ST UNDER NEW ACT

Washington, July 16.
Formation of San Francisco Paramount Corp. to assume control of Paramount Theatre Bldg. in the Bay City, was proposed to the Federal Trade Commission Saturday (14).

Registration statement showed the new corporation intends to reorganize or readjust debts of Granada Realty Co., a Paramount-Public subsidiary. Contemplate issuing \$1,652,000 first mortgage bonds to Granada bondholders' protective committee, which then would transfer to new corporation the real estate formerly owned by the Par sub.

Granada paid no dividends in 1932, 1933, or 1934, statement showed. New corporation will have offices at 1501 Broadway, New York, and 225 Bush street, San Francisco. Officers include W. B. Cokell, president; J. D. Van Wagner, secretary, and M. F. Gowthorpe, treasurer. All are listed as New Yorkers. Proposal is first to result from Paramount attempts to scale down indebtedness under readjustment plan of amended corporation bankruptcy law and is believed forerunner of series of similar proposals of other subsidiaries and affiliates.

Charge WB Failed to Delete 'Conv. City' Per Censor Orders

Stroudsburg, Pa., July 16.
Joseph A. Berrier, of Harrisburg, a representative of the Pennsylvania State Board of Censors, after some investigation filed an information with a local Justice of the Peace in which he charged Vka-graph, Inc., of Philadelphia, with failure to eliminate certain dialog from a Warner Bros. picture, "Convicted City," which was exhibited at the Grand, East Stroudsburg, on April 2 last. According to Berrier, the dialog had been deleted by the Board of Censors but the distributors in Philadelphia had failed to remove it from the film when it was shown here. The minimum fine in this case is \$25 and costs, which is assessed against the distributor, it being stated that the local theatre operator is in no way responsible, he having accepted the picture with the official stamp of the Board of Censors.

This week he given full preference over the State-Lake in 'C'. Which means that after the State-Lake had a picture booked, the Oriental could step in and get this picture immediately ahead. And if the State-Lake were stuck for pictures it would mean either repeat on the Oriental or at least a day in the arrangement. Jones on this score asked that the State-Lake be given protection over the Oriental on the pictures the State-Lake has under contract. B&K refused this request and the tentative agreement on pictures went up in smoke. Aaron Jones, it is understood, still intends to show with his book pictures out of the B&K house, and will go to court if necessary to secure this product.

Several Liberal Groups Oppose Agitation's Censorship Tendencies

1st Runs on Broadway (Subject to Change)

Week of July 20
Paramount—'Notorious Sophie Lang' (Par).
Capitol—'Min and Bill' (MG) (Surviv).
Strand—'Here Comes the Navy' (WB).
Rialto—'His Greatest Gamble' (RKO) (17).
Roxy—'Baby Take a Bow' (4th week) (Fox).
Music Hall—'Grand Canary' (Fox) (19).
Week of July 27
Paramount—'Elmer and Elsie' (Par).
Capitol—'Born to Be Kissed' (MG).
Strand—'Here Comes the Navy' (WB) (2nd wk).
Rialto—'Cockeyed Cavaliers' (RKO) (24).
Roxy—'She Learned About Sallors' (Fox).
Music Hall—'Down to Their Last Yacht' (RKO) (26).

INDIE GOLDMAN PHILLY CHAIN

Philadelphia, July 16.
Quiet calm of summer dog-days was broken here last week by the announcement of William Goldman's re-entry into the picture field, with a new chain of independent houses. Since that announcement there has been plenty of rumoring and speculation. Goldman himself is out of town most of the time. Goldman Theatres, Inc. is to have at least one first-run house in central Philadelphia and extends to cover territory in 'nearby Pennsylvania communities.' New Jersey and Maryland. Goldman, former general manager for Stanley-Warner here, announced after the election of officers, that he expected the new chain to be functioning by September. Identity of downtown-house here is arousing much interest. Locust, now controlled by A. K. Boyd of the Fox, figured as likely. General belief is that there will be two and not one first-run downtown houses. S-W has several that it doesn't want but whether it would make a deal with this new rival is something else again.

Tie-ups with the various indie groups around here is of course inevitable. Sablosky-McGurk have quite a chain which will undoubtedly be in the new deal. Little but de luxe Arcadia (downtown in Philly) and controlled by Segal, Sablosky and McGurk may be used for second-runs. Neighborhoods will be easy to grab here; it's the downtown that will cause the rub and the Locust looks like the easiest now.

John McKeon, formerly under Goldman at Stanley-Warner, is again associated with him in his new venture.

FOX-WC REDRESS ON STRIKE INSURANCE

Hollywood, July 16.
Under California insurance law, property destroyed by fire, directly or indirectly from riot, strike or civil commotion, is not protected against loss. Rates on this type of insurance tripled since midnight Sunday (15). Nineteen Fox-West Coast theatres in which they own either the equipment or buildings insured for \$2,750,000 would represent a total loss if burned. Fox-West Coast trustees will meet today (Monday) to take up the matter of the affected strike area of the week.

A fence is definitely taking form separating the church reformist army from liberals, defenders of freedom of speech and persons who while they may not be champions of motion pictures, are more sympathetic toward the industry than the present offensive.

Two developments have occurred. They are steps of the American Civil Liberties Union and action of an important women's group in connection with the 13th annual Women's Exposition of Arts and Industries, which is to be held at the Hotel Astor, N. Y., week of Oct. 1. The Motion Picture and Radio Division of this group has indicated its sympathies lie with the screen and is ready to co-operate.

This year the division will stage a dinner at which a round-table discussion on the film side of the story will be held in view of the present agitation. Major producers will probably co-operate on exhibits and in other ways.

Mrs. Oliver Harriman is chairman of the exposition. Among others in the group are Mrs. Travis H. Whitney, Mrs. Howard Chandler Christy, Mrs. Clinton H. Aloop, Amelia Earhart, Mrs. D. Leigh Colvin, Mrs. Augustus Hecksher, Mrs. Adrian Iselin and Mrs. Otto H. Kahn, Mrs. Charles H. Sablin, Mrs. Grover A. Whelan and many others.

Knowledge that this group can be counted in the present film situation, although perhaps exactly not pro-film, and that the American Civil Liberties Union has taken issue on the campaign against pictures, followed action earlier in the week in formation of the Association for the Preservation of Freedom of Screen and Stage. American Civil Liberties Union decries that certain religious organizations and other groups have confused the public mind and through one of its units, the National Council on Freedom from the Censorship envisages grave dangers.

Council fears the campaign is 'inevitably laying the foundations for a form of censorship, either governmental or religious, not only of the movies, but of the stage, the radio, and books, magazines and the press.'

Believing that it is for the laudable to approve or condemn whatever he encounters and that children should receive advice and guidance from parents, but that no superimposed authority should dictate these questions, the Council takes to task the matter of film censorship as now existent in various states.

DENY INJUNCTION VS. DUALS' BAN CLAUSE

Philadelphia, July 16.
Judge George A. Welsh, U. S. District Court, denied a preliminary injunction restraining major distributing companies from putting a ban on double-features in their contract.

Case was brought up a month ago by Harry Perlman, local exhibitor. In his announcement denying the injunction, Judge Welsh declared that such action would be premature and also ruled that the problem was so wide that open court proceedings with the testimony of witnesses would be in order. Case may be launched again in early fall.

Invincible Finishing Sked with Current Pic

Hollywood, July 16.
Invincible Pictures cleans up its current season's schedule with 'A Girl Must Live,' for which Dorothy Wilson has been given the featured spot, with Charles Starrett opposite. Picture is due to start at the Mack Bennett studios on Thursday (19) with Frank Strayer directing under Maury Cohen's supervision. New program for Invincible and Chesterfield will be announced when Cohen returns from New York latter part of this month. Unofficial listing contemplates more than double the output for 1933-34 on increased budget.

SAKE MAT-NITE ADLISH

Wis. Indies Break Away From MPTOA; Score WB Product Pact With Saxe

Milwaukee, July 16.

The long-threatened break in the ranks of Milwaukee theatremen has hit with the withdrawal of most of the independent theatre owners of the county from the MPTOA of Wisconsin and the formation of a new independent organization, not affiliated with any national association.

At the same time the independents served notice on Warner Brothers, in a wire to Harry M. Warner, that a proposed deal under which the new Saxe Amusement Enterprise Management, Inc., is "unsatisfactory" and hint a general boycott on Warner product if it goes through. Saxe has taken over about 14 theatres formerly in the Fox chain.

Should the MPTOA fall by the wayside in the concerted falling off of members, the national organization will be in a predicament.

At the recent meeting in Los Angeles, Milwaukee won the 1935 convention. At this meeting too, Fred S. Meyer, president of the local association suffered an appendicitis attack and has as yet not returned to Milwaukee from the coast. Meyer's theatre, the Alhambra, was taken over by Skouras while Meyer was ill. Reports here are to the effect Meyer does not intend to return to Milwaukee. These rumors are not substantiated, however.

Leading the desertion from the MPTOA ranks is the Skouras chain of houses in this city and state.

In addition, Etta Weisner, manager of the Graumann chain of independents through the state and the Fisher chain of which George Fisher is head, have joined forces with the independents.

Officers of the new independent group are: George Maertz, Zenith theatre, president; Harry Perlewitz, Parkway theatre, treasurer, and Weisner, secretary.

A drive to enlist all state independents in the new organization will be launched, Maertz said. Action was prompted through the Warner deal under which, according to Maertz, Saxe would get Warner-First National first run after downtown showing. The Warner neighborhoods, which are opposition to Saxe, will get second subsequent run at a 10c lower admission and other houses will follow these two. Warners, it was reported at the meeting, hoped to increase film revenue \$75,000 in 1934-35 through this deal. But, the independents announce, not a Warner-First National picture or short will play their houses if the deal goes through.

The wire to Harry Warner follows:

"Independent theatre owners representing 60 theatres, Milwaukee county, in meeting assembled, are informed of pending deal with Saxe theatres which will give Saxe theatres Warner-First National products in Milwaukee whereby Warner theatres will show product at 10 cents less than Saxe admissions thereby depriving independent theatres of your product. Exhibitors referred view this proposed deal with utmost disfavor, and if the deal is closed independent exhibitors in Milwaukee county and in the state at large will resent the discrimination and will be governed accordingly. Relationship between Wisconsin independent exhibitors and your company have been most cordial for years but the independent exhibitors have reached the point where they will not be discriminated against and we urge you to consider carefully before approving any deal which will alienate good will of Milwaukee and Wisconsin independent theatre owners and your company. Will appreciate telegraphic reply.

C. A. Clean-Up Order

To clear the decks for the 1934-35 season, the Code Authority, last week as expected instructed all local zoning and clearance boards to clear up all present zoning squawks without limitation as to time. However, the local boards are instructed not to determine any complaints filed after July 1, nor that involving part or all of any territory, except those concerning individual clearing cases involving individual theatres. Complaints involving whole or part or any territory should have been filed prior to June 10.

It is expected that the call to consider the 1934-35 complaints will come around Nov. 1. Until then the local boards are instructed to perform no functions in regard to the clearance and zoning other than finishing the work as specifically outlined by the new time limitation.

36 OF DENVER'S 40 CINEMAS DEFI C. A.

Denver, July 16.

Openly defiant, the exhibitors of the Denver metropolitan area have rebelled against the code and issued a manifesto, statement and warning to the Code Authority.

The statement is signed by all but four of the 40 theatres in the area. Two of these managers are on the board and did not sign for that reason, one was out of town and the other wanted to look it over a little more carefully, having been in the motion picture business only a couple of years. In the manifesto the theatre managers give notice that until certain practices are stopped they shall henceforth refuse to submit in any way, either as complainants, defendants, witnesses or otherwise, to the arbitrary, officious and unauthorized dictation or intermeddling of any local board in this area.

The rebellion came to a head when the local board, at its hearing on July 9, ordered several theatres to stop bank nights, country stores, cash nights and matinees, while at the same time allowing the Harry Huffman theatres to continue auto nights. The board dismissed the cases against the Huffman houses because of lack of evidence. The plaintiffs had submitted only one of the tickets used in the drawing as evidence, and although the manner of operation is common knowledge in Denver, no one would attempt to describe the methods used.

Denver theatre men claim that according to the code, giveaways and bank nights must be decided locally, with 75% of both affiliated and non-affiliated theatres agreeing in writing the practice should be stopped.

Everyone involved in the hearings of July 9, as well as others, signed the manifesto.

Theatres and companies signing include: Navajo, Rialto at Brighton; Associated Theatres, Inc., Isis, Granada, Egyptian, Oriental, Amusement Enterprises, Inc., Alpine Mission, Washington Park; Gothic, Grand at Littleton; Majestic, Mayan, State, Santa Fe, Jewel, Zaza, Victory, Capitol, Rivoli, Gem, Plaza, Palace, Comet, Rex, Gem at Golden; Bowery, Paramount, Aladdin, Tabor, Rialto, Bluebird, Orpheum, Rideaway, and the Arvida at Arvada.

MIDWEST AIM AS MATS TOP NITES

Exchange-Exhibits Angle for Boost in Afternoon Rates as Too Cheap Mats Kill Off Nite Biz

WORKERS' PENALTY

Chicago, July 16.

Complete new admission setup of show business and the picture industry looks ready for Illinois and the midwest territory following a mass meeting of exhibitors last week on the problem of a new zoning and admission schedule. Indications are that the long-standing differential between matinee and evening prices will be eliminated and that the same price will hold throughout the day.

This move follows the steadily decreasing admission price in this city. Until today the theatres way up in the first week of release have hit the minimum admission scale of 15c for the matinee shows. Which means that the houses in the following seven weeks of general release must retain that 15c price also since the exchanges have consistently refused to okay dime admission. In this regard, however, there is a move on foot locally to give some theatres the right to play the pictures if they are willing to accept a full year's protection. And even then such exchanges as Warners-First National are refusing to agree to dime pictures.

Mats Grab Biz

But the theatres are discovering that with that 15c price they are doing 80% of their business in the afternoon. There has been a strong trend to maximize trade throughout show business. Both the exchanges and exhibitors are wondering how to meet the situation and it appears that they have agreed on the all-day price to meet this condition.

At the 15c price the houses are filling up but at the low prices there's little chance for profit. The exhibitors now want to raise the afternoon price a little and reduce the night price a little so that it's a straight figure.

That some of the theatres are leery of any such drastic change in picture industry at this time is seen in the attempt to compromise the move by merely moving up the evening price change hour from 6:30 to 5:00 in the afternoon. This suggestion has been made by the Film Board exchange managers. They figure that maybe it would be safer to educate the public by easy steps instead of a sharp change.

On the other hand exhibitors fear this five o'clock angle in that it may antagonize the public who will likely figure that it's a move on the part of the theatres to make it difficult for office workers to get in on a cheap price. These exhibitors feel that if the move is to be made, it should be made at once. They figure that they can get by with it by using advertisement to the effect that there's no longer any discrimination against the bread-winner. There have been many squawks in the past on the part of workers that the theatres penalized those who had to work during the day and the theatres figure that the all-day price is an answer to this complaint.

L.A. LAYMEN AIDES

Los Angeles, July 15.

Three alternate Government impartial observers for the local grievance and zoning-clearance boards have been approved by the Code Authority. Named are Tom May, head of the May department store here; Carl Bush, ex of Hollywood Chamber of Commerce, and John Cronor, president Riverside Cement Co.

B. Berhard-Kruebselman, observer on the grievance board, is in Chicago for two weeks on research work.

Chi Police Okay Give-Aways on Exhibs' Squawks; Bar Lotteries

Name Prod. Committees

After an all-day meeting the Code Authority announced that agreement was finally reached Thursday (12) on the membership of the Actors-Producers Committee and the Writers-Producers Committee.

Actors-Producers Committee: E. J. Mannix (MGM), J. J. Gain (Fox), Frank O'Herron (RKO), Ted Levine (Mascot), Sam Briskin (Col.), alternates, Fred Pelton (MGM), William Koenig (WB), M. H. Hoffman (Liberty), Abraham Lehr (Goldwyn).

Writers-Producers Committee: Irving Thalberg (MGM), Darryl Zanuck (20th Century), I. E. Chadwick, Henry Henington (U), Sol Wurtzel (Fox), alternates, Hal Wallis (WB), Samuel Goldwyn, Larry Darmour (Maj), Harry Cohn (Col.) and Merrill Hurlbut.

Chicago, July 16.

Following an official notification two weeks ago to all exhibitors by the police department that all giveaways and lotteries were prohibited, the police department last week reversed its decision on the give-away clause.

Instigated by B. & K., the police department gave the exhibitors to July 14 to kill off all give-aways as a violation of the license ordinance. Give-away exhibitors and premium sellers immediately got busy to combat the ruling.

They secured a reversal of the order banning premiums with the council deciding that the clause did not rule out give-aways as long as every customer received a premium.

What is banned, however, are all lotteries, raffles and games in which only a few members of the audience receive prizes. Result of this ruling has been a jump in the number of complaints to the NRA code grievance board by exhibitors against competing houses which are using Screeno and other lotto-like games as business pullers.

With the okaying of give-aways it looks as if the lid is finally and definitely off on this inducement and it's expected that there will be an immediate spurge in premiums of all kinds. Particularly during the summer months when the exhibitors are hustling around for some business angle. There have been wrangles pro and con on this problem, even including general meetings of exhibitors, but no decision banning the premiums has ever been reached.

F-WC THEATRES CHALLENGE Z-C BD.

Los Angeles, July 16.

Zoning-clearance fight for the L. A. territory broke wide open last week when dual protests challenging authority of the Z-C board to set up a schedule for the 1934-35 season were filed by the Huntington Park Theatre Co., and the Fox Ritz Theatre Co., subsidiaries of Fox-West Coast Theatres.

Protests contended that Z-C board exceeded its authority by failing to hold hearings on an existing type of clearance that has been in effect locally for the past two years, and that it has no right to set up a zoning-clearance for the coming season, but must wait until Jan. 1, next, to set up a schedule for the following year.

Huntington Park company's protest was filed in connection with a hearing held to consider the protest of Harry M. Chotiner, operator of the Parisian, local name, against the Belmont, operated by the Huntington Park subsid, being given a 21-day clearance over his house.

Case was heard Friday (13) with the board holding up its finding until this week.

Fox Ritz theatre-challenge to the board's authority was filed in the nature of a general attack by the F-WC interests.

NRA Code Board Nixes Great States' Zoning Request for Illinois

Chicago, July 16.

There will be no change in the clearance and protection set-up of the Illinois downstate territory. Code board has rejected the plea of the Great States circuit for additional clearance over certain towns, with the board stating that the present zoning system is fair and reasonable.

Great States had asked for protection increases of its houses in Aurora, Joliet and Peoria over some 30 surrounding cities claiming that reduced admissions in the compact cities and the building of better roads made additional protection necessary.

Minne. Exhibs See Darrow for Advice As to Code Reforms

Minneapolis, July 16.

A committee of Twin City independent exhibitors, members of Northwest Allied States, traveled to Duluth to confer with Clarence Darrow to learn from him in person if he had any suggestions to make as to how to get rid of the present film industry code and how to obtain the immediate ousting of Sol Rosenblatt, administrator of the code.

Committee was headed by W. A. Steffen, president of the organization, and included Eddie Ruben and W. N. Frank of Minneapolis, and Abe Kaplan of St. Paul.

They asked Darrow's advice regarding methods which could be adopted and the part that Northwest Allied States might play in eliminating present alleged "evils" and trade practices which are allegedly disadvantageous to the independent exhibitor and, by so doing, improve the latter's lot.

Darrow was in Duluth to speak at a meeting of the Minnesota State Bar association. During his visit, F. A. Murphy, Northwest Allied States' general counsel, also conferred with him regarding plans to help the small independent exhibitors.

Bank Nite Knocked Out By L. A. Grier Board

Los Angeles, July 16.

Bank Night received a solar plexus here when the local grievance board ordered two out-of-town exhibitors to cease the stunt within seven days, under penalty of having film service shut off.

Complaints were against the Ventura, In Ventura, and the San Fernando, in the town of that name. Opposition houses were the complainants.

Grief board ruling is expected to have far-reaching effect in the Southern California territory, where numerous houses have been using the gold giveaway idea to bolster dwindling grosses.

Paralysis Scare Over, Helps L.A.; First Runs and Neighbors Jump; 'Thin Man' \$13,000; WB Pair \$8,500

Los Angeles, July 16.

Trade in the first runs with the exception of Paramount, as well as neighborhood houses jumped quite a bit. Kids are coming back into the theatre, as well as their elders, with a letup on the infantile paralysis scare. Only thing that might mar consistency of business is possibility of general strike in sympathy with the dock workers.

"Paramount" moved opening day up to Friday this week with State a Saturday instead of Thursday opener.

House is considerably behind previous week with "Notorious Sophie Lang," while State got off to top business of week with "Thin Man" which will be in for 12-day stay.

Vergie Winters' is holdover at RKO and doing more than 60% of business it drew on initial week. Warners Downtown running bit ahead of Hollywood with "Personality Kid." Orpheum holding more than its own with double bill and vaude at 35c top which has the other houses in the area winning.

Estimates for This Week

Downtown (WB) (1,800; 25-35-40-55)—"The Personality Kid" (WB). Audiences like this fight opus with trade boosted a bit over regular intake. Will hit around \$4,000. Last week "The Key" (WB) a rather weak sister winding up with \$3,200.

Hollywood (WB) (2,750; 25-35-40-55)—"The Personality Kid" (WB). Did not get off to as good a start as at the Downtown and will wind up with around \$4,100. Last week "The Key" (WB) just so-so with final count of \$4,400.

Los Angeles (Wm. Fox) (2,800; 25-35-40-55)—"Back Stage" (Mair) and "The Love Captive" (U), split. Picked up a bit over previous week, and will tone off around \$3,600 which is marked improvement. Last week "Money Means Nothing" (Mono) and "Embarrassing Moments" (U) had tough going to hit predicted \$2,900.

Orpheum (Bdwy.) (2,270; 15-25-35)—"Wild Gold" (Fox) and "Springtime for Henry" (Fox), split, and vaude. House has been getting heavy play lately and is going along at fast pace in take due to quantity of menu. An easy \$3,000 which is neat profit.

Pantages (Pan) (2,700; 25-40)—"Born to Be Bad" (20th Century) and "I Give My Love to You" (U), split. Not seem to be concerned in selling attractions. Want to exploit policy only which customers do not go for. Pretty hard sledding to reach \$2,000. Last week "Try Again" (RKO) and "Let's Talk It Over" (U) was all-lets-but-lets' did not do business with result no jet at \$1,900.

Paramount (Partmar) (3,595; 30-40-55)—"The Notorious Sophie Lang" (Par) and stage show. Opening here considerably off with a net around \$1,000. Last week "Old Fashioned Way" (Par) helped lots by stage show, came home at end of eight-day run with \$13,500, first seven-day take \$1,000. RKO (2,850; 25-35-40)—"The Life of Vergie Winters" (RKO) (2d week). Though pic is on church banned list, is holding up in fine style second week. Last week it showed plenty of profit when winding up with around \$8,600.

State (Loew-Fox) (3,024; 30-40-55)—"Thin Man" (MG). Off to fairly good start and will come in with around \$15,000. Last week "Operator 13" (MG) finished a pretty 10-day run with \$2,900, which was most gratifying to house.

'Circus Clown' Outpaces 'Bulldog,' \$6,000-\$5,300, For So-So Indianapolis

Indianapolis, July 16.

"Circus Clown" is setting the pace for the town with a very strong \$6,000 in sight at the Lyric. Heavy family trade and plenty of favorable comments on the picture boosted the gross to top the take of "Bulldog Drummmond Strikes Back" at Loew's Palace. The latter will reach \$5,300 on the week, however. "Kiss and Makeup" at the Apollo and "Midnight Alibi" at the Circle lagged.

Estimates for This Week

Apollo (Fourth Ave.) (1,700; 20-25-40)—"Kiss and Makeup" (Par). Did not open well and is moving at a rather slow gait with a figure of \$3,000 expected. Last week "Charlie Chan's Courage" (Fox) was somewhat better at \$3,500.

Circle (Katz-Feld) (2,600; 25-40)

"Midnight Alibi" (FN). Nothing doing on this one; mediocre \$3,400. Last week "Vergie Winters" (RKO) did very good at \$7,000.

Lyric (Olson) (2,900; 25-40)—"Circus Clown" (FN). Hailed as one of Joe E. Brown's best and given credit for its clean story, this one is clicking in strong style at \$6,000. Last week "The Key" (WB) was only fair at \$4,000.

Palace (Loew's) (2,800; 25-40)—"Bulldog Drummmond Strikes Back" (UA). Getting his share of business at \$5,300, plenty okay. Last week "Born to Be Bad" (UA) was dismal at \$2,900.

BERNIE BIFFS IN BALTO.; \$21,500 AT CENTURY

Baltimore, July 16.

Lift of the general stigma has hyped big sweaters, Last three days of the week. Preponderance of light-weights still studs the product lists. Ben Bernie is the burg's big b. o. blif this canto. "Stamboul Quest" is aligned with his stage stint at the Century. The scorching \$21,500 that the week will total is a salute to Bernie.

Adding other houses, New look best off with Leslie Howard in "Lady Is Willing."

Estimates for This Week

Century (Loew-UA) (3,000; 25-35-40-55-60)—"Stamboul Quest" (MG) and Ben Bernie on stage. All the latter at the wicket and the \$21,500 in the offering is near highest summer figure in two years. Last week "Private Car" (MG) and Vincent Lopez band on stage with latter accountable, gained momentum of an avalanche last three days and ended up with slashing \$19,000.

Keith's (Schanberger) (2,500; 25-35-40-55)—"Lady Comes Groom" (Par). Will shade soundness at \$4,000. Last week "I Give Love" (U), \$3,500.

New (Mechanic) (1,800; 25-35-40-50)—"Lady Is Willing" (Col). Through Howard's marquee meaning \$4,000, bright. Last week, same for "Let's Try Again" (Radio).

Stanley (WB) (3,450; 15-25-40-55)—"Lady Is Willing" (Col). Always hurting factor at this deluxer. \$5,000, deep red. Last week "Fog Over Frisco" (WB) \$5,700.

Valencia (Loew-UA) (1,500; 25-35-40-55)—"Lady Is Willing" (Col). Won't budge past \$2,000. Last week, second run, "Operator 13" (MG), oke \$3,200.

Providence, July 16.

Outlook somewhat brighter after many weeks of disappointment. Weather has been encouraging for the last week, and just now it appears as exhibitors will have a few more days' respite before another torrid heat wave sets in.

This week's theatrical fare is largely dependent upon drawing value of male stars. "Three of a Kind" along the main stem have pictures starring male players, namely Leslie Howard, Dick Barthelmess and Ronald Colman.

Leslie Howard is largely responsible for the nice opening reported at the RKO Albee, where "Of Human Bondage" is playing on double bill. Plenty of prating around, and judging by the present pace house should be among the best. Picture in for 10 days, and if weather doesn't go screwy before the week over house can figure on garnering close to \$7,000.

Hugenbeck-Wallace circus in town for one day, and no doubt that the silver coin will be diverted away from the theatres, since natives are circus-minded.

Estimates for This Week

Loew's State (3,200; 15-25-40)—"Bulldog Drummmond Strikes Back" (UA) and vaudeville. Headline act, Larry Rich, played here too often.

PORTLAND'S STRONG PIX GETTING OK BIZ

Portland, Ore., July 16.

One of those strong product weeks. Bookings switched to take the campish's pace. "Cockeyed Cavaliers" in line to run up the Music Box high gross, but those houses holding their own. "Midnight Alibi" and "Sorrel and Son" at the Broadway, and "Stamboul Quest" at UA, look winners.

Paramount (FWC) did sufficient strong with "Shoot the Works" to let its combo feature policy slip for the week. Oriental doing a freak biz with first east side showing of "Hotchtilt." That pic previously stood up for four good weeks at the UA. Instead of being played out, it bounced back with a strong reopening and making for a second week at the Oriental.

Ted Fio Rito's band last week at the Music Box was another indication that the burg can't take it where expanded band unit at the corner. Hamrick upped his admiss in early exploitation, then pulled it down to the reg 35c, a jitney under other houses' top. Fio Rito band did nice volume of biz, but at those prices it could hardly have sliced the b.o. mustard. Pic was "Affairs of Gentlemen" and registered nicely. Understanding is that Hamrick tried to cancel band unit at the last minute but no could do, so played the road unit without any exploitation splurge.

Estimates for This Week

Broadway (Parker) (2,000; 25-40)—"Midnight Alibi" (FN) and "Sorrel and Son" (UA). Strong combo keeping house in the money spite of hot weather, going good, \$4,500. Last week "Circus Clown" (FN) and "Till Last Week" (U) at \$3,500.

United Artists (Parker) (1,000; 25-40)—"Stamboul Quest" (MG). Registered well and a steady biz getter up to possible \$4,000. Last week "Viva Villa" (MG) brought back for a second week at this house, and up to average at \$3,400.

Paramount (FWC) (3,000; 25-40)—"Shoot the Works" (Par). Strong enough to break this house double feature policy and getting across for fair \$3,000. Last week "Many Happy Returns" (Par) and "Wild Gold" (Fox) did fairly for \$3,600.

Music Box (Harris) (1,400; 25-35)—"Cockeyed Cavaliers" (Radio). Setting a strong pace and may click for \$3,500 in spite of low admish. Last week Ted Fio Rito's band got \$5,200, which probably didn't break the week's nut, with no raised admish for stage band feature. Oriental (Loew) (2,500; 25-35)—"Rothschild" (UA) (2d week). Previously four weeks at the UA. Returned with all the raves and biz away above average; second week \$2,000; first good \$2,900.

Frisco Grosses

San Francisco, July 16.

No film gross estimates this week because of the general theatre shutdown today (Monday) caused by the strike walkout due to the dock strike.

Estimates for Last Week

Fox (Leo) (5,000; 15-25)—"Jane Eyre" and "Back Page," split. Booked for current week until the theatre shutdown. Last week "Shock" (Col)

'Bondage' Getting Mpls. Femmes, Good \$7,500; 'Works' OK at \$4,500

Minneapolis, July 16.

"Of Human Bondage" (Radio) to lure the checkers the Orpheum, after trailing for a number of weeks, currently bounces back into the local box-office race lead. Combination of the Somerset Maugham novel's prestige and the potency of the Leslie Howard name plus fine local exploitation campaign has gotten this picture off to a fine opening. Fact that the favorable being well received by critics and customers undoubtedly means biz will hold up.

Paramount (FWC) (2,400; 25-35-40)—"Old Fashioned Way" (Par) and "Personality Kid" (WB), split. Last week "Circus Clown" (WB) and "Great Filtration" (Fox), split, wound up with \$12,500.

St. Francis (BWC) (1,500; 25-35-40)—"Merry Frinks" (WB) and "Wild Gold" (Fox), split. Last week, the second of "Miss Marker" (Par) neat at \$4,000.

Warfield (FWC) (2,700; 35-45-65)—"Key" (WB) and stage show. Last week Gwynne-Parrell in "Change of Heart" (Fox), with Phil D'Orsey in person disappointing at \$1,600.

Estimates for This Week

'QUEST'-LOPEZ 22G; 'BONDAGE' BIG 14G, WASH.

Washington, July 16.

Major downtown spots are having clear sailing this week despite heat and agitation rumpus.

"Of Human Bondage" rated raves from critics, and with popularity of book to back it up, will probably give Keith's its first holdover in weeks. "Thin Man" at Palace, is holding up in third week, which is an unhoped for accomplishment. Last week "Eddie and Eddy" in person at Earle is shooting house into best week for some time.

Estimates for This Week

Fox (Loew) (3,434; 25-35-60)—"Stamboul Quest" (MG) and vaude. Myrna Loy getting her fans and Vincent Lopez nice draw on stage with revue building a rep by word of mouth. Should see nice \$22,000. Last week "Private Car" (MG) and Mary Brian on stage won oke \$21,000.

Earle (WB) (2,424; 25-35-40-60)—"Fox Over Frisco" (FN) and vaude. Pic has action but that's all. Carillo and Eddy, latter, returning after two years as m.c. at Palace here, packing 'em in on stage. Probably nice \$14,000. Last week "The Worker" (Par) plus "Voice of Experience" on stage pulled nice \$14,500.

Keith's (RKO) (1,830; 25-35-60)—"Of Human Bondage" (Radio). Opened last Wednesday (11) and will probably stay over. Seven days should turn in big \$14,000. Last week "Let's Try Again" (Radio) opened big but slipped slightly to take oke \$7,000.

Palace (Loew) (2,363; 25-35-60)—"Thin Man" (MG). Giving house a rare third week which should get oke \$5,000. Last week same pic got wow \$13,000.

Met (WB) (1,583; 25-40)—"Merry Frinks" (WB). Probably fair \$3,500. Last week "Great Filtration" (Par) took list \$2,700.

Columbia (Loew) (1,263; 25-40)—"Miss Marker" (Fox). Doing repeat from big week upstreet, headed for nice \$4,000. Last week "Private Scandal" (Par) fair by Mary Brian's personal at Fox but uncooled spot suffered from weather to get list \$2,500.

'Vergie' Satisfactory \$1,900 in Lincoln, Neb.

Lincoln, July 16.

Intense heat and record humidity for this area swung full blast into last week's grosses, and a single letup carries right on into the current play. Biz by this time has rather gotten used to it, and the patrons are finding it hard not to talk about the weather as the depression, so the b.o. takes are sneaking back to average or better.

"Happened One Night" is being brought back to the Kink for its second running and in this small house ought to ring the bell for a nine-day stay. The LTC houses, to wit: "Happened One Night," "Thin Man" for the Stuart and Vergie Winters' for the Lincoln, so all the above playdates should get over the average figures in fine shape.

The petition for open Sundays has filed last week and the question will be heard at the Aug. 14 election. Three previous tries have been made to out-pull the blue law

"Of Human Bondage" (Radio) to lure the checkers the Orpheum, after trailing for a number of weeks, currently bounces back into the local box-office race lead. Combination of the Somerset Maugham novel's prestige and the potency of the Leslie Howard name plus fine local exploitation campaign has gotten this picture off to a fine opening. Fact that the favorable being well received by critics and customers undoubtedly means biz will hold up.

Loop line-up as a whole rates generally strong. In addition "Bondage," there are "Operator 13" and "Shoot the Works" at the State and Century, respectively, both drawing well.

Estimates for This Week

Century (Publix) (1,600; 25-35-40)—"Shoot the Works" (Par). They're trying to sell the Ben Bernie name here this week and initial results are fairly favorable. "Old Maestro" has considerable radio and vaudeville following here. Customers very well satisfied, too, which should help. Looks like a very fair \$4,500. Last week "I'll Tell You" (U) oke \$4,000.

Orpheum (Singer) (2,850; 25-35-40)—"Of Human Bondage" (Radio). By far best box-office bet this house has had in many weeks and Manager has a major marketing opportunity. Femme trade, in particular, flocking in. Good \$7,500 seems in prospect. Last week, "His Greatest Gamble" (Radio), \$2,500, bad.

State (Publix) (2,200; 25-35-40)—"Operator 13" (MG). Chambers' name and picture's title are being played up over stars, who are not strong draws here. Around \$6,000 indicated by opening day's trade, pretty good. Last week, second of "Thin Man" (MG), \$10,000, making close to \$21,000 for fortnight en masse. Very big.

World (Steffers) (350; 25-35-50-75)—"Potemkin" (Kinematrade) and "Soviets on Parade" (Kinematrade). First movie films here in several years and helped by novelty and general interest in Russian economic experiment. Maybe \$1,200. Fair. Last week, "M. (Forced), not \$1,000, light of loop.

Uptown (Publix) (1,200; 25-35)—"Sadie McKee" (MG). On way to about \$2,000, okeh. Last week, "House of Rothschild" (UA), got \$3,000.

Lyric (Publix) (1,300; 20-35)—"Here Comes the Groom" (Par). Very well liked picture, but no names to draw. Last week, not considered to large scale box-office operations. Probably \$2,000, fair. Last week, "Wild Gold" (Fox), \$2,200, fair.

Grand (Publix) (1,100; 15-25-40)—"Men in White" (MG). Second loop run. Around \$1,800 indicated, pretty good. Last week, "Private Life of Henry VIII" (A), second run, "Great Filtration" (Par), first run, split, \$1,200, light.

Astor (Publix) (900; 15-25)—"George White's Scandals" (Fox). "Scandals" (Fox) and "Scandals" (Fox) are running, and "Call It Luck" (Fox), first run, split. Maybe \$800, fair. Last week, "Gambling Lady" (WB), come on Marjorie (MG) and split, "Scandals" (Fox) second and third runs, split, \$1,200, okeh.

rule, but each was unsuccessful. In this time there's a war chest and blood is being shed.

Estimates for This Week

Colonial (LTC) (750; 10-15)—"Helen Stanley" (Col) and "Personality Kid" (WB) split. Likely fair \$700. Last week "Last Ride of Hank" (Col) and "Clayton" (Col) and "Upper World" (WB) dualled first half and "Murder on the Blackboard" (Radio) last, take good at \$900.

Kiva-Cornhusk (LTC) (500; 10-15-25)—"Happened One Night" (Col). In for a week and \$900 likely. At that figure will probably hold three more days. Last week, "Sisters" (Col) and "Black Magic" (Col) split, a couple of blabs and heat stricken to boot, got only \$550.

Lyric (LTC) (1,600; 10-15-25)—"Vergie Winters" (Radio) and "Operator 13" (MG) had a last week \$1,800.

Orpheum (LTC) (1,200; 10-15-25)—"Last Ride of Hank" (Col) and "Helen Stanley" (Col) split. Will not be very good at \$600. Last week "Looking for Trouble" (Col) and "Black Magic" (Col) split, a couple of blabs and heat stricken to boot, got only \$550.

Stuart (LTC) (1,300; 10-15-40)—"Thin Man" (MG) and "Happened One Night" (Col) split. In for a week and \$900 likely. At that figure will probably hold three more days. Last week, "Sisters" (Col) and "Black Magic" (Col) split, a couple of blabs and heat stricken to boot, got only \$550.

'Goldbergs'-'Stamboul' Wow \$41,000; Palace Ups to 18G on 55c Policy

United Artists (B&N-UA) (1,700 35-45-65)—"Operator 13" (MG) (H and final week). A good, long healthy stay for this picture that saved this house from folding. Took fine \$11,200 last week and will note over \$8,000 currently. "Buildo Drummond" (UA) in on Wed. (18).

Hollywood, July 16.

**PITT HAS ONLY
3 DOWNTOWN,
BUT ALL NSG**

Stanley (WB) (3,600; 25-35-50) "Circus Clown" (WB). Has been virtually to itself this week. It should kick in with Stanley's beatings of the summer. That's \$1,000 or better. Last week, "8th the Works" (Par) wound up on the wrong side of the ledger at \$5.7.

Warner (WB) (2,000; 25-40) "Here Comes the Groom" (Par), a "Whirlpool" (Col). Weak dual at not more than \$4.50 in sight, if it last week, "Cockeyed Cavalier" (Rad), and "Let's Try Again" (1) did slightly better at \$5.10.

Terminal (Skouras) (1,900; 15-2-40)—'I Can't Escape' (Hollywood) and 'Marrying Widows' (FD) with 'All Quiet' (U) and 'Murder on Blackboard' (Radio) split. This depends on whether 'All Quiet' has any kieg left to it. Might run the house to \$4,000. Last week 'Woman in Revolt' (Mentone) and 'Bacon Page' (Gen) with 'Sisters Under the Skin' (Col) and 'Strictly Dynamite' (Radio) escaped with \$3,100.

Montreal, July 16.

Princess (C-T) (1,900; 50)—To Be Bad' (UA), and 'Party's Over' (Col.). Should hold up around \$3,900. Last week 'Aunt Sally' (Br.) and 'Turkey Time' (Brit.) good at \$5,000.

Imperial (Ind) (1,300; 40)—'No More' (Maj) and 'Manhattan' (Maj) (Sons' (Mono). About \$3,500. Last week same figure for 'Happy' (Br.) and 'Insult' (Brit.).

Cinema de Paris (France-Fil) (500; 50)—'L'Espresso' (See last week, \$1,000, after \$1,500 last week).

'THIN MAN' WOWS \$9,000 IN SEATTLE

Music Hall (Hamrick) 72,390; (21)
1b) We're Back Again! (Kadaly) a
T-4 Rd. Rd. band and rave
stage. Later the main attraction
accounted for anticipated \$19.5
Last week, "Vivante Winters" (R
ho) big at \$5,300.

Paramount (Evergreen) (3,1
25-35) "Murder in Car" (MG) a
vande, getting along for about \$1
500, some better than it's been.
Last week, "Now I'll Tell" (Fox) a
slow \$5,000, slow.

as at the Strand and Rialto.
'House of Rothschild' reopens the Rivoli tomorrow (Wednesday). Theatre has been closed nearly a month, during which redecoration and repairs have been made.
On a two-day run of 'World Moves On' will end in two weeks at the Criterion, picture going into the Music Hall early in August. On Aug. 22 Paramount is planning to place 'Cleopatra' into the Criterion on a two-day engagement at a probable \$1.65 top. Astor remains dark indefinitely, Loew stating nothing is set for its reopening as yet.

With Two Faces (WB), E. A. Robinson starrer failing to excite around \$14,000, weak. Last week "Midnight Alibi" (WB), \$12,900. **State** (2,301; 35-55-75)—"Thin Man" (MG) and vaude. Maybe \$15,000 average. Last week "Operator 1" (MG) also \$15,000.

COAST INVITES ENGINEERS

Hollywood, July 15

Invitation has been extended by the Pacific Coast section of the Society of Motion Picture Engineers to the parent body in New York to hold annual spring meeting of the organization in Hollywood in 1939.

It is expected that the organization will approve of such a move as William Kunzmin, convention v. p. of the SMPTE who is now on the coast, has personally blazed the trail. Last SMPTE convention was held here in the spring of 1935.

Philly in a Cant-Take-It Mood; 'Canary,' Poor \$13,000, Leads Town

Philadelphia, July 16.—Worse and more of it. Current offerings in Philly's downtown picture houses do not appear to have a single hit. Weather, a little cooler but rainy, promises to become unimproved again early this week. That will be the final straw; even without it, however, indications are that \$13,000 will be high on the week.

Fox showed that 13 G figure with 'Grand Canary' on the screen and a stage show that is short on quality. 'The Earle, with Wheeler and Woolsey's 'Cockeyed Cavaliers' as film fodder and a so-so vaudeville bill, won't get over \$12,000, and may not hit that.

Stanley, with 'Stamboul Quest,' will be lucky to get \$8,500, and 'I Give My Love' won't get \$2,300 at the Karleton.

Last week, which saw the wind-up of the extreme hot spell, was brutal for the picture houses.

Estimates for This Week
Arcadia (600; 25-40-50)—Operator 13 (MG). Expected \$2,000, which would be okay. Last week 'Heart Song' (Fox) first-run for a change, but only \$1,800.

Earle (2,000; 40-55-65)—'Cockeyed Cavaliers' (Radio) and vaude. No names this week, and \$12,000 will be top. Last week 'Here Comes the Groom' (Par) and 'Max Teler in person' (Disappearing) \$2,500. Five grand under figure predicted and much more than that under what management expected.

Fox (3,000; 30-40-50)—'Grand Canary' (Fox) and stage show. No names here, either, and \$13,000 indicated, which would lead the town. But be pretty high. Last week 'Charlie Chan's Courage' (Fox) and stage show. Just over \$13,000, with stage show getting some attention through word-of-mouth late in engagement.

Karleton (1,000; 30-40-50)—'I Give My Love' (U). Looks very shaky. Maybe \$1,300. Last week 'Most Precious Thing in Life' (Col) \$2,300, not so forte.

Stanley (3,700; 40-55-65)—'Stamboul Quest' (MG). Very weak at start and \$9,500 will be top. Last week 'Shoot the Works' (Par) \$9,500, not so good, but better than many recent films have done at this house. Stanton (1,000; 30-40-50)—'Midnight Alibi' (FN). Barthes picture may help this staggering house some. Maybe \$7,000 or near it. 'Murder on the Blackboard' (Radio) \$7,000, pretty feeble.

Bow-Wow Days in Det.; 'Quest,' 17G, 'Sailors,' 18G, Weak

Detroit, July 16.—Dog day pictures are here and for most part are little better than dogs.

Houses, trying to reinforce with stage shows, but getting \$2,000 to spend for names. In addition, George Olsen is cutting in plenty at open-air Westwood Gardens for 50c, a throw and dance besides. Olsen playing to around 25,000 persons a week, taking just so much dough away from first-run houses.

Fox follows 'Of Human Bondage' with 'His Ledford, About Sailors,' while Michigan has 'Stamboul Quest,' United Artists has 'Kiss and Make Up,' while the Fisher offers 'The Key.' Nothing doing, as the home folks postpone their trip to the old swimming hole.

Last week Fox was okay with 'Of Human Bondage,' getting \$21,000, a nice profit. Michigan was fair at \$20,000, with Ted Lewis in person not helped much by 'Here Comes the Groom.'

United Artists continues a series of one week stands with 'Dr. Medica,' which got a mild \$6,500. Fisher's little better than 'The Circus Clown,' with the family trade going for it to tune of \$1,500.

Estimates for This Week
Michigan (Par) (4,045; 15-25-35-40-55)—'Stamboul Quest' (MG) and stage show will primer week \$17,000. Last week Ted Lewis and 'Here Comes the Groom' (Par) fair \$20,000.

Fox (Indic) (5,160; 15-25-35-40-55)—'His Ledford, About Sailors' (Fox) and stage show not doing much; \$18,000 looks tops. Last week 'Of Human Bondage' (Radio) and stage good \$21,000.

United Artists (Par) (2,018; 15-25-35-40-55)—'Kiss and Make Up' (Par) will get around \$6,000, poor. Last week 'Dr. Medica' (WB) made one week stand \$6,500.

Fisher (Par) (2,750; 15-25-35-40-55)—'The Key' (WB) bids to have fair week at \$4,000. Last week 'The Circus Clown' (WB) good \$4,500.

NEW HAVEN NOT BAD; PARAMOUNT \$4,500

New Haven, June 16.—Lately in torrid week has revived things, with current weeks not too bad for mid-summer despite local stand for Hagenbach-Wallace circuit (18).

College is running benefit revue on stage in addition to regular double feature bill and is reaping a dance from H. H. Campen against 'Vergie Winters' has boosted local draw with standups for two opening days.

Estimates for This Week
Paramount (Public) (2,348; 35-50)—'Old Fashioned Way' (Par) and 'City Park' (Ces). Should get fair \$4,500, with Fields draw credited. Last week 'Kiss and Make Up' (Par) and 'Beyond Henge' (Indie). Pretty quiet at \$4,100.

Poll's (Loew) (3,040; 35-50)—'Vergie Winters' (Radio) and 'Whom Gods Destroy' (Col). Good opening indicates, excellent \$8,000. Last week 'Operator 13' (MG) and 'Hell Cat' (Col). Big summer grosser at \$11,000.

Roger Sherman (WB) (2,200; 35-50)—'Midnight Alibi' (WB) and 'Cockeyed Cavaliers' (Radio). House running around \$3,500 every week regardless of bill these days. Last week 'Sorrell and Son' (UA) and 'Return of Terror' (WB).

College (Loew) (1,565; 35-40)—'I Give My Love' (U) and 'Embarrassing Moments' (U), plus benefit kid-die revue. Stage stuff a big help toward a nice \$4,800. Last week 'Moon' (Col), Good, \$4,300.

'Baby' Bows \$7,500 Out of Denver BO; All Biz Average

Denver, July 16.—In spite of only one house headed for better than average, none of the first run houses are complaining.

Hot weather is the strongest competition, driving folks to mountains, amusement parks, out of city night clubs and any place where they think they can cool off. 'Baby, Take a Bow,' at the Denver, is going over average with Shirley Temple the draw. Aladdin will do average on the new Chan film, with picture pulling mystery fans as well as regular clientele. Paramount still needs tonie of good pictures to give it good business.

Estimates for This Week
Aladdin (Huffman) (2,200; 25-35-50)—'Charlie Chan's Courage' (Fox). Average bill at \$2,500. Last week 'Circus Clown' (FN) snapped house up to the best figure since 'Roth-schild' (UA), and did close to a grand better than week previous. Finished with \$3,000.

Denham (Cooper) (1,500; 25-40)—'I Give My Love' (U). Looks headed for \$3,000. Last week 'Kiss and Make Up' (Par) only fair, \$1,800, extra day going to 'Shoot the Works' (Par) the previous week.

'Kiss and Make Up' didn't get over and lost out on favorable word of mouth plugging; \$2,500.

Orpheum (Huffman) (2,500; 25-35-50)—'The Key' (WB). Gosh-awful, maybe \$4,500. Last week 'Fox over Price' (FN) let the house down with a slightly below average figure. \$5,500; house not even being full on the night the note was given away.

Paramount (Huffman) (2,200; 25-35-50)—'The Key' (WB). Gosh-awful, maybe \$4,500. Last week 'Fox over Price' (FN) let the house down with a slightly below average figure. \$5,500; house not even being full on the night the note was given away.

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'Abbi's' \$11,000 Buff's Best in Heat Spell

Buffalo, July 16.—Takings practically expired in the face of withering hot spell for the past 10 days, with no relief in sight currently. This week's grosses again look close to rock bottom. Only the Century showed signs of life last week, everything else going into a sinking spell.

Estimates for This Week
Century (Shea) (3,600; 30-40-55)—'Midnight Alibi' (WB) and stage show, started only fair again and indications are for something under \$12,000. Last week 'Circus Clown' (WB) and stage show slow for \$11,000, almost the bottom.

Hipp (Shea) (2,400; 25-40)—'The Key' (WB). Just another week in prospect here and will be lucky if gross is up to \$5,000. Last week 'Shoot the Works' (Par), fair business at \$6,000.

LaFayette (Ind) (3,400; 25)—'Hell Cat' (Col) and 'Half Sinner' (U). Started off to something better than average and ought to get \$5,500. Last week 'Murder on Campus' (Chesterfield), shuffled off to sub-average at \$4,800.

Missouri (Skouras) (3,500; 25-40)—'Embarrassing Moments' (U) and 'Stomach Sweets' (U). Off at \$6,000. Last week 'I Give My Love' (U) and 'Lineup' (U), around \$7,000.

Shubert (Warners) (2,000; 25-40)—'Smiley' (WB) and 'Return of Terror' (WB). Poor \$3,000. Last week 'Midnight Alibi' (WB) and 'Personality Kid' (WB), got the same.

Omaha, July 16.—Schedules still upset this week, but should get back to normal with succeeding bills. Brandeis is farthest from normal with a nine-day run on 'Of Human Bondage.' Picture opened Wednesday, (1) and set to run two days over a week to bring the house back on Friday openings.

Picture puts the house back on the feature for this run only making two single bills along film row, second at the Par. 'Bondage' set for good mid-summer week pull.

Orpheum and World offering their customary twin bills with the Orph, upping the ante some on previous bill. Paramount made sudden decision to close and goes dark this Wednesday (18).

Heat still present in large quantities and has been so since before the Fourth. No sign of rain or relief at present.

Last week good biz at houses opening bills on Fourth is due to heat on that day, as no feature reported best Independence Day in years. Paramount realized a good week, but disappointing in the light of expectation.

Heat, too much was expected of the personal appearance of Ann Ronell. Picture held up, but stage bill wasn't worth great deal of a draw.

Orpheum continued playing the strong considering it wasn't known just what could be expected of 'Catherine.' Brandeis cut off its twin bill after two days.

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Single feature and stage attraction topped picture average and practically equalled take of a stage-film week.

Estimates for This Week
Brandeis (Singer) (1,200; 20-26-35)—'Human Bondage' (Radio). Run of two extra days puts the house back on single features for this attraction only. Strong attraction and with the puffed up week should have no trouble doing \$5,300, even in the torrid summer. Last week 'Human Bondage' (Radio), double billed with 'Let's Be Rats' (Radio) average due to strong opening on the Fourth, barely \$4,000.

Paramount (Blank) (2,765; 25-40)—Last week 'Shoot the Works' (Par) with Ann Ronell making a personal appearance realized a good week but not expected.

World (Blank) (2,100; 25-35)—'Charlie Chan' (Fox) and 'Laughing Boy' (Radio). About regular run at this house, \$4,000, average. Last week 'He Was Her Man' (WB) harnessed with 'Call It Luck' (U) and 'The Circus Clown' (WB) on its last week, after four weeks of single feature with a musical comedy company on the stage; \$4,250, okay.

'Stamboul' \$10,000; 'Sailors,' \$5,000; Fog Over Frisco' \$3,000 in Cincy

'BULLDOG DRUMMOND' \$10,000, ST. LOUIS

St. Louis, July 16.—It's the same old story—much biz anywhere. Things were so bad at the Ambassador last week that the yanked Cary Grant, 'Coneyville' and 'Kiss and Make Up' on Monday, instead of waiting until the usual Thursday or Friday, and put in W. C. Fields in 'Old-Fashioned Way.' There's some improvement, but it's slight. And at the Shubert they're going to call it quits after next week, for the summer at least.

Estimates for This Week
Ambassador (Skouras) (3,000; 25-35-55)—'Old-Fashioned Way' (Par). Not hot, \$9,000. Last week 'Kiss and Make Up' (Par), got \$7,000, poor.

Fox (P&M) (5,000; 25-35-55)—'Cockeyed Cavaliers' (Radio) and 'Charlie Chan's Courage' (Fox). Around \$12,000. Last week 'Baby Take a Bow' (Fox) and 'Call It Luck' (Fox), about the same figure.

LaFayette (Ind) (3,400; 25-35-55)—'Bulldog Drummond Strikes Back' (UA). Figure \$10,000. Last week 'Laughing Boy' (MG) and 'Born to Be Bad' (UA), around \$8,000.

Missouri (Skouras) (3,500; 25-40)—'Embarrassing Moments' (U) and 'Stomach Sweets' (U). Off at \$6,000. Last week 'I Give My Love' (U) and 'Lineup' (U), around \$7,000.

Shubert (Warners) (2,000; 25-40)—'Smiley' (WB) and 'Return of Terror' (WB). Poor \$3,000. Last week 'Midnight Alibi' (WB) and 'Personality Kid' (WB), got the same.

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Single feature and stage attraction topped picture average and practically equalled take of a stage-film week.

Estimates for This Week
Brandeis (Singer) (1,200; 20-26-35)—'Human Bondage' (Radio). Run of two extra days puts the house back on single features for this attraction only. Strong attraction and with the puffed up week should have no trouble doing \$5,300, even in the torrid summer. Last week 'Human Bondage' (Radio), double billed with 'Let's Be Rats' (Radio) average due to strong opening on the Fourth, barely \$4,000.

Paramount (Blank) (2,765; 25-40)—Last week 'Shoot the Works' (Par) with Ann Ronell making a personal appearance realized a good week but not expected.

World (Blank) (2,100; 25-35)—'Charlie Chan' (Fox) and 'Laughing Boy' (Radio). About regular run at this house, \$4,000, average. Last week 'He Was Her Man' (WB) harnessed with 'Call It Luck' (U) and 'The Circus Clown' (WB) on its last week, after four weeks of single feature with a musical comedy company on the stage; \$4,250, okay.

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Cincinnati, July 16.—Favorable weather over weekend enabling b. o. in march at downtown houses to keep pace with last week, when biz did a welcomed nip-up. Sudden change for the better has exhibits reviving belief in fabled 'silver lining' saw.

'Stamboul Quest' is collecting the pretty marbles currently to tune of \$10,000, 2 G's in front of 'Murder in Private Car.' 'Fog Over Frisco' is only pull out of line in trade revival and will probably be yanked after 5th day.

Unchilled Family, RKO pop Western emporium, has different menu on 'Now I'll Tell' and is grinding along to \$2,700 for second best figure of past year, a dead heat with last week's 'Murder on Blackboard.' Improvement came with switch from splits to full-week runs.

'Vergie Winters' goes in Lyric Wednesday for third week, after five-day absence from Albee.

Estimates for This Week
Albee (RKO) (3,300; 35-44)—'Stamboul Quest' (MG). Loy-Brent billed with 'The Circus Clown' in plot 'old stuff' in sprinkling posies on femme lead. Heading for a smart \$10,000. Last week 'Vergie Winters' (Radio) (2nd week), hefty \$7,500 after \$11,300 on first seven days.

Palace (RKO) (2,600; 35-44)—'Murder in the Private Car' (MG). So-so notices. Fetching \$8,000, pool. Last week 'The Circus Clown' (WB) (Radio), built up to \$8,200.

Keith's (Libson) (1,500; 30-40)—'Fog Over Frisco' (FN). Reviewers at odds on entertainment rating. Slow start indicates mellow, too heavy, but not much more than \$3,000 maybe, and likely to be jerked in mid-week. Last week 'He Was Her Man' (WB), \$4,200, fair.

Lyric (RKO) 1,394; 35-44)—'Sho Learned About Sailors' (Fox). Ends week Tuesday (17), to be followed by 'Vergie Winters' for seven days, following fortnight at Albee. 'Sailors' well liked by press. Week's pull \$8,000, theater's second biggest sale. 'Born to Be Bad' (UA) and three days of 'Sailors' got a dandy \$6,000.

Family (RKO) (1,000; 15-25)—'Now I'll Tell' (Fox). Spencer Tracy, a headline here and heaving \$2,700, theater's second biggest sale for past year, same as last week on 'Murder on the Blackboard' (Radio), which was held for full week.

Strand (Indic) (1,200; 15-20)—'Affairs of the Heart' (11). Super product for this spot. Looks like \$1,600, above average. Last week 'Love Captive' (U), \$1,300.

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Kitty Carlisle

(Continued from page 3)

fine, really, for she didn't bring her daughter up to be an actress.

Miss Carlisle had always been taught that a lady keeps her feet close to the ground, she said—that's why, though she has not done it, she waits in 'Murder at the Vanities' and is not a dancer. It's hard to get that early tenet out of her consciousness. She likes the hard work demanded in pictures, finds it easy to adapt herself to studio discipline, because studying music has taught her discipline. She's glad that she plays a straightforward American girl in 'The Love Me Not' because, starting as an American girl in pictures, she can go anywhere. It's like putting on a pale foundation and painting bright colors over it. If she'd begun as a spy, for instance, it would have been much harder to find her milieu.

Sometimes she envies experienced actresses their experience, she who's playing leading roles after just two years with the theatre. Although she 'is the Kitty' she was lucky for 'The Love Me Not' could experiment, her first going on four years in pictures and yet, when she thinks over her life abroad she feels that the experience she gained there, though it was not in the theatre, was quite as important. One does acquire

poise and self-confidence, she reflects, walking across ballrooms being presented as royalty. That time, too, only fifteen, after making her first picture, 'The Circus Clown,' she put her feet into her train and ripped it loudly. Miss Carlisle laughed merrily, thinking about it now. That's in the past, the dim, distant past.

COAST AGENCY FOLDS

Hollywood, July 16.—The talent agency of Abe Sugarman and William Delaney has folded after two years.

PARAMOUNT SHORT SUBJECTS 1934-35



"If it's a PARAMOUNT PICTURE, it's the best show in town"

and that's the long and short of it for Paramount measures its short subjects by the same high standard of showmanship used for its feature productions. Paramount short subjects are not program fillers but seat fillers, as showmen all over the world will testify.



PARAMOUNT NEWS

Paramount News hears' all, sees all, scoops the world—the one newsreel that never misses. All the news that is entertaining, presented in a fresh and interesting fashion. Two issues a week throughout the year.

104

BETTY BOOP

The little girl that Max Fleischer has made the sweetheart of the screen, BETTY BOOP is the only short feature personality that can get front page stories in the newspapers of the country. Such popularity must be deserved, for the press keeps its finger on the pulse of public interest.



12



COLOR CARTOONS

We predict that Max Fleischer's new series of COLOR CARTOONS will be the greatest ever released. A trick process gives this new short feature a third dimension, the effect of which is enchanting. Watch your audience go for the first one of these, "POOR CINDERELLA."

6

POPEYE

Crowned king of the cartoons by exhibitors all over the world, "POPEYE" is conceded to be the most POPULAR SHORT SUBJECT on the screen today. Audience reaction to this cartoon is 100%, and that means box office.



12



PARAMOUNT PICTORIALS

13 exciting single reels. Thrilling adventure in beauty and life, breath-taking "inside" views of the wonders of science, music and art, as the roving camera visits the ends of the earth for unusual subjects.

13

PARAMOUNT HEADLINERS

The spotlight of the screen bringing to a waiting public the foremost stars of radio, stage and screen. Sweet songs, hot music, patter, clowning—fast moving kaleidoscopes of entertainment that make sweet spots in every program.



18



PARAMOUNT VARIETIES

Everything that is thrilling, everything that is entertaining—laughs, music, cockeyed comedies, the spice of life, presented in a series of novel entertainments which will be short but sweet.

26

GRANTLAND RICE SPOTLIGHTS

The great world of sport in all its most interesting phases, presented by Grantland Rice, the man who knows it better than anyone else, a man whose name is worshipped by 50,000,000 followers of sport. These shorts are high spots on any program.



13

BETTY BOOP

THE LITTLE SWEETHEART
OF THE SCREEN



"A 'Betty Boop' short fills the program that may truly be termed a bargain in pleasure."
—Harrisburg, Pa., Patriot

"Betty Boop cartoon. Just the kind of entertainment we like and we want more of them."
—Orpheum Theatre, Oxford, N. C.

"Betty Boop—there is no better cartoon comedy on the market."
—Opera House, Cogswell, N. D.

"Enough said. Play 'em."
—New Palace Theatre, Gallatin, Tenn.

"Betty Boop—Kiddies like Betty."
—Garlock Theatre, Custer, S. C.

"Betty Boop cartoons are always good."
—Garlock Theatre, Custer, S. C.

"More interesting than the feature picture is a Betty Boop cartoon for which Rubinoff and his orchestra have recorded the accompaniment. It is called 'Parade of the Wooden Soldiers'."
—Jacksonville, Fla., Times Union

"Betty Boop's newest at McVicker's is introduced with all the fanfare of a feature picture."
—Chicago American

"Betty Boop" will be syndicated by King Features as a comic strip in 265 newspapers throughout the country. Exhibitors can tie-up with this strip as they have done with "Popeye."

POPEYE

WHAT A HIT

"Popeye the Sailor" cartoons have climbed in seven releases to one of the most popular short features on the screen."
—Miami Herald, Miami, Fla.

"Popeye the Sailor" who appears daily on the News-Telegram comic page, will be shown in Paramount's Popeye cartoon at the following theatres on Saturday: Columbia, Longview, Wash., Isis, Independence Highway, Portland.

"You'll have to pardon us while we wax enthusiastic over 'Popeye' again... Always artistic, 'Popeye' has some delightful new methods of annihilation, which he displays for the charmer, Oliveoyle!"

"For youns what just love short subjects, be on the watch-out for 'Popeye and Wimpy', an animated cartoon released by Paramount. It is extremely funny."
—New York Journal



Exhibitors and motion picture fans all over the world crowned "POPEYE" the king of screen cartoons.

Popeye Calls For National Spelling Bee

Salt's Foster

When Dave Foster decided to pick up a young girl, one, he said, 'And that's a 'Popeye' cartoon.'

Newspapers all over the country tie-up with theatres as "POPEYE" popularity sweeps the nation.



POPEYE'S ON THE SCREEN AGAIN!

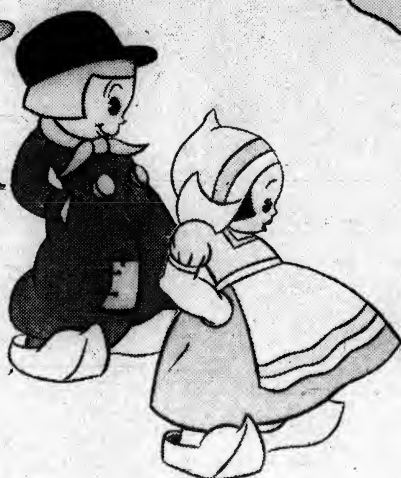
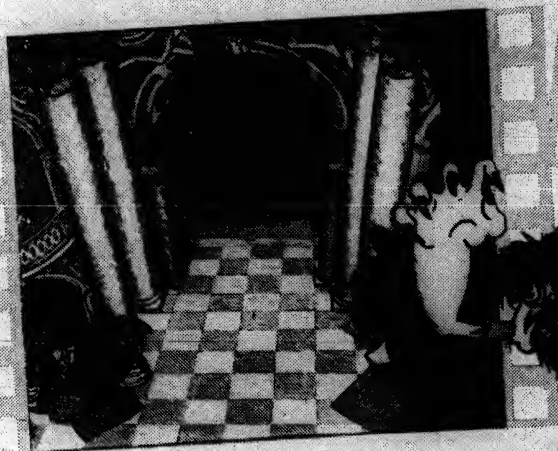
Yes sir, he's getting bigger laughs than ever in "SHOOTING HORSES" Tod.

POPEYE

COLOR CARTOONS

MAX FLEISCHER WILL PRODUCE 6 COLOR CARTOONS IN 1934-35 FOR PARAMOUNT

We believe that this new series of shorts will be a most important factor in building entertainment programs in 1934-1935 for special stereoscopic effects have been arranged to give these pictures a third dimension, and we feel sure that all theatres will give these shorts special attention.



PARAMOUNT, N. Y.

A numerical but moderately entertaining show of summy substance and dressing occupies the hard cut here currently. It is billed as Leon Belasco and his St. Moritz Revue, with Belasco and an orchestra on the stage as background.

One setting stands throughout and the various turns work in front of the band without any great to do about production elaboration except that the pit is employed in a unique manner. A practical fountain in the middle and the girls and boys of the ensemble sit about it around it lend that street cafe touch, with the ensemble members in the roles of spectators mostly. The girls mount the stage finally and the pit plus the orchestra are forgotten about, but except for the finale there is no especial production attention. And not particularly missed since the girls are so good. Marcos, Al Bernie, Paul Sydel and the Betty Jane Cooper-Lathrop Brothers trio do not require it.

In the finale the girls do their second number with the line and others backing them for some better show effect than their initial walk routine. Second and closer is a rumble led by the girls from Belasco and topped by the male chorus which is back in the pit for this.

Previously the garden cafe arrangement of the pit has served invitingly for a French peasant song cleverly done by Belasco, and numbers by Thelma Nevins, whose voice is in light but not in tune.

Miss Cooper and the Lathrops are on first in their sleek dance routines, Paul Sydel and his dogs being spotted fairly often. The girls are strong on entertainment value. The same is true of Al Bernie, whose bag of tricks is made up of a trip around the radio and a spotted fairly often. The girls are strong on entertainment value. The same is true of Al Bernie, whose bag of tricks is made up of a trip around the radio and a spotted fairly often.

Staging of the show is in good taste, yet rather dull. The backdrop of mountains and a lake figures throughout, with some pillars in front. Colorful but not too elaborate.

Business Friday night at the first de luxe show was just fair, although the weather was ideal and theatre hardly needed to bother about cooling systems.

Feature is W. C. Fields comedy, "Old Fashioned Way" (Par). Char.

CAPITOL, N. Y.

It should be a good show at the Cap this week, but isn't. There's plenty of entertainment, but it isn't properly spotted or jelled.

Four acts only, plus the girls, but they are good. The Howard Hughes Bill Robinson; Gertrude Niesen and Royce and Maye. That could make an entrancing combination. As it happens they are not.

Starts with the line of Chester Hale girls in a typical hop, skip and jump. Colorful, but not to the purpose. Willie and Eugene Howard romp on in full stage, representing their dressing room, and are reviewed. Colorful, but not to the purpose. Willie and Eugene Howard romp on in full stage, representing their dressing room, and are reviewed.

This means about 20 minutes of chatter, plus the Willie Howard imitations of Jesse, Nelson and Cantor and some yodeling by Eugene. Okay, but at least the last 10 minutes are much too cold and flat.

Bill Robinson follows in one and has himself a picnic. He was in good form, had a lot of energy and danced all over the place. The mob wouldn't let him go till he begged off with a little speech and introduced the next turn.

Next turn, a 24-person takeoff of Bill's step tap. That leads directly into a pretty funny Willie Howard blackout. It's a clean blackout, too, which is a blackout in itself.

Gertrude Niesen, who hasn't been in a Broadway house for about seven weeks, but previous to that played every night for a long time in a one-girl marathon, is back singing the same four songs in the same effective way. Rather, they would be effective if she hadn't been seen so much.

The Howards come back for that operatic takeoff they've been doing. It was funny. But here was the spot for their act, instead of early in the proceedings. And the Hale mob returns as background for Royce and Maye in the finale. Dance team as usual, but not to the purpose.

Effective twirling by the girls being especially noteworthy. Some trick scenery has been arranged for this item that didn't happen to work well for their act. Instead of help make it a good splash finish.

Show is a bit overboard, running to nearly 70 minutes, which added to the long feature. "Stamboul Quest" plus a new reel, makes a total layout of two hours and 45 minutes, run-let-let. Kauf.

CHICAGO

Chicago, July 14. With the switch of the NKO Palace from 83c to 55c top the Chicago theatre returns to its former position as the highest priced house in the Midwest. It has always been the best of the territory even when topped by prices at competing theatres. But now it has a battle of admissions on its hands.

Charging 75c the Chicago must week in and week out, deliver sock attractions and outstanding entertainment if it is going to hold its place. It must have attractions as it has this week, "The Goldbergs."

Competition is tough, with the State-Lake at 35c, the Oriental at 40c and the Palace at 55c. This town is strictly money conscious at present, and it's going to take unquestionable box-office power on the stage and screen for this I.R.K. flagship to stay at the head of the class.

This week that sock attraction is the "Goldbergs" turn from the radio where they established themselves as one of the top script acts on the air. Their following was large is proven by the turnout for their second night at the house. It is doing five shows daily to accommodate the mobs and the gross is rising this week to the best mark of the year.

The "Goldbergs" (New Act) comes in with the original radio cast intact, six people who do 14 minutes. Gertrude (Mollie) Berg remains the center of attraction, but in an unassuming manner. They've been taking a long time of bringing sketches back to variety halls. The trick is to be accomplished. It is to be through the use of accepted radio acts which will transfer their sketches from the loudspeaker to the stage.

The audience has been educated away from sketches; radio script acts such as the "Goldbergs" can do much to educate the public.

With five shows daily the shows are naturally hurried and the various acts on the bill are pruned down to the very bone of the routines.

Travelling show and zip which are not present when every act is permitted to drag itself out as long as possible. The examples three acts took less than 15 minutes. Those were George Tappas for dancing, Paul Kirkland with his novelty ladder and paper juggling and the Gary Ford and his "Honey Bee" act.

More time allotted to Sid Gary, baritone with a pair of pipes powerful enough to make the rear walls shake. Gary unloaded those pipes and took into "Old Man River" and it took a good many bows before they'd let him go.

Two portions of the entertainment staff are being featured. First there was the Fred Evans ballet which continues a pleasure to watch and continual source of enjoyment for Chicago audiences.

Second, the orchestra through a rousing rendition of the old favorite, "The Blue Danube."

"Business capacity Friday night. Picture, "Stamboul Quest" (MG) and the screen part of the show also had the regulation Paramount newsreels.

NEWSREELS

(Embassy, N. Y.) The newsreel show called from the current crop of four different reels is one of the best yet, exciting, but distinguishes itself by variety at least, compensating for whatever lack of punch coverage of news matters of the moment reflects.

Nothing at all in evidence on Hitler nor on pressing world problems of the moment, nor has any of the newsreels covered the current state of entering enough to cover Gen. Johnson's attack against Hitlerism. Except for waiting at the newsreel, the newsreel is a vet's arrival, all of a matter of state that the show contains consists of Farley's new stamp series and G.O.P. Chairman Fletcher's attack against bureaucratic government.

While the coverage is not quite up to date, Universal's contribution has covered the U. S. situation currently of big news value. Shows rioting and subsequent possession of the situation by troops. Since then a much more serious situation has developed. U. S. troops are currently of big news value. Shows rioting and subsequent possession of the situation by troops. Since then a much more serious situation has developed. U. S. troops are currently of big news value.

No audience reaction at all Saturday afternoon from a majority of audience of F. Scott McBlair's "The Spies" (U. S. A.) conditions are worse under repeal than they were under prohibition. No hisses and no applause, nor any guffaws.

Air, the water, land and army for navy activities play an important part in makeup of this week's show. Of major interest, perhaps, is the national swimming meet at which a new record for a mile was established. Then there are bathing beaches, foot races, the best auto races, horse races, helicopter crash, Mexican flier wrecking his plane preparations for a stratosphere ascent, foot races, the best auto races, horse races, helicopter crash, Mexican flier wrecking his plane preparations for a stratosphere ascent.

An interview with Mrs. Samuel Inoué and poorly photographed sequences of Josephine Harriman prior to leaving for jail fall in another category. Last week's ball game between stars of the National and American leagues is frothed up in interesting fare and well done by Pathe.

New reel shots themselves take up about 35 minutes, shorts filling out the balance. The new reel "Camaraderie" (Fox), compilation under head of "Our Western Trails," showing buffalo, cattle, sheep, etc., on ranch, etc. An exciting rodeo show tops the new reel.

Business pretty good Saturday afternoon at an early hour. Char.

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MUSIC HALL, N. Y.

In one of its five current stage items the Music Hall makes a stab at novelty in one talent line. The departure, while not highly successful, is very commendable in itself.

It shows the Music Hall may have lost its stodgy, stereotyped production attitude and now is ready to chance something new and different.

The talent with which this half-hearted novelty attempt is made consists of a colored troupe, whose members are a singing girl, a dancer, a comedian, a pianist, and an instrumental aggregation. The musicians, who play piano, guitar, washboard and kazoo, would be a good deal better off in a band and in most of the variety houses, but here they're distinctly different and not a little refreshing.

Their singing gave a little turn of flattery and enhancement, but in general failed to take advantage of the material at hand. Here was a novelty act whose productional trimming was a little better than the Music Hall's own big entertainment staff might have pitched in for background, or even better.

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PALACE, N. Y.

They were standing on the Palace floor at the early show Friday evening—something unusual—but it wasn't due to the stage show. Drafting power this semester is 'Of Human Bondage' (Italo), which comes here after two weeks in Radio City.

Vaude fare is nabe house stuff; lukewarm entertainment that never really goes anywhere and just makes it pleasant to sit. Conventional layout in five seats, with but one highlight. This is Hal Sherman, who scored above his usual par at this enticing, registering a sustained laugh all through his session. Gets a little rough, especially in his closing mimicry of a fat dancer, but socks, nevertheless, with his eccentric dancing and biz with the voluptuous blonde assist.

Closing the layout is a flash that, in the end, along a bit too late for the Palace. Louis Gay and Reiss Brothers are doing the type of smart act that would have been an odds-on showstopper back in the days of hey-day. Now their stuff is over the heads of the average variety audience. Their opening "strange interlude," the boys and girls dancing each other's dancing, thudded instead of clicking. This may have been partially due to a poor script, but in the old two-act era, such a thing would have been regarded as a poor joke. Their dancing is, not to say, not good.

Miss Gay's too solo and the Bros. song and hoofery received excellent response in their individual settings, with everything topped nicely by the adagio on a darkened stage, which brings on an unblinded pair of ladies to do a little more dancing. A blonde is at the piano and in the pit.

Emerald Sisters (3), fast tumblers, give the show a good start with their well outlined act, timed turn, and Don Cummings' cabaret rope work holds the pace well in the doer.

In the middle frame are Tappy, Zeke and Ezra, hill-billy act that came to radio and stage after hill-billies became antiquated. The recorded act, however, has been seen a mountain, but Zeke, Percy, Elton Britt and the peer, Percy King, look like hill people from down in the Bronx.

Elton Britt's tap-dance, Zeke's dance, yodeling, and Ezra's nice tenor, which offsets the fact that they're a pajama top for a shirt for rustic and a little bit of an entertaining feature. Zeke essays comedy, but it's from the barnyard. King is on apparently only to show off his radio announcing career.

Layout runs 67 minutes, but it actually walks.

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ALHAMBRA, LONDON

George Robey is headlining here this week, which means the Alhambra has no further options on him; otherwise there would surely be a bar.

Robey loosens up; meaning he is plenty suggestive, which is the real imitable Robey.

Noni, musical clown, who originally copied the Greek act, is still doing his best here for years. Straight violin playing by the partner, and Noni's concertina work are the highlights of the offering.

Howard Rogers, assisted by Rex Evans, both names, the latter especially in cabaret, prove no artists can get over without material. Both variety several on "radio point" numbers, which prove pointless. It's a pity; for both are talented.

Merle Burke and Dennis Noble are crooners, without change of repertoire.

Howard Rogers, in clerical attire, is another using thread-worn material. Gets a few laughs; but, unfortunately, this form of entertainment is now passe.

Forde and Seagrave, man and woman dance team, have great possibilities, but are not getting himself in most fantastic shapes. But lack of salesmanship is evident.

Horizon sisters are playing quick return.

Bill, as a whole, is about the most ambitious yet seen at this stage and given a break in weather should grow healthy for the week.

PARAMOUNT, L. A.

(DRUNKARD)

Los Angeles, July 13.

More than a year's run of "The Drunkard" at the Theatre Mart, comprising these boys' best work, edge of Hollywood, where it is now entering its 55th week, doesn't seem to have hurt the old-time meller's draw.

A number two Shafe and Bell company of the play popularized by P. T. Barnum in New York more than 20 years ago made its local debut last week. It was the first started a week's engagement at the Funchon and Marco Paramount, drawing one of the biggest opening day crowds a house has had in several months.

Local booking was an overnight affair, company being brought here by the local theatre manager, "Frisco," where it played the previous week, being transferred to L. A. when it was learned the northern house was closing.

Production identical with that running at the Theatre Mart and, while there is lacking the beer hall atmosphere which is credited with being the largest draw for the meller's heavy draw, today's customers were quick to grasp the comedy idea, and roundly cheered the show as well as soundly hissed the heavy.

Play is presented in a miniature stage set upon the huge Far platform, with an old-fashioned roll front, draped in floral garb in costumes of the early eighties, and song and dance specialties introduced between the three acts.

Those who are in the act to whom the meller's engagement is generally grateful, and their gratitude for this work is being evident in the sincerity with which the various acts are received.

There's plenty of audience appeal in "The Drunkard." As steady state it would probably prove tiring after one or two shows. It is not only an old-fashioned play, but it is also a comedy, and it is a comedy.

Here at the Far, with "The Notorious Sophie Lang" (Par) on screen, it would turn in a substantial week's gross.

Edna.

STATE, N. Y.

Loew's still faithful to vaude trading past has attractive merchandise on display this week. It seems likely that the theatre will assume of patronage with credit at least belonging one-half to the stage department. "Thin Man" (M-G) may be accorded the draft, of course.

Opens with Lee, who is not billed, probably because the title of the turn is already a problem for any stage manager to handle. This is a typical dance flash of the routine type. It's fast. The performers are capable of making the most of any stage announcement. Individual specialties hold up. And the act fulfills its functions, without commanding much outside of that.

Some of the items doing comedy are so rare these days that Stratford and Mayberry seemed like a throw-back to the vaudeville of eight years ago. That doesn't sound long. Back to "Cuddly Bear" (M-G) and to Methuselah so far as the chances and alterations are concerned. It takes a turn like this which happens once in a blue moon here to remind the audience of the varieties of the varieties.

At that it isn't entirely a typical comedy. Consideration, too, specialties in a manner that bespeaks the newer tempo. Probably not (Continued on page 48)

OLD-FASHIONED WAY

Paramount production and release. Stars Myrna Loy, Judith Allen, Baby LeRoy, Joe Morrison, John Allen, Jack Muhlall. Directed by William C. Sullivan. Running time, 70 mins.

Made to order for W. C. Fields and permitting him to do his old cigar-box juggling among other things, 'Old-Fashioned Way' is light comedy material that will please the Fields followers and leave them in expectancy of seeing more of this comedian. Far from being the best Fields has done on the screen, there are still enough laughs to be found here to make it probable picture will do all right.

A repertoire troupe of the days when 'The Drunkard' and 'East Lynne' were big draws, the small town of Bellefontaine, O., is the locale. It is here that the Great McGonigle, who heads the rep company, runs into all kinds of difficulties, most of them of a financial origin.

Fields does McGonigle in the way only a Fields can do it, drawing laughs from a multitude of situations without ever becoming offensive about it. He may skip board bills and nearly take a local lady for some backing, but the manner in which it's done into a story for purposes could hardly be reasoned as objectionable.

At the outset the troupe is on its way to the big city and Bellefontaine. Train sequences provide some pretty good laughs from the beginning as McGonigle skins a summons and accidentally falls into an up-and-down story. The reception at Bellefontaine he mistakingly believes to be in his honor.

Here, and there are some punch lines, all clean. Generally the adapters have turned in a good job, providing dialog which effectively supports Fields' efforts. The story doesn't move around much and the sequences in which 'The Drunkard' as boiled down has a tendency to slow proceedings up. But on the whole, the picture is a pretty eight minutes or so could have been cut with resulting improvement and a quickened pace. Fields' jugglery and timing as the comedian, surprising a little with his routine.

Joe Morrison is worked in for songs with a tasteless spot provided for him during 'The Drunkard' sequence. This old play is having some popularity at the moment as a novelty. Morrison's voice registers well and he sings and dances he carries himself through satisfactorily. Romantic side of the story treated lightly but has its place as filler in the tale and holding up the other end adequately. Tammany Young acts as a foil and dumb-cluck type for Fields to spar around with, while a local belle who thinks she can't sing but can't make for fair supporting comedy in the hands of Jan Duggan. Used importantly only in one sequence at a boarding house and not counting so much is Baby LeRoy. He's growing up fast. Numerous lesser parts have been well cast with an idea to creating the atmosphere of old-time melodrama.

Char.

STAMBOUL QUEST

Metro production and release. Stars Myrna Loy, Fredric March, George Brent, Van Houten. Directed by Sam Wood. Screen play by Herman Mankiewicz from original by Leo Marx and George S. Kaufman. Running time, 74 mins.

There are several things which will militate against this film's getting to the really top spots in grosses. Most important of which may be its title, but it has other items to help. It has sure direction, exceptionally fine interpretation, an excellent story well handled and class. It will miss in some spots but ought to end up on a low side of the ledger in the final count.

First honors go to Myrna Loy for an exceptionally fine performance. But not far behind are the director, Sam Wood and the adapter, Herman Mankiewicz. It's the taste and discretion with which the story was told that counts; it could just as easily, with a few more hoke melodrama.

Miss Loy is cast as Frauline Decker, a German spy in the first place, the last, as legend goes, the Mata Hari to her grave on the cold theory that a spy in love is not trustworthy. And then, of course, she falls in love with the American medical student who sees her, falls for her and follows her, despite all prohibitions to Constantinople. He al-

most ruins her plotting and her life, but she tries a last minute coup to save the place and capture the secret of the Dardanellies. Her chief, played by Lionel Atwill, tells her that her young man has been shot, trying to keep her services and she, thinking of her young man's love to death, goes mad. For a happy fade-out she's in a monastery recovering and Brent finds her. Strangely enough, she's a nurse and she sounds, is effective and, as handled, believable.

Adaptation and dialog are excellent. Brent is handled the especially juicy line, "Acording to the report players in it all instances up to the mark. C. Henry Gordon as All Day, treacherous Turkish commander, being especially outstanding. Photography, too, is particularly good.

Beyond the title and the flamboyance naturally suggested by an espionage tale, when it's laid abroad, is the matter of the central country—and the one winning out—being Germany. That's not too smart for the fact that this is an especially important point in an espionage tale since they generally do well abroad.

Whom the Gods Destroy

Columbia production and release. Directed by Walter Lang. Walter Connolly, Doris Kenyon, Robert Young featured. Screen play by Fred Niblo, Jr., from story by Albert Payson Terhune. Running time, 70 mins.

With this picture having so many things against it from a box office standpoint, a more attractive title would have been in order. A story lacking the elements of general appeal and a cast that totals little marquee strength would have been handicaps enough. 'Whom the Gods Destroy' seems destined to the low gross class, despite the fact that it contains some commendable points.

That the picture is 100% clean may help a little. Walter Connolly's remarkably fine performance certainly should help a lot. These are the only angles that can recommend it at the box office. Story is engrossing one moment and loses its grip the next because of downright implausibility. There is only one phase in which it is consistent and that is in the tragic finale, which stretches from start to finish.

A noted stage impresario is aboard an ocean liner when it crashes into a rocky shoal. He begins to sink. His heroic rescue work saves the lives of many women and children but thoughts of his own wife and unborn child suddenly drive him to the cowardly act of donning feminine attire for a spot in a lifeboat. He's saved, but forever after plays dead, being mourned as a hero at home. His exposure as a coward and the disgrace it would bring to his family.

It isn't easy to understand the man's psychology. He might be only human to sympathize with. All normal auditors will continually hope for his return to his family, and will resent his failure to do so. At the finish his wife recognizes him through one of those far-fetched "coincidences," but even then the tragic note is retained and the picture ends on a sad note. A man and his wife swear to keep the secret so that their son may never know about his father's disgrace. In its last scenes, the picture includes Eleanor Hunt, George Hayes, and George Nard. At Stanley, N. Y., two days, July 10. Running time, 54 minutes.

In all the fast exchanges that engage the hero (John Wayne) of this piece the latter's adversaries make a complete fool of him, and with their chins. Tatoo that Wayne beats on these unguarded projectiles can be guaranteed to get a dual reaction. From the kids it will be excitement and from the oldsters a round of guffaws. Outside of the tendency of each heavy to lead with the chin—and Wayne's knock-for-knock—there's not much to be said of a sound effects man there isn't anything about 'Blue Steel' to distinguish it from the general run of hoof and six-shooter sagas. Plot of 'Blue Steel' is so thin that it snaps before it can get to a climax. Action is slow-tempered and of suspense there isn't any. Like the typical heroine of the chase crises Eleanor Hunt looks pretty and proved a light bundle when it comes either to kidnapping her or rescuing her from one of those dark predicaments. Mixed up in the motivation are a redneck who suspects the wrong bandit, the town's malefactor who tries starving them all out so that he can become the sole owner of the land, and hereabouts, and a mysterious woman—had she, however, turns out to be a U. S. agent.

Miniature Reviews

'Old-Fashioned Way' (Par). Another W. C. Fields natural for background and situations. Fairly good comedy entertainment which could have been better with a little more cutting. Should keep the Fields fans intact.

'Stamboul Quest' (M-G). Credibility, intelligence, taste and splendid acting by Myrna Loy make this a b.o. possibility in spite of its trite title.

'Whom the Gods Destroy' (Col). Walter Connolly's capital performance is about all this one has to sell. Story just too sad.

'Return of the Terror' (WB). Formula mystery but speedy with good enough performance by cast.

'Blue Steel' (Mono). John Wayne specializing in hay-makers to ungarded jaws, plus the usual cluck-hopping of hoof after hoof through desert wastes. Just a passable item for the kid trade.

'Man With Two Faces' (FN). E. G. Robinson's performance in passively fair murder mystery. 'Call it Luck' (Fox). Mild and slow comedy with music. Pat Patterson and Herbert Mundin head cast.

'Twin Husbands' (Mono). Neatly directed and enacted comedy-mystery, with the plot and characters based on the cheating cheaters theme.

Return of the Terror

First National production and Warner Bros. release. Features Mary Astor, John Halliday and Frank McHugh. Directed by John H. Auer. Screen play by Edgar Wallace. Adaptation, Eugene Solow and Peter Milne; dialog, director John H. Auer. Running time, 65 mins.

Much of the action concerns the sudden return of Holloway to his home after girl friends of his hired companion have taken the place over during his absence. Cases of mistaken identity, girls thinking Holloway is a burglar, also figure. A swell comedy touch is lent by a Dr. Hensley, a funny type who should go places for laughs.

Edgar Bergen 'At the Rialto' Vitaphone. Ventriloquist Edgar Bergen has a nice little sketch built around his double-talk forte. As the 'At the Rialto' is a jockey, the setting and atmosphere is very equine. Dummy is a mule who knows all the inside stuff on the nags until they run and there's no payoff.

There's also a little dialectic comedy byplay which means little more than to send out the 10 minutes in the main it's fair, short, directed by Joseph Henneberg. Jack Henley authored; DuPar camera.

'Blue Steel' Blue Star production by Paul Milver for Monogram release. Directed and written by Donald N. Bradbury. Archibald Stout, photography. John Wayne starred, and that includes Eleanor Hunt, George Hayes, Yvonne Curnutt, Ed Peck, George Nard and George Nard. At Stanley, N. Y., two days, July 10. Running time, 54 minutes.

Plot of 'Blue Steel' is so thin that it snaps before it can get to a climax. Action is slow-tempered and of suspense there isn't any. Like the typical heroine of the chase crises Eleanor Hunt looks pretty and proved a light bundle when it comes either to kidnapping her or rescuing her from one of those dark predicaments. Mixed up in the motivation are a redneck who suspects the wrong bandit, the town's malefactor who tries starving them all out so that he can become the sole owner of the land, and hereabouts, and a mysterious woman—had she, however, turns out to be a U. S. agent.

Strictly a filler for juve appetites.

TALKING SHORTS

'MYSTERIOUS KISS' With Jeanne Aubert Operetta. 20 mins. Strand, N. Y.

Synthetic development of the 'Ooh! That Kiss!' theme song out of Ed. Wynne's 1932 revue, 'Laugh Parade' wherein Jeanne Aubert first introduced that Young-Dixie tune. There's supplementary song material by Cliff Friend.

Plot is one of those Long Island weekend parties, which allows for the mixed chorus in various changes of attire running from morning lounge, to sports, to evening dress. 'Mysterious Kiss' has Miss Aubert occupying the entire male cast only to discover that her adoring out-of-husband is the one who alone knows how to give out those interesting clinches which apparently had her chasing the rest of the males for samples.

One of 'em is a male contortionist, but very machine, which also permits for a fairly well done style show. Weldon Heyburn and the Sizzlers are among those prominent in the supporting cast. Roy Mack starred, and it took three script collaborators to contrive this miniature operetta.

'PLEASEING GRANDPA' With Sterling Holloway Comedy. 20 mins. Mayfair, N. Y.

A half-dozen laughs may be squeezed out of this one, but none of them is big and the general nature of the material is such as to become tiresome quickly and stay that way throughout. From the outset Sterling Holloway has as much as a lot of the old school stuff, which is a pity. And everything is stretched out plenty.

Holloway plays a nitwit kid who comes home from a party. Much of the action concerns the sudden return of Holloway to his home after girl friends of his hired companion have taken the place over during his absence. Cases of mistaken identity, girls thinking Holloway is a burglar, also figure.

A swell comedy touch is lent by a Dr. Hensley, a funny type who should go places for laughs.

'EDGAR BERGEN AT THE RIALTO' Vitaphone. Ventriloquist. 10 mins. Strand, N. Y.

Ventriloquist Edgar Bergen has a nice little sketch built around his double-talk forte. As the 'At the Rialto' is a jockey, the setting and atmosphere is very equine. Dummy is a mule who knows all the inside stuff on the nags until they run and there's no payoff.

There's also a little dialectic comedy byplay which means little more than to send out the 10 minutes in the main it's fair, short, directed by Joseph Henneberg. Jack Henley authored; DuPar camera.

Abel.

The Great Defender

(BRITISH MADE) British International production and release. Directed by Thomas Henley. Stars Matheson Lang, Margaret Bannerman, Arthur Margetson, Richard Hall. Running time, 72 mins. Strand, N. Y.

What looks like a revolution in British picture production is manifest in this film. B. I. P. has actually secured a well-written and well-constructed scenario by a prominent playwright, and put two more writers on the adaptation, scenario and dialog. Barring the purchase of the film rights to a stage play, it is not easy to recall, at least in this country, the first English produced film started with such an advantage.

'The Great Defender' is a courtroom melodrama. It is well-rich impossible to winnow it down to such a story, but with the aid of a splendid cast of reliable West End artists and convincing settings, plus a story narrated in the requisite tempo, the whole thing is a tribute to the rapidly improving resources of English studios.

Story is supposed to be based, at least in part, on the famous case of Sir Edward Marshall-Hall, one of England's most brilliant barristers of recent years, who had a reputation for taking on cases for free. The story is supposed to be based, at least in part, on the famous case of Sir Edward Marshall-Hall, one of England's most brilliant barristers of recent years, who had a reputation for taking on cases for free. The story is supposed to be based, at least in part, on the famous case of Sir Edward Marshall-Hall, one of England's most brilliant barristers of recent years, who had a reputation for taking on cases for free.

'LA CUCARACHA'

Musical Skit in Color. 20 mins. Pioneer-Radio.

This is the first of a series to be made by Pioneer Pictures, headed by John Hay Whitney and Cornelius Vanderbilt Whitney, social scions. Made at first as a test of the new Technicolor process, which Pioneer plans using in features, 'La Cucaracha' was later deemed worthy of release as a short subject.

While the substance and story it isn't startling; film material, the beauty of the coloring makes the subject both highly interesting as well as indicative of what now can be done in color.

'La Cucaracha' is a Mexican number of the barroom or army ballad type that is very popular below the Rio Grande. Translated it means 'The Cockroach' and it's said to have a number of tricky, risqué verses. Its use in this short was probably for the purpose of providing a Mexican background, and many colors to place the new Tech process to a good test.

Among other things, the coloring has fine depth and brightness, without any of the overlapping of tints of the print. Settings of unusual definition and pigmentation of face, or color of eyes, lend a very lifelike tone to the photography. One scene in a field, which is shadowed by red light, is particularly effective. Here as in other spots the dull tones stand out as impressively as the brighter hues.

Of the print, maintain clarity of color after being used a reasonable number of times, the new process may go places.

'THE UNDIE WORLD' Comedy. 20 mins. Radio.

Hits home in the Babe Ruth manner, delivering a lot of laughs out of unusual situations, together or by clever comedy writing and direction that is equally good. Casting also figures highly, in favor of the stars, though some are picked. A tough gangster (Big Boy Blanton) is anxious to make a girl living across the arcaway and hires a violin teacher to do the serenading for him. The teacher, however, gets mistaken as a gangster, both here and at a tough night club where he's ordered to do some bumping off. The play was worked out, the violin teacher had plenty of fun at the time, provides strong comedy punch.

June Brewster and Carol Tevis are featured.

Char.

MAN WITH TWO FACES

First National production and Warner Bros. release. Stars Edward G. Robinson, Patricia Corbin, George S. Kaufman. Directed by Archie Mayo. Screen play by Robert Lord. Running time, 72 mins. Strand, N. Y.

What looks like a revolution in British picture production is manifest in this film. B. I. P. has actually secured a well-written and well-constructed scenario by a prominent playwright, and put two more writers on the adaptation, scenario and dialog. Barring the purchase of the film rights to a stage play, it is not easy to recall, at least in this country, the first English produced film started with such an advantage.

'The Great Defender' is a courtroom melodrama. It is well-rich impossible to winnow it down to such a story, but with the aid of a splendid cast of reliable West End artists and convincing settings, plus a story narrated in the requisite tempo, the whole thing is a tribute to the rapidly improving resources of English studios.



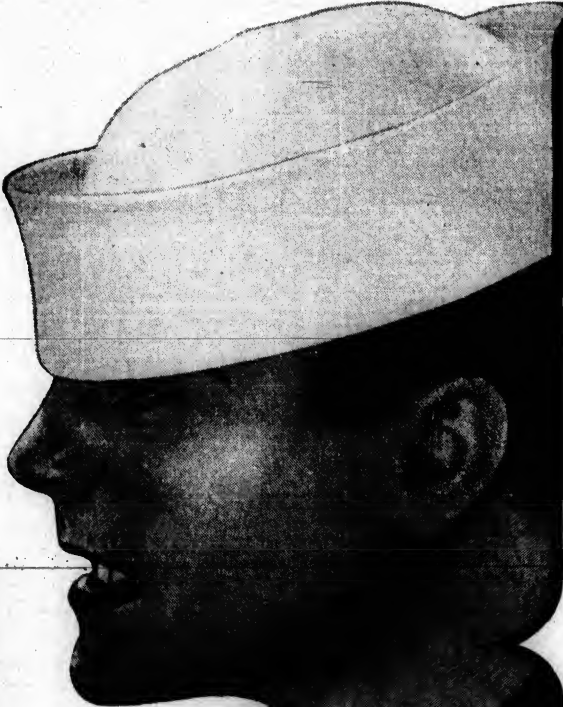
Get a load o' this, monkey! I just heard I busted all records for th' last 14 months at th' world's premeer of my new show in Newport—with th' temprachoor a hunnerd an' ten in th' shade!... Boy!—am I terrific!

HERE

COME

—and how!

**WITH THE UNITED
JAMES CAGNEY • PAT
STUART • FRANK M
BY LLOYD BACON**



Lissen, you three-dollar-a-day admiral! It wuzn't 14 mont's - it wuz *fifteen*. An' it wuzn't no hunnerd an' ten - it wuz a hunnerd an' *twenty*. An' it wuzn't Newport - it wuz *Norfolk*. An' it ain't you that's terrific - it's **ME!**

THE NAVY^{DU}

STATES FLEET AND
O'BRIEN • GLORIA
HUGH • DIRECTED
OR WARNER BROS.

Vitagraph, Inc., Distributors

EXPOSITION

By Epes W. Sargent

Temple Contests

Shirky Temple contests are springing up, and should be a knock-out for the summer, with the children out of school. Resemblance contests do not take so long to reach there's a chance in the larger places that enough optimistic mothers may come in with their offspring, but there is a better angle in a stage assurance for the children whose parents think or are dead certain their child is as clever as the Fox starlet.

Most of them can be promoted to supply a kid entertainment that may trap business on an off-summer night, and often a really pleasant entertainment can be arranged. In any event the sisters, cousins and aunts of the entrants will all be there, not to mention the neighbors, and they are all certain to like at least one act in the show.

Not so good for the old-fashioned street parade, since daintiness of dress is required and the mothers will not want the children parading the hot and dusty streets in their best tops.

Prizes can be promoted, with the best bet a dress such as the child wears in the picture to be promoted, to be supplied by a leading store, with other prizes for the runners-up. Should be easy to promote from stores anxious to get rid of their summer frocks before the weather chills, and they'll all make window displays to help along.

Tips the Printer

At Zimbalist, in charge of Warner theatres in the St. Louis sector, writes that the printer, who does much of his work has gone shown. With a lot to do, he is plotting for his own business, so Zimbalist gives him tips. Seems to work as well for the printing business as for the theatre.

A recent example: a monthly statement sent to those who have no account with the concern. Filled out with the recipient's name and address, but left in the section for notices. "You don't owe us a cent, but we wish you did. We'll be mighty glad to submit quotations, samples and suggestions on any printed form you have in mind. Won't you give us a chance?"

Keeps the shop interested in doing its best for the theatres. It wants to have the stuff to show as samples.

Another Honey

Returns on year books are not all in until Radio has been heard from. Bob Sisk and his cohorts have a fair for unique work and just to be different. With a lot to do, he is plotting for his own business, so Zimbalist gives him tips. Seems to work as well for the printing business as for the theatre.

There are several reliefs of the chief women stars of Radio Pictures and when you open up the double folderpage for Radio City Reveals an extra line of type, it reads out like a trick greeting card. Read the announcement follows the current thought of restrained color work and looks more like a sentimental valentine and less like a comic one. It's one book that is going to stay atop the desk and earn its place.

Ballying Joe E. Brown

In Joe E. Brown's "Circus Clown" the big-mouthed comedian indulges in a roaring contest with a lion. Lyric, to exploit showing of the lion, extended a line from the operator's booth to a window facing the street, connected an amplifying unit and horn, and when the sequence is shown on the screen a lion is bawled by the Brown yell into the street. Office workers in neighboring buildings began to answer back after they learned it was not the police siren. Part of the dialogue, also put into speaker, helps in establishing the yell as a Brown original with the public.

'Smarty' and 'Fog' Plugs

As advance bally for 'Smarty,' George Browning, pub for Warner's Stanley, Indiana, has a plan to set up a slick stand in lobby and have a uniformed attendant give away to house's out-going patrons slips of the beverage as samples. Browning got in line by placarding the sign over stand, 'Be a 'Smarty,' and serve Baltimore's smartest ginger ale when you host your friends.' The plan is to promote the firm entirely, thing costing his house nil. Sold the soda outfit onto stout by proving to its satisfaction that his deluge of draught beer's smartest act and that that strain was largest buyer of ginger ale.

For 'Fox Over Frisco' showing at Stanley, Browning got a full window in travel agency office by using

an aerial map of Frisco, surrounded by stills from pic. Each still represented a scene from different quarter of the city, ribbon drawn from still to position action occurred on map. Each still was tagged with separate plugs for pic, while large copy straggled over all was 'Something straight and hot from the azzilizing strip of Barbary Coast.'

Involved, but Won

Going the long way, a theatre and a swim pool hooked up for what proved to be a profitable double event, cashing in on some strong newspaper publicity.

Both the theatre and the pool are consistent advertisers, and it was no trick to land the paper in a controversy which was started in the news column back in June with a statement by the house manager that the pool was not going to have beauty contests this season because the house had certain standard of decency and he thought the more modern suits were too ultra. That while a lot of talk and the pool manager was back next day with an indignant reply to the effect that the backless suits were not at all improper and challenging the theatre to a test.

Stories ran back and forth, whipped up into a local fight until the pool head dared the theatre guys to put on a vote. It would stage a contest at his pool, with prizes for the smartest suits. The same girls would appear at the theatre the following week to permit them to be seen in their own natural environment. Double 'roll' tickets were used, admitting to both the pool and the theatre, and sold at full rate. Idea was that the spectators would get the girls at the pool and on the stage to form an intelligent opinion. Ballots were cast at the theatre following the show, being given only to those who entered on the combination ticket. It pulled better than most contests, and put both places in the money.

Prize Pupils

For some years past a certain manager has made a point of offering a job to the honor student of the graduating class of the high school. Idea was the lad was to start the theatre as an eye on the assistant management. Two out of eight boys got the boots for high-hatting patrons. Four others just dropped out to accept temporarily better jobs. One moved from town and only one lasted long enough to get the chief of service staff. Then he quit to be customer's man in a branch brokerage office.

This year the guy on the hiring line went on a new tack. The prize pupil didn't look so hot, anyway. Had brains, but lacked common sense. So the boy, the most popular in his class was given the ticket, instead of the top intellectual. Only been on the job three weeks and he's head usher in August. He has some brains, or he would not be a graduate, but the vital factor is that he has plenty of personality so he breezes up on the contact. He's been in his class dropping in to see how he's getting along. Not only that, but he's just as strong with the older patrons, and he's anxious to make friends. And he wants to stick and climb instead of always being on the lookout for a better paid job.

If the boy makes good the guiding genius is going to lay for the star member of the art class next year and put him on the advertising.

Hot and Cold

One of the biggest lobby attractors one man says he ever put into the lobby is a frozen faucet. Electrical coil effect, set over in a darkened corner of the lobby with a one-sheet against the backing. Those who investigate are greeted with a breeze from the cooling plant, and the cool fire has become the most talked about thing in town. Every stranger is run up against the faucet, and they effective.

Almost all the time some clown is going through the motions of getting warmed up, and the stunt has drawn more people than most pictures, and still going. Best part is that the only cost is the cold air, a coal dealer paying for the installation in return for a winter job now in the time to lay in the winter coal.

Had a mate some years ago with a free ice water gag, with a cooler in the lobby. A frozen faucet, a depressed compressed air blew a shrill whistle, and no visiting fireman ever got out of town without having been led over to the theatre for a drink. From before snow pictures, but might still be good for a little laugh if the lobby is remote from the auditorium.

The little gag is something worth a big pull in a fun-loving town.

Got 'Em Excited

Figuring he could use a little extra money, a small town set off to a lithographer for some stock circus paper, which was just about the size a kid might come to the town would use. This he plastered on billboards and fences with a 'coming soon' and the theatre named stripped in.

Almost everyone in town dropped around to see how he could play a circus on his limited stage, which gave him a chance to tell all about Joe E. Brown in 'Circus Clown.' Figures it's the most widely advertised feature he has had in a long time, since even the farmers are phoning in.

He has faked up a circus marquee and now he is negotiating for some lemons and sugar and ice for credit tickets. If he makes connections, he'll advertise free lemonade. If he calls down he'll turn the lemonade concessions over to a local women's organization. Either way it will help the bally, and if he can promote a calliope from an amusement park about 20 miles away he'll stage a circus parade that will take all afternoon to pass a given point, since he will parade it around the local loop all afternoon.

There has not been a circus trick in town for nearly two years, and his crowd is circus hungry, so he's making the most of it.

Appreciated

Theatre in the business center has been making a lot of friends lately with a distribution of paperweights. Later are made of unbleached sheeting, the bars about six inches, printed both sides with 'Keep your papers from blowing away when the fan is turned on,' with a small card for the theatre. Filled about half full with clean sand.

BEHIND the KEYS

Fort Wayne

Tom Ward of Palace and Paramount moved to Rialto for George Helioles.

Albion

Albion changed hands from A. W. Gibbs to James H. Gladfield of York, Pa. Theatre will reopen after alterations.

Mobile, Ala.

G. F. T. A. Independent Theatre Association named Ike Klats president; W. C. Coart, treasurer; A. Jules Bandic, secretary, and the following vice-presidents: J. H. C. Wink, Sam Borisky, N. H. Waters, Mrs. C. E. Hill. The association covers Georgia, Florida, Tennessee and Alabama.

Worcester, Mass.

Loew's Inc. made the first sale here for the first time since its acquisition of the three Poli houses in the city. Robert R. Fortie, assistant manager of the Poli Franklin Square house, replaced by N. A. Lee. Joseph M. Amstutz now head of Elm street house to succeed Linwood L. Curtis. No change in policy is planned at Franklin Square where Ralph M. Gowan has been retained as manager.

Portland, Ore.

Frank L. Neumaier, manager of the Orpheum, Spokane, made general manager of two Evergreen theatres, Liberty and Hollywood, in Portland. E. H. McBride replaces him at Orpheum.

Dominic M. Magone, owner-operator of the Raz, Newport, Wash., was arrested recently on a second degree arson charge, in connection with a fire that damaged his theatre.

Bill Henry, booker for Universal here, promoted to outside salesman covering Oregon territory, succeeding Art Adamson, now exhibitor in Albany, Ore., and in turn is succeeded as booker by William Aderer.

Easton, Pa.

A. R. Boyd Company, operator of the Boyd theatre here, announced that 'owing to the arbitrary stand taken by the Motion Picture Operators' Union of Easton, who refused to cooperate during the summer months in the matter of salaries the house will be closed during the summer months and will reopen in the fall. House employed 13 persons.

Cincinnati

Bandit got \$122 from RKO Family Friday (13) after a close fight with Louis Siebert, asst. mgr., and Eleanor Tiernan, cashier, were taking receipts to office on balcony floor when robber leaped off a corridor lounge and, at point of a revolver, forced 'em inside. Bandit escaped with money after throwing a cap over heads of the theatre's attendants.

Bags will stay put on any surface, do not scratch like metal, and do not roll around the desk.

On the initial distribution only one bag was left in each office in an office building, except in the case of a couple of big offices and at the bank, where each teller received one. Inside a couple of days requests came in for more weights, and these were promptly handed out, since the manager figured that if they wanted them badly enough to ask for them they would keep them. Almost at the end of his initial 600 and thinking of getting more, since nothing has been more appreciated since the electric fans went to work. From the comments of departing patrons and bossman figures it really paid.

Same man has a standing distribution of snare pads printed 'At... reminding me to.' Space carries an 'a. m.' and 'p. m.' with a space in front for the time itself. Used by executives to hand their secretaries when they want to be of a date or a telephone call. In some offices they are handed the telephone guy. Blanks are printed and padded when the printer has a dead couple of hours. Cost very little.

WB Special Trailers

Burbank, July 14. Warners will issue six special trailers to be sold on its regular exhibition of snare pads printed 'At... reminding me to.' Space carries an 'a. m.' and 'p. m.' with a space in front for the time itself. Used by executives to hand their secretaries when they want to be of a date or a telephone call. In some offices they are handed the telephone guy. Blanks are printed and padded when the printer has a dead couple of hours. Cost very little.

Pictures to get the special trailers in addition to the regular ones are 'Shanghai', 'Sweet Adeline', 'Goldfinger', '1933', 'Casey', 'Parade', 'Flirtation Walk' and 'Captain Blood'.

Trailers are being sold to exhibitors under a blanket contract for all six.

'Chan' Chases Dillinger

Omaha. Stunt which can be used on any of the flock of mystery and detective films this season is one by Charles Schleifer, advertising director of Omaha Tri-State houses, on 'Charlie Chan' at the World.

In the house advance ads in the daily papers a cut of John Dillinger was inserted with the boldface line, 'Dillinger, Being...' followed by copy to effect that the notorious desperado avoid Omaha as the world-famous detective was coming to town. Lower half of ad carried out of Oland, as Chan, facing Dillinger, and followed by copy reiterating the threat and telling about the picture.

Manager Art Abelson advanced the idea by using it in a chain letter. The letters were sent to a large mailing list and asked each laying the same idea to a dozen or five friends. The missive carried again the warning and advised everyone to be one the look-out for the picture. The threat of the famous detective's coming to town.

Stunt attracted unusual notice here, and should be good nearly anywhere with the current interest in the hunted bad-man.

Sells Merchants Idea

For a couple of years a theatre has been making a name for itself, selling half a dozen names in each newspaper advertisement, those names being invited to call for tickets to the guests of the theatre. It got a lot of patrons for the space and seemed to be profitable.

Recently, however, the house has been making more profit out of it by laying the same idea to a dozen or five friends. The missive carried again the warning and advised everyone to be one the look-out for the picture. The threat of the famous detective's coming to town.

Theatre gets the same play for its own advertising space and at the same time helps the stores to get more direct attention for their displays. Last year, the theatre got more direct attention for their displays. Last year, the theatre got more direct attention for their displays.

Double Faced. Many theatres have some display to face the departing audience, generally a sign on the inside of the foyer. A better idea seems to be the double-faced boards used by one house.

Instead of brass easels for one-sheets and stills, supports like an inverted 'T' are used, cross-braced at the bottom and provided with a wooden frame. The frame is bolted to permit wooden frames to be hooked into these by means of 'U'-shaped hooks. Uprights are white enamel and kept white by means of frequent washings. The other side of the board is covered with a material touching up. Two sets of frames are provided; one in blue and gold and the other crimson and silver. The current show faces the entering patron and the underlines those who are leaving the house. When the bill changes the supports are moved around and a new display set into the theatre. The other side of the board showing blue one attraction and crimson the next. Three-sheet frames for the corners are similarly framed, being also provided with hooks and screws to facilitate quick changes. Keeps the lobby looking fresh and regular patrons frequently walk around the frames to inspect the other side of the board. The net result is that the departing patron gets a full load of the coming show instead of merely one remaining, and comment suggests that they are more fully sold.

Stuart's Glass Blower

Lincoln. Although it would work in connection with any picture, the Stuart's has an added attraction with 'Thin Man' in Hellville. Glass blower and pattern maker, who works in the foyer of the theatre and is clicking as a novel educational feature. Picture connection comes when the patrons who the glass sets are made for various productions. It is an adult entertainment spot, but with gags like this of educational nature expects to tally the place.

Summer Heat Cutting Spanish Biz; Madrid Gets First Grind Deluxer

Madrid, July 4. Summer, with sky-high mercury readings, is cutting heavily into film and legit biz. Capitol theatre, newest and most luxurious cinema, is trying to grab the trade by cutting its price in half to two pesetas (approximately 28 cents) and running continuous shows from 12:30 p. m. to 1 a. m. This is the first time that any local picture house outside of new-cast theatres has taken up continuous operation policy.

Alkazar theatre is going after biz with double features from Fox and not doing so badly.

Most of the legit houses are closing and stock companies are moving to the provinces.

Outdoor restaurants and night clubs, artificial beaches and swimming pools are getting a big play. Casa Blanca, class niter, has closed until fall. Night life is now confined to Puente de Reina, class eatery and one-time hunting lodge of the ex-king located on the outskirts of Madrid; Rose Marie, outdoor spot which just opened, and Stamboul, outdoor niter.

'Verbenas,' or small neighborhood carnivals, are making the rounds of the capital on 15-day stands. They're named after various saints. Thus the current 'yerbena' is that of St. John and is located on the Paseo del Prado near the Ritz hotel and the Prado museum. But some of the honkytonk shaking and sights slipped by in this yoked carry not even near the city. Sideshowes are pretty awful, but the mob goes for them in a big way, and everybody seems to be happy and cleaning up.

Opposition Forces S. Afr. Theatres to Earlier Releases

Capetown, June 18. Pressure of opposition is compelling African Theatres to release films at an earlier date than intended.

Until now, it was African Theatres' policy to keep in storage all pictures that were being shown at the moment in England and the States, re-releasing them one to two years afterwards, with visitors from overseas telling S. A. people 'I saw that picture two years ago in England, Australia, or the States'.

When Kinemas Ltd. began pushing African Theatres, a quicker release of films was arranged to wipe out Kinemas. Then Schlesinger grabbed Kinemas and the old order was resumed.

With the new opposition, Independent Film Distributors, in the market, African Theatres is again pushing pictures out.

Sues G-B Subsid

London, July 7. John Redfern-Collins, former head of Commercial & Maritime Film Service, has issued a writ against British Acoustic Films Ltd., a subsidiary company of Gaumont-British, for damages.

Plaintiff claims he had a contract with His Majesty's Government to supply Cinematograph entertainments in certain of His Majesty's Transport by arrangements with the War Office since 1930. Contract was extended for five years from Sept. 1, 1932. It is suggested in the claim that through the action of certain officials of British Acoustic, he was unable to carry out these contracts, resulting in heavy losses to himself.

Action is down for hearing in the High Court of Justice, with the hearing date not specified.

Schulz's 'Nappy'

Hollywood, July 18. Franz Schulz, head writer for Metro, has completed an original for British International. Schulz made the deal for the story, titled 'Nappy,' before coming to Hollywood, and has forwarded it to London. Paul Stern will direct for BIP.

U. S. Pics Up in Turkey; German Percentage Off

Istanbul, July 2. American motion pictures are steadily gaining in popularity in Turkey. Of the 176 talking and sound films released here during 1932, about 41% were American, 1932 German and 17% French. Respective ratios for 1932 were 37, 27 and 25%.

During the first four months of the current year a total of 66 talkers were released, of which American films accounted for 55%, French films 23% and German films 17%.

Brit. Censor Goes On Spree; 4 U. S. Pics in Trouble

London, July 7. English censor board, like King, was bought a new brush, with films, especially American, expected to be particularly spottish.

Universal has two that are being objected to. They are 'Little Man, What Now?' and 'Black Cat.' In the case of latter, it arrived here, and after censorial troubles was sent back to Hollywood for retakes. Paramount's 'It Ain't No Sin,' looks like having all its sin cut out is being cut before the censor will even glimpse at it, while Metro is experiencing plenty of heartache over 'Men in White,' which was turned down, but is being repeated.

New 1,100-Seat House Planned in Manila

Manila, June 19. Eastern Theatrical Company, Inc., has announced plans for the erection of a motion picture house here which will cost approximately \$500,000. Film is financed entirely by localities and is now operating the Metropolitan and Fox theatres here. Theatre will have a seating capacity of 1,100 and will be air conditioned. All devices and appliances will be modern, according to the owners, who expect the theatre to be ready by December 1, 1934.

New Mex Filmer

Mexico City, July 13. Another Mexican pic producing company has been founded, this one headed by an American, It's Impulsor Cinematografica, S. A., to operate under federal concession, president of which is Paul Rush, local automobile dealer.

Antonio Diaz Lombardo, head of the Transportation Bank here, is vice president.

Concern has acquired a franchise for Rodriguez Brothers' sound equipment and purchased its studio. Bob Quigley of Hollywood has been signed as director and accountant. Work has started on outfit's first production, 'Cancion de Ayer' ('Yesterday's Song').

Bell, Scenarist

Mexico City, July 13. George Bell, son of the late Richard Bell, noted clown, has become a Mexican film, director and scenarist. First work is 'Pulpo Humano' (Human Octopus), a shocker, produced by a native company.

Bell is reputed to have lost a fortune trying to introduce American vaude in Mexico some years ago.

Deutch Gets 4 More

London, July 7. Oscar Deutch, who already controls about 20 picture theatres, and is still building, is reported to have taken over four of the houses controlled by Lou Morris, another indie theatre owner. Houses are located at Sutton, Worthing, Norwich and Dewsbury.

Books and Films

London, July 16. Question was raised in Parliament regarding the filmization of H. G. Wells' 'The Invisible Man' (U), which is banned for exhibition to children under 16 years of age. When a member asked why the film had been banned and not the book, the secretary of the Board of Education stated books in elementary schools were not subject to license by the Board of Education.

DUTCH FILM TAX SHELVED

The Hague, July 7. Film interests in Holland raised so much Cain over the new 100% film tariff increase that the law has been temporarily shelved. Minister of Finance has instructed customs officials to collect duty on the old basis until a decision is made.

Law was passed by the government without discussion and effective as of July 1. Protests began piling in at the Finance Ministry. Ministry could not act, however, since one phrase in the new law makes changes possible by royal decree only. But there was so much weight brought to bear that he decided the law was to stand in name only for awhile and actual collections held in abeyance until a royal decree, or revision can be arranged.

Not certain yet what alterations can or will be made, but picture folk are pretty certain they will be granted relief of some sort.

TOBIS SHOWS SLIGHT PROFIT, DECLARES DIV.

The Hague, July 16. Annual report of Tobis International Ltd. shows a profit of \$2,250 against a loss of \$1,500 over the previous year.

Of the daughter companies, the German Tobis Tonbild was able to declare a dividend of 6%; it produced 71% of total German output of films. Another daughter company in Germany, Europa Film Vertrieb, Ltd., dealing in distribution and established in 1932, worked out satisfactorily. Tobis International holds 70% of Tobis Tonbild shares. It also has 33% of capital of Austrian Tobis Sacha, which now has a capital of about \$275,000. French daughter company, which exploits the Tobis patents in the South of Europe, paid a dividend of 4%. A separate, Spanish company will be established shortly.

The British Tobis subsidiary did not do so well and did not make enough to effect the required write-down on patents.

Balance sheet shows for Tobis International a capital of \$2,609,550 and \$931,975 in bonds. In the assets, shares in other companies amount to \$2,635,275 and patents to \$1,015,790.

Jose Mojica Quits Pics To Study at U of Mexico

Hollywood, July 16. Jose Mojica is retiring from the screen and stage and returning to Mexico to study in the university. Spanish star's Fox contract is up with completion of 'The Love Flight,' Spanish dialoger, and of this week. He has been with Fox two years.

Mojica leaves for Mexico Sept. 1. He intends taking post-graduate work at the University of Mexico and also to record Mexican-Indian music for posterity.

John Nolan Better

Hollywood, July 16. John Nolan, Australian representative of Fox Film, was released from Cedars of Lebanon hospital Sunday (15), and has taken the Max Robinson house in Beverly Hills to recuperate.

Nolan has been ailing for nearly a year, and has been in the local hospital for several weeks.

A. E. Abrahams to Rebuild Alhambra; Presages New London Show Center

Metro No Make Spanish Pics on Coast for S. A.

Hollywood, July 18. Metro will make no Spanish language picture in Hollywood, despite reports. Company will continue using superimposed titles over American prints for the Spanish market.

William Melniker, general manager for MGM in South America, has been at the studio looking over current product. Melniker reports South Americans prefer seeing the English-speaking print with titles rather than a version remade for Spanish audiences.

Executive leaves Hollywood today (Monday) for New Orleans, then New York. He starts back for his Rio de Janeiro headquarters Aug. 10.

French Product Up 387% During Past Nine Yrs.

Paris, July 7. Plights of French picture producers that foreign pic are pushing them from their own market, which led to the recent attempted stranglehold decree, are largely invalidated by facts. In 1925 foreign pic constituted 89.5% of all films shown in France, while in 1933-34 so far there has been only 47%.

French production has risen steadily from 1929 (52 pix) to 1933-34 (201 pix), while foreigns were 138 in 1929 and only 179 today. Far from being pushed out of market, French production has been constantly increasing, while foreign competition has continually decreased, except the last year, when the number of foreign pic went from 150 to 178. In same period, however, French pic mounted from 158 to 201.

Number of pic on the market today, both French and foreign, is not sufficient to meet the needs of the trade. It has fallen 43% since 1925, but French production has grown in the same period 337%.

U Fiddles With Spanish Film, First Since 1931

Universal City, July 16. Universal is going to experiment with a picture for the Spanish language market, after staying away from foreign production on the Hollywood lot since 1931.

Moe Sackin will produce 'Lucky Accident' for Universal release. Filming starts July 27 at an independent rental studio. Aubrey Scotto is directing, and story is by Al Bonsherg, Paul Gangelin and Luther Reed.

Sackin, while in Paris, dubbed several Universal features with French dialog, including 'Back Street.'

Cast includes Mona Maris, Anita Campillo, Carlos Villarias and Andre de Segura.

U Gets Sullivan

London, July 7. Universal, through David Easer, has signed Francis L. Sullivan, a seven year contract. Aubrey Scotto is directing, and story is by Al Bonsherg, Paul Gangelin and Luther Reed.

Maurice Sloman Here

Hollywood, July 16. Maurice Sloman, exec with Hoyt's Theatres Circuit in Australia, arrived from the Antipode Saturday. He will spend about two weeks visiting the various studios to get a line on next season's product.

2ND WB SPANISHER

Hollywood, July 14. Warner's is putting its second Spanish picture, 'The Singer From Naples,' into work Aug. 3. Enrico Caruso, Jr., stars and Manuel Iturbi is supervising.

A. E. Abrahams has filed plans with the London County Council for permission to erect a super cinema on the site of the Garrick theatre, which he owns.

With the construction of a picture house there, directly opposite the Alhambra, it will add one more film theatre adjoining Leicester Square, which now has the Empire and the Leicester Square. Sooner or later, the Alhambra will be torn down and another picture house built there.

Last year the deal was practically concluded for a syndicate to take over the Alhambra and erect a mammoth sports auditorium on it, containing a dance hall, beer garden on the roof, etc., of which Kempinski, as creator of that hotel in Berlin and the owner of the Vatterland Cafe in Berlin, was to be the lessee. A deposit of \$10,000 was paid on the purchase price, but Kempinski was unable to get any money out of Germany and the deal fell through with deposit forfeited.

It is now only a matter of time before, Leicester Square and Trafalgar Square, which adjoin, will be an amusement centre of the utmost importance in London.

Three years ago it seemed certain the Charing Cross Bridge would be rebuilt and carried over a suspension right into Trafalgar Square. Built was on to be on the site of the present offices of Vauxhall, but because of some bickering the deal wasn't consummated at the time and the general opinion in that it won't be long before the scheme is revived. At the time the idea looked definite, the Canadian Pacific Steamship Line, was considering a proposition to erect a huge hotel, on the Alhambra and adjoining sites.

Paramount, U. A., Hold Paris Conventions Of European Staffs

Paris, July 7. Simultaneously with American Paramount convention in Los Angeles, French Paramount held its 10th convention in Paris. Present were Fred Lange, general European manager, Henri Klarfeld, director general of French Paramount, and representatives of all departments, including branch distributors from provinces, North Africa, Belgium, Switzerland, Egypt, Palestine and Syria.

European convention of United Artists is also taking place. Heads of French, Belgian, Swiss, Italian, Spanish, Portuguese, and Egyptian offices convened for three days at the Paris bureau to review year's work and plan for coming season. Present was Joseph M. Schenck, president, who outlined production and distribution plans for the future. Present was also present, manager, described publicity efforts during past year in Europe to put on the map coming productions of new season.

Cabriere Gets Hearst Reel Berth in France

London, July 7. Henri Cabriere, who assisted the late Ed. Guitin when he was in charge of Hearst's Newsreel in Europe, takes charge of Hearst's Metropole Newsreel of France and Spain. Reed will work for items of interest to America and of international interest. Reed's office, which only local weight will not be shot. Edgar B. Hatrick is back here from Paris after completing deal with Cabriere.

Bioscope Pays 7%

The Hague, July 4. Netherlands Bioscope just declared an unchanged dividend of 5% on ordinary and 7% on preferential shares for 1933. Made a profit of \$40,000, which was about same as 1932. Company operates a chain of cinemas in provinces.

Report mentions that the firm better during the summer of 1933 heavily affected the box office. Trust plans to buy up more cinemas in the country, but though negotiations are still going on, nothing settled as yet.

A MILLION WORDS AS THE NATION'S PRESS, IN ONE GIGANTIC "SEASON'S BEST"

"FOUR STARS" ★ ★

N. Y. DAILY NEWS (Four Stars ★ ★ ★ ★)

"Yesterday's premiere audience at the Music Hall broke out in unrestrained applause. Radio Pictures has turned out in 'Of Human Bondage' a picture that is at once absorbing, intense and convincing... deserved glory."

N. Y. AMERICAN

"Milling throngs stormed Radio City Music Hall... Leslie Howard has made an indelible impression on the minds of men and the hearts of women... the film is a poignant portrait, sympathetically treated by Director John Cromwell."

DETROIT NEWS

"RKO-Radio has filmed the story with a restraint and integrity rarely duplicated... the results... are astonishingly good. Well off the beaten path... marked by two superb performances here is your dish... audience gives thorough approval."

N. Y. TIMES

"... lifelike quality of the story... cause the spectators to hang on every word uttered by the interesting group of characters... Leslie Howard's portrait of Philip Carey excels any performance he has given before the camera... Another enormously effective portrayal is that of Bette Davis... outburst of applause when the film came to an end."

DETROIT FREE PRESS

"Lester Cohen as adapter and John Cromwell as director have united to turn this gripping W. Somerset Maugham story into an excellent picture... should have Detroit women beating a path to the door."

N. Y. SUN

"Once in a while it happens that a fine book may become a fine picture. Of Somerset Maugham's modern classic, 'Of Human Bondage' be it gratefully recorded, this is true... 'Of Human Bondage' a picture to be seen."

N. Y. EVENING JOURNAL

"... In transferring 'Of Human Bondage' to the screen, director John Cromwell and adapter Lester Cohen have done well... yesterday noon's Music Hall audience broke into enthusiastic applause."

N. Y. WORLD-TELEGRAM

"A dignified, sensitive, eminently satisfying screen treatment has been accorded 'Of Human Bondage.' W. Somerset Maugham's magnificent story... a distinguished contribution to the cinema... it has, as precious few films can claim to have, a true beauty..."

MEMPHIS PRESS SCIMITAR

"I do not know how to tell you about 'Of Human Bondage'... extravagant praise would be an offense to its delicacy, and anything less would be inadequate. Nothing so sensitive and so personally real has ever been put on the screen."

BOSTON GLOBE

"Sensitive sympathetic, fine... stands out as the most artistic picture in some months... Once seen, 'Of Human Bondage' cannot be forgotten..."

DETROIT EVENING TIMES

"Mr. Howard gives his most magnificent portrayal... Miss Davis gives a remarkable performance... don't miss 'Of Human Bondage.' It's one of the really fine films of the year."

N. Y. HERALD TRIBUNE

"... As a photoplay, 'Of Human Bondage' is definitely superior to the average... well written... good photoplay, made something more than that by Mr. Howard's perfect performance."

BOSTON DAILY RECORD

"... one of the screen masterpieces of the day... a glorified adaptation... this Radio picture, directed by John Cromwell, has power and charm... Miss Davis is incredibly dazzling."

LESLIE HOWARD in W. So

"OF HUMAN BONDAGE"

with

BETTE DAVIS

Frances Dee, Kay Johnson, Reginald Denny • Directed by John Cromwell

RDS OF PRAISE

NTIC VOICE, UNITES IN ACCLAIMING THE

FILM" . . . BOSTON POST



N. Y. DAILY NEWS

BOSTON HERALD

"... W. Somerset Maugham's great novel ... comes to the screen ... so worthy that the reviewer ... can find little to criticize and very much to praise ... deserves in every way to rank as one of the finest productions of the year."

BOSTON EVENING TRANSCRIPT

"... The story has been imaginatively transferred to the screen ... Not a conventional or stereotyped narrative ... it stirs the interest of the beholder."

BOSTON EVENING AMERICAN

"'Of Human Bondage' ... ranks in the twilight of the year's motion pictures ... flecked with traces of genius ... 'Of Human Bondage' has not a single false note ... It is one of the first pictures of this or any other year."

BOSTON POST

"SEASON'S BEST FILM ... one of the finest films of the new season, or any season ... definitely one of the films which should be seen by the legion of discriminating picturegoers."

SYRACUSE HERALD

"Hollywood has achieved something of an artistic triumph ..."

ROCHESTER DEMOCRAT AND CHRONICLE

"'OF HUMAN BONDAGE' FINE FILM ..."

N. Y. DAILY MIRROR

"A brilliantly acted film version of the Maugham novel. Miss Davis will astound you ... Touching and infinitely tender ... Leslie Howard's performance is exquisite ..."

SYRACUSE POST-STANDARD

"... a remarkably fine piece of work has been done in bringing to life ... 'Of Human Bondage' ... a picture worth seeing ... the picture is not one you will forget in a hurry ..."



Somerset Maugham's Great Novel

BONDAGE"

RKO-RADIO PICTURE

Pandro S. Berman, Executive Producer

ROCHESTER EVENING JOURNAL & POST EXPRESS

"... A sensitive, stirring character portrayal by ... Leslie Howard, lifts to artistic heights ... 'Of Human Bondage' ..."

WASHINGTON EVENING STAR

"At the moment the picture is enormously popular both here and in New York."

WASHINGTON POST

"Leslie Howard and Bette Davis score in 'Of Human Bondage' ... flawlessly chosen cast, sound direction and effective ... adaptation to the cameras."

WASHINGTON DAILY NEWS

"Long been one of the most popular books of modern times ... a very fine motion picture ... it is adult entertainment because its theme and presentation are worthy of mature appreciation ... 'Of Human Bondage' is a beautifully presented picture which manages to be both delicate and powerful at the same time."

WASHINGTON HERALD

"In less skillful hands than Howard's the role of Carey might have seemed implausible but here it is compelling and real. The thousands who have read the Maugham novel will find little to criticize in this screen adaptation."

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CALENDAR OF CURRENT RELEASES

Harold Auten Offices: 1540 B'way, N. Y. G.
End of the World (Fin du Monde) (Fr.). Scientific drama based on Flammarion novel. 121 mins. Rel. April 15.
Melo (German). Sensitive study of psychological difficulties. Elisabeth Berner. Dir. Paul Gien. 39 mins. Rel. Feb. 1. Rev. Feb. 6.
Poli de Carotte (Red Head) (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 70 mins. Rel. Sept. 1. Rev. Dec. 20.
Savage Gold. Commander Dyott's thrilling adventures with savage hunters. Comm. Dyott. Dir. Commander George Dyott. 67 mins. Rev. Aug. 8.

Chesterfield Offices: 1540 Broadway, New York, N. Y.
City Park—3 Men and a Girl. Sally Blane, Henry B. Walthall. Dir. Richard Thorpe. Rel. May 1.
In Love with Life. Lila Lee, Onslow Stevens, Dickie Moore. Dir. Frank Strayer. 68 mins. Rel. April 18. Rev. May 23.
Green Eyes. Mystery. Charles Starrett, Shirley Grey, Wm. Bakewell. 72 mins. June 15.
Fifteen Wives. Conway Tearle, Noel Francis, Natalie Moorhead, Raymond Hatton. Dir. Frank Strayer. 70 mins. Rel. May 15.
Fugate Pass. An Australian-Italian border story. Eric von Stroheim. Vera Engles, Leslie Fenton. Dir. Frank Strayer. Rel. July 1.
Notorious But Nice. Marian Marsh has a hectic love adventure. Betty Compton, Marian Marsh. Dir. Rich. Thorpe. 71 mins. Rev. March 6.
Quitter. This newspaper business in a small town. Chas. Grapevine, Emma Dunn. Dir. Rich. Thorpe. 67 mins. Rel. Feb. 5. Rev. March 20.
Rainbow Over Broadway. Musical romance. Grace Hayes, Joan Marsh, Lucien Littlefield. Dir. Richard Thorpe. 70 mins. Rel. Dec. 21. Rev. Dec. 27.
Stolen Sweets. Dramatic romance. Sally Blane, Charles Starrett. Dir. Richard Thorpe. 79 mins. Rel. March 15.

Columbia Offices: 729 Seventh Ave., New York, N. Y.
Black Moon. Thrill story of a white woman under the Voodoo spell. Jack Holt, Fay Wray. Dir. Roy W. Neill. Rel. June 25. Rev. July 2.
Crime of Helen Stanley. The murder mystery in a picture studio. Ralph Bellamy, Shirley Gray, Gail Patrick. Dir. D. Ross Lederman. 58 mins. Rel. April 29.
Fighting Ranger. The Round-up of killers by a temporary furloughed ranger out for vengeance for killing his brother. Buck Jones, Dorothy Revier. Dir. George B. Seitz. 60 mins. Rel. March 17. Rev. April 17.
Hell Bent for Love. Young state policeman defies his gang rival. Tim McCoy. Dir. D. Ross Lederman. Rel. May 19.
Hell Cat. The newspaper man takes a socialite with an underworld angle. Robert Armstrong, Ann Sothern. Dir. Al Krogell. Rel. June 16. Rev. July 2.

It Happened One Night. Girl marries without father's approval and on leaving his yacht meets boy on bus heading for home, developing comedy-romance. Clark Gable, Claudette Colbert. Dir. Frank Capra. 106 mins. Rel. Feb. 23. Rev. Feb. 27.

Line Up. The Police story. Marion Nixon, Wm. Gargan. Dir. Howard Higgin. 64 mins. Rel. March 31. Rev. May 29.
Man's Game. A. Tim McCoy as a fireman. Dir. D. Ross Lederman. Rel. June 16.
Man Trailer. Western story. Buck Jones. Dir. Lambert Hillyer. 58 mins. Rel. May 24. Rev. May 29.
Most Precious Thing in Life. Abandoned mother relives her own romance through her son. Jean Arthur, Donald Cook, Richard Cromwell. Dir. Lambert Hillyer. Rel. May 13.
Ninth Guest. Three. Eight people mysteriously invited to dinner after applying total death is ninth guest and all will die. Six perish. Donald Cook, Genevieve Tobin. Dir. Roy William Neill. 69 mins. Rel. Jan. 31. Rev. March 6.

No Greater Glory. Ferenc Molnar's "Paul Street Boys" with a mostly juvenile cast. Geo. Breakston, Jimmy Butler, Ralph Morgan, Lois Wilson. Dir. Frank Borzage. 78 mins. Rel. April 29. Rev. May 8.
One is Guilty. Well-planned murder mystery. Ralph Bellamy, Shirley Grey. Dir. Lambert Hillyer. 64 mins. Rel. March 31. Rev. May 29.
Once to Every Woman. Heavy drama of hospital life centering around big operation. Ralph Bellamy and Fay Wray. Dir. Lambert Hillyer. 70 mins. Rel. Jan. 15. Rev. March 16.

Party's Over. The Bruce Blakely ends the party when he realizes his efforts to support his parents and brothers and sisters is robbing him of his own happiness. Stuart Erwin, Ann Sothern, Arline Dodge. Dir. Walter Lang. Rel. May 15.
Shadows of Sing Sing. Racketeer's sister in love with detective's son. Both sides objecting to romance. Boy framed by redhats and saved by father. Mary Brian, Bruce Cabot. Dir. Phil Rosen. 63 mins. Rel. Dec. 3. Rev. Feb. 27.

Sisters Under the Skin. Tired business man takes a matrimonial vacation and gets it out of his system. Eileen Landi, Frank Morgan, Joe Schildkraut. Dir. David Burton. 60 mins. Rel. April 15. Rev. June 12.
Social Register. A chorus girl's adventures in high society. Colleen Moore, Chas. Winninger, Pauline Frederick, Alex. Kirkland. Dir. Marshall Nielsen. 74 mins. Rel. March 10.
Speed Wings. A Western with airplane to break monotony of sagebrush. Tim McCoy, Evelyn Knapp. Dir. Otto Brower. 61 mins. Rel. Feb. 4. Rev. April 3.

Twentieth Century. From the stage hit. Temperamental theatrical manager and temperamental actress. Mae Busch, Earl Brown. Dir. Charles Lamont. 68 mins. Rel. May 19. Rev. May 11.
Voice in the Night. Complications in the telephone business. Tim McCoy. Dir. Chas. C. Coleman. 59 mins. Rel. April 6.
Whirlpool. A sacrifice husband meets death to shield his wife. Gail Holt, Jean Arthur. Dir. R. W. Neill. 74 mins. Rel. April 10. Rev. May 8.

Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Catlett, Robert Young, Doris Kenyon. Dir. Walter Lang. Rel. June 28.

DuWorld Offices: 729 Seventh Ave., New York, N. Y.
Beast of Borneo. Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 15.
Beast of Samoa. South Sea featurette. Dir. Phil Brown. 30 mins. Rel. March 1.
Down to Dawn. Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 35 mins. Rel. Jan. 1. Rev. Jan. 9.
Fantomas (Fr.) (dubbed English). Murder mystery. Dir. Paul Fejos. 60 mins. Rel. March 20.
Girl in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Aug. 1.
Hollywood, City of Dreams (Sp.). Jose Bore. Spaulard's impression of cinemaland. 68 mins. Rel. May 15.
Romance in Budapest (Hung). Franciska Gaal. Musical. 70 mins. Rel. April 15. Rev. May 15.
Tell Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 60 mins. Rel. June 16. Rev. June 19.

First Division Offices: R.K.O. Bldg., New York, N. Y.
Releases Also Allied, Chesterfield and Monogram
Beggars in Erinnee. Lionel Atton, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. May 1.
City Limits. A millionaire, ailing and tiring of wealth, falls in with two hoboes and enjoys life for a time. Frank Craven, Sally Blane, Ray Walker. Dir. Wm. Wm. Nigh. 70 mins. Rel. May 19.

City Park. Three men voluntarily become the guardians of a destitute young girl. Sally Blane, Henry B. Walthall, Matty Kemp, Johnny Herron. Dir. Richard Thorpe. Rel. May 15.
Cross Streets. Young doctor, in love with 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.

Eat 'Em Alive. Jungle super thriller. 56 mins. Rel. Feb. 16.
Fifteen Wives. Three of a man's fifteen wives, are suspected of his murder. Conway Tearle, Natalie Moorhead, Noel Francis. Dir. Frank Strayer. 67 mins. Rel. July 1.

Forgotten Men. Collection of uncensored war film, taken from government archives of 14 waring nations. Rel. April 1.
Fugitive Road. Eric von Stroheim, Vera Engles, Leslie Fenton. Coming. Rel. Aug. 30.

Green Eyes. Murder at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 30.
He Couldn't Take It. Inside story of a piece's 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.
House of Mystery. An archeologist returns to America from the Far East, with a curse on his head for his stolen wealth. Verna Hillie, Ed Lowry. Dir. Wm. Nigh. 61 mins. Rel. May 30.
In Love with Life. A hard-hearted millionaire, refusing aid to his starving daughter, takes her young son from her. Lila Lee, Claude Gillingwater, Dickie Moore. Dir. Frank Strayer. 68 mins. Rel. May 1.
In the Money. A goofy family, suddenly broke, pin their hopes on a Shakespearean-minded piece fighting camp. Betty Gubbe, Lois Wilson, Warren Hymer, Sally Starr. Dir. Frank Strayer. 67 mins. Rel. Jan. 16.
Jane Eyre. Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Allen Fungling. Dir. Christy Cabanne. Rel. Oct. 1.
Lawless Valley. Western horse opera. Lane Chandler. Rel. May 1.
Loud Speaker. Comedy-drama of a radio star. Ray Walker, Jacqueline Wells. Dir. Joseph Santley. Rel. May 21.

Man from Utah. John Wayne western. 52 mins. Rel. July 1.
Manhattan Love Song. Two orphaned Park Avenue society debaters, forced to go to work, change places with their servants who go "society." Dixie Lee, Robert Armstrong. Dir. Leonard Kido. Rel. May 20.
Money Means Nothing. Efforts of a poor clerk to make a go of marriage with an heiress wife. Wallace Ford, Gloria Shea. Dir. Christy Cabanne. Rel. May 31.
Murder on the Campus. Mystery with college background. Shirley Grey, Charles Starrett, J. Farrell McDonald. 63 mins. Rel. Feb. 6. Dir. Richard Thorpe.

Quitter. The father with the wanderlust returns home long enough to strangle his wife and the heirs of his now grown-up sons. Barbara Weeks, Billy Bakewell, Charles Grapevine, Emma Dunn, Glen Bolea. Dir. Richard Thorpe. Rel. March 12.
Rainbow Over Broadway. Musical romance of an ex-musical comedy star of 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 her mother. Young state policeman defies his gang rival. Tim McCoy. Dir. D. Ross Lederman. Rel. May 19.

Stolen Sweets. High pressure insurance salesman falls for heiress and wins her. Glenn Ford, Gladys George. Dir. Richard Thorpe. 73 mins. Rel. May 1.

Texas Tornado. (Kent). Texas Ranger cleans up the rustlers. Lane Chandler. Dir. Oliver Drake. Rev. March 15.
Throne of the Gods. Travel in the Himalayas. 55 mins. Rev. Dec. 27.
Twin Husbands. Crook comedy drama. John Miljan, Shirley Grey, Monroe Owsley. Dir. Frank Strayer. 69 mins. Rel. May 15. Rev. May 29.

Woman's Man. Hollywood hide story. John Hattie, Marguerite de la Motte, John Hattie. Dir. Edward Dmytryk. 60 mins. Rel. May 20.

Young Eagles. Boy Scout adventures in wilds of Central America. Twelve episode serial. Dir. Harry Hoyt. Rel. July 1.

Fox-Skouras Takes Over
Milwaukee. Oriental, Tower
First National Offices: 321 W. 44th St., New York, N. Y.
Badside. Comedy-drama of a women's doctor. Warren William, Jean Muir, Allen Jenkins. Dir. Robert Florey. 65 mins. Rel. Jan. 27. Rev. Mar. 15.
Big Sister. Comedy. The dramatic exposure of the cut-throat drug racket. Betty Davis, Charles Farrell, Ricardo Cortez. Dir. John Francis Dillon. 64 mins. Rel. Jan. 6. Rev. Feb. 3.

Circus Clown. The roaring comedy under the big tent with a winsome romance. Helen O'Brien, John Hattie, Joe E. Brown, Patricia Ellis, Gordon Westcott, Tom Dugan. Dir. Ray Enright. Rel. June 30. Rev. July 2.

Dark Hazard. Edward G. Robinson as a whipper racer. Genevieve Tobin, Glenda Farrell, Ralph Green. 60 mins. Rel. Feb. 2. Rev. Feb. 27.

Fashions of 1934. Story of a style stealer set against a lavish background. Wm. Powell, Betty Davis, Verree Teasdale. Dir. Wm. Dieterle. 80 mins. Rel. Feb. 17. Rev. Jan. 23.

Fog Over Frisco. Mystery melodrama set in San Francisco. Donald Woods, Betty Davis, Lyle Talbot, Margaret Lindsay. Dir. William Dieterle. Rel. June 2. Rev. June 10.

Journal of a Crime. Drama by the French playwright Jacques Deval, and depicts the life of a murderer on a woman of the underworld and the sensibilities who kills an unscrupulous rival. Ruth Chatterton, Adolphe Menjou, Claire Dodd. Dir. William Keighley. 65 mins. Rel. March 10. Rev. March 17.

Mandaly. Adventure in the Indies. Kay Francis, Lyle Talbot, Ricardo 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. 15. Rev. Feb. 3.

Marry Frinks. The Comedy-drama of the typical family stepping all over Ma until she turns and leaves them on their own. Aline MacMahon, Guy Kibbee, Allen Jenkins, Hugh Herbert. Dir. Al Green. Rel. May 26. Rev. June 10.

Midnight Alibi. Heart interest melodrama from Damon Runyon's "Old Doll's House." Richard Barthelmess, Ann Dvorak, Helen Lowell, Helen Chandler. Dir. Alan Croeland. 69 mins. Rel. July 2. Rev. July 10.

Registration Number. Drama of the romantic side of a life in a metropolitan hospital. Bebe Daniels, Lyle Talbot, John Halliday. Dir. Robert Florey. 73 mins. Rel. April 7.

Return of the Terror. The mystery drama with plenty of heart interest. Mary Astor, Lyle Talbot, John Halliday, Frank McHugh. Dir. Howard Bretherton. Rel. July 7.

Side Streets. Love drama based on an original story by Ann Garrick and Ethel Hill. Allen Jenkins, Edith Kelly, Ann Dvorak, Patricia Ellis. Dir. Alfred E. Green. Rel. June 30.

Twenty Million Sweethearts. Musical romance taking place behind scenes of a broadcasting studio. Dick Powell, Pat O'Brien, Henry Rogers, Allen Jenkins, the Connors, Irene Franklin. Dir. Lloyd Bacon. 62 mins. Rel. May 26. Rev. May 22.

Very Honorable Guy. A Comedy from the story by Damon Runyon about a guy who always keeps his promises. Joe E. Brown, Alice White, Robert Barrat, Alan Dinchard, Irene Franklin. Dir. Lloyd Bacon. 62 mins. Rel. May 26. Rev. May 22.

Wonder Bar. Dramatic musical spectacle lid amid the gay reveries of a fashionable Parisian night club. Kay Francis, Dick Powell, Dolores Del Ray, Al Johnson, Ricardo Cortez, Hal Layton, Guy Kibbee, Hugh Herbert, Ruth Donnelly, Phil D'Orsey. Dir. Lloyd Bacon. 64 mins. Rev. March 6.

Studio: Fox Mills, Hollywood, Cal.
Fox Offices: 444 West 56th St., New York, N. Y.
All Men Are Enemies. Hugh Williams, Helen Twelvetrees. Dir. Geo. Fitzmaurice. 79 mins. Rel. April 20. Rev. May 29.

Baby Face. Fox's child star comes through again. Shirley Temple, Claire Trevor, James Dunn. Dir. Harry Lachman. Rel. June 22. Rev. July 2.

Bottoms Up. Breaking into Hollywood with a flititious pedigree. Spencer Tracy, Miss Pat Patterson, John Boles. Dir. David Butler. 85 mins. Rel. March 30. Rev. March 20.

Call It Luck. Pat Patterson, Herbert Mundin. Dir. Jas. Tinlin. Rel. June 1. 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. 20.

Change of Heart. From the story, "Manhattan Love Song." Janet Gaynor, Chas. Farrell, James Dunn, GINGER ROGERS. Dir. John G. Blystone. 76 mins. Rel. May 18.

Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, George Layton. Dir. Geo. Hadley. Rel. June 2.

Coming Out Party. Original done by the Lasky unit. Frances Dee, Gene Raymond, Alison Skipworth. Dir. John Blystone. 74 mins. Rel. March 9. Rev. March 22.

Constant Nymph (British-Gaumont). British-made version of a frustrated love. British cast. 84 mins. Rel. March 23. Rev. April 10.

David Harum. The old York State House trader. Will Rogers, Louise Dresser, Ferny Henrich. Dir. Jas. Cruze. 83 mins. 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. 16. Rev. Feb. 23.

Ever Since Eve. Country boy likes New York. George O'Brien. Dir. Geo. Marshall. 72 mins. Rel. Feb. 9. Rev. April 3.

Frontier Marshal. The familiar theme of the unknown cleaner-up. Geo. O'Brien, Lew Seiler. 66 mins. Rel. Feb. 18. Rev. Feb. 27.

Grand Canyons. Warner Baxter, Madge Evans. Dir. Irving Cummings. Rel. July 13.

(Continued on page 26)

Right in the middle of New York's blazing heat wave...

3rd
WEEK FOR
SHIRLEY
TEMPLE
at 6200-seat
ROXY
(N. Y.)

FIRST 3-week run at the world's largest theatre in nearly 3 years . . . and that was with "Bad Girl" (also FOX). Typical of the business this phenomenal FOX star is doing the country over. Watch for her next FOX picture.



"BABY TAKE A BOW"

with

SHIRLEY TEMPLE

JAMES DUNN
CLAIRE TREVOR

ALAN DINEHART

Produced by John Stone

Screen play by Philip Klein and
 E. E. Paramore, Jr.

Based on a play by James P. Judge

Directed by Harry Lachman



WHEN

—that man is
Warner Baxter
—that woman is
Madge Evans...

YOU JUST KNOW YOUR CROWDS WILL THRILL!

Compellingly they bring to life one of the year's most popular novels...the drama of strange adventure in exotic lands...the romance, all-possessive but protecting...the anguish of love...and its ecstasy!

Faithless
—or true?

Caught in the mesh of a loveless marriage...torn between loyalty and loneliness.

Murderer
—or victim?

Plunged from the top of the medical profession to the depths of disgrace.

Warner
BAXTER
in
GRAND CANARY

with
MADGE EVANS

Marjorie Rambeau • Zita Johann
Roger Imhof • H. B. Warner

Directed by Irving Cummings

From the novel by A. J. Cronin

Screen play by
Ernest Pascal



A JESSE L. LASKY PRODUCTION

Film Reviews

MAN WITH 2 FACES

(Continued from page 15)

is hardly credulous. His hypnotic hold on his wife (Astor) and his past record as a moocher on femmes is sufficiently despicable to warrant the capital punishment inflicted upon him by Robinson. But the motivation up to the actual deed is a bit bewildering. The almost perfect crime is staged with full competence of the auditor.

Heinrich, the players mentioned earlier byron, as the family medic, and David Landau, as the dick, make their histrionic chores count. Mayo's direction does much with the sandy shadings of the script, but the adaptation rather militates against any consistently favorable impression. Abel.

HITLERJUNGE QUEX

(Unsere Fahne flattert uns Voran)
(Our Flags Lead Us Forward)
(GERMAN MADE)

(With Songs)
Fox production and release. Directed by Hans Steinhilber. From a novel by R. D. Schickel. Screen play by Schickel and R. P. Luchner. Camera, Konstantin Ivanov. Music, Hans-Otto Bergmann. Lyrics, Walter von Schirach. At the Yorkville, N. Y., week July 6. Running time, 75 min.

Here's the newest of the Hitler propaganda pictures to cross the ocean, and it tells a lot in several ways. It's frank propaganda and no bones about it. It probably won't get much booking or showing in the U. S. because of the natural restrictions of subject matter, although it's significant that the distributors have changed the original title to get the word "Hitler" out and give no inference of what it's about. In the New York house where caught there was no indication in the front of the theatre of the subject matter or intent of the film in any way.

There's another highly interesting item quickly noticeable. That's the cast, which includes several unnamed players, one of them handling the central and most difficult role, but not even getting billing. That's in keeping with the Hitler notion of submerging everything and everybody for the general cause.

Not much sense in reviewing the film as entertainment; it isn't that. It's a film with a purpose. But as such it becomes an interesting example of how good German film technique is. It's a fine job for what it is; it accomplishes its purpose admirably. Film, in fact, is cleverly done.

It's the story of a boy brought up in a Communist home. All the Communists who come in are discredited and criminal. Kid watches the growth of the nice, clean Nazi youths, who love sane, honest and happy lives. In spite of his upbringing he swings to the Nazi front, at a crucial moment he betrays his parents to warn the Nazis, thus saving the latter from an attack and at the same time becoming a hero.

The boy who plays the central role is a gem of a young actor. Good looking and capable, Heinrich George, one of Germany's best character actors, is very fine as the father. Bertha Drews, an unknown on this side, does the mother believably. Hermann Suckmuth overplays one of the Communists, and

Claus Clausen overplays a Nazi troop leader.

There are a couple of catchy march tunes, one of which, "Our Flags Lead Us Forward," has been adopted as the title for the film for its U. S. showing. Kauf.

CALL IT LUCK

(WITH SONGS)

Fox production and release. Features Herbert Mundin and Pat Peterson. Directed by James Tilling. Story by Dudley Nichols and George Marshall. Screen play by Nichols and Lamar Trotti; adaptation, Joseph Cunningham and Harry McCoy; photography, Joseph Valentine; music, Richard Whiting; lyrics, Sidney Clare. At the Mayfair, N. Y., week July 6. Running time, 65 min.

Of passing interest but hokey and cloying. Just enough laughs to pull its way through. Luck of name strength is against it as a grosser and length of footage is a handicap for best audience reaction. Much could have been cut out to crase several slow stretches, although as the picture stands the running time is only 65 minutes.

Herbert Mundin steals the picture despite that Pat Peterson, whom Fox is trying to build up, is given every opportunity to snatch attention, including song numbers. In order to get in the tunes a night club sequence has been dragged in, along with the racketeers who figure in the destruction of the picture structure. Miss Peterson is given a novel production background for "Call It Luck," but its chances are slim.

Miss Peterson is cast as the daughter of the London cabby who cashes in on a sweepstake ticket and becomes the prey of a confidence gang which tells him a cavalry horse on representation it is the brother of a Derby winner. In working her into the picture a light romantic subplot is provided, but aside from the laughs by Mundin the entertainment value is not far from nil.

Charles Starrett is ideal type as the gullible cabby who by dumb luck finds that his cavalry horse costs a big price in the States after all his prize money on the animal. Manner in which a "ketchum murder" is planted on the sucker cabby provides one of the comedy highlights.

Charles Starrett is opposite Miss Peterson but not very impressive and has not much of a chance to do anything. Georgia Maine makes a good foil for Mundin. Musical contingent is led by Gordon Westcott. Char.

TWIN HUSBANDS

Maury M. Cohen production and Chesterfield release. Directed by Frank Strayer. Screen play by Robert Elmer and Goldsway, based on story by Robert Elmer. And Anderson, photography. Cast: John Milson, Shirley Grey, Monroe Owsley, Hale Hamilton, Maurice Black, Robert Elliott, William Franklin, George E. Stone. At the N. Y. two days, July 12. Running time, 65 min.

A deftly handled improvisation of the "Cheating Cheaters" theme, players doing well by their patterned characters and element of mys-

tory so keyed as to maintain a lively interest.

Picture is pretty much John Milson. As a cross of the Haffes stratum who suavely, and with due witty decorum, outkicks a bunch of amateurs at the game, Milson unlimbers a fetching performance. Aside from Milson's work the credit for virtues goes to Director Frank Strayer. Limited to four sets, Strayer shows resourcefulness in keeping his story sprucely on the move. Occasional well placed bits of comedy help freshen up so-so dialog.

The crackman (Miljan) involuntarily becomes a party to a conspiracy to mulct an estate out of some bonds, a wife (Shirley Grey) who agrees to let the latter pose as her husband as an angle in the scheme, a secretary (Aubrey Owsley), responsible for the whole film, and a trusted trustee (Hale Hamilton) who had been dipping into the estate's funds for his own uses. Weaving in and out of the plot are also a pseudo butler (Winston Bennett) and an array of both money and real coppers. Odce.

Story Buys

Hollywood, July 16. Paramount take "Soldier Woman," an original by Charles Clifford, which Charles R. Rogers produces.

Judgments

Holland Showboat Pavilion, Inc., Jerry Peluso and James Peluso; C. J. Rosenthal; \$147. Mae Murray; Tiffany Productions; cast costs, \$134. National Vaudeville Artists, Inc. and National Variety Artists, Inc.; \$2,002. Printing & Stationery Co.; \$2,002.

Stock Market

(Continued from page 6)

Almost total lack of interest in the amusement liens on Saturday found few being traded in.

Nothing sensational is expected of market for a few weeks, and absence of volume in recent weeks is proving aggravating to some traders. But there is every evidence that some of leading issues on big board are being slowly accumulated. It should appear now that first big upward spurge of market may be delayed until August. In meantime, market may prove to be pretty dull, even though it slowly creeps forward.

Stock market regulatory body is turning out to be about as predicted. Bulk of work probably will rest on shoulders of Federal Reserve Board, just as in past. Tendency of stock market board to be lenient and to keep hands off is looked on as a favorable sign. The members have shown a real desire to keep far enough away so that they will not be blamed if market goes too far up or down.

Admitting that there are a number of disturbing strike situations, feeling continues to be that market is headed for better days both as to volume and price. Amusement group is not apt to join the procession, it now would seem, until latter part of August, although several stocks have given all appearance of being pretty thoroughly liquidated, and to be getting in shape to go up with remainder of market.

Summary for Week Ending Saturday, July 14

STOCK EXCHANGE

High.	Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net chg.
7 1/2	7 1/8	100	American Seat.	3 1/2	3 1/8	3 1/8	- 1/8
2 1/2	2 1/8	100	Comod. Film	3 1/2	3 1/8	3 1/8	- 1/8
2 1/2	2 1/8	100	Columbia P. vic. (H)	2 1/2	2 1/8	2 1/8	- 1/8
17 1/2	17 1/8	1,000	Eastman Kodak (H)	9 1/2	9 1/8	9 1/8	- 1/8
19 1/2	19 1/8	2,000	Gen. Elec. (H)	20 1/2	20 1/8	20 1/8	- 1/8
25 1/2	25 1/8	40,000	Gen. Elec. (H)	25 1/2	25 1/8	25 1/8	- 1/8
25 1/2	25 1/8	22,700	Loew (H)	28 1/2	28 1/8	28 1/8	- 1/8
25 1/2	25 1/8	200	Do pref. (H)	25 1/2	25 1/8	25 1/8	- 1/8
25 1/2	25 1/8	600	Madison Sq. Garden	5 1/2	5 1/8	5 1/8	- 1/8
25 1/2	25 1/8	10,200	Paramount cific	4 1/2	4 1/8	4 1/8	- 1/8
25 1/2	25 1/8	10,300	Pathe Exchange	3 1/2	3 1/8	3 1/8	- 1/8
25 1/2	25 1/8	2,000	Pathe Class A	2 1/2	2 1/8	2 1/8	- 1/8
25 1/2	25 1/8	20,500	Radio Corp.	7 1/2	7 1/8	7 1/8	- 1/8
25 1/2	25 1/8	2,000	RKO	2 1/2	2 1/8	2 1/8	- 1/8
25 1/2	25 1/8	3,200	Radio pfd. B	3 1/2	3 1/8	3 1/8	- 1/8
25 1/2	25 1/8	120	Universal pref.	30 1/2	30 1/8	30 1/8	- 1/8
25 1/2	25 1/8	17,800	Warner Bros.	6 1/2	6 1/8	6 1/8	- 1/8
25 1/2	25 1/8	100	Do pfd.	20 1/2	20 1/8	20 1/8	- 1/8
25 1/2	25 1/8	11,600	Westinghouse	35 1/2	35 1/8	35 1/8	- 1/8

* Plus stock extras. † Paid this year on account of accumulations. ‡ 110-share trading stock.

CURB

14%	7%	2,100	Technicolor	13%	12%	13%	— 3/4%
3%	1%	500	Trans Lux (100)*	1%	1%	1%	— 3/4%

* Paid this year

* Paid this year.

BONDS

13	3 1/2	\$23,000	Gen. Thea. Pk. 40.....	7 1/2	7 1/2	7 1/2	- 1/2
72	5 1/2	12,000	Keith & Co. 46.....	10 1/2	10 1/2	10 1/2	+ 1/2
55	5 1/2	25,000	Gen. Elec. P. 41.....	10 1/2	10 1/2	10 1/2	+ 1/2
56	5 1/2	25,000	Loew P. 42.....	10 1/2	10 1/2	10 1/2	+ 1/2
57	5 1/2	25,000	Loew P. 43.....	10 1/2	10 1/2	10 1/2	+ 1/2
58	5 1/2	25,000	Loew P. 44.....	10 1/2	10 1/2	10 1/2	+ 1/2
59	5 1/2	25,000	Loew P. 45.....	10 1/2	10 1/2	10 1/2	+ 1/2
60	5 1/2	25,000	Loew P. 46.....	10 1/2	10 1/2	10 1/2	+ 1/2
61	5 1/2	25,000	Loew P. 47.....	10 1/2	10 1/2	10 1/2	+ 1/2
62	5 1/2	25,000	Loew P. 48.....	10 1/2	10 1/2	10 1/2	+ 1/2
63	5 1/2	25,000	Loew P. 49.....	10 1/2	10 1/2	10 1/2	+ 1/2
64	5 1/2	25,000	Loew P. 50.....	10 1/2	10 1/2	10 1/2	+ 1/2
65	5 1/2	25,000	Loew P. 51.....	10 1/2	10 1/2	10 1/2	+ 1/2
66	5 1/2	25,000	Loew P. 52.....	10 1/2	10 1/2	10 1/2	+ 1/2
67	5 1/2	25,000	Loew P. 53.....	10 1/2	10 1/2	10 1/2	+ 1/2
68	5 1/2	25,000	Loew P. 54.....	10 1/2	10 1/2	10 1/2	+ 1/2
69	5 1/2	25,000	Loew P. 55.....	10 1/2	10 1/2	10 1/2	+ 1/2
70	5 1/2	25,000	Loew P. 56.....	10 1/2	10 1/2	10 1/2	+ 1/2
71	5 1/2	25,000	Loew P. 57.....	10 1/2	10 1/2	10 1/2	+ 1/2
72	5 1/2	25,000	Loew P. 58.....	10 1/2	10 1/2	10 1/2	+ 1/2
73	5 1/2	25,000	Loew P. 59.....	10 1/2	10 1/2	10 1/2	+ 1/2
74	5 1/2	25,000	Loew P. 60.....	10 1/2	10 1/2	10 1/2	+ 1/2
75	5 1/2	25,000	Loew P. 61.....	10 1/2	10 1/2	10 1/2	+ 1/2
76	5 1/2	25,000	Loew P. 62.....	10 1/2	10 1/2	10 1/2	+ 1/2
77	5 1/2	25,000	Loew P. 63.....	10 1/2	10 1/2	10 1/2	+ 1/2
78	5 1/2	25,000	Loew P. 64.....	10 1/2	10 1/2	10 1/2	+ 1/2
79	5 1/2	25,000	Loew P. 65.....	10 1/2	10 1/2	10 1/2	+ 1/2
80	5 1/2	25,000	Loew P. 66.....	10 1/2	10 1/2	10 1/2	+ 1/2
81	5 1/2	25,000	Loew P. 67.....	10 1/2	10 1/2	10 1/2	+ 1/2
82	5 1/2	25,000	Loew P. 68.....	10 1/2	10 1/2	10 1/2	+ 1/2
83	5 1/2	25,000	Loew P. 69.....	10 1/2	10 1/2	10 1/2	+ 1/2
84	5 1/2	25,000	Loew P. 70.....	10 1/2	10 1/2	10 1/2	+ 1/2
85	5 1/2	25,000	Loew P. 71.....	10 1/2	10 1/2	10 1/2	+ 1/2
86	5 1/2	25,000	Loew P. 72.....	10 1/2	10 1/2	10 1/2	+ 1/2
87	5 1/2	25,000	Loew P. 73.....	10 1/2	10 1/2	10 1/2	+ 1/2
88	5 1/2	25,000	Loew P. 74.....	10 1/2	10 1/2	10 1/2	+ 1/2
89	5 1/2	25,000	Loew P. 75.....	10 1/2	10 1/2	10 1/2	+ 1/2
90	5 1/2	25,000	Loew P. 76.....	10 1/2	10 1/2	10 1/2	+ 1/2
91	5 1/2	25,000	Loew P. 77.....	10 1/2	10 1/2	10 1/2	+ 1/2
92	5 1/2	25,000	Loew P. 78.....	10 1/2	10 1/2	10 1/2	+ 1/2
93	5 1/2	25,000	Loew P. 79.....	10 1/2	10 1/2	10 1/2	+ 1/2
94	5 1/2	25,000	Loew P. 80.....	10 1/2	10 1/2	10 1/2	+ 1/2
95	5 1/2	25,000	Loew P. 81.....	10 1/2	10 1/2	10 1/2	+ 1/2
96	5 1/2	25,000	Loew P. 82.....	10 1/2	10 1/2	10 1/2	+ 1/2
97	5 1/2	25,000	Loew P. 83.....	10 1/2	10 1/2	10 1/2	+ 1/2
98	5 1/2	25,000	Loew P. 84.....	10 1/2	10 1/2	10 1/2	+ 1/2
99	5 1/2	25,000	Loew P. 85.....	10 1/2	10 1/2	10 1/2	+ 1/2
100	5 1/2	25,000	Loew P. 86.....	10 1/2	10 1/2	10 1/2	+ 1/2

OVER THE COUNTER, N. Y.

Bid	Ask	1	Boxy, Class A	1	1	1	1
1	1	1	De Forest Phone	1	1	1	1

PRODUCE EXCHANGE, N. Y.

PRODUCE EXCHANGE, N. Y.

3.30 Par-Pub. Film

Indie Exhibs Campaign Against N. Theatres in Overseated St. Paul, Minn.

No Pix House Folds

Par theatre will close Wednesday night (18). Probability is that house will reopen Labor Day.

Believed to be a factor in house going dark was inability of theatre to be sure of getting its next three features right away. These pix were Mae West, "Born to Be Kissed" and "Madame DuBarry".

IATSE ORDERS LOOK-IN ON 306

Going-to-the-rescue of one of its children suffering from internal dissension and factional troubles, the I.A.T.S.E. is conducting an investigation into New York Operators' Local 306, to see what's what. This action followed the warning of George Browne, President of the I.A., to insurgent members of 306 that a meeting they proposed holding would be illegal and that what ever they voted upon would hold no weight whatever.

Harlan Holmden, a v.p. of the I.A., was designated by Browne to look into the situation in 306 in behalf of Harry Sherman, local's president, and members of the union who are his supporters.

Meantime, it was reported Sherman was stepping out. This was denied by Sherman yesterday (Monday).

A group of around 400 members of 306 are charged with causing the present internal disorder and disquiet in the union. Number is composed of around 50, who are still loyal to the ousted Sam Kaplan, while balance is claimed to be unemployed members.

Following seizure of 306 records by the district attorney, which it is believed was planted by opposition forces anxious to embarrass 306 and President Sherman, the insurgent faction held an illegal meeting during the past week voting to ask for Sherman's resignation. Browne warned them that such action was strictly illegal; however, the meeting was held. Not a single officer of the 306 union was in attendance.

Records of 306 and the Brooklyn local, plus records of Empire State Operators, were ordered restored to the unions during the past week by Justice Dunne in Brooklyn who held that the method of seizure was a clear and definite invasion of the petitioner's constitutional guarantees.

Whether or not any action by removal of cards or otherwise will be taken against militant membership factions in 306 as a result of the I.A. investigation of conditions remains to be seen.

Minneapolis, July 15.

Declaring that both Minneapolis and St. Paul already are badly overseeded, the Twin City group of Northwest Allied States, independent exhibitors' organization, pledged itself to fight against the issuance of any more permits for construction of more theatres here or in St. Paul. As the first step, the group succeeded in inducing the Minneapolis city council license committee to refuse a permit for a proposed new neighborhood house.

Exhibitors state that the vast majority of local showhouses have been operated without any profit for the past five years. This condition, they asserted, is largely due to the fact that there are far too many theatres for the size of the two cities. Several applications for permits for new neighborhood theatres have been pending for several months and a number of interests have announced intentions to build.

Alvin, Pitt, Reopening, George Tyson at Helm

Pittsburgh, July 15. George Tyson, for the last year co-managing director with Cullen Espy of the Skouras theatre interests in St. Louis, has been named manager of the Alvin here, which will reopen shortly under the Harris Amus. Co. banner. Tyson's St. Louis season began effective Thursday (15) and he will come on to Pittsburgh immediately.

Tyson served as publicity director for Warners in Pittsburgh for several years. He quit in 1932 to become zone manager for the Skouras chain in Milwaukee, going to St. Louis a year ago.

The Alvin, former Schubert legit house, has been in the process of remodeling for the last year and is scheduled to reopen some time next month, probably under a combination stage and screen policy.

Harris Amus. Co. announces that operation of Latona, Ott City, Pa., has been relinquished. House under Harris management for last year, has been a consistent loser.

Coast Strike

(Continued from page 1)

walkout. However, a meeting of stagehands is called for today to discuss strike situation.

Harry Briggs, International v. p. of the International Brotherhood of Electrical Workers, which controls studio workers and soundmen, was in Frisco for most of last week.

Los Angeles non projectionists, stagehand and musicians have received no call from Frisco to walk out in sympathy with strikers. No discussion yet in open meeting and at the time there is no intention of calling such meeting.

Only way they could walk would be by three quarters v. t. of unions plus sanction from the international union.

CARDIN

This Week, July 13
PALACE THEATRE
CHICAGO

Direction
WILLIAM MORRIS AGENCY

ENTERTAINMENT

Experience • Service • Organization

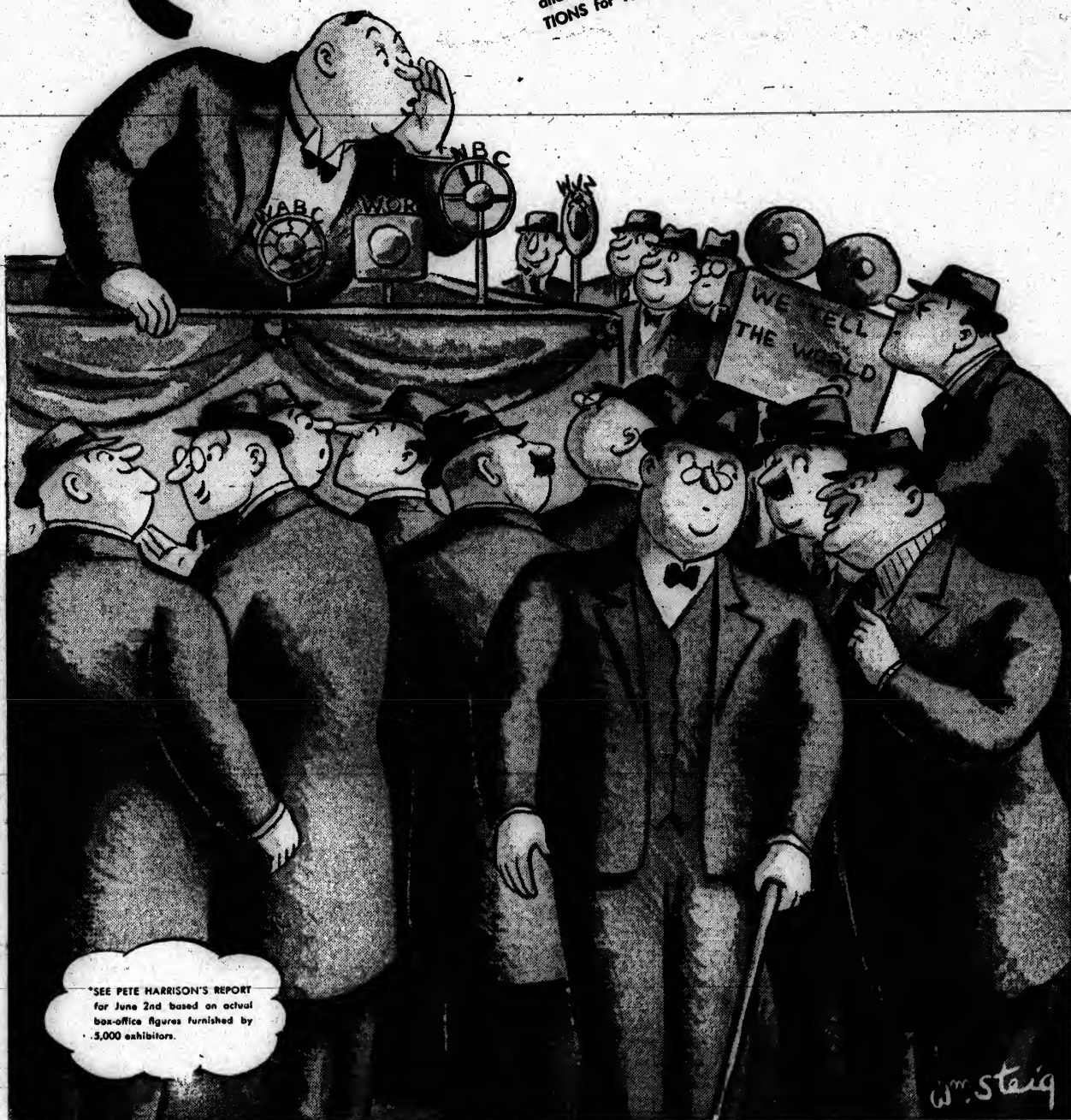


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business is releasing 22 FEATURES
and 18 WALT DISNEY PRODUCTIONS
for 1934-35.



*SEE PETE HARRISON'S REPORT
for June 2nd based on actual
box-office figures furnished by
5,000 exhibitors.

Gentlemen! These UNITED ARTISTS

10

20TH CENTURY Pictures

"Best picture 20th Century has turned out!"
—Los Angeles Daily News

CONSTANCE BENNETT
FREDRIC MARCH

"THE AFFAIRS OF CELLINI"
with FRANK MORGAN • FAY WRAY
Directed by Gregory LaCava

"Answers the exhibitor's demand for family entertainment."
—Associated Publications

GEORGE ARLISS
in
"THE LAST GENTLEMAN"
with EDNA MAY OLIVER
CHARLOTTE HENRY • JANET BEECHER
RALPH MORGAN
Directed by Sidney Lanfield

Intriguing title! Astounding story!
"THE RED CAT"

From the play by
Rudolph Lothar and Hans Aden

RONALD COLMAN
in the finest role of his career
"CLIVE OF INDIA"
the picturization of the play now in its
7th capacity month in London!

Forward! ... America! ... Forward!
"FORWARD MARCH"
The epic of Alcatraz! Clarified by the
biggest cast in screen history!

DARRYL F. ZANUCK Productions
Presented by JOSEPH M. SCHENCK

"A stirring picture!
A privilege to show it!"

"We Live!... We Love!... We Fight!
We Hate!... What don't we do for

"OUR DAILY BREAD"
KING VIDOR'S Epic of
a Million Hearts!

A Viking PICTURE

"Will play an even noisier tune at the box office than the first Bulldog Drummond."
—Hollywood Reporter

RONALD COLMAN
in
"BULLDOG DRUMMOND STRIKES BACK"

with LORETTA YOUNG • WARNER OLAND
CHAS. BUTTERWORTH • UNA MERKEL
Directed by Roy Del Ruth

A mighty story! A mighty cast!
A mighty title!
"THE MIGHTY BARNUM"
with WALLACE BEERY • FREDRIC MARCH
The story of the world's greatest showman!
Written by Gene Fowler!

Just as George Arliss in "The House of Rothschild" is the best picture of 1934
GEORGE ARLISS
in
"CARDINAL RICHELIEU"
will be the best picture of 1935!

Touted for Box-Office Results!
CLARK GABLE
CONSTANCE BENNETT
in
"IT HAD TO HAPPEN"
"A story as sizzling as its stars!"

Savage Love for Blood!
Savage Grief for Women!
Savage Death for Wreckings!
Jack London's
"THE CALL OF THE WILD"

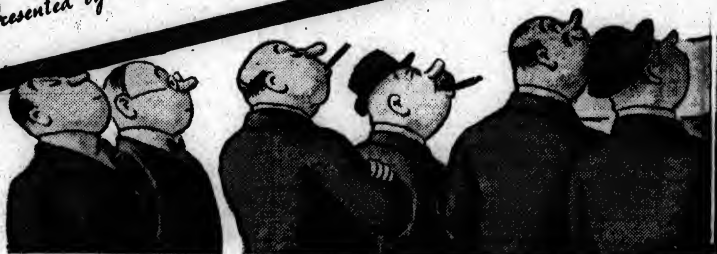
With a cast as big as the story!

2 RELIANCE Pictures

Start Counting the Profits with
"THE COUNT OF MONTE CRISTO"
with ROBERT DONAT : ELISSA LANDI
LOUIS CALHERN : O. P. HEGGIE
SIDNEY BLACKMER : WILLIAM FARNUM
Dumas' unforgettable classic!
Gorgeously produced on a lavish scale!

Titanic in scope! A Leviathan of entertainment!
"TRANS-ATLANTIC MERRY-GO-ROUND"
with JACK BENNY : NANCY CARROLL
GENE RAYMOND : SIDNEY BLACKMER
SID SILVERS : SYDNEY HOWARD
FRANK PARKER : RALPH MORGAN
PATSY KELLY : WILLIAM BOY
SHIRLEY GREY • SAM HARDY • JEAN SARGENT

Presented by
HARRY GOETZ and EDWARD SMAL



ITS RELEASES speak for themselves!

4

LONDON FILMS Productions

DOUGLAS FAIRBANKS
in
"THE PRIVATE LIFE OF DON JUAN"
with the beautiful leading ladies of "Henry VIII"
MERLE OBERON
JOAN GARDNER
Directed by Alexander Korda
Written by Frederick Lonsdale and Lajos Biro

What is the world coming to!
One man has the daring to predict!
One man has the daring to produce
"100 YEARS FROM NOW"
Directed by Lewis Milestone

In the shadow of the guillotine he saved men—
for the nation—and women—for himself!
LESLIE HOWARD
in
"THE SCARLET PIMPERNEL"
Through death-filled jungles to capture
one man—alive!
Filmed by Europe's most daring aviator
"CONGO RAID"
Based on Edgar Wallace's best seller,
"Raiders of the River"
Alexander Korda PRODUCTIONS

3

SAMUEL GOLDWYN Productions

ANNA STEN and FREDRIC MARCH
in Samuel Goldwyn's Production of
"WE LIVE AGAIN"
Based on Tolstoy's immortal "Resurrection"
Directed by Rouben Mamoulian

He's off! He's off for Egypt! Land of dusky shebas!
Land of fabulous treasure!
Land of hilarious adventure!
EDDIE CANTOR
in Samuel Goldwyn's production of
"KID MILLIONS"
with **ETHEL MERMAN** and **ANN SOTHERN**
BLOCK & SULLY and the **GORGEOUS GOLDWYN GIRLS**
New song hits by Gus Kahn! New dance spectacles
by Seymour Felix! And new box-office records!
Directed by Roy Del Ruth

and **ANNA STEN**
in an additional Samuel Goldwyn production...
a sweeping story of modern Russia by Vicki Baum
(author of "Grand Hotel") and Eugene Lyons!

2

Bard Productions

ANNA NEAGLE
in
"NELL GWYN"
with
Sir Cedric Hardwicke
the world-famous story
of the lovely girl who won
and held... a king!
Directed and produced by
HERBERT WILCOX

"She has that subtle
something that makes
box-office stupors!"
—Motion Picture News

ANNA NEAGLE
in
"The QUEEN'S AFFAIR"
with
FERNAND GRAVEY
Directed by
HERBERT WILCOX

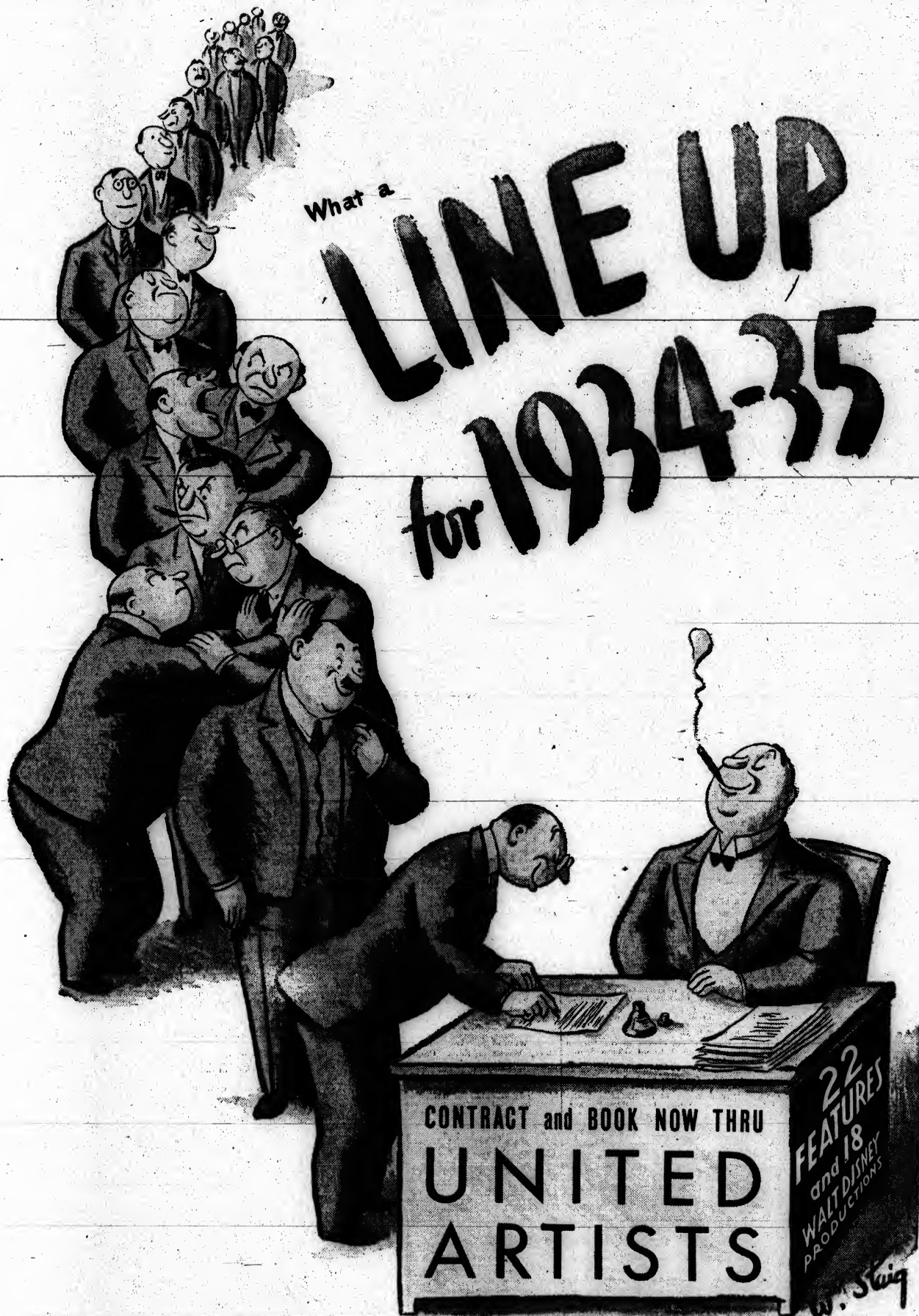
SURE THEY
SPEAK FOR
THEMSELVES,
BUT THIS GUY'S
BEEN TALK-
ING FOR TWO
HOURS!

18

WALT DISNEY Productions

9
MICKEY MOUSE
Productions
in TECHNICOLOR
For the FIRST TIME!

9
SILLY SYMPHONIES
as
TECHNICOLORFUL
as ever!



BRIGHTEST PAGE

in motion picture history!

M-G-M STAR SPANGLED BANNER 1934-35

AMONG THE SPECIALS

THE MERRY WIDOW
Ernst Lubitsch's production, starring Maurice Chevalier, Jeanette MacDonald. Irving Thalberg, producer.

DAVID COPPERFIELD
Charles Dickens' famed novel. George Cukor, director. David O. Selznick, producer. Cast to be announced.

THE GOOD EARTH
Pearl S. Buck's best-seller. Adaptation by Frances Marion. George Hill, director. Irving S. Thalberg, producer. Cast to be announced.

BARRETT'S OF WIMPOLE STREET
Norma Shearer, Fredric March, Charles Laughton in illustrious stage hit. Director, Sidney Franklin. Irving Thalberg, producer.

Ernst Lubitsch, Charles Laughton, Herbert Marshall, courtesy Paramount. Fredric March, courtesy 20th Century.

CHAINED
Joan Crawford, Clark Gable co-starred. Director, Clarence Brown. Hunt Stromberg, producer.

MUTINY ON THE BOUNTY
Clark Gable, Wallace Beery, Robert Montgomery in best-seller and serial. Frank Lloyd, director. Irving Thalberg, producer.

MARIE ANTOINETTE
Norma Shearer, Charles Laughton and Fredric March in Stefan Zweig's famed best-seller. Irving Thalberg, producer.

NAUGHTY MARIETTA
Victor Herbert's operetta, starring Jeanette MacDonald with Nelson Eddy. Robert Z. Leonard, director. Hunt Stromberg, producer.

ONE CONSTANCE BENNETT
in Michael Arlen's famed novel, CONSTANCE BENNETT HERBERT MARSHALL, Elizabeth Allan, Mrs. Patrick Campbell, Henry Stephenson and many more. Directed by Robert Z. Leonard. Constance Bennett, courtesy 20th Century.

ONE ANN HARDING & ROBERT MONTGOMERY
in "Biography of a Bachelor" based on the stage hit "Biography" by S. N. Behrman. Screen writers Anita Loos and John Emerson. E. H. Griffith is director. Ann Harding, courtesy RKO.

TWO LAUREL-HARDY FEATURE LENGTH COMEDIES

TWO ALL-STAR COMEDIES
Produced by the two most successful comedy producers of today, Charles Reisner and Jack Cummings... Jimmy Durante, Charles Butterworth, Louise Fazenda, Stuart Erwin, Ted Healy, Una Merkel and others in the cast.

FOUR COSMOPOLITAN PRODUCTIONS
Just an idea of the Cosmopolitan hits of past months "Penthouse," "Manhattan Melodrama" and "The Thin Man." Cosmopolitan Productions get nationwide advertising and publicity through the Hearst chain of newspapers.

FOURTEEN MARQUEE PICTURES
Showmanship ideas, new slants in production, with casts of top-notch names... Marquee Pictures over a period of several years have won a high rating for consistent entertainment delivery!

STAR PICTURES

- ONE JOAN CRAWFORD
- TWO JEAN HARLOW
- TWO WALLACE BEERY
- ONE CLARK GABLE
- ONE ROBT. MONTGOMERY
- ONE JEAN PARKER
- TWO WILLIAM POWELL
- ONE WARNER BAXTER—MYRNA LOY
- ONE RAMON NOVARRO
- ONE GLORIA SWANSON
- TWO MARION DAVIES
- ONE JEANETTE MACDONALD
- ONE MARIE DRESSLER—WALLACE BEERY
- ONE HELEN HAYES
- TWO LIONEL BARRYMORE

SHORT SUBJECTS

- (Two Reels)
- HAL ROACH M-G-M COMEDIES
- 3 LAUREL-HARDY
- 3 CHARLEY CHASE
- 7 IRVIN S. COBB
- 8 TODD-KELLY
- 6 OUR GANG
- 6 M-G-M MUSICAL REVUES IN TECHNICOLOR

- (One Reel)
- 12 PETE SMITH ODDITIES
- 6 PETE SMITH GOOFY MOVIES
- 13 M-G-M MUSICAL CARTOONS IN COLOR
- 8 FITZPATRICK TRAVELTALKS IN TECHNICOLOR
- 104 ISSUES HEARST METROTONE NEWS WITH EDWIN C. HILL AS THE GLOBE TROTTER

COMMISH PROBING AT&T

Network Peak Hour Bookings for Fall Suggests a Big 1934-35 Season

Both NBC's red (WEAF) link and Columbia have their evening time starting with the fall pretty well sold up. Less than 10% of the available commercial time on the red loop between the hours of 6:30 and 10:30 from Sunday to Friday night inclusive remains open. In the case of CBS the amount of time already booked off for payees on these schedules comes to over 80%.

As for Saturday nights Columbia's contracts to date show a slight edge over those gar-

nered by NBC for its red string. CBS for this night starting in the fall has Fletcher's Castoria (Roxey and his Gang) set to take 45 minutes, Chesterfield, a half hour, and Vick's Chemical Co. and Shell Oil, 15 minutes each. Open on the red is an early half hour Sunday night, nothing Monday, Tuesday, Thursday and Friday, and a quarter hour (7:30-45) Wednesday. For Saturday evening on this link NBC has Phillips-Jones and La France slated for 30 each and A. C. Spark Plug, 15 minutes.

CBS' Fall Bookings to Date

TIME	ADVERTISER	STARTING DATE
Monday 8:00-8:15	Barbasol	October 8
Monday 8:15-8:30	Barbasol	September
Monday 8:30-9:00	Castoria	September
Monday 9:00-9:30	Chesterfield	January
Monday 9:30-10:00	Ex-Lux	January
Monday 10:00-10:30	Lady Esther	September 15
Tuesday 8:00-8:15	Bayer	August 25
Tuesday 8:15-8:30	Bayer	August 25
Tuesday 8:30-9:00	Phillips	August 25
Tuesday 9:00-9:30	Woodbury	January 1
Tuesday 9:30-10:00	Studebaker	August 25
Tuesday 10:00-10:30	Trigby-Grimow	September 25
Tuesday 10:30-11:00	Continental	September
Wednesday 8:00-8:15	Jad	—
Wednesday 8:15-8:30	Barbasol	—
Wednesday 8:30-9:00	Ri-So-Dei	August 26
Wednesday 9:00-9:30	Chesterfield	January
Wednesday 9:30-10:00	White Owl	June, '35
Wednesday 10:00-10:30	Byrd	November 18
Thursday 8:00-8:15	Open	—
Thursday 8:15-8:30	Barbasol	—
Thursday 8:30-9:00	Reynolds	—
Thursday 9:00-9:30	Feenbaum	January 1
Thursday 9:30-10:00	Ford	January 1
Thursday 10:00-10:45	Borden	—
Friday 8:00-8:15	Jad	—
Friday 8:15-8:30	Barbasol	September
Friday 8:30-9:00	True Story	September
Friday 9:00-9:30	Time Magazine	—
Friday 9:30-10:30	Campbell Soup	—
Saturday 8:00-8:45	Open	—
Saturday 8:45-9:00	Open	—
Saturday 9:00-9:30	Chesterfield	—
Saturday 9:30-10:00	Open	—

MAYBELLINE ON PIC STAR HUNT

Hollywood, July 16. New radio account, Maybelline, is trying to line up picture names for its coast-to-coaster over NBC despite the edict of most major studios against doubling on the air. CBS artists bureau recently tried to buck the tabu with little success. Cramer-Krasselt agency, which is conducting the talent hunt, reports fair success, but names no names. Only ones lined up are Harry Jackson and Jimmy Fidler, who will handle the scripts and interview the screen players.

Vick on Both Webs

Vick's Chemical Co. will use three half hour quarter hours a week on NBC's red (WEAF) string and a Sunday matinee half hour on CBS starting the first week in October. Programs to fill these gaps will be auditioned during the next two weeks.

Columbia the season before had the entire account. Young and Rubicam is the agency.

SCHUDT TO GOTHAM

Charlotte, N. C., July 16. W. A. Schudt, Jr., manager of radio station WBT, Charlotte, N. C., left July 12 for New York City and a two-weeks vacation in the East. The sanctum sanctorum at WBT is receiving a new coat of paint—a soft tan.

University of Toronto Music Class to Build Programs for Radio

Toronto, July 16. Possibly the first instance in which a university has become interested in radio program production is the establishment here of Radio Hall as a general agency aiming to serve any station in Canada, by remote control, with musical or dramatic programs. Affiliated with the Conservatory of Music of the University of Toronto, new agency headquarters are in the C. of M. building where teachers propose to give students radio instruction and auditions. Director is Edgar Stone who resigned this year as drama producer at the hi-hat Hart House, art theatre founded by Vincent and Raymond Massey in memory of their father. Production manager is George Young. Stone will be in charge of drama productions because of his previous experience. Old recital auditorium of the Conservatory is now taken up by control room, broadcasting studio with a 200-seat audience capacity, rehearsal room, audition room, and business office.

Autry to Hollywood

Chicago, July 16. Gene Autry, WLS recording cowboy leader for the coast shortly for a try at pictures. No contract suggested but Autry is tentatively set for an new job in a barn dance temper in a forthcoming Ken Maynard horse opera. Theatrical production.

ON RADIO LINE CHARGES, FILMS

Sweeping Probe May Lead to Line Charge Reductions—Sen. Dill Steams Up ERPI Inquiry

REPORT TO CONGRESS

Washington, July 16. Sweeping probe of all business activities of the American Telephone & Telegraph Co., possibly leading to paring of radio line charges and withdrawal of telephone trust from sound picture field, is contemplated by the new Federal Communications Commission. Will get under way pronto, with report to Congress slated for Feb. 1, 1935.

While details are unsettled, Chairman Eugene O. Sykes, former head of abolished Federal Radio Commission, said study of telephone and telegraph charges and possible survey of broadcast assignments will be among major matters to be taken up. Commission assumed office Wednesday (11) and postponed organization meeting until this week. Armed with broad powers to require pruning of rate schedules, extension of service, and changes in business methods, new commish will set out to supply dope about the far-flung telephone company which the Senate requested last spring. General scrutiny of interstate phone tolls is anticipated and broadcasters particularly hope for relief from burdensome line charges when rate-making activities get under way. Nature and scope of inquiry remains unsettled, but it is expected that commish will pry into A.T.&T. relations in film field, including financial set-up, as well as patent and sound picture rights.

Pictures, Too

A comprehensive investigation of telephone company's control of sound-picture patents, recording and projection equipment, and other phases of film business was proposed by Senator Dill of Washington, co-author of new communications law, but idea of setting up special committee to conduct probe was scrapped when new regulatory agency was created. Dill particularly wanted dope on A.T.&T.-ERPI business as well as incidental low-down on telephone company's stock holdings and financial deals with producers and exhibitors. Understood here company still holds much film paper, although it has been disposing of its holdings gradually.

General re-shuffling of broadcast assignments is considered possible consequence of commish study of radio allocations and consideration of proposal to set aside by law specified proportion of facilities for cultural, educational and religious programs and stations. Sykes said entire problem of allocations will be examined. Election of Herbert L. Petty, formerly secretary of abolished Radio Commission, as secretary of new outfit, and of Paul D. Spearman, chief assistant general counsel of ERPI, as new general counsel occurred at first meeting. Commish was unmoved by political boomerang against Petty, who has been assailed by Republicans for his tie-up with the Democratic National Committee.

Division of commish now three separate branches to handle radio, telegraph and telephone matters was postponed until this week. Dejected Thad H. Brown, vice chairman, who came over from the dead commission, will team up with Irvin Stuart, named from State Department, to watch the radio business, and that Paul Walker, from Oklahoma Corporation Commission, will be one of telephone regulators. Spots for others—former Gov. Norman Case of Rhode Island, George H. Price of New York, out-

Revamping Spot Broadcasting

Rejection of Scott Howe Bowen's banking proposition for Group Broadcasters, Inc., and the subsequent pulling out of the Yankee Network from the former organization has created an atmosphere of unrest and indecision in the field of spot broadcasting. Indications are that the situation is ripe for the development of a new relationship between station and its exclusive representative, with the lines in the latter category eventually drawn between two or three nationally organized firms.

Pourparlers now going on point to the merger of three of the smaller exclusive station rep companies into the single unit with branch offices established in at least seven key points. Each of the partners will have allocated to them specific functions. One will concern himself exclusively with the creation of new business, a second will have charge of the contacting of ad agencies and the third will concentrate on the sales promotion of the stations represented by the organization with the entire personnel thoroughly experienced in the business of spot broadcasting.

Also interested in setting up an exclusive station representative unit is one of the indie transcription making companies. Enterprise it has in mind would function separately from the recording and program building organization.

8 Stations Up on Commish Carpet For Questioning on Objectionable Adv.; Hearings Behind Closed Doors

BACK FROM SHANGHAI

Murray and Harris Land Like An Invading Army

San Francisco, July 16. Murray and Harris (Murray Bolen and Harris Brown) are back from eight months in Shanghai, and are returning to the staff of KPRC as harmony duo.

Team docked at Portland last week, wading ashore from a floating barge—with suitcase, also their heads, when striking longshoremen over there tried to prevent their landing.

Roxy Gang Sponsored

Roxy and his Gang make their commercial debut Sept. 15, with the account Fletcher's Castoria and the week Columbia. It will be a Saturday night cross-country link and the show timed to run from 8 to 8:45 p. m. EST.

In all his years on the air Roxy has previously had no release other than CBS. Program will come under the direction of the Young and Rubicam agency.

erstwhile dramatic critic; and Hampson Gary, once U. S. diplomat—not decided yet.

First official acts of new body were to reassign personnel of ERC, temporarily continue that agency's policies, orders and regulations in effect, and grant okay for CBS and NBC networks to maintain and serve Canadian outlets.

Simultaneous with transfer of ERC personnel and records, new agency issued final tally on good standings, which reflected numerous power boosts and changes of status granted during final week of old agency's life. Table showed 32 states to be overtopped and all but first zone to have more than share of facilities.

New York was 12% above quota; Ohio, 10; Illinois, 24; Iowa, 77; Kansas, 18; Minnesota, 24; Missouri, 19; Nebraska, 53; North Dakota, 64; South Dakota, 40; D. C., 19; Maryland, 22; Kentucky, 13; Virginia, 52; West Virginia, 18; Arkansas, 44; Florida, 120; Georgia, 12; Louisiana, 58; North Carolina, 17; Oklahoma, 25; Tennessee, 52; Texas, 64; California, 11; Colorado, 44; Idaho, 12; Montana, 16; Nevada, 15; New Mexico, 32; Oregon, 69; Utah, 100; Washington, 55.

First zone was 25% short; second, 24% over; third, 33% over; fourth, 5% over; and fifth, 26% over.

Washington, July 16.

Banning of various types of radio broadcasts will be ordered by the government within next few weeks as active Federal Trade Commission campaign to improve tone of commercial programs hits its stride.

Losing no time in going to work on policy which went into effect July 1, Trade Commission has ordered eight stations to appear at hearings behind closed doors this week to show cause why they should not be formally ordered to cease and desist from airing objectionable or misleading advertising matter.

Neither names of stations nor identities of programs were made known. Commish is applying to radio the same procedure used in outlawing objectionable newspaper advertising. Unless asserted offenders agree, commish withholds all names until matters reach the cease-and-desist order status.

Expected stations will follow cue of newspapers and enter into stipulations with the Federal agency to stop airing matter against which complaint has been made and that commish subsequently will try and induce station clients to join in these agreements. In the press campaign, primary responsibility has been placed on the advertisers rather than the publishers, although in the case of certain magazines the publishers have been treated roughly.

Technical basis for Trade Commission action is truth-in-advertising policy adopted under authority to prevent restraint of trade. Commish figures that advertising which misleads and dupes potential customers is a form of competition curb and a legitimate target for its campaign.

Patent medicines, obesity cures, rejuvenation treatments and various questionable and quack remedies have been hit in large numbers in newspaper cleanup drive, and Trade Commission is known to want to drive such purges off the air as well as out of print. Several other recent heavy stipulations have involved legitimate remedies but cut by highly reputable concerns, but which have been publicized by claims which cannot be backed up. Movement of this sort will be conducted strenuously in radio world.

Bands for Lehn & Fink?

With its contract on NBC's long time week-to-week Lehn & Fink "Hall of Fame" they would get an all name band policy.

It would be a pretty dance band each Sunday night for the balance of the summer with warbling the only other item on the bill.

Radio Chatter

California

Cy Whitaker, transcription sales manager, off for a business trip in the Midwest.

Orville Knappark gets a network airing from Santa Monica over CBS July 14.

Arthur Pryor, producer of "March of Time" for CBS, in L.A. for conference with Paley.

Ralph Wonders, head of the CBS artists' bureau, departed for New York after lining up talent for the Campbell Soup broadcast.

Ed Fitzgerald, KPRC newscaster, being piloted around L.A. by Harry Matzulis.

Towell Crossley, Jr., passed a few days in Los Angeles looking over a new plane being built for him.

Ward Fowler, former sport ed of the L.A. Times, returns in a few weeks to KFWB for his pigskin chats.

Don Cave combo, remoted over KFWB, has been booked into Kingswood Gardens, Cal.

Les Mawhinney, KNX publicist, covered San Francisco dock strike for his station.

Virginia Karas, recently at the L.A. Biltmore, auditioned for the new KFWB 11 Jinks.

John Clarke, associate editor of KNX news service, is making political talks on the radio.

KFWB is guesting stars from the Warner Brothers' lot as station buildup in anticipation of power increase.

National Starcasters, Inc., have opened recording studios in Los Angeles and will supply talent for airings. "Crisp" is listed as production director.

Syd Hossain, Bombay editor, is having his talks on India at U of Southern Cal. remoted over KNX.

Pacific Northwest

Watson Humphrey is the busiest man at KGW.

"Old Scotch" MacIntyre, KOIN publicity chief, gave the airways and news mediums the go-by for two weeks recently. Visiting the seashore the "old Scotch" family was successful in avoiding anything which looked or sounded like a radio.

Dick Steel, news commentator at KXL, is a privileged person, being one of a very few permitted to crash police files on the Portland docks during the past turbulent weeks of the longshoremen's strike.

Mel Blanc, KGW and KEX radio star, entertaining at Schlitz Happy Land.

Ruth Messmer, KOIN "Blonde Flame of the West," left last week for Chicago, where she will spend her vacation visiting relatives and the World's Fair.

Harvey Head, owner and operator of KXL, has a hobby which keeps him 'up in the air' a good share of the time. He holds a pilot's license.

Two Meteor and Frank Co. is sponsoring a series of programs over KOIN in the interest of the Norge Refrigerators. The programs are billed as "Norge Headliners."

Maryland

Ben Bernie interviewed by Hammond Brown over WPR, Baltimore, who also popped the questions at Vincent Lopez last week.

Henry Hickman hosted staff of FTR at swimming party.

Jim Bradley's ark given sustaining spot on WFBT.

Betty Howard now billing on Bermudian sands.

Vacationists: Gus Klemm and missus in Nova Scotia; Viola Pittinger at Watkins Glen, N. Y.; John Decker in Va.; Leonard Groves, Paul Buckert and Henry Hickman off to Quebec.

Ray Brunner, control man at WBAL, back at switch after appendix op.

Iowa

Dorothy Husters, WOC-WHO nightly pioneers, include Ronald Perkins, Summershow, Ky.; Augusta Wallace, Sulphur Wells, Ky.; Willard Supp, Lebanon, Ky.; and Chas. Massey, Springfield, Tenn. Perkins is a cousin of Jack Taylor, WLS.

The Husters are headline on WOC-WHO's "Barandine Frolic" and also do a program for Reliance Mfg. Co., "Big Yank Shirts."

KSD, Des Moines Register-Tribune outlet, lists a novelty orchestra innovation, Willard Moore handling the baton. Daily at 3:30 and at the dinner hour featuring a "come up and see me sometime" slogan, doors being open to the public.

KSD has two new announcers—Gordon Hittenmark, formerly of

WDAF, Kansas City, and Jerry White from WLIB, Kansas City. Dr. B. J. Palmer and Dr. Mabel Palmer have returned from a vacation in Europe. Their son, Dave Palmer, has been vacationing at Colorado Springs.

Don and Dick Gaterelle, "Tune Tossers," formerly at WMT, Waterloo, now with WOC-WHO, are KSD traveling winning matches at Riverview Park. Al Triggs announcing. Sponsored by Atlas Brewing Co. for Prager beer.

Tennessee

Nap Bastion of the team of Nap and Dee, WSM's Melody Boys, while diving hit his head on a rock with such force it rendered him unconscious and a physician was called to take eight stitches. On the following day, about strictly against the doctor's orders, he appeared at WSM.

Harry Stone, general manager of WSM, and his family accompanied by Christine Lamb, a member of the staff, have just returned from visit to Silver Springs, Florida.

Tommy Daily, his new announcer, WLAC, Nashville, formerly KMOX, St. Louis, and more recently with WAPI, Birmingham. He is a versatile broadcaster, and when not attending to microphone duties, spends his time turning out continually.

Ohio

McAuliffe Co. department store on

WCKY. Friday mornings with "Nancy and Jane," 15-minute sketch of two Cincy gals on vacah at World's Fair.

"Better Light—Better Sight" is theme of new educational series on WCKY. Tuesday and Thursday mornings, sponsored by Union Gas & Electric Co.

Billie Curley, blues singer and own announcer at WCKY.

"Happy Days in Dixie" Wednesday afternoon sustainer originating at WCKY, now carried by 52 NBC stations, including entire blue web and all outlets.

Radio Tom Boys, femme harmony trio, formerly on WBZ and WERR in New England, made quick hit with WCKY audiences and are now on station's staff.

Indiana

Bromley House, former announcer at WFWM and WKFB, dropped in to let the boys know he's back from an extended trip through the lower hinterlands of Japan and China, where he acted as m.c. with the group.

Walter Beaulieu, musical director at WFWM, is the proud parent of a new baby girl, eight pounds bedside.

R. C. Blossom, commercial manager of WFWM, is back at his desk at 1000 W. Madison, Indianapolis, New York where he visited the Columbia studios and WFWM's advertising representatives.

Jim Matheny has joined the announcing staff of WKBP, Indianapolis.

WFWM has two new additions to the staff. Harold Winsor as operator, and Kent Ellington as announcer.

Steve Wilhelm, chief announcer for WKBP, is on a two-months vacation in the Black Hills of South Dakota.

Illinois

Harry McKue returns to WJJD, Chicago, as an announcer.

Ralph Atlas can take his radio apart and put back together again without having any pieces left over.

Bill Young's son can whip him at golf.

Herb Sherman into New York on a hot account for WJJD.

Sam Silverstein now chief of the talent bureau for WIND in Gary.

Milton Charles, ex-B&N, pumping the organ at WJJD.

Ray Linton hopping around the country for Greig, Blair & Splight.

P. G. Parker rearranging the office set-up at NBC, Chicago.

Just Linton flew the coast for the start of the Hollywood Phil Rager show, then back to Chi for the Frank Buck show.

Low Goodrich becoming a contented Winnetka commuter.

Flash-Rager arranging three-day vacations each week.

Les Atlas back from Georgian Bay with a load of muskies.

Don McNeill set as m.c. for the new Pontiac program out of Chi. it and when.

Charley Miller flipped east for RCA on a short stay.

New England

The Kellogg Co. is making two July announcements over WCAX, Burlington, Vt.

Town Topics is a new series describing each town in Vermont just started by WDEV, Waterbury.

John Pagan, radio artist, has completed the direction of an amateur musical comedy at White River Junction, Vt.

Bill Ricker has been added to the staff of announcers at WDEV, Waterbury, Vt.

Moxie Melodians, featuring Virginia Noyes, heard over WSBT, Rutland, Vt.

Radio acts still pouring into Vermont. Latest are Dusty Ruben Boys heard over WCAX, Burlington.

Radio Artists Review, featuring Big Slim and Crazy Cowboys. Former are playing theatres and latter appearing at ballrooms.

H. R. Baukhage Washington, D. C., newspaperman and broadcaster over WRC, is doing a bit of mountain climbing in Vermont.

Nebraska

All Omaha radio workers reposed passing of Walter Vogt.

Isabel Dickason back at her desk at KOIL after the days of flu.

Vic Smith on the staff at WAAW, while announcers make their vacation treks.

Joe Buzzee and his orch remoting over WOW from Penny Park's new Royal Grove. Buzzee replaces Red Seivers and his outfit.

Ralph Trotter in the Minnesota lake country on a two weeks' vacation from the microphones at WAAW.

Phontelle Jones begins the march of office folk at KOIL on their vacations.

Nebraska Company's big time show, home-built by Harold Fair, folded after four weeks. Too much spontaneity required.

Jimmy Douglas, new studio technician, putting a new type Big Brother club broadcast on the air from WAAW.

Virginia Pluke, new studio pianist at WAAW, Omaha, in place of Williene Bilvena, out of town.

Harold Vance, RCA travelling exec, in Omaha to see John Gillin about new transmitters and complaining about heat in Pullman sleepers.

Paul Luther, injured in an elevator accident, won't be back at the microphones at KOIL for another month yet.

Ed Murphy joins the sales staff at WAAW.

Henry Bianchi, 26, porter and usher at North Star theatre, north side suburban house, was found dead in gas-filled rear office of theatre.

Alabama

Jessie Walker, organist at WAPI, Birmingham, is spending the summer at Cincinnati.

Ed Murphy is taking over the sports program at WSGN, Birmingham.

Dock Pournelle of WSGN, Birmingham, has shifted to Memphis.

The staff of WAPI, Birmingham, recently went on a picnic to Robinwood Plunge.

WBRC, Birmingham, effective at once, takes 1,000 watts at night, doubling the power. The station has been on 1,000 during the day, but at sundown has been cutting down to 500 watts.

New York

Jim Healey, WQY newscaster, kidding Announcer Chet Vedder on the air about "fixing" an automobile police ticket, and Vedder getting hunk by telling listeners to use Healey's good offices when the John Laws have their tabs.

Pro-Joy Ice Cream Friday evening program, which aired Billy Rose, Lang Sisters, Piano Pals and Jack Talen's orchestra, signed off with a bang at the fall.

One of a series which an advertising agency placed with various eastern stations in early spring for General Ice Cream Corporation.

Minnesota

E. F. Montgomery, former KOIL-KFAB (Omaha) sales mgr., now in the same post at WCCO (St. Paul-Mpls.), succeeding "Doc" Jensen, who's the new gen. mgr. at WJJD.

Barl Gimmions, WCCO's gen. mgr., is trying to slip in two weeks vacation at Park Rapids (Minn.) hoping the studio won't recall him till he's acquired his coat of tan.

Marvel O'Connell, who warbles blues over WGAL (Lancaster, Pa.), and who is being groomed for a full commercial career, is trying his fishing luck this week at Dorset (Minn.).

WDGY, Minneapolis indie, has been granted FCC permission to operate on 2,500 watts power dur-

Inside Stuff—Radio

Amos 'n' Andy will do nothing but vacation on their vacation from the ether. This is the order from Pepsodent.

When the team made their plans to go off the other it was okayed by Pepsodent on the grounds that maybe they did need a rest all around. But when Pepsodent heard that the team was going to fill in their time by playing vaudeville, the company yelled loud and long. Pepsodent squawked that it was allowing the vacation to freshen up the team and to get the public's mind off them for a while. And that since the company was paying them their regular salary during the layoff that it was unfair for the team to try to cash extra coin by playing personal appearances.

Correll and Godden agreed to the fairness of this complaint and withdrew from their vaude agreements, which comprised five weeks on the Coast, a couple of days in Denver and a week at the B. & K., Chicago. All except the Chicago date were merely confirmations, but the Chicago date was signed and contracted. However, on request of Amos 'n' Andy the B. & K. outfit agreed to tear up the papers.

Surprise to Minneapolis is the extent to which the Journal, largest and most conservative of local newspapers, has become radio-minded. Following the entry of one of its competitors, the Tribune, into the radio field through acquisition of station WRHM the Journal, which hitherto virtually had ignored the ether waves, started blossoming forth with special broadcasts which it has been advertising all over its front page.

It began this week going on the air over WCCO, CBS chain station, with a daily 10-minute news commentary program, exploited in front page boxes. Directly after the Tribune's acquisition of WRHM it etherized some of its comic and feature sections over the same station.

With this surrender, all three local newspapers are in radio in a big way. The Star broadcasts news bulletins and outstanding news events over WCCO daily. Since taking over WRHM, Tribune prints radio programs in larger type, but, unlike St. Paul sheets, none of dailies here is running a radio column yet.

Armed with 503 replies from stations all over the country, Radio Code Authority Friday, (13) began analysis of figures and facts on free broadcast admission problems. Hope to get report in shape within a month.

Belief that tabulation of responses to 516 questionnaires will show that free admish practice is in general use throughout the nation was expressed by James W. Baldwin, C. A. executive officer in charge of the survey. Casual examination of the replies indicates, Baldwin said, that even 100-watters have turned to the Annie Oakley method of building up good will for either themselves or their clients.

Declining to predict what the study will show in regard to size of studio audiences, Baldwin indicated the figures will run high when tabulation job is completed.

NBC's daytime business is holding about even in dollar volume with the level that prevailed for the summer of 1932. Two years ago 25% of the net from time sales represented daytime money. In June of this year the amount of daytime income as compared to the total receipts came to 24%. With the night time facilities taking pretty good care of themselves as far as fall business is concerned, the web last week instructed its sales department to concentrate on daytime advertising sources.

Paul Kenny's series of Vitaphone shorts with guest-stars is being made with the aide of the radio satellites on the cuff because, Kenny explains, he's expending all income from the series for radio sets which he donates to shut-ins.

Kenny, radio editor of the N. Y. Daily Mirror, was guest artist for Ed Sullivan, Broadway columnist on the rival Daily News tabloid, several times last week during Sullivan's personal appearance week at Loew's State, N. Y.

France is getting around to broadcasting for night owls. Minister of Postal, Radio, and Telephone Services is considered giving permission to broadcasting stations to continue programs till 1 a. m. Up to now, only short wave fans who could get America or fans who tuned in on England had any reason to stay up after 11:30. New proposal only figures on a late broadcasting once a week. Can't keep people up every night.

National Broadcasting Corporation rebuy of the British Broadcasting Corporation's "Pageant of Parliament" included a new Rudyard Kipling poem, "Non Nobis Domine". NBC, on investigation, found they had to have permission to broadcast the poem, as the author's sanction was only for England. Approaching the publishers, they were referred to the author, who replied he would gladly grant the privilege, provided the broadcast included Canada.

Dissatisfaction of film players over studio objection to dubbing on the air is said to be traceable to fancy coin being hung out as bait by network execs. Instance is cited where stock player was offered more money for a five minute interview than his weekly stipend at the studio is.

Many name players are burning over this loss of easy pickup and are sulking plenty in an effort to have the embargo lifted.

Survey recently conducted by WCKY, Cincinnati, disclosed that the area served by this transmitter has a 95% native white population and that only 1% of the population does not understand English.

ing the day time, station's evening power remaining at 1,000 watts.

Following WDGYers are vacationing: Vivian Bulmer at Beirut, Minn.; Arthur H. Grogan at Lake Minnetonka, and Carl T. Chase—he won't tell where.

Ed Krey, WDGY's chief announcer, hasn't slipped away from his vacation, but he's getting his tan during his leisure hours via swimming, tennis and golf.

Edlie Post, WDGY sports commentator, was married Friday (6) and was back on the other Monday (9). Besides, Edlie's taking care of his duties as an account exec at the Paul Hamilton Baker Advtg. agency.

Doc Young is becoming busy these days flying around in his new Sikorsky 8-29 Amphibian.

E. F. Shurick, Twin Cities sales manager for KSTP, is now working this week with his family.

KSTP, alma mater of Pierre Andre and George Watson, among full commercial stations, is in intensive search for new announcing voices in the northwest. Idea is to get dulcet-tone boys who won't go jittery when confronted by a two-syllable word.

Pennsylvania

Chairs being passed by Cornwall Children's Party doing festival and church time. Have dozen personal appearances booked. Aunt Kit, in reality, Kathryn Heller, carries group of 30 most talented youngsters in bus. Kids think it's swell.

Liane Stanzbach, program director, and Cliff Grey, speaker for WGAL, Lancaster, trying to take off surplus packages in N. Y. agency.

Radio Fan Sheet Dances

St. Paul, Minn., July 16. Broadcast Weekly: Coast fan and schedule weekly, is planning the making of a series of five minute transcriptions for playing on smaller stations throughout the West.

Will use "Character" as a feature in the sheet, as a reviewer of selected performers from local stations.

CANADIAN STRIKE ENDS

Royal in a Rush to Get Phillips Lord's Contract Release from NBC

John Royal, NBC vice-president, is on route to Kingston, Jamaica, to see Phillips H. Lord, the erstwhile Seth Parker of the NBC network. His mission is to talk Lord into giving NBC a complete release and to return the shortwave equipment loaned him by NBC.

Behind the trip and its purpose is the story of a soured affection. Lord started out in a schooner to make a trip around the world. Frigidair was to sponsor and did sponsor broadcasts from various ports. In addition, there were numerous commercial and advertising tie-ins, promotional deals and stunts arranged. NBC was actively participating in the enterprise.

Although it has been asserted that the Frigidair deal as far as it went and as long as it lasted has been a success, from a merchandising standpoint, the world trip is off and Lord's radio career is halted. Meanwhile, with the backing of F. F. Herlick, a travelog producer, the hymn-singer is in the West Indies filming a feature-length motion picture, starring himself.

NBC's Jitters

This film has given NBC the jitters. It is the story of a sea-going radio star who is ship-wrecked. Understanding is that the schooner whose seaworthiness has been questioned by critics of NBC is largely used in the film and that NBC broadcasting equipment with the NBC insignia prominently displayed in the background is in certain sequences. This the network now wants removed.

Just what inducements Royal is prepared to make Lord for giving the web the release it seeks and the anonymity it insists upon so far as his film is concerned is not disclosed. Dispatching a busy v.p. to Jamaica to handle Lord bespeaks NBC's own estimate of the importance and difficulty of the matter.

Muckraking article in a national magazine recently brought the issue between the actor and the network to a head. Excessively sensitive to the numerous stories that have been circulating in the trade about the actor's world cruise and the manner in which Lord participated therein (by train), the network now earnestly desires to wash its hands, obtain a release, and close the chapter as rapidly and as conclusively as possible. Meanwhile, Lord has been having his troubles in Jamaica, due to an illness being incurred in an accident while filming the picture. Consul-general filed a report with the State Department concerning this incident.

All in all, the Seth Parker proposition is too hot for NBC's comfort. Network has nightmares on the religious angle because of charges now aired that do not jibe with the Jonesport environment as projected over the air with NBC's blessing for many years.

WAH-WAH OR WAGNER

Competitive Auditions For Camels on July 31

Series of programs will be piped July 31 to the home ears of the R. J. Reynolds Co. (Camel cigarettes) in Winston-Salem, N. C. Frame that is selected will do the honors for the account over CBS in the early fall.

Delegation from the Rockwell-O'Keefe office will be headed by the Casa Loma band, while Columbia will submit a musical show headed by Andre Kostelanetz.

Montgomery Vice Jencks

Minneapolis, July 16.

F. F. Montgomery has been appointed sales manager of WCCO local Columbia chain station, succeeding Earl D. Jencks, who resigned to become manager of the Tribune-Dispatch station, WRIH.

Montgomery came here from KOL of Omaha and Council Bluffs.

One of Old Guard

Auto account changed its mind last week about taking over the air dramatization rights to a book by one of the country's best known political writers when somebody in the organization recalled that the commentator had gained himself considerable attention in the past year with his scorching attacks on the Roosevelt administration and the New Deal.

Book, published several years ago, is a review of American history for the past several decades.

ANOTHER B'WAY THEATRE FOR CBS?

Because of the increased demand from clients for auditorium facilities to take care of invited audiences, CBS is looking around for a second Broadway theatre. New spot, when and if closed for, won't be put into operation until the fall.

ANOTHER BREWERY PROVES A HEADACHE

Arrow Beer has decided against advertising via the ether, at least in the autumn, after having been dishied more auditions than any prospective client in Baltimore broadcasting history.

After having been submitted program ideas three times each by WCAP and WPIR, and four times by WJSV, Washington, the brew company announced only line-up vouchers that could meet with its approval was a blending of two proffered parts. Wanted an orchestra under Joe Imbroglio, with program announced by Arthur (Reds) Godfrey. Happens that Imbroglio is under contract to WPIR as musical director of station, and Godfrey to CBS as announcer at the Columbia-owned WJSV of Washington. Consequently, deal chilled.

Beer companies in other cities have also proven exceptionally hard to please.

Elizabeth Arden Acct.

To Cecil, Warwick, Cecil

Elizabeth Arden cosmetic brand is now on the list of the Cecil, Warwick & Cecil agency.

Account will return to the air as soon as the agency has set it with a program. Elizabeth Arden had Freddy Martin's band on the past season for an eight-week run.

DeLays with Phil Baker

San Francisco, July 16.

Gogo DeLays, staff chansonnier at NBC, is getting a break with Phil Baker on the latter's NBC commercial, and also a name change back to her original monicker, Gabriel DeLays.

She is flying to Hollywood each week for Baker's program, returning here to carry on her network sustinings.

UNION SCALE IS ACCEPTED

Threat to Yank NBC-CBS Exchange Programs Off Canadian Stations Not Carried Out as Charlesworth, Weber, Murdoch Patch Up Peace Terms

'CROWN POLICY'

Toronto, July 16.

The trans-Canada walk-out of June 10, which resulted in a coast-to-coast boycott of the Canadian Radio Commission by over 5,000 Canadian musicians affiliated with the American Federation of Labor, ended last week in a victory for the union after a two-day conference between Hector Charlesworth, chairman of the Canadian Radio Commission; Joseph Weber of New York, president of the A. F. of L.; and Walter Murdoch, president of the Toronto Musicians Protective Association.

Charlesworth announced that the Commission agreed to pay union wages to musicians but he declined to operate a unionized organization. First concession was agreeable to Weber and Murdoch who directed the strike. A few minutes later, the boycott was called off.

Strike followed the demands of the Montreal local for a 50% increase in wages for musicians on Commission programs together with recognition of the union. When both demands were refused, musicians throughout Canada rallied to the support of the Montreal local. As a result, Commission program consisted of non-union musicians and electric recordings and admittedly scored a new low for mediocrity.

Only salvation in Canadian schedules were the NBC and CBS exchange programs. Weber threatened an ultimatum to both webs to cease including Canadian Radio Commission stations in book-ups originating from the United States. Strike situation here kept orchestras and soloists in theatres, night-spots, restaurants and hotels off the air. Same went for symphony concerts and military bands.

Deserters on Spot

Strike here saw the desertion of the union by many prominent musicians who announced that they preferred to remain on the Commission pay-roll. Twenty-four hours after this announcement, many about-faced on decisions and decided to abide by the obligations of union membership, presumably on the advice of Murdoch who knew what the outcome would be. Others were expelled from the union for their actions. Their reinstatement is yet forthcoming as to whether they will be penalized for their desertion.

With the approval of Weber and Murdoch, the following statement was issued by Chairman Charlesworth:

"Differences between the Commission and the Canadian unions in affiliation with the American Federation were ended to-day and the foundations laid for friendly and candid relations in the future. This means the end of the musicians' strike which began June 10 and which was extended throughout Canada.

"Solutions of an amicable character were arrived at after lengthy discussions... Mr. Weber's attitude was most conciliatory. After initial discussions, the meeting settled down to the consideration of wages. The chairman made it clear that it had always been the policy of the Commission to pay union scale and that this policy would be continued. I. was also made clear that the Commission had no desire to destroy the unions affected or to set up rival unions in opposition to them, as an agency of the Crown, however, it could not deal exclusively

Think Fitzpatrick Cincy Choice; N.A.B. Members Will Fight for Officers Without Network Ties

If True—

San Francisco, July 16. NBC auditioned John Tio, the talking parrot of vaude, for a spot on the Carefree Carnival this week. When it was all over and Lew Frost had quoted a price to the parrot's manager, the parrot piped up:

"Is that net or gross?"

711 5TH AVE. MAY HOUSE WMCA SOON

George Storer may take over part of the old NBC quarters at 711 Fifth avenue for his American Broadcasting System. Negotiations for the space are being done direct with NBC whose lease obligation on the spot has a minimum of 11 years to go.

If a satisfactory deal is worked out, the Fifth avenue lobby will become the broadcast source of WMCA as well as the American web.

Contracts closed last week makes WIP, neutral place for the Gimbel Bros. store, the Philadelphia ally of the ABS. Storer's previous Philly release has been WPEN. Gimbel Bros. recently bought out the 50% interest in WIP held by the Levy Bros. of WCAU.

PEPSODENT RETAINS 7 AND 10 P.M. NICHES

Pepsodent will move back to its 7 and 10 p.m. EST spots on NBC's blue (WJZ) loop when Amos 'n' Andy resume a month's hence for the account. Drug and cosmetic distrib switched to its present 7:45 p.m. EDT niche on the blue so as to have a convenient cross-country listening time for the Frank Buck broadcasts as far as the kids were concerned. Reason for plotting A & A into the later spot a week in advance of Buck's debut was to get it warmed up for the pinch-hitting program.

Abandonment by Pepsodent of the 7 and 10 o'clock segments brought NBC a raft of bids for them from ad agencies in both New York and Chicago. Actualizing the Pepsodent's recognition of the dial habit value of the two spots.

Wallace Butterworth with Stack-Goble Agency, N.Y.

Wallace Butterworth has been appointed radio director for the New York office of the Stack-Goble agency. For the past year Butterworth has been piloting the agency's Mollie account on the air. Previously Butterworth was on the NBC announcing staff in Chicago.

with any one organization or group of individuals. Assurances were given by the Commission that there would be no attempt to penalize musicians who had gone on strike. The Commission requested that, in future, should any differences arise, friendly discussions should take place before action is taken. This was readily agreed to.

Cincinnati convention in September of the National Association of Broadcasters will probably see Leo J. Fitzpatrick of WJR, Detroit, elevated to the presidency. That seems to be the hope among the rank and file who believe they can put Fitzpatrick over despite any lukewarmness toward him by the web. At present he is first vice-president and the step-up is deemed a natural one.

Although an unconfirmed report mentions the incumbent NAB president, Alfred McCosker of WOR, Newark, as minded to run for a third term, those close to McCosker in the east pooh-poohed the thought that he is anxious to run again.

Network Domination

In the present evolvement of NBC and the station representatives which are altered radically from a year ago, the desire of station-men to avoid what they designate as network domination is perhaps keener than ever. In consequence candidates free of strings to the network will likely be fought for.

Fitzpatrick is popular with the stations and reversely not so attractive to the web moguls because of his aggressive attitude on station compensation from the chains. McCosker, although liked personally, would, it is predicted, find his candidacy openly contested on the floor because of WOR's intimacy with NBC.

Another move among station men is a quiet checkup to rather facts as to just how far NBC and CBS support the NAB while deriving the advantages of membership. Payment of dues is being looked into.

WORLD PROMOTES PLUG DISCS FOR PICTURES

Hollywood, July 16.

World Broadcasting System is putting into action plan to distribute records made for picture exploitation. Paramount is already in the fold with negotiations being carried on by Warners, Metro, Universal, Columbia and Fox.

Records are unsponsored, containing only material from the film and plugs for the picture. Studio supplies material and sound track for the transcription, but WBS pays for everything else. Theatres wishing badly must pay station, which in turn divides up with WIC.

About 97 stations are now using the 15 min. Par. records once weekly. KNX will ether the platters in this territory.

KATE SMITH RETURNS

With CBS Exclusively For Three Years

Kate Smith has resigned with Columbia for another three years. New deal holds her exclusively CBS for that term, whether her mike connection is commercial or sustaining.

Warble started on a sustaining series last night (Monday) which assures her of a cross-country hook-up Mondays, Thursday and Friday until she goes commercial.

Versatile Orch

Minneapolis, July 16.

New staff symphony orchestra of the Tribune-Dispatch's recently acquired station here, has 16 members, four of whom are conductors.

Orchestra splits into smaller bands for the various programs and the conductors, George Osborne, Bill Marlow, Frank Segarsky and Cliff Brakow, take turns in directing them. When not conducting they play in the orchestra or band, same as the 12 non-conductors.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS: NEEDY CASE APPEALS

Station WORK, York, Pa.

Aid Depression Victims

York, Pa.

A minister, Rev. J. H. Arnold, has become the top program attraction on Station WORK. Within a few weeks this unique half hour twice-weekly program has developed not only into the prime mail fetter but also a real money winner.

The minister devotes most of the half hour to philosophy and poetry, but winds up each broadcast with a powerful appeal for unfortunate families hard hit by the depression.

The first appeal brought instant results. An aged couple were about to be evicted from their home. They appealed to Rev. Arnold and he went to bat for them via radio.

Before the station closed for the evening enough money had been brought to the studios to pay their rent in advance for six months and leave a comfortable piece of change in a bank balance.

Food enough to last them for two months came in as a result of the appeal and three offers were received from responsible families asking the old couple to come and live with them without obligation for the balance of their natural lives.

The program was arranged by the program department, headed by Fred Grey in conjunction with Station Manager Bob Gulick.

Friday the 13th Stunt

Des Moines.

To celebrate Friday the 13th, KJL Des Moines, designed the day as lucky day for KSO listeners. Between chain break announcements, the studio picked names of persons from the city directory, and announced their names and address over the air, gave the person whose name was called and who telephoned the station within a half hour of the reading of the name, two tickets to the town's leading theater.

Same idea has been used numerous times with local newspaper classified ad depictions, and it is the first time it has been applied to radio here.

More than 60% of the names used brought calls, which is considered good response for the first try.

Talent Abundance

St. Paul.

KSTP has dubbed its newly inaugurated air amateur night "KSTP Search for Talent," but the stunt is hardly a search, what with the station's studios in both Minneapolis and St. Paul packed to the limit the first night with would-be stars.

Station planned to run the stunt for a half hour last Monday (9) night, beginning at 10:15, but so terrific was the response that the thing ran on until 1:15 A. M., although KSTP generally closes down at midnight. Only interruption during these hours was a five-minute Dodge commercial at 10:30.

Pre-assuming lack of microphone police on the part of the majority of tyros, Phil Bronson, who med from Minneapolis, and John Wald, who presided at the St. Paul end, bantered back and forth, switched mikes and generally alternated the program activities between the two cities throughout the three hours, giving the jammed enough horseplay and good-natured gassing to make the stunt a smash hit with the listeners, and was able to put the tenderfoot performers at ease.

Program ran the kamut from Beethoven's concertos to low-down blues and hill billy moaning, while performers' names ranged from 12 to 15—the juve limit established by the station in advance. Some of the air actors were good, others mediocre and some just plain forces with sufficient variety throughout the three hours to make the ensemble a general laugh riot.

Halls were jammed to the eave-tops by those who wished to attend their entertainment gifts, so the studio jotted down names of those who couldn't be accommodated the first night for the program's next airing, slated for full hour to night (17), beginning at 10:15.

KSTP has enough names now to keep the hour going for several weeks and more are being added daily. Stunt will be repeated every Tuesday from now on, and according to Phil Bronson, the studio's production manager, if the general result continues anywhere near as good as the inaugural, the hour will likely land a sponsor before long.

Studio Show Case

Baltimore.

When WFBR's new office quarters are completed, an entire side of the reception room will be devoted to an exhibit of the products advertised on the air (motor cars and yachts barred) via the station.

Covering Tough Strike

Portland, Ore.

Complete coverage of news developments in the Longshoremen's strike situation in Portland is given hourly over KEX, one of the radio stations operated by the Oregonian. Plenty of difficulties encountered and surmounted by the KEX staff in order to provide accurate, up-to-the-minute news for the radio audience. Late in June, it became apparent that the strike situation was nearing a crisis in Portland. The center of activity was shifted from the city to Terminal No. 4, where ship owners prepared to open the Port of Portland under police protection.

Immediately, the longshoremen picketed the entire terminal premises, and an air of tension prevailed, although acts of violence were few. Public interest was so aroused that only by radio reports could the news be disseminated promptly enough to satisfy Portland residents.

Station KEX took up the job of getting and giving out the news, and an air of tension prevailed, although acts of violence were few. Public interest was so aroused that only by radio reports could the news be disseminated promptly enough to satisfy Portland residents.

Permission was gained to install a microphone at the docks and broadcast by remote control. One hour broadcast went out, but just one minute before the second remote broadcast was scheduled, the permission was revoked. KEX was given authority, however, to install a microphone at the docks and broadcast by remote control.

A staff man was assigned to the job. He eats and sleeps at the terminal, and is in contact with regular officers, special police and strikers alike, thus getting an 'in' on all the news.

Continued unloading of boats is now underway with scab laborers working under a heavy guard—and regularly, on the hour, KEX listeners receive news bulletins covering developments, and at least twice during the day, longer summaries of what has been going on.

Promoting 'Jimmy Allen'

Omaha.

WOW, working in co-operation with one of its large sponsors, has promoted probably the largest stunt, from the standpoint of the number of names called, the town has known as a result of a radio tie-up.

One of the station's steadiest programs has been the air adventures of Jimmie Allen, and in order to promote this program that Harry Burke, program director, took over the handling of model airplane contest. It was simply a prize contest, but the most efficient and best constructed model airplanes, but the manner of putting it over drew the crowd.

With some sundry aids from the dailies brought out fifty-two entries. This large number was due both to direct advertising and the prominence of the men who consented to act as judges. The lining up of the judges was Burke's work and the contest was held at the Omaha line-up included Major Burwell, aviation chief of the Seventh Corps area; Colonel Amos Thomas, Nebraska National Guard; Roy Hutt, National Air Association executive, and City Commissioner Harry Knudson.

The municipal airport was set as the main arena for the contest, and when it came time for the races Sunday afternoon, July 8, the field was swamped with spectators. A newspaperman's estimate of the crowd exceeded 15,000. Unfavorable winds and weather conditions, however, necessitated postponement of the contest until the following Sunday.

The event was broadcast over the station with Jim Ewing, National Air Race announcer, and John Chapel, station announcer, at the mikes and the loud speakers. Ewing in-town to promote air races being sponsored by Junior Chamber of Commerce August 11 and 12. Boy Scouts had furnished music.

In all, Burke figures contest brought Jimmie Allen into favorable notice of at least 20,000 people.

World's House Organ

New York.

World Broadcasting System, Inc., has been selected as the official house organ, "World News." Circular is edited by Adrian James Plante, runs eight pages.

Contains, in addition to plugs for the station, news bits about the spot broadcasting business in general.

No Delay on Radio

Hazleton, Pa.

Kiwanians in Hazleton, Pa., have been using Station WAZL as an "air mail" station for a long time. What's more they like it. Station broadcasts all weekly meetings. Program on the air exactly at 1 P. M. so no delay in getting started. Station has a "radio officer" in time for wind-up at 1:30, so boys get back to business on time.

Fans go far broadcast too, with scores of letters every week.

Zomar Feels Better

Charlotte, N. C., July 14. Charles Crutchfield over WBT recently signed off the Pap-O-Dime sponsored Zomar in this way.

This is Charles Crutchfield saying goodbye for Pap-O-Dime that relieves stomach distress and Zomar.

EQUITY WAITS FOR AIR CODE

Equity has received few applications from radio artists who, under a regulation adopted early this month, are permitted to join up at an initiation fee of \$10. No proselytizing has been done as yet, Equity waiting in checking on wages scales and hours of work for microphone people by the Radio Code Authority. When that is accomplished Equity expects its membership in radio ranks to increase because like artists will have the support of the association in checking on violations of the new rules. That especially applies to smaller stations.

Delay in setting the scales is blamed on the National Association of Broadcasters. Understood the latter has not yet sent out questionnaires from which the CA can obtain data for fixing wage scales. NAB had five questions which the station was to answer. Equity suggested 17 questions, which NAB set aside, but as the Equity queries are on the record, the CA is expected to answer them, and the result of the questionnaires is presented. Claimed that the original list of stations which NAB proposed to send questionnaires was but 50% of the total number. Aim now is to include all stations regardless of power and range.

About a year ago Equity boosted its initiation fee from \$25 to \$50 for legit players. Bid for radio members is expressed in the \$10 fee. New rule, too, would permit former members now in radio to resume membership for the same fee, regardless of whether they are delinquent in dues.

WRHM STUNT

St. Paul Dispatch Active in Radio-Balloon Gas

St. Paul, July 16.

St. Paul Dispatch, which recently bought into WRHM with the Minneapolis Tribune, is front-paging its radio-newspaper hook-up with the stunt of a balloon, which is scheduled to ascend at Rapid City (S.D.) as soon as weather permits. Two powerful short wave sets, one to keep in touch with the gas bag itself and the other to contact the Army station and other North-west ground stations, have been installed on the outskirts of St. Paul and are to be used to relay the happenings on the flight to the newspaper and its other outlet.

John Lilly, local radio amateur, and David Lehmicke will operate the short wave sets, assisted by John M. Sherman federal radio inspector in charge of this district under the new Federal Communications commission, and Rex L. Munger, radio engineer. One of the ground sets will be kept tuned in to the broadcasting set on the balloon itself, which will broadcast on a short-wave length especially assigned to it by the FCC.

Capt. Peter W. Stevens and Maj. William E. Keener, who will be in the air-tight gondola under the balloon as it ascends, will make frequent reports on the progress of the flight into the stratosphere, and WRHM is sketched to broadcast news bulletins of these reports as received.

Sandberg with KYA

San Francisco, July 15.

Hearst's KYA has a new sales manager in Dave Sandberg, last with the station representation firm of Grieg, Blair and Spight as Los Angeles manager.

Same station has come through with three strongough after accounts the past week, including the General Mills sponsorship of three weekly baseball broadcasts from Seals stadium, six nights weekly for ABC brewery of San Diego, and the Albert Samuels jewelry company show with Louise Taber, California historian.

New Business

CHICAGO

Sterling Brewers, Inc., three 15-minute periods weekly with the Mike and Herman team. (Rathbun & Ryan agency, Chicago). WBBM. Century Laboratories, continuation order of three 15-minute periods weekly. WBBM.

LOS ANGELES

Fontana Farms, 3 announcements nightly. Through C. H. Stuart. KXN. Chevrolet Motors, three announcements nightly and daily spots. Through Campbell-Ewald. KXN. Victor Clothing, five-minute daily program and spot announcements. Through Newman Agency. KXN. Best Foods, spot announcements. Through Benton & Bowles. KXN. Merriam for Governor, five-minute talks through July. Through Lowe Features. KXN. Safeway Stores, six 30-minute programs weekly. Placed direct. KFWB. Philco, 30-minute program Tuesdays for 10 weeks. Through C. H. Mitterdorf. KFWB. Silverwolves, 15-minute football talks, twice weekly. Through Lockwood-Shackelford. KFWB.

DENVER

Golden Eagle Dry Goods Company, 13 announcements. KJLZ. Elitch's Theatre, 50 announcements. KJLZ. Cuban Village, 26 announcements. KJLZ. Broadhurst Shoe Company, 26 announcements. KJLZ. Metropolitan Beauty Shop, 15-minute programs. Sundays. KJLZ. Roby Auto Company, 26 announcements. KJLZ. Doran Coffee Company, four announcements. KJLZ. Colorado Sanitary Food Company, three announcements. KJLZ. Boyce's, Inc., "Dary-Rich," 156 15-minute transmissions, three a week. KOA. Doran Coffee Company, 112 announcements. KOA. Reliance Manufacturing Company, six one-minute announcements. KOA. Newsticker Company, three one-minute spots. KOA. Dupont Race Track, one announcement. KOA. Avery Apartments, one announcement daily, one month. KFEL. Eddie Ott's Broadcaster Country Club, 500 announcements, five daily. KFEL. All-Food Laboratory, five announcements. KFEL. Channing's Restaurant, five Sunday announcements, one month. KFEL. Cherry Creek Tavern, five announcements. KFEL. Currie Grill, five announcements. KFEL. Cottrell Clothing Company, seven announcements. KFEL.

WFBR'S OWN BUREAU TO HANDLE ARTISTS

Baltimore, July 16.

WFBR is molding an artists' bureau, which will be affiliated with the NBC service. Station has already contracted half a dozen bands, plus numerous local entertainers of all sorts. Is not limiting list to radio talent, but embracing all phases.

First personality station is attempting to build up is Osborne Bond, who pens a column on philately that is syndicated in 15 newspapers. Station has him on weekly sustaining stint and is trying to get him spotted over the NBC red ribbon. WFBR is local rep for NBC artists' bureau.

Adlerika to Midwest

Minneapolis, July 16.

Midwest Broadcasting company of this city, headed by Harold Finkelstein, motion picture theatre chain owner, has landed the transcription contract of the Adlerika company of St. Paul. It will make a series of 39 transcriptions, to be broadcast on 50-watt stations throughout the country.

Musical programs will be along the same lines as hitherto, but with a dramatized announcement in place of the Adlerika Advisors' 10 important words. Frank Luther formerly had the contract.

Smith Bros. Whirl

Smith Bros. return to NBC Oct. 6 for their seventh seasonal whirl of 26 weeks. Program cast, Billy Hill-pot, Scrappy Lambert and a Nat Shikret combo, is the same, but the night will be Saturday instead of Sunday.

Involved are 26 stations on the list (WEAF).

announcements in connection with the temperature report. KOA.

B. K. Sevigny Electrical Company, three announcements daily, one month. KFEL.

Firestone Service Station, five spot announcements. KFEL.

Watchtower Bible and Tract Society, one hour program Sunday. KFEL.

Spanic Chancers, one announcement daily excepting KJLZ.

Tommy LaBelle, 10 announcements Sunday, one month. KFEL.

NEWARK, N. J.

Venice Theatre, six half hour periods a week, starting Aug. 27, 52 weeks. Through Bess & Schillin, Inc. WNEW.

Gasoline Gang, Inc., three 15-minute periods a week, five weeks, starting July 30. Through Bess & Schillin, Inc. WNEW.

OMAHA

Nebraska College Co., announcements as scheduled, one year, began June 13. KOIL.

Nunn Bush Shoe Co., announcement every Friday, for one year, began June 13. KOIL.

Piao Co., announcement daily except Sunday, 102 times beginning November 5. Placed through A. T. Seaton, Inc. KOIL.

University of Omaha Law School, announcements Monday, Wednesday, Friday, began July 16 for one year. KOIL.

WAAW, beauty preparation, seven five-minute programs given twice per week, began July 9. WAAW.

Walker Walkshaw, increased daily 15-minute periods from two to four and one on Sundays. WAAW.

WAAW, beauty preparation, seven five-minute programs given twice per week, began July 9. WAAW.

Archer Travel Service, announcement daily for one month. WAAW.

Omaha Baking Co., renewal of contract for 52 more broadcasts of Mary Baker's 15-minute programs, six days per week. WOW.

Gold Packing Co., announcement daily on program "Talking Things Over," with Bea Baxter, three months. WOW.

General Baking Co., 100 announcements as scheduled, renewal. WOW.

General Baking Co., 15-minute five times per week, 5:45 p. m. talent Jimmie and Eddie. WOW.

PITTSBURGH

Victor Breuninger Co., quarter-hour program weekly, 52 weeks. Placed direct. KDKA.

Reid, Murdoch Co., renewal of four weekly participations in Home Forum for 12 weeks. Placed by PHILIP O. Palmer. KDKA.

Sea Breeze Laboratories, Inc., Ed Sprague's Sports Slants nightly except Sunday for 10 weeks. Placed by Reed Advertising Agency. KDKA.

Chiefman Manufacturing Co., one spot announcement weekly for 13 weeks. Placed by Van Sant, Dugdale Co. KDKA.

Muskerb Shoe Co., three announcements weekly through June, 1935. Placed by KDKA.

Trail and Cleveland Navigation Co., three spot announcements daily for seven weeks. Placed by J. P. Walsh agency. KDKA.

P. T. Duff and Sons, Inc., weekly participation in Home Forum for 13 weeks. Placed by Batten, Barton, Durstine and Osborne. KDKA.

Florescent Corp., weekly 15-minute program with Al and Pete for 13 weeks. Placed by McCann-Erickson. KDKA.

Joseph Delfon and Sons, 13 announcements as scheduled, renewal. WWSW.

Dr. H. V. Walls, 13 announcements as desired. Placed direct. WWSW.

SEATTLE

Signal Oil, three announcements daily except Sunday for one month. KOIL.

Union Pacific Stages, five minute dramatic skits, every Thursday for five weeks. KOIL.

Endersburg, 15 minutes remote from location daily each afternoon and evening over KOIL; started July 3, runs till contestants drop.

Raymond, 10 minutes, 10:00-10:10 p. m., announcements, July 10-27. KOIL.

Norwich Pharmaceutical Co., (Unge-timed) 24-hour day-time announcements, started Nov. 3, 1931, for 29 days. KOIL.

Lauderbach Bakery, Inc., ballyhooing "Raymond's" individual cakes, 25-50 word day-time announcements, July 10-27. KOIL.

Paget Sound Navigation Co., two 50-word day-time announcements and one 50-word evening. July 10-27. KOIL.

Conrad Bruce & Co., two 50-word announcements daily, indefinitely, beginning July 6. KOIL.

Theatre Calls Radio Actors Inept, Sponsor Chills, Station Almost Patsy

Baltimore, July 16. WFBK henceforth will not air a commercial unless it meets with complete station approval in advance. Decision was prompted by occurrence last week when the Louis Shecter agency put together a program for National Beer with talent and in a manner suggested by brewery.

Program consisted of a dramatic company from Washington that was to present dramatic playlets 15 minutes five nights weekly. Station made merchandising and publicity deal with Loew's Century whereby the troupe would broadcast one of its programs weekly from stage of the auditorium, the skit for that night being a resume of the subsequent week's picture plot.

At first stage performance the Loew management declared the troupe poor and cancelled the deal. That prompted brewery to seek to cancel its air time altogether, which had been contracted for 13 weeks. Station nixed, offering rather to frame new period, which brewery finally agreed to.

New program is authorized but thrice weekly, and has no stage tie-in. Consists of the Bernie Lipch 14-piece orchestra, plus warblers, Joan Moss, Les Timmons, Al Nielson and the Simms Trio.

WFBK in Regional Deals With WRC and WRUA

Baltimore, July 16. WFBK has made a deal with WRC, Washington, whereby it pumps commercial programs through to the Washington station. First period piped to capital was National Beer quarter hour, initialing last Friday (13). The brew is peddled in both towns.

Similar deals pending with WRVA, Richmond; and WTAR, Norfolk, whereby sponsored programs will be given outlets back and forth over the four-ply web whenever available.

Molly Picon on WMCA

Molly Picon goes WMCA for General Foods on Sept. 4. Yiddish songster-comedienne has 26 weeks lined up on Wednesday nights at 7.30.

Program will be split up into both Yiddish and English, with English songs predominating. Miss Picon will sing at least one song in her native language on each program, however.

Red Heart's Sept. Start

Chicago, July 16. Red Heart dog food is going on NBC over the red network on Sept. 8 for a regular 15-minute Sunday grind. Will star Bob Becker, who was featured on a similar program this year over WGN and a number of indie transmitters through radio dialing.

Show spotted through the local Henri, Hurst & MacDonald agency. Same agency also arranged with NBC for a renewal of the Acme show out of Cincinnati, featuring Smiling Ed McConnell. This is a twice weekly program and will get under way again on Sept. 2.

Town 91% Radio?

Asheville, N. C., July 16. Station WNCN, has completed a survey by which it has determined that 91% of the homes in Asheville are equipped with radios. Station makes claims, in page advertisements in Asheville papers.

NBC-CBS May Stop Frisco Airing Due To Music Strike

American Federation of Musicians may call upon NBC and Columbia to stop feeding programs into their San Francisco releases while the musicians' strike is on in the latter city. International offices in New York was advised yesterday (Monday) by its Frisco branch that the local men had walked out in sympathy with the longshoremen's strike.

Officials of the A. F. M. last night took under consideration the advisability of cutting off the San Francisco studios from all outside hook-ups involving musical programs. Meanwhile, several sustaining shows scheduled to come out of the Frisco division today (Tuesday) and tomorrow have been called out by NBC.

Brooke, Smith & French Get Hudson-Essex Acc't

Hudson-Essex Motors has switched its advertising account from the Blackman Agency to Brooke, Smith & French, Inc., of Detroit.

Car making combine several weeks ago walked out of a time obligation with NBC. After the account pulled two weekly programs it had scheduled on the red (WEAF) and blue (WJZ) loops, NBC advised the Hudson-Essex home office that the obligation would be enforced. Each program series had five weeks to go.

Philip Cohen, Los Angeles rep for the American Society of Composers, Authors and Publishers, returns there July 26 from the ASCAP convention of district men in New York by boat. Mrs. Cohen making the trip with him.

EUROPE MUDDLE HELPED A BIT

The Hague, July 6. Union Internationale de Radio-diffusion has held a conference at London, where a makeshift compromise was reached over the European wavelength-tangle. Where interference was too terrible some small changes were made. This refers to Russia, Finland and several Eastern European states and Scandinavian senders. During the winter months tests will be taken to find out how these changes work and at next meeting of the Union in February, 1935, further discussion will be held.

Holland did not get anything out of the London conference and stays, as Roumania, unchanged. Europe is badly muddled on allocations and always has been.

Pennsylvania Stations

Get Bettered Station

Lancaster, Pa., July 16. Unlimited time on the air and a new spot on the dial and substantial power increase, are farewell gifts received by Station WORK, York, from the Federal commissariat.

While no date has been announced, it was expected that the Mason Dixon group member would probably be on the air in its new spot on the dial at 1320 within the next two weeks. When it assumes new position it will take the air with a power boost, granted in a special permission, which raises it from 250 watts to 1 kw.

At about the same time WGAL, the Lancaster member of the group, will also up its smoke to 250 watts. The station which has been broadcasting on 100 watts, was recently granted unlimited time by the commission and relocated at 1500 kc.

Officials of the group stated that their intention in seeking greater power was not to try to cover a greater territory so much as to lay down a stronger signal in the area already covered.

WKJC, Lancaster's other transmitter, was also given authority to move out of the 100-watt class and get into the 250 group by the commission. Its officials have not announced when they will take advantage of the boost.

Earl Rodell, formerly associated with station in Amarillo and Chicago, is the latest addition to the KTAT, Fort Worth, announcing staff.



KATE SMITH wabe

columbia broadcasting system . . .

monday thursday friday 8:00 p.m. e.d.s.t. coast-to-coast

Management TED COLLINS

Radio as International Trade Weapon

Assault Foreign Markets Through Short-wave and Local Discs

In their competition for South America trade American, British and French exporters are figuring on making use of local radio stations this coming season. Inquiries on available outlets, radio sets and native entertainment in the various S. A. countries have been pouring into the offices of station raps specializing in this field from these three merchandising sources.

Germany recently announced that it would do its trade warring in South America through the short wave route. With the programs emanating from government owned stations in the homeland, American, British and French manufacturers and distributors have let it be known that they prefer to take their sales battle right into the countries concerned and regale them with native talent and patois.

In order to get their sales messages into England, Scotland and Wales, English manufacturers are spending around \$30,000 a month for time with Radio Luxembourg, the sole outlet in the latter principality. With the air channels in their own country barred to them for advertising purposes, more and more of the British merchandisers are resorting to the across the channel transmitter. Radio Luxembourg has recently received inquiries from America—firms distributing in the British Isles regarding time rates, programs, etc.

News Commentator Enters Politics in Nebraska

Lincoln, July 16. Foster May, newscaster over KFQR, who occasionally talks over KFAB here, too, is on the Democratic ticket for county clerk in the primaries for Aug. 14. Being the only Denio filer, he'll be a cinch to go to the finals.

May has piled up a lot of votes for himself due to the newscast and the familiarity of his name. The counties where he works are confronted with an unusual situation and there was some talk of halting the newscast while he's campaigning.

Byrd Lenser Spiels

Hollywood, July 16. The troubles of a cameraman in the Antarctic will be described by John Herman, cinematographer now in the South Pole regions with the Byrd expedition. Talk by Herman will be part of the Byrd re-broadcast program coming from Little America Wednesday (18). Herman radiographed International Photographers, local 659, International Alliance Theatrical Stage Employees, here that he would go on the air.



The World's Most Powerful Broadcasting Station

presents JACK USHER AND GRACIE DEAGON

Although new to radio, these two veterans of musical comedy and vaudeville need no introduction to the majority of the radio audience. As "Babs and Don" they will parade their comic antics over the 500,000-watt WLW microphones three times a week. WLW program officials believe they have in this team a sure cure for the hot weather doldrums of the radio audience.

From the sound of footsteps to a symphony orchestra . . .



talent and production facilities cover the gamut of radio entertainment . . .

GEORGE GIVOT
With Tommy Mack, Freddy Rich
Comedy, Band
30 Mins.
Sustaining
WABC, New York

Only thing that George Givot has to worry about in connection with this Tuesday night assignment on CBS is the possibility of his burning himself out by the time he finds himself a commercial. Givot has developed this weekly inning into a bang-up lunch affair. It rates as one of the funniest packages of entertainment currently allied with either of the national webs. As the show now stands it's ripe for picking by a sponsor.

Givot has surrounded himself with an expert bunch of zanyos, plus a straight, who has swell knack of feeding and is a comic in his own right. Among those stooging for Givot is Tommy Mack, whose flair for manning of verbiage through the merrily registers effectively as the loudspeaker. Mack's style of blazé slapstick does need a little toning down over the air. In vaudeville his frequent resort to the expletive, "nuts," may be okay, but radio the reaction to this practice can easily come within the pale of the offensive.

Last Tuesday night's (10) installment had in addition to Givot's Greek a flock of other dialects, each well handled. Script, though studied with lots of odes, had the stuff that spells miscegenation mirth and a continuity that kept the production moving along sprucely. It was a deft piece of programming all around, with due credit to the Freddy Rich baton and the femme in on the vocal interludes.

Ode.

OLSHAN
ALEXANDER
GUEST
CONDUCTOR
PARAMOUNT
New York
7th
WEEK
NET
SKY



MGM STUDIOS
CULVER CITY, CALIF.

fred allen's

HOUR OF SMILES
W. PORTLAND HOFFA
JACK SMART
IRWIN DELMORE
LIONEL STANLEY
MINERVA PIGGS
EILEEN DOUGLAS
LENNIE HAYTON'S IPANA
TROUBADOURS
Material by Allen and Harry
Tugend
Management Walter Batchelor
Wednesday, 9:10 P. M., D. S. T.
WEAF

THE FUNNYBONERS
GORDON, DAVE AND BUNNY

LOEW'S VALENCIA
(This Week, July 13)
Also Stars of the
OXYL PROGRAM on CBS, Monday,
Wednesday, 5:30 P. M., D. S. T.
Direction NORMAN & FRANK

VIVIAN JANIS
ST. MORITZ, NEW YORK
NIGHTLY
Sole Direction
HERMAN BERNIE
1619 Broadway
New York City

HAROLD STOKES
Directing
Clinalene and Palmer House
NBC, CHICAGO

GOOD GOLF LONDON SHOW
With Gertrude Lawrence, John
Tilley, Danny Malone, Welsh
Guards Choir, Ray Noble, Chris-
topher Stone, Carroll Gibbons
Orchestra

Revue
Transatlantic
COMMERCIAL
WJZ, New York

Good Golf, as advertiser, and Cecil Warwick & Cecil, as advertising agency, operate a Sunday night half-hour that manages pretty steadily to hit a toplicity quality of showmanship. They have, among others, provided Will Rogers and George M. Cohan for the American public. Now comes this series of pretentious pick-up road overseas the first of which, originating in London, came through in Manhattan at 9 p.m. Sunday (15). This corresponds to 2 a.m. in the British capital.

First question on an international broadcast naturally relates to engineering. An effective rain-storm had cut off shortly before Good Golf went on the air. Conditions were not ideal but all things weighed the reception was good. There was the inevitable far-away quality to the voices and music yet commercially this heightened the reality and authenticity of the program without detracting.

But the very Britishness of the program carried its own unique charm. Presumably Good Golf has built a following better than over any other sport—and while there is, of course, that group of self-conscious Yanks who gag at the throat when the affected British manner of speech is rendered in extended doses others, and perhaps the majority, do not mind a variation of the standard argot.

Unquestionably, the listener has to work to get the full values of a program like this London offering. It is no program to let percolate in one ear while giving the other ear to the bidding at contract. To sort Good Golf's London revue undivided attention was imperative. Indeed the best and safest international listening system is one ear clued not more than 12 inches from the loudspeaker.

On subsequent weeks the sponsor will bring in Berlin, Paris and Vienna. That, presumably, in alien tongues. And the question of legitimate question, will Americans listen when they don't understand?

Meanwhile the usually crystalline Gertrude Lawrence was for a time less than her customary vivid self. She sang first Cole Porter's "Physician's Song" from "Nymph Errant," said never to have heard over the radio before. This is another Cole Porter reworking of his own pet formula, a lot of pseudo-smart lyrics—with a sexy innuendo—melding together what would otherwise be a very singsongy, monotonous chant.

There was another first time musical broadcast, Noel Coward's "I Followed a Heart" from "Conversation Piece" and composer-conductor Ray Noble was also a participant. Music was agreeably rendered by Maestro Carroll Gibbons from the Hotel Savoy in London. And there was a brief bit of choral work from the Welsh Guards Choir that was oke.

On the comedy end there was John Tilley. His spiel is probably wide of the target for the general public over here. A minority will chuckle over his subdued ironies and sly digs but the Briticisms and the College of Heraldry are a bit too esoteric for comedy purposes in Yankdom. Introducing himself as an advocate of disarmament, Tilley rambles on in a style the nearest approach to which over here is Joe Cook. His tag, "and that is why we should favor disarmament" compared to Coward's "and that is the reason I will not imitate four Hawaiians."

Danny Malone, just another Irish tour, failed to command attention and let the program slump from a transcendent viewpoint. Amusing, too, for the trade listeners was the "dearly beloved" announcer, Christopher Stone, who he unfair compares a speller heard through 3,000 miles of ether with one near at hand, yet the veteran Norman Brookshire officiating on the New York end certainly had a hand down lead in the matter of punchiness. Still possibly ideals for announcer differ across the pond.

As an entertainment, appraised inevitably by American broadcast standards, it had drawbacks although probably the best program from London ever heard.

Land.

WALTER PITKIN
"Clearing House for Hope"
15 Mins.
Sustaining
WABN, New York

Walter Pitkin is the writing-lecturing-popularizing-best selling professor of Columbia University. This is his first radio appearance, a series for CBS, which started July 12 and is due for Thursday night airings at 8:15 E.D.S.T. It is not too bold to guess that he may be the next big star of the air. He is a canny gent at pulse-reading the home American.

Unlike the majority of erudite lecturers, he brings to radio the idea. It's what showmanship would call a production idea. Something to frame the entertainment around. This he calls the "Clearing House for Hope."

As a matter of fact Pitkin is a showman. And without straining the word, if he isn't neither is Floyd Robinson, Charles Codman, or Max Iker, and there's been a suspicion that these lads had a certain flair for showmanship.

A well-timed nodde rests on Pitkin's verbiage. This filters through an imaginative vocabulary and contacts with a lecture platform-lubricated larynx. In other words, Pitkin has used yet unsyllable refer to as the gift of gab. So he starts like a character actor who knows how and only needs a script to get his teeth into it.

Maybe he has that script in his "Clearing House." That's addressed to the so-called "lost generation" and to all other victims of maladjusture and disorientation of course, optimism and the pioneer spirit, post-depression variety. Pitkin declares that radio is the only mechanism capable of accomplishing the purpose.

Pitkin has a redeeming sense of realism, a common sense approach that takes away any Pollyanna course. His idea sounds more like sermonizing in a report than it actually is. Actually, the high note of optimism and courage and down-to-earthness applied to the general absence of confidence these days.

Pitkin's stunt is worth a close check-up. It is a new slant in radio programs and very likely a fine commentary in itself upon the American scene and people.

Land.

PAUL PATTERSON
"Careers in Journalism"
Address-Interview
15 Mins.
Sustaining
WJZ, New York

Head man of the Baltimore Sun stepped before the microphone at NBC's White Table on the subject of "Careers in Journalism." This presumably was for the benefit of recent graduates and the so-called "lost generation" who are tumbling around in it dark. NBC has been bringing big personalities from various professions and businesses for a summer sustaining series of this character. Journalism hereby took its turn.

Patterson, of course, is a big name in journalism but not a good choice, for all his probable desire to be helpful, for the assignment. He seemed too high up, too important, too many years away from the workers' viewpoint, and altogether too condescending. There were a couple of young fellows just out of the diploma works plus William Lundell of NBC. They were cast as the program to sit at the feet of success and pick up the news as they dropped. It smacked a little of the deep-Coolidge epoch to carry the needed sense of realism for post-depression days.

Patterson named nearly every other well-known publisher in the land so NBC presumably got lots of press goodwill.

MAURI CROSS AND COUNTRY CLUBMEN
Dance Orchestra
15 Mins.
COMMERCIAL
WOWO, Ft. Wayne

Kroger company enters its third consecutive season over station with this new dance orchestra. It was Mauri Cross, former member of Don Bestor's first band. Heretofore company has used tried-and-true novelties for air, but this one has more popular appeal according to the listeners. "Group is full-sized and uses the musical novelties as its best draw." Cross himself said, "I've heard everything which is good for station as it needs new personalities very much. Fred Tangeman, also a station feature, at the piano for some rippling breaks."

Barol.

ED LOWRY
Songs, Puns
15 Mins.
Sustaining
WJZ, New York

Ed Lowry, a clever fellow on the stage, is wasting his time and energy on the program he is now offering over New York. Not only will it not advance him but it will give people who don't know otherwise a wrong conception. His act is another. He is a sample of the quarter-hour presents a comedian of a calibre more to be expected on WJZZ, Utica, or WMLB, Portland, than an NBC spoke. "Thistle-gotch" is a sample of the puns that followed a horticultural pattern. "Socked in the puss-willow with a sack of buckwheat" is another. "I'm in love—maybe it's indigestion" is a further indictment.

When he sings Lowry is safe. But those gibberish, those horrible, pointless, and burlesque gags! And the announcer playing straight with that phoney-gentle laugh! Land.

HARMONY BOYS (7)
Harmonica, Uke
15 Mins.
Sustaining
WVO, New York

Appearing on a small-time station this septet of youngsters is not exactly small time; although not particularly distinguished. They're an harmonica sextet, with the seventh member strumming a uke and, on occasion, singing vocally to self-accents. When caught on Sunday aft. at 5:30-5:45 p. m. E.D.S.T. the songster was airing a home-made ditty credited to one of the boys in the combination.

Their harmonica harmonies aren't bad at all, and with it shapes up into a fairish quarter hour. Abel.

RADIO SWEETHEARTS
With Annette McCullough, Jerry Brannon and Piano Pals
Sustaining
25 Mins.
WGY, Schenectady

Pair of pop singers and a piano duo, heard on various commercials and broadcasts, have become a foursome for a new supper hour program billed as "Radio Sweethearts." Miss McCullough, who originally attracted attention as a local Kate Smith, winning several state auditions, teamed with Brannon in a "Dottie and Bill" singing-acting skit, sponsored by a furniture company, on a morning broadcast. Brannon, one time warbler with a dance band, worked for a time with the Piano Pals (Monica Leonard and Dorothy Sherman) on a daylight shot fired over the NBC red web.

Present setup brings solos and duets by Miss McCullough and Brannon, with accompaniments and brief interludes furnished by the femme pianists. Quartet pours into the amplifier a draft of listenable pop music, the vocal duets being specially smooched.

If they teamed more frequently, Miss McCullough and Brannon would develop into a first-class twosome of the romantic type. Their voices blend well for pop—Brannon seems, in duets, to drop the saccharine with which he too often flavors his tenor solos—and they handle their melody. Due, perhaps, to the fact that the Piano Pals for brisk-tempo numbers, the vocalists sang more bits of this type than is their wont on solo programs, but they carry themselves creditably in the new meter.

Ivorists are capable in the pop line.

Jaco.

JIM BROWNING
Wrestling Talk
Sustaining
5 Mins.
WGY, Schenectady

Wrestler, who recently lost the world's championship to Jim Londos in a New York City match, appeared as a guest on one of the daily news broadcasts by Jim Healey, Albany newspaperman and a commentator on an evening sports commercial over WGY. Understand that Browning, in his barnstorming about the United States and Canada, visits the offices of local newspapers, offers his special and publicity tie-ups, via radio or otherwise.

On the shot, Browning showed himself to be an intelligent, well-spoken chap, bearing out the truth of the oft-repeated statement that professional wrestlers usually possess some brains as well as brawn. Jim's college training—studied for two years at a teachers' institution in Missouri before the fifteen-dollar wage scale in the Oklahoma—was evident in his speech and manner before the mike. He appeared to be just as cool and as sure of himself as did the always-at-ease Hendley. Heant popular as, however, might object to his pronunciation of the words "wrestle" and "contender."

Hour of broadcast was not the best one in which to catch the ears of most fans, judging this. Hendley inserted a reference to the children listening in. But Browning delivers, nevertheless. He is a good host for a mike interview over local stations.

Jaco.

JOSEPH ZATOUR Orchestra
30 Mins.
Sustaining
WOR, Newark

This is a smart Continental combo from the Cafe Chantant atop the Hotel Montclair, N. Y., who are on WOL several times weekly. Caught on the Sunday 5-5:30 p. m. session, they dished up a varied and highly appealing assortment of compositions ranging from light classics to Cuban rumbas.

Considering that it's an all-string combination and that they lack the usual gourd, maracas and other rumba props, that pianist and guitarist can more than make up for it with their song-foxtrot rhythms.

It's a very pleasant on-the-air combination and a bright interlude in the usual Sunday afternoon run of stuff.

Abel.

BO BUFORT
Blues Singer and Pianist
30 Mins.
Sustaining
WBT, Charlotte, N. C.

Bo Bufort (Mrs. Bill Elliott) has won in a number of radio shows with her husband, the best of which was the Three Spinners period for Threads, Inc., in which she sang and played the accompaniment.

Now with the Threads program closed down for the summer months, Miss Bufort has been added to the WBT sustaining staff for a daily half hour of ball songs and ever hotter piano pounding.

Her voice is good but in some numbers she makes her blues too blue, if that is possible.

Columbia Broadcasting System
Presents

VERA VAN
THE VELVET VOICE
OF
RADIO-STAGE-SCREEN
WABC and CBS Network
Wed., 7:15 p. m. Thur., 11 p. m.
KINT

COLUMBIA BROADCASTING SYSTEM
Presents

LEON BELASCO
PARAMOUNT, NEW YORK
This Week (July 13)
MON., FRI., WAB, 12 MIDNITE
Cont-to-Coast
St. Moritz Hotel, New York, Nightly
Sole Direction HERMAN BERNIE
1619 Broadway, New York

Recalled to WTAM, CLEVELAND
For Special 6 Weeks' Commercial
Engagement

THE SIZZLERS
For Further Information
HAROLD KEMP, NBC Arts Bureau
Personal Direction, CHARLES A. BAYNA

HOTEL PIERRE
JACK DEWEY
AND HIS ORCHESTRA
Camera O.M.
Wed., 10:30 P. M.
WJZ
Sat., 12 Midnight Mon., 11:35 P. M.

Mme. ERNESTINE SCHUMANN-HEINK
Sponsored by
GERBER'S BABY FOOD
WERN, NBC, Sun., 9 P. M., COST

VERNON CRAIG
Baritone
Tues., 3:30 P. M., CST
Thurs., 2:30 P. M., CST, NBC-WJZ

A UNIVERSAL MAGNET

OZZIE NELSON

and his ORCHESTRA

Featuring
HARRIET HILLIARD

CROWDS
COME
RECORDS
GO!
ANYWHERE
ANY PLACE
ANY AUDIENCE



Columbia

BROADCASTING
SYSTEM, INC.
400 MADISON AVENUE
NEW YORK CITY
WICHESMAN 8-5000

Columbia Artists Bureau, Inc.

DIVISION
488 MADISON AVENUE
NEW YORK

July 2, 1934

Mr. Ozzie Nelson
Nelson-Roemer-Associates, Inc.
1776 Broadway
New York City

Dear Ozzie:-

It may interest you to know that never in my experience handling name attractions have I ever had the pleasure of booking such a tremendously consistent series of one thousand dollar and up guarantee dates as I have had in the booking of your orchestra. For three months, without an open night, you have been able to exceed your guarantees continuously.

Whether you have played colleges, and there have been twenty-one major ones booked for you this season, or whether you have played the mill towns or the coal mining towns, whether you have played in the aristocratic spots in the south or for the elite of the east, you have exceeded the fondest expectations of all concerned.

It pleases us to know that an exceptionally large percentage of the dates you have played smashed all preceding records.

There can be no greater tribute to your ability and personality than to say that each of the promoters who has played you and your orchestra wants you back again.

Very sincerely yours,

George F. W. Allen

26 consecutive, successful weeks concluded at the Park Central Hotel, New York, March 30th. Immediately started a tour of personal appearances including de luxe presentation theatres with not a single night lay off and still BOOKED SOLIDLY.

July 10th to Aug. 24th - MIDDLE WEST
Aug. 25th to Sept. 7th - PENNSYLVANIA and NEW ENGLAND

RETURN DATES DEMANDED EVERYWHERE

Personal Management

MILTON ROEMER

1776 Broadway, New York City

On July 1st completed 39 weeks on NBC Coast to Coast Network sponsored by Fleischmann (Baker's Program) over WJZ, Sunday 7:30 P. M.

Re-signed for 39 Weeks More on the Same Program Starting Oct. 7th

Promotional Showmanship for Radio Winning in Baltimore; Opposish Melts

Baltimore, July 16.

An old controversial point is being cleared up in local ether circles, to-wit, the merchandising phase. For the past six months the four Baltimore broadcasters have been bickering among themselves as to whether or not it should be practiced. WFBR was sole supporter of the promotional idea, during which time they met with violent condemnation from at least one rival station. At the bi-weekly pow-wows of the station execs, wrangling pro and con constantly cropped up and there were at least two efforts made to bind all stations as agreeing to outlaw merchandising in Baltimore.

WCAC was the prime motivator in the fight to restrict merchandising. Despite efforts of former, the burg's other two stations, WBAL and WCBM, remained passive. That the attitude toward the practice has shifted and of late is evident from new move by WBAL, whereby this station is going into

the promotional angles. Station has Leslie Peard to build a merchandising system of its own and the station is now talking about this added service in soliciting clients. WCBM, which at one time indulged in occasional merchandising but lately has been remiss in its practice, plans to renew again and expansively. What may be instigator of the about-faced attitude toward merchandising is the fact that WFBR's big has boomed of late, the station's gross during month of June being claimed as \$5,000 over take for corresponding month in '33. Prospective advertisers hereabouts are reputed to be largely cottoning to injection of show biz angles in radio.

ALABAMA STATIONS ORGANIZE JULY 29

Birmingham, July 16. Radio station managers and owners in Alabama will meet in Montgomery July 29 to perfect a broadcasting organization in the state. One of the purposes of the association will be to map out plans to protect stations against detrimental legislation at the next session of the Legislature.

Another project will be to have all stations pitch in and buy field intensity equipment.

MCA MAY LOSE PENN, PITT., BERTH

Pittsburgh, July 16. Floor shows at William Penn Hotel's Urban Room, booked by MCA, have been dropped after two months. Next spot now using a band only, with Paul Pendarvis as current attraction, but still getting that one dollar cover rap nightly per person.

Understood that with change in William Penn management, control recently shifting from Eppley to Pittsburgh Hotel Corporation, Urban Room job will soon go to a local contractor who'll supply both orchestra and floor talent. Jerry Mayhall, former producer at Stanley, has been mentioned prominently for the post. That would eliminate Music Corporation franchise, MCA having booked William Penn for years.

Aaronson, Divorced 3 Weeks Ago, Married

Irving Aaronson, conductor of the Commanders band bearing his name, married Gracye Sussman in Cincinnati Saturday (14). Three weeks ago his first wife, Christine Marston, dancer, divorced the bandman for desertion. Property settlement was private.

Tim Healy Expands

Procter and Gamble is giving Capt. Tim Healy's 'Ivory Stamp Club' a 24-station release on NBC's red (WEAF) trail starting Oct. 2. Contract calls for three quarter-hour spots a week over a period of 13 weeks.

Healy last season did a series of test programs for the soap account over transmitters in New York and Hartford, Conn.

Tivoli, Balto, Bankrupt

San Francisco, July 16. Heck Church and Ralph Owen, of the Ambassador hotel, folded up the Club Tivoli they were running as partners and filed a voluntary bankruptcy petition stating assets as \$10,692 and liabilities as \$18,635.

Tivoli misery was upstairs over the old Tivoli theatre and lasted about three months.

Kate Smith voiced a proposition from Fletcher's Castoria; also one from Camel, insisting that for the big account it be an orchestra of her selection or else.

Allen Franklin, formerly of WEAF, Baltimore, has joined the staff of KYGO Tulsa, Okla., as program director.

Internat'l Radio Club Arranges Salutes to 100-Yr.-Old Toronto

Toronto, July 16.

Over 200 special programs and salutes, lasting from 10 to 30 minutes, will be broadcast during the ensuing weeks preceding the opening of the Canadian National Exhibition and the centennial celebrations of Toronto by the radio industry of North and South America. During that period, literally hundreds of artists and technicians will offer other greetings as good-will tributes to the Dominion's annual parade of nations and the 100th birthday of this city.

Farthest north station participating is at Ketchikan, Alaska; farthest south is Bogota, Colombia. S. A. Web will also stretch from the Pacific Coast to Cuba and the British West Indies. Gigantic gesture of international good-will has been undertaken by the International Radio Club, fraternal organization of the broadcasting industry. Present here are Jack Rice, I.R.C. prez.; and Don Henshaw, secretary. Claim of Rice is that this is a co-operative and voluntary demonstration of international best wishes.

Once a year, radio stations in all parts of the United States, Mexico, Canada, South America and the West Indies create a special program and offer this as a salute to some selected city or state. Now celebrating its 100th anniversary of incorporation as a city, Toronto wins the 1934 honor.

Return salutes will be broadcast here three times weekly by CFRB. These will be supervised by Exhibition authorities, the Centennial committee and the Toronto Convention and Tourist Association. Until the Canadian National Exhibition is in full swing, the summer headquarters of the International Radio Club is Toronto. Don Henshaw, station manager of WIOD, Miami, is up to supervise arrangements with CFRB. Salutes have already begun, latest being from Macon, Ga.

ASCAP THREATENS TO SUE A. C. SPOTS

Atlantic City, July 16.

Cabarets, restaurants and hotels are facing suits by the American Society of Composers, Authors and Publishers unless they obtain licenses to use copyrighted music.

Despite warnings from the society's branch office in Newark, it was said that a number of places here were paying no attention to the notice and an investigator has been making the rounds to prepare a list of violators. The report is to be submitted to the society's counsel.

Vallee Stays On

Rudy Vallee's contract with the Pavilion Royal has been adjusted and the bandman will stay on at the Valley Stream, L. I. roadhouse until Labor Day.

Vallee wasn't satisfied with the guarantee and his end of the gross and last week talked about leaving the Pavilion at the end of the current stanza and taking a vacation.

Dobbie Vaude-Minded

San Francisco, July 16. Capt. Dobbie (Hugh Barrett Dobbie) is dickering with Marco to play the latter's Coast house with Dobbie's 'Del Monte Ship of Joy' that just wound up a season of transcontinental NBC.

Dobbie, now ad-libbing around here, has a date with 'Doc' Howe in Los Angeles this week to talk over a possible deal.

WESG Seeks Spielers

Elmira, N. Y., July 16.

WESG is making audition. This summer for aspiring radio announcers. If preliminary auditions are passed, candidates get crack at regular program with production staff supervising and giving criticism.

Several of present staff broke into radio in this fashion.

Perry W. Ward, Jr., announcer at KYOU Tulsa, Ind., resigned his position. Blanche Adams has joined KYOU as continuity writer.

Kapp Resigns as G.M. of Brunswick As Lewis Deal for Co. Falls Through

After nine years with Brunswick Record Corp., Jack Kapp, who rose from recording manager to general manager of the American Record Corp., which owns the Brunswick outfit, resigned yesterday (Monday) afternoon, effective immediately.

Kapp's difference of opinion concerning the policies of Brunswick have been no trade secret as he and Ben J. Siegel, the designated business head of the firm, Record Corp., have clashed before. Siegel is an appointee of H. J. Yates and Den Goetz, heads of Consolidated Film Labs, which acquired the record business when Warner Bros. relinquished it.

What brought matters to a head was Brunswick's q. t. takeover last week of the Columbia Phonograph Co. after Edward (Ted) Lewis, managing director of Decca (London recording firm) came over on two occasions in the last six weeks to negotiate for the purchase of the Brunswick business. Also the exercising of his 50% option on Columbia.

Lewis' Own Co. Instead Lewis bowed out altogether and after effecting a liberal British bankroll he plans to found his own recording company in America. Lewis sailed back to London last Saturday (14). He had first partnered with Brunswick in the Columbia takeover, and later took an option to buy out Brunswick. Both these fell through, Brunswick merely acquiring Col. and Lewis announcing his intentions of starting on this side his own business, in addition to his London Decca enterprise.

It was during these negotiations that Kapp and his own organization differed. Kapp insisted that when Brunswick took over Columbia, it should not scrap the Bridgeport (Conn.) factory of Columbia, but continue availing itself of Col's improved pressing facilities. Siegel of Brunswick, for economy purposes, wanted to transfer the pressings to the Scranton (Pa.) plant, where Brunswick does its business. This, Kapp felt, would be a detriment to the quality of the new acquisition.

Kapp is trade-credited with having built up Brunswick on the policy that the multiple radio broadcastings of tunes negated any disk-buying appeal, hence the quality of the recording itself must be its chief sales appeal. With it also must be the popularity of the recording artist. Hence, he signed such artists as Bing Crosby, Mae West, Lombardo, Mills Bros., Boswells, Casa Loma, Bittin, et al., against the competitive bidding of Victor.

BRECHER MUST PAY MARKS ON 'SPRING' USE

Suit brought by E. B. Marks Music Co. against Leo Paul Brecher for the unlicensed use of Linck's 'Spring, Beautiful Spring' in a picture, synchronized last week reached the judgment determining stage. Referee Hartman, appointed by Municipal Court Justice Lippe, held a hearing to decide the amount of damages due Marks. Decision was reserved. In the trial of the case, four weeks ago, Justice Lippe found Brecher guilty of unauthorized including the Linck number three times in his (Brecher's) scoring of 'Trap-eze,' and appointed a referee to determine how much should be paid the publisher. Marks had asked for \$1,000 per use.

Here and There

Jack Harris, 22, joined the announcing and continuity staff of WSM. He had previously been a member of the WSM Players under the direction of Madge West.

H. J. Maxwell, assistant general manager of the American division for NBS, given Hollywood initiation by John Swallow.

W. S. Paley, CBS prez., takes to the hills on his L. A. vacation to keep scribbles off his coat tails.

Douglas Coulter (N. W. Ayer, New York) kept out of the running pretty much last week by a wrenched back.

and Columbia, and through his own personal contacts with these artists preserved their exclusivity for Brunswick.

Following the purchase of the Columbia interests on a 50-50 partnership basis, Consolidated Laboratories and Lewis disagreed on the policy of operation for Columbia. As the result of this difference of opinion Lewis offered to buy out the Brunswick interest. Price set by Consolidated was \$750,000 and Lewis returned to England to talk over the proposition with the Decca board of directors. Option on Brunswick which he took back with him was dated to expire July 1. Lewis failed to exercise the option by this date and Consolidated advised the British recorder's New York counsel, Milton Diamond, that the deal was off.

Intimation in the trade is that Kapp will line up with Lewis in his new American venture.



VICTOR YOUNG
SCHLITZ BEER
CASA LOMA HOTEL
1000 E. 10th St.
"The Heart of the Beer"
ORCHESTRA
EXCELLENT
ROCKWELL O'NEILL, INC.

**GRACIE
BARRIE**
"The Sweetheart of the Blues"
OPENING
CASINO DE PARIS
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

**THE GREEK AMBASSADOR
OF GOOD WILL**
**GEORGE
GIVOT**
CBS
EVERY TUESDAY 9 P.M.
Coast-to-Coast
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

THAVIU
AND HIS ORCHESTRA
At "STREETS OF PARIS"
Century of Progress
Inquiries Solicited

**EDDIE
PEABODY**
The Instrumental Stylist
Personal Direction
HAROLD F. REMPE
NBC ARTISTS SERVICE

EMERSON GILL
AND ORCHESTRA
ANTLERS HOTEL
COLORADO SPRINGS
MCA DIRECTION

**JOSEPH
GALLICCHIO**
LUXOR "Talkie Picture Time"
Sun, 2:30 P.M., CBS
BOYER RENDEZVOUS
Sat., 8:15-9 P.M., CBS
HYDROX, Fri., 7:30-8 P.M., CBS,
NBC, Chicago

**CHARLES
CARLILE**
TENOR 3
COAST-TO-COAST
CBS

The Original
Boop-Boop-a-Doop Girl
**HELEN
KANE**
HEADLINING
at the
**WALTON
ROOF
PHILADELPHIA
NIGHTLY**

**ABE
LYMAN**
AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABC—Tuesday, 8:30 to 9 P.M., DST
(Phillips Dental)
WEAF—Friday, 9 to 9:30 P.M., DST
(Phillips Milk)

**LEO
REISMAN**
on
PHILIP MORRIS
WEAF, Tuesday, 8 P.M.
BRUNSWICK RECORDS

"The Singing Lady"
IREENE WICKER
4th Year for W. K. Kellogg Co.
All Material by Irene Wicker
Music by ALLEN GRANT
N.B.C.—WJZ 6:30 Daily

**JOSEF
CHERNIAVSKY**
Personality Conductor
Chicago Theatre Orchestra
Now on Second Year
WGN, Tuesday, 9:30 P.M. EST

WANTED
Unattached Song Writers
Words and Music
Address Replies to Box M
VARIETY
HOLLYWOOD CALIF.

Acts Playing RKO Coney 'Showing' for Apples, Say Bookers Don't Catch 'Em

RKO booking office's step-mother attitude towards the five-a-day five-acters at the Tilyou, Coney Island, N. Y., is creating a steady beef from performers and their agents. Complaints are based on the failure of the three bookers, Arthur Will, Bill Howard and Dan Freundlich, to catch the acts playing there despite fact they are being paid off in apples and promises.

Entire budget of the Tilyou for the two-day date is \$275 for five acts, which just about puts it within the code minimum of \$7.50 daily per actor. For this dough the acts play five shows daily on Saturdays and Sundays.

Although the only reason they accept the dates, the acts claim, is the promises that they'll be caught there and perhaps given the rest of the RKO time, they're not being viewed there by the RKO bookers, the turns say.

PAR HOPES FOR 18 STAGE WEEKS

Expectation now is that Paramount theatres alone will yield a minimum of 18 weeks for attractions this coming season as regards Par's central booking office idea. Hope is that time can be as arranged as to make it possible for this booking office in New York, if formed, to route an act for not only 18 or more weeks in the States but for a foreign route as well of 12 or 14 weeks.

The booking office itself, to furnish attractions for Par houses on both sides of the Atlantic, including those in partnerships, has not been organized pending completion of arrangements with theatres interested in combination policies.

Mary Nolan in Nitery

Mary Nolan booked in at the Roadside Rest, Long Island, to head door show.

Eddie Perry, operating the place, has also rounded up for the first show Pat Goode, Bobby Tremaine, Millard and Anita, Kay White and Marcella Curran.

PAULINE COOKE

1674 BROADWAY
Now Playing
MOLLY PICON
Albee, Brooklyn
COOKE & O. L. OZ

Marcus Loew BOOKING AGENCY

General Executive Offices
LOEW BUILDING
ANNEX
160 WEST 46TH ST.
BRyant 9-7800 NEW YORK CITY

J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

Saranac Lake

By Happy Benway

Dr. Edgar Mayer is summering and vacationing at Loon Lake, also renewing pulse feelings at the san.

Stella Barrett, who ozoned here at the lodge for about two years, left to resume the cure at the Mass. State San, Waltham, Mass.

George Harmon, the sans' wit, didn't know that he was sick till he read VAMPIRE and saw it in this column.

A little burg in the sticks up here advertising a baseball game with vaudeville between the innings.

The library at the lodge has been re-furnished with mission furniture. Donated by Saranac's Mother, Mrs. William Morris. Anything and everything to make the patients happy.

Catherine Vogele and Nellie Quently, those two strictly abed gals, are holding up on the oke side of the lodge.

Bert Schwimmer went and done it. Three medicos, a gas tank and a large needle, and now he is one of the real pneumo-thorax takers. Successful.

Among the holiday visitors at the lodge were Mrs. George Harmon, visiting her mate George... Phil Seed, seeing Jackie Roberts... Mrs. Parker, ogling her son Joseph... Al Schwimmer, hollering his brother Bert... Sidney Piermont and Harry Pincus reviewing the lodge.

Among those who pack a comeback spirit with pneumo-thorax (gas) are Jackie Roberts, Hazel Ladstone, Sal Ragone, Alice Carman, Raymond Ketcham, Ruth Hatch, Betty Blair and Bill Canton.

What a thrill to receive word of good cheer. Sophie Tucker postaled every patient from London and said 'Stand up and fight, come on get well.' Bobby Graham (Toronto Star) also never misses an opportunity in mailing a good word. They are hereby added to our Good Samaritan club.

Looks like some of the boys are due for a 'cut.' Jack Nicoll and Chris Hagedorn are being ogled by the medicos for that rib operation. Hagedorn has already lost ten ribs via that same route.

Mr. and Mrs. Harold Rodner vacationed at Camp Intermission. Between golf and fishing periods they both got together and made every patient here realize that the lodge was to house one big happy family. Every patient that could make it was seated in the lounge room to listen to Mr. Rodner's heart-to-heart talk. Mr. Rodner paid special tribute to Saranac's Mother, Mrs. Wm. Morris, Dr. Karl Fischel, Dr. George Wilson and the personnel of the san for their co-operation in

making life worthwhile for the gang.

This little Saranac Lake city is a health resort with 5,000 population that has over 75% of them cures, still it supports the following night spots: The Lido, The Brown Bear, Phillip's Colony Pond Lodge, Mount Baker Club, Overlook Club, Raybrook Inn, Black Cat Club, Lagoon Club, Alex's Grove Inn, Floridel Club, The Barn, Rivermont Inn, The Birchies Club, Palace Royal Club, Durgan's Dine and Dance Club, Turtle Pond Lodge, The Dutch Trout Club, The Tavern, The Orient, Phil's Adler Club, the Rathskellar, and the Onondaga Inn. Ten of them are using entertainers, with the majority having small orchestras for dancing.

A. F. A. ENLISTS AID OF LABOR UNIONS

American Federation of Actors' campaign to unionize performers in all branches of the show business outside of legit and chorines, which is in Actors Equity's province, has one into the fields of other labor organizations for help. Ralph Whitehead, now on tour of the U. S. to establish AFA branches in all key cities, has enlisted all crafts affiliated with the American Federation of Labor in the drive for union actors.

A letter from Whitehead is being published in almost all labor papers. Addressed to the editors, it reads:

'We want to bring to the attention of your readers the plight of the professional actor. Although not generally known, the actor appearing in vaudeville, cafes or in outdoor shows has suffered intensely the last few years. Work has become scarcer than ever and the average for salaries has decreased steadily, despite the misleading publicity on four-figure salaries for a few stars. NRA codes have not helped.

'Our organization, affiliated with the A. F. L., has been struggling to make badly needed reforms, to set up a death benefit fund, to drive out chiseling agents and to persuade the Government to grant relief. The Government is not helping us.

'We appeal to your readers to support us by insisting that organizations of which they are members use AFA union actors when starring in a show.'

Whitehead's reference to the NRA not helping actors referred to the fact that many theatres are still paying below code salaries, or else just about meeting the code's requirements. While the Government has set up relief machinery for the legit actor via the CWA, no effort has been made as yet to give performers in the other show biz branches employment in free shows.

Whitehead Sets Up AFA Branch in Milwaukee

Milwaukee, July 16. Ralph Whitehead, executive secretary of the American Federation of Actors, organized a branch of the AFA here Thursday night (12). Calling on the projectionists, stagehands and musicians' union for support, Whitehead said he was going to 'take Milwaukee actors out of the ranks of the starvation wage workers.'

Whitehead, at the meeting, asked all actors, whether idle or working, to join and set a basic scale of wages of \$40 single and \$75 double, per week, for small cabarets, nightclubs and other local stands.

V. & Y. Palace Date

Chicago, July 16. Voloz and Yolanda set for a week at the Palace here beginning Aug. 24. Team is holding over at Chez Paree until Aug. 23.

Charles Rander's orchestra and Marjorie Boyd's Rhythm Review are the attractions at the Ambassador Tavern on the Albany-Troy road, N. Y.

NEW ACTS

Virginia Lee and Tommy Rafferty Revue
Dance Flash
12 Mins., Full (special)
Orpheum, N. Y.

Big league dancing in a minor league setting. Deserving of better staging and scenery, the five members of the cast display a varied brand of terpology that could be a sustained sock for about 12 minutes. As act now stands it's two minutes too long, with the extraneous moments dragging everything.

Virginia Lee and Tommy Rafferty are top-notch hoofers, the former straight and on stairs, while the latter goes in for eccentricity. Both are personable and young, with Miss Lee a blonde and a shapely looker besides. Other girl in the flash is Adeline London, brunet who acquires herself creditably on her toes and in high kicks.

Aero-hock dancing is well provided by Alfred Brower, with an unblinded lad joining him in this for a contest. Latter can stand ailing to a minimum, or complete extraction, for the act's betterment.

Routine medicine and the rose-colored mounting looks cheap. Held down closing spot here to excellent response.

MASON AND YVONNE
Comedy, Songs, Dancing
14 Mins., in One
Fox, Brooklyn

Familial audiences for the girl youngster in this twosome should consistently spell pushover. Besides a precocious flair for comedy and a pedal adeptness that sells itself in a big way, the little miss has an all-around stage demeanor devoid of the usual overactiveness.

Teamed with her is a tall, fair-haired lad who does well enough as the foil in the give-and-take. Turn is brightly routine and packs a torpid finish that's surefire for as the lot is concerned.

Ode.

Albee Getting RKO 'Showing' Edge Over Pal.

RKO is now favoring its own theatre, the Albee, Brooklyn, over the Palace, New York, in spotting new acts at 'showing salaries.' Up until recently the B-way house got the break in playing such acts first at the cheaper salaries.

Now it's the other way around, the Albee getting the 'showing' turns first, with the latter then following into the Palace at their higher and regular wages. Last instance of this was the Rocky Twigs and Nitzl Vernille turn, which played the Palace at regular salary last week, but the Albee at break-in wage the week before.

Palace is 50% owned by RKO.

'THE GOLDBERGS' (6)
Sketch
14 Mins.; Full (Special)
Chicago, Chicago

After many years on the other the 'Goldbergs' come to the stage. This act waited longer than any other to get that personal appearance coin.

It comes to the footlights an outstanding name.

There are 14 minutes to this act, and in those 14 minutes six people had to be introduced. People who are known to the radio fans as Mollie, Jake, Sammy, Rosalie, Mrs. Gross and Mr. Kerriann. The trick was managing in a clean-cut, satirical manner. To the thousands who know the Goldbergs 'and to those who don't, the act has always been identified that 'yoo-hoo' Mrs. Blum tag. It's the aww-ah-ah of Amos 'n' Andy, so 'So-o-o-o' of Ed Wynn. For that reason it was a smart piece of business to open the act with a window-drop in which Mrs. Goldberg does the yoo-yoo, and converses with her neighbor in monolog fashion.

Scene shifts immediately to the dining room of the Goldberg family. Settings were done by John Wenger, who is getting billing, and he deserves it.

From then on it's walk-on stuff for the most part, walk-ons which serve as an opportunity for the audience to get a gander at the people they've been hearing for all these years. There's a good deal of homey, kitchen-talk which continues the homelike atmosphere, talk of dresses for Rosalie, recipes from Mrs. Gross, and the rest. At the finish there's a shortspiel of Edcar Guest philosophy in the Mollie Goldberg manner. It's cinch stuff for this act, and Mollie has that catch-in-the-throat type delivery that can really sell that philosophy angle.

Gold.

AMERICA'S GOODWILL ENVOY



GENE DENNIS

"World Renowned Psychic"
AMAZING EUROPE WITH HER SUPERB ARTISTRY

Direction
MILLEN INGALLS
CURTIS & ALLEN OFFICE
RKO Bldg., Rockefeller Center
NEW YORK CITY

DON CUMMINGS

RKO PALACE, NEW YORK

This Week (July 13)

Opening August 13 at the PALLADIUM THEATRE, LONDON, for Two Weeks

August 27, EMPIRE THEATRE, GLASGOW
September 3, EMPIRE THEATRE, LIVERPOOL

Which Concludes One Year's Consecutive Bookings

Personal Management
HARRY YOUNG
Paramount Theatre Bldg., New York

HAL SIERMAN

STILL STOPPING SHOWS

PALACE, NEW YORK

(This Week, July 13)

CH. FAIR BOON TO ACTORS

Calif. State Labor Comm'r Warns Bellit on Future Shows to Orient

Henry Bellit has received warning from the State Labor Commissioner of California against sending any more theatrical troupes from California to foreign ports under false representations. This body's move came after the filing of a formal charge against Bellit by Earl Edwards of stranding 19 performers, of which he was one, in China three months ago.

In the complaint to the California labor commission, Edwards cited a newspaper interview with Bellit on his landing in San Francisco from Japan as a first class passenger on the Asama Maru. Bellit then denied to reporters that he had stranded the troupe and claimed intention to shortly gather together another unit for exhibition in the Orient. While Bellit returned to the U. S. as a top-class passenger, the troupe returned via steerage and with the aid of charitable donations.

Letter from California Labor Commission to Bellit, signed by Arthur L. Johnson, chief deputy and chief attorney, follows:

"Enclosed you will please find copy of a statement from Earl Edwards, in which he sets forth charges against you of having left a theatrical company stranded in China. He also calls attention to a newspaper article in the San Francisco Call-Bulletin of May 31, 1934, in which you are quoted, upon your arrival in San Francisco from the Orient, as intending to take another American theatrical company to the Orient through the western ports."

Edwards' Charges

"We therefore deem it our duty to warn you in this regard that if a troupe is sent from California and any false representations are made it will become necessary for us to prosecute you under the terms of the enclosed law regarding misrepresentation of the conditions of employment. We understand that the Labor Commissioner of New York is to undertake an investigation with the object of adjusting the claims against you based on the experience of Mr. Edwards and others in connection with the recent trip to the Orient, and we are concerned primarily with seeing to it that the enclosed law is lived up to in connection with any other theatrical ventures which you may have in mind in California, or in which the parties are either recruited in California or leave here for the Orient."

Bellit is understood to have entered a blanket denial to all of Edwards' charges with the California commission. N. Y. Labor Commissioner still has the charges under investigation. Federal officials are awaiting the filing of a formal complaint of the U. S. consul in Tientsin, China, before taking any steps. Bellit is charged by Edwards with having borrowed \$400 from the consul in Tientsin, repently for the aid of the troupe, and then having used the money himself for his return passage.

4-Some Becomes 3-Some When Bestry Moves Out

The Bestry-Romney-Myers-Schelling cooperative agency becomes a threesome, with Harry Bestry withdrawing and going on his own.

Who will be Bestry's radio and vaude outlet will be carried out probably through an arrangement via the William Morris agency. Harry Bestry's acts were handled by Walter and Edwin Myers for radio and vaude, while by Schelling for radio and vaude for RKO.

Book Waring Ork

Chicago, July 16.

Fred Waring's orchestra will play a B. & K. Chicago week starting Aug. 3.

Act may stick in town a while to do a stint at the Ford Fair exhibit.

Comic's \$10,000 Suit

Worcester, July 16.

Charles Tave, comedian with the 'Manhattan Polies' company, has sued the Bijou Amusement Co. of Fitchburg and A. R. Lawton, manager of the theatre, for \$10,000. He alleges that while the company was playing the Lyric, May 24-26, he was injured in a fall from a loading platform at the rear of theatre.

Manager Lawton says Tave did not report the accident at the time, but it is his understanding that Tave slipped while helping load properties on a truck.

Singer, B-K, JLS Eye Chi Palace As RKO Tires

Chicago, July 16.

Three-way battle for the possession of the loop Palace is getting under way. Reported that RKO is about fed up paying the consistent losses on the vaudeville and will allow it to pass out of the circuit. Hot on the trail of the theatre are Mort Singer, Balaban & Katz and Jones, Linick & Schaefer.

It's figured most likely that Mort Singer will wind up with the house. He has the advantage because of the fact Orpheum has already turned over several of the Midwest theatres to his operating circuit, and that Singer knows the angles of the Palace theatre through his many years with RKO.

However, despite this advantage on the part of Singer, there are many who consider Aaron Jones the best bet due to his reputation in local theatre operation and his friendship with the ace property holders in the loop. B. & K. themselves have been trying for months to grab off the theatre, but so far haven't gotten anywhere with their offers. B. & K. is particularly anxious for the house, due to the firm's plan to concentrate its loop forces on Randolph street.

ALLEN'S AGENCY TEST TRIAL SET FOR JULY 31

Settlement of the question whether N. Y.'s theatrical reps, operating employment agencies, as is the License Department's contention, comes up in Special Sessions July 31.

Trial date was set Friday (13) after Charles Allen, test defendant for the Loew, RKO and indie agents' associations, pleaded not guilty in that court of the charge of violating the General Business Law preferred by License Commissioner Paul Moss.

Agents' side, which will be heard by three judges without a jury, will be handled by counsel Maurice Goodman and Harold M. Goldblatt. Sidney B. Schatkin and Herman J. McCarthy, assistants to the Corporation Counsel, will prosecute.

Dr. Mayer Weds

Saratoga Lake, July 16.

Dr. Edgar Mayer, retired medical head of the NVA sanatorium and now professor at Cornell University Medical School, was married here July 16 to Mrs. Rheta Guggenheim Jaffe, at the bride's summer home, Camp Hukweim, on Leon Lake.

Supper Court Justice G. Byron Brewster of Elizabethtown performed the ceremony. Mrs. Mayer is the daughter of Mr. and Mrs. Albert Guggenheim of New York.

650 PERFORMERS WORK AT EXPO

**250 Musicians, 100 Pluggers
and 100 Stagehands Employed as Concessions
Battle for Biz—Shows
Changing Often—Eateries
Also Use Entertainment**

12 VILLAGES

Chicago, July 16.

Though the second edition of Chicago's Century of Progress exposition looks pretty much a money-loser for everyone of the concessionaires concerned, the ill wind is blowing a heavy dose of increased employment for some 1,100 members of the show business.

Of the 1,100 people from the entertainment world employed at the Fair this year, it could be divided statistically into the following groups: 650 performers, 100 ballyhoo artists, 250 musicians and 100 stagehands.

These 650 performers, most of whom are vaudeville and nite club entertainers, represent a healthy increase of show business employment this year over 1933. There aren't any big names at the Fair this year, but there are many more of the regular run of vaude performers.

This is due to the increase of Villages this year. Last year there was flesh entertainment only in the 'Streets of Paris' and Belgium, and in the nite clubs such as the Casino, Old Mexico and Oriental Gardens. This year there are 12 Villages and all are using flesh talent, and there are three ace niteclubs. Besides, all the restaurants this year have gone for variety shows as extra added attractions.

Big Attractions

That phrase 'extra added attraction' is about the best explanation for the jump in vaude talent this summer. Last year business was naturally good all over the Fair and the concessionaires didn't have to worry about extra attractions to bring in a few dimes. But this summer things are pretty tough and the concessionaires are going into show business to get something over their gate to advertise and plug.

Sponsors have added to the coffers of show business, particularly for the musicians, with Ford bringing in the Detroit, and Swift the Chicago, symphonies. And now General Motors is negotiating for a huge run of name bands as popular music competition to the class shows.

One other item of interest in the variety angle at the Fair this year is the unusual turnover of the performer. Last year the performers all had a season's run of it. They came into the Casino or Paris or Old Mexico and stayed from June to November without a layoff. Business was good and there was no reason to switch shows.

This year it's the opposite story. Business is wobbly and the concessionaires are changing shows like their shirts in an effort to find a winning combination. Of a more sorrowful side, however, is the fact that many of the shows are being forced out of various villages due to the unavailability of the spots to pay salaries.

Following is a list of show people working at the Fair:

Buck Rogers—Hall Green, Claudia Maple, Jesse Pugh, Mary Martell, Charles Johnson, Irene Fay, George Cavency, Jane Burgess.

Casino de Alex—Four-piece Church Orchestra.

Swiss Village—Amateur folk dancers, Moser Brothers.

Old Heidelberg—George Jessel, Roger Orchestra; Shoe Peddlers, yodlers.

Rutledge Tavern—Four colored boys, three guitarists and a singer.

Nite Club 'Mexico'—John Cost.

B.&K. Drives Against Vaude Dirt; Gives Mgrs. Censorship, Cancelling Powers

Pick 'Billies

Paramount is negotiating for Children's Society permission to play a group for five pickaninies at the N. Y. Par Friday (20) for a week. They are but four years old and come from the Carolinas, with no previous stage experience.

They, hillybilly act, Annie, Judy and Zeke, picked up the colored troupe and brought it to New York.

Decision Is Reserved in NVA Dispute

Decision was reserved yesterday (Monday) by Justice Valentine in New York Supreme court on the NVA Club's suit against the NVA Fund. Nathan Burkan, for the NVA Fund, and Benjamin Reass, for the plaintiff, argued yesterday on the latter's show cause motion for an accounting and receivership.

Principal affidavits in the case are from Harold Rodner of the Fund and Henry Chesterfield, representing the club.

NVA Fund's contention is that it cannot afford to maintain any further the costly West 46th street NVA clubhouse. Chesterfield faction questions the Fund's claim of insufficient funds.

Last week the feeding of destitute professionals, forced elsewhere by the sheriff's closing the club, was shifted to its third Times Square restaurant location in as many weeks. The outside meals started at Mrs. Gerson's, then shifted to the Chesterfield hotel, and are now served at the Claridge.

Rosalia, Tex Morrissey, W. Schore, D. Schore, Elinor Leonard, Don Way, Kay Ryck, Peckie McKee, Trudy Lee, Teddy Farrell, Blanche Reale, Jean Nielsen, Claire May, Bobbie McKee, Estelle Biglow, Ray Denton, L. Linn, Tom Galavan, Fred Rice, Charles Hill, Jean LaMay, Sista and Annie.

Hawaii—Pia D'Arline, Princess Ahi, Lee McKee band, Frank Sylvano band, Don Chiasta band.

Spanish Village—Paul Ash Orchestra, D'Arcy Sisters, The Thrillers, Dawn Sisters, Ellen, Arnett and Whiting, Emil Vandas Orchestra, Joe Thomas, Sally Guardiana, Reese Taylor, 6 trained bears.

Hollywood Cafe—Falth Bacon, Phil Levant's Orchestra, Zastrots and Brach, Colma, Lynn and Lee, Dianne Queller.

Irish Village—Mac Kennedy Keady, Lauretta Kennedy, Mary Kelly, Edward McNamara, Peter Bolten, Edw. Danaher, Earnest John, David Johnson, Paul Mallory, Clyde Mattson, Gwilyn Jones, William Thomas, Hayden Thomas, George B. Lane, Marjorie Livingston, Marion Prosel, Ruth Tompkinson, Marjorie Wighton, Irma Chow, Pat Roche's Harp & Shantuck Orchestra, Ray O'Hara's Orchestra, Mulroy, McNeice, Riddle, Colonel Dudley, Harry Ferris.

Italian Village—Sally Rand troupe, The Reddies, Novelle Brothers, Paul Gordon, LaZarr, Senorita Carlita, 26-girl ballet, Poppo, Senorita Armand, John Ehle, Eletra Leonard, Don DeRose, Sherry Wynn.

Shanghai Village—Blissom Chan, Key S. Yuen, Gline Yuen Lam, Shanghai Sisters, Leo Blake's Orchestra.

Merric England—Carl, Benton Field, John A. Willard, Jackson.

(Continued on page 44)

Chicago, July 16.

Drastic clean-up of offensive vaude material in its houses has been ordered by Balaban & Katz. Written instructions to all vaude house managers of the circuit have gone out over the signature of Lou Lipstone, booking head of B. & K.

According to Lipstone's letter, acts will be given two shows in which to bring their material in line with the B. & K. edict. At the end of the first show managers are to inform acts using offensive material to kill the blue stuff. If the material is not suitably altered in the second performance, the managers are given the right to cancel the acts then and there.

Balaban & Katz this week are beginning to rubber-stamp their contracts with an additional clause covering the offensive material situation, giving the circuit the right to cancel contracts due to off-color routines.

Order follows a number of complaints to B. & K. managers lately from patrons offended by vaude business.

10 ACTS WITH 6-DAY BIKERS

Hollywood, July 16.

Night club atmosphere is to be given the six-day bike race which opened at the Winter Garden Wednesday night (18) in an effort to overcome the jinx that has trailed the wheeling gentry hereabouts. Despite broil of recent Gilmore Stadium event, promoters are going ahead with a heavy ad splash and plenty of ballyhoo.

Floor show of 10 acts and band, spotted in midfield, is hoped to lure nocturnal prowlers. New set of entertainers booked for each night. The 12-lap saucer has been built with parking space for 3,000.

Teams, including most of the Garden riders, have entered. Reggie McNamara starts his 10th grind.

Both Warners and Columbia have contracted for the layout after the race is run and will shoot most of the footage for pictures they are making based on the bike game.

EMIL CASPER IN NEW MORAN-AND MACK

Emil Casper is teaming with George Moran to take the place of the latter's late partner, Charles Mack, in the w.k. blackface routine of Moran and Mack. Their first vaude date is scheduled for Thursday (19) in Poughkeepsie, N. Y.

Mack, who was killed in an automobile accident a few months ago, was the originator and owner of the act. Moran was his original partner and his last, although in the many years they were together they frequently split, with Mack taking on other straight men.

Nick Agenta is managing the new combo.

Balto Variety Club?

Baltimore, July 16.

Bill Sutton and Herb Morgan, Loew's town manager and p.a., respectively, are sounding out local show biz men on feasibility of forming a local Variety Club. If enough charter members can be uncovered to make it worth while, group will form with quarters in a downtown hotel.

Never been a recreational show biz organization of any kind in the town.

Walter A. Birmingham, publicity;
W. Thomas, chief of service, Al
Sweet, musical director; Thomas
Horton, stage manager; Harriet Tay-
lor, stage manager; stage music and
personnel director; Gordon Ray
and Robert VanDerbeek, assistant stage
managers.

Ropley's—Anato Hayes, Homma,
Joseph Grendol, Singler, Robert
Verhart, Betty Williams, Mort
Jordensen, Orpha Engiz, Lee
Kovacs, Guy Gardner, John Leather, Prof.
L. L. Morrell, Swami Ram Pak
Kumar, Hadji—; Francois Russell,
Laurence Thorne, Rose Barthelm
and Mac Williams.

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15 YEARS AGO

(From VARIETY and Clipper)

Central managers association held a meeting to protest using more stage hands than were essential to handle current show. Still kicking.

Move on foot for an Actors Memorial Day, with theatres all giving benefit shows for Actors Memorial Fund.

Play pirates busy in Canada, since Canadian copyright did not fully protect U. S. plays. Practically driven out of the States.

U. S. agents pinched five ticket brokers for not coming across on their tax returns.

Stock companies complaining that pictures produced bought the rights to plays before they had a chance to go into stock.

Sol Lesser was showing Sennet Bathing Girls at the Broadway. Press agent planned a stunt to have the girls at Coney in one-piece suits. Judge wanted to lock 'em up overnight, but they got loose with only a loss of a matinee.

Importers were wondering what to do with a 77 reel picture of the Wandering Jew, made in Italy.

Looked as though the St. Louis convention of exhibitors would result in a split. Safe bet. They always did split at every convention.

London managers worried over women smoking in the halls. Some let 'em. Others didn't.

Billie Burke was planning a stage comeback. Had had a spell of pictures.

50 YEARS AGO

(From Clipper)

Trouble over the Casino, N. Y. Stockholder complained. Rudolph Aaronson was booked into the job. He got \$6,000 a year. Real kick was that Aaronson planned to make his own productions. Col. McCall was getting half the gross for putting in the shows.

Augustin Daly Co. ended an engagement in Chicago and jumped to London, pausing in N. Y. only long enough to transfer the baggage and props.

Lulu Hurst, the Georgia Magnet Girl, opened a summer season in New York at Wallacks. Could overcome strong men through skillful opposition. Mild hit. She had two copyists on the road.

Jacobs & Proctor opened their 10th show in Albany Room for 3,000 with comic opera attraction.

Jay Hunt closed four weeks' season at the Philadelphia. Took the house to try out some plays, but broke about even on the season. Bijou was supposed to be razed, but Forepaugh took it for a stock house.

Philadelphia reported the season just closed the best in its history. Most shows made money.

Boston theatre had "Admission Eden," a London show. All the house staff replaced by women. Only one actor in the cast.

"Adonis" was given its premiere in Chicago, with Henry E. Dixey in the title role. Figured it should score a success when it re-works orders. It did. Ran 1,100 performances in New York.

Inside Stuff—Pictures

Richard Watts, Jr., film editor and critic of the N. Y. Herald Tribune, probably the first of the metropolitan celluloid scribes to express himself on the anti-film situation, observed as follows in the July 15 (Sunday) edition of his paper:

"Unquestionably the current movement in this country shows every sign of leading to official censorship, and even the threat of such a thing is destined to result in a series of films so grimly determined to be clean that they may drive people to drink or something. Just recently film companies have announced coming productions of such masterpieces as 'Laddie', 'Freckles', 'The Girl of the Limberlost', 'Anne of Green Gables' and 'Mrs. Wiggs of the Cabbage Patch', while one firm has signed up Edgar A. Guest to write a series of shorts. Somehow I cannot see all of this as progress.

It is my suspicion that too thorough a determination to be clean can well take on aspects of the pathological. Sweetness, light and furious purity in too large doses are likely to lead to bad effects. Not only are the pictures likely to grow so innocuous and vacuous that people will flee from them in dismay, but they are certain to paint a world so absurdly rose-colored and unreal that even the high moral effect that the crusaders hope for will be destroyed. Heaven knows, it is not my contention that the films are above attack on any sort of ground. Some of them have approached unpleasant depths of vulgarity and cheapness. Nevertheless, I am certain that their defects can be remedied; not by taking away from them the few traces of the adult that they possess, but by destroying something of the juvenility that clings to them. Their frequent bad taste is the bad taste of unpleasant little children, and the way to cure them is to help them grow up, not to keep them perpetually childish, as the current movement threatens to do."

Division five of the National Recovery Administration, which came into being as a one-man show to administer codes in the amusement field celebrated its first birthday Sunday (15) by paying no formal attention to the anniversary.

Originally assigned compacts for theatres, films, burley, circuses, carnies and parks, the division now embraces codes for transportation, advertising, and clothing as well as the amusement pacts. Division Administrator Sol A. Rosenblatt is the only one of five original deputies named by Gen. Hugh Johnson when the NRA started functioning who remained on the Blue Eagle payroll. Division six, which at its inception had three employees, now numbers 130, including three deputy administrators.

Peculiar situation exists in the gobbling up of an Ellsabeth Bergner contract by British & Dominion, over the offers of London Films. Both companies are, for practical purposes, United Artists subsidiaries. U. A. distributing the product of both companies through the world. U. A. has to take all the London product for the U. S. as well as the rest of the world, while B. & D.'s are for U. A. for the U. S. Two companies are independent and B. & D. is fighting especially hard to make product which U. A. will like because of its financial arrangement. Thus U. A. will get the Bergner picture no matter which of the two companies makes it, but the bidding between the two gave the actress a bit more money and will cost U. A. more.

With back taxes on the Fox, Brooklyn, running around \$500,000 as stated to be due, some trade guessing being done on the El Fabian takeover of the Fox, Brooklyn. Fabian has it on a straight lease, which, however, may expire any time the theatre gets reorganized. Its leasing terms are \$150,000, with taxes alone on the property handed as running to around \$90,000 annually. Associated in the project is Sydney S. Cohen, present operator, who continues as advisor to the Continental Bank, trustee, and as such co-operator with Fabian. One of the major companies may be hooked into the proposition, is the trend of the trade gossip. House, presently on a straight film policy, shutters late this month to reopen in the fall.

Courageous Los Angeles naivie exhibitor had half a hundred ex-officio club women censors blushing with embarrassment when he told them off on the score of not practicing what they preach in patronizing pictures. Women had been invited to preview a feature about which the exhibitor was in doubt, and he wanted their verdict.

When they disagreed so widely as to make their findings worthless, the showman made it the occasion to point out to them, "When I showed 'Alice in Wonderland', which you all urged me to play, I saw only two or three of you here. But when I played a picture which you had condemned almost everyone of you came in to see it." They had no rejoinder.

Promoters of the \$250,000 theatre-attendance prize contest to cover eight weeks of bring-'em-back-to-films campaign, are still trying to get the five major theatre chains to okay and underwrite it. It's figured to cost 2c per seat per theatre, and has NRA and postoffice okay for the contest which embraces cash awards to theatre patrons and also to house managers. Five \$10,000 prizes head the series of awards.

One deal on is to get Goodyear Tire or Ford to sponsor this co-ordination of theatres, films and general amusements which is planned to have an NBC radio outlet. Another idea is for Al Smith to be enlisted to head the bally.

Book publishers are trying to capitalize on the Catholic anti-dirt movement in flimdom. Several of them have recently gone out of their way to point out that they are publishing, without restrictions or cuts, books which can't be filmed. One publisher last week sent a note to all papers saying that one novel, which he publishes, had been on production schedule by one of the bigger film companies but was dropped a few days ago because too rough under-current conditions. "But the book is still on sale at all bookellers," the publisher points out in his conclusion.

It's a thankless job for eastern talent hunters to send new material to the Hollywood studios because in most cases the talent is forgotten as soon as contracted. This is the opinion of a New York caster who has been checking up on youngsters he sent to the Coast.

Unless the player is well known in Hollywood or goes there with a big burrah, he will be passed up by directors and supervisors in favor of the Hollywood established actor.

Presence of Hunch Walpole at Metro to work on scripting of "David Copperfield" is chiefly to cater to the host of Dickens' fans in England and elsewhere. Walpole is to see that nothing gets into the picture which might upset the Dickens' clubs and organizations.

He is also assisting on casting. Metro figuring the English author should be a good judge of how the Dickens' characters should look.

The N. Y. Daily News, with its more than 2,000,000 circulation, propounded the query, "Have you required any harmful advice from the movies?" under its "Graphic Photographer" department (James Renaldi, in issue of Saturday, July 14).

Six replies that day were all negative.

Paramount has options on Ben Bernie for two additional pictures besides the first "Shoot the Works". Bernie drew \$35,000 for his first hit, the option pickups calling for \$60,000 for the second picture and \$50,000 for the third.

Inside Stuff—Music

Significant in 1934 popular song annals is the manner in which the rumba and its Americanization, the rumba-fox-trot, has caught on. It's been the first radical departure in song styles since the two-step gave way to the American fox-trot.

Just what catapulted the rumba into popular vogue is not definite, although song observers may credit Vincent Youmans' tremendously popular "Cariacou" with having turned the tide. Not that the rumba hasn't been in popular favor long before that, as witness the highly favored "Peanut Vendor" back in 1932. Furthermore in the smarter dance spots, the rumba, son, danzon and kindred Latin American compositions of Ernesto Lecuona and Moises Simons, perhaps the two greatest creative exponents of that school of composition, have long attained vogue. Lecuona's "Karaball" ("Jungle Drums") in collaboration with Gustavo S. Galarraga, his now classic "Siboney", also by Lecuona, not to mention Moises Simons' "Peanut Vendor" and "Con Picante Y Sin Picante" (otherwise "Hot and Spicy") are among their notable compositions. Others currently in vogue are "Mata Mata" (Mama Eyes), "Pineda" (a son) also by Menendez and Mano Rodriguez; the now famous "La Cumparsita" ("The Masked One") by Rayen-Rodriguez; "Anapola" ("Pitty Little Poppy") by Lacalle; "Mama Inez" (Grenet), which is rather dated by now, being of the same vintage as "Peanut Vendor"; the compositions of Manuel Jimenez and Rafael Hernandez; the "Negra Consuelita" (rumba) of Joaquin Pardave; the sons by A. Garcia, B. J. Gutierrez and Felipe Cabrera; Ervande, E. Discepolo and E. Donato, and others.

Incidentally, the American absorption of the works of these Cuban, Argentine, Venezuelan and Mexican composers is an unexpected market for them although in pan alley business being what it is these days that may mean nothing to brag about. But it's broadening the scope of these heretofore unknown to American tune-smiths who are evidencing a decided effect on native dance styles. For, while heretofore the smart spot hoovers went for a rumba or a tango, the 10c-a-dance bunch can now probably do tricks, around the covert-charge steppers with authentic versions of the Cuban-South American dance styles. Where formerly a rumba or a tango was a chaser-off-the-floor, it now gets 'em up.

Society of Recording Artists of America has a representative in New York soliciting for membership handmen and warblers with phonograph disc affiliations. SRAA, which originated in Los Angeles, has for its objective the collection of royalty fees from radio stations for the use of commercial records. For this service the organization is asking 10% of the fees collected.

Arthur W. Levy, former press agent, who is doing the contacting for the Society in New York, claims that his organization has allied with it Gene Austin, Ted Fio Rito, Jimmy Grier and Helen Morgan. Levy avers that the SRAA is prepared legally to affirm the artist's right to a royalty for the broadcasting of his phonograph records.

Whether the artist has such a personal property right in his recordings has never been established, either way, by the courts. It has, however, been affirmed that the performer has no right under the statutory copyright. As copyright authorities see it, the question to be determined is whether the unlicensed performance of a recording over the air does invade and defeat the artist's rights under the common law.

Levy says that the organizer of the broadcast fee collecting proposition is Robert H. Leeds, a retired Hollywood producer.

John G. Paine, chairman of the Music Publishers Protective Association, declared last week that the organization's promotion of a nickel fee for artists to continue unless more support for the venture is received from the publishers. Prompting the remark was the tendency among publishers to refuse to permit their songs to be included in the lyric compendium.

MPPA last week issued its fifth edition of the lyric sheet series, bringing the total distribution of these folios to almost 3,000,000 copies. If more publishers withdraw their assent to the proposition, Paine said that in his opinion this fifth edition would be the last.

Inside Stuff—Legit

"Sailor, Beware" (Lycium, N. Y.) was a surprise click to its producer, Courtney Burr, and his staff, but many others didn't think it would draw. Included are P. Dodd Ackerman, who designed the sets, and Vall, scenic constructor. Balance on the bill owed them was about \$2,500, with Burr unable to pay off prior to the premiere. Manager offered to give them 15% of the show, which they refused, taking notes of amount denomination instead. Scenery specialists now figure that had they accepted the percentage-piece their profits would have been about \$30,000. In designing the settings Ackerman, with Kenyon Nicholson (who wrote "Sailor" with Charles Robinson), visited the Brooklyn Navy Yard several times, being accorded courtesies by the commandant. Latter not only detailed men to rehearsals to instruct the players how to give the correct gait salute, but contributed some ship equipment and uniforms as promotional good will towards the navy.

Understood, however, that after the show opened the Navy didn't think so favorably of the portrayal of sailor's antics.

Moss Hart will have author-participation in three shows on Broadway during the early period of the new season. First to start will be Max Gordon's "Waltzes from Vienna", which starts rehearsing about the middle of August, Hart having rewritten the book. Also starting next month will be "Merrily We Roll Along", written in collaboration with George S. Kaufman. This is to be Sam S. Harris' debut attraction for the new season. Third show will be a revue authored by Hart in collaboration with Irving Berlin and slated for production later in the fall by Harris.

Berlin and Hart are due to sail for Europe Saturday (21) and during the trip expect to complete the writing. Duo collapsed on "As Thousands Cheer". Latter is due to move from the Music Box to another house when "Merrily" opens, approximately at Labor Day.

How guys who build boats in cellars get 'em out was demonstrated at the Lycium last week. Robert Larkin, house electrician, completed a 28-ft. sailing ship which fellow deckhands lifted through a stage opening to the evidence, boat being hoisted by truck to a point on Long Island Sound. Boat was christened "Sailor, Beware". Larkin, in addition to being marine minded, is an author, having several books to his credit. Also wrote two plays, unaccepted as yet.

The depression may be basically blamed for the virtual eclipse of legit in Chicago but that isn't all. Dailies there combined to boost visiting attractions in the Loop, formerly the most prosperous stand outside of Broadway. Extravagant notices were accorded several spring entrants but attendance gradually wilted.

Some showmen insist that by flooding Chicago with two for ones it resulted in the audience developing the habit of seeking cheap admissions.

"The 1934 Cat" comedy, which is first on the production schedule of A. H. Woods for the coming season, takes its title from a Parisian cafe. Show was recently presented in Vienna under another name. Woods will likely follow suit, being the thirteenth play A.H. chamber. Richard Bennett is mentioned for the part. "Cat" will be presented under an arrangement with Twentieth Century Pictures.

Met Lifts Talent Restrictions As Chi Opera Arranges a Season

Because of its limited season, it is understood the Metropolitan Opera has lifted restrictions which heretofore kept its warblers from appearing with other grand opera projects. So next season it will be okay, unless in direct opposition and, for the first time, a number of Met stars are slated to appear in Chicago's Civic Opera next season. Latter is under auspices of prominent residents and will have a short season expiring before the New York schedule starts operating.

Rules which heretofore prevented Met luminaries and lesser warblers from appearing elsewhere, or in other fields except under restrictions, caused dissatisfaction, and part of the Met's roster drifted to lesser operatic ventures in protest. Grand opera will be back in the old stand at the Metropolitan starting on Christmas eve, although there was some talk of taking other quarters when the 50-year-old structure was ordered closed by the fire department for modernization of electric wiring. With the reality office raising \$600,000 through mortgage on the \$5,500,000 free and clear property, new lighting effects, in addition to re-wiring, are now in work, and more rehabilitation is to follow.

Chicago, July 16. Chicago's financial big money shots will again contribute to a local opera season, appointment of Harold McCormick to head the venture being hailed. Indications are that, as others in high social standing here are also to be concerned, grand opera is on its way back to the high plane of former seasons. Mrs. Ernest Graham, wife of the architect, he been appointed treasurer.

Chicago Civic Grand Opera will start Nov. 10 at the Wacker Drive quarters, house that insult built. Season will be for six weeks, with Paul Longone as director. Former home of opera. Auditorium, will have the San Carlo Opera for a like period, starting about the middle of October.

McCormick was one of the principal backers of Chicago opera when married to Ganna Walska. Many other well-knowns similarly figured, but last season the socialites failed to show any interest. Return of McCormick is hailed as sign of opera's upturn here.

NO SALE, COLORED OPERA MAY FOLD

Colored grand opera drew a distinctly favorable press at its debut last Tuesday (10) at Mecca Auditorium, N. Y., but the second scheduled performance failed to come off because of box office weakness and further showings are uncertain. Peter Creatore, son of the bandmaster and impresario of the venture, is attempting to promote backing in the Negro sections. Support from that direction has been slim.

With Jules Hodosae and Abbie Mitchell heading the cast, and a 35-piece orchestra, mostly Met opera men, operatic version of 'Emperor Jones' was slated for three performances, other operas to be given each Wednesday through July and August. Opening night gross of about \$750 was less than a third of expectations. Ads in the dailies announced performances July 11 and 12, but both were postponed. Creatore figured that Harlem would go for the colored project. Committees were formed and tickets placed on sale, but most of the 'dubious' were turned back to the box office on the opening night and the sale thereafter was blab.

BURLEIGH TO IND. CIVIC

Indianapolis, July 16. Civic Theatre, after a poor season at the box office, announces resignation of Director Hala McKen and the appointment of Frederic Burleigh, of Boston, as his successor.

Burleigh comes to the Civic after a season of summer stock in the south, while McKen is now on a long-postponed tour of Europe.

Sharon's Stock Repeats

Worcester, July 16. Virtually the entire troupe which played stock here last Summer has been rounded up by Frances Williams Thatcher and is holding forth at Sharon, Conn.

In the cast are Arthur Howard, Hugh Banks, Helen May, Doris Eaton, Arthur Ritchie, Melba Palmer and John Winthrop.

CENTRAL CITY READY FOR 3D DRAMA FEST

Denver, July 16.

Central City, 50 miles west of here in the mountains, is readying for its third annual Play Festival at the old Central City opera house, built in 1878, left dark for years, and cleaned up by a group of arty, wealthy businessmen and socialites of Denver.

Advance sales indicate even closer to 100% sellout this year than in past two years, both of which were more than 95% of capacity. First performance this year, July 21, at \$250 a seat, sold out a week ago. Both previous years showed small profit, but since group is nonprofit, money was put back for next year. Federal government recognizes nonprofit angle, and no tax is charged on tickets.

Cast arrived week ago and is rehearsing daily at the opera house. Walter Huston, whose leaving closed 'Dodsworth' in New York for six weeks, will handle the lead in 'Othello'. Principal support will be Kenneth McKenna, as Iago; Nan Sunderland, as Desdemona; Helen Freeman, as Emilia; Kenneth Hunter, as Cassio; Philip Foster, as Rodrigo; and Charles Halton, as Rodolphe. Most of the rest of the cast recruited locally. Robert Edmund Jones is here again directing.

Play runs two weeks, same as last year. Opera house reopened with Lillian Glash in 'Camille' two years ago for one week; last year two weeks of 'Merry Widow' with Natalie Hall, Gladys Swarthout and Richard Bonelli.

Edwin Booth version of 'Othello' is being used, with two parts and nine scenes. Several properties used by famous actors are being loaned by the New York museum. No orchestra is being used.

Jones hopes to put on an entire summer of plays, concerts, etc., at the old opera house before his present contract runs out in 1937. Results this year may determine if season will be stretched to a month next year.

According to a letter the district attorney sent the sheriff, the old town will not be so wide open as last year. Then gambling, with no limit, was carried on openly and the rooms were packed every afternoon and night, but the d.a. says nothing doing this year.

No Baltimore Stock

Baltimore, July 16.

Though summer spots have been mushrooming on all sides, state of Maryland has yet to spawn its first bucolic barn. Probably fact there are so few decently large summer resorts hereabouts contributes to the complete paucity.

Nearest approach is an aggregation of collectors who hired hall belonging to the Vagabonds, country's oldest little theatre outfit, and who are aiming at a season of four productions. First gets going tonight (16), directed by Isabel Idov, who walked on in several pieces produced by Charley Cook's stock, which played season at Ford's Play, 'Inheritance', was penned by Broughton Tull, former Baltimore Varsity correspondent, and who is currently scribbling continually at WBAL.

MIDGETS DON'T FIGURE IN EQUITY

Equity has decided that its rules and regulations do not apply to midgets. Because of that, it is unlikely that the legit code salary minimum provision concerns the miniature players. Equity figured that since midgets are contracted seasonally with managers, who supply bed and board, and because they are nearly all foreigners, the association's regulations could hardly be applied to them.

Matter came up when Leo Singer called at Equity headquarters to make arrangements for 'Keep Moving', a revue rehearsing at the Forrest. Singers midgets are in the show, but are not covered by the salary guarantee applicable to legit actors and chorus. Show, with Charles King heading the cast, is due into the Forrest early in August, but booking not yet consummated.

Singer is producing 'Moving' under the corporate label of 'White Horse Taverns, Inc.' He was mentioned producing the English 'White Horse Tavern' over here, but plans apparently have not gone beyond the talking stage. Midgets were to be used in that attraction also.

Stock for Springfield, Vt.

Springfield, Vt., July 16. Summer stock is to make its bow in the Proctorville section of this town soon.

Large barn is being remodeled into a theatre. Opening date and players have not been announced.

Scene Designers Make a Must Of Authentic Replica Models

With scenic designers going into high on orders for new season's productions, affairs within the Scenic Artists Union—the only organization in show business in which employers and employees are at membership parity—have been bubbling. Upshot of several hot sessions was the adoption of a rule that hereafter scenery designers may no longer 'merely submit' sketches to managers. Models of all scenes must be furnished in color, and authentic replicas made to scale.

Models must previously be submitted to the union executives, who will affix the organization's official stamp verifying the regularity of the work.

This phase of studio activity has been under scrutiny by the better known scenic artists for some time. Latter contended that some members of a new group have indulged in the practice of making tiny sketches which are enlarged by non-

member artists and submitted to producers. That is claimed unfair, solution coming with the adoption of the actual model rule, models to be made in the studios by, or under the eye of, the designers.

Union rule stipulates that managers shall pay \$250 per sketch, same applying to models. Whether that coin was regularly collected by designers has been questioned. Designers will probably engage artists to work on models because of the time and detail involved but are willing to assume that extra expense to chop down the alleged 'cheesing' by the small sketch people.

Understand that one designer who opposed the model rule sought another rule calling for the employment of an 'in charge' artist, at a wage of \$25 daily. Opposed to the model were designers who declared it was a retaliatory measure and the suggestion was voted down.

Plays Out of Town

BRIDE OF TOROZKO

Westport, July 12.

This play is definitely Broadway material and by Thursday (12) customers were being turned away. A rare occasion in any country theatre. And if it were not enough that Gilbert Miller, Herman Shumlin and Lawrence Langner were involved in the production, Max Gordon, L. Lawrence Weber and John Golden have been hanging around Westport.

A gentle, sympathetic story of the Jewish race, set in the colorful countryside of Eastern Hungary. The 'Bride' has qualities for popular success. There is nothing of the furious propaganda for the Jewish line that has lately been present in the Broadway plays of this order, nor any of the gag and broad situations that qualified plays of the 'Abie's Irish Rose' era.

Here is a straightforward story of a beautiful young girl who, on her marriage eve, learns that she was a founding of Jewish parentage. Jews are not tolerated in Toro-zko and, scorned by her friends, she finds refuge in the home of a kindly Jewish innkeeper. She is embracing the faith of her fathers when it is learned that the first report of her parentage was a mistake and that she is really the daughter of Protestants.

Climax gives a rare opportunity for feeling for the Jew and the fact that the girl returns to her sweetheart does not lessen sentiment for the girl.

Sam Jaffe is superb as the innkeeper, underplaying that very definite character with remarkable skill. Jean Arthur, from films, is the girl, reveals an increasingly creditable technique and looks so beautiful that this alone has caused much comment.

Balance of the cast is not quite there, with the exception of the veteran Beverly Sillsgraves, who, in two brief scenes, gives a lesson in tramping, and Mrs. Shumlin, the former Rose Keane, who stands out in a small role.

Adaptation by Ruth Langner can stand more attention.

Gilbert Miller found the play in Berlin, where it has a long run, and Shumlin recently bought in on the rights. It will probably be produced in New York by Shumlin in association with Miller.

STAGE RELIEF FUNDS MAY FOLD; NO COIN

Indications are that the Stage Relief Fund will shortly cease functioning. Movement, sponsored by Rachel Crothers, began in December, 1932, as emergency relief for unemployed and needy legit actors. Last fall some on the board of directors believed the emergency work should not become a permanent institution. Others argued that relief was still greatly needed and the committees continued efforts at raising money.

It is still apparent that many professionals are in need of financial aid, but with the development of home relief by means of city and state appropriations, Stage Relief administrators say their labors should be taken over by public aid bureau, if not by the Actors Fund. There is but a small balance in the Relief Fund treasury. Clerical force has been reduced to a minimum, with top salaries at \$25 weekly as against \$40 last year. Many ways of raising fresh money were employed, but recent collections were away off. Most successful means of getting coin was Sunday night legit performance, but such shows are out until the new season comes in.

It is claimed that the Stage Relief, in addition to aiding distressed actors, proved that Sunday night shows are feasible and profitable. Hitherto generally regarded as the attractions drew better grosses than during week-day evenings. That, say managers, proved that there is a distinct clientele for Sunday performances.

Future Plays

'The Murder Game', comedy-mystery by Anatole and Elizabeth, both Throckmorton, will be played by Little Theatre Group later in season, after a tryout at Great People.

'The Reckoning', by Douglas Murray, Wes & Leventhal will provide in the fall, starring Pauline Frederick.

'The Last Rehearsal', by Vivian Cosby. Arthur Lubin giving it a fling on the Coast before Broadway presentation.

FRESH FIELDS

Chicago, July 16.

Comedy in three acts by Ivor Novello. Presented by Leslie Elsie and James Fiddle, starring Margaret Anglin and Alexander H. Sauer by the name. At the Blackstone, Chicago, July 9. Miss Swain..... Andrew Ridgeback
Lillian Latham..... Herbert Douglas
Lady Lillian Lindbergh..... Alexandra Carlisle
Miss Mary Cramble..... Margaret Anglin
Mrs. Pliskoon..... Josephine Hall
Lila Pliskoon..... Elaine Temple
Tom Larcoud..... John Hamilton
Lady Strawholme..... Lenore Chippendale

It's been a long time since a new show opened in this town, and, with 'Fresh Fields', there's an indication that the hoop legit may be coming back to life. First night brought out a pretty good crowd and it's the type of play that fits in with the summer weather.

Show itself is not new to the boards, though the Chicago date is the American premiere. It was reported in from London, where it was reported.

It arrives here with two excellent names, Anglin and Carlisle. Both are W. K. in this part of the country and are practically surefire box-office magnets. Miss Anglin is also part of the producing company.

Most of the play depends on its leads. They bring in the sock at the box-office and then support the play inside the theatre. It is one of those loudly-knit, tight and dry comedy pieces with plenty of sure showmanship to hold it together. Wide comedy, verging on the farcical, which is the most obvious part used in the play.

It's a tale of colonialism arriving in London and being taken up by a titled but impoverished pair of sisters for the money aid. The Australian man, the most obvious part used in the third act, the brassiness becomes purity and simplicity of heart for a happy ending. The play takes care of the finish takes care of the titled youth and the Australian maid and of the spinster Al.andra Carlisle and the young diamond bachelor John Hamilton.

Situations throughout are rather obvious and trite, especially one in the first act based on double entendre of the most obvious sort used in vaude and even burlesque.

But the show has laughs for the Chicagoans of this summer. It belongs in the same category as 'Big Hearted', 'The Great Train Robbery', and other homey laugh plays which have inhabited the Cort theatre recently. Gold.

TIGHT BRITCHES

Dennisport, Mass., July 12.

Play first introduced at the Beach Theatre, North Falmouth, July 9-14, by Laurence Rivers, Inc. Written by John G. Saxe. Directed by Richard Whorf. Aunt Vlatie Kinsky..... Jean Dixon
Dr. Palmer..... John Milner
Ulysses Palmer..... John Milner
Doctor Tade Houder..... William Sengstock
Sallie Tabor..... Joanna Ross
Cates..... Cates
Kumponipia Kirrah..... Pierre de Rancy
Jean Chibbe..... Dan Rogers
Jennie Tabor..... Katherine Gomez
Jarvis Tabor..... Arthur Hughes

This drama, first new presentation of the Beach Theatre, despite its comedy title, deals with the familiar and depressing theme of life in the Smoky Mountains. Although written, the plot is reminiscent of 'The Scarlet Letter' and many mountain dramas of the past. Tempo of the play, though carefully directed, is almost too close to the actual tempo of life in the Southern backwoods. What snap Jean Dixon might have injected into it is largely smothered by the continuous use of homely local expressions and stock situations. True to life it may be, but the result is to apply the brakes to a plot which moves heavily enough at best. Play was given an excellent production with distinctive sets by that versatile actor, Richard Whorf. Lighting effects, in particular, were subtle and cleverly achieved. Direction was good, slowest of movements being inherent in this type of play.

Six curtain calls were received from a large audience on the third night. Most of the applause was due, as just to the splendid performances of Jean Dixon as Aunt Vlatie and Shepperd Strudwick as the fanatical Ulysses. They and John Milner, Joanna Ross and William Hughes, kept the marchers vehicle moving and convincing.

The outstanding bit of acting and make-up artistry was contributed by Kathleen Conneys as the simple-witted, semi-degenerate mother of Sallie. Her characterization provided a bit of realism not too often seen on any stage. Best of the cast, in small parts, were capable, and the value of their work as a whole rests on whether you like or do not like hill-billy tragedy. White.

AKRON, July 16. — Gould Flayers, headed by Edward Clark Lilly, terminated their summer campaign at the Coliseum here Sunday (8), after a five-week run. The heat put it. Last offering was "That's Gratitude!"

Coliseum will remain dark until August 4, when it will reopen with a first-run film policy.

Secret Deal On to Sell Entire Stoll Circuit to Banking Group; Gaumont-British Behind Screen?

London, July 7.

Secretive deal is now pending between Sir Oswald Stoll and a group of City bankers to dispose of the entire Stoll Circuit. It is being so quietly worked that the Stoll executives are not aware of the negotiations. Progress on deal can be assumed because there is another City group which would like to talk business with Stoll but cannot, as other negotiations are too far advanced.

Stoll properties have been in the market for some time, with most of the shareholders anxious to dispose of their interests and get out. But Stoll is the real power. Company's capital issue consists of \$10,000,000, including 100,000 founders' shares of £1 denomination. These are mostly held by Stoll and a few of his friends. Only way to get management of company is to acquire the founders' shares. Public has subscribed \$5,000,000. Sir Oswald and his family own \$2,500,000 of the issued capital. Remaining \$2,500,000 of shares is held by the several Stoll Circuit subsidiary companies.

One year ago some City people were desirous of getting hold of the circuit and when they started negotiations Stoll wanted \$3,000,000 for the 100,000 founders' shares, with buyers refusing to negotiate, although understood they would have been ready to purchase them at half the price asked.

Stoll's nearest approach to a deal was some six years ago when Frederick S. Sarvasy, merchant banker, who then owned a goodly portion of the new Gaumont-British holdings, offered to buy the entire circuit at a good profit. Deal was practically consummated when Stoll told Sarvasy he would not include sites he held options on in Baker street and Liverpool, which resulted in calling it off.

Stoll will get out, it is believed, providing he can save something for himself and the shareholders, especially as the Coliseum is now becoming a white elephant. Last musical there, 'The Golden Toy,' cost the management around \$200,000.

Theatre is now minus an attraction, although there are rumors of a continental musical for the fall.

It is not considered impossible the negotiators from the City are acting for Gaumont-British.

Quickie Flops

London, July 7.

It is difficult to imagine how so excellent an idea as is utilized in 'Cleopatra,' at the Aldwych, could work out into such a dire failure. Seldom has there been such an unanimity of opinion on the part of the entire press and those present at the premiere. It was not the acting or the staging, but the inexperienced play-writing.

Show played two nights and folded. Author of 'Musical Chairs,' Ronald Mackenzie, had a posthumous play produced at Wyndham's, July 4, titled 'The Mallards.' Bit difficult to understand what the author intended to portray, and as a consequence audience yelled its disapproval.

Much in the play to commend it to thinking 'playgoers,' but not enough to predict commercial success for it.

FORUM TRAGEDIES

Paris, July 6.

French company for tragedies presented for first time in the ancient forum of Rome two classic plays in French—'Horace' and 'Britannicus.'

Mussolini and French Foreign Minister Barthou were present at both performances, given in open air and in natural setting required by the pieces.

DOUBLE SUICIDE

Zagreb, July 4.

Wife of National Theatre star, Ivo Budinski, committed suicide, together with her 14-year-old son.

Reason for desperate step was incurable illness of boy.

Cirque d'Hiver Fails

Paris, July 7.

Cirque d'Hiver, stronghold of variety in Paris, failed for over \$100,000.

Will probably be reorganized and kept going, as there is strong sentiment in theatrical and official world here not to let this old landmark of Paris show-world disappear.

AUDITORS INTO ACTORS

London Theatre Celebrates by Putting Patrons on Stage

London, July 7.

The little Windmill theatre will celebrate its 4,000th performance on Sept. 10. It has run continuously since Feb., 1932, when it opened with non-stop revue.

For the celebration management will produce a sketch to be acted by five regular patrons of the theatre who have never been on the stage before.

CECILE SOREL AS HOUSE MGR.

Paris, July 6.

Cecile Sorel is considering taking on the job of impresario for the Theatre Sarah Bernhardt next season.

Known that she has already been approached by the management, but still unknown whether she will share the job with the present incumbents, the Isola brothers, or go at it alone. Also, she is reported to be considering a similar offer from an unnamed boulevard theatre.

SIR BENJAMIN FULLER SPEEDS TO ANTIPODES

London, July 16.

Sir Benjamin Fuller, over here to recruit an operatic troupe for his Australian theatres, has been suddenly called back to the Anzacs and will sail by the first boat out of here, rather than returning to New York and sailing from the coast as he had expected.

He will take his operatic troupe with him and will have sufficient time to recruit it, boat not leaving here until July 27. Costumes will come from New York, having been ordered by him there prior to sailing for London.

Bat Folds in Paris

Paris, July 6.

'La Chauve-Souris' (Fiedermaus) will wind up its successful run at the Theatre Pigalle Sunday (8) after 330 performances.

Under direction of Max Reinhardt and management of Director Wallace Haendker it made one of the most auspicious Paris hits ever known on the Paris stage.

15% Tourist Traffic Increase But Paris Nitery Biz Dull

Paris, July 6.

Life on Montmartre Hill and in Montparnasse night boxes continues dull.

Cabaret men seem to have missed the reported 15% increase in this year's tourist traffic, and many of them are closing for the summer with the idea that trade has left town for the summer resorts. A few, however, are handling the new tourist wave and are doing well, as customers are more plentiful this year and competition is negligible.

Shcherazade is presenting Anne Laxon, Evelyn Dove, the Cuban Trio and Huchen Khan, while the Dix-Franc has Marilior, Gabrielly, Vitry, Voreet, Maugier, Ma-

Anglicized 'Men In White' Opens Cold in London

London, July 7.

While conceding it a good stage entertainment, newspapers here were very chary about declaring 'Men in White,' as produced by Gilbert Miller at the Lyric, a great play.

Opening on the crest of a heat wave, it will have a bit of rough going for a time, and if it doesn't survive it will be because it never really got going. Prevailing impression at present is that it is not a summer show and should have been produced in the winter. It was drastically cut till it only ran 90 minutes each two intervals of 20 minutes each.

Outstanding hits are Lewis Casson as Braddock, the elderly surgeon, and Robert Douglas as Ferguson, his junior. Play was Anglicized for London.

Albert Hall Pageant

Pageant of Parliament opened a three-weeks' season at Albert Hall, June 29, with a cast of 2,000 performers, among them society and stage stars such as Lady Diana Cooper, Lady Charles Cavendish (Adele Astaire), Yvonne Arnaud, Laura Cowie and members of the Royal Choral Society.

Birth and development of Parliament to its present power are depicted in ingeniously contrived cameos set at various angles in a built-up stage in the arena. Gorgeous costumes make this a dazzling spectacle, which should attract the serious-minded. Two new poems of Rudyard Kipling were included in the 'book.'

Alhambra Bill

Newcomers at the Alhambra, week of June 25, are a new singing combo, Mario Burke and Dennis Noble. Both favorites at this house, appeared here a couple of seasons ago in 'Waltzes from Vienna.' Voices blend well, with good selection of semi-classics, including 'Love's Sentry,' from 'Madame Pompadour.'

Rigoletto Brothers, after a continental tour, are still doing same act they have performed for years. Will Hay, in one of his scholastic sketches, gets some laughs; but the member playing the part of the precocious boy is about the worst he has had.

Tracy and Vernet are a standard here, and popular. Got over despite having difficulties with orchestra.

Doris Hare in mimicry is just another of which there are many.

Bill as a whole lacked punch, with audience in most unresponsive mood. Maybe it was the heat; but assembly was very cold.

Vienna's Likely Operetta Boom; 28 Pieces Set for Next Season

FRENCH COWBOYS

Paris Home-Made Rodeo Looks Like the Real Thing

Paris, July 7.

French are apt to think of the American west as a country of cowboys and cattle, but few westerners would be apt to think of France as having its own breed of cattlemen and broncho-busters.

However, at the Stade Buffalo, riders from the Rhone delta, France's cow country, head a rodeo looking very, very much like Texas's own boys in chaps and broad-brimmed sombreros.

House Reviews

STATE, N. Y.

(Continued from page 14)

harmonica stuff and the sight business kept the act working. It's a threadbare comedy situation for two girls. They meet on the crossroads, Mille, Snooty and Susie from the gashouse district. Both walk back. There are some of those dull waltz between gazes and clowning. That also is reminiscent. Give the new era its due. Mostly that's been eliminated.

Still the girls did very nicely and hopped off to sizable plaudits. They were succeeded by that keen-eyed, accurate-eyed Sheila Barrett, who makes of a cycle of imitations an exceptionally clever entertainment heavy on laughs. Good to find that, despite the lack of break-in facilities fresh talents (comparatively) are enriching the remnants of Vaudeville.

And, of course, Will Mahoney. And after that Long Jack Sam. Both have been creating and pleasing for years. Both have much that is new or varied or altered in their routines. Mahoney is developing new stuff on the xylophone, works as hard as ever. Long Jack remains one of our best samples of international showmanship. Mahoney went to a speech. Long Jack closed strongly.

To sum up, the bill tops the everyday average of vande bills by plenty.

Land.

CENTURY, BALTO.

Baltimore, July 13.

Ben Bernie and 'all the lads' are here to pump the peens out of the patrons this week and are accomplishing task with—as Bernie would have it—'zele.'

Dubious if there's another burg in country as ether-name conscious as Balto. 'Tween Hipp and Century, just about every other faced a mike has been imported and, with but rare exceptions, everything vouchsafed has sailed over with the ease of a gull's flight. Big boom to any other act here is just town is so sold before its gander, almost anything has a mental headlock on crowd, before gong sounds.

Significant fact, the capacity crowd on hand first show, opening day, almost ripped up the chairs in delirium when Bernie's monicker flashed on the traveler; and when his cork took his ear, the nature-song the mob was nearly reduced to drooling in his bliss.

The of maestro is a skillful showman, with with over-accorded' at outset such as he received, he could have snatched shut-eye under a piano during band's turn and still have been saluted at close. That Al Smith touch.

He only gave 'em 35 mins. at show caught, and that's way under par for this house. It was sock stuff throughout, but the mob deserved more, though didn't grumble. Fast-paced, show presents Bernie and his adobe-de-camp in all their outstanding novelty chanta, the creme de la creme, click his ever click material. Majority of it he tramped through before, two years back, such as 'King's Horses' and 'Birdy Slings.' Oddly, these scored better with crowd than the new, shiny-new tunes to town, such as 'Bad Wolf.' Aside from one of 45, three specialists sit on platform throughout—Billy Williams and Frank Prince, warblers, and Billy Severn, aro hoofer. All smacked. A member of band, Marnie Proger, rests his instrument periodically to pace the clock's slow-tubbing.

Pat Kennedy is back with Bernie this date. Has been on own for year, during which time has forged a far as he has, after serving Bernie tie. Gave but one tantalizing treat and blasted the mob right out of the back of the barn. Should be at least another; 'would lengthen' show, which is too bright.

'Stamboul Quest' (MQ) is the flick picture this week, but it is Bernie who is the dynamite at the box office.

Vienna, July 4.

Operetta, the form of theatre Vienna is most famed for, is headed for a boom here. Next season's announcements indicate that at least 28 new operettas will be produced, almost all the leading Central European composers being included.

On the lists are new works of Oscar Strauss, Emmerich Kalman, Paul Abraham, Ralph Benatzky and Robert Stolz.

New musicals announced are: 'Liebelei' by Paul Knepler and Beda, with music by Oscar Strauss.

'Sing-song Girl,' with book by Schanzer Weissel, and music by Emmerich Kalman.

'Djannah,' book by Gruenwald and Beda, and music by Paul Abraham. 'The Luck of Modest People' and a second as yet unnamed operetta by Bruno Grandchastellen, with book by Julius Brammer and the composer.

'The Richest man in the World,' with Hans Mueller, and music by Ralph Benatzky; also a second operetta by Benatzky, 'The Princess of Novara' with text by Ladislav Fodor.

'Gloria and the Clown,' with text by William Sterk and music by Robert Stolz; also a second Stolz operetta with book by Walter Reich.

'Romance of To-day' by Schanzer and Weissel, music by Leo Ascher. An operetta by Gustav Beer with music by Richard Fall.

'Gaby' by Bela Jenbach and Peter Herz and music by Bernard Gruen. Another Gruen operetta 'The Nightingale' with text by William Sterk based on Hermann Hahr comedy.

'Brother Martin' by William Sterk based on Karl Costas named folk play, with music by Leon Jessel.

Two operettas with music by Michael Krauss, one with the text by Geza Herczeg, the other one by Alexander Engel, and Julius Horst.

'The Green Tom-cat' with book by Julius Horst and Wolfgang Pollaczek score by August Popowicz.

'The Sweetest' by Schanzer and Weissel, music by Leo Fall, to reappear in modernized version.

Two new operettas by the veteran Vienna composer Edmund Eysler. 'A Woman who does not Lie' by Julius Horst and music by Walter Bromme.

Lehar has not yet decided on anything new. J. Beer, Albert Salzman, Edward Kucsmar, Jean Gilbert and Walter Kull are also promising new works for the fall. Emmerich Kalman is likely to set to music another Schanzer and Weissel libretto based on a novel by Lisa Fekete, Hungarian playwright.

Spring-Autumn

London, July 7.

Violet McInnes, theatre owner and manager, has given notice of her intention to marry Archibald Patrick Moore, manager of her Duke of York's Theatre.

Miss McInnes stated Moore is 31 years old. She made her initial appearance on the London stage in 1876. Prior to that she had played in the provinces. She is the widow of Frank Wyatt, and for some years they conducted a number of London theatres. Last year her 43-year-old son died of pneumonia.

Czech O'Neill

Prague, July 5.

Several Czechoslovak theatres next season will present plays by Eugene O'Neill.

Municipal theatre in Mierisch-Ostrav Moravia has scheduled 'Rampart Jones,' and the Czech National Theatre in Prague will put on 'Electra,' with the noted Czech actress Schalkalova in the chief role.

ZIMMERMAN TO BERNE

Zurich, July 5.

Hans Zimmermann, director of the Zurich Opera, has just been appointed director of Bern's national theatre.

Starts immediately.

Unless Tourists Hurry All They'll See Is Coney Isle; List Drops to 9

That influx of visitors to New York is still in the expectancy stage, although it was due to begin last week. Broadway's business did improve, but that was credited to pleasant weather that followed the record heat wave.

It is virtually blank on Broadway without the summer musicals of other seasons. The stand-out revue remains in the running—'As Thousands Cheer'—but its business does not compare with that of the summer shows in boom times. It is known that 'Cheer's' trade comes mostly from visitors and there is little doubt that the spending capacity of current audiences is limited. Indications, therefore, are that out-of-towners are going for moderately priced attractions, if at all.

'Cheer' did not close and engagement at the Music Box is indefinite, with the ticket scale reduced this week from \$4.40 to \$3.85 top. 'Roberta,' which held over this week on word of 'Cheer's' proposed month's suspension, will call it a season Saturday (21). 'Stevodore,' on 14th street, is holding over after advertising the final performance last Saturday. 'Gypsy Blonde' (revival of 'Bohemian Girl') and 'Her Majesty the Widow' were withdrawn over the week-end, leaving nine shows on the list.

Several shows which dropped

down around the \$2,500 mark about doubled their takings last week. Included were 'Sailor Beware' and 'Tobacco Road.' 'Cheer' made the best recovery, getting about \$15,000, while 'She Loves Me Not' made coin.

Legit activity is due to get stirring in about three weeks, when several straight shows are scheduled. First major musical, 'Life Begins at 8:40' (title switches back and forth), is dated for the Winter Garden Aug. 13.

Estimates for Last Week

'Are You Decent?' Ambassador (14th week) (C-1,166-\$3.30). With players on code minimum salaries, small grosser may extend into August; about \$2,900.

'As Thousands Cheer'—Music Box (42nd week) (R-1,900-\$3.95). Better weather and better business; gross went to \$15,000; ticket scale revised downward from \$4.40 top.

'Dodsworth,' Shubert. Laying off after 18-week engagement; resumes Aug. 20.

'Her Majesty, the Widow,' Withdrawn Saturday; four weeks to small money.

'Men in White,' Broadhurst (43rd week) (D-1,118-\$2.75). Just topped \$5,000, which gets run leader by; among shows protected by ticket deal.

'New Faces,' Fulton (19th week) (R-900-\$3.30). Week to week like most survivors; quoted just over \$5,000 last week; slender profit.

'No More Ladies,' Morosco. Laying off; first engagement 20 weeks; due to resume Aug. 6.

'Roberta,' New Amsterdam (35th week) (M-1,712-\$3.30). Final week; had been slated to stop last week; despite good summer weather, no improvement last week; about \$3,000.

'Sailor Beware,' Lyceum (42nd week) (C-923-\$3.30). Notice down and up almost weekly; attendance much better, gross going from \$2,300 to around \$5,500 last week; enough with percentage arrangement.

'She Loves Me Not,' 46th St. (39th week) C-1,413-\$2.75. Made neat profit for summer holdover; last week's improvement sent gross well over \$7,000 mark.

'Tobacco Road,' 48th St. (33rd week) (D-969-\$3.30). Perked up, too; satisfactory both house and show at close to \$5,000.

Other Attractions

'Stevodore,' Civic Rep theatre; 14th street success announced to close, but business jumped and holds over.

'The Drunkard,' old meller plus beer to profit in former East Side church.

'Gypsy Blonde,' Lyric; revival taken off Saturday.

Grand Opera, Hippodrome; pop opera suddenly stopped early last week.

Strike Hurts Cowl

San Francisco, July 16. Jane Cowl in 'Shining Hour' will bow out of the Curran after three weeks for Henry Duffy, winding up with only a fair total, due in part to the waterfront strike that frightened many away from the downtown districts.

Helen Gahagan in 'Mary of Scotland' is on the boards for July 30 at that house. Meanwhile town's only show is 'The Drunkard' in its eleventh week at the Palace Hotel.

PHILLY DARK AS 'HERB' QUILTS WITH O.K. \$7,500

Philadelphia, July 16.

Broad-Street theatre, last Philly legit house left open, closed Saturday night (14) after eight weeks' run of 'Big Hearted Herbert,' with Cecil Lean and Cleo Mayfield.

Last week found packed houses with the break-up of the hot spell, but previous week had spelled first loss of the engagement and management decided not to take chance on return of ailing weather and further losses. Result of decision meant that eight weeks' engagement was highly profitable for all concerned. Show was presented by Wee and Leventhal in association with Samuel Nirdlinger who has been operating the Broad independently with cut-rate and 40% pass-tax system. Definite announcement was made of an early fall reopening.

Show got an estimated \$7,500 or a little better last week.

Pocono Stock

Easton, Pa., July 16.

Pocono Players, stock company, opened for the season on Wednesday (11) in Rachel Crothers' comedy, 'As Husbands Go' and repeated it on Friday and Saturday following, company putting on its shows in the Stroud Theatre, Stroudsburg.

Presentation of stock is a new idea in the Poconos, and is expected to work out. John Hemmery is in charge and has gathered a good cast, which includes Ann Duke, Helen Gavitt, Thomas Fitzpatrick, Larry Heath and Ruth Elgelow.

ENGAGEMENTS

'Life Begins at 8:40,' Bert Lahr, Frances Williams, Louella Gear, Ray Bolger, Brian Donlevy, Josephine Houston, Winnifred Harris, Earl Oxford, James MacColl, Milton Moore, Dennis Murray, Dixie Dunbar, Esther Junger, Charles Fowler, Walter C. Wahl, Emmett Oldfield. (Complete cast.)

Loop Situas Starts to Thaw; 'Fields' Tops Entries at \$8,000

Chicago, July 16.

Life is returning to the legit field locally, after it looked like death was eternal. Creeping back to health, the stage is adding one show after another and it's figured that at least a quartet should be running locally by Sept.

'Fresh Fields' was a new one brought into town last week and it looks like a local click. With Margaret Anglin and Alexandra Carillie for leads, and good notices for further boosts, the play stepped out with a hefty \$8,000 for the first session. It's the type of play that satisfies the summer audiences and with the legit fans pretty well starved, piece appears the right answer.

Coming to battle for patronage this week is 'Milky Way,' which opens tonight (16) at the Curran, replacing 'Big Hearted Herbert' which had a nice 11-week stay under the Wee and Leventhal banner.

'Ziegfeld Follies' arrives at the Grand Opera House on August 12 at \$3.30 top. Show is being advertised with consummate showmanship, ads already topping the amusement pages though the show is a month away yet. House is making a big

'JULIET' FAIR \$6,500 IN DULL L.A. WEEK

Los Angeles, July 16.

Another quiet week for the two legit's functioning here. Extremely hot weather of the past few days hasn't helped, and outlook isn't particularly bright for the immediate future.

At El Capitan, 'There's Always Juliet' maintained the pace set in its first week by grossing approximately \$6,500 for its second stanza. Opus is in for a third week, with Jane Cowl in 'Shining Hour' moving from 'Frisco, opening July 23.

'Green Bay Tree' enters its third week at the Hollywood Playhouse, where it continues to be played to slim grosses. Second week showed a slight improvement over opening through aid of 40c service charge passes, and take probably hit around \$1,800, far from profitable.

SHOWBOAT STARTS

Lake George, N. Y., July 16.

Lake George Showboat inaugurated season with Northern New York newsmen as guests. Floor show has Coley Worth as master of ceremonies. Two dancing acts, singing and dance orchestra comprise program.

splurge on the fact that the brokers are flatly eliminated from the ticket lists and that all ducks are procurable at the boxoffice and it's strictly first-come first-served.

Gilbert and Sullivan season gets under way at the Studebaker on August 6 with two weeks of the 'Mikado,' then a regular repertoire of the other G. & S. pieces.

All, it's the most optimistic outlook the loop has seen in many months.

Estimates for Last Week

'Big Hearted Herbert,' Cort (1,100; \$2.50) (11th and final week). Folded Saturday (14) after a profitable stay. Varied between \$2,000 and \$4,000, with hardly any sprinkling of red ink at the low figure.

'Fresh Fields,' Blackstone (1,200; \$2.50) (2nd week).—Opened excellently last week to over \$8,000 and looks set for a sweet stay. Notices good throughout and the leads are local fall.

'Milky Way,' Cort (1,100; \$2.50) (1st week). Opens tonight (16) and indications continue good for short-cast, short-coin light comedy pieces in this theatre.

'Ziegfeld Follies,' Grand (1,300; \$3.30).—Opens Aug. 12.

Other Attractions
Gilbert and Sullivan repertoire, Studebaker. Opens Aug. 6.

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...the institution that never forgot its obligation to be SECURE!

The Big Depression Era will be remembered as the Big Leason Era—as the period that taught new thousands the saneness, the soundness, the bed-rock Security of LIFE INSURANCE.

You have your own problems and are entitled to have a Program built for your particular use. It will cost no more to own Insurance which fits your case perfectly than to buy misfit Insurance.

For Further Details, Write

JOHN J. KEMP

551 Fifth Ave., New York City

Phone Murray Hill 2-7839-7859



I take this opportunity of thanking the management and members of the "As Thousands Cheer" company for their kind co-operation and patient forbearance with me during my rehearsals in connection with my assumption of Marilyn Miller's role in that revue during her absence from the cast.

DOROTHY STONE
MUSIC BOX THEATRE
NEW YORK

\$1.50 Magazine

America's most expensive periodical is the new quarterly, *Fashions Art*, at \$1.50 a copy, which is designed to bear the same relation to the field of fashion as *Fortune* bears to industry. While *Fortune* retails at \$1 a copy, its annual subscription of \$10 is higher than that of *Fashions Art*, which as a quarterly, nets an annual subscription of \$3.

Keynote of *Fashions Art* is its Franco-American stylist background. Edited by Mrs. Jessie M. Barr and published in N. Y. by Weil, McGinnis & Sloman.

Magazine cannot be circulated through the mails, but is delivered by Western Union because of its use of actual sketches of leather, linen, silk history and other textiles to illustrate articles.

Writers Meet in Colo.

Fifth annual Rocky Mountain Writers Conference will be held at the University of Colorado at Boulder, Colo., July 23 to Aug. 10, with advance reservations indicating a larger attendance than the past three years.

Classes will be held in poetry, novel writing, short story writing and non-fiction with these instructors: Edward Davidson, Grahman Munson, Blanche Young, McNeal and Mignon Baker. Lectures will be given by Davidson, Munson, Willa Roberts, Dorothy Parker Campbell, William John and Norman Hapgood. Writers who will assist in the forums include the above and Clem Yore, William McLeod Haine, Clee Woods and others.

It's Again Dial Press

Reorganization of the book publishing firm of Lincoln MacVeagh is completed. Max Solop taking over. Solop is the biggest New York dealer in book remainders. New capital has gone into the concern and it's henceforth to be known solely as the Dial Press. Previously the name of Lincoln MacVeagh had been coupled with the Dial Press.

MacVeagh went out when he was appointed American Ambassador to Greece, a post which he still holds. Organization originated as the Dial Press, getting its name from the one-time mag, *The Dial*, which was one of its publishing properties. When MacVeagh went in he substituted his own name for that of *The Dial*.

Solop's idea is to publish only text or trade books—at least at first.

Rob Eden Tome

Another book by Rob Eden (Mr. and Mrs. Robert Barbour) will be published shortly by Grossett and Dunlap. Volume, called *The Wrong Girl*, will be issued for a buck.

English publishing rights to the couple's detective story, *Murder Upstairs*, has been taken by John Hamilton, Ltd. Couple will use their other nom de plume, Adam Bliss, on it.

He Must Like Tea

Richard Henry Lee, Hollywood scribbler, doesn't figure on missing out at any tea, given in his honor, so he's going to make a quick stop to New York and back next Monday (23) to attend one at Sardi's.

Macaulay is pouring for the publication-day celebration of Lee's book, *Nights and Daze in Hollywood*. Lee will get in town just in time for the shindig and fly back next day.

Simon's Marital Plunge

Dick Simon, of Simon & Schuster, is going to marry his telephone operator, Andre Heinemann.

Simon will take the plunge late this month, on the return to New York of Max Schuster. Schuster's been traipsing around Europe for the past three months with Bennett Cerf. Prospective groom is waiting so Schuster can be a witness at the wedding and take over handling of the business. Simon running off immediately with his bride for a four-month honeymoon.

Wants to Play Copper

Robert Edward Stuart Chambers, son of the novelist, has tossed hat into ring in Republican primary race for sheriff in Fulton County, N. Y.

His is sixth name entered in contest.

OLD PROGRAMS

Several Complete Bound Volumes of Boston Theatres Back in the Nineties.

Would Consider Offer of \$50 Per Volume.

H. F. MCINTIRE

17 Dixwell Ave., Quincy, Mass.

Boarder Tomes

Hollywood, July 16.
A book rental library here has gone tangle d'hot.

Bibliophiles are being tempted with 'all you can read for 60c a month.'

Sturgess Film Script As Book

Harcourt-Brace will publish in book form the shooting script of 'Power and the Glory' by Preston Sturgess. Dr. Walter Barnes of New York University, who was at one time president of the National Council of Teachers of English, will prepare a preface for the book with an educational slant to make it adaptable for use as study material for motion picture technique.

'The Power and the Glory' was the first shooting script written as such by an author and sold to a film company (Fox) on a royalty basis as 'Motion Picture Academy Award' script to Sturgess for the script.

It's the second projected printing of screen plays, Covici-Friede having on schedule a printing in the near future of 'The Great Barnum' by Gene Fowler. Fowler book will probably be the first out, and the two will serve as a test of this type of publication, others being tentatively scheduled if the first two get favorable reaction.

Caballero Chamberlin

John Chamberlin, book review columnist of *The New York Times* (daily), is the newest of the rapidly growing mob of literati to become Mexico conscious. He left Monday (16) for Mexico City to spend three weeks of vacation there.

Robert Van Gelder, who replaces Chamberlin on Saturdays, will handle the job the entire time while Chamberlin's away.

Joe Margulies, sales manager of Covici-Friede, is due back from Mexico about the end of this week.

Combine Writers' Mags

Merger of three scribblers' mags has been effected. They are the *Writer's Digest*, *Author and Composer*, and *The Creative Writer*. Only the name of the *Writer's Digest* retained.

Author and Composer was established in 1924, and *The Creative Writer* a year ago. Six scribblers' mags have combined with the *Writer's Digest* in the past 10 years.

Actor Into Newspaperman
Willard Foster, former actor, now in upstate New York for work with stock companies, is now a typesetter, reporter and columnist on the *Homer*, N. Y. news sheet.

His column of gossip and commentary is headed 'Colonel Poin-dexter Says.'

Foster's first experience in newspaper work was in his youth, when he set type and contributed to his hometown paper.

Ruth Steinfeld's New Job

Ruth Steinfeld will be the editor of a new weekly, *New York Woman*, scheduled to bow in about Sept. 1. She used to be the woman's editor of *The New York Post*.

Walter B. Pitkin is editorial advisor to the book, which will come out Wednesday and will cost \$10c.

On the staff will be Inez Sebastian, Alice Havermyer and Evelyn Boatwright. W. E. Wheeler will handle business and advertising, with J. W. Megargee and Alan Wells.

WB Quits Berlin

(Continued from page 1)

tual cash involved and figured it would be best to get out what it could without throwing any more into the pool. Paying of the Warner musicians because 'too loggy' was the last straw for the company.

No American film company, with the exception of Paramount, is figured to really be getting any profit out of Germany. Par averages about \$45,000 to \$50,000 a year and the other companies are under that if not actually in the red. Metro used to make some profit there but has had too many pictures banned recently by the German government.

Latest banning came several days ago. It was 'Men in White.'

Universal, of the American companies, supposedly has the biggest cash investment in Germany.

Chatter

L. A. R. Wyllie is in Russia. Rockwell Kent to Greenland. Katherine Dayton to Italy. Larry Barretto off to Mexico. James Norman Hall in Boston. T. S. Stridling going to Gloucester.

Charles Caldwell Dobie to Scotland. Tiffany Thayer back to the coast.

Third edition for 'Joseph and His Brothers.'

O. Soglow has a summer home in Ossining.

The Nelson Doubledays have gone abroad.

Erle Stanley Gardner has gone to the Orient.

Frank L. Packard back from a trip to the Orient.

Genevieve Fauconnier is a sister of Henri Fauconnier.

Channing Pollock mulling a book about the Dolly Sisters.

Next Rafael Sabatini book is titled 'Venetian Masque.'

John Farrar back from the Bread Loaf writers' gathering.

Harry A. Frank off to Russia for data for a new book.

Dr. Logan Clendenen spending the summer in California.

Canada has banned Frank Walcott's novel, 'Twisted Clay.'

Loretta Gandy, of *Tower Magazines*, to Europe for material.

Yoris Fischer has completed a new book, 'We Are Betrayed.'

Dorothy Canfield Fisher has a story in the August *Story* mag.

Kenneth Roberts got an honorary Litt. D. from Dartmouth College.

Ronald Kirkbride, novelist, has joined the staff of *Story*, the mag.

Artemus Holmes, one of the *Street & Smith* publishers, to London.

British edition forthcoming of 'Artists in Uniform,' by Max Eastman.

Catherine McNelis gives more luncheons than any other publisher in town.

Guy Pocock, the writer, is the book picker for an English publisher's house.

Reynal & Hitchcock bought rights to 'Anthology of World Poetry' from A. & C. Boni.

Redbook to publish Marie Dressler's book beginning with the September number.

H. L. Mencken doing another revision of his *The American Language*. It's the third.

Willoughby Sharp, author of *The Murder of the Honest Broker*, used to be a broker himself.

Emil Barriere, business manager for the *New York Times* in Paris, in town for h.o. confabs.

Doubleday, Doran gathering 30 more of Somerset Maugham's short stories into a single book.

Albert Payson Terhune has written a history of his Jersey shack, which is some 70 years old.

No end to James T. Farrell's character, 'Young Lonigan,' Farrell doing a third novel on the lad.

Noel Pierce, now a Fox contract writer, has a short story coming out in *Cosmopolitan's* Aug. 10 issue.

No sooner did Konrad Bercovici leave his Connecticut farm than three of his barns burned down.

Bruce Lockhart has nearly completed the sequel to 'British Agent.' It's to be called 'Retreat from Glory.'

Christopher Morley editing the 11th Bartlett's 'Familiar Quotations.' Due from Little, Brown in 1936.

Ruth Wright, who, like her husband, Reginald Wright Kaufmann, is also a scribbler, has gone to Paris.

Curious mistake in Hitler Over Europe' (Simon & Schuster): Rudolf Hess' picture twice captioned Roehm.

Gene Fowler has finished three chapters of his new book, 'Father Goose.' It's a biography of Mack Sennett.

Knopf's has changed title of Beatrice Kean Seymour's new novel from 'Her Own Affair' to 'Interlude for Sally.'

Captain Peter Freuchen, who wrote and acted in *Esquimo* (Metro), has a new book, *The Diamond Queen*, due in October.

October 21 in the date set for the next Michael Arlen book, *Titled 'Hell! Said the Duchess'*, and underlined 'A Bedtime Story.'

Don Jose, columnist on the Philadelphia Public Ledger, has gathered some of his best pieces into a pamphlet for self publication.

One of the fruits of the recent Chicago visit of Richard Wright, the John Day Co. head, is a book on China, written by a Chinaman.

Noel Coward's new play, 'Conversation Piece,' will be published by Doubleday-Doran when the play opens on Broadway, about October.

Enid Chapin, who's been Hol-

Best Sellers

Best Sellers for the week ending July 14, as reported by the American News Co., Inc.

Fiction

'Lamb in His Bosom' (\$3.50) By Caroline Miller
'Anthony Adverse' (\$3.00) By Hervey Allen
'I Claudius' (\$3.00) By Robert Graves
'River Supreme' (\$2.50) By Alice Tisdale Hobart
'Years Are So Long' (\$2.50) By Josephine Lawrence
'Bachelor of Arts' (\$2.50) By John Erskine

Non-Fiction

'Stars Fell on Alabama' (\$3.00) By Carl Carmer
'While Rome Burns' (\$2.75) By Alexander Woolcott
'Life Begins at Forty' (\$1.50) By Walter B. Pitkin
'You Must Relax' (\$1.50) By Edmund Jacobson, M. D.
'100,000 Guinea Pigs' (\$2.00) By Arthur Kallet and F. J. Schlink
'Nijinsky' (\$3.75) By Romola Nijinsky

Book Reviews**Authentic Color**

Most writers of circus or park stories seem to be limited in their knowledge of conditions, but George Garis, in his 'Amusement Park' (D. Appleton-Century, \$2), seems to know the ropes. The result is a story that can be read by the amusement man without irritation, while it holds for the general reader an air of authenticity that makes for conviction.

It's the story of three brothers, all of whom go into the park business where one finds happiness, another death and the third unrequited love. Easily and grippingly told and should make a good picture if denatured to meet the current phase. Not that it's dirty, but the heroines lived with one brother while falling in love with another.

About the best park book since 'Giant Swing.'

Gags Going Nowhere

Virginia Faulkner is 21 and a special writer on the Washington Post. She boasts that she hasn't been bored since she was 20. That's pretty safe bragging. And here is her first book, 'Friends and Romans' (Simon & Schuster; \$2), which fits perfectly with everything she and her publishers have to say about her.

It's a smart book; it's a clever book. It's no smart clever that it's frequently a boring book. It tells about the hectic life of Marie Manfred, world's greatest pianist. Nobody anyone talks like the characters in this book. It's ultra, super-sophistication. Some of the lines are funny, but mostly it's such a race for witicism that the reader is the first to be tired.

Two Mysteries

Anthony Berkeley is one of the best of the modern detective book writers and his newest, 'Mr. Piggeon's Island' (Crime Club; \$2), is well up to his standard. It ought to have a nice sale. It tells the story of Mr. Piggeon, a man who should have known better, but liked to play. He gathers a group of people onto a yacht, strands them and tells them that one of them is a murderer in order to watch their mental reactions. But one of 'em is, so it's a tragedy and a mystery for Roger Sheringham to unravel. It could be filmed.

Richard Wormser is a new name in the ranks of detective fiction writers, but one that ought to be known. His 'Man With a Wax Face' (Hans & Smith; \$2), is a book that holds interest throughout. It's an interesting style, too, not in the tough modern manner, nor yet soft and slushy. It's as near realism in the down to earth telling of a genuinely mysterious story of a killing as it could be. It, too, could be filmed comfortably.

False Front

Cynthia Carmichael, born Polly Butten of the *Pennsylvania* magazine, took her first big step when she accepted a job impersonating an English duchess for a social climber's dinner party. It was for one night only, but Cynthia liked it so well she kept on being a duchess, according to Lady Mary Carmichael in *Duchess*, by Agneta Wentworth. She had some swift adventures, was nearly caught as a run-runner, nearly married a sought-after, but wound up as the bride of her reporter boy friend, selling her story to first newspaper for enough to pay the costs of her social life.

Unimpaired, and good for a summer afternoon, but her well told, probably will not find itself on the screen under the new dispensation, but might be fixed up

Fox-Met Bid

(Continued from page 4)

which figured in the original financing of the Fox Met theatres, is chairman of the bondholders' committee. When this outfit offered the original bonds they cited the value of the Fox Met theatre group as around \$19,000,000.

Washington, July 16.

Doubt that the Federal Government will look with favor on the pending Loew-Warner purchase of the Skouras chain of theatres in the New York area was expressed in government and trade circles here last week.

While the Justice Department has followed its traditional policy of remaining close-mouthed on matters of this nature, there were indications that serious objections have been raised.

Federal Trade Commission and the National Recovery Administration are reported to have been asked to comment on the proposed consolidation, but executives of these agencies have declined to discuss the matter. Trade men believe both outfits either have or will turn thumbs down on the proposition.

Indie Film Angle

One serious objection, it is said, arises from study of the competitive aspects of the distribution and exhibition business in New York. Complaints have been made that if the merger should be permitted, the market for independent films would be substantially reduced while the grip of the big eight production group would be intensified.

Recalling Trade Commission objection to Fox West-Coast deal, observers believed this agency would fight to the end to block the New York transaction. The NRA attitude was hinted this organization feels the merger would not be in the best interests of the industry as a whole.

Current criticism of the Roosevelt Administration's leniency toward anti-trust violations may be the turning point in this case. Because of kicks from Congressional quarters, the Darrow Board might, and other complaints, it is believed such a broad question may eventually be laid before the President for settlement.

Going Places

By Cecelia Ager

The Eternal Spy

It's easy to see from pictures like 'Stamboul Quest' that the next war won't last long. In the first place, spies do the really important work—that much we know from spy pictures; in the second place, we all know from spy pictures exactly what spies look like. So, those of us gals who are not spies ourselves in the next war—we don't all look like Myrna Loy or Garbo or even Constance Bennett—will have only to point out to the generals on our side just what constitutes the latest and smartest thing in spies. Spies are so easy to recognize, in fact, that 'Stamboul Quest' demonstrates, that the whole branch of spy catching can be turned over to the boy scouts and the war will be over practically as soon as it starts.

Look for the woman spy, then, in the most popular of luxury cafes. She will always be the most conspicuous lady in the joint. It is a fallacy, the spy pictures explain, to think that a spy wants to go unnoticed. Her advent will be an entrance, her departure an exit no less arresting than if she'd been borne in and out side-saddle on a white charger. The size of her hats, the scope of her flowing capes, the very poise and authority of her manner electrify a room quite as effectively. She will wear costumes that are ageless, so that if you'd seen her in 1915 you would really have been permitted a peek at the mode as it would be in 1935. She will wear her huge-brimmed hats slantwise on her head, the better to give you one searing glance. Her capes, be they black velvet or white satin with ostrich plumes floating about the shoulders, are devised to yield the ominous touch, to spell, as they sweep about her dramatically, the femme fatale. She may even have a white lace affair in her wardrobe. Then her white lace picture hat will devastate you with its flowers clustering close to her cheek under the brim, the skirts of her white lace frock will trail, beckoning with frivolous femininity. She will have negligees, ah, such negligees! Froths of net, merinques of taffeta, soft billows of satin. And corollaries. Curly umbrellas, the top of her head in the picture of Madame Recamier, or pretty wares brushed shining toward her face in a forthright maiden's bob. She will not, in other words, look like a Red Cross nurse.

Screams Among the Screws

It is required of Mary Astor in 'Return of the Terror' that she draw her brows together to express fear, look occasionally very loyal, act sane and normal, and appear intelligent enough to run a sanitarium for the slightly daff. Miss Astor does a splendid job of it. She moves through the eerie photography a lovely picture with shining eyes, and she wears simple, tailored costumes as suits her style. Though the top of her head in the picture of Madame Recamier, or pretty wares brushed shining toward her face in a forthright maiden's bob. She will not, in other words, look like a Red Cross nurse.

Miss Whitney plays a nurse in Miss Astor's sanitarium—the nurse; since it's only got one. Miss Whitney is a very good looking nurse with expert lips, make-up and full dark hair billowing out from under her nurse's cap, and her uniforms somehow contrive to suggest, though they are conventional uniforms, that Miss Whitney's figure is not bad, not bad at all.

In the beginning of the picture Miss Whitney has a penchant for the wrong-kind of company, but that's all straightened out in time when she realizes that newspapermen make the best husbands after all. Miss Whitney goes riding in a pole coat and swaggers felt hat, and never screams at night because she's sure she's wearing her best nightgown. When one screams, one never knows who is apt to come tearing into one's room.

A Rattle Lives

Feminies can really be awfully good friends when they have no need to be jealous of one another. It must be simply sweet backstage at the Music Hall this week—the Rockettes striding arm in arm with members of the Ballet Corps, each telling the other how superb they are, each knowing in her own little heart that her own troupe is swell, too.

The atmosphere backstage must

be unusually friendly, since the Ballet Corps is engaged strictly in ballet, and the Rockettes only in precision drill. Not the slightest cause to complain that either of the troupes is invading the other's province, even that irritant is absent this week.

The Ballet Corps, in white satin molded sheaths, slit up the side, buttoned down the back, white and silver classic helmets on their heads, moon about a ruined temple in a dark forest, mooning, of course, in lovely classic freeze formations made of contemporary with arms bent instead of curved. Florence Rogge always comes through with an idea for her girls, gives zest and modern showmanship to conventional ballet. Their work is as pretty as the tradition of ballet demands, and yet it has a whimsy which makes it interesting and aesthetically exciting, too.

The Rockettes' parade drill: top of the bag in the Rockettes' bag of tricks, smashes through in medieval armor costume this session with plumes flying, pennons waving, spears crossing, heels clicking. Knights in armor with jewels on their metal tunics, silver kid boots encasing those legs with such good memories. Maybe they couldn't win any wars in their dashing but impractical costumes, but they can win the house. They do, to the last man and dowerer.

Nina Whitney dances to 'Blues' in a swirling magenta dress, rips it off to crouch and bend in zig-zagged flesh and magenta leotards when the blues have got her good. There's a baby's rattle, a nursing bottle, a teddy bear and a jar of talcum powder come to life and get hot.

Protestants

(Continued from page 5)

calls such as the Parents Magazine and National Film Estimates, a service that is being carried on now through various church magazines.

Council is made up of many national denominational organizations of Protestant faith, representatives of 25 of these attending the Friday (13) conference in New York. Churches over the country affiliated with the Council have an actual membership of 22,000,000.

In the clean films drive the Federal Council believes that it is of great importance to align solidly with both Catholics and Jews in organizing to kill out objectionable films.

Pledge itself starts off as follows: 'I wish to join with other Protestants, cooperating with Catholics and Jews, in condemning vile and unwholesome moving pictures. I unite with all who protest against them as a grave menace to youth, to home life, to country and to religion.'

In conforming to Protestant ideas the words 'my purpose' are inserted in the Catholic pledge as follows:

'Considering these evils, I declare my purpose to remain away from all motion pictures which offend decency and Christian morality.'

Watching Permanency
Council leaders make it clear their pledge and the campaign to be organized against bad film does not have as its ultimate aim national or local censorship, declaring that the Protestant church through the Council has always opposed censorship. At the same time the Council will watch with interest the form of censorship the producers themselves place into effect, although the fear is expressed that even if three lines nothing past him that would be deemed unsatisfactory. By the church, the question is whether or not this will be permanent and whether or not the producers eventually will ignore Breen's orders.

Plans formulated at the convocation of the meeting of educational material to 1000 pastors throughout the country are a movement for concerted attention to the film problem on Sunday, Oct. 21. On that day the matter will probably be dealt with from pulpits on a countrywide basis.

Federal Council, which heartily approves and urges use of motion pictures in churches for educational and recreational purposes as well as in the school, wants its position

Did You Know That—

Virginia Smith and Ruby Johnson were very smart, lunching at a Westchester club... Ernie Truax's young son, about 20, showed plenty of the family charm in making that curtain speech at his father's summer theatre recently... Mrs. Charles Einfeld now plays in the 90's... The Ted Lewises always have a full house at their place in Ellerslie... Julia Sanderson was lovelier than ever at the Coj Rouge the other day in a navy blue print frock worn with a tiny blue taffeta beret... The John Hunderes are summering at Deal... Dorothy Hall's fresh-water swimming pool is almost finished... Harold Franklin has a lovely summer place on Bell Island in the Sound... Ronnie Simons is vacationing in Europe.

made clear so far as the industry is concerned.

In a prepared statement this is covered thusly:

'We also desire to emphasize as strongly as possible the fact that we are not opposed to motion pictures, but only to those which are objectionable from the standpoint of decency and Christian morality or which give a false view of life. We recognize to the full the great potential values of the motion picture and hope that the present joint effort of Catholics, Protestants and Jews will result in redeeming the motion picture industry from the tendencies which have brought about the present burst of public indignation and which stand in the way of the largest and truest success of the motion picture industry.'

If their campaign fails, the Council believes censorship will certainly come. If it should come, it would be due to the motion picture industry itself, Council heads aver.

Among Protestant organizations represented at the Friday (13) palaver on films were various federations of churches and other religious groups, plus Salvation Army, Epworth League, National Council of the YWCA and YMCA, Department of Social Relations of the Congregational Education Society and the Presbyterian Board of Christian Education.

A closed meeting was held and no one was invited from the film industry or the Hays office.

Peggy's Century of Progress

Chicago, July 10.

Dear Benny:

Sorry to hear about you not being able to cash those good-as-gold notes. But I've had the same trouble here and I've got 23 of them.

However, don't worry, Benny. Everything is going to be alright. Ivan Badofsky says so. Badofsky is my lawyer and the best lawyer in Chicago. He says so himself. Mr. Badofsky is really a fine gentleman. He wasn't such a fine gentleman when I first met him but you've got to know people better, Benny, before you can appreciate their fine points.

Badofsky first came to see me to be a witness to get Marilyn out of jail. But after we got acquainted Badofsky decided it was better to let Marilyn stay in jail. Not only that but he's going to help me cash those good-as-gold notes even if he has to take the village away from Mr. Marlin.

He gave me his card to meet him at his office today. Must leave now to have a conference with him. Will write you later.

Love, Peggy

P. S. Badofsky has ungrateful cards. He sure is a fine gentleman.

Chicago, July 12.

Dear Ben:

I am now the owner of the Streets of Arabia Village, the main attraction of the Chicago Century of Progress Fair of 1934.

I was to Mr. Badofsky's office and he fixed everything. The office isn't so big but it sure is busy. We had to wait in the hall an hour before we could get in. It's an important place, Benny. You can tell that from all the names on the door. Mr. Badofsky is ninth from the top now but he says unless some of

the boys chip in soon he'll be the top man on the door.

Mr. Badofsky telephoned Mr. Stanley McJury, the contractor who built the Village for Mr. Marlin's good-as-gold notes. You could tell Mr. Badofsky is a smart lawyer by the way he used something instead of a nickel to work the telephone. He talked and talked and talked to Mr. McJury, telling him to turn the Village over to me but Mr. McJury kept saying no, that he was going to run the Village himself.

Seeing that Mr. Badofsky wasn't getting nowhere with him I went over to see Mr. McJury myself. Mr. McJury hadn't been over to the Streets of Arabia to see me. He is sure a fine gentleman, Benny, because he is a man who will change his mind. He has turned the Village over to me.

After I became owner I went right back to the Fair and went around to see what the other Villages are doing and what they have to offer the public. After what I saw I am convinced that talent is what the public wants. Like my art exhibit. I went to the English Village where some agent named Shakespear is putting on a show. It reminded me of the symphonies. A lot of people in it and it runs a long time. When I saw it the show was billed as 'on the Twelfth Night.' My show only takes three minutes and it's only one person. Which goes to prove that talent is what the public wants.

Love, Peggy

Chicago, July 14.

Dear Benny:

I just received your letter and I want to tell you not to come up to Chicago now. You know Benny I would very badly want to see you, but I am so busy here. Between running the Village and being the main attraction I am really too tied up.

To prove to you how busy I am I

Among the Women

By The Skirl

Best Dressed Woman of the Week

GWYNNE STRATFORD
(State Theatre)

Lotsa Clothes at State

Plenty clothes in the State show this week. The Lee Twins look very nice in long pink chiffon frocks banded at the hips and neck in dark blue. Slippers were silver, and bandeaux around the heads were of a pale shade of blue. Two numbers were done in abbreviated skirts of purple and again in green made with pleatings for the skirts and matching brassieres. A clever miss did taps on her toes in a white dress cut very short and having long sleeves. For the finale she was in a one-piece black velvet tunic.

Sheila Barrett is strictly a night club entertainer. Her sophisticated material is lost in a theatre. Miss Barrett looked well in a long white satin gown made with a V-front and long sleeves.

Stratford and Mayberry do an amusing act. Miss Mayberry is a clever comedienne. Miss Stratford a beautiful blonde was all in pale blue. The long dress reached the floor and was worn with a hip length jacket. A large hat and the newest in gloves and slippers all in the blue shade. Brilliant were in the ears and on the wrists.

Long Tack Sam with his pretty daughters showed nothing new in the way of costumes.

Palace Vaude Not Strong

A full house is assured wherever 'Of Human Bondage' is shown as was the Palace Friday at one o'clock. A not too strong vaudeville bill was headed by Hal Sherman, assisted by a good looking girl, in an all white dress. Shoulder straps and belt were of rhinestones. Very cool looking for the dog days.

The Three Emerald Sisters wore white and blue, two in long pants and one in a short skirt. With the strenuous exercising it is surprising these three smiling misses remain so plump. Louise Gay does some amusing clowning with the Reiss Brothers. Miss Gay is first in a long apricot colored chiffon dress with black bow of blue, and for her second change is in a taffeta skirt of a mauve shade with bare waistline and a jacket-like bolero. A splendid girl pianist was in black taffeta.

Transferring 'Dark Tower'

'Dark Tower' comes to the screen under the name 'Man With Two Faces' with Edward G. Robinson. Screen version proves more interesting than the play. However, the lines Margaret Dale had in the play are sadly missed. It was a happy thought sending Miss Dale to Hollywood. One of our most charming actresses, she should find a place in pictures, as no one has more poise.

Miss Dale looks well here in clothes of sensible model, being for the most part cloth and velvet worn with strings of pearls. One black lace was combined with satin. Mary Astor does a nice job and tops Margola Gilmore, who played the same part on the stage. Miss Astor's first gown is a flowing affair of chiffon. There is a house robe of crepe with cowl neck of satin, as were the cuffs. A street costume had a neck trimming of fringe made of the material of the gown and was topped off by sables and a small hat. A not too good-looking frock was of black with lace and embroidery edging the bodice and hem. Two rows of buttons seemed out of place in this over-trimmed frock. Another black and white costume was cascaded in frills at the neck and down one side of the bodice. A dotted dress was worn under a long plain coat. Miss Astor is at her best in formal gowns and her cloth of gold dress, made severely plain, was most becoming.

Miss Clarke is a house maid in regulation costume, but is also seen in a long tulle of metallic material worn over a plain skirt. A cloth suit of plaid is also shown.

MARRIAGES

Mrs. Rheta Guggenheim Jaffe to Dr. Edgar Mayer, July 10, at the bride's summer home, Camp Huk-weem on Loon Lake, N. Y. Dr. Mayer, professor at Cornell Medical School, is founder of the NYA Sanitarium at Sauganac Lake, N. Y., and one of the foremost authorities on the treatment of lung ailments.

Jeanne Havens-Montegale to Johnny Maachio, in Agua Caliente, July 8. Groom is a manager of picture people in Hollywood.

Claudia Morgan and Robert Shippee are to be married in Beverly Hills, Cal., July 22. Miss Morgan, actress; is daughter of Mr. and Mrs. Ralph Morgan. Shippee is a N. Y. explorer.

Irving Aaronson to Gracey Sussman, in Cincinnati, July 14. He is band leader; wife non-pro.

BIRTHS

Mr. and Mrs. Bernard Szold, girl, in Omaha, July 9. Father is director Omaha Community Playhouse.

Mr. and Mrs. Jerome Saffron, twin daughters, in Los Angeles, July 9. Father is general manager of Columbia distribution in L. A., mother is Nancy Cornelius, former actress.

Bing Crosby and Dorothy Lee, twin boys, in Hollywood, July (Friday) 13th. They are already parents of a boy, 13 months old.

even had to quit going out with Mr.

Alex Peckle, the policeman. And besides he wanted to borrow \$500. But Mr. Badofsky told me "that when you lend money you lose a friend. And I don't want to lose Mr. Peckle's friendship. And where can a girl get with a copper? And that reminds me, I will send you your \$40 as soon as I can get to the postoffice to send you a money order. So far I have been too busy. As ever your loving, Peggy

Broadway

Nick Holde back after six-month world cruise.

Gaumont-British office moved to 1600 Broadway.

Mills Music office at 1619 H'way was burglarized last week.

Al Rosen, manager of Loew's State, N. Y., off on a vacation.

Frank Stiel clicking as p.a. for Sun and Surf club, Long Beach.

Paul Huber out of 'Sailor Beware'. John Rard, understudy, in.

Shooting gallery has replaced the former Radio City Museum on Sixth.

So quiet in Palace building agents' offices that pigeons fly in through open windows.

George M. Cohan says he's as good a hilter as Connie Mack is a catcher, right now.

'That "Small Time Cavalcade" is the nightly show-stopper at the Billy Rose Music Hall.

'The Hardie Meakin' in from Washington on a quick tour of Broadway and points north.

Fred Stone almost nightly out front at Music Box watching Dorothy in 'As Thousands Cheer'.

John Beal, in from the Coast, waiting for Radio to call him back on that deal which has one option to go.

Leon and Eddie's now has on the premises Mike (better known as Prince) Romanoff with his 'guip and quank'.

Jeanne Aubert and J. J. Shubert back from Europe today (17). On same boat as J. Kobler and Jeff Dickson.

Samuel Jesse Buzzell and wife sailed via the Canal for Hollywood Saturday (14), to attend Eddie Buzzell's wedding.

Nam McKee appointed liaison officer between comptroller's office and Welfare Department, Public Works Division.

Max Fishman, cutting down the cash, gave White Lake only a four-day flash at those striped pants this time.

Reine Carver, Sardi's couturier, died a week of summer stock at Swan Lake (N. Y.) Inn. P. S.: She's luck checking.

Lamb's annual wash (outing), held at grounds of the Percy Williams House, E. 82d St., Sunday (15), drew 300 members.

Will Mahoney hoofing on Vauvau's first floor window platform with 'Sailor Beware' cast the audience.

Very little buzz about Charlie Einfeld's arrival at the stage where the servants now ask, 'And what did the master shoot today?'

Ted Claire has a dog named after him at Mineola dog-track, and the m. c.'s at the track every morning giving his canine a lift o. o.

Irene Kenway Racz, Hungarian caricaturist, around Broadway doing sketches of theatre patrons in Leew and outlying houses.

Wedding reception of Sid Harmon, who marries Lillian Perelmutter Sunday (22), to be held at bride's parents' home, Woodmont, Conn. that afternoon.

George Mayer, designer, back from Paris, where he designed the current Polles Bergere and Casino de Paris' revues. Expects to Hollywood it in the fall.

Vienna

Comedian Willy Thaller \$6 'Yellow Lily' opera, 5 up.

Inviting ads here for Chl Fair. Otto Ludwig Premlinger off to London.

Austrian stage artists feasting on the Schöberg.

Ika Peter-Zezulak dancing with group of kids.

Paul Hartmann undergoing minor operation in Berlin.

Fritz Kortner getting a new contract from G.-B., London.

Hundreds of applicants for Salzburg Festival from England.

Alban Berg turning Frank Wedekind play, 'Lulu', into opera.

Gerda Maurus and Felix Bressart under contract at Reinhardt's.

'Tilly Loesch's divorce suit created some sensation here, her home town.

Hungarian composer, Jelen von Hulyay accepting invitation to Salzburg.

Reinhardt management negotiating for Kammerspiele as second house.

Star actor Max Hansen to direct Faust Abraham opera in Copenhagen.

Reinhardt's 'Count of Monte Cristo' dramatized by Robert Peiper.

Burg Theatre closing season with Shakespeare's 'Moby Wives of Windsor'.

Isopold Jesner invited to direct Shakespeare in England and a Don Shozo drama in Spain.

Cosimo Tognoli in Lulu Heinrich Schindler and wife today-morning in Velden.

Ed Fencer and Walter Zuevsky last prize winners in this competi-

tion. Gold medal and 100 bucks for each.

Jasmila Novotna and Hans Heinz Holmer playing leads in 'Leber's Fräulein' talker under Karl Lamac in Sievering studio.

Three new books on septenarian Richard Strauss and six Theodor Herzl biographies in commemoration of 30th anniversary of his death.

Reinhardt offering Oscar Homolka seven months' contract with Josefstadt theatre, which offer Oscar turns down as he wants to appear in London.

Eileen Lewis who translated Wilhelm Weidm's 'A Fortnight with a Fortune' into German, dashing to London to be present at negotiations for publication.

Oscar Strauss accepting invitation to conduct Philharmonic Orchestra of 400 with program of Johann Strauss and his own works at the Stadion in Athens.

Lisel Frank and her author-husband, Bruno Frank, leaving from Paris for the funeral of Max Palenberg. Lisel is daughter of Fritz Masaryk, and was step-daughter to Palenberg.

Montreal

Bill Singleton back from Quebec. Ben Norrish and Bill Lester to Toronto.

Nan Blackstone back at Chez Maurice.

Al. G. Barnes Circus two-day stand here July 20-21.

Ed. Thibault, road record orch leader, to Glen Sutton, N. Y.

Centenaries all over province of Quebec getting good tourist play.

Harold Cliff opens branch here for Gordon V. Thompson street music.

Famous-Players (Canada) managers to Toronto convention July 22-23.

Bob Gramary orch playing Sandy Beach, near St. Jovite for summer.

Thos. Maher back to wood pulp, resigns from Canadian Broadcasting Commission.

Phil Maurice's new show at Villa Maurice heats temperatures and is packing them in.

Gene Cline opens 'Friday the 13th' on that day and 'Circus Clown' when circus comes here July 20.

F. S. Quick, former manager of Ritz Carlton and w.k. no. visiting theatrical men, died Tuesday (10).

Julien Duvalier, heading company of 18 from Paris, shooting scenes next three weeks in province for 'Maria Chapdelaine'.

Salacious film campaign in U.S. having no echoes here, where theatres are clamped down tight and no minors under 16 admitted.

Janet Gaynor at Mount Royal couple of days prior to sailing.

George Rotsky has promise she will appear on Capitol stage on her return through city.

Toronto

Dewey Bloom returns. Jack (Loew's) Clark fishing in Muskoka.

Harvey Hunt now booking shorts for FP-Can.

Helen Kelly, model, and Bob Mackay wed.

Fred (impish) Trebilcock managing the Capitol.

Beatrice Pringle back with Countess Themara Swirskaya.

Billy Bell cancels Saguenay trip to jump into Atlantic Ocean.

Harry Bellington and his band to Bermuda for a hotel engagement.

Gene Lockhart, localite, Hollywood-bound with an MGM contract.

Vita will do the C. N. E. pageant sets.

With all decks cleared, hotels and night-spots awaiting word to put in bars.

There is another Mary Pickford here. She works in a department store.

Harry Cohen and Dorothy Gold back from their Adirondacks honeymoon.

Leon Zuckert of the Argentines has arranged a 'don't-be-specialize' in tangos.

Fred Culley, who was a dance-band leader here last year, is now with 'Faring's' U.A. reunion here.

There's a job with Roy Lockyer's band for a femme warbler who can sing Spanish. But she must be hot.

Reinhardt bewailing the theft of the red wig and moth-eaten uniform he wore in the war-time Dumhells productions in France.

'That Faring's' U.A. reunion here was staged by Joe Cantor of the New York office, Bill Feldman of Detroit and Charlie Chaplin of St. John N. E.

Gordon (Vampy) Sinclair, polishing off 'Footloose in Voodochapin' travel time dealing with his adventures in Africa. Paris and Rome.

Reinhardt's 'Count of Monte Cristo' dramatized by Robert Peiper.

Burg Theatre closing season with Shakespeare's 'Moby Wives of Windsor'.

Hollywood

Carl Brisson in High Sierras. Herb Alter back from Gotham.

Phil Burg twisted a leg at tennis. Wagner Baxter down with burglar.

Fox lot entertaining Ralph Pulitzer. Jay Shireck goes to Warners pub.

Wally Beery ogling faster airplane. Jackie Fields an asst. cutter at Metro.

V. J. Barlotti opens 10%ery in Bev Hills. Beverly Griffith back from China on Fox bit.

June Durkin hereafter known as Trent Durkin. Jack Robbins hopping east around Aug. 1.

Al Hockett back to Fox from a hospital stretch. Radie Harris giving burg the north and south.

William Dover back from his Honolulu vacation. Infantile paralysis quarantine lifted on Ida Lupino.

Constance Bennett packing up for an Atlantic crossing. Richard Arlen out in the Pacific yachting down the Coast.

Edward Everett Horton bitten on the arm by his pet collie. Phil Gerardo has rolled back into the Hollywood pub.

Henry Hull-chugs in from the east for a chore at Universal. Ralph Bellamy trained in to do a turn on an NBC commercial.

Patricia Morison has added a rathskellar to lure the thirsty. Fred Newmeyer back from England, where he did a pie for Bill.

Harold Lloyd, editor of the Fox Dynamo, checking up the Coast. Indigestion attack floored Leo Tover, cameraman, on Paramount set.

Bobby Crawford sailing for London after short stopover in New York. Charles Brannan, former theatre owner, giving the town an eye bath.

Robert Greig away to England to clean up some bits. Back in two months. Mike Pickford has left for her reception at the Century of Progress.

Leon Gordon has gone for an out-er that answers to the name of 'Wells'.

Eddie Melcher, Washington Star scribbler, winds up assignment here and heads east.

Russ Columbo sued for \$9,000 assessed by J. P. Mohr for next film and got nicked for 400 rare, old books.

'Six of One', comedy by Herb Sterne and Rachel Marshall, will be presented by the Actors' Workshop Theatre July 16-18. Winifred Greenwood is featured.

Station hangers-on at Pasadena reported Helen Hayes first film celeb. to be here for next film and there. However, she got \$3.60 rebate cause the Chief was behind.

Howard Hall, editor of Cinema Hallmarks, Baron von Reichenburg and Victor Carreiro, foreign syndicate writers, have had their studio credentials revoked by the Hays office.

Business appointments will keep Leah Salisbury play broker and lit agent, from too much gababouting.

Hoot Gibson and Harry Cohn sued for \$25 for attorney's fee and asserted balance on promissory notes.

Chevalier leaving for France late in August to rest up before making a picture for Alexander Korda in England.

Around 4,500 attended Warners Studio club feed and dance with Joe F. Brown and Dick Powell meeting.

Par has finally obtained one Hindu to work as extra in 'Rings of the Bengal Lancer'. Olive Pickers is featured.

Judgment of \$355 secured against Gilda Gray in Missouri courts being prosecuted here on complaint of local attorney.

Gene Markey, drew Paramount agreement to dish up love scenes for his wife, Joan Bennett, and Frances Lederer.

George May returning from Metro's pub dept. here to outfit's Looking, career in east to work

under Louis K. Sidney. Here three years.

Bob U. goes three hours to find Phil Baker after he got to Coast and had registered successively at three hostels.

Non-profess' sues Bruce Cabot and American Amos for \$1,500, charging he suffered disfigurement from bite of their dog.

Page Lamoureux, from Jesse Bonstelle's Detroit little theatre, moved to Addison Page and landed job at Metro.

Bobby Connelly astonished WB when he shot an elaborate number in 'Elitration Walk' in eight minutes without a single retake.

Jerry Livingston, ex-Arch. Selwyn booker, joins Al Kingston agency. Max Marx, former N. Y. Mayor, also in with the 10%ery.

Larry Barber, former Metro club architect, is now playing the field with the aid of Marie Levenhagen and Alfred von Beroldingen.

Sidney (Moosey) Skolsky, Ed Schallert, Jerry Hoffman, Alan James and Jimmy Starr giving a line or two before the mique in U's 'Gift of Gab'.

Pittsburgh

By Hal Cohen

Joe Rigby, veteran comic artist of Press, died of heart attack.

Margie Nelson in seventh week as mistress of ceremonies at Show Boat.

Judith Anderson guest-starring with Clive Playhouse first week in August.

Red-headed Marjolin Twins touring the south in Jimmy Hodges' 'Follies'.

The Joe Hillers have taken a cotage in Bradford Woods for the summer.

Husk O'Hare stood in from east for two-week plant at nearby Beverly Center.

Ozzie Nelson slated for a one-nighter at the West View Park pavilion July 20.

Howard Harkhardt, of Baltimore, at Penn subbing for Mike Cullen during latter's vacation.

Alice Ann Baker, once a stock here, summering at the Peterborough Dramatic Festival.

George Shotte, Hal LeRoy's pappy, summering at Bruce Rodenberry's Somerset county farm.

With shutting of Cameo photo, Manager Tony Stern has switched to WB's booking department.

Three Burke Sisters, of Benny Davis act, had their pay stolen from dressing room last week.

Bill O'Dell, local winner in Par's 'Search for Beauty' contest, back in town after nine months on Coast.

Sanny Wash, after month at Ch's Chez Paree, here briefly with the Missus en route by car to Asbury Park.

Al. Finney, former division manager for Loew's, here returning to his old post after several years with company in Cleveland.

Irene Lee, story reader for Sol Wurtzel, back to New York, and by plane to Hollywood, after fortnight vacation here with her family.

Stroudsburg, Pa.

Vaughn De Leith visiting between her WMAA hours.

WSAN's Hawaiian Quartet is the new attraction at the Leechwood Inn.

Marks Bros. Shows again played the annual American Legion Carnival.

Jack Hoxie, movie star, with Downie Bros. Circus to show here July 25.

Lester Englander, of Chicago and San Carlo Opera, guesting at P'cono Manor.

Sam Barber, Mme. Louise Homer's nephew, concerted at Buck Hill Falls Inn.

Tvelyn Wade, out of Akron, Ohio, closed and contemplating a Pittsburgh offer.

Burgess Wooley, vice-president of Warner Bros. theatres in New York City, sojourns at his cabin in the wilds.

Rafael Diaz, Met. Opera tenor, with Richard Widkins and Ruth Hampton appeared at the Shawnee Summer Theatre.

Helen Jepson, recently signed by the Metropolitan, was one of the bright stars in the last 'Scenes from Opera' at Buck Hill.

Shawnee Spotlight the newest summer resort weekly throw-away and looks a bit like the well-established Buck Hill Breeze.

Dorothy Lattette, of Roxy's, old rival, and her girl with the Charles Raymond Trio, spotted weekly on WGBH, Scranton.

Molly Dixon appeared in the Pine Grove Theatre, Unity House, and under her name, under the Governor's wife, Mrs. C. C. Lincoln.

Classic Guild, including Joan Backwith, Stanley Cobblech and Charles Power, presented 'Shakespearean Scenes' in the Auditorium

London

Paul Stein again hearing the east of the Hollywood Yukon.

Murray, escapologist, taking music show to London to Africa.

Frank Ditcham off on a Mediterranean cruise with wife and kids.

Len Urry staging a Radio Cullin in Glasgow for Paramount Astoria.

'Meeting at Night' closed two and a half weeks' run at the Globe, June 30.

Andre Navarre, former stage for Fred Sanbourn, making hit on the air.

Gina Maki skened for the new Polles Bergere (Paris) revue in the fall.

Arthur Dent closed over British International's latest, 'The Public Defender'.

Clive Brook on vacation on the Yorkshire coast after signing up here for one flicker.

Sir Henry Lytton concluded a 50-year stage career at the Gaiety theatre, Dublin, June 1.

Everybody important at Waterloo Station to welcome Sir Benjamin Fuller back to London.

C. E. Greenman, British Broadcasting Corporation producer of musicals, in bankruptcy.

William and Alice Hammerstein off to London under the guidance of Flora Finn, their grandma.

Wardour Films has bought British rights to Louis Weils' 'Enlighten Thy Daughter'. Intends road-showing.

Ellaline Terriss, Julia Neilson and Winnie Melville each inherit \$10,000 from William Morris, a London attorney.

Elizabeth Bergner and Gwen Davies attended wedding of two members of their respective plays, June 15.

Parnell & Zellin pleased with response at Streatham and Golden's Green theatres since houses went vacant.

Edward Laurillard traveling to Oxford to see new play, 'Queer Cargo', with object of getting American rights.

Edgar Wallace Patrick back from Paris and immediately into a nursing home for couple days. Blames French food.

Jackie Cole off to America in September to do concert work and some fighting. Jack O'Brien likely to jamble him.

William Randolph Hearst giving the London antique shops the once over, and buying plenty, causing a jump in prices.

Comtesse Mussolini, daughter of the Italian leader, at the London Film Company's studios watching filming of 'Don Juan'.

When Max Friedland establishes his European office for Universal, here he will have Jed Pinkus and Fritz Keller with him.

Ena Grossmith in Middlesex Hospital and hoping up filminization of 'Virginia's Husband', which George Smith is ready to shoot.

Charles Cochran anxious to get Jessie Matthews and Sonny Hale for his new revue 'Streamline', and then cast would be complete.

Pathe's Newsreel, after exclusive contract to film the Grand National, has been bought out by Gaumont's.

'The Old Folks at Home' and 'Reunion in Vienna' closed at the Queen's Hall, London, and a half and six months respectively.

Margaret Lane of Daily Mail Staff married Bryan Wallace (Edgar Wallace's elder son) June 23. Bride continuing to live here.

Kafka, Stanley and Mae told to leave England, as they have been here too long. This despite they have never been offered them here.

Allister Cooke, replacing Oliver Baldwin as film critic of B. B. C. Newcomer is Englishman recently engaged in scenario work in Hollywood.

Gilbert Miller anxious to get Allan Ayresworth to play in 'Libel' when show goes to New York. Also Sir Nigel Playfair for his original role.

Alan Keith, who played for Shuberts in 'The Matriarch' four years ago on Broadway, is being billed in the sticks as 'America's famous comedian'.

Chicago

S. Hurck in town. Guy Perkins on sick list.

Dave Dunn leaving an exhibitor. Nate Platt got a birthday party.

Leo Sakin whisked to New York. Archie Herzoff with a perennial tea.

Columbia Pictures convention under way. Ben Ehrlich taking in symphonies at the Fair.

Sally Rand opening drew a gang of notables.

Isabella Randolph back in breeze city to stay.

Henry Shapiro cooling over his new play.

Father O'Connor recovered from a recent illness.

Charlie Zentner taking his vacation at his desk.

W. T. C. spending the summer in Cleveland.

Al Dorde and Billy Diamond play last night at the Chicago.

Carl McVittie and Dave D. Lewis once of Broadway in U. S. C. Opera.

(Continued on page 54)

OBITUARIES

LOUIS F. GOTTSCHALK

Louis F. Gottschalk, 70, for the past 40 years one of America's foremost conductors and composers, died July 15 in Los Angeles following a paralytic stroke. He was born in St. Louis. Deceased had been in virtual retirement during the last three years due to failing health.

Gottschalk directed the premiere of "The Merry Widow" at the Amsterdam theatre in 1909 and conducted eight Victor Herbert operettas. Stage stars who appeared in shows which he batoned include Marie Dressler, May Robson and Jimmy Powers.

He came to Los Angeles in 1914 and composed the score for "The Tock Man of Oz," which opened there in 1915. Shortly after he wrote pictures with D. W. Griffith and scored most of his early screen triumphs. Other pictures which carried his scoring include "Three Musketeers" and the Mary Pickford specials. In later years he served as a consultant in the scoring and syncing of films. Surviving are his widow, the former Marie Millard, who appeared with De Wolf Hopper in "Wang" and in many operettas, and a daughter, Judge Louis Gottschalk of St. Louis, was one time governor of Missouri and later served as U. S. consul at Stuttgart, Germany.

WALTER VOGT

G. Walter Vogt, 24, of KOIL, Omaha, died of complications following an appendectomy at Lutheran hospital, July 11. Vogt was stricken while taking over the work of Zel Mills, on vacation, on an early morning program July 2. On the advice of his physician he left work, supposedly to spend a couple of days in recuperating.

On the morning of the Fourth he was found in a semi-conscious condition on the floor of his room by an employe in the apartment house in which he roomed with Larry Kemmer, studio accountant. Vogt was rushed to a hospital for an emergency operation on the hottest day of the year.

His condition necessitated a blood transfusion, which was given by Sayra Fitzgerald Galtner, fellow worker, herself just recovered from a two weeks' illness. Vogt's failure to improve demanded a second transfusion, this one given by Jim Mogg, also a studio employe.

Vogt came to the Omaha studio of KOIL nearly a year ago from radio work in Kansas. Previously he had worked in the Lincoln studios of KFAB, also owned by the operators of KOIL. He came as an announcer, but in a short time became production manager, which office he held at the time of his death.

Vogt is survived by his parents, who reside in Aurora, Neb.

FRANK P. MOYER

Frank P. Moyer, 70, builder and operator of the old Hippodrome, U. N. Y., as well as theatres in Norwich, N. York and Poughkeepsie, died July 15 in Uta, after cerebral hemorrhage. He had been retired two years, after operating a gasoline station in Clinton four years.

In 1910 Moyer and three others erected the Hippodrome and operated it until 1914. In addition to a chain which included Colonial in Norwich, U. N. Y., in Troy and Dutchess in Poughkeepsie, he was co-operator of Majestic, Uta, after 1916.

Moyer also patented a perfume vending machine used in amusement parks.

LAWRENCE BECK

Lawrence Beck, 53, vaude and legitimate actor, died at St. Lukes hospital, New York, July 7.

Beck was with the Rogers Brothers under the management of Klaw & Erlanger and with Elsie Janis and Eva Thompson in vaudeville for several years. After retiring from acting he became stage manager for "Little Jessie James," "Rio Rita" and other shows.

Actor's Fund held funeral services. Burial in Kew-Forest cemetery.

SAMUEL B. TRISSELL

Samuel B. Trissell, 62, newspaperman, known throughout this country and Europe, died in Los Angeles, July 8, of an internal

hemorrhage. He started on the Des Moines Leader 30 years ago. During the Russo-Japanese war he was A.P. correspondent in Japan, Korea and Manchuria. He was attached to the American embassies at London and Petrograd during the World War. He was in Russia at the time of the overthrow of the Czar, and in 1917 carried dispatches from the American ambassador to the Secretary of State and President Wilson.

Burial in Iowa.

JULIAN HAWTHORNE

Julian Hawthorne, 88, author of more than 50 books, and only son of Nathaniel Hawthorne, died in San Francisco July 14 after a month's illness. His second wife and seven children survive.

He lived at Pasadena, Cal., and maintained a home on the ocean at Newport Beach.

He was the author of fiction, history, biography and essays, including "Hawthorne and His Circle," "Dust," "Idolatry," "Noble Blood," and "A Pool of Nature." The latter won him a \$10,000 prize from the old Y. Herald. His last important book, "Shapes That Pass, Memories of Old Days," was published in 1928.

HARRY L. FRILLMAN

Harry L. Frillman, 63, long associated with A. G. Field's Minstrels and a theatre executive died July 6 at his home in Columbus, O., of heart disease. Frillman for more than a quarter of a century was actively identified with the show business. For 18 years he was with Field's Minstrels, as stage manager and bass singer, and later became associated with J. Real Neeth, Columbus theatre operator. At the time of his retirement six months ago he served as manager of the Cameo, Columbus. Surviving him are his widow, a son, and a daughter.

EDNA WHISTLER

Edna Whistler, 48, actress died in New York July 11.

Fred Stone discovered Miss Whistler singing in a choir in Louisville, which led to her debut in vaudeville in Boston.

Miss Whistler first entered musical comedy with Ed Wynn and later played with Julian Fling and George M. Cohan. Her last appearance was in minor roles in "No, No, Nanette."

THEODORE REISIG

Theodore Reisig, 76, veteran stage carrier, died in New York July 9 from injuries sustained when struck by a motor car. Accident occurred while he was standing behind his own auto.

Deceased was of the Manhattan Opera House staff when Oscar Hammerstein conducted grand opera there, also was employed at Hammerstein's Victoria.

WILLIAM BEAL

William Beal, booker in the Omaha Warner Brothers exchange, died in Omaha, July 12 of a throat illness which he contracted while on the past two months. He had been employed by Warner Brothers a number of years and had worked in the Omaha exchange for most of this period. He formerly worked in Des Moines and Minneapolis offices. He is survived by his wife.

MARAH RYAN

Mrs. Marah Ellis Ryan, 68, fiction writer and authority on American Indian lore, died in Los Angeles July 11. She had written more than 20 books, the best known of which are "Fruit of the Gods," which was dramatized for Clara Kimball Young, "Told in the Hills" and "For the Soul of Ithapel."

SIGNOR FRISCOE

Signor Friscoe, 42, died in Chicago July 4 from a fall. Friscoe, well known in vaude as a xylophonist, was Louis Chiba in private life.

Burial from his home Wednesday (13) here. He is survived by a widow.

VOLNEY T. HOGGATT

Volney T. Hoggatt, 74, newspaperman, and founder of the "Oratory and Worthless Men's Club," died July 12 in Denver from a heart

alliment. He organized the club in Tex Richard's saloon in Alaska.

DAVID DEVRIES

David Devries, of the Opera Comique, died July 5 at a clinic in Neuilly where he had undergone an operation. Possessed of a light tenor, he sang for many years secondary roles in the Opera Comique. He was survived by his brother-in-law, Jean Sardou.

JULIA GWYNNE

Mrs. George Edwards, 78, English actress, died in London July 10. Miss Edwards, known on the stage as Julia Gwynne, was one of the original Gilbert & Sullivan players. She was the widow of George Edwards, manager.

ARVINE WALES

Arvine Wales, 62, Los Angeles, San Francisco and Denver newspaperman, died in Whittier, Cal., July 11. Survived by his widow and five sons.

EDMUND LYTTON

Edmund Lytton, 50, chief announcer of KTM in Los Angeles, died there July 12. Body sent to Detroit for burial. Survived by widow and a sister.

Father, 63, of Earl Ball, Denver exchange manager for Warner-Fox National, died in Los Angeles, July 6. Burial at Omaha, Neb.

INCORPORATIONS NEW YORK

Consolidated Film Delivery Service, Inc.; general delivery of films, equipment, etc.; 10 shares, \$100 par value. Charles Fontana, 130-11 128th street, South Ozone Park, L. I.; Anthony E. Wagner, 1409 Brock avenue, Bronx; Oscar Davis, 1015 Longview avenue, Bronx.

Flax, Inc.; motion pictures, theatricals, etc.; \$10,000 par value, \$100. Ruth Klinger, Mathilda Kosack and Hess Kolinsky, all 151 Fifth avenue, New York.

Modern Pictures Corp.; motion picture business; \$10,000 par value, \$100. Rae Cooper Smith, 840 E. 17th street, Brooklyn; Julia Cole, 414 E. 24th street, Bronx; Helen D. O'Brien, 39-19 62nd street, Woodside, L. I.; Inc.; motion pictures, radio broadcasting, etc.; 200 shares, \$100 par value. A. J. B. 1777 President street, Brooklyn; Herbert L. Hunter, 22 Balfour place, Brooklyn; Hilde Greenberg, 1113 E. Fourth street, Brooklyn.

Nannabie Pictures, Inc.; motion picture business; \$100,000 par value, \$100. Eugene J. Lang, 350 W. 95th street, Brooklyn; Julia Cole, 414 E. 24th street, Bronx; Helen D. O'Brien, 39-19 62nd street, Woodside, L. I.; Inc.; motion pictures, radio broadcasting, etc.; 200 shares, \$100 par value. A. J. B. 1777 President street, Brooklyn; Herbert L. Hunter, 22 Balfour place, Brooklyn; Hilde Greenberg, 1113 E. Fourth street, Brooklyn.

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AT THE

(Continued from page 53)

service, McVittie in Bahamas and Lewis in France.

Eddie Mann has opened agency in the Woods building.

Henry Herbel decided to be satisfied with his small boat.

Gardner Wilson's daughter threw her eighth birthday party.

Swiss Village is combing the country for star attractions.

Molly Greenfield, teaching her year-old daughter to warble.

Wife walks to work every a. m. with Eddie Levin to keep fit.

Frank Dare and wife motoring to California for a month's vacation.

B. Wilson, head of WCKY, was the visiting fireman to the Fair.

Dr. Jack Yates getting spliced to Adelaide Harris, non-pro, the 27th.

"Little money being spent at the Fair is still going to the peep shows."

C. T. Dazey, of "Old Kentucky" fame, through town with a new play.

Charles K. Freeman back from New York, settling down for a fall play.

Nudists topped themselves with front page publicity in all the dailies.

Concessions at Fair folding their tents like the Ayr-rabs and silently slipping away.

Joe Rogers, one of the owners of "Hawaii" at the Fair, sporting a tanga-tanga Panama.

Edward E. Rose, playwright of "Prisoner of Zenda" and others, living in Wisconsin.

Woe & Lamentation in New York to get "Miky Way" started for opening at the Cort.

Del Lawler and Jimmy Savage, B.C. men, cooking up fish yarns while vacationing in Wisconsin.

Curiously seekers lined up for an inside peep of the city's first streamlined street car, parked for the day at Adams and State streets.

Paris

Elisabeth Duncan reopening school in Marlenbad.

Emma Gramatica doing repertory at the Madeleine.

Headlining at Ambassadeurs is "Coco," singing parrot.

Count John McCormack and wife vacationing in Lucerne.

Simone Bariller is new Miss France. Won title Saturday (30).

"White Horse Inn" at Moondor soon to celebrate 30th performance.

Xavier Cugat and tango band touring Europe. In troupe are Carmen and Margot.

Corrad Gilioli and Savoy band of London to Deauville for summer season at Casino.

Gertrude Hoffman Girls getting social at society tea given by Gaston Ragot, prominent man of letters.

At annual dinner of the Three Hundred Club, Amelia, Luizia, Gabroche, Dranzer, Hoffman Girls, and Leon Volterra.

Annabella is getting credit for new studio along phrase, "spread-eagle" and "spread-eagle" ("plane salesmen"). Means people who have nothing to say and plenty of words to say it in.

Minneapolis

By Les Rees

August 7 now set as date for opening of Time, new loop surreaser.

Barney Cohn, veteran local film salesman, in North Dakota working on television deal.

Local IKO exchange broke its own records by writing 40 contracts in past two weeks.

J. L. Stern, head of Capitol exchange, escaped injury when his automobile turned over three times and was wrecked.

Cinema Supplies, Inc., took over Northern Theatre Supply Co., with Jack Segal, latter's head, becoming associated with new owner.

Bennie Berger, head of big independent theatre chain and former Northwest Allied States' president, back after two months' vacation in east.

Barred from Minneapolis. Walkerton is barred since it is located just outside city limits and is advertising in local newspapers and on radio.

University of Minnesota theatre group to present new play, "Are You a Goat?" by Darragh Ahrlich, July 18-20, under A. Dale Riley's direction.

P. W. Murphy, prominent Democrat and leading attorney, back

from Washington and assuming duties as Northwest Allied States' general counsel.

Line stating "film has not been banned" criticized by any church or religious organization continues to be regular part of all W. A. Stoffes' World theatre newspaper ads.

Eddie Schwartz, owner and editor of Nicollet Live Wire, snappiest local neighborhood sheet, moving to Denver on account of ill health, with Chuck Young succeeding him as editor.

Out-of-town exhibitors seen along Film Row included Jack De Mara, Benson, Minn.; W. J. Carter, Plainview, Minn.; George Moore, Madock, N. D.; Clint Noreen, Fredrio, Wis.; Jack Hill, Milaca, Minn.; Mr. and Mrs. A. Johnson, Galesworth, Wis., and Jack Heywood, New Richmond, Wis.

Westport

By Humphrey Doulens

Dwight Flako also here. Radio music banned in taverns.

Elna Ferber takes driving test. Where are all those show boats?

Fania Marloff returns from California.

Ina Claire summing in the new. New stock troupe in Stamford late in starting.

Sokoloff symphony concerts open successfully.

Woe & Lamentation cruising in local waters.

John and Georgia Chapman like this country.

Penicillin Club, first of the supper clubs in Westport.

Even Gilbert Gabriel comes here from Brewster, N. Y.

Mr. and Mrs. Irving Berlin motor out for "Bride of Torpedo."

George White and Harry Rosenthal visiting Arch Selwyns.

There is no island in Helen Deutsch's new play "Love on an Island."

Agnes Elliot Scott goes to theatre at Arden, Del., for a week's engagement.

Alexander Clark, of Pound Ridge, busiest actor in the summer theatres.

M. Charles Palazzi joins Old Greenwich troupe for "The Last Enemy."

Vernon Duke has written "Autumn in New York" as a sequel to "April in Paris."

Few recognized Mrs. Herman Shumlin in a small role in the Country Playhouse attraction.

San Francisco

By Harold Beck

Heck Church folded his Tivoli club suddenly.

Jack Hasty to L. A. on biz for the MacGregor-Sollie lmba.

Mrs. Joe E. Brown looking over farm property around here.

Lloyd Foder is back from New York, and appreciative of the cool weather here.

Steve Shepard is giving twice-weekly lectures on contract in the Golden Gate lobby.

Don Gilman and many of the town's ad men are in Portland for the Ad Club convention.

Harry Hetchoff off to Canada for a vacation while Lynn Church is back after a fortnight in the Sierras.

Lern Bernard and Col. Jack Moss have returned to Hollywood after a tour of local eateries, on which each gained seven pounds.

Pin O'Day hurried up for personals at the Warfield, leaving bulky Mary Hays to face a Fox screen test without her.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. POSTCARDS, ADVERTISING or CIRCULAR LETTERS WILL NOT BE RETURNED. LETTERS ADVERTISED IN ONE ISSUE ONLY

Avendano Carlos	Poster Billy
Abbey Miss	Hawkins J M
Heira W	John Costa
Thorne Fred	Thorne Fred
Thorne Fred	Thorne Fred

DOROTHEA ANTEL

250 W. 72d St. New York City
Largest Selection of GREENGLASS CARDS in New York. 21 Beautiful CARDS and FOLDERS. Bordered, Postpaid.

One Dollar

I. MILLER

INSTITUTION & INTERNATIONALE

Shoes for the Stage and Street

FAIR'S DILL WHICH-TOTERS

Play Dates

(Continued from page 5)

ing to defer play dates is that they do not want to cancel pictures either under the contractual 10% privilege or under the Hays moral regulation on the ground that certain productions which now might stand in danger of public and church condemnation are too valuable for b.o. purposes to be dropped entirely.

Move Temporary

At the same time it is reported in many circles that certain pictures are being temporarily held back or shelved for fear that they will walk into trouble if rushed into the market now. Purpose rather is to furnish the exhibition field with as many unquestionably acceptable pictures as possible.

Exhibitors are so voluntarily linking certain pictures on release now, not permitting have been into the theatres as another step in removing targets for the ammunition of the religious warriors.

Concurrent with Hays action in allowing cancellations of pictures between exhibitor and exchanges on moral grounds, New York exhibitors through their organization, Independent Theatre Owners' Association, have passed a resolution setting up a committee to review all pictures on which there are complaints.

This step by the ITOA is in the direction of securing concerted action on cancellations in the event the committee unanimously agrees that a picture is cancellable on moral grounds and such action should be taken. While to date no cancellation privileges have been invoked by the ITOA under the organization's review committee, plan any cancellation deemed advisable would obtain for a large number of theatres in the New York area.

N. Y. Doesn't Care Much

Harry Brandt, head of the ITOA, states that New York exhibitors are not setting back play dates as yet. Being largely in a community (Greater New York) which is not expected to feel the brunt of the church crusade as sharply as other parts of the country, this precautionary measure may not be taken at all, although the distributors may make it necessary by themselves deferring availability. That is held as quite possible in certain cases. The Mac West picture, now to be called 'Belle of the Nineties,' may be held back until Labor Day or later.

No sooner had the Hays order on cancellation privileges become known than the militant Allied Exhibitors organization rushed to the forefront, among other things, declaring any impression that this meant abandonment of block booking and that under the plan distributors had the right to force a constitution for every feature depicted by the account.

Again calling upon Hays to resign, Allied attacks compulsory block booking at length and insists it will not be lulled into a false sense of security by this latest red herring from the Hays office.

Allied points out that during the code negotiations its representatives sought to obtain a provision which would prohibit compulsory block booking and a provision which would relieve them (exhibitors) of the obligation to play or pay for pictures which violated the Hays morality code. Both were denied by the Hays office and by Deputy Administrator Sid A. Rosenblatt, it is claimed.

Understanding is that exhibitors wanting to cancel pictures will take that matter up with the local exchange and if agreement cannot be reached, the question is to be arbitrated by the local grievance board.

Hays' plan is clear in that the grounds for cancellation must entail an actual protest against the picture or pictures on moral grounds. Thus, no exhibitor can cancel any picture because of any supposed immorality.

Hays' cancellation privilege will not be operative after July 15. Reason given by Hays for setting this date is because that is the date on which the new regulatory provisions

LEE BROS. CIRCUS

Massillon, O., July 7.

Emerging from a slump in business which was experienced from the late April opening of this show in Texas until three weeks ago, Lee Bros. three-ring circus is at last playing to profitable business through Ohio and is heading east fast to compete with others in New England.

Outfit is bankrolled by G. W. Cherry, who for many years has been with his own railroad show bearing his name, but there are few of the former Cherry folks in evidence. Show ranks with the best of the smaller, mud shows, mixes on 24 trucks, all equipment, in addition to a fleet of semi-trailers and private house cars.

At this stage when caught, show was far from attractive on the lot on account of the worn-out canvas. Races said new canvas was soon to replace the old tops.

Performance is being slowly strengthened, five new acts having come on within the past 10 days. Show is giving a daily parade with mostly mounted riders and miniature cages drawn by ponies in line. Outfit is carrying three bulls and a camel, has no menagerie, but exhibits a lion, a tiger, a bear, and a small animal in the side show. Most of the personnel are veteran showmen.

Big top is 100 with three 40's and sideshow 80 with three 30's. Performance, although still weak, is passable and apparently is pleasing majority of the patrons. Usual opening pageant, band, mounted acts, Lillian Wilson, clown, acrobats, bulls and camel. Comedy acrobats in all rings, with Felix Morales troupe in center, Morales closing with 50 back flips; single traps, Lillian Wilson, clown with neck revolves; ponies in all three rings, with six spotted in center presented by Meritt Bell, equestrian director, assisted by Fred Nelson; clowns; revolving ladder, Miss Iva; dogs in two end rings offered by Gil Wilson and Miss Wilson; Thomas Moss, juggler, in center ring; solo act, Lillian Wilson, in all three rings, solo act by Homer Williams, Mrs. Bell and Kay Harlow; concert announcement; swinging ladders, Miss Wilson, Dorothy Voss and Miss Ellington; leaps, Blue Streaks, closing with one of the lads leaping over ponies eight abreast, and a high wire act, well costumed and closing with back somersault on wire; high school horses, two in each ring, presented by Mr. and Mrs. Bell.

Clowns; clowning, Fred Nelson; clown baseball; Iron Jaw, Misses Ellington and Wilson; eight Liberty horses in center ring, bric-a-brac presented by Bell, one of the outstanding bits of the program; Felix Morales in head slide on wire from top of tent; clowns; three elephants in center ring by Dorothy Voss; bucking horses and clowns with elephants and horses in football kicking.

Program is running an hour and 25 minutes, headed by Bell and Bell. Jerry Barrel with a company of 10 cowboys and cowgirls, five real Indians and 10 head of stock offer a highly entertaining concert, which is doing nicely at all stands.

Full Heath, late of Dill-Mix, now has the sideshow, which also is playing to good business through Ohio and western Pennsylvania. Inside are Jelly Roll Rodgers and his colored minstrels; Mrs. Heath, Misses To, frog boys; Fred Ziegler, African savages; Twiston, a tortionist; and Hawaiian display with three girls headed by Dorothy Voss. On the ticket boxes are William Peters and Chick Howell.

Executive staff includes Dave Cohen, general manager for Christy; Al Clarkson, general agent; Miss Wilson, banding; clowns; Fred Voss, master mechanic; George (Slim) White, big show (tickets); O. A. Gilson, bandmaster (10 in band); Fred Shaffer, wardrobe; Red Schickel, stables; Ernest Daner, front door and press; and 'Cricket,' boss canvasman.

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Storm Hits Dill-Mix

Chicago, July 16.

Outfit of the Sam Dill-Tom Mix show which was playing Jackson, Ill.,

Damage estimated at \$20,000.

go into effect? Effective with that date the Hays production code will function with increased authority and the board of directors of the MPTDA will assume final responsibility for all future motion pictures distributed by members of the association.

CHI EXPO GOES FIVE-AND-TEN

Concessionaires in Panic as Money Dries Up—Villages Clip Admish, Cover Charges and Other Taps, but Doesn't Help—Poke Remain Closed

WANT GATE CUT

Chicago, July 16.

Fair concessionaires are all going Woolworth. It's turning out to be a five, 10 and 15 exposition. And if things keep going as they are it's likely that they'll be bawling 'nothing over 10¢' within the next couple of weeks.

Indications all point that way already. Beer is down to a dime despite all the yelps of the Fair officials and the beer companies. Last year the minimum price on subs was 50¢, and there wasn't enough to satisfy the demand. This year the 20¢ beer started to death. They clipped the price to 15¢ and bid picked up a little. Now it's a dime all over, even at the best tables in the Fair.

But still the folks this year are preferring the outside pitch joints where they can fill up on a dime, for which they get a mug of root beer for a nickel and a pie (any flavor) at 5¢ also. Same goes for the frankfurter and hamburger stands. While the \$2.50 dinner joints are still waiting for customers, the 25¢ and 50¢ joints are starting to realize that they're going to end in a barrel of red ink if they keep on going ritz. So the Fair grounds are beginning to sprout with 'profit sharing' cafeterias.

Joe Rogers and Lew Dufour spent \$180,000 building two swank restaurants on the site of the previous Atlantic & Pacific company's exhibit. One eatery outdoors and one indoors and both tagged Hawaii. Both starred until the indoor Hawaii last week went cafeteria, advertising chicken for 20¢.

Covers Chilled

And with the decrease in food costs comes elimination of cover charges in the dine-and-dance spots, most of the villages okaying the visitors the right to sit at tables for the regular two-bit admission charge. And to get this fact across the villages are circulating themselves with that 'no cover charge at any time' tag.

And down come the gate charges. Oasis, Shanghai have already removed their gates, letting the people in for nothing. And the trick is to get 'em in even on the cuff. People are scared to go into any joint, afraid it'll cost 'em a dime or a quarter after they're inside the gates.

Most of the other spots are still struggling to retain their '5¢ admission' but there's every likelihood that by Aug. 1 the admission toll will be either out entirely or down to a thin dime. Concessionaires are particularly anxious for the Fair itself to clip its general admission tariff from the present 5¢ to half that figure. Fair officials are fighting that trend, but unless the attendance mark jumps shortly it's likely they will be forced to slice in hopes of raising the number of visitors.

High Pockets

Fair is simply not getting a paying crowd. Last year the body was out for a good time. They spent freely and it took plenty of coaxing on the part of the Fair police to clear the grounds by three in the morning. Now there's no need for curfew, because the visitors this year are of the kind who are off the grounds by 10 p.m. and in bed by 11 o'clock.

Lack of spending is causing havoc among the villages and concessions. Irish Village has folded back into the lap of its contractor, and other

Johnson Exempts Outdoor Fields From Basic Code for Uncoded Industries

MIX USES WHITEWASH BRUSH ON DILL SHOW

Defiance, O., July 16.

Tom Mix, new-denominating factor of the Dill-Mix circus, has started to clean up the show. Latest move was to eliminate the dancing girl department of the side show. Entire personnel of this department has been let out.

Mix has other changes under consideration. Practically all of the old hangers-on with the show have been let out and showmen placed in charge of every department.

TEXAS FAIR'S OWN SHOW

Chicago, July 16.

State Fair of Texas has decided on a radical change in entertainment for its Fair period this year, Oct. 8 to 21. It will be a musical extravaganza, 'Show of the Century,' by Barnes Carntners, with a cast of 150 people.

Presentation will be divided into three acts depicting the three main periods in the show history of the country. In the Days of Jenny Lind' has the star spots going to the Odette Male Quartet and the Allanoff Ballet. 'The Gay Nineties' has Willie West and McElroy. 'This Day and Age' shows Lottie Mayer with her 16 girls and Manuel King, 10-year-old lion trainer.

This Fair in former years has played the biggest names in vaude, and in the past few years musical shows complete. This year it will produce its own show.

L.A. COPS PUT KIBOSH ON BEACH CHIP GAMES

Hollywood, July 16.

Los Angeles police visited Venice, Calif., Saturday (14) and closed all chip games upon orders of the police commissioner, who ruled they were illegal there as well as in the city of Los Angeles.

Three teams of chip parlors were grubbing about 95% of coin spent at the beach, with other amusement concessions reported starving for lack of business.

CIRCUS ROUTES

Al G. Barnes.

July 16, Omaha, 21; 18, Toledo; 19, Quebec City, 19, 21, Alameda, 20, 21, Montreal.

Hagenbeck-Wallace

July 16, Providence, 17, New London, 18, New Haven, 19, Hartford, 20, Springfield, 21, Hartford.

Ringling Bros.-B. B.

July 16, Cleveland, 18, Columbus, 19, Cincinnati, 20, Dayton, 21, Toledo.

Villages are ready to go. Mexican Village is changing shows every other day, as seen as one troupe gets tired of a waiting for coin and squawks, out it goes and a new one comes in.

Mexicans union advised every concession and village at the Fair that its members must be paid every day. If they are not paid for one day, they don't show the next day. Villagers are finding it tougher and tougher to pay and the number of performers in the various lands is being clipped. One village started with a 50-man troupe, aggregation of 22 men and, chipping down each week new bands drift with a four-piece novelty band.

Washington, July 16.

Announcement that all uncoded industries must subscribe to either existing parts or new basic code within 30 days will not affect entertainment enterprises for which no fair competition agreements have been promulgated, according to Deputy NRA Administrator William P. Farnsworth.

Plans of Recovery Administrator Hugh Johnson to simplify administrative problems by putting over a new blanket code, exempt circuses, carnivals, parks, pools, piers and beaches, and prospect is these subdivisions of amusement industry will continue to struggle along in status quo.

Unless there are reports of abuses of labor, we won't force these enterprises to adopt the new basic code, Farnsworth declared, adding that this decision was based largely on consideration of administrative problems. The NRA executive intimates, however, that efforts will be continued to induce these uncooperative groups to adopt some voluntary agreement covering wages and hours and to continue to comply with the President's Re-employment Agreement provisions.

The new basic code, anticipated for several months, will apply to a mass of small industries and represents an effort to consolidate hundreds of pending proposed trade agreements. General Johnson's order stipulated that if any uncoded industry at the end of 30 days appears to be guilty of abusing labor, he will call hearings to determine whether a labor code should be imposed.

No Hours or Wages

No hour or wage figures are mentioned in the blanket agreement, the NRA having decided to abandon attempts to impose working conditions in all industrial fields. Instead, the pact will provide for pay and time on a basis of industrial problems, with efforts being made to standardize as much as possible the limits in major subdivisions and allied lines.

Hope that the park-pool-leisure division of the amusement field will adopt local agreements on a voluntary basis was expressed after the new policy was announced. When the proposed code for these enterprises was withdrawn, NRA was told it would be the intention of operators in certain areas to get together and agree on labor clauses for certain trade regions, but without the formality of submitting their compacts to the Federal agency for approval and promulgation. This scheme has been applied to the various service trades following a series of difficulties in administering approved codes.

The new basic agreement will not cover members of the broadcast, legit, burlesque and film industries who have withheld signatures from the particular codes for those lines. NRA emphasized. Original policies stand in the case of industries whose codes have been approved and have worked satisfactorily, and non-signers will not be able to evade responsibility of living up to code terms through subscribing to the blanket pact.

Takes Courage

Farmington, Vt., July 16.

This city is scheduled to get its first carnival in several years this week. City has been open to such shows, but being known as a town spot where the lid is down on everything has been avoided. Curtis L. Perkins outfit is show booked.

Local morning paper and sheriff are strongly opposed to such form of amusement. Last evening to place city in hands of industries whose equipment, which was seized by sheriff's News-press reporter joined the show as concession agent and put show down, then sheriff raided.

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—and then he Smoked a Camel!



IT TAKES A MAN like "Bill" Horn, who won the Gold Cup in 1932, to wind a big racing hydroplane up to 3000 r.p.m. and hold her to a speed of 60 to 70 miles per hour...for mile after mile. And when he's tired Camels quickly increase his vim and energy.

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of Camel Smokers
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Many smokers have learned of this "energizing effect" in Camels for themselves. "Bill" Horn, winner of the gruelling Gold Cup race, refers to his experience in these words:

"The man who drives a Gold Cup winner needs the last ounce of energy he's got. After a championship race I 'break out' my pack of Camels quickly, believe

me! In no time at all I get a 'lift' and everything is all serene! It's a swell feeling—just to smoke a Camel and be your real self again! That's what I do whenever I feel played out, and Camels *never get on my nerves.*"

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Costlier Tobaccos
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your Nerves



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PIX WARY OF STAGE'S EDGE

FILMS REALIZE NEED FOR SOCK

Producers Sense B.O. Danger in Going to Namby-Pamby—Yarns Being Submitted Are Mostly Sappy

S.A. GIRLS' WORRY

Hollywood, July 23. Seeing a danger to the boxoffice if the screen goes Pollyanna in the industry's endeavor to clean up, producers claim there'll still be a sock in the films coming out of Hollywood regardless of the anti-film drive.

Top studio execs are of the opinion that stories can carry weight and audience appeal and at the same time pass muster on the dirt angle.

Despite this generally expressed opinion several of the studios have their readers browsing through types of stories that might have been not potatoes at the reading clubs half century ago. The yarns being submitted to the studios since the sapella campaign are also pretty sappy. Writers seem to (Continued on page 2)

Frank Tinney Priming For a Comeback—But Via Radio, Not Stage

Confidence that Frank Tinney will stage a comeback is expressed by friends who have been in contact with him. If and when he is ready Tinney would go on the air, rather than return to the stage. There are several radio spots available, according to Max Hart, who formerly agented the comedian. Tinney resides in South Philadelphia, riding a bicycle daily and working out in a gymnasium regularly. His sense of humor appears as keen as ever and in physical appearance is excellent.

Making a Chump Of an Old Adage

Charlotte, N. C., July 23. For the second time this summer lightning has struck the antenna of WPT, smashing the insulations that support it and interfering with broadcasts.

As during an electric storm earlier in the summer, sparks again quickly replaced the shattered insulators and the programs were resumed with a loss of but one hour of afternoon time.

And now WPT can prove that lightning does strike in the same place twice.

Pure

Hollywood, July 23. Formula to be followed by producers to avoid run-ins with reformers and censors was described by an executive as follows: "The leading woman must start out good, stay good and be whitewashed for the finish."

SUMMER STOCKS CHARY OF PRESS

Some legit producers resent the practice of reviewers on New York dailies covering try-outs in the small summer theatres. They contend that such showings are experimental, not ready for press reviews, principally being shown for purposes of audience reaction and the detection of script or cast weaknesses.

Some rural theatre managers are ever refusing admittance to critics connected with dailies and producers, when arranging summer dates, are known to stipulate that no press commentators be permitted to attend try-outs. That, however, does not appear to apply to Westport, at least so far as Robert Garland, critic for the N. Y. World Telegram, is concerned. He is covering new shows at that spot and intends writing reviews of all new shows tried there and possibly elsewhere.

Critics appears welcome there regardless of producers' objections. Last season he headed at least two attractions which later came to Broadway. Lawrence Langner was concerned in the writing of both, he also operating the Westport break-in spot.

New Husband Helps

Wanderwell's Widow

Baltimore, July 23. Aloha Wanderwell, widow of Capt. Walter Wanderwell, Polish world traveler whose unsolved murder on his yacht on west coast two years ago was played up plenty by press, is making personals at small hotel houses in these parts on pay-outage.

Act consists of a spool of her travels, travels and adventures. Her present husband sells her autographs in lobby.

The Winnah!

Budapest, July 23. Szinhazi Elter, theatrical manager, interviewed leaders of Hungarian thought asking them to reply to the question, who are the three persons they would save in a shipwreck out of twenty-five of the world's leading contemporary great men. Captain got majority of votes.

Near N. Y. Niteries Cutting Elaborate Shows, Name Bands

Flock of Jersey, Westchester and Long Island niteries catering to the metropolitan area, which have started out with elaborate floor shows, personally talent, name bands, etc., are Hooverizing. Biz hasn't materialized although there are a few notable exceptions.

But for the rest, notably the pseudo-swank spot, aiming for memberships, it's been chiefly weekend trade and the places can't thrive on that alone. Particularly if the talent nut is fancy.

What k.o.d the bing-bang road-houseries in their expectations was the hope for an o.k. on gambling, but that's tightened up suddenly with the word out that casinos are taboo.

HARVEY'S PARIS LEGIT UNDER TENT

Budapest, July 23.

Report here is that Lilian Harvey has been set for a legit show in Paris at the Cirque d'Hiver. Show is 'Star of the Circus,' current local smash and strongest h.o. legit in local history.

Play, by Bus Fekete, is staged in a circus ring and has circus acts wound around a legit drama. Marika Rokk stars in it locally, the role for which Miss Harvey is understood set for the French production.

On the theory that the now familiar type of circus entertainment can stand a new twist, Billy Rose's Broadway Circus, an idea which Rose has been nurturing for some time, will get under way when the producer sails within the next fortnight. He goes to meet Jack Curtis and Harry Foster in London and will line up novelties, talent, et al., with a view of getting this revue-esque circus under way.

The idea is to bring posthum production values to the sticks under canvas.

AUTOGRAPH RACKET

Kids in Hollywood Loose Leaf 'Em In Order to Sell

Hollywood, July 23. Kids and grownups who dog the tracks of picture players for autographs are making a racket of what was once a hobby. Signs are no longer penciled in note books but in loose leaf folders. Pages are then detached and the autographs sold to tourists at as high as one buck. Tesser lights are down to a quarter.

Brown Derby gets the heaviest play around the town hour.

Sign of the Times?

When Fairy Soap undertakes an extensive advertising campaign on its product soon, the ads will be minus the famous slogan: 'Have you a little Fairy in your home?'

RIOT SCENES BEING SLICED

Another fret for film men is the increasingly drastic cuts being made in newsreels by almost all foreign countries. In several instances recently, especially in Japan, the cuts were as much as 300 to 400 feet per reel.

It's the rioting around the world that's making the trouble. Paramount and Fox reels are the ones that seemingly have gone in for this coverage to a greater extent and use less library material.

Various countries seem to be afraid of showing the rough or inflammatory items because of a belief it may incite. Worst scissoring in addition to Japan has been felt in India, the Straits Settlements and other Far East territories, although every country in Europe and South America has recently thumbed some sequences despite that the reel companies had already pencilled some stuff on their own in most countries, especially in the case of local items. Thus in Germany, rough stuff by Germans can't be shown and ditto in France or Italy.

SHIRLEY TEMPLE DRAWS TO 2 KINDS OF WINDOWS

Hollywood, July 23.

Lure for the average layman of anyone connected with pictures has been turned into cash by the California Bank. Neighborhood branch of this bank has increased its receipts a reported 20% in the past few months through the presence of George F. Temple, banker father of Shirley Temple.

Temple, manager of the branch, is shaking hands with dozens of new customers who are favoring the bank because they can personally meet the father of a film star. Temple has no secretary and his desk is in a prominent spot, so they all stop to talk it over.

Bank heads were quick to capitalize on Temple's prominence as a father. Large photographs of Shirley hanging her paycheck to her dad for deposit were displayed in the institution's numerous branches. Child's entire family is becoming a part of the picture business. Her mother handles the Fox star on the set; her 14-year-old brother has charge of her fan mail, but another brother, 15, hasn't seen her on the screen in two years.

LIBERAL STAGE MAY DOMINATE

Legit May Be Nation's Sole 'Adult' Entertainment If Films Go Milk and Honey—Stage and Book Publishing Both Have Been Through Bluenose Attacks

VAUDE BENEFIT?

Broadway is hoping for the best season in years. While the picture business is contending with church and other reform movements, legit showmen are girding themselves to handle what they think will be a spurt of interest in 'adult' stage entertainment.

If the theory expressed by Broadway legit men works out it indicates that the anti-picture drive (Continued on page 2)

Broadcast from a N. J. Nudist Camp Almost Happened but for AT&T

Because American Telephone & Telegraph company wanted \$4,000 to put in a leased wire there will be no broadcast from a New Jersey nudist colony located 40 miles from New York City.

WMCA, New York, had a stunt all framed to broadcast from the colony with the announcer and engineer to undress along with the bona fide nudists.

Station had visions of a swell promotional stunt and plenty of publicity—but figured the line wouldn't cost over \$300. Phone company estimate called for smelting suits and complete abatement of enthusiasm for the gag.

Svenska Mebbe but Nix On Nazi or Vodka for R.C.

Declaring a German building off as part of Radio City, which now has French and British buildings facing Fifth avenue, and the Italian Bldg. under construction, the Rockefeller's can't decide on a substitute. Blasting behind the Music Hall for a 30-story skyscraper in the center of the block, calls for two more international buildings to front on Fifth. One will be the Italian.

What was to have been German, may become the Scandinavian Bldg. Rockefeller interests, shying an idea for a German building are also reported skeptical of a Russian building.

M-G to Spend \$50,000 on Neophyte College Writers at \$30 Weekly

Culver City, July 23.

First comprehensive attempt to obtain a group of new writing prospects for the screen will be made by Metro. Studio is preparing to spend from \$25,000 to \$50,000 in digging up talent by contacting college communities throughout the United States.

Garland Greener, in the English department at the University of Southern California, has been employed by Metro for the hunt. Greener will communicate with leaders in college sections asking them to submit prospects who have shown writing ability. Greener will work under Maurice Ikenow, who is in charge of the talent hunt.

Writers okayed by the studio will have their round trip transportation paid to Hollywood and be given six-week contracts at \$30 per week. Studio will take an option for five years on their services. It is estimated each hopeful brought here will cost Metro \$500, but studio also hopes something will be contributed to the scripts on which they work.

Prospects already having regular jobs, or in school, will not be accepted. Studio expects to line up most of the candidates from graduating classes. No knowledge of screen technique is needed, says the studio.

3 Years at Metro for Van Dyke, No Options

Hollywood, July 23.

Metro has given a straight three-year contract, without options, to W. S. Van Dyke.

Director has just completed 'Hide Out' and gets eight weeks' vacation with pay.

CAN LOUELLA DELIVER?

Her Cuffa Guests Worries CBS—Trend Is For Dough

Columbia Artists Bureau is beginning to worry whether Louella Parsons will be able to go through with her end of the Campbell Soup deal which stipulates that for the \$1,750 paid her per broadcast she's to furnish a picture name as guest.

Web has heard rumblings from the Coast that many of the screen luminaries propose giving her and her bids the tactical runaround. With accounts such as Lehn & Fink (Hall of Fame) ready to pay their anywhere from \$2,000 to \$4,000 a mike appearance, these film figures are reported as viewing the free air guesting thing as a puse.

Films Realize Need for Sock

(Continued from page 1)

have gone to an extreme in trying to fill the bill for future needs.

'You can't kick love, sex and crime out of pictures and expect to get people into theatres,' declares one studio head. 'The campaigners themselves admit that these three elements are the basis of all drama and literature, and they'll still continue to be the basis of film stories. The only thing the church asks is that the right moral be applied to pictures with these elements, and we are going to see to it that our stories won't have the criminal glorified, the sanctity of the home or marriage mocked or paint a glamor around the exploits of immoral people.'

Another exec said, 'The idea of going to the extreme by digging out namby-pamby stories is ridiculous. There's a danger of it, and some studios might try this means of getting back into good graces, but to me it looks like a suicide routine. There'll still be gangsters in films coming out of Hollywood. There'll be harlots, too. But it looks as if Hollywood has had its lesson, and these two characters will be portrayed for what they are. There'll be no attempt to make either profession attractive. So far as our studio is concerned we'll still tell stories dealing with human emotions and experiences.'

Shirley Temple's \$1,000

Hollywood, July 23.

Shirley Temple, Fox's six-year-old star, gets \$1,000 a week under contract approved by court order. Has options for six years.

Mother also gets \$250 weekly for caring for the child at the studio.

Various compromise figures of Shirley's original \$150-a-week have been published, ranging up to \$1,500 and \$2,500 a week but the 1G settlement is official.

M. P. RELIEF FUND AFTER ADDED \$50,000

Hollywood, July 23.

Strict eligibility governing the disbursement of monies by the Motion Picture Relief Fund will be relaxed if the charity organization is successful in getting the additional \$50,000 it anticipates during the fiscal year. Present arrangement permits a helping hand only to those who have had screen credits.

Last year around \$200,000 was expended in taking care of 4,500 cases involving 16,000 former picture people. If additional funds are forthcoming the bars will go down and many worthy cases outside the pale of the current setup will be included.

Relief fund is maintained by film people who contribute 50c out of every \$100 they earn. Money is deducted by the studio and turned over the fund.

Records show that 2,600 players are carrying the load with 900 on the studio pay rolls declining to aid those who have passed from the scene.

Relief fund is administered by an office staff of 12 on a nut of less than 10% of the intake. Organization has been functioning since 1924.

Joan Blondell Leaves Warners, Awaiting Stork

Hollywood, July 23.

With the departure of Joan Blondell yesterday (Sunday) on a four weeks' vacation in Yellowstone National Park with her husband, George Barnes, the Warners player says goodbye to the studio until the end of the year. Each of their children is expected in October, and Miss Blondell doesn't expect to work until around Dec. 1.

First picture on her return will probably be 'Miss Pacific Fleet.'



WILL MAHONEY

Elías D. Sugarman of the "Billboard" said:

'The big moment of the show is Mahoney. Not a wee bit less appealing than when he used to bowl them over a street up at what the boys still call jokingly the ace house. Will makes a vaude fan's heart warm. He shows that the heroic figures of another day do not dwindle in comparison to some of the freak biggies of today.'

Direction
WM. MORRIS AGENCY
Mayfair Theatre Bldg.
New York City

ALLEN DENIES CAROUSAL CHARGE

Los Angeles, July 23.

Defense presented its case in the Dave Allen, head of Central Casting Corp., and Gloria Marsh' morals trial last week, with witnesses contradicting state testimony that Allen and the girl participated in 'revue' last April in the apartment of June De Long, an extra.

Allen testified that the 'revue' was not a 'revue' in the first place, and that in the second place it was 'framed.' Allen said he was lured to Miss De Long's apartment by information that a woman was there who would disclose a threat against his life. He denied Miss Marsh was ever in a state of undress, although admitting Miss De Long was clad in a scanty kimono, which she put on after the female defendant arrived at the apartment.

Miss Marsh, who is to face cross-examination today (Monday), corroborated Allen's testimony.

Par's Canuck Kid

Paramount is going to experiment with a kid possibility via the Jimmy Savo comedy to be done at Astoria, L. I. by Ben Hecht and Charlie MacArthur. Company has signed for this one picture little Jackie Borene, Canadian six-year-old who recently played a week at the Paramount, N. Y.

Interested in his possibilities for the air, Rudy Vallee may try young Eorene on a broadcast.

SAILINGS

Aug. 4 (New York to London) Harvey Thew (Champlain).

July 23 (New York to London), W. R. Sheehan, Lucien Hubbard (de de France).

July 27 (New York to London) Billy Rose (Majestic).

July 25 (London to New York) Rellly and Comfort (Champlain).

July 21 (London to New York), Valerie Hobson, Francis L. Sullivan (Derengaria).

July 21 (New York to Rio de Janeiro), Wally Downey (American Legion).

July 21 (New York to Bermuda), Louis Reid and wife (Monarch of Bermuda).

July 21 (New York to Genoa), Bob Ripley, Nino Martini, Mascha Kavejin, Irving Berlin, Moss Hart (Rix).

July 21 (New York to Paris), Eva Le Gallienne, Ruth Wright, Lily Messinger, Dave Apollon, E. F. H. James, Senator Murphy (Paris).

July 20 (New York to Rotterdam), Louis B. Mayer, Howard Strickling, Lew Wertheimer, Frank Orsatti (Statenland).

July 18 (London to New York), R. C. Sherriff, Peter Lorre, James Whale, Carl Laemmle (Majestic).

June 18 (New York to London), William G. Van Schmus (Manhattan).

See Exclusive Malibu Beach Doing A Fadeout as Lots Increase 150%

Wampas Strife

Hollywood, July 23.

Internal strife within the Wampas over alleged heavy expenditures and money spent by officials without authorization comes to light in a communication sent by a 'Committee of Six' calling upon members to demand incorporation of the press agent organization and to require an accounting.

Situation may be a factor in sending the Wampas into bankruptcy this year.

QUEENIE SMITH SET FOR PARAMOUNT PIX

Queenie Smith has been signed by Paramount. Agreement provides for a possible legit appearance prior to Hollywood. Femme lead in 'The Milky Way' (film version) is being held open for her, dependent on whether a legit play, 'America Dances,' is tried out at Westport, Conn.; this summer by Lawrence Langner, who authored it.

Miss Smith is committed for 'Dances' arrangement with Par being that should it click and come to Broadway, her camera appearances are to be set back until late fall. If Langner defers the try-out of 'Dances,' Miss Smith will go to the Coast next month or early September.

Actress had started on a vacation trip to Hollywood with her husband, Robert Garland, drama critic on the N.Y. World-Telegram. Upon reaching Chicago, Par's New York office suggested she return and signature the picture deal. The Garlands thereupon doubled back, Coast trip being deferred.

SOLVE UNFINISHED STORY

And U Now Seeking All-English Cast in Dickens' 'Drood'

Universal City, July 23.

Universal is seeking an all-English cast for Dickens' 'The Mystery of Edwin Drood.' Edmund Granger, who supervises, has been looking at tests of British players forwarded here by Dave Rader of U's London office.

Ending for Dickens' unfinished story has finally been written by Bradley King. Studio is satisfied it has a solution for the yarn, something that many of England's best known writers failed to accomplish. Boris Karloff, English born, is in line for a part in 'Drood.'

U's Import

London, July 14.

Latest signed by Universal for Hollywood is Carol Coombe, daughter of Sir Thomas Coombe, wealthy Australian picture theatre owner. She is under seven years' contract, starting at \$15,000 per year.

Sally from here today (14) and immediately starts for Hollywood, as she may play a leading role in 'David Copperfield,' Metro having approached Universal to loan her for this picture.

Malibu Beach, Cal., July 23.

The glitter and brilliance of the golden sands of Malibu Beach, exclusive seaside playground for the ultra of the film colony, is gradually losing color for the large number of picture people who own cottages, beach homes and elaborate shore bungalows on the edge of the Pacific. The time is drawing near for renewal of ground leases on which the houses are built, with all lessees who are interested in renewals were for a 10-year period, providing for ground rental of \$1 per front foot per month. Choice spots were originally grabbed up quickly by members of the film colony, who felt they needed an exclusive beach playground where they would not be shored around by the film fans. Elaborate houses and bungalows were constructed, costing from \$5,000 up. And Malibu blossomed forth as the popular sunspot of the picture celebs.

Just as the original 10-year leases draw to a close, several lessees who desire to sell their ground privileges and homes find buyers few and far between. Stumbling block is the new ground lease rates for the five-year period beyond September, 1936. But owners of the land, which is part of the huge Kinde ranch which extends 30 miles up the ocean front, will sell any of the Malibu ocean front lots for \$250 per front foot if a lessee would rather make an outright purchase. This sets a minimum price of \$7,500 per lot for any of the ocean-fronting sites on this mile-long sand spot.

If any of the lessees do not care to renew the ground leases or buy their lots outright, they have the privilege of moving their houses off the land at the expiration of present leases in 1936. But where to move?

Kinde ranch extends far up the Coast, with control of all of the beach with the exception of a small strip about three miles north of Malibu Beach. Dropping the houses or trucks for a trip south would not mean anything, as an overhead bridge at Castellum bars the way to any beach frontage in that direction. Malibuites, in the last analysis, will probably have to let their houses stay right where they are, as cost of moving to another location would probably be greater than the added increase for leased ground on the new five-year agreements.

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Universal is interested in Brian Donlevy for films. Meantime he's going into the new Shubert musical, 'Life Begins at 8.40.'

U's Donlevy Yen

ON THE HUNT

Ben Englander of Lichtig & Englander, Hollywood agents, is in New York and will motor through New England into Maine covering the smaller summer stocks on a talent hunt.

Englander motored in from the Coast with his family.

See Stage's Big Chance

(Continued from page 1)

Belief of legit men is that a definite percentage of film trade will drop if the sophisticated picture is buried. Too many searching subjects figure to turn the public to the stage drama, as Broadway producers see it.

Another factor in the legit argument is the condition of radio, always considered a sissy by Broadway as to dialog and situations. Thus, legit men argue, they can offer audiences their only theateric escape from a milk and honey diet. Last season was the best for legit in about three years, and managers believe that with the inaptness of customers being driven away from films, they can top '33-34 next season. There are about 120 plays announced thus far for entertainment. Last season was the best for legit in about three years, and managers believe that with the inaptness of customers being driven away from films, they can top '33-34 next season. There are about 120 plays announced thus far for entertainment. Last season was the best for legit in about three years, and managers believe that with the inaptness of customers being driven away from films, they can top '33-34 next season. There are about 120 plays announced thus far for entertainment.

Book people, too, think they have licked the censors and bluesness, having won out in the highest courts on several occasions. Publishers, in fact, have carried it so far as, during the past few weeks, to announce and advertise that they are publishing what films can't make or show.

According to responsible producers, they have nothing much to fear from reformers at this time. Having gone through various censor battles in the past, they feel that now they are in a good position. Dist. just for dirt's sake, is out and as undesirable as formerly, many think that sophisticated drama can be performed, especially on Broadway, without interference.

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EXTRAS FACE 90% SLASH

Frisco Theatres Open 10 Mins. After Strike Ends; Ball Parks' Harvest

San Francisco, July 23. 'Frisco's second biggest show is over. The 77-hour general strike that hog-tied the city and closed all theatres, cafes and ballrooms, as well as every other business, was called off at 1 p.m. Thursday (19) and within 10 minutes all showshops were operating. Oakland and the East Bay were still under the strike blanket at the time 'Frisco crawled out from under.

The general walkout provided San Franciscans with more thrills than they've seen since the 1906 fire—never any quake out here. Also it's the first time since then that all 'Frisco theatres have been closed.

About 147 theatres, with a total payroll of approximately \$180,000 a week, were closed by the strike—92 in 'Frisco, 23 in Oakland and the remainder in Berkeley, Richmond and neighboring towns. Closing of these spots and the night clubs, cafes and ballrooms probably cost the amusement industry close to quarter of a million dollars for the three and a half days.

Radio fared better than showshops, continuing as before except for sympathetic walkout of musicians. NBC and CBS sent through the usual network programs, but KGO, KPRC, KPO and the indie stations—KYA, KJBS and KTAB—introduced a capella singing. After the first day all stations continued using such acts as work with their own accompaniment. Dan Lee's KPRC even staged its Blue Monday Jamboree, variety show, sending it to all CBS stations without a note of music. Stations worked hand in hand in lining up such important speakers as Governor Merriam, Mayor Rossi and Archbishop Hanna, swapping with each other and even

(Continued on page 63)

Casner to Hollywood For Par Pic in English

Carlos Gardel's second starer (Spanish) for Paramount in Astoria, New York, was finished Saturday (21). Louis Casner directed. Casner leaves for the Coast in about two weeks, when cutting and dubbing is completed, to make an American talker for the company there.

Miller's Ambish

Hollywood, July 23. Of 11 candidates seeking the Democratic nomination next month for representative in Congress from the 15th California district (embracing Hollywood and most of the picture studios), only one is identified with amusements. He is Charles Miller, Los Angeles representative of Actors' Equity.

One Round Trip in On Production Schedule

With the co-operation of the Holland-America Line's S. S. Statendam, Nat Ross is directing and producing 'Atlantic Crossing,' using the Statendam for location. Shooting schedule is 21 days, one round trip from New York to Rotterdam, including a stopover there.

Sailing from N. Y. is scheduled for Aug. 14. Ross, meantime, is getting his principal cast from Hollywood. Charlie Williams and Marcy Klaber authorized.

Hal Rosson Abroad

Hollywood, July 23. Recovered from attack of partial paralysis, Hal Rosson has secured leave of absence on his Metro contract and is en route to Europe. The cameraman has signed to handle the photography on at least two features for Alexander Korda's London Films in England, and returns to Metro around the end of the year.

\$50,000 Loss

San Francisco, July 23. Four-day closing of the picture theatres here last week cost the exchanges in that territory about \$50,000. Major exchanges declare they were hit for around \$7,000 each.

'Bengal Lancer' Okay With U. S., but Brit. Army's Kicking Now

Hollywood, July 23.

The much tossed-about 'Lives of a Bengal Lancer' (Par) is up in the air again. So far it has escaped American censors, but it has run up against the British authorities here and abroad, particularly from India, which is kicking on the English Army sequences.

Paramount will not release the film until British approval is given. Gary Cooper, Katherine DeMille, Monte Blue and Sir Guy Standing have lends, with Henry Hathaway directing.

ELISSA LANDI AND PAR MAKE UP; 'MADAME' 1ST

Hollywood, July 23.

After considerable sparring, Elissa Landi and Paramount finally got together on a starring contract which will give her 'Enter Madame,' tentatively, as the first vehicle. Henry Wilcoxon is set to play opposite, and Benjamin Glazer will produce from the original by Glida Varese and Dolly Byrne.

M. R. Lederer Succumbs To Heart Attack on Coast

Hollywood, July 23.

Martha-Rose Lederer, 37, former picture production man, died July 21 at his home in Santa Monica from a sudden heart attack. He was the son of George W. Lederer by his second wife.

Lederer had been associated with Fox and Cosmopolitan at various times. On May 12 of this year he married Noreen Phillips at the Hearst ranch. It was his second marriage, his first having been to Mildred Miller, now Mrs. Will Morassey. He was a war veteran, having served with the 107th infantry in France.

Besides his widow and his father, Lederer is survived by his mother, Mrs. Adele Burt, residing in Berkeley, a half-sister and a half-brother, Charles Lederer, who are the children of Renee Davies, third wife of his father.

Funeral will be held tomorrow (Tuesday).

Conchita Going Yank

Hollywood, July 23.

Conchita Montenegro has returned from Mexico on the regular quota number and plans to take out her American citizenship papers. She formerly was in the States on an artist's permit. She has a three Spanish picture contract at Fox.

Lorre at U

London, July 14.

Peter Lorre, star in the German picture 'M', and signed by Columbia, sails for Hollywood July 18 at 11 a.m. An incident, make his first film for Universal.

MAY CUT 30,000 TO LOW OF 3,000

Reregistration Committee Finally Has Basic List—Add 'Casuals' for Part Time Work

PERMITS CHALLENGES

Hollywood, July 23. Official NRA execution of film-makers' job of extras is nearing an end. The re-registration committee of seven, headed by Mrs. Mable Kinney, has worked long and feverishly paring the original list of 30,000 down to somewhere between 3,000 and 10,000.

Thousands of extras were vying for the 500 jobs per daily average, so the wheels were started to rearrange the lists. It is hoped the committee's list will be ready to be forwarded to Sol A. Rosenblatt by Sept. 1.

In starting the sifting the committee called for lists of recommended extras from each of the major studio casting directors, from each independent casting group, from Central Casting Corp., the official organization of the producers, and from each association in the biz which handles placement of extras. The recommended extras were named alphabetically, and no one list was allowed to run higher than 3,000.

When the results were received by the committee, compelling people hired by NRA with no picture connections whatsoever and no axes to grind—started sorting the names into a basic list. If one was recommended by eight studios and Central Casting, he received eight votes. If another received only one vote, that was that. A code system has kept all but a very few persons from knowing whether an extra has been sponsored by any certain group.

Challenges

Before the list was forwarded to Washington a meeting will be held attended by representatives from casting offices and the re-registration committee and challenges will be permitted. If an extra has been discharged from a studio set for intoxication, reps from that place will be given opportunity to challenge the name. These challenges will be noted and also sent east.

'Extras will be re-registered because of merit alone,' Mrs. Kinney states. 'Personalities absolutely will not be involved in the issue; this is a business opportunity and while many will undoubtedly feel discriminated against, I am sure that those who have worked at all as extras and have been satisfactory to their employers will find themselves re-registered.'

Mrs. Kinney asserts that when the new list is completed, and the Code Authority has made its recommendations, there still will be a chance for a large number of persons not officially registered. These

(Continued on page 12)

WB Puts It on for Farley

Luncheon on Lavishly Decorated Set With Names, In and Out of Pictures, Present

Hollywood, July 23.

Jack Warner and his gang really put it on for Postmaster-General Farley at the Burbank studio last Thursday (20). Every one that is any one in the picture biz, besides candidates for the governorship, internal revenue and customs collectors, other politicians, et al., attended the shindig held on an Hawaiian set with lakes, volcanoes and music thrown in. With Jack Warner as toastmaster, Hubert Hughes grew satirical and intimated the rise and fall of the

Screen Actors Worth All They Can Get; Scores Producers for Raiding And 'Freezing'—Rosy's NRA Report

\$29,500 Off

Hollywood, July 23.

The late Rudolph Valentino's limousine is being displayed in the forecourt of the Egyptian theatre.

Card on the outside says the auto cost Valentino \$30,000 when bought in 1926, but a tag on the inside says: 'For sale, \$500.'

Tunesmiths Pass Up Acad as 26 Hook On to Guild

Hollywood, July 23.

Membership skirmish between Screen Writers Guild and the Academy of Motion Picture Arts and Sciences resulted in a victory for the Guild. Academy action recently set up to lure song writers took a wallop when 26 members of the West Coast branch of the Song Writers Protective Association enrolled with the guild.

Additional to Sigmund Romberg, president of the association, those whose signed the guild roster are Harry Warren, Al Dubin, Richard A. Whiting, Arthur Freed, Sid Silvers, Irvn! Kahal, Byron Gay, Val Burton, Will Jason, Jay Gorney, Anatole Friedland, Lou Silvers, Art Vincent, Sam A. Perry, Sidney Holden, Bernig Grossman, Alie Wrubel, Sidney Clare, Grace H. Stern, Grace Hamilton, Jack Stern, Al Prantados, Herb Magidson, Sidney D. Mitchell and Ben F. Ellison.

METRO WANTS BARTON BUT 'ROAD' HOLDS HIM

Metro wants James Barton on the Coast for his film debut at the end of August, but Barton's 'Tobacco Road' assignment is holding things up.

Barton is trying to work out a deal with Sam Grisman, owner of 'Tobacco,' for a six-week time-out and then taking 'Road' on the road. Henry Hull left the same play to engage in Universal film production, Barton succeeding.

'Wednesday's' 12-Yr.-Old Child to Radio for Pic

Signed by Radio to do the role in 'Wednesday's Child' which he played on the stage, Frankie Thomas, 12-year-old, left yesterday (Monday) for Hollywood.

Washington, July 23. A pat on the back for the film actor and a slap on the jaw for the film producer were handed out by Sol A. Rosenblatt in his report on picture salaries to the big chief of the N R A, General Hugh S. Johnson.

Exploding the myth of the press agent that \$10,000 a week means a half-million a year, Rosenblatt showed that comparatively few of the thousands of actors in Hollywood are in the big money.

In fact, only 446 out of 3,846 individuals receiving \$150 or more a week—including executives, directors and actors—there—in 1933 received \$25,000 or more in compensation and only 66 rated \$100,000 or better.

The report made a strong defense of actors' salaries, declaring that 'no salary is too high or excessive if the picture produced by the individual receiving the salary meets with unusual public favor as a result of unique direction or artistry.'

At the same time, Rosenblatt charges that the producers have let the salary question get out of hand, explaining that present high salaries were built up at a time when the trend in every other business was to the reverse.

Castigating the producers for the practices which they have permitted to develop, the NIRA division (Continued on page 34)

YOUNG DOUG GOING BRITISH?

Hollywood, July 23.

Douglas Fairbanks, Jr., is selling out all his American possessions with the reported object of staying in England indefinitely. It is believed the actor will seek British citizenship. Same report was around on Doug, Sr., and was denied.

Young Doug's automobile, most of his jewels and bonds, and personal belongings have already been sold. His Beverly Hills home is up for sale, and his secretary, Louis Blomberg, is leaving here next week to sail Aug. 5 for London.

Fairbanks has turned down many offers from Hollywood producers since leaving here several months ago. He said 'no' twice last week, once to Paramount on 'Bengal Lancer' and the other time to Universal for 'Great Expectations.'

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2,000 More Houses Now Open Than In 1933, So the Church, Drought Or Heat Effects Could Be Worse

There are 2,000 more theatres operating today than a year ago at this time. So, according to film men, times are better than in the summer of 1933, despite church agitation and other disturbances. An additional 15% of lighted theatres in the country isn't so bad.

When 1934 is over, no one will know just how deeply the church boycotts cut into receipts, or whether the drought was worse, it is maintained.

The drop in national receipts need a month ago is habitual with the picture business at this season of the year. Some years it is worse and some better. This year it is held by screen execs not to be the best—but far from the worst.

RCA Asks Haste In Walt Disney Trial on Coast

Los Angeles, July 23.

In an effort to speed to trial their action against Walt Disney Productions, the Disney Recording Company and Powers Cinephone on charges of sound-recording patent infringement, RCA Photophone and General Electric have asked that a special master be named to take evidence for U. S. District Court. Motion for such an order is set to be heard here today (Monday). This is declared to be the only way to get a judgment before the crowded Federal court term concludes in September.

Plea for haste was accompanied by affidavit from Joe W. Morrison, of the Radio Corp. of America (of which RCA Photophone is subsidiary) that delay in the pending trial is being used by persons interested in securing unlicensed sound recordings as evidence in support of their representations to the trade that RCA does not intend to press its suit or to endeavor to substantiate its claimed patents.

Infringements are increasing, Morrison asserts in his affidavit, and the plaintiffs are preparing additional suits to check these invasions of their asserted rights. A ruling is declared urgent.

Affidavit further states that while the apparatus complained of is not now being used by defendants, it is in their possession, and in order that it may not be sold and taken out of the court's jurisdiction, preliminary injunction and impounding had been contemplated. If, however, immediate action can be had by Special Master who may recommend a judgment, this direct method is preferred.

PHILLY WB THEATRE BOYCOTT QUIETING

Philadelphia, July 23.

All is comparatively quiet along the film boycott front right now. Following the official decision of Stanley-Warner not to go through with its general-closing threat, there have been no new developments.

Joseph Bernhard, general manager of S-W, made the announcement at a testimonial dinner given to Lewen Pizer, retiring president of MPTO. Charles Segall, new MPTO president, stated that the independents would follow S-W lead.

Some neighborhood houses have felt the church ban very severely and there are several reported closings, but, taken on the whole, there are no more than the usual number of summer closings.

Local 77 of the musicians union has issued a demand for a modification of the general boycott. Central Labor Union concurred in this protest. Increased unemployment given as reason.

Saving Cents

Hollywood, July 23.

Dwain Esper, independent producer of sex films, is paring production costs. His last feature, 'Narcotic', cost \$1,800. His next one, 'Motherhood', will only amount to \$1,500.

U'S NET PROFIT CUT TO \$31,000

What should have been a net operating profit of \$199,609 for Universal for the six months ending April 28, 1934, dwindled to \$31,000. U execs lay it to the company's bankrupt theatre property eating up \$158,608 in note settlements and money in closed banks.

Company's business was \$633,256 better in net operating results, however, than in the corresponding period in '33.

Balto P.A. Couldn't Get Retraction From Pic Critic on 'Sun'—Fired

Baltimore, July 23.

Jacques Shellman is out as p. a. for New theatre, loop first-run house. Dropped by owner-operator Morris Mechanic after he was sent by Mechanic to secure retraction from Gilbert Kanour, Eve Sun pic critic, after reviewer, in chronicling report on picture, had said in part, 'It smells of the theatre,' meaning pic had touches of the old-fashioned melodrama.

When Shellman put Mechanic's demand before Kanour the critic laughed and said no affront to the theatre as a physical property had been made and that the phrase in question was one of very patent meaning and that Mechanic had misinterpreted the meaning. Shellman reported the critic's message and Mechanic advised the p. a. if he couldn't get a retraction he was no longer of any value to him or to his house; then the bounce.

Shellman had been a fixture at the New, under its successive ownerships, for past 16 years.

Sheehan Pushes Off

Hollywood, July 23.

W. R. Sheehan left here yesterday (Sunday) for New York and will sail next Saturday (28) for Europe. He expects to be gone until the end of September and will spend some time in Carlsbad and work out several spectacle picture ideas there and in London.

Sheehan's first production on his return probably will be 'One More Spring', with Janet Gaynor and Warner Baxter.

N. Y. Par Going Straight Pictures, Dropping Shows Aug. 17 with 'Cleopatra'

In the belief that with the beginning of the new season's product it can go into a straight picture policy along lines of the Rivoli and Strand, the Paramount on Broadway, effective Aug. 17, is dropping its stage shows. On that date it house opens 'Cleopatra', to be followed by 'She Loves Me Not', 'Savage Express' (Dietrich); Mae West picture; 'Now and Forever' (College Rhythm); and 'Mrs. Wiggs of the Cabbage Patch'.

Based on the theory that even with stage shows business is bad if the picture doesn't draw, the Par hopes to be able to do without units. It is just possible that later on mu-

Briskin O.K. for Sound

Hollywood, July 23.

Sam Briskin, Columbia's general manager, after three days in the Cedars of Lebanon hospital for observation of stomach ulcers, returned to his home Saturday (21) and expects to return to work this week.

R. C. MUSIC HALL ALL SET FOR '35 PRODUCT

Increased guarantees on product from the Music Hall have been received by both Fox and Universal under deals for the new season (1934-45), closed by these companies with W. G. Van Schmus prior to latter's sailing for Europe last week. Nothing was closed with Columbia, from whose program the Music Hall last year committed itself to play a half dozen pictures, but understood that something will probably be worked out on Van Schmus' return from England.

Although the Hall has closed with Fox and U, the RKO theatre chain has not yet worked out a deal with either. In a position following a contract for one-half of Warner's 60 to pick just one of three available programs (Fox, Columbia of U) and all out its needs, RKO is taking its time. Among other things, the circuit wants to see what happens in the Fox-Metro picture matter, because last year on a Fox buy, RKO arranged to play Fox day-and-date with nine Skouras and Randolph houses. Until it is settled what's going to happen to the Fox-Met chain, and the deal it remains with the Skouras-Randolph interest, RKO is not reaching any product decisions.

The Music Hall deals are of a selective nature. Fox and Universal both get a much better break this year, the minimum of 22 Fox pictures and a minimum of 10 from Universal. On the season coming to an end, the Hall guaranteed to play 18 from Fox and only three from U. Deal with Radio is for a minimum of 25 all the year.

This makes a total of 51 pictures, if all are picked up, and in the end might obviate the necessity of the Hall making any kind of a commitment deal with Columbia.

Deals with the Music Hall are direct with distributors and have no bearing on what RKO does.

PENN. CENSORS STILL MAKING IT TOUGH

Pittsburgh, July 23.

Film shortage here has been intensified by continued relentlessness of Pennsylvania censors. Stanley, WB's ace house, has been hit particularly hard of late, with both 'Dr. Monica' and 'Of Human Bondage' held up.

'Monica' was believed to have been passed couple of weeks ago, but distributors claimed censor cuts were unreasonable and have refused to release flicker in its present form. RKO feels same way about 'Bondage' and will not book it in Pennsylvania until censors see otherwise.

The stock committee is closely watching all developments leading toward an eventual Par reorganization plan and, it is promised, will be on hand to speak for stockholders all over the world—they are much scattered—when the first tentative draft of a plan is presented for discussion, modification, changes and complaints, etc.

Committee has made no official reports on the situation from the stockholder point of view pending the Coverdale-Colpitts report and indications that a first draft of a reorganization program are more imminent than apparent at this time.

Cook, Nathan & Lehman represents the share-owners group.

Loew-Warner Bid for Fox-Met Chain Complicated by Petition Filed Against Theatre Circuit

East or West

Hollywood, July 23.

Who makes the best musical shorts—New York of Hollywood—will soon be settled to some extent. Educational has assigned two such musicals to be made in Hollywood for next year's program with the understanding that if they are satisfactory the remaining four in the group will be taken to the Coast.

Last year the eastern unit of Educational ran over the budget on musicals. Hence local outfit is getting a try at them. Result, however, may only add more fuel to the long standing argument of shorts producers who are sharply divided on the New York-Hollywood musical thing.

MG, FOX, U SEEK 1934 TAX CUTS

Los Angeles, July 23.

Metro, Fox and Universal have filed applications for reductions in their 1934 tax assessments.

Metro asked for a cut on numerous parcels of land assessed up to \$50,000. A decrease from \$245,000 to \$29,000 was asked by Universal. The Fox application asked for decreases from approximately \$540,000 to \$193,000.

Par Stockholders Certain Their Rights Will Be Respected

Virtually positive now that the Paramount-Public common stock will be recognized under a reorganization plan, the Par Shareholders Protective Committee headed by Duncan A. Holmes, is within inches of having majority representation on stock deposited with it and, meantime, is awaiting the report of Coverdale & Colpitts. This firm is collecting all available facts and figures on Paramount in connection with plans looking toward a program for reorganization out of bankruptcy. By the time it is available it is expected that more than 50% of the outstanding Par common stock will be deposited in return for certificates, together with authorization that the committee represent the holders thereof. Stockholders' group now has 49% of the stock.

In possession of a majority, the committee is expected to be in a position where it can hold the reins in behalf of shareholders and force the best possible terms on any conversion of the certificates into stock of whatever new company is formed to take over Par assets and liabilities, relieving PP of the mantle of bankruptcy.

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PHIL ROSEN AT RADIO

Hollywood, July 23.

Phil Rosen, recently returned from England, has been engaged by Radio.

He'll direct 'Dangerous Curves' to be produced by Bernie Fineman.

Reorganization of the Fox-Metro-politan circuit under Section 77-B of the new Corporate Bankruptcy Act is asked in a petition filed Friday (20) by independent bondholders. This move has come just as it began to look like Loew's-Warner would be in position to take over the circuit. In consequence of the new petition the probable future disposition of the Fox-Met affair is precarious. Anything can happen.

Most apparent from the filing of the petition is that there are bondholders who are opposed to the Loew-Warner negotiations with the bondholders' committee for control of the circuit. These independent bondholders are believed to favor the original reorganization plan with amendments to be considered.

The petitioning bondholders are Samuel Adler, Jacob H. Adler and Herbert M. Adler. They are being represented by Archibald Palmer, noted bankruptcy authority.

These independent bondholders represent an aggregate amount of \$9,100 in bonds. Their action has thrown the parties involved in the Fox-Met affair into amazement. Such an action was not expected by the negotiating group especially as

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Zirn in the Par Picture Again, And After Much

Seeing clearer chances for action under the corporate bankruptcy act, including removal of the obstacles presented in the past by referees in bankruptcy, militant Paramount bondholders are preparing to seek permission to examine at length Par officers-directors, bankers involved in connection with the flim-pawing transaction and officials of Columbia Broadcasting, Great States Theatres, William Morris Agency, Comerford circuit and others in which control of interest was acquired by Par on the stock repurchase plan.

Bondholder minority, represented by Samuel Zirn as counsel, wants to fix responsibility for the bank group agreement, stock repurchase and other allegedly illegal acts. It is also desired, according to advance plans, to question Par directors and officers in connection with large salaries and bonuses during the good years when they ran annual income for some executives in Par to between \$500,000 and \$1,000,000.

Papers have been prepared in connection with a motion for permission to conduct this examination and will be filed some time this week with service on all persons who are desired for questioning.

Zirn previously had been held out drastically in questioning Par officials or others before. Referee Henry K. Davis and in previous court hearings on the Par bankruptcy. In the past few months Zirn feels that he has developed in the state courts a number of important angles which he was unable to get on the record before the referee.

'School Days' Remake

Hollywood, July 23.

Aiming for a repeat of the silent version's b.o. success, Warners is remaking 'School Days'.

Picture was produced by Harry Rapf for WB 14 years ago in New York.

Savo Pic Start

Ben Hecht and Charlie MacArthur are starting work on the Jimmy Savo starring film Aug. 10.

This is the second of four H-MacA. have in view for Paramount release. Savo's may be first distributed, as the initial production is likely to be deferred for release because of its sophisticated theme.

PUBLIC WILL PICK ITS PIX

Tab \$1,000,000 in Prepared Scripts Discarded So Far by Major Studios

Hollywood, July 23. It is estimated that more than \$1,000,000 in screen material prepared for production has been discarded so far to comply with Joe Breen's purity label for major product.

During the past week Breen has passed 49 features, 51 shorts and 4 serials, among them "Madame DuBarry" and "(WB) 'Eleonora' (Par) both of which were in the questionable class for a time but eventually got an okay after changes were made. Breen has officially rejected none, saying he doesn't believe film will pass as is and letting studio have chance to fix up dubious candidates.

At Metro some of the most expensive script material the studio had ready for the 1934-35 season went into the discard or else is being abandoned for a time in order that writers may eliminate questionable stuff and still salvage the yarns. "Vanessa," in which Helen Hayes was to have been starred—Evelyn Prentiss' and "Repeal," the Charles Francis Cox story, were halted in the scripting process, although later Metro stated that an effort would be made to save these stories. "Professional Co-respondent," slated as the first for Mady Christians, is definitely out with (Continued on page 18)

MPTOA BALLOT ON WHAT'S A PERFECT PIC

By Aug. 1 the MPTOA hopes to have functioning a picture balloting machine with 20 exhibitors in every territory regularly filing reports to N. Y. headquarters. In New York the returns will be sifted. Comments on pictures will then be forwarded confidentially to their respective producers.

Right now it's all in the experimental stage. It will take quite a few months to prove itself, exhibitors concede. Whether or not it will develop a formula for the perfect picture, a type that will eventually please all audiences, remains to be seen.

Reports are being kept confidential for two reasons. The MPTOA doesn't want to step on the toes of the trade press, and it wants exhibitors to feel free to express themselves frankly.

CHI DECENCY LEGION ISSUES FURTHER LISTS

Chicago, July 23. Additional lists of approved and banned pictures were issued by the Catholic Legion of Decency last week.

Pictures judged suitable for Catholic patronage: "Beyond Bengal," "Charlie Chan's Courage," "Domed to Die," "Ever Since Eve," "Ilandy Andy," "Jane Eyre," "Last Jungle," "Mystery Squadron," "Old Fashioned Way," "Through the Centuries," "Vanishing Shadows," "Wandering Jew," "War of End," "Whom the Gods Destroy."

Pictures rated partially offensive: "Bachelor Bait," "Countess of Monte Cristo," "Devil's Brother," "Friday the 13th," "Guns for Sale," "Murder in Primrose," "Twentieth Century," "House of Mystery," "Stamboul Quest," "Personality Kid." Pictures deemed unfit for patronage: "Of Human Bondage," "Glamour," "Morals for Women," "Men in White," "Picture Brides," "Rippled," "The Last Nurse," "Smarty," "Up to the Mountains and Down Again."

Bike Yodelers

Hollywood, July 23. This doubling business has gone bike race. At the six-day here riders hop over to the microphone during their rest periods for a few sprints up and down the scale. Those who have a bike and a fair set of pipes get a fast nod from the promoters.

CHARY EXHIBS SELF-CENSOR IDEAS

Local censorship, self-imposed by exhibitors who are in doubt on the moral aspects of content from the field, is developing as a result of the church drive and the recent order of the Hays office permitting cancellations on product released up to July 15. This is occurring mostly in New England so far and in the smaller towns where exhibitors are more fearful of fan apathy at the present time.

The voluntary form of censorship which exhibitors are inviting, according to report from the field, is a system of previewing pictures for the local mayor, chief of police, other city officials and women's clubs for reactions and opinions. Among other things, this means of review is seen as serving to back up any applications for cancellation exchanges as permitted under the Hays rule when moral grounds exist.

Lloyd Hurries 'Paw' To Take Advantage Of Purity Campaign

Hollywood, July 23. With seal No. 55 on the Breen purity index pinned to "Cat's Paw," Harold Lloyd has moved up the release date on the picture a whole month, figuring to take advantage of exhibitor clamor for name product with the Producer pledge certificate.

Feature has been advanced from the middle of September to Aug. 17. Now that Lloyd has definitely adopted a policy of making comedies with a strong story premise, instead of his previous gag type comedies, the comedian expects hereafter to more than triple his output of the past several years. Lloyd considered the previously typical gag productions so tough that not more than one could reliably be concocted in a year. "Cat's Paw" is his first picture in two years. This will be followed, Lloyd has decided, by another of the same type as soon as a suitable story can be secured.

Clarence Budington Kelland is writing a tale which may be okayed, but Lloyd and his staff are also reading other yarns in the meantime.

Freedom Ass'n Head Formerly RKO Att'y

I. Robert Broder, president of the Association for the Preservation of the Freedom of Screen and Stage, is formerly head of the local staff. He was affiliated there four years. Broder called a mass meeting of his organization last night (Monday) at a New York hotel. Broder will debate the morals drive against indecent pictures with Bishop Francis McConnelly over station WFTD, N. Y., Wednesday evening (25), 8-9:30 p.m.

IS DEDUCTION OF FILM MEN

Industry Not Answering Church Attacks—Type of Films Wanted Will Be Reflected at the Boxoffice Soon

DEARTH OF DIRT

If filmdom finally goes to the mat with religious groups, particularly the Catholic church, battle will be fought on a national basis next winter. Industry overseers, convinced of the policy of the more powerful American church leaders, are confident that the industry will be allowed the next two months to demonstrate its own moral stewardship. What occurs during the remainder of the summer in the nature of boycott attempts they are satisfied will be little more than sniping in spots.

In the meantime the Hays Office is putting up an exceptionally strong guard on its tongue. Orders are that silence is to be maintained; that formally, at least, sporadic utterances by church folk are to go unanswered; that the Haysian part of the business, anyway, will keep silent under fire and talk only when it has announcements of accomplished facts.

In October filmdom will be prepared to disclose its own record of special censorship. If pictures, as carefully purged, show red at the box office and the public has revealed its disapproval to patronize church-proof screens, industry leaders are preparing to take an aggressive stand with the church. Because children are admittedly at the base of the trouble official filmdom has in mind even now a proposal for adult and adolescent shows, advising the public in advance that the product at a local theatre is either strictly for adult perusal, child attendance or general family trade.

So confident are Haysites that there will be a dearth of dirt among (Continued on page 50)

TAX FIGURES SHOW AMUS. BIZ UP 50%

Washington, July 23. Improvement of 50% in theatrical attendance during the past (fiscal) year is indicated by tax figures made public by Internal Revenue Bureau.

Receipts from admissions, Bureau reported, totaled \$1,597,238 for June, compared with \$1,069,761 for the same month in 1933.

Metro's 'Merry Widow' Cost Sheet Totals \$1,640,000 for Four Versions

Culver City, July 23. After being in production 13 weeks, "Merry Widow" is finally completed. Including cost of the recording, which will require another month, picture will stand Metro \$1,640,000, one of the most expensive talkers ever made. Studio figures the final production will justify the huge sum, and that the negative cost will be more than returned by proceeds from the foreign market alone. Total includes cost for both English and

Dutch Electric Firm, Said to Be Biggest in the World, Invading World's Talker Equipment Field

Sez Charlie to Al

Al Steffes of Allied Exhibits and Charlie Pettijohn of the Hays Office this week started correspondence on the church situation.

Replying to Steffes' observation about distributia cancelling pictures which are meeting protests from civic groups, and that this leads into censorship, Pettijohn after some routine remarks closed with:

"You, of course, fully appreciate that problem because you ran 'Elysia' for an extended run of several weeks; requested a cancellation of 'Alice in Wonderland' and extended your booking of Miss West's 'I'm No Angel,' thus affording your patrons the relief you are talking about."

ALLIED WANTS ARBITRARY CANCELING

Minneapolis, July 23.

An implied threat that Northwest Allied States, the territory's independent exhibitor organization, will throw itself behind the creation of local censorship boards everywhere if local exchanges take a stubborn stand regarding the cancellation of morally objectionable pictures is contained in a letter sent to Will Hays and C. C. Pettijohn by W. A. Steffes, president of the body.

Steffes says that his organization is strongly opposed to censorship boards or censorship in any form, but if that's what you (Hays, Pettijohn and the distributors) want, it easily can be brought about.

Steffes takes the stand that the distributors apparently demand that local censorship groups taboo a picture before they will permit an exhibitor to cancel it. He advising Hays and Pettijohn that the way to avert censorship boards and censorship is to permit exhibitors to cancel pictures that are on the League of Decency banned list, making that list the arbiter as to whether cancellations should be permitted.

Cohen's Vacation

Hollywood, July 23. Emanuel Cohen took a sneak visit from Paramount last week for a vacation in a southern California resort.

Adolph Zukor taking active charge during Cohen's absence.

Amsterdam, July 23.

According to authoritative sources, the N. V. Philips Gloeilampen Fabriek company is getting into the talker equipment field for the first time, and Europe is about to see a big industrial battle as the Dutch firm begins to grapple with the German electric for supremacy in the talker field over here which hitherto, outside England and France, has been controlled by the Germans.

The Philips firm is the biggest electrical firm in the world having factories and offices in nearly a score of countries. A subsidiary, Philips-Miller, has been formed for the film purpose.

The Germans got control of the Central Europe talker equipment field through collaboration with Western Electric, and RCA in divorcing up the world's territories, as per the now famous Paris confab of around three years ago.

James A. Miller, of the new company formed by Philips, is an American inventor who has been abroad for the past two and a half years perfecting organization plans with the electrical bigwigs. Interested also in the deal is the Tuschinsky family, Dutch showmen. Miller was brought over by Will Tuschinsky in 1932 to get the whole plan organized.

To Reach U. S. Also

The basis of the Philips drive for business which may eventually reach to the United States is several Miller inventions, stated to circumvent all existing talker equipment patents safely. The Miller appliance allows for safe and high frequency recording immediately on film without any necessity for development of the print to make the record.

It is understood that Miller himself has retained the American rights.

Miller is remembered as the owner of Vitavo in the early days of talkers. It was purchased by Warners. He also was chief engineer at the Brunswick talker studios in those days. Miller is v.p. of the new Philips subsidiary which will manufacture the equipment.

O.K. AND TABOO PIX CONFUSE PUBLIC

Milwaukee, July 23.

Independent theatre owners of the city have appealed to the newspapers to help them in their fight to "educate the public."

Since the clean film drive went into effect, a postal card barrage has descended on film men informing them that if they show pictures on the taboo list their houses will be boycotted. But which list is one of the problems.

SCHULBERG MAY WIND UP MAKING 8 FOR RADIO

Hollywood, July 23. With his deal to produce two independent financed by Egan and possibly released by Fox not set, understood that Ben P. Schulberg, whose contract expires at Paramount in October, is talking a deal with Radio to function as a unit producer on its lot.

Right pictures for a salary and percentage basis is the Radio idea.

KAO Wants 20 More N. Y. Houses As Protection for the Possible Loew-WB Takeover of Fox-Met

Keith-Albee-Orpheum, RKO's principle theatre subsidiary, will annex some 20 theatres in Greater New York, should pending negotiations with independently-owned theatre companies prove successful. This would bring the KAO group up to around 55 in the New York area. The acquisition move is for protection impelled apparently by the probable acquisition of certain Fox-Met houses in the New York area by Loew's.

Such Loew acquisition would come through its combined negotiations with Warners for the Fox-Met circuit, Warners to take the 18 Fox-Met New Jersey spots.

Acquisition of around 20 spots would give KAO altogether around 75 theatres.

The KAO move is being propelled with the approval of M. H. Aylesworth, who is supervising, while Malcolm Kingsburg, Y. of KAO and Meehan rep in the RKO theatre division, personally handles financial details.

Already KAO has acquired some six theatres. Four of these are the former Lee Ochs spots, around upper Broadway. In addition, KAO on Friday (20) acquired two other spots, the Apollo and the Hollywood theatres, East Side houses. The Apollo is at Clinton and Delancey, and the Hollywood at Sixth street and Avenue A.

As in the case of the Ochs spots, the newly-acquired East Side spots by KAO are in the vicinity of Loew houses, indicating that KAO is determined to keep abreast with conditions and protect its position in the New York area.

May Shifts Entire Map
Either way film buying schedules and zoning conditions are apt to undergo wide and varied changes, possibly shifting the entire theatre situation around New York.

The Department of Justice angle has loomed in the Loew-Warner negotiations for the Fox-Met for some weeks, with Assistant Attorney General John Amen watching the situation.

In the many angles that have come up, however, Loew's secured at least an adequate film protection through purchase of the Universal and Columbia pictures, and thus has around 200 possible pictures as a supply for the coming season.

The KAO theatres may not need as many, but should the KAO people be successful in acquiring a Fox film contract the circuit would be amply outfitted with product. This is more than likely, since Loew's already has a sufficient number of films under contract and doesn't look to bid for Fox as against KAO.

BISCHOFF FINISHES 16; WB EXERCISES OPTION

Hollywood, July 23.
Sam Bischoff had his option picked up at Warner Bros. another year upon completion of his 16th feature in his first 12 months at the studio.

He has four pictures in work and five scripts ready. The five preparing are 'Sweet Music', for Rudy Vallee; 'Boulder Dam', Carnegie; 'Earthworm Tractor', Joe Brown; 'King of the Ritz', Pat O'Brien, and 'Rabbit' for Guy Kibbee.

Holmes for Legit?

Phillips Holmes may go into Lee Shubert's new dramatic production, 'The Man at the Window.'

This is an expensive legit and probably a top-geared show for a straight dramatic piece, needing \$18,000-\$20,000 to break.

Millhausers Sue

Los Angeles, July 23.
Bertram Millhauser, screen writer and former producer, and his wife, Olga Millhauser, have filed damage suits totaling \$65,000 against Florence H. Hinet for injuries claimed as a result of an auto collision July 14. Mrs. Millhauser demands \$50,000, and writer asks \$10,000 in addition to \$5,000 for smashed auto.

1st Runs on Broadway

(Subject to Change)

Week of July 27
Paramount-Ladies Should Listen' (Par).

Capitol-Paris Interlude' (MG).

Strand-Here Comes the Navy' (WB) (2d wk).

Rialto-'Cockeyed Cavaliers' (Radio) (24).

Roxy-'She Learned About Sailors' (Fox).

Musie Hall-'Hat, Coat and Glove' (Radio) (26).

Week of August 3
Paramount-Elmer and Elsie' (Par).

Strand-Here Comes the Navy' (WB) (3rd wk).

Rialto-'Adventure Girl' (Radio) (1).

Musie Hall-'World Moves On' (Fox) (2).

NO CONCERTED IDEA BEHIND REVIVALS

Revivals of outstanding pictures, against which there can be no snub charges, may develop on demands from the theatres although distributors who are sending out a couple of oldies state a program of this kind on their part isn't being pushed.

RKO Radio is reissuing 'Cimarron' not because of a possible product shortage, says Jules Levy, but largely because of a public demand. Radio has around 200 contracts in on 'Cimarron' already and is also getting return dates on 'Little Women' and 'Flying Down to Rio'.

Fox is reissuing 'Cavalcade' without going out to campaign for contracts. John Goring, in the thought of avoiding cheaper grind product for the Criterion, requested 'Cavalcade' on a revival for that house, where it opened yesterday (Monday).

Metro's half dozen revival dates on 'Min and Bill', current at Capitol, N. Y., were prompted by some open weeks in several keys and in view of the public interest in Marie Dressler.

It is possible that theatres around the country may step out for worthy revivals in view of the church crusade, filling out with these and holding back playdates on other product.

Par's Partners Into N. Y. Talking Over Product

Numerous partners of Paramount and, in some cases, their film buyers, reached New York during the past week to make the annual contacts on product deals.

Frank J. Sparks, accompanied by E. Rogers, came from Florida to see the distributors; A. H. Blank came in from Des Moines with Ralph Brunton; Mayor Louis Marcus, partner in Salt Lake City, Karl Hobbeltzelle from Texas, and Barney Balaban from Chicago, came in to talk over things for their respective territories.

Balaban returned to Chi Saturday (21), but the others are lingering.

VAN SCHMUS ABROAD

On the heels of the return of Leon Leondoff from a European trip, W. G. Van Schmus, managing director of Radio City Music Hall for the Rockefeller interests, sailed last week for London.

He is reported going across to look into foreign ideas on stage production and lighting. Van Schmus will not visit the Continent, returning to New York the first week in August.

PAR HOLDING BACK 2

'Scarlet Empress', Like West Film, Delayed-'Empress' OK'd

Although it has already received the okay of Joe Green on the Coast, another picture on which release will be deferred is Paramount's 'Scarlet Empress'. Completed some months ago as one of this year's pictures, it will not be released until September.

The Mae West picture, promised for delivery on the current 1933-34 program, also set back on release, will not be let loose by Par until Sept. 15.

PAR-CAP B'WAY POOL 100% COLD

The Capitol-Paramount pooling arrangement in New York under which the Cap would have dropped stage shows to play Metro and Par pictures first choice, Par taking second pick to go with the units it would retain is entirely cold. Deal has reached this state finally after deliberations which would indicate that Loew's was willing, but that N. Y. Par was in a doubtful position.

Principal snag was reported to be the refusal of Loew's to limit itself on what it would spend for stage attractions at Loew's State, desired by Par so that the second-run Loew vaudeville would not outbid the Par for stage talent. When the deal was first arranged, no one thought of the State, which with its vaudeville would be getting the pick of Par and Cap first-run product directly after playing the Capitol, while the Par to combat this would have secondary Metro and Par pictures on first-run.

Deal went status quo prior to this development when the censors rejected the Mae West picture, which was to have gone into the Cap June 29, starting date of the pool. Since then the question of opposition dangers to the Par from the State came up to finally seal the idea as cold.

Par trustees at no time were responsible for any hitch on the plan, having given their approval to go ahead when the idea was first discussed.

Krimsky-Cochran Undecided if to Prod. East or West

Krimsky & Cochran are going back into indie production within about two months, although, undecided whether to work in the east or on the west coast, John Krimsky of the firm left for Hollywood last week to look over the situation before deciding.

K.C. in the past, expects to divide its time between legit and films. Expects to produce at least two pictures and one stage show next season. Show is set. It is 'Dain Deborah' by Walter Charles Roberts, a first play, and will probably be screened by the firm after it is staged in a legit. Other two plays, according to Krimsky are in the process of negotiation.

Krimsky expects to remain on the coast about two weeks.

LOEW CANADIAN STOCK SUIT COMES UP JULY 27

Toronto, July 23.
General meeting of the Canadian shareholders of the Marcus Loew's Theatres, Ltd., called by the directors, was postponed until July 27 by the shareholders' committee to coincide with latter group's meeting on that date.

Motion blocked any proceedings specified for the meeting. Leopold F. Friedland, director, representing the New York interests, in a statement, said that if shareholders believed that the company would do any better by buying films from any other agency than the Marcus Loew's Booking Agency, that company would be prepared to cancel the existing agreement, at once under certain conditions. Friedland's resignation would follow in this event, he said.

Shareholders want a payment of alleged dividend arrears and the placing of the common stock on a dividend-paying basis.

Market on the Downbeat and Many Amus. Issues Dip to New '34 Lows

Yesterday's Prices

Sales	High	Low	Last	Chg.
1,500 Cdn. Pict.	21	20 1/2	20 1/2	-1/4
1,100 Cdn. Film	2	1 3/4	1 3/4	-1/4
800 East. K.	100	97 1/2	97 1/2	-1/4
3,000 Fox A.	10 1/2	8 1/2	8 1/2	-1/4
20,000 Pict.	10 1/2	8 1/2	8 1/2	-1/4
12,500 Loew	20 1/2	18 1/2	18 1/2	-1/4
4,700 Par. etc.	15 1/2	13 1/2	13 1/2	-1/4
2,200 Pathé A.	17 1/2	15 1/2	15 1/2	-1/4
50,100 RUA	4 1/2	4 1/2	4 1/2	-1/4
1,800 RKO	1 1/2	1 1/2	1 1/2	-1/4
16,200 W. H.	3 1/2	3 1/2	3 1/2	-1/4
6,000 Gen. Th.	1 1/2	1 1/2	1 1/2	-1/4
1,000 Loew	100	100	100	-
2,000 Pict.	4 1/2	4 1/2	4 1/2	-1/4
16,000 RKO	4 1/2	4 1/2	4 1/2	-1/4
12,500 Pict.	4 1/2	4 1/2	4 1/2	-1/4
108,000 W. H.	53 1/2	51 1/2	51 1/2	-1/4
1,100 Tech.	1 1/2	1 1/2	1 1/2	-1/4
200 Trans-L.	1 1/2	1 1/2	1 1/2	-1/4

ASTOR - BIJOU MERGER HAS METRO OK

Plans have been filed for remodeling of the Astor, N. Y., whereby it would be enlarged to take in the Bijou, adjacent on West 45th street.

Combining the two theatres would increase the lower floor capacity by 300, under floor remaining as is. After remodeling, which would cost approximately \$150,000, Astor would have an added capacity of \$5,000 more weekly for special picture showings.

Astor is owned by Walter Reade, being operated by Metro. It is understood the picture end has agreed to a long-term lease in consideration of merging the two houses. Reade also owns the Bijou, small capacity legit house which is under lease to the Shuberts. It has operated in the red for several seasons, and recently it was offered for commercial purposes.

Another solution as to what to do with the Bijou is the proposal to raise the house along with the Fulton on 46th street (houses are back to back), with a bus station occupying the sites. Understood negotiations for that deal between Reade and the Erlanger estate have been on for some time. Deal said not to be cold.

Thompson Flies

Lester Thompson went up in the air a few thousand feet yesterday (Monday), and when he comes down if it's not California will he sore?

Thompson is of the Hays advertising censorial staff in New York and goes west to do some co-ordinating as to strike. This, it is expected, will take him two weeks, after which you can lay your own price as to how he'll return.

L. A. to N. Y.

Al Altman.
Phil Baker.
John Beal.
Jack Benny.
Alan Dinahart.
Eddie Roy, Jr.
Louis Friedlander.
Leonard Goldstein.
Kay Johnson.
Patsy Kelly.
Mary Livingston.
Arthur S. Lyons.
Chico Marx.
Frank Parker.
Hal Rosson.
Chic Schwarz.
W. R. Sheehan.
Verree Teasdale.
Harry M. Warner.

N. Y. to L. A.

Richard Arlen.
Rudy Keeler.
John Krimsky.
Wm. Morris, Jr.
Joe Pennington.
Sol A. Rosenblatt.
Lanny Ross.
Sylvia Sidney.
Frankie Thomas.
Lester Thompson.
Anna May Wong.

Numerous amusement issues sold to new 1934 lows today (Monday, 23rd), on increased volume as while market slipped off one to four points and Dow-Jones industrial averages fell to 91.97. Volume on big board rose to nearly 2,000,000 shares, most active day since May 10. Fox A at 8 1/2, Loew's common at 23 1/2, Radio common at 4 1/2, RKO at 1 1/2 and Warner Brothers at 3 1/2, were lows for day and new 1934 low marks. Loew's was hit hardest Monday, falling back 2 1/2 points net.

Sharp shake-out Friday that carried over into early hours Saturday morning forced prices down near close of week. Result was that Dow-Jones Industrial Averages dropped to 94.63 at close Saturday, compared with 99.02 in preceding Saturday, or a decline of 4.39 points. Industrials found support just below 95 level as might be expected. Rails and utilities also suffered declines as did amusement group.

Amusement group of Varnet's 12 issues on the stock exchange and curb lost 1.35 points, closing just above the 50-point level after having slipped down to 19 1/2 during the sell-off Friday. At this point the group was still slightly above the early May lows and considerably above the low mark reached early in March of this year.

Amusement group is acting just about as anticipated, since these issues usually reach their lowest points during the summer and pick up in late summer or early fall in anticipation of better boxoffice receipts in the fall and winter. Chart-wise, the group also appeared to be headed for lower levels at close of preceding week, although the group had been declining for four successive weeks. Last week made 19 1/2 high mark during the week. It is possible that the 19-point mark will be thoroughly tested before the trend of amusement group is reversed. Volume picked up to nearly double that of previous week, and in this respect indicated that many stocks were being cleaned out and possibly groomed for an early fall advance.

Unpopular with users, summer decline in boxoffice theatres also have had to face unfavorable publicity of late in church campaign. However, this appears to have been largely discounted by this time.

As a result of the shake-out on volume Friday and carry-over stop-loss selling orders Saturday, two views are held on market as new week starts. Chart readers claim that such a sharp shake-out was forecast and the market is now in a healthier, or at least stronger, position to go forward. Certainly the selling Friday eliminated several state accounts and pushed timid traders out of market. Other view is that the decline will continue because of loss of confidence in fall business prospects, coupled with disturbing strike situations. However, the strike situations seems to be clearing up despite fresh outbreaks in northwest and Minneapolis. Breaking of general strike in San Francisco removed any excuse for selling stocks on that admittedly serious situation.

Past week saw several amusement issues reaching new 1934 lows. Loew's common hit 25 1/2. Radio common dropped to 5 1/2 and closed week there for a new low mark. Warners-Brothers common also registered a new low for year at 3 1/2, where it closed. Latter lost a point net in week's trading, while Radio dropped 1 1/2 points. RKO also dipped to 1 1/2 for a new 1934 low reading. It came back to close at 2, where it was off only an eighth. Pathe common equaled its previous 1934 low at 1 1/2 and declined a half point net. On Curb, Trans-Lux also dropped to 1 1/2, new 1934 low.

Eastman's New High Tuesday, July 23, which closed week unchanged, went to a new high for year at 101 1/2. It closed at 99 after dropped to 97 1/2 during

(Continued on page 33)

Novarro's Duo

Ramon Novarro docks in New York Wednesday (25) and returns to Hollywood immediately for two Metro pictures. Actor has been concert touring South America the past six months.

Novarro goes into 'Tiptoes' with Evelyn Laye and then will do 'Her Excellency's Tobacco Shop.'

NO OUT ON CANCELLATIONS

NRA Rules Film Code Authority Is the Court of Final Redress

The Film Code Authority is pictured as virtually supreme at the court of last resort, according to a ruling in NRA headquarters where in it summarily declines even to review the first film appeal to Washington from a C.A. decision. The Eagle mandate would simultaneously clarify for the entire business higher appeals would be generally confusing by General Hugh S. Johnson's special interpretation of President Roosevelt's executive order accompanying the code at the time of its official debut.

The Code Authority made public Monday (23) voluminous data and correspondence leading up to the ruling. It revealed that at its session later this week it will listen to a motion from the respondent, the Jefferson Amusement Co. of Victoria, Texas, which failed to get a hearing in Washington and which now desires the C.A. itself to re-review the entire case.

Charges that the Film Code is not now in effect, that Johnson had no right to modify the executive order, are made in the latest petition by the respondent to the Code Authority. The Johnsonian interpretation and refusal of Washington to review the case, are categorized, first, as having been made to obtain signatures of producers and distributors, and, second, to be in direct violation of the Constitution of the U. S.

The petition, which is the work of (Continued on page 50)

'BANK NIGHT' ANGLE TO ROCKY MT. CASE

Code Authority this week will have its initial experience in handling an exhibitor group which threatens rebellion with the Blue Eagle. If the matter cannot be ameliorated through the C. A., the Rocky Mountain Theatre Owners Association will have to deal directly with Washington.

Prior to the showdown, industry investigators report that the complaining exhibitor organization's executive secretary is also attorney for a company controlling the 'bank night' idea—the issue which has caused the present trouble.

Denver grievance board has ruled that this form of bank night is a violation of the code and the C. A., after reviewing the case, has confirmed its lower court.

MINN. BOARD BURNS

Announces Default Judgments If Exhibits Don't Answer Complaints

Minneapolis, July 23. Aroused by an apparent display of contempt toward them on the part of three theatre owners, and deeming the attitude an affront, local grievance board has decreed that the failure of exhibitors to appear to answer complaints, after being summoned, will result in default judgments.

Edict was issued after trio of local exhibitors ignored complaints filed by Henry Green for the Lake Amusement Co., operating a chain of nabe houses here. Theatres involved in the Green charges were the Falls, Metro and Nile.

Rosy on His Way

Washington, July 23. Sol Rosenblatt, NRA film industry boss, left today (Monday) for Los Angeles, doubting that there was any particular situation which demanded his presence on the Coast.

He declared his garment codes, as well as film agreement, are calling him west. While in California, he arrives there Thursday (25), he will confer on matters affecting writer-producers, extra and stockholder committees, he said.

Mystifying 'Em

Hollywood, July 23. Believing mystery stories the best bet right now for pictures, Warners has optioned five detective novels by Mignon Eberhart. Author's 'White Cockatoo' is being prepared at the studio.

Warners previously optioned all of Erie Stanley Gardner's mystery yarns.

Ruled Violation May Be Developed Into Court Case

Minneapolis, July 23.

Because of his alleged disregard of an order of the grievance board here to discontinue his 'Merchant Nights' as a violation of his contracts' minimum admission clauses, S. F. Heath, State theatre, Wells, Minn., faces the prospect of having his film supply cut off.

The Heath case was the first tried by the local board and its initial decision has been ignored, according to F. E. Rolfe, Pastime theatre, Mapleton, Minn., the original complainant against the Wells' exhibitor.

Following receipt of a written deposition from Rolfe, the board cited Heath to appear before it Aug. 1 to show cause why it should not enter its order directing distributors to make no further delivery to him and not to enter into any further contracts. If he fails to present himself or cannot disprove the charge he will be unable to obtain any more films for his theatre. Heath is a member of Northwest Allied States and that organization, which opposes the industry code, will likely carry the matter to court to test the validity of the grievance board's power.

Heath's 'Merchant Nights' consists of the sales of blocks of State theatre tickets to storekeepers in nearby towns. The merchants distribute the tickets to patrons who are enabled to obtain admission with them to the State theatre upon payment of five cents.

Board upheld Rolfe's contention that the stunt constitutes a violation of the minimum admission price agreements in Heath's contracts and is unfair competition for the Rolfe theatre 17 miles distant from Wells. Heath failed to appeal from its order which was effective July 1. At its meeting last week Rolfe submitted evidence that Heath was continuing with the 'Merchant Nights' despite the board order.

COAST INDIE HURLS UNFAIR CHARGE AT F-WC

Los Angeles, July 23.

Fox West Coast Embassy, a nabe, is defendant in a complaint charging violation of the code of fair competition through advertising a refrigerator giveaway. Hearing before the local film grievance board has been set for tomorrow (Tuesday).

Complainant is Ben N. Borstein, president of the Southern California Independent Theatre Owners, and operator of the Wil-Tern, three blocks away from the Embassy.

This is first such charge to be preferred against F-WC since code became effective some months ago.

Sapolio 'Dames'

Barabank, July 23.

Warners is saving an expensive ancient 'Dames' a strict purity test at the studio before putting it up for a Joseph L. Mankiewicz.

EXHIBS' REQUESTS MUST BE M'GOY

Haysite Privilege on Moral Grounds Not to Be Construed as an Excuse to Duck Dubious Product

CHISELING

While there have not been many requests to date for cancellation of pictures under the new Hays order, some exhibitors are reported seeking a loophole in the privilege of cancellation on public protest grounds. These exhibitors are apparently looking for an out on films which they deem to be weak box-office and are analyzing such product to see if they can find some excuse on which to hang a complaint.

Distributors are not expected to pay much attention to the endeavor to take advantage of a situation, something that probably will go no further than a turn-down by the local exchange. As most distributor heads point out, exhibs have always tried to cancel pictures, not only under the 10% clause, but over and above that, where any alibi could be unearthed. Usually it has been that a picture isn't worth what the contract calls for. In such cases distributors often make adjustments, while in others where an exhibitor has a good reason, distributors have frequently permitted cancellation. But distrib they say, will not tolerate any chiseling right now just because Hays has extended the right to cancellation on public protest.

Pending a supposed closer study of the situation by exhibs on the question whether they should chance certain pictures because of the church drive, very few requests under the Hays order have reached New York. It is admitted, however, that out in the field, exhibitors have likely started to talk things over with branch managers. Requests are reported or con-

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Johnson Ducks Pix

Hollywood, July 23.

Picture people turned out to hear Gen. Hugh Johnson last Friday (20) but learned nothing that could be debated at the lunch table. The big 'crack down' man did a few political eulogies, praised labor leaders and hailed the band leader for striking up his pet tune, but films were ignored.

Turnout of 5,000, petulant at a 90-minute delay, then took it out on the mayor for making a long winded speech.

B&K Files Appeal With N. Y. Code Bd. Against Chi Clearance Setup

Chicago, July 23.

Balaban & Katz has taken its complaint against the Chicago zoning and protection schedule to the appeal board in New York. B&K, anxious to cancel this year to secure additional clearance for its neighborhood theatres.

B&K went to the local board and originally asked for a full extra week of protection in the present weekly release system. The board killed this. B&K then came back with a compromise, asking for an additional five days' protection between the '0' pre-release houses and the houses in the first week of general release. The board killed this request also and settled all zoning

Exhibs and Distributions Will Have To Work Out Their Own Zoning Schedules Under Present C.A. Setup

Will Grin

Hollywood, July 23.

Buster Keaton agrees to laugh once in the film he is making for Les Films Margot in Paris. This clause in his contract was brought out at his bankruptcy hearing.

Contract also permits the French concern to publicize the comic's exception to his formula.

Exhib Would Snub 10 Films on Banned List, Wants Ruling

Minneapolis, July 23.

Claiming he has been unsuccessful in his initial efforts to cancel pictures on 'moral grounds,' in accord with the Hays' announcement, J. B. Clinton, veteran West Duluth, Minn., exhibitor, has served an ultimatum on local exchanges that if they ship his protested films he will refuse to accept them, compelling the distributors to stand express charges both ways.

Clinton says that his theatre, the Doric, is located in the center of a church district, and that he came here to cancel 10 pictures which are on the League of Decency's condemned list. Pictures in question have been booked by him and are set for early dates.

One of the exchange heads referred his request for cancellation to the 'legal department,' Clinton says. Another exchange head informed Clinton that 'the bookings will stand,' and that he 'didn't' propose to permit every exhibitor in the territory to set himself up as a censor. Other exchanges involved have not given Clinton any answer, he says.

'I believe that this matter can be settled amicably,' says Clinton. 'I don't blame the exchange heads. We're still on the friendliest of footings, but I want a showdown to find out if the Hays' order really meant what it purported to say and how it should be interpreted.'

VON HERBERG'S DIVORCING

Seattle, July 23.

Divorce action filed by Mrs. John von Herberg against the northwest theatre operator is pending in the courts, but no date known to have been set for a hearing.

Von Herberg is of the northwest-Pacific chain of Jensen & Von Herberg.

Fully 80% of the U. S., including many of the largest cities, will have to wait until 1935 before they can obtain NRA clearance and zoning schedules. Exhibitors in such territories will have to make their own deals with distributors for protection, and safeguard their interests in film contracts. Some 14 or more zoning boards set up by the NRA will remain virtually dormant for the rest of the year, as a result of the Code Authority having closed down on July 1 on all further protection schedules.

New York, Boston and Philadelphia are among the cities where exhibs will have to do their own film-buying; and where distributors will be under no NRA-protection regulations for the remainder of the year.

Before schedules in some 35 cities, divided among 17 zoning boards, which got in before the deadline, can be definitely assured, the Code Authority must pass upon some 40 appeals from board rulings.

Even with the new system of delegating one codist to preside over two industry representatives, these appeals at the earliest cannot be cleared up before October. Such hearings are being heard at the rate of three a week right now.

At the outset predictions were made among the chief codists that such cities as New York, which never could get together on city-wide protection in the past, would be unable to reach a unified understanding under the Blue Eagle. In the vast area of the country which remains unzoned, codists hold, however, that NRA exhibs still have a method of adjudication which they did not possess before the inception of Eaglesism. The Code Authority is actually a court of equity. In the opinion of some of its members, unzoned exhibs who develop protection troubles in their contracts may present their case to the C.A.

Reasons Given For Coast Bank Nite Throwover

Los Angeles, July 23.

Justifying its rulings instructing two Southern California exhibitors to stop bank night operation within seven days under penalty of film suspension, local grievance board has issued a lengthy 'opinion' which it figures will have a considerable bearing on any future complaints of the practice.

Summarized, the opinion concludes from the facts presented that bank night (a) constitutes a rebate in the form of a lottery which induces lowers, and directly tends to lower publicly announced and advertised admission prices to the theatres involved; (b) is unfair to competing exhibitors; (c) tends to devalue the public.

Grief board further concludes that bank night operation constitutes a violation of the industry's pledge to maintain the best standards of advertising and publicity procedure.

Appeals to the code authority are being taken by the respondent exhibitor.

FINEMAN'S NEW DUTY

Hollywood, July 23.

First production efforts for Berna Fineman at RKO-Radio will be 'Tommy the Boy,' in which this studio will use all of its name talent.

Superior has not previously been signed by R. N. Swenson.

Penner's 3 Days at Par, \$10,000; 'Monica' \$17,400 in Two WB L. A. Houses; 'Thin Man' in 2d Wk., \$9,000

Los Angeles, July 23. Hot sledge none to helpful to box-office, but business is a bit more on the upturn than the previous week.

Paramount hops into the vanguard with Joe Penner, in for a three day personal in conjunction with 'Kinner and Kise' which plays for six days, but only \$13,000 on engagement. Capacity house during duration of Penner's engagement, three days being \$10,000. Warner houses, Downtown and Hollywood, are doing best business they have had in four months with 'Dr. Monica'. RKO also going in above average with 'Human Bondage'.

Estimates For This Week

Downtown (WB) (1,800; 25-35-40-55)—**Dr. Monica** (WB). Gives indications of hitting an easy \$8,500, best since 20,000,000 Sweethearts'. Last week 'The Personality Kid' (WB) skidded and faded to tune of \$3,000.

Hollywood (WB) (2,750; 25-35-40-55)—**Dr. Monica** (WB). Will hit an easy \$8,000. Last week 'Personality Kid' (WB) finally wound up with poor \$3,300.

Los Angeles (Wm. Fox) (2,800; 15-25)—**Shock** (Mono) and **In Love With Lili** (Chester) are improvement here at \$3,900. Last week 'Back Page' (Mayfair) and 'Love Caprice' (U) and even \$3,000.

Orpheum (Blanc) (2,270; 15-25-35)—**Call It Luck** (Fox) and **The Merry Frinks** (WB) split, and vaude. Regardless of screen fare, quantity gets the amusement hungry which brings take to around \$8,800. Last week 'Wild Gold' (Fox) and 'Springtime for Henry' (Fox) showed fair \$7,200.

Pantages (Pan) (2,700; 25-40)—**Murder on Blackboard** (Radio) and **Party's Over** (Chester) are here way off; can not get much over \$1,200. Last week 'Born to Be Bad' (Century) and **I Give My Love** (U) have had a good run. Last week house has yet had. Wound up a bit over \$300.

Paramount (Partmar) (3,595; 30-40-55)—**Elmer Fudd** (Pan) and stage show, Joe Penner's three day stay \$10,000, while balance on six days will be only \$3,000, or \$13,000 on the half day. Last week 'Sophie Lang' (Par) \$8,500.

RKO (2,950; 25-35-40)—**Human Bondage** (Radio). Looks as though will reach \$8,000 and may have second week. Last week 'Vergie Winters' (Radio), did fairly good for second week with an even \$5,000.

State (Loew-Fox) (2,624; 30-40-55)—**Thin Man** (MG) (2nd week). Holding its own nicely on holdover of five days. Will be around \$5,000. Last week \$14,800.

3c Dogs, 2c Lemonade

At Coney Lures B'klyn;

'Shoot Works' \$13,000

Brooklyn, July 23. Another brutal hot spell with the majority traipsing to beaches, particularly Coney Island, where a nickel is still the pass key to a thousand pleasures. Picture houses suffering plenty this week except box on second week 'Baby Takes Bow' at chance for \$18,000. Strand again offering double features with no rise at the box office.

Big thing at Coney Island these days is three-cent frankfurter and two-cent drink.

Estimates for This Week

Fox (4,000; 25-35-50)—**Baby Take a Bow** and stage show. Second week for this flicker. Claimed will be around \$15,000. Last week over \$20,000.

Albee (RKO) (3,500; 25-35-50)—**Whom the Gods Destroy** (Col) and vaude. Featuring Buster Shaver. Mild \$12,000. Last week 'Of Human Bondage' (Radio) \$16,000, ok.

Metropolitan (Loew) (3,500; 25-35-50)—**Shoot the Works** (Par) and vaude with Will Mahoney. Week-end hit with 'Stamboul Quest' did \$14,000.

Strand (2,000; 25-35-55)—**Midnight Alibi** (WB) and **You Made Me Love You** (Maj). Dual bill only \$3,000 or so, poor. Last week 'Man with Two Faces' (WB), \$7,000.

6½ Is Mont's Best

Gross; Beaucoup Hot

Montreal, July 23. Another week of heat ahead with everyone looking for the old swimming hole and many not having overheard to bring 'em in. Just the same, amusement parks, pretty empty in week with Saturdays and

Sundays turning in enough to get by.

Palace has perhaps the best attraction in 'Circus Clown' concurrent with two day stand circuit here and **Return of the Terror**. May garner \$6,500. Capitol has 'Jane Byre' and 'Here Comes the Groom', a no-star program that cannot hope for much above \$5,000, but surpises. Loew's maybe a better bet this week than usual. 'Murder on the Blackboard' and 'Strictly Dynamite' with Durante-Lupes combo sure to make the grade at \$5,500. Princess showing 'Cockeyed Cavaliers' and 'Success at Any Price', maybe \$5,000. Imperial, 10 acts, vaude and 'Before Midnight' and 'Fishing for Trouble', \$4,000.

Nabes just about making it.

Estimates for This Week

Palace (FP) (2,700; 50)—**Circus Clown** (WB) and **Return of the Terror** (WB). If pace continues should garner \$6,500 anyway. Last week 'Shoot the Works' (Par) and 'Frida' (Fox) did not do hot at \$5,000.

Capitol (Mono) (2,700; 50)—**Jane Byre** (Mono) and **Here Comes Groom** (Par). No names and not liable to cross above \$5,000. Last week 'Baby Take Bow' (Fox) and 'Let's Be Ritz' (Fox) topped the town at \$5,500.

Loew's (FP) (3,200; 50)—**Murder on Blackboard** (Radio) and **Strictly Dynamite** (Radio). Better than average and likely to make \$5,500 which will be good. Last week 'Pop Over Frisco' (WB) and **Affairs of Gentlemen** (U), about \$4,000.

Princess (CP) (1,900; 50)—**Cockeyed Cavaliers** (Radio) and **Success at Any Price** (Radio). Possible \$5,000. Last week 'Born to Be Bad' (UA) and **Party's Over** (Col) not so good, \$4,500.

Imperial (Ind) (1,900; 40)—**Before Midnight** (Fox) and **Fishing for Trouble** (U). Maybe \$4,000. Last week 'Stamboul Quest' (MG) and **Mhattan Love Song** (Monro), \$3,500.

Cinema de Paris (France-Film) (600; 50)—**La Guerre des Valsees**. Last week repeat of **L'Esperier**, \$1,000.

'Drummond' Balto.

Sock with \$20,000;

'Min' a Neat \$3,500

Baltimore, July 23. Temp bobbing around the 100 mark is leaving box offices, as well as the burg, limp. Only rejoicer this season is the Century where **Drummond** strikes back, with Phil Harris on rostrum, is snatching attendance. Standeres in order at first and last shows first three days and it may be a home \$20,000.

'Min and Bill' has been revived and shoved into Loew's sub-quarter, the Valencia. Many seem to want a second look and Marie Dressler's autobiography being carried by News-Post. If pace continues it'll be nice \$3,500 on week.

The New is just about okay with **'Grange and Gentry'** on Warner Baxter, but the Stanley continues to wallow around ineffectively with **'Midnight Alibi'**.

Estimates for This Week

Century (Loew-UA) (3,000; 25-35-40-55-60)—**Drummond** (Strike Back) (UA) and **Phil Harris** band. Chiefly the pic pulling but Harris crew is lending a beconing flipper to the \$20,000 assured. Last week 'Stamboul Quest' (MG) and Ben Bernie on stage, a sock \$21,000.

Keith's (Schanberger) (2,500; 25-35-40-55)—**Grange and Gentry** (Par). A disappoint at \$3,500. Last week 'Here Comes Groom' (Par) snagged \$3,800.

New (Mechanic) (1,800; 25-35-40-50)—**Grand Canary** (Fox). Will trade on Baxter tag for okay \$4,000. Last week 'Lady is Willing' (Col) started snappily, but three days out of pocket with critics and an accorded worst set of notices in many moons, and then they continued to bombard with follow-ups.

Stanley (WB) (3,450; 15-25-40)—**Midnight Alibi** (FN) Richard Barthelmess' popularity has dwindled here, a poor \$5,000 or less. Last week quality had with **'Smarty'** (WB) also around \$5,000.

Valencia (Loew-UA) (1,000; 25-35)—**Min and Bill** (MG). Revival interesting a spite of a vague theatrical shorts one, \$3,500. Last week 'Beyond Bengal' (Shawmen), \$2,000, poor.

FIO RITO HELPS TACOMA

Another Theatre in Prospect for Over-Seated Town

Tacoma, July 23.

Another downtown theatre looms for Tacoma, already having difficulty filling its present seats. The new house is outgrowth of lawsuit between Mike Jarovitch and Constanti estate, latter operating the Riviera, small-seater, second run, in heart of downtown district. Jarovitch is fixing up two theatres at site of former Colonial theatre, but with reduced width, as part of the old Colonial is now in store room.

This week, from the town showed up, let folks are getting used to the strike and Alaska ship loadings help local payroll a bit.

Estimates for This Week

Music Box (Hamrick) (1,400; 25-35)—**Baby Take Bow** (Fox) and **Let's Talk It Over** (U). Last week 'Baby Take Bow' (Fox) and **Let's Talk It Over** (U) did not do hot at \$300, for \$2,300 week, slow.

Roxy (J-VH) (1,300; 15-25)—**Mystery Story** (MG). Satisfactory for four days, split with **'Chaley Chan's Courage'** (Fox) and **I Believe in You** (Fox) dual, 3 days. Should see \$2,500. Last week, **'Such Women Are Dangerous'** (Fox) and **'Call It Luck'** (Fox), four days, good \$1,500; then **'She Learned About Sailors'** (Fox) and **'Murder in Trinidad'** (Fox) did not do hot at \$300, for \$2,300 week, slow.

Blue Moon (Hamrick) (650; 15-25)—**Sorrell and Son** (UA) and **The Timpetuous Widow** (Par). Maybe \$1,700. Last week **'Personnelle Kid'** (WB) and **'Double Door'** (Par) dual split with **'Many Happy Returns'** (Par) okay, \$1,500.

2 FACES STANDS OUT

IN PORTLAND, \$3,500

Portland, Ore., July 23.

This week's total grosses taking a bad slump from last week's average, account of general strike conditions and uncertainty where the longshore trouble is going to end. Hardly a high spot in any box. **'Dr. Monica'** (WB) (radio) and **'Thin Man'** (MG) both nite biz at all downtown spots is off considerably.

Farker's (U) doing better than expected with **'Two Faces'**, but nothing to brag about. Everything else mostly average fare for less than average.

Princess (CP) (1,900; 50)—**Cockeyed Cavaliers** (Radio) and **Success at Any Price** (Radio). Possible \$5,000. Last week 'Born to Be Bad' (UA) and 'Party's Over' (Col) not so good, \$4,500.

Imperial (Ind) (1,900; 40)—**Before Midnight** (Fox) and **Fishing for Trouble** (U). Maybe \$4,000. Last week 'Stamboul Quest' (MG) and **Mhattan Love Song** (Monro), \$3,500.

Cinema de Paris (France-Film) (600; 50)—**La Guerre des Valsees**. Last week repeat of **L'Esperier**, \$1,000.

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RKO (2,950; 25-35-40)—**Human Bond**

'Bondage' Doing Biz of Town At \$25,000 for Chicago Palace; Drummond' 18G's, McVick Dark

Chicago, July 23. How serious is the product question in this town was demonstrated last week by the folding of McVickers, ace B. & K. run spot. House struggling along for months with inferior product gave up the ship last week. Considered likely B. & K. will keep McVickers dark until Nov. 1 when it will be turned over to Jones, Linick and Schaefer. B. & K. is readying the former legit Apollo, expected to be ready by Aug. 16, for its new run theatre.

Two pictures outstanding currently. Top flicker is 'Human Bondage', which is making it happy days in Dixie at the Palace. Has had 'em standing four abreast down to Lake street since opening and gross is going into \$25,000. Stays a second week. This picture was banned completely by the censor board, but later was finally lifted up and 'pinked' (adults only) after the RKO exchange and theatre management put up a battle.

'Buildog Drummond' is puffing up the United Artists in good style. Reviews excellent and it looks like a three week run.

Estimates for This Week
Chicago (B&K) (3,940; 25-55-75)—'Old Fashioned Way' (Par) and stage show. House on toboggan this week at \$24,000, sorrowful. Last week 'Stamboul Quest' (MG) and 'The Goldbergs' radio act, on stage ballooned to \$41,800.

Oriental (B&K) (3,200; 25-35-40)—'Villa Villa' (MG) and vaude. Theatre has reverted to policy of repeating on loop runs. 'Villa' previously at McVickers. Pair crowds helping this theatre and State-Lake. Currently looking for \$14,000. Last week 'Rothschild' (UA) big \$14,400.

Palace (RKO) (2,500; 25-35-55)—'Human Bondage' (Radio) and vaude. Picture holding this theatre to highest mark in months. House spent a little extra coin on advertising and flick is 'pinked'. At \$25,000 house is doing terrific business when now low admission price is considered, and picture will hold over along with stage show except for Art Kassel band, which has previous booking at Johnny Hamp combo will replace. Last week \$15,300 for 'We're Rich Again' (Radio).

Roosevelt (B&K) (1,500; 25-35-45)—'Midnight Alibi' (WB). House to take those week first run pictures which are too weak for runs at the Palace. Holdover material will go into the Palace, showing a little more strength than usual, due to the Barthelme label. Maybe \$8,000, very okay. Last week 'Charlie Chan's Courage' (Fox) net \$6,300.

State-Lake (Jones) (2,700; 20-25-35)—'No Greater Glory' (Col) and vaude. Week marks first anniversary of opening at the house under the Jones wing. Currently ups to \$13,000, big. Last week surprisingly strong for 'Murder in Trinidad' (Fox), \$12,600.

United Artists (B&K-UA) (1,700; 25-45-65)—'Buildog Drummond' (UA). A winner from the start. Drawing every type of customer and looks like over \$18,000, excellent. Last week 'Operator 13' (MG) finished a fine four weeks to \$8,900.

'BONDAGE' HAS ZING DESPITE HEAT, \$5,800

Indianapolis, July 23. With the city sweltering, theatres are tumbling to discouraging figures.

'Of Human Bondage' at the Circle, is the sole attraction showing any signs of staying alive to compete with the temperature.

Estimates for This Week
Apollo (Fourth Ave) (1,100; 25-25-40)—'Grand Canary' (Fox). Blaxter a fave with the femme trade and pulling through to fairly good \$3,900. Last week 'Kiss and Make Up' (Par), poor at \$2,800.

Circle (Katz-Feld) (2,600; 25-40)—'Human Bondage' (Radio). Doing good business at \$10,000, fair enough. Last week 'She Learned About Sailors' (Fox) and stage, mild at \$15,000.

Lyric (Olson) (2,000; 25-40)—'Stetty Dynamite' (Radio). Not as good at \$3,000. Last week 'Circus Clown' (FN) well at \$6,000.

Loew's Palace (2,800; 25-40)—'Stamboul Quest' (MG). Only fair at \$3,900. Last week 'Buildog Drummond Strikes Back' (UA) only okay at \$5,400.

HEAT WILTING WASH., 'DRUMMOND' OK 17G

Washington, July 23. Nothing to get excited over this week. Weather is killing moviegoers and most hits are holding their own and little more. 'Thin Man' is season's top so far, closing three weeks at Palace after building to sensational \$30,000 for last seven days. Keith's is getting first hold-over in weeks with 'Of Human Bondage' but it slipped when other houses opened.

Charlie goes down as smartest spot this week. Maxine Doyle, former house m.c., has hit in 'The Key' and in a short also playing concurrent and boys playing town with both facts. Other angle was capitalizing on 'Thin Man' by bawling fact that William Powell was same in 'Key', former pic. Even carried opposition title on screen while it was playing and every rave for 'Thin Man' built that much more interest for 'The Key'.

Estimates for This Week
Fox (Loew) (3,424; 25-35-60)—'Kiss and Make Up' (Par) and stage show. Working well enough to offset comparative non-name stage bill. Won't better light \$18,500. Last week 'Stamboul Quest' (MG) and Lopez band took nice \$23,000.

Earle (WB) (2,424; 25-35-40-60)—'The Key' (WB) and vaude. Powell draw plus bit by local m.c. gives picture big week. 'Of Human Bondage' on stage and dragging long-memory air fans, week should make very nice \$18,500. Last week 'Fog Over Parris' (FN) plus Leo Carrillo and comedy Eddy, ex-local m.c., got good \$14,500.

Keith's (RKO) (1,830; 25-35-60)—'Of Human Bondage' (RKO). Raves from critics and book following show to first second week in some time. Slipped slightly as opposition opened but should get nice \$7,000. Last week same pic closed with \$14,000.

Palace (Loew) (2,363; 25-35-60)—'Buildog Drummond' (UA). Nice business and word of mouth on toward big \$17,000. Last week 'Thin Man' (MG) shot to sensational \$30,000 for third seven days.

Met (WB) (1,533; 25-40)—'There Comes the Groom' (Par). Getting slapstick and cheap-price mob only. Maybe light \$2,400. Last week 'Merry Widow' (WB) slipped under wire with fair \$5,000.

Columbia (Loew) (1,263; 25-40)—'Wild Gold' (Fox). Panned by papers and no-cooling system set-up in picture. Last week \$3,800. Last week 'Miss Marker' (Par), playing after big week at Fox, won good \$4,000.

'Shoot Works' with 'Goldbergs' Looks Best in Det., \$20,000

Detroit, July 23. Michigan is the only hope that is even trying to compete with the weather. The others are just taking it. With 'The Goldbergs' in perking it, 'Shoot Works' on the screen, the Michigan is hoping that its optimism will be rewarded. Fox, on the other hand, is offering 'Great-Great' on screen and a variety stage show.

The United Artists has 'Buildog Drummond', while the Fisher has 'Old Fashioned Way'. Last week 'Stamboul Quest' made the best of it with little help from the title at the Michigan for a total of \$17,000. The Fox with 'She Learned About Sailors' and stage was strictly hot weather fare for \$15,000. United Artists went on its merry way or one week stands with 'Kiss and Make Up' and stage, mild mid week at \$6,500. The Fisher was an also-ran for \$3,500 with 'The Key'.

Estimates for This Week
Michigan (Par) (4,045; 15-25-45-10-55)—'Shoot Works' (Par) and the Goldbergs in person. Pace points to \$20,000, good. Last week 'Stamboul Quest' (MG) and stage mid enough, \$17,000.

Fox (Inde) (5,100; 15-25-35-40-55)—'Greatest Gamble' (Radio) and stage show. At \$10,000, fair enough. Last week 'She Learned About Sailors' (Fox) and stage, mild at \$15,000.

United Artists (Par) (2,018; 15-25-35-40-55)—'Buildog Drummond' (UA). Looks to \$10,000, good. Last week 'Kiss Make Up' (Par), mild at \$6,500.

Fisher (Par) (3,750; 15-25-35-40)—'Old Fashioned Way' (Par). Probably \$5,000 fair. Last week 'The Key' (WB) mild, \$3,000.

'SOPHIE LANG' \$4,200

College, New Haven, Uses Radio Acts for Biz

New Haven, July 23. College theatre is bringing in radio talent stage show Thursday (26) and has pencilled additional air acts to follow.

Roger Sherman has cut 'Dr. Monica' from 84 minutes to 52 to be on the safe side of boycott.

Managers expecting heavy dive next three weeks. Nabes currently cashing in on Temple publicity by running 'Marker' against Poli's 'Take a Bow'.

Estimates for This Week
Paramount (Publix) (2,348; 35-50)—'Sophie Lang' (Par) and 'Fifteen Wives' (Ches). Outlook slow around \$4,200. Last week 'Old Fashioned Way' (Par) and 'City Park' (Ches). Fair at \$4,600.

Poli's (Loew) (3,040; 35-50)—'Take a Bow' (Fox) and 'Murder in Private Car' (MG). Even the hot weather doesn't seem to be stopping this one. Last week 'Vergie Winters' (1st) and 'Whom Gods Destroy' (Col) at \$5,000.

Roger Sherman (WB) (2,200; 35-50)—'Dr. Monica' (WB) and 'Circus Clown' (FN). House plugging this week's bill as opening of new season and business is somewhat improved. Fair \$4,400 in view. Last week 'Midnight Alibi' (WB) and 'Cockeyed Cavaliers' (Radio). So-so \$3,800.

College (Loew) (1,555; 25-40)—'Learned About Sailors' (Fox) and 'Wild Gold' (Fox). Gathering the town's leavers for slow \$3,300. Last week benefit kiddie revue on stage helped 'I Give My Love' (WB) and 'Embarassing Moments' (U) to \$4,300, but still in red.

PITT'S GOT PIX THIS WEEK SO IT'S CHERS

Pittsburgh, July 23.

Show business is still a matter of giving 'em what they want. That'll chuck all the alibis in existence. Opening day, Friday, provides a case in point. 'I Give My Love' has a storm in years hit town. An hour later, sun was beating down, humidity worst of the summer and mercury had skyrocketed to more than 100. Yet with all this, the downtown hasn't seen such excellent openings in a couple of blue moons.

It's always been the product, boys and girls, and it'll always be that way. They've got it this week and everything's going to be hunky-dory.

There'll be no complaints this week and there's a reason—a couple of them. At the Penn, 'Old Fashioned Way' has for stage support Vincent Lopez and one of most 'parking stage units of the season' combination eliciting raves all over town and word-of-mouth should build in brisk \$21,000 session, which is some going-on. Stanley, too, sharing in the general prosperity with 'Here Comes the Navy'. Sizzling exploitation campaign did much to overcome Cagney's last, 'He Was Her Man', and it shouldn't be a cent less than \$11,000. That's tops here these days.

Ever Warner perking up a bit with a dual bill that gives mother addicts and mystery fans an even break. 'Combo' in 'Return of the Kick' and 'I Give My Love' with prospects for satisfactory \$5,200. Generally agreed that, with the product available, double features have saved the Warner's life this summer.

Estimates for This Week
Penn (Loew-UA) (3,300; 25-40-55-60-75)—'Old Fashioned Way' (Par) and Vincent Lopez unit. Flicker one of Fields' funniest and stage show, holding the hall, remarkably well, mostly due to an exceptionally good run of pictures. The houses with air cooling systems do the most business at the b.o.

With the Kiva showing 'Whom the Gods Destroy' and the LTC bringing in 'Baby, Take a Bow' (Lincoln) and Ben Bernie in 'Shoot the Works' (Stuart) it looks like another battle for biz this week. Kiva is reported to be making a bid for first place, and according to rumor has the opposish worried.

Estimates for This Week
Lincoln (LTC) (1,500; 10-15)—'Merry Fring' (FN) and 'Return of Terror' (FN) split. All fight at \$550. Last week 'Helen Stanley' (Col) and 'Personality Kid' (WB), slow first but good finish at \$700 for week.

WB P. A.'s Step In as Emergency Ushers in 'Navy's' Big \$32,000; 'Rothschild' Looks \$35,000, N. Y.

'BONDAGE' FINE \$10,000 IN TORRID NEWARK

Newark, July 23. It's the same as elsewhere—hot. And that is the beginning and end of the story, with almost everything shot. However Proctor's will hold its head up with nearly \$10,000 on 'Of Human Bondage' on eight days. 'Circus Clown' which was from the Little with a second run of 'Forgotten Men' which will get towards \$12,000.

The Orpheum, colored house, wouldn't take it and closed after two weeks of heat to reopen in the fall.

Estimates for This Week
Branford (WB) (2,965; 15-65)—'Man With Two Faces' (WB) and 'Jan Kyrle' (FD). Kind of bill that would be pretty sure to mean something in a normal summer and now should be around \$7,000. Last week 'Circus Clown' (WB) and 'Uncertain Lady' (UA), fair enough with \$7,600.

Capitol (WB) (1,200; 15-25-35-50)—'Men in White' (MG) and 'Many Happy Returns' (Par). Much publicity locally given to 'Men' result that film now cleaning up. Will probably be near \$4,000. Last week 'Vanities' (Par) and 'Born to Be Bad' (UA), okay for season at \$4,200.

Little (Franklin) (25-35-50)—'Forgotten Men'. Heavily advertised and in for two weeks anyway. Opens nicely and should go to \$1,200. Last week 'Gold Regit die Welt' (Kinematrad) and 'Ein Nacht im Paradies' (Kinematrad), did the usual \$450.

Loew's (2,780; 15-75)—'Murder in Private Car' (MG) and vaude. Leo Carrillo on stage hoped to pull up mild film but doubtful of \$10,000. Last week 'Sorel and Son' (UA), just scraped \$10,000.

Paramount-Newark (Adams-Par) (2,248; 15-65)—'Kiss and Make Up' (Par) and 'St. Louis Woman' (2). Two weak sisters and opening that was a nadir at \$3,500. Last week 'Shoot the Works' (Par), comparatively good at \$6,000.

Pictoria (RKO) (2,300; 15-55)—'Of Human Bondage' (Radio). Should be near a splendid \$10,000 on eight days. Last week 'She Learned About Sailors' (Fox) and 'Springtime For Henry' (Fox), okay at \$6,500.

Terminal (Skouras) (1,800; 15-25-40)—'Lost Jungle' (Cap) and 'A Good Street' (FD) with 'Morning After' (FD) and 'Beyond the Dawn' (Col), split. Not likely to reach \$3,000 on six days. Changes the opening day next week and puts second half in the hall. Last week 'I Can't Escape' (H'wood) and 'Marrying Widows' (FD) with 'All Quiet' (U) and 'Murder on the Boardwalk' (Radio), split, mild at \$3,100.

Despite Lotsa Things Lincoln's Good Films Doing Good Business

Lincoln, July 23.

Despite another there, the Kiva, in only its second week, the Chik Boys players, Donkey Ball games and the continuation of the extremely hot weather, the show business in this town is holding its remarkably well, mostly due to an exceptionally good run of pictures. The houses with air cooling systems do the most business at the b.o.

With the Kiva showing 'Whom the Gods Destroy' and the LTC bringing in 'Baby, Take a Bow' (Lincoln) and Ben Bernie in 'Shoot the Works' (Stuart) it looks like another battle for biz this week. Kiva is reported to be making a bid for first place, and according to rumor has the opposish worried.

Estimates for This Week
Lincoln (LTC) (1,600; 10-15-25)—'Baby Take a Bow' (Fox). Should do a good \$2,000. Last week 'Vergie Winters' (WB) came through nicely with \$1,900.

Where attractions are strong the renewed warmth is not appreciably hurting. This is notable at the Strand and Rivoli the current week. The Music Hall is running a poor third.

Around \$32,000 on 'Here Comes Navy' this week means the Strand will hold it a second and probably a third week. Monday mat business called for two boys from publicity office to act as stand-in. Theaters house staff having been cut down.

The Riv opened last Wednesday (18) with 'Rothschild' on pop run and is apt to top \$35,000 on its first week. Only one theater, which was considerably Friday (20) and over the weekend, is keeping these two pictures from getting more.

'Grand Canary' ought to finish over the \$55,000 mark at the Music Hall but there's nothing special about that figure for the big house.

Revival of 'Min and Bill' at the Capitol, upon withdrawal of the new Jean Harlow picture, probably won't reach \$12,000, a new low. Not available after minor changes for this Friday (27) either, the Harlow picture is again held out, the Cap bringing in 'Paris Interlude', which was hoped the Harlow picture would be ready.

The Paramount up a bit on 'Notorious Sophie Lang' at around \$22,000, but in the absence of Harlow, it's not likely to be as big as hoped the Harlow picture would be ready.

The Paramount up a bit on 'Notorious Sophie Lang' at around \$22,000, but in the absence of Harlow, it's not likely to be as big as hoped the Harlow picture would be ready.

House will go straight film with 'Cleo', dropping its stage shows, and probably putting its admission scale on a par with Rivoli and Strand.

'World Moves On', which closed at the Criterion Sunday night (22) is slated for the Music Hall Aug. 2. House went back to a grind policy yesterday (Monday) with 'Cavalade' on revival.

Estimates for This Week
Capitol (5,400; 35-75-85-110)—'Min and Bill' (MG) and stage show. Revival means nothing but indications pointing to new low of under \$12,000. Last week 'Stamboul Quest' (MG) failed to hit \$20,000.

Criterion (875; 11-10-14-65)—'World Moves On' (WB). Brief two-day run ended Sunday night (22). Final week only \$1,600, bad. House into grind policy.

Mayfair (2,200; 35-55-65)—'I Give My Love' (U). Out last night (Monday) after an admission scale of \$5,000, 'Wild Gold' (Fox) moving in.

Palace (1,700; 25-50-65-75)—'Human Bondage' (Radio) (2nd week) and vaude. Probably around \$10,500, fair. First week close to \$10,000.

Paramount (3,564; 35-55-75-99)—'Sophie Lang' (Par) and stage show. Jimmy Savo on the hard oak according to the schedule for the previous week to possible \$22,000, still light. Last week \$20,000 on Old Fashioned Way' (Par).

Radio City Music Hall (5,945; 40-60-80-90-100)—'The Great Gambler' (Par) and stage show. Near \$5,000 in prospect, mild. Last week 'Whom the Gods Destroy' (Col) just topped \$6,000.

Rialto (2,000; 40-65-75-85)—'The Great Gambler' (Radio). No draft and \$7,200 the outlook. 'Cockeyed Cavaliers' (Radio) moves in. Last week 'Return of Terror' (WB) held up well, \$12,000.

Rivoli (2,200; 40-50-75-85)—'Rothschild' (UA). Reopened house Wednesday (18) and off to smart first week's take of over \$35,000.

St. Louis (6,200; 25-35-55-65)—'Baby Take a Bow' (Fox) (4th week) and stage show. Not much over \$8,000, okay. Third week was \$21,400.

Strand (2,000; 35-55-75)—'Here Comes Navy' (WB). House always ace spot for Cagney. Holdover a second and probably a third week planned as initial seven days suggests around \$32,000, big. Last week 'Man With Two Faces' (WB) \$12,900.

State (2,300; 35-55-75)—'Dr. Monica' (WB) and vaude. Looks an average \$15,000, maybe a bit better. 'Thin Man' (AM-G), is ahead, didn't reach that figure.

'Harold Teen' (WB) and 'We're Rich Again' (Radio) split. Fair at \$800. Last week 'She Learned About Sailors' (Fox) and 'Here Comes the Groom' (Par), a good week at \$1,000.

Stuart (LTC) (1,300; 10-15-40)—'Shoot the Works' (Par). Ought to be good at \$3,000. Last week 'Thin Man' (WB), with R. A. Melville, closed down as exhibition, did nice business; excellent at \$3,500.

Comparative Grosses for July

Total grosses during July for towns and houses listed as previously reported weekly. Dates given are the closing days of the week.

NEW YORK

	June 28	July 5	July 12	July 19
CAPITOL (5,400; 25-35-40-50) High. \$110,400 Low. 16,000	Men in White \$30,000 (Stage Show)	Operator \$30,000	Thin Man \$22,000	Man (2d wk)
PARA-MOUNT (8,661; 35-55-75-100) High. \$95,000 Low. 14,000	Here Comes Groom \$17,000 (Stage Show)	Flirtation \$15,000 (6 days)	Kiss, Make Up \$27,000 (8 days) (Max Baer)	Shoot Works \$22,000
MUSIC HALL (5,847; 40-60-85-90-1.65) High. \$118,000 Low. 44,000	Vergie Winters \$75,000 (Stage Show)	Try Again \$60,000	Bondage \$95,000	Bondage \$76,000 (2d wk)
ROXY (6,281; 35-55-75-100) High. \$173,600 Low. 5,200	Talk It Over \$16,200 (Stage Show)	Affairs of Gent \$16,000	Take Bow \$31,300	Bow \$25,500 (2d wk)
RIALTO (2,000; 40-60-75-85) High. \$72,000 Low. 5,200	World in Revolt \$8,000 (2d wk, 5 days)	Murder on Blackboard \$9,500	Black Moon \$5,500	Strictly Dynamite \$9,000
STRAND (2,994; 35-55-65-85) High. \$81,200 Low. 6,500	Over Frisco \$12,200 (2d wk)	Monica \$16,700	Monica \$11,300 (2d wk)	Midnight Alibi \$12,900

CHICAGO

	June 28	July 5	July 12	July 19
CHICAGO (3,949; 25-35-75) High. \$75,000 Low. 15,500	Marker \$30,500 (Stage Show)	Happy Returns \$28,200	Shoot Works \$37,200 (Cab Calloway)	Take Bow \$31,900
PALACE (2,583; 35-55-85) High. \$34,700 Low. 7,000	Cavaliers \$29,400 (Carnera-Baer)	Strictly Dynamite \$23,200 (Ben Bernie)	Greatest Gamble \$17,300	Give My Love \$15,800
UNITED ARTISTS (1,701; 35-45-65) High. \$43,500 Low. 3,300	Now I'll Tell \$10,200	Operator \$17,800	Operator \$12,300 (2d wk)	Operator \$11,200 (3d wk)

LOS ANGELES

	June 28	July 5	July 12	July 19
DOWN-TOWN (1,804; 25-35-40-50) High. \$38,500 Low. 1,700	Frinks \$4,200	Modern Hero \$2,700 (6 days)	Terror \$3,600	Key \$3,200
HOLLYWOOD (2,750; 35-55-40-50) High. \$37,800 Low. 3,100	Frinks \$3,500	Modern Hero \$3,300 (6 days)	Terror \$3,900	Key \$4,400
PARA-MOUNT (5,595; 30-40-55) High. \$57,800 Low. 5,500	Here Comes Groom \$13,000 (Stage Show)	Shoot Works \$14,000	Kiss, Make Up \$11,100 (8 days)	Old Fashioned \$13,300 (8 days)
STATE (2,024; 30-40-55) High. \$48,000 Low. 4,900	Sadie McKee \$14,200	Manhattan Melodrama \$13,100	Take Bow \$10,300	Operator \$20,200 (10 days)

BROOKLYN

	June 28	July 5	July 12	July 19
FOX (4,600; 25-35-50) High. \$48,600 Low. 8,900	Women Are Dangerous \$10,000 (Stage Show)	Talk It Over \$10,000	Affairs of Gent \$9,000	Sisters Under Skin \$12,000
ALBEE (3,500; 25-35-50) High. \$45,000 Low. 9,000	Now I'll Tell \$16,000 (Vaude)	Vanities \$14,000	Happy Returns \$12,000	Vergie Winters \$17,000
STRAND (2,000; 25-35-50) High. \$28,500 Low. 3,000	Frinks and Key \$3,000 (New Low)	Over Frisco and Smarty \$5,000	Monica \$3,500	Circus Clown and Cross Streets \$4,000
METRO-POLITAN (3,000; 25-35-50) High. \$39,000 Low. 13,000	Men in White \$16,000 (Vaude)	Operator \$16,000	Thin Man \$14,000	Private Car \$13,000 (Leo Carrillo)

PHILADELPHIA

	June 28	July 5	July 12	July 19
EARLE (2,000; 40-55-65) High. \$33,500 Low. 15,000	Terror \$12,000 (Vaude)	Personality Kid \$12,000	Circus Clown \$11,500	Here Comes Groom \$20,000
FOX (3,000; 40-50-60) High. \$41,000 Low. 10,500	Call It Luck \$22,000 (Carnera-Baer)	Learned About Sailors \$15,000 (Carnera-Baer)	Take Bow \$14,500	Chan's Courage \$13,000
STANLEY (3,700; 40-55-65) High. \$48,000 Low. 3,750	Operator \$9,500	Thin Man \$10,000	H'wood Party \$8,000	Shoot Works \$9,500

DETROIT

	June 28	July 5	July 12	July 19
MICHIGAN (4,015; 15-25-35-40-55) High. \$58,100 Low. 6,800	Thin Man \$21,000 (Stage Show)	Smarty \$26,000 (Cab Calloway)	Here Comes Groom \$20,000 (Ted Lewis)	Bondage \$21,000
FOX (5,100; 15-25-35-40-55) High. \$50,000 Low. 4,000	Take Bow \$16,000 (Stage Show)	Vergie Winters \$24,000 (Ben Bernie)	Bondage \$21,000	Bondage \$21,000
FISHER (2,750; 15-25-35-40) High. \$29,000 Low. 3,000	Frinks \$3,500	Thin Man \$5,000 (Repeat)	Circus Clown \$4,500	

ST. LOUIS

	June 28	July 5	July 12	July 19
AMBA-SADOR (1,000; 25-35-55) High. \$48,800 Low. 7,000	Marker \$14,000	Marker \$8,000 (2d wk)	Shoot Works \$9,000	Kiss, Make Up \$7,000 (New Low)
FOX (3,000; 25-35-55)	Strictly Dynamite and Hell Cat \$8,000	Vergie Winters and Party's Over \$11,000	Call It Luck \$10,000	Take Bow and Luck \$12,000 (2d wk)
STATE (3,000; 25-35-55) High. \$31,500 Low. 8,000	Operator \$11,000	H'wood Party \$10,000	Private Car \$9,000	Born Bad and Laughing Boy \$9,000
MISSOURI (3,500; 25-40) High. \$29,500 Low. 6,000	Affairs of Gent and Flirtation \$6,000	Talk It Over \$7,000 (Carnera-Baer)	Here Comes Groom and Hate Women \$7,000	Give My Love and Line Up \$7,000

WASHINGTON

	June 28	July 5	July 12	July 19
EARLE (2,421; 25-35-40-60) High. \$27,000 Low. 6,000	Happy Returns \$11,500 (Vaude)	Monica \$13,000	Circus Clown \$12,500 (James Melton)	Shoot Works \$14,500 (Voice of Experience)
FOX (3,434; 25-35-40-60) High. \$41,500 Low. 11,000	Operator \$26,500 (Vaude)	H'wood Party \$27,000 (Joe Jenner)	Marker \$25,000 (Will Mahoney)	Private Car \$21,000 (Mary Brian)
KEITH'S (1,800; 25-35-40) High. \$21,000 Low. 3,500	Crime Doctor \$9,000 (6 days)	Vergie Winters \$11,000 (9 days)	Cavaliers \$4,500 (5 days)	Try Again \$7,000
PALACE (3,000; 25-35-40) High. \$32,000 Low. 6,000	Sadie McKee \$8,000 (2d wk)	Change of Heart \$12,500	Thin Man \$17,000	Man \$13,000 (2d wk)
COLUMBIA (1,203; 25-40) High. \$19,000 Low. 1,100	Villa \$5,000 (Repeat)	Women Are Dangerous \$2,900	Operator \$5,000 (Repeat)	Private Scandal \$2,500

DENVER

	June 28	July 5	July 12	July 19
DENHAM (1,500; 15-25-40) High. \$18,000 Low. 2,000	Happy Returns \$7,500 (8 days)	Flirtation \$1,200 (5 days)	Shoot Works \$8,000 (9 days)	Kiss, Make-Up \$2,500 (6 days)
DENVER (2,000; 25-35-40) High. \$27,700 Low. 3,000	20th Century \$5,500	Thin Man \$7,000	Stingaree \$5,000	Vergie Winters \$6,000
ORPHEUM (2,000; 25-35-40) High. \$20,000 Low. 3,750	H'wood Party \$4,500	Crime Doctor \$4,500	Operator \$5,500	Over Frisco \$5,500
PARA-MOUNT (2,000; 25-35-40) High. \$22,000 Low. 1,500	Social Register, Heiler Stanley and Now I'll Tell \$2,500 (Split)	Now I'll Tell, Sisters Under Skin and Whirlpool \$2,000 (Split)	Sisters and Whirlpool \$2,000 (2d wk)	Smarty and Flaming School \$2,250

CINCINNATI

	June 28	July 5	July 12	July 19
ALBEE (3,500; 25-40) High. \$33,500 Low. 5,800	Operator \$8,500	Take Bow \$10,000	Vergie Winters \$11,300	Winters \$7,500 (2d wk)
PALACE (2,000; 25-40) High. \$28,100 Low. 4,500	Happy Returns \$11,500 (Carnera-Baer)	Here Comes Groom \$9,000 (5 days)	Shoot Works \$7,200	Cavaliers \$8,200
LYRIC (1,894; 35-44) High. \$23,900 Low. 2,900	Double Door \$4,500	Party's Over \$6,000 (Carnera-Baer)	Give My Love and Born Bad \$5,400 (Split)	Born Bad and Learned About Sailors \$4,200 (2d wk)
KEITH'S (1,600; 30-40) High. \$22,100 Low. 3,200	Wives of Reno \$2,200 (5 days)	Circus Clown \$4,000	Key \$5,000	Was Her Man \$4,200

MONTREAL

	June 28	July 5	July 12	July 19
PALACE (2,700; 50) High. \$18,000 Low. 5,000	H'wood Party and Mandalay \$7,500	Thin Man and Beggars in Ermine \$5,500	Sinners Meet and Wild Goose \$5,000 (New Low)	Drummond and Flirtation \$6,000
CAPITOL (2,700; 50) High. \$30,000 Low. 5,000	Manhattan Melodrama and Harold Teen \$5,500	Marker and Happy Returns \$7,500	Little Man and Frinks \$5,000	Operator and Upper World \$5,000
LOEW'S (2,800; 50) High. \$18,000 Low. 3,500	Remorse and Come On, Marines \$5,500	Black Cat and Uncertain \$5,000	Laughing Boy and Half Sinner \$4,000	Key and More Women \$3,500
PRINCESS (1,900; 50) High. \$25,000 Low. 3,500	Convention City and Nellie \$9,000 (Carnera-Baer)	Stingaree and Appie Appleby \$5,500	Sisters Under Skin and Hell Cat \$5,000	Aunt Sally and Turkey Time \$5,000

KANSAS CITY

	June 28	July 5	July 12	July 19
MIDLAND (4,000; 25) High. \$35,000 Low. 5,100	Operator \$12,000	Showoff \$5,000	Private Car \$5,500	Lazy River and Laughing Boy \$8,100
MAIN-STREET (3,500; 25) High. \$35,000 Low. 3,300	Glamour \$21,000 (Ted Lewis)	Vergie Winters \$7,000 (Carnera-Baer)	Circus Clown and Precious Thing \$4,000 (5 days)	Cavaliers and Murder on Blackboard \$6,000
NEWMAN (1,000; 25) High. \$33,000 Low. 4,000	Happy Returns and Believed in You \$5,500	Here Comes Groom and Key \$4,500	Was Her Man and Private \$6,700	Shoot Works and Personality Kid \$5,500
UPTOWN (2,000; 25) High. \$8,000 Low. 1,500	Little Man \$3,500 (2d wk)	Now I'll Tell \$3,800	Take Bow \$6,900	Bow \$3,300 (2d wk)

PROV.'S HEAT OK FOR BEACHES, BUT FILMS—

Providence, July 23. Torrid weather the bane of the exhibitor here. Everything is tipsy-true, showing rather desperate over the situation, one thing piling up on the other. Not only must the theatre operator here contend with the hot weather, rather poor product and odds of propaganda on clean-film drive, but starting next Saturday Rhode Island exhibitors will have another competitor—horse racing. Pari-mutuel betting system legalized last winter, and Narragansett Race Park in Pawtucket opens Saturday for entire month of August. Natives go—cuckoo over betting on the horses, and there's no doubt that the theatres will suffer.

Entertainment bills in town just so-so. Nothing really vitally important. Lower State once again will be in the lead, but largely because theatre is the only spot in town with vaudeville. 'Stamboul Quest' on the screen doesn't sound particularly inviting to the vaude fans, and house's lead over other downtown spots will be substantially.

Big seems pretty well distributed among the straight picture houses, average gross looks like \$3,500. Virtually all the attractions lacking in power.

Hot weather entering third consecutive week without a break. About the only spots benefiting from the hot weather are the beaches, amusement parks and the innumerable beer joints throughout the State.

Estimates for This Week
Low's State (2,200; 15-25-40)—'Stamboul Quest' (MG) and vaude. Only reason house getting a break is because it's the only theatre in town with flesh but at that \$7,000 anticipated as a gross is not very strong. Last week 'Bulldog Drummond' (UA) slightly better at \$9,200.
Majestic (Fay) (2,200; 15-25-40)—'Return of Terror' (WB) and 'Call It Luck' (Fox). Doesn't look more than \$3,500. Last week 'Midnight Alibi' (WB) and 'Personality Kid' (WB), also hit by the weather; n. s. g. at \$3,300.

Paramount (Indie) (2,200; 15-25-40)—'Kisses and Make Up' (Fay) and 'Jane Eyre' (Mono). Not more than \$3,700 at most. Last week 'Great Flirtation' (Par) and 'Green Eyes' (Param), also so-so proposition at \$3,300.
RKO Albee (2,000; 15-25-40)—'His Greatest Gamble' (Radio) and 'Uncertain Lady' (U). Comment on this bill rather divided, and so are the taking; prospects not bright with a tepid \$3,500 indicated. Last week 'Human Bondage' (Radio) and 'I Can't Escape' (Heacopy), did a \$6,000 business, considering the weather; oke at \$6,850 for 10 days.
RKO Victory (1,600; 10-15-25)—'Hired Wife' and 'Star Tracker', split. Can't possibly go over \$900. Last week 'Murder on Blackboard' (Radio) and 'Love Centime' (U). Just fair at \$1,000 on split week, too.

'Quest,' \$11,000; 'Navy' \$4,500; Buffalo N. S. H.

Buffalo, July 23. Withering heat affecting all box-offices, with nothing on tap in any of the houses to force them out on the broiling sidewalks.

Buffalo, with 'Stamboul Quest' and a stage show will top the town with a possible \$11,000—lukewarm big. 'Here Comes the Navy' can't overcome the weather coming out at the Hipp and will only do \$4,500. Century, with duals, is doing fairly well, but Lafayette, with same policy, not so good.

Estimates for This Week
Buffalo (Shea) (3,600; 30-40-55)—'Stamboul Quest' (MG) and stage show. Only fair may get \$11,000. Last week, 'Midnight Alibi' (Fay) below last week's figures, \$10,500.
Hipp (Shea) (2,400; 25-40)—'Here Comes the Navy' (WB). Only fair and in face of withering hot spell may not get over \$4,500. Last week 'The Key' (WB), poor at \$3,700.
Century (Shea) (3,400; 25)—'Such Women are Dangerous' (Fox) and 'Charlie Chan's' (Fox). Fair start for this one, should get around \$6,000. Last week 'The Key' (WB), 'The Key' (WB) and 'As Earth Turns' (WB) showed the only signs of life last week and better estimate for \$7,600.
Lafayette (Ind) (3,400; 25)—'Sing, Sinner, Sing' (Maj) and 'Most Precious Thing' (Col). Points to around \$5,000. Last week, 'Hell Cat' (Col) and 'Half a Sinner' (U) held fairly steady all week to \$5,100.

(Continued on page 23)

'Bulldog Drummond' Fair \$11,000, Only Bright Spot in Dull Philly

Philadelphia, July 23. Another dreary week is forecast for Philly's downtown film houses, with few indications of better weather breaks and a none-too-startling array of pictures.

Best bet seems to be the Stanley, with 'Bulldog Drummond Strikes Back.' This Colman picture started off fairly well Saturday considering that it was just the second day of the year. Figured for a possible \$10,500 or \$11,000 which would be a couple of grand or more over Stanley's recent average.

Fox has 'She Was a Lady' on the screen and a so-so stage bill, for which \$13,000 will be top. The Earle has 'Kiss and Make Up' on the screen and Pappy, Zeke and Ezra heading the stage ball. Looks like another \$12,000, not so hot.

Last week was short on features. Fox led, but its \$13,500 for 'Grand Canary' plus stage show was pretty dismal.

Estimates For This Week

Arcadia (600; 25-40-50)—'The Thin Man' (MGM). Pretty good pace so far. Likely \$2,000. Last week, \$1,800. (MGM). Fair \$1,800.

Earle (2,000; 40-55-65)—'Kiss and Make Up' (Fox). Same old names on bill. Week trade indicates \$12,000, which isn't so forte. Last week, 'Cockeyed Cavaliers' (Radio)—and—'Kiss and Make Up'—pretty bad.

Fox (3,000; 30-40-60)—'She Was a Lady' (Fox) and stage show. Fox \$13,000 indicated. Last week, 'Grand Canary' (Fox) and stage show. \$13,500, best in town but dismal.

Karlton (1,000; 30-40-50)—'Let's Try Again' (Radio). Might get \$2,500 but no more. Last week, 'I Give My Love' (U) \$2,500, terrible.

Stanley (3,700; 30-55-65)—'Bulldog Drummond Strikes Back' (U). Should pull house average up some, \$11,000 likely. Last week, 'Stamboul Quest' (MGM) \$8,500.

Stanton (1,700; 30-40-55)—'Murder in the Private Car' (MGM). Liberal estimate is \$6,000. Last week, 'Midnight Alibi' (WB). Same figure, although a grand or so more had been expected.

STRIKE OFF, S.F. GETTIN' BREAK

San Francisco, July 23. All houses in town doing well as natives catch up on their film entertainment.

With the strike called off Thursday afternoon, showshops were open within 10 minutes after employees had been called to stand by. Big started out with a bang, but by nightfall had built considerably as the amusement-starved people commenced flocking in, especially to neighborhood houses where street car traffic was no longer a problem.

Only municipal and indie cable cars were running after general strike had been called off, the other important line's employees continuing to stay out because of their own company disputes. So Market street first runners are doing well, but neighborhoods better.

RKO Golden Gate got opened first by a few moments, showing 'Of Human Bondage' and a hastily rehearsed stage show. Fox-West Coast unhooked its Warfield, Paramount and St. Francis, presently running 'The Key,' which did three days before the strike forced it off. Usual opening day of Friday had 'Handy Andy' and new stage show. Paramount let its old show go by the boards, using instead 'Charlie Chan's Courage' and 'Kiss and Make Up,' while St. Francis had as its new bill 'Midnight Alibi' and 'She Was a Lady.'

Fox ran its oldies, 'Jane Eyre' and 'Back Page,' and on Friday switched to 'In Love With Life' and 'Happy Landings.' Orpheum and United Artists continue dark.

There was no advance advertising, no exploitation; just catch as catch can.

Estimates for This Week

Fox (4,000; 50-60-75)—'In Love With Life' (Fox West) and 'Happy Landings' (Coop), split. Getting \$3,500, not bad. 'Jane Eyre' (Coop) and 'Back Page' (Fox West), split. Last week's houses ran only a day or two, and all big was off at least 50%, as result of impending general strike.

Golden Gate (RKO) (2,800; 35-40-50)—'Of Human Bondage' (Radio) and vaude. Looks for a big \$14,000. Last week 'Vergie Winters' (Radio) continued its second week satisfactorily before house closed.

Paramount (P-W-C) (2,400; 25-37-50)—'Charlie Chan' (Fox) and 'Kiss and Make Up' (Fox). On split, the \$10,000 for 'Old Lady' was started and Paramount \$14,000 (WB) started out on top of a kid

town last week but films wound up in the exchange like the others.

St. Francis (P-W-C) (1,500; 25-35-40)—'Midnight Alibi' (WB) and 'She Was a Lady' (Fox). Split, at \$4,000 average. 'Merry Frinks' (WB) and 'Wild Gold' (split), last week.

Warfield (P-W-C) (2,700; 35-45-65)—'Key' (WB) and stage show. 'Handy Andy' (Fox) and stage show started the new week off, and looks good for \$2,000, best in town. 'Key' was the fare when house reopened, getting one day in addition to its three before the strike.

Fox has 'She Was a Lady' on the screen and a so-so stage bill, for which \$13,000 will be top. The Earle has 'Kiss and Make Up' on the screen and Pappy, Zeke and Ezra heading the stage ball. Looks like another \$12,000, not so hot.

Stage Drama Festival Depressing Factor in Denver; 'Alibi' \$1,500

Denver, July 23. None of the first run houses are bragging about business. Paramount pulled 'He Was Her Man' Sunday night after four days.

Central City Opera House play festival is on and many using their theatre money for several weeks to go there once. Elitch theatre is also playing to packed houses and cutting in on picture grosses. Both amusement parks report increase in business over last year and much of their receipts come from winter picture fans. Night softball games still drawing, but break in hot weather helping first runs.

Around 100 temperature, and that's mighty hot for Denver. Few rains have cooled things considerably.

Taber, third run, with 'Twenty Million Sweethearts' and only stage show above grind house, doing fine; should close with \$2,500.

Aladdin (Huffman) (1,500; 25-35-50)—'Midnight Alibi' (FN). Headed for possible \$1,500, week. Last week, 'Charlie Chan's Courage' (Fox), did what was classed as nice business, closing with around \$2,500.

Denham (Cooper) (1,500; 15-25-40)—'Notorious Sophie Lang' (Par). May gross around \$2,000, not hot. Last week, 'The Old-Fashioned Way' (Par), did only fair, finishing with \$3,000. House in the black probably as often as any theatre in town.

Denver (Huffman) (2,500; 25-35-50)—'Dr. Monica' (WB). Looks like \$5,000. Last week, 'Baby Take a Bow' (Fox) was the only film among the first runs that finished above average. The build up given the youngster in 'Little Miss Marker' was used to good advantage and all who failed to see her in that wanted to see Shirley Temple in this. With weather a little more considerate the picture should have done 50% more.

Orpheum (Huffman) (2,600; 25-35-50)—'Upper World' (WB). Anticipate \$5,000, Last week, 'The Key' (WB) finished below fair, closing with \$1,500. Strongest movie competition was from the Denver with 'Baby Take a Bow' and the hot weather and amusement parks.

Paramount (Huffman) (2,900; 25-40)—'No Greater Glory' (Col) and 'He Was Her Man' (WB). Not better than \$1,500. 'He Was Her Man' pulled Sunday by house. Last week, 'Born to Be Bad' (UA), four days; and 'Affairs of a Gentleman' (U) and 'Success at Any Price' (Radio), double bill, closed, split, let the house down as usual, closing with \$1,750. House ought to have a good film once in a while, just to keep its morale up.

Only Two St. Louis Houses, but Big Biz

St. Louis, July 23. Excessive heat, poor business and a change in management for two houses have combined to bring about a situation unique in cinema history here. From five houses a week ago, the number of active motion picture theatres has dwindled to two.

The Shubert, Warner Bros.-operated, shut up shop Wednesday (18), and Ambassador and Missouri folded Saturday (21). Latter two on that date passed into hands of a new management. The latter will operate them for Allen L. Snyder, lessee. New operators announce Ambassador will be reopened in two weeks, probably by Aug. 4, and Missouri shortly thereafter. Shubert set to resume about Sept. 1.

Snyder, engineer and capitalist, takes over the houses, along with the leased new Grand Central, following the foreclosure sale to the bondholders' committee. Snyder is getting the Ambassador at \$2,000 a week, the Missouri at \$1,000 and the Grand Central at \$500, plus 15% of the gross in each case. Snyder believes his knowledge as an engineer will enable him to cut operating costs materially.

The lineup gives Paramount and Metro control of two of the city's six first

'20 Million Sweethearts' Strong \$9,000 in B'ham

Birmingham, July 23. Just a modest bill this week with '20 Million Sweethearts' romping along to a jim-dandy week. Other houses will yawn and say ho-hum.

This week in the 'Ham is aviation week. National balloon races on Saturday night and every night during the week something will be doing in the way of aeronautical shows—and in the way of good box office receipts as well.

Estimates for This Week

Alabama (Wilby) (2,800; 30-35-40)—'20 Million Sweethearts' (FN). Dancing the jig at the cashier's window and as nice a musical as ever hit Birmingham, \$9,000. Last week, 'Miss Marker' (Par) \$4,500.

Ritz (Wilby) (1,600; 25-30)—'Vergie Winters' (Radio). Exploited with the suggestion that children be kept at home, which may be a help, \$1,800. Last week 'Operator 31' (MGM) \$2,900.

Empire (BTAC) (1,100; 25)—'Begars in Ermine' (Mono). Fair \$1,700. Last week \$1,700 for 'Personality Kid' (WB). 'Harold Teen' (WB) jerked out three times.

Strand (Wilby) (800; 25)—'Strictly Dynamite' (Radio). Durrant's radio programs which so far as local fans are concerned are not up to his best have started to a lot of adverse talk about him, all of which may reflect here, \$1,400. Last week 'Stingaree' (Radio) and 'Cross-Country Cruise' (U) \$1,700.

'TAKE A BOW' SEATTLE WOW AT \$8,000

Seattle, July 23. 'Thin Man' (MGM) joins 'Dinner at Eight' (MGM) and 'Viva Villa,' another MGM, in the trio that have shown enough to get the first week to warrant holding a second week at the Fifth Avenue. A couple of others, including 'Little Miss Marker' (Par), two weeks ago warranted hot release to the Coliseum, another Evergreen house. 'Thin Man' surprised by strong finish of first week, sixth and seventh days beating fifth.

No baseball (Pacific Coast league) this week takes away that competition, which broke baseball attendance figures prior three weeks for Seattle.

Estimates for This Week

Blue Mouse (Hamrick) (1,500; 15-25)—'Loud Speaker' (Mono) and 'Give My Love' (U). Expected this dual will get \$2,500. Last week, 'Let's Try Again' (Radio) and 'Woman's Man' (Shel) dual, \$2,600, good.

Coliseum (Evergreen) (1,300; 15-25)—'House of Rothschild' (UA) and 'Here Comes the Groom' (Par), dual, big at \$3,500, remembering it's the George Arliss' film's fifth week in Seattle. Last week, 'Melody in Spring' (Par) and 'Looking for Trouble' (UA), two days, \$300, fair.

Liberty (J-V-H) (1,000; 1,025)—'Party 14 Over' (Col) and 'Voice in the Night' (Col), dual. En route to \$1,000, okay. Last week, 'Fighting Ranger' (Col) and 'Fog' (Col) dual, only fair, \$3,600.

Musie Box (Hamrick) (950; 25-35)—'The Key' (WB). William Powell playing opposit to self, at Fifth Avenue. Good \$4,000. Last week, 'Life of Vergie Winters' (Radio) held up for good \$3,000.

Musie Hall (Hamrick) (2,300; 25-40)—'Dr. Monica' (WB). Set for about \$4,500 on six days. House back to Friday openings. Last week, 'We're Rich Again' (Radio) and Ted Flo Rito band on stage, which accounted for big biz, the pix not helping much. Around \$11,500, big.

Paramount (Huffman) (2,100; 25-35)—'Baby Take a Bow' (Fox). Shirley Temple getting the big type in publicity, with vaudeville, means \$8,000. So far \$8,000. Last week, 'Murder Private Car' (MGM) and vaude, too much opposition, held down gross to poor \$1,500.

run theatres, Loew's State being the sole exception. P&M expects to coordinate operation, but has not made known the details of how it expects to do it.

With the business all to themselves, the two open theatres are doing nicely enough, as might be expected. The split bill 'Grand Canary' (Fox) and 'She Learned About Sailors' (Fox), will hit its highest mark in several weeks, probably around \$15,000, 7 G better than last week. Loew's 'Stamboul Quest' (MGM) stands 6th, garnering \$12,000, four more than last week.

'Drummond' \$15,000, Big, in Cincy Heat; 'Old Fashioned,' \$7,500; 'Alibi,' \$5,000

Cincinnati, July 23. Peak of this town's most severe heat spell was reached Saturday (21), when temp hit 108, four degrees above previous day, for all-time high in 60 years' history of local weather bureau. Purchers downtown and with coin found chilled cinemas a convenient retreat, which may or may not mean something in advance of current h.o. as a whole over last week.

'Bulldog Drummond' is high and off to itself with \$15,000 for Albee's biggest figure in three months. Next in 'Old-Fashioned Way' at \$7,500. 'Vergie Winters' a repeat for third week and registering as-so. Uncooled Family, RKO pop smallie, continues in big dough on new policy of full-week runs.

'Building' enjoyed lively advance campaign, high-lighted by eight-day run of office ads and ad-dressed news stories in Times-Star on contest tie-up with clues from pix yarns linking various features of the paper. Winners shared in \$50 cash sprinkle.

Estimates for This Week

Albee (RKO) (3,300; 35-44)—'Bulldog Drummond Strikes Back' (U). Colman-Young topping title. Comedy coating for mystery theme pop with cricks and trade. Nice campaign an added aid. Opening

big strongest since April on 'Rothschild' child. In the bag for \$15,000, smacko. Last week 'Stamboul Quest' (MGM), \$10,500, good.

Palace (RKO) (2,600; 35-44)—'Old-Fashioned Way' (Par). Reviewers smacking palms for W. C. Fields and capable support in artistic comedy t ke-off on old-time rep troupe. Getaway indicates \$7,500, fair. Last week 'Murder in Private Car' (MGM), \$3,000, good.

Keith's (Libson) (1,500; 30-40)—'Midnight Alibi' (WB). Richard Barthelmess 'legged in ada. Tame notables for Damon Runyon's material. Pacing for \$5,000, fairly good. Last week 'Fog Over Frisco' (FNJ) cleared up in mid-week and built to \$4,500.

Lyrie (RKO) (1,394; 35-44)—'Vergie Winters' (Radio). A repeat for third week, ending Tuesday (24), followed by 'His Greatest Gamble' (Radio) for three's tenancy. Seven-day pull looks like \$4,000, fair. Last week 'She Learned About Sailors' (Fox) for five days and two days of 'Vergie,' \$5,000, good.

Family (RKO) (1,000; 15-25)—'Charlie Chan's Courage' (Fox). \$2,300, swell. Last week, 'Now I'll Tell' (Fox), \$2,500, third biggest take for past year.

Strand (Ind) (1,200; 15-25)—'The Loud Speaker' (Mon), \$1,100, mild. Last week 'Affairs of a Gentleman' (U), \$1,000, dull.

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Yanks Rest, but French Continue Battle for Paris Quota Changes

Paris, July 14.

Summer months, usually stone dead in Paris film circles, will be devoted this year to continuance of fight on quota decree against foreign films by American distributors and French interests opposed to the Chambre Syndicale, and to a struggle for reorganization of the French industry.

New Federation Nationale du Cinema is working overtime on its reorganization plan, which it hopes to perfect during vacation season. Idea is to get government to accept it within three months and thus have three months' trial before the present six-month quota decree expires, so that when new decree must be issued it can be based on experience and not just be another temporary extension of the quota system. Scheme involves establishment of a film bank, control of distribution and general ethical overhauling of industry.

Bernard Natan, Pathe chief, is due back from an American trip July 17. And French trade anxiously waits to see what he is bringing. Rumored story of his mysterious voyage now is that he sought some sort of financial or moral support for his business, and trade would like to know what he got, if any.

Clearing of air regarding situation of big French producers and distributors seems necessary before anything can be done to fix up condition of industry. Quota situation is part of general mess, and straightening out in a way satisfactory to Americans seems unlikely until it is known what will happen to Gaumont and Pathe, if anything. Pathe, despite persistent rumors, still seems strong and capable of taking care of itself.

Meanwhile, American reps are ducking hot weather and letting the quota matter rest until the six-month period has advanced somewhat and they can see what is going to happen next. The French are busier, forming committees and making statements to trade press almost as actively as before the decree was issued. They feel that nothing is settled, and they are getting ready for the next blow.

HAVRE CINEMAS SHUT IN PROTEST ON TAX

Paris, July 14.

Continuing fight of small-town French picture theatres against excessive taxation, all the houses but one in Havre are closed down for summer, and declare they won't reopen until relief is given.

Only exception is newly opened Casino Marie-Christine, and strikers still hope to convince this one it should close temporarily.

National exhibitors' organization is backing movement.

'Henry' 10G's in Sydney

Sydney, June 25.

'Henry Eighth' (UA) is coping approximately \$10,000 weekly at the Intimate Embassy, Sydney. Pic is now in fifth week, and will continue.

Others lined up for showing at the house include 'Chu Chin Chow' and 'Catherine the Great' House is for British pic only.

Heat Socks Spain

Barcelona, July 10.

Heat wave in Barcelona has hit the theatres and picture houses badly.

Musical comedy houses are contemplating the heat with popular musicals, but business is bad. Cinema are using double features, but no go.

FILM FIRE

Barcelona, July 10.

Offices of Iberica Film were destroyed by fire. Amount of film stored there made the work of the firemen almost useless.

Loss only partially covered by insurance.

Making Sure

Budapest, July 12.

Gitta Alpar figures a chance for the better in German politics and film policy is coming.

Entering upon a contract for 'Ball at the Savoy', to be made in two, possibly three, language versions at the Hungaria Studios in September, she stipulated that in case import of picture to Germany is permitted, she is to be paid an additional 10% over and above her regular salary. She was a big star in Germany before her Jewish ancestry barred her.

Aaronson Forms Anzac Monogram; Distrib, Produce

Sydney, June 26.

Al Aaronson and Max Ehrenreich, who arrived here last February with Monogram product, have formed Monogram, Ltd.

Goodly portion of the backing will come from New Zealand influences. Aaronson and Ehrenreich will be the joint managing directors. Ron Shatto, w.k., in the local pic field, and Captain Dawson, also known here, will be associated in the concern.

Distribution plans call for the immediate establishment of offices in Sydney, Melbourne, Brisbane, Adelaide, Perth and New Zealand. Not stated to whom product will be sold, but believed combine and indie interests will buy Monogram's output.

Also concern will establish a separate producing unit for the production of local pic. Hopes to turn out five Australian Monogram features in the first year. These will be released in conjunction with the American Monogram features.

Al Aaronson will be the m.d. of production with Ron Shatto as g.b.m. Max Ehrenreich will have charge of distribution.

Proposed to import from Hollywood a male and female lead known to Australians to appear in the first pic. A good cameraman and director will also be imported, it's said.

An Australian story has already been chosen for first try, and this will be put into scenario form by an American writer. Al Aaronson may leave for America to complete the necessary arrangements.

Presumed here that Australian Monogram will build its own studio. It is the first time in the history of Australia that foreign film men have made such progress as Aaronson and Ehrenreich, especially in a country which they entered practically unknown.

Program of the company sounds highly ambitious, but is accepted here without doubt because it is backed by all-Australian capital, and is entirely local in character.

Johnson in Prod.

Sydney, June 25.

Millard Johnson, for many years American buyer for Union Theatres, has been placed in charge of production at the Melbourne studio.

Stuart P. Doyle states that Cinesound will do a schedule of 8 to 12 pictures yearly, although with a quota in operation, the house may be raised.

MAX LAEMMLE MARRIED

Paris, July 14.

Max Laemmle, nephew of Carl and for nearly four years director of Universal in France, was married to Bobby Schulman, daughter of a Russian, emigre family living in Paris.

Religious ceremony was held at the bride's home, after which couple left for Amsterdam and Scheveningen.

Sydney Local-Made Pic Doing Big Biz

Sydney, June 26.

'The Silence of Dean Maitland', local made, is proving to be the biggest smash hit turned out by Cinesound.

Stuart Doyle says pic has turned in the highest gross gotten by the State, Sydney, for some time.

'Maitland' prints will be shipped at once to America and England.

U. A. Asking \$100,000 Advance on Douglas Fairbanks' 'Don Juan'

London, July 14.

Despite rumor that 'The Private Life of Don Juan,' now being made by London Film Productions, is to be the premiere attraction at the London Pavilion, when this theatre is ready for opening early in September, understated United Artists is dickering to preview film at another house.

As announced, Drury Lane is getting ready for wiring, with Western Electric in touch with Louis Dreyfus, and it is likely picture may be shown there. Only trouble is U. A. is asking for \$100,000 guarantee on run, which is biggest amount ever demanded on account for any film over here.

Talley, Stallings Meet The Boys from Europe

Paris, July 14.

Oceans of food are being consumed and of conversation being expended at convention of Fox Movietone News European organization, which began here last Monday (9) and is still coarsing. Purpose is largely to introduce Laurence Stallings to the gang and to tell them all about the new and improved newsreel they'll have to get out to keep Hearst from cutting in.

Truman Talley is master of ceremonies, telling the bunch who and why Stallings is. Among auditors are Benjamin Miggins, European rep; Richard de Rochemont, Paris editor; Fred Fessenden, Paris assignment editor; Russell A. Muth, Berlin manager; Gerald F. Sanger, London editor; Robert Hartmann, Berlin editor; Ettore Villani, Italian rep; Hans Mandel, editor for Spain; Fred D. Leslie, European technical director, and a flock of cameramen from various countries.

Clayton Sheehan, who is here after a short U. S. trip, is doing part of the entertaining. Talley and Stallings are leaving for London next week.

DUALS IN SYDNEY

Anzac Public Insists on Three Hour Shows

Sydney, June 26.

Australian managements would like to introduce single-feature bills into their theatres, but are not willing to risk public reaction towards such a move. Public here is educated up to expect duals no matter how high rated the feature attraction might be. Public buys entertainment in quantity as well as quality.

Only exception in Sydney currently is 'Henry Eighth' at the Embassy. All other houses have twin bills.

Australians expect and get about three hours of pic entertainment at each session. Most of the acc houses, besides duals, run newsreel and orchestra. One weekly change house runs a session of three and a half hours for 25c.

Out in the nabes the public will only support dual bills, and some shows run from 8 p.m. to 11:20 p.m. on one session, with admission sealed at a quarter.

McCurdy on Tour

Sydney, June 26.

John McCurdy, Columbia rep, is touring Queensland with 'Damaged Lives.' Played pic on percentage with General Theatres in Sydney, but combine refused to handle elsewhere.

Funders reported to have bought Melbourne rights for \$5,000, but are losing on deal because of poor theatre locality and low advertising.

McCurdy will also look-see general Columbia activities during the tour.

Hoyts Asks Dividend Cuts; Fox To Sell Holdings to Natives?

Too Fast

London, July 12.

Indie film company asked Matheson Lang how much he would want to work for them. Star replied his charge was \$500 per day.

Company turned down offer, claiming they could not finish flicker in one day.

COMEDIE INTO PIC PRODUCTION

Paris, July 14.

Comedie Francaise has decided to make a film of Moliere's 'Precieuses Ridicules' without changing a word of the original text.

Decision has aroused a storm, critics contending that age stage is putting its foot into it. It would be like the Comedie was just doing the film in order to have an historical record of the Moliere piece to stick in its archives, they say, but since actual distribution is intended, critics think project a boner.

Film put forth with trademark of Comedie Francaise is sure to have to see pic and find it's just a series of talking images and not a film such as they are used to seeing and hearing, the rep of the Comedie will take a nosedive, is argument. Moliere play can't make a film, it is said—anyway, not by shooting it straight—and best practice would be to leave it for the legit.

Meanwhile Comedie is riding its actor Laque for having played in film, 'Maria Chappdelaine,' without permission. Sometimes Comedie lets 'em do it and sometimes it gets mad. Newspapers are calling for a clear set of rules on the matter.

Martin Opens Liberty, Sydney, for Par-MGM

Sydney, June 26.

Dave Martin, formerly g.m. for Universal, and now directing Liberty, Sydney, has stated that a new Liberty will go up almost at once. Martin is being backed by a group of real estate men headed by J. M. Browne.

Before 'Universal swung to G. T. it was figured that another U pic would follow 'Only Yesterday' into the Liberty. However, a quick change of plans opened up the field for Par and MGM.

It is thought that the Liberty group will give G. T. plenty of opposition now that the probe finding is favorable.

Extra Slash

(Continued from page 3)

will be known as 'casual workers.' They will not be called unless the demand for registered extras exceeds the supply. For instance, if one studio desires 1,000 people in evening dress and perhaps there are 300 available, because of simultaneous scenes, the 'casuals' will be called.

Must Go Elsewhere

Mrs. Kinney asserts that extras left off the list will have to go elsewhere than the studios to find work. She pointed out that since none could possibly have made a good living as an extra under the old restrictive laws, they must have been working elsewhere or have an income of some sort.

No one class of extras, such as dress people, gangster types, cowboy atmospheres, etc., will be eliminated.

'Extras will require all types in the future just as they need them now,' Mrs. Kinney said. 'Pictures run somewhat in cycles, so, naturally, all the various types will be in demand at one time or another. But there is no consistent demand for each type here, when the job is completed, to provide living wages for the full-fledged extras who are, after all, real necessities in the picture business.'

Melbourne, June 26.

Proposals are afoot by Hoyts Theatres, Ltd., for a reduction of preference dividend rates. This also covers a proposal for rearrangement of the payment of arrears.

Capital of company stands at \$12,500,000 in \$5 shares, 500,000 being ordinary shares and the others preference.

Proposed to reduce from June 30, 1933, the rate of 8% on 400,000 A cumulative preference to 6%. Rate of 8% on the 500,000 B cumulative preference reduced to 5%, and the rate of 10% on the 1,100,000 non-cumulative preference to 2 1/2%, provided that, when in any year the sum of \$50,000 has been paid toward arrears of dividends, a supplementary dividend of 2 1/2% may be paid on C shares.

Arrears of dividend now due on A preference amounts to \$480,000 and \$630,000 on B shares.

Proposals call for the appointment of one director to represent the A preference and one director to represent the B stockholders. Proposed agreement provides that each year the reduced rate of preference dividends has been paid on the three classes of preference shares, \$50,000 be applied to reduction of arrears.

With vastly improved trading conditions and operating directors feel sure that the financial aspect will be much brighter in the future.

Charles Munro, m.d., said that the Hoyts group showed a big improvement in trade despite film wars and other obstacles. Munro said that the circuit would show a profit within a short period.

There has been talk here for some time that a move is afoot to oust the Fox interests. In Hoyts by arranging for the sale of its holdings to Australian financiers. Said that a representative is already in America on this mission. Representative is stated to be acting on the behalf of a banking group.

It is, however, considered unlikely here that Fox will sell. Munro denied some time ago that the Fox holdings would be sold to the Ballew group.

FOX REEL'S CRICKET BEAT IN ANTIPODES

Sydney, June 23.

Pictures of the first cricket test played at Trent Bridge, Nottingham, England, hit the screens here in a dash of game, something of a record.

Fox Movietone and Associated Newspapers chartered a special plane to collect negative from the Dutch air-liner at Batavia and fly direct to Sydney. Pic was screened in all city theatres within a few hours of arrival and also went into 30 nabes houses, with Fox beating all opposition.

Filmcraft laboratories processed about 50,000 feet of film in record time and rushed prints all over Australia by air.

N. Z. OK's 'Beauty'

Wellington, July 23.

New Zealand censors have finally passed 'Search for Beauty' (Par), although they had previously rejected it in toto.

About 1,200 feet were rescored out, however.

French Failures

Paris, July 14.

Thirty-six failures of French film producers, distributors and allied business, in addition to five forced liquidations, are reported from January 1 to June 1, 1934.

In the same period 48 film theatres went bankrupt and seven were liquidated. Ninety-six changed hands.

Just to show that there is lots of hope left, 83 new firms and corporations were organized, representing, however, only \$270,000 of new capital.

It's Still Operation

Hollywood, July 23.

Edgar Whylie-Spitz, formerly head of a theatre chain in Germany and Austria, has opened a local eatery.

BRITISH PIX OVERSOLD?

Propose 'Pilgrim's Progress' as Film, Wealthy London Flour Man May Angel

London, July 14. Joseph Rank, millionaire flour manufacturer and miller, reputed to be one of the wealthiest men in England, is the latest ready to join the film producing biz. He is willing to finance a filmization of John Bunyan's 'Pilgrim's Progress'.

Rank is an active personality, being the Religious Tract Society, biggest Missionary publishing society in the world, and his sudden impulse to promote film productions is a desire to purge the industry of immoral subjects.

Although this new undertaking is purely on moral grounds, without any thoughts of profits, Rank feels that 'Progress' should, if well produced, prove a very profitable undertaking, and bases his argument on the book's popularity, which is second to the Bible, and is translated in 352 languages and dialects. It was originally intended that an English film company be called in to do the film, but his friends have advised him to go to Hollywood.

Negotiations are now in their preliminary stage for Metro to make this film, and conversations are on with Sam Eecklin, Jr., head of Metro here, and Joseph Rank's representative.

Understood Metro would consider the proposition if given a free hand in the producing and casting, without any outside interference.

RADIO PIX GET GOOD START IN PARIS MART

Paris, July 14. With 'Little Women' passing the very respectable Paris first run gross of approximately \$80,000, despite the heat, and apparently set for the summer at the Edouard VII. and with seven other films around town, not a bad day for Harry Leasim, local RKO chief, is patting himself on the back over his beginnings as English language distributor here.

Besides 'Women' and a flock of shorts, the Radio pix now tempting the French are 'So This Is Harris', three reeler; 'Morning Glory', '13 Women', 'Diplomats', 'When Sinners Meet', 'Aggie Appleby' and 'Crime Doctor'.

Raspail for Sale

Paris, July 14. Raspail 216, swank little Left Bank showplace near the Dome, is for sale. Reason is not lack of prosperity—spot has had good luck with American films, and is now running 'Constant Nymph', British made, with prospects of all-summer hold-over. But Saul C. Collin, co-owner, has a job with RKO Radio Pictures as first assistant to Harry Leasim, and finds he can't be an exhibitor at the same time.

Collin, whose partners in the theatre are Paul Segritz and Jean Wiener, pianist, says he has a customer and that the deal will involve several million francs. Theatre is in spiffy studio apartment building on Boulevard Raspail, owned by Helena Rubinstein, beauty specialist. It was built during the boom at bonanza prices as a little American theatre to put on plays by expatriates, but the local American art colony melted away before it could function as such, and spot went cinema.

Schenck in Budapest

Budapest, July 12. Joseph M. Schenck, U. A. president, is here on a tour of inspection of European branches.

He will discuss business plans with representatives in Poland, Czechoslovakia, Austria, Rumania, Yugoslavia, Bulgaria, Greece and Turkey with a view of possibly making Hungary a center for East European sales.

Czech Biz Off 50% During Four Years

Prague, July 12. Latest film statistics offered by the Czechoslovak government reveal a great decrease of attendance in picture houses.

In the month of June attendance was just one-half of the same month of the year 1930, and in May of 1934 attendance showed a reduction of 15% as compared with the same month in 1933.

Show Biz Hits Alps; Hollywood Beckons Guides

Interlaken, July 14. 'Show biz has penetrated to the snowcapped Alps, a Variety mugs, hero on vacation, found out while he was climbing the Jungfrau. As he went over a dangerous spot marked with tablet to memory of climbers who had fallen off into Roththal valley, 3,000 feet below, his guide, Fritz Steuri, Jr., casually remarked that this was nothing. He had done more dangerous things when he was in Greenland for Universal, helping to make 'S.O.S. Iceberg'.

Several days later when the party was lost in a terrific blizzard on glacier at 12,000 feet, Steuri said it was OK because once, while on location for 'Iceberg', he had been lost five days in a storm, had even gone snow blind, and had come out all right.

When party was safe again, Steuri said he had been tentatively asked to come to Hollywood to organize a projected winter sports center, and asked the mugs if he thought the scheme ever would actually go through. The mugs told him about those Hollywood ideas.

When down again in valley at Interlaken, the reporter found himself confronted with show biz in the form of 24-sheets advertising 'William Tell', festival play, in natural outdoor theatre, illustrated by stills of Swiss national hero in act of shooting apple.

So he ducked for quiet Paris by first fast express.

ROYAL FUNERAL SHUTS ALL HAGUE THEATRES

The Hague, July 12. Past week marked by dark hours due to death of Prince Consort. Government ordered only theatres to close, but requested cinemas to keep dark. All in both brackets obliged.

Radio programs were all changed during interval between death and funeral and kept within bounds, no dance or jazz music being used. Mostly highbrow and religious stuff.

No 'Fashions' Deal

Sydney, June 25. Warners and General Theatres failed to get together on terms for 'Fashions of 1934'.

Pictures will now go into the Liberty, Sydney, under Martin management. It has been renamed 'Fashion Galleries of 1934'.

Ratoff's Circus Pic

Paris, July 14. Company is due from London Tuesday (16) to shoot circus scenes at the Cirque d'Hiver for 'Eighteen Minutes', English film being produced by Howard Welsh.

Gregory Ratoff is playing the lead as a lion tamer. Monte Banks is directing.

NOW WORRYING ABOUT PRODUCT

Gaumont-British in Spot with Six West End Houses—Believed Their Own Publicity—Trying to Force U. S. Distributors No Go

NO PUBLIC RESPONSE

London, July 14. Gaumont-British has never been in more dire need of foreign product than it is at present.

Lack of co-operation, poor casting and shortage of scenario writers and stars are causing constant repetition of same names in almost similar vehicles. They are a few of the hindrances to British pictures' progress.

Since 'I Was a Spy', 'The Rome Express', 'Good Companions', 'Jack's the Boy', 'Tookery Nook' and 'Soldiers of the King', G-B has not made any worth-while product. Even these, despite the big publicity, were not world beaters.

Matter of fact is that over-boasting, newspapers and trade sheet raves and incessant flag-waving have, in the long run, proven a deterrent to real advancement of British pictures.

Slackness

For a while these subterfuges, coupled with some good product, helped to whet the appetites of the Britishers for native films; but they have also been responsible for the slackness of the producers and self-aggrandizement of the executives, which resulted in an almost dangerous setback in the quality of product.

Every reasonably good film produced by G-B is invariably followed by a couple of mediocre; meaning that of the 26 pictures produced annually only about 10 are worth while. But while the quality of the pictures has become lower, the production cost has increased.

Where to get product for its six West End houses is the biggest problem G-B executives are faced with at the moment. Company's few successes, over-boasted, have resulted in a delusion that before long it would be independent of Hollywood. With such ideas constantly drummed into their heads, G-B execs have begun to take themselves seriously and started a sort of dictatorship to American distributors. Talked of lower percentages, picking and discarding at will, and similar stunts. This has caused a sort of eruption among the Americans and G-B.

U. S. Angle

Metro, Radio Pictures, U. A., Warners and Paramount very rarely look to G-B for their output. Those being more friendly with G-B are Fox, Universal, Columbia and a few Indies.

G-B's latest ballyhoo making the New Gallery the home of British product in the West-End, is really simply eyewash. Fact is the New Gallery, once one of the best West End spots, second only to the Tivoli, has taken a terrific dive in the last few years. From an average of \$15,000 to \$20,000 a week it has dwindled more than half, with grosses often as low as \$6,000. For that reason, if Americans have a good picture they will not accept the New Gallery for West End pre-lease.

United Artists insisted on the Tivoli for 'Rothschild' and they got it. Columbia refused the Gallery for 'It Happened One Night' and when G-B started to give them the works they told them the Tivoli, or 'One Night' goes to Metro's Empire. And they got the Tivoli, Universal got the Tivoli for 'The Invisible Man', but had to put up a fight.

Americans here are not disputing that their own films are often not up to the standard set by Hollywood. But the public is not responding half as well to British product as they did during the patriotic wave.

Czechs Give U. S. Pix a Double Check And Now That Market Is O.K. Again

All Disney Program

Sets Record in Buda.

Budapest, July 12. Longest run any American program ever had in Hungary is that of City Theatre's all-cartoon program, now in its 10th week. Consists of four Technicolor pictures, some black-and-white cartoons and newsreels as the only changing feature. Considering that four performances are given daily, with five and occasionally seven on Sundays and holidays, it's a brilliant business.

Feature of the show are Disney's Silly Symphonies, which have attained tremendous popularity here. 'Three Little Pigs', 'Pirates and Mermaids', 'Flowers and Trees' and 'Pied Piper of Hamelin' are on the program.

GT HAS ALL U. S. PROD. EXCEPT MG, WB, PAR

Sydney, June 26.

Despite the result of the probe finding, General Theatres is in a very solid position. It has contracted every distrib with the exception of MGM, Paramount and Warners. Latest to swing over is Universal, which sold its entire output, with one or two exceptions, and the Universal swing will remove any fear of a film shortage by G. T.

Known, too, that Warners has been dickering for some weeks with G. T. for a contract.

Par is not set with G. T. and has swung over to the Dave Martin Liberty Group, besides playing its acts at the Prince Edward, Sydney, by agreement of long standing with the Carrolls. First at the Liberty will be 'Miss Fane's Baby'.

Arthur Kelly, United Artists' foreign chief, has practically completed a survey of Australia and New Zealand and it seems certain that his product will definitely go to G. T. Currently two of the biggest successes playing Sydney are 'Roman Scandals' and 'Henry Eighth', with 'Masquerade' concluding after seven weeks for the combine.

RENOIR QUILTS UNION IN SCRAP ON TALENT

Paris, July 14.

Policy of French film director's union (Syndicat des Chefs Cinastes Français) of fighting employment of foreigners in making French films has led to resignation from union of Jean Renoir, well-known megger, and one of the directors of the association, and Claude Heymann and Claude Autan-Lara.

Accepting resignations union reiterated its policy, declaring it was neither chauvinist nor fascist, but just wanted to reinforce laws against the excessive use of non-Frenchmen in the studios. Rene Barberis was elected director to replace Renoir.

'Variety' Remake

Budapest, July 12. 'Variety', one of most successful German silents of its day, will be remade as a French-German talker at Hunia Studio. Francese, French producer, is here to talk it over. He also intends to shoot 'Le Contraint des Vampires' (The Vampire of the Hunia), which is producing cheap and convenient.

Prague, July 23. Unofficially, although from authoritative government sources, it is learned that it has been decided to do away with the film quota. That would pave the way for the re-entry into Czechoslovakia of the U. S. picture companies, all of whom walked out of the country a bit over two years ago when the law was enacted.

In place of the quota system the government is understood to have sanctioned the formation of a State film commissariat to take charge of all picture measures and matters. Instead of forced native production foreign companies will be permitted entry on the flat payment of \$800 per film. This money is to be placed in a reserve fund for the subsidization of native-made features. Foreign films will not be restricted in number or in any other way.

Government will, however, under the new arrangement, be more careful and exacting as to the nature of foreign-made films allowed entry into the country and will grant licenses only for films deemed of a 'worth-while nature'.

Neither the Hays office in New York nor the U. S. Commerce Department in Washington has been officially notified of the change of heart in Czechoslovakia, though both admitted having heard unofficial rumors to this effect. Nor have any of the film company home offices in New York been notified of the change.

If the new move actually has gone through, as is hoped it is considered a considerable victory for American filmdom. Payment of \$800 per picture is not relished but not considered too tough a barrier to hurdle, especially if no local dubbing is asked for.

AUST. PIC BIZ GOOD; U. S. FILMS IN LEAD

Sydney, June 26.

Pic trade continues very good over the coast, especially big hits are being made with 'Roman Scandals' (U. A.), 'Henry Eighth' (U. A.), 'Little Women' (Radio), 'Gallant Lady' (U. A.), 'Silence Dean Maitland' (Australian), and 'Voltaire' (WB).

Current bills include 'Bottom's Up' (Fox), 'Aunt Sally' (Brit), 'Miss Fane's Baby' (Par), 'The Show-Off' (MGM), 'The Wandering Jew' (Brit), 'Love, Life and Laughter', 'The Harney Stone' (British), 'The Man From Toronto' (British), 'The Crime Doctor' (Radio), 'Men in White' (MGM), 'Lazy River' (MGM) and 'House on 56th Street' (WB).

Incoming shows will be 'Rip Tide' (MGM), 'Death Takes a Holiday' (Par) and 'This Man is Mine' (Radio).

'Bolero' (Par), did not do so well and will quit this week.

Lord Byron to Par

Paris, July 14.

Lord Byron, Champs Elysees showplace, which has been used exclusively by United Artists since it opened a couple of years ago, is now showing Par's 'Death Takes a Holiday'.

Shift is due to a long series of flops which UA passed onto the theatre. Trouble started with 'Nana', which was killed by the squabble raised by Zola's heirs, and got worse with the pictures that succeeded. 'Sordid and Sin', British made, and 'Looking for Trouble' were among those which followed, all terrible as pictures.

'Death Takes a Holiday' on the program, despite the terrible flop.

(SUBJECT: Confidential Preview Report)

Twenty-three hundred people in San Diego are talking about one thing today—and that is HAROLD LLOYD'S new picture, **THE CAT'S PAW**, which was previewed here last night for the first time.

The story (and when I say story, I mean story) did not drag in a single spot, and the surprise finish sent patrons away with something to talk about for weeks to come.

The audience sat spellbound—they were seeing Lloyd in a picture entirely devoid of excess slapstick and hokum, and yet a picture beaming with clean humor and wholesome laughter. There isn't a let-up of

action from the beginning to the hilarious surprise finish.

Furthermore, the picture will be received with open arms by those various groups which at this time are insisting on "family entertainment."

Every exhibitor who plays Fox product next year will thank you for this one.

Let me be the first to extend my congratulations.

—B. V. STURDIVANT
Fox West Coast Theatres,
San Diego Calif.

Here's what
happened
at the
Preview!

HAROLD LLOYD

in

The Cat's Paw

with

UNA MERKEL
GEORGE BARBIER
NAT PENDLETON
GRACE BRADLEY
ALAN DINEHART
GRANT MITCHELL

From the Saturday Evening Post story
by CLARENCE BUDINGTON KELLAND

Produced by the
HAROLD LLOYD CORPORATION
A FOX release



Directed by

SAM TAYLOR

Selected

TO OPEN THE
NEW SEASON
at
RADIO CITY
MUSIC HALL

TWICE DAILY
THE WORLD
MOVES ON

FOX FILM Presents
**THE WORLD
MOVES ON**
THE LOVE STORY OF A CENTURY

MADELEINE CARROLL
FRANCHOT TONE

**CRITERION
THEATRE**

"THE WORLD MOVES ON"

FOX
FILM
Presents
THE LOVE STORY
OF A CENTURY
**THE WORLD
MOVES ON**

MADELEINE CARROLL
FRANCHOT TONE

FOX FILM PRESENTS "THE WORLD MOVES ON"
WITH MADELEINE CARROLL & FRANCHOT TONE
THE LOVE STORY OF A CENTURY—TWICE DAILY

FOX FILM PROUDLY PRESENTS
"THE WORLD MOVES ON"
LOVE STORY OF A CENTURY



while SHIRLEY TEMPLE in "BABY, TAKE A BOW" goes into 4th WEEK at ROXY, N. Y.

Inside Stuff—Pictures

Two important actions of the Paramount trustees—the suit to set aside the film-hypothecating agreement, and effort to recover \$12,237,000 from officers and directors on stock repurchases, matters without settlement of which a Par reorganization cannot be complete but may be consummated, conditional upon outcome—are now off until the fall or later.

In connection with the recovery suit on which the Par trustees have now yet been able to serve Joseph L. Lasky, the trustees are filing an affidavit this week showing that defendants served want an extension of time in which to answer. Petition of the trustees will request that the date be set at Sept. 15, which would place a hearing subsequent to that date but just how far will depend on the court calendars. Meanwhile, further efforts will be made to serve summons and complaint on Lasky. Reported Lasky has definitely established himself as a resident of California.

Date on which all defendants in the recovery suit were to have put in their answer was July 13. Since then the affidavit has been prepared to extend the time, with trustees requesting the Sept. 15 date on condition that they are in a new capacity under the Corporate Bankruptcy Act and that summons and complaint, plus all other papers in the case, are to be modified as a result. Petition will note that all amendments shall be without prejudice to proceedings to date.

The bank suit, instituted against 12 New York, Chicago, Los Angeles and Philadelphia banking houses to set aside the film-hocking deal and remove the creditor preference thereunder, also will not come up until the fall, although this action was filed more than a year ago and answers of the defendants have long since been in.

Suit is on the State court calendars for fall hearing, but date is not known or estimated and will depend on the condition of the calendars. In connection with this litigation, the Par trustees on Friday filed an order, returnable tomorrow (Wednesday) confirming their appointment as permanent trustees of Par under the new bankruptcy laws and authorizing them to proceed in this matter under the provisions of that law.

When Paramount moved for relief and reorganization under the new Corporate Bankruptcy act, the banks in the \$13,500,000 negative hocking deal got shuffled out or something. Just a fumble that occurred in the anxiety of the company to hasten its own reorganization. The new bankruptcy proceedings at law created a new situation at Paramount which may entirely set aside Paramount's position as plaintiff in the pending suits against the banks in question, against whom Par alleges preference charges for the security pledges secured in the hocking case.

Hangs on the question whether the allegations of preference against the banks stand under the newer proceedings.

In the meantime, and unless something can be found by the Par lawyers to overcome this unusual situation wherein Par practically cancelled its own case against the banks, the latter stand in the extraordinary position of coming into Par, free and clear as secured creditors of the company.

This kind of a situation may have a profound bearing on the proposed Par reorganization scheme.

Hearings of the Los Angeles clearance-zoning board, which got under way recently, have developed into a bigger show than any of the grievance board sessions. Zoners play to capacity every time they meet, with anywhere from six to 10 protest cases scheduled and each hearing. Witnesses are so thick that board is seriously considering holding some of its more important inquiries in an auditorium. Grievance board sessions are mostly behind closed doors, with only interested parties in attendance.

Particularly will such a step be necessary. It is figured, when board gets around to hearing the numerous general protests which involve its authority to set up zoning-clearance for the 1934-35 season.

Certain outside legalities in the Paramount situation now stationed at the Paramount home office were recently instructed not to discuss matters with the trade press. Not that they did, but just one of those things.

Incongruity of the situation comes about in that at the same time that outside counsel was instructed against discussing things they were additionally instructed to read and follow the trade press so as to keep informed.

Filmmaking of 'Nijinsky' may not be made on the Coast under sublease from Alexander Korda, of London Films, who owns the world stage and screen rights for the book on the dancer. Emil Lengyel is adapting it for the stage. Sam Harris has an option on the stage rights and his deal is possible until Harris sees in an auditorium. Grievance board sessions are mostly behind closed doors, with only interested parties in attendance.

Warner Bros. is not following any other major in withdrawing advertising support from dailies on national campaigns in favor of magazines. While WB may go into certain leading mags, company information is that it will concentrate on the dailies as in the past.

On the coming season WB is budgeting around \$500,000 for national advertising in daily newspapers. While advertising plans call for going into the Saturday Evening Post and possibly other mags this year, the budget will be held down.

Well-organized minorities are giving false strength to certain religious and other societies which are keeping tabs on pictures and hopping on them at all times. Some of these societies go after certain pictures and write letters of protest to the producer, authors, director and stars, in each case claiming vote for large memberships. Constant contention is

(Continued on page 51)

Joe and Abe Schnitzer Buy Western Costume

Pittsburgh, July 23. Abe H. Schnitzer, former manager of RKO exchange here, more recently head of First Division office left yesterday (22) with his family for Los Angeles, where he will go into business with his brother, Joe Schnitzer, indie film producer. They have bought out Western Costume Co. and will operate it under a partnership agreement.

Joe Schnitzer has retired from active production making his last picture for RKO release eight months ago.

B&K Darkens McVickers

Chicago, July 23. B&K folded the ace run McVickers last week. Move follows the futile attempt of B&K to secure enough ace product to keep the house going. Grosses had fallen off badly in the past few months, with the pictures unable to attract more than a week apiece. Now talking of possible reopening about the middle of August, when new product starts coming through.

On the other hand, it's possible that the house may stay dark until Nov. 1, when Jones, Linick & Schaefer take over the spot. B&K is now readying the Apollo for opening shortly and may use that house for its run product instead of the McVickers.

Nursery Rhymes

There's a stack of mail which runs four rows across a desk in the New York Hays office. It all pertains to how to save the film industry and pours in from the butcher, the baker and the candlestick maker.

If the boys really want to find out how to save themselves from walking the plank, in one instance they'll have to wade through 50 typewritten pages. But it presumably tells all.

Which only helps to substantiate the adage that everybody has two businesses—their own and the picture business.

N. W. Allied Claims Exchanges Ducking Cancellation Edict

Minneapolis, July 23. Northwest Allied States has filed a formal protest with Will Hays, charging local exchanges with failure to comply with the major distributors' publicly announced agreement to permit exhibitors to cancel pictures released prior to July 15 in cases where protests have been filed against them in communities on moral grounds.

Holding an indignation meeting here, exhibitors declared that some of the exchanges were refusing to cancel films at all, and it was asserted that other exchanges were doing the position that theatre owners must furnish proof of objections to a picture before a cancellation would be permitted.

It was specified in this Hays edict that the exchange manager and exhibitor must determine the genuineness of the protest, and in case of dispute matter is to go before local grievance board.

Other exchanges were also charged with insisting that exhibitors take a film previously run by them in exchange for the one which they were cancelling and pay the same price as they would have paid for the first run picture.

The meeting went on record to the effect that determination as to whether a picture should be shown should be at the source of the films and not in the exhibiting territory.

WB's 5 in Cleveland Tops Loew's 4 Houses

Cleveland, July 23. Warner Bros. became the biggest theatre chain here, out-classing Loew's in number of local houses for first time in years, through purchase of Allegheny last week from Pearce Eslick and Abe Kramer. Acquisition of this former indie theatre gives WB five in Cleveland, three downtown, including the Hipp and Lake, and two nabes. Loew's has only four, including two downtowners, while RKO has two.

BORZAGE'S 'OBSESSION'

Hollywood, July 23. 'Magnificent Obsession' is Frank Borzage's next at Universal. William A. McGuire will supervise this hospital yarn, which is being adapted by Alden Nash.

Chi Will Appeal to N. Y. on Refusal Of 10c Scale With 40 Wk. Restriction

Chicago, July 23. After two years of fighting it appears that this territory will once more be okayed for dime admissions, but with the dime houses placed at such a protection disadvantage that only those houses which really need 10c tickets will accept the handicap in clearance.

New setup on 10c houses, if and when accepted, will spot these theatres in the 40th week of releases, which means just about a year behind the loop first runs.

This proposition, originally made by the dime houses, was turned down by the local clearance and zoning board which is anxious to have the local protection schedule set up so that the selling season can get under way. The 10c houses,

Large Number of New Local Indie Exhib Associations May Ultimately Develop Into a 3d National Body

Joe Unger Handling The Late Waite's Chores

Joe J. Unger has taken over the eastern and southern Par sales divisions left unsupervised by the recent death of Stanley Waite, Par declining not to rush in a successor for a while yet. It may be that Unger will permanently command sales in the entire east the same as George J. Schaefer did when S. R. Kent was in the distribution chair and John Clark had the west. When Schaefer succeeded Kent he split the east between Unger and Waite.

Oscar Morgan has been considered the logical contender for Waite's post, but Par hates to take him out of the Atlanta division.

Par and Prudence Bond Negotiating New Rent Deal for Brooklyn Par

Negotiations are on between Paramount and Prudence Bond on a new rent deal on the Par, Brooklyn, for another year. Proposed rent plan is on a percentage basis, the same as at the N. Y. Par.

Brooklyn de Luxe has been closed for a couple of months. It isn't intended to reopen it as early as last year, but to wait until around Sept. 1. Bill Raynor would again be locally in charge. Report Mort Shea again would operate the house denied by Shea.

RKO CAN'T GET CASINO, MAY RE-ENTER MAYFAIR

Still interested in a house on Broadway with a fair capacity for a pop-priced policy of pictures on second run, RKO may get together with Walter Reade for re-entry into the Mayfair.

RKO was ogling the Casino, but lost out there and isn't interested in Warners' Hollywood, which could be had. Circuit wants a pop second run straight film house on Broadway for the same policy that was in vogue at the RKO Center, now to become a legit theatre.

Any deal with Reade for the Mayfair would have to include some kind of a compromise of the large future rent claim Reade has on file against RKO for allegedly breaking a long-term lease after going into receivership.

Reade has been operating the Mayfair as a first run, picking up stuff and independent product. It was originally rebuilt for RKO.

Berle to Pix?

Milton Berle may go to the Coast for pictures. There's a deal on. Comic is bowing out of the Lew Brown musical.

With indie fraternities rapidly multiplying since the inception of the NIRA, industry leaders now discern the cornerstone of the long threatened new (and third) national exhibitor organization in the U. S. The newest association, as they see it, will be born from the group of recent local groups known generally as ITOA's.

The latest string already has brought the number of local exhib associations throughout the country up to 50 in only 30 zones. That there is room for the left-wingers, as they are called, is disclosed by the record, which shows that of about 500 exhibitors operating a total of 15,000 theatres only half their number are affiliated with standard theatre owner bodies.

That the new club chain is having a painful birth is evidenced from activity in the older encampments wherein such harsh phrases as 'muscling in' and 'attempting to crowd out' are heard.

Memberships of such established organizations as Alliance of States and the Motion Picture Theatre Owners of America are feeling the nick already. It is admitted.

In Chicago, it is reported, the new exhib Tammany made the most serious dent in older ranks, taking some 40 members into their new circle from both these organizations.

Philadelphia is next in line, the new group without a national name yet, although it is unofficially termed the Independent Theatre Owners' Association of the U. S. Membership in that city has crept up to 38. MPTOA, whose territory this is normally conceded, claims that the roster includes few of its members and mainly exhibs who were stand-patters and non-dues payers to any club before.

Milwaukee is credited with having started off its branch of the ITOA with about 20 members, conscriptions from the Allied group largely. Atlanta, an MPTOA country, starts its ITOA off with about 17.

See Indie Producers' Hand

A lot of mean things are being said about the new organization in major quarters. Three independent producers are credited with being in back of the project in a move to get behind one banner all theatre owners who want a double feature and premium policies to survive.

The majors during the past few weeks have heard from scouts in the field that in some cities indie producers are importing exhibitor flag-wavers from other parts of the country to get some of the new units under way for a fee.

All of the ITOA's, however, are not in the new national project. Some of the original groups like Harry Brandt's outfit and the one in Los Angeles, are abbed as strictly individualistic.

Mono Takes Newsreels For 'Stratosphere' Pic

Hollywood, July 23. Monogram has made a deal with newsreel companies to buy footage of the coming stratosphere flight takeoff, scheduled shortly in Rapid City, N. D. Film will be used in Mono's 'Murder in the Stratosphere'.

Levin Mandel, head of company's Chicago exchange, handled the details.

N. Y. Par Takes 'Cleop'

A two-a-day run for 'Cleopatra' at the Criterion, N. Y., has been called off in favor of giving the Broadway Paramount picture 'Cleop' is tentatively set for the Par Aug. 17.

LOU MARCUS IN N. Y.

Mayor Louis Marcus of Salt Lake City, Paramount partner in theatres in that city and nearby territory, is in New York on his first visit in some time.

Continued home office on operations and film deals for the new season.

PALACE, N. Y.

still working are 'Sailor, Beware,' 'Pursuit of Happiness,' and 'Ready for Love.' The Mae West picture is still in the scouring process with the studio feeling that it can pass muster when the retakes are completed.

Universal has completely discarded 'Angel' and 'Fanny.' Same studio is having a job shaping up 'One More River.'

Radio is having trouble with all material it has on hand for Ann Harding and Irene Dunne and is reported to have tossed away half a dozen scripts.

dozen scripts

Success Story

Margaret
Sullavan tells
it with gloriously
soft, smooth Skin



STAR OF
UNIVERSAL'S
"LITTLE MAN
WHAT NOW"

Though she uses Cosmetics as most Stars do, she never risks Cosmetic Skin!

"Of course I use rouge and powder," says lovely Margaret Sullavan, as she powders her pretty nose. But she'll never risk Cosmetic Skin. Here's why!

She's learned how to *remove* cosmetics—to take out *every last trace* of rouge and powder the Hollywood way. "I use Lux Toilet Soap," she tells you. "I'll never have Cosmetic Skin!"

She knows cosmetics need not harm even delicate

skin unless they are allowed to *choke the pores*. Choked pores become enlarged—cause dullness, blemishes. Signs of Cosmetic Skin!

Cosmetics Harmless if removed this way

Don't take this chance! Lux Toilet Soap's rich, ACTIVE lather sinks deeply into the pores, removes every last trace of dust, dirt, stale cosmetics.

Every time you put on fresh make-up during the day—ALWAYS before you go to bed at night—use this gentle soap. You'll find Hollywood's beauty care can make *your* skin lovelier, too!

LUX Toilet Soap

*The Beauty Soap
of the Stars*



By Epes W. Sargent

by casting up the figures received
free passes to the show.

A Highlight in a Campaign of Confidence

*There Are Two Basic Obligations Involved In The
Selling of Pictures: The Obligation of Delivery and
that of Acceptance. Underlying Both Is A Sentiment
That Extends Beyond The Written Contract*

C O N F I D E N C E

COLUMBIA PICTURES CORPORATION
is proud to announce that arrangements have been
completed whereby its feature pictures for the
year 1934-1935 will be played on

The LOEW CIRCUIT

Slightly amplifying this cold statement in type
there is the larger meaning that COLUMBIA
PICTURES will be playing the finest theatres in
the United States. The creation of such a situation
carries with it the definite implication of confidence.
Such confidence on the part of LOEW'S could
only be based on the past performances of
COLUMBIA and the place COLUMBIA is taking
in the motion picture industry.

Such confidence as COLUMBIA has in
LOEW'S can only be based on the time-honored
position LOEW'S occupies not only as regards its
theatres and its aggressive showmanship but on its
universally accepted standard for fair play and fair
dealing.

Columbia Marches On Through 1934-1935

Comparative Grosses for July

(Continued from page 10)

BUFFALO

	June 28	July 5	July 12	July 19
BUFFALO (3,000; 20-30-55) High. \$42,000 Low. 9,000	Happy Returns \$10,000 (Gus Van) (Stage Show)	Vergie Winters \$13,000	Take Bow \$13,200	Circus Clown \$11,000
CENTURY (3,000; 25) High. \$21,000 Low. 3,200	Frinks and Sorrell \$4,800	Smarty and Since Eve \$6,100	H'wood Party and Witching Hour \$5,300	Private Scandal and Registered Nurse \$6,500
HIPPO-DROME (2,000; 25-40) High. \$22,000 Low. 3,800	Mandalay \$5,700	Operator \$7,000	Over Frisco \$5,000	Shoot Works \$6,000

SAN FRANCISCO

	June 28	July 5	July 12	July 19
PARA-MOUNT (2,000; 25-35-40) High. \$37,500 Low. 5,000	Was Her Man and Call It Luck \$19,000	Happy Returns and Side Streets \$9,500	Shoot Works and Learned About Sailors \$12,500	Flirtation and Circus Clown \$12,500
GOLDEN GATE (2,844; 25-35-40) High. \$22,500 Low. 5,400	Talk It Over \$14,000 (Vaude)	Strictly Dynamite \$17,000	Cavaliers \$11,900	Vergie Winters \$17,500
WARFIELD (2,700; 25-35-40) High. \$57,400 Low. 8,200	Monica \$17,500 (Stage Show)	Marker \$22,500 (Walter Winchell)	Operator \$20,000	Change of Heart \$18,000 (FIR D'Orsay)

PITTSBURGH

	June 28	July 5	July 12	July 19
PENN (3,300; 25-40-60-75) High. \$41,000 Low. 3,750	Operator \$17,000 (Stage Show)	Marker \$22,000 (Duke Ellington)	Thin Man \$14,000	Private Car \$15,000 (Benny Davis)
FULTON (1,750; 15-25-40) High. \$15,000 Low. 1,900	Change of Heart \$5,200 (Carnera-Baer)	Women Are Dangerous \$5,200 (Carnera-Baer)	Stand Up, Cheer \$5,000	DARK
STANLEY GATE (2,000; 15-25-40) High. \$48,000 Low. 3,750	Little Man \$7,000	Happy Returns \$6,000	Vergie Winters \$9,000	Shoot Works \$5,750

MINNEAPOLIS

	June 28	July 5	July 12	July 19
STATE (2,200; 25-35-40) High. \$25,000 Low. 2,500	Manhattan Melodrama \$4,500	Marker \$9,000	Thin Man \$11,000	Man \$10,000 (2d wk)
ORPHEUM (2,800; 25-35-40) High. \$25,000 Low. 2,000	Circus Clown \$9,000 (Carnera-Baer)	Vergie Winters \$7,000	Cavaliers \$4,000	Greatest Gamble \$2,500
LYRIC (1,300; 20-25) High. \$17,000 Low. 1,200	Looking for Trouble \$2,500	H'wood Party \$2,200	Upper World \$2,200	Wild Gold \$2,200

PROVIDENCE

	June 28	July 5	July 12	July 19
STATE (3,200; 15-25-40) High. \$29,000 Low. 2,500	Operator \$15,000 (Vaude)	Born Bad \$11,500	Private Car \$8,100	Laughing Boy \$7,000
MAJESTIC (2,800; 15-25-40) High. \$17,500 Low. 2,500	Wives of Reno and Was Her Man \$3,500	Circus Clown and Over Frisco \$3,500	Take Bow and Key \$2,500 (New Low)	Frinks and Monica \$5,800
PARA-MOUNT (2,200; 15-25-40) High. \$18,000 Low. 2,000	Loud Speaker and Double Door \$3,200	Happy Returns and 15 Wives \$3,000	City Park and Private Scandal \$2,000 (New Low)	Shoot Works and Money Means \$3,400
ALBEE (2,000; 15-25-40) High. \$16,000 Low. 1,900	Talk It Over and Unknown Blonde \$5,200 (Carnera-Baer)	Vergie Winters and Try Again \$5,000	Winters and Again \$1,800 (2d wk. 5 days)	Cavaliers and Rich Again \$3,900

NEW HAVEN

	June 28	July 5	July 12	July 19
PARA-MOUNT (2,348; 25-35-50) High. \$21,000 Low. 2,600	Flirtation \$5,800 (Carnera-Baer)	Here Comes Groom and Mystery Liner \$1,800	Shoot Works and Monte Carlo \$1,600	Kiss, Make Up and Beyond Bengal \$4,100
POLY (3,000; 35-50) High. \$20,000 Low. 4,200	Thin Man and Greater Glory \$7,500	Little Man and Call It Luck \$7,000	20th Century and Precious Thing \$3,800	Operator and Hell Cat \$3,300
SHERMAN (2,200; 35-50) High. \$16,000 Low. 1,500	Smarty and Unknown Blonde \$3,700	Love Captive and Personality Kid \$3,200	Try Again and Murder on Blackboard \$3,500	Terror and Sorrell \$3,500

BIRMINGHAM

	June 28	July 5	July 12	July 19
ALABAMA (2,000; 20-25-40) High. \$23,000 Low. 3,500	Vanities \$7,000	Day Princess and Tarzan \$7,000	Candlelight and Happy Returns \$8,000 (Split) (Stage Show)	Manhattan Melodrama \$7,500
STRAND (500; 25) High. \$5,100 Low. 800	Coming Out \$1,000	Laughing Boy \$800	Carnera-Baer \$1,700	Looking for Trouble \$1,800
EMPIRE (1,100; 25) High. \$12,000 Low. 900	Gambling Lady \$2,100	Got Your Number \$2,500	Over Frisco \$2,200	Disraeli \$1,800 (Repeat)

SEATTLE

	June 28	July 5	July 12	July 19
FIFTH AVE. (2,400; 25-40) High. \$26,000 Low. 2,500	Manhattan Melodrama \$8,300 (8 days)	Vanities \$6,000	Change of Heart \$6,900	Marker \$8,300
PARA-MOUNT (3,100; 25-35) High. \$21,000 Low. 1,500	H'wood Party \$5,800 (Stage Show)	Women Are Dangerous \$5,700	Happy Returns \$3,500	Now I'll Tell \$3,000
LIBERTY (1,900; 10-25) High. \$12,000 Low. 2,100	Shadows, Sing Sing and Dynamite Ranch \$2,100	Greater Glory \$3,800	Manhattan Love Song and Riders of Destiny \$3,900	Talk It Over and Taming Jungle \$1,100
MUSIC BOX (900; 20-35) High. \$17,000 Low. 2,000	Sinners Meet \$2,800 (8 days)	Born Bad \$2,500	Little Man \$2,700	Cavaliers \$2,400

PORTLAND, ORE.

	June 28	July 5	July 12	July 19
B'WAY (2,000; 25-40) High. \$21,000 Low. 2,500	H'wood Party \$4,400	Registered Nurse \$7,000 (Carnera-Baer)	Talk It Over and Over Frisco \$4,400 (Carnera-Baer)	Circus Clown and Give My Love \$3,800
UNITED ARTISTS (2,000; 25-40) High. \$13,200 Low. 1,200	Operator \$3,800	Looking for Trouble \$2,800	Born Bad \$3,400	Villa \$3,400 (Repeat)
ORIENTAL (2,500; 25-35) High. \$24,000 Low. 900	Upper World and Uncertain Lady \$1,400	Glamour \$3,600 (Gillmore Circus)	Smarty and Murder on Blackboard \$2,000	Rothschild \$2,900 (Repeat)

TACOMA

	June 28	July 5	July 12	July 19
MUSIC BOX (1,400; 25-35) High. \$10,500 Low. 1,100	Black Cat and Vanities \$2,900	Million Sweethearts \$3,100 (8 days)	Strictly Dynamite and Over Frisco \$5,300 (Split) (Gillmore Circus)	Cavaliers \$3,350
ROXY (1,300; 15-25) High. \$7,000 Low. 2,000	Sea Killer and Lazy River \$3,800 (8 days)	Stand Up, Cheer, Coming Out One Is Guilty \$2,200 (Split-Duals)	Take Bow and Was a Spy \$3,100	Change of Heart Orient Express and Hell Cat \$3,150

INTERSTATE-HOROWITZ MERC SEEN; NABE POOL

Galveston, July 23. Merger of Interstate with Will Horowitz, largest independent theatre operator at Houston, is seen in a joint arrangement between Karl Hoblitzelle, Interstate head, and Horowitz for construction of four new neighborhood houses at Houston. Move is also considered as offsetting effort of another independent to develop neighborhood biz at Houston.

Tentative locations selected on North Main and in Houston Heights, with two others contemplated. Decision awaits Hoblitzelle's return from Hollywood.

Harry Sherman's Indie

Hollywood, July 23. Arranging for finances in New York, Harry Sherman returned to Hollywood last week with plans to start a feature for the indie market. He has no release yet.

Sherman will produce the picture at the Prudential rental studio, which he operates.

PARKER STICKS WEST

Hollywood, July 23. Frank Parker is staying on a few days for retakes on "Transatlantic Merry-Go-Round" for Reliance and to see William Anthony McGuire about a part in Universa's "The Great Ziegfeld."

Radio singer was to have left Friday (20) with Leonard Goldstein, his agent. Pair probably will leave Wednesday (25) for New York.

COL'S 12 SHORTS

Hollywood, July 23. Columbia has set 12 two-reelers to be made between now and Feb. 20.

List comprises two each from Harry Langdon, Andy Clyde, Leon Errol and Walter Catlett and four from the former Ted Healy stonoges, Howard, Fine and Howard.

PATSY KELLY EAST

Hollywood, July 23. Patsy Kelly left here last night (Sunday) for New York. She'll vacation for a month.

ROACH FLYING TO N. Y.

Hollywood, July 23. Hal Roach leaves next week for New York with a party in his new plane.

SO. CALIF. EXHIBS MAY JOIN NATIONAL MPTOA

Hollywood, July 23. The Motion Picture Theatre Owners of Southern California was in session today (Monday) afternoon to vote on the proposal to affiliate with the M.P.T.O.A. Requires a two-thirds vote to carry. A similar attempt last week by board of directors failed by two votes.

Today's attempt follows a similar action made by the recently organized Independent Theatre Owners of Southern California, a Fox-West Coast affiliate, which is an offshoot of the Theatre Owners Chamber of Commerce.

J. J. Franklin Sails To Open Hawaii Chain

Hollywood, July 23. J. J. Franklin sailed for Honolulu last Saturday (21) to launch operation of Franklin Theatres Enterprises, of which he is president, and to take over the first of the five houses he claims to have sewed up. Begins operation Sept. 1.

Associated and understood to be financing him is William Citron, of San Francisco, formerly operator of the Greenwood theatre in the Islands. Citron will remain in Frisco.

In addition to exhibition, Franklin will open a clearing house for film product and supplies.

DELAYED ANNOUNCEMENT

Kansas City, July 23. George S. Baker, manager of the Newman, surprised friends last week when he wired announcement of his marriage, which occurred Feb. 7.

Mrs. Baker is the former Kathryn Ridgway, non-professional, of this city.

Syracuse Harvard Theatre Bankrupt

Utica, June 23. The Harvard Theatre of Syracuse, through its proprietor, Lester Wolfe, has filed a petition in bankruptcy with the Federal court clerk here.

Debts total \$8,899.89, the schedules show, while assets are placed at \$180. Of the liabilities, \$8,384.89 represents unsecured claims.

Creditors are Philip Smith of Brookline, Mass., \$4,400 for rent; the Electrical Research Products Company of New York, \$100; Smith Film Service of Syracuse, \$432; General Contact Purchases of Syracuse, \$475, and the American Society of Authors and Composers, \$120.

REMODEL FOX NELSON

Springfield, Mass., July 23. John Ebersson, architect, has been instructed by the receivers of the Fox theatres to take charge of the remodeling of the Fox Nelson. Receivers plan to completely rehabilitate spot and figure to spend around \$100,000.

House, presently shuttered, has a one-floor capacity of 1,000 seats. A balcony may be added to increase capacity to 1,500.



BEN BLUE
WARNER BROS. COMEDIES
Leo Morrison Agency

CARDINI

SINCERELY THANKS
BILLY ROSE, WILLIAM MORRIS AGENCY, ALL THE BOOKERS AND CRITICS FOR A YEAR OF SOLID WORK

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WILLIAM MORRIS AGENCY

ENTERTAINMENT

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Congratulations!



20th Century thanks your
 20 managers in the
 20 key cities that played the
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Ronald **COLMAN**
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**"BULLDOG DRUMMOND
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20 crack campaigns!
 20 crack box-office results!
 20 real showmen paving the
 way for another wonderful

20TH CENTURY YEAR!

with
LORETTA YOUNG
 Warner Oland • Una Merkel
 Charles Butterworth

Directed by
ROY DEL RUTH

It's another **DARRYL F. ZANUCK** triumph
 presented by **JOSEPH M. SCHENCK** and

Released thru

UNITED ARTISTS

CALENDAR OF CURRENT RELEASES

Harold Auten

Office: 1540 Broadway, New York, N. Y. G.

End of the World (Fin du Monde) (Fr.). Scientific dream based on Flammarion novel. Dir. Abel Gance. 65 mins. Rel. April 15.
Melo (German). Sensational study of psychological difficulties. Elisabeth Bergner. Dir. Paul Czinner. 70 mins. Rel. Feb. 1. Rev. Feb. 6.
Poli de Carotte (Red Head) (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 96 mins. Rel. Sept. 1. Rev. Dec. 20.
Savage God. Commander Dyoott's thrilling adventures with savage hunters. Comm. Dyoott. Dir. Commander George Dyoott. 67 mins. Rev. Aug. 8.

Chesterfield

Office: 1540 Broadway, New York, N. Y.

City Park—3 Men and a Girl. Sally Blane, Henry B. Walthall. Dir. Richard Thorpe. Rel. May 1.
In Love with Life. Lila Lee, Onslow Stevens, Dickie Moore. Dir. Frank Strayer. 63 mins. Rel. April 18. Rev. May 29.
Green Eyes. Mystery. Charles Starrett, Shirley Grey, Wm. Bakewell. 72 mins. June 15.
Fifteen Wives. Conway Tearle, Noel Francis, Natalie Moorhead, Raymond Hatton. Dir. Frank Strayer. 70 mins. Rel. May 15.
Fugitive Road. An Austrian-Italian border story. Eric von Stroheim, Wera Engels, Leslie Benton. Dir. Frank Strayer. Rel. July 1.
Notorious But Nice. Marian Marsh has a hectic love adventure. Betty Compson, Marian Marsh. Dir. Rich. Thorpe. 71 mins. Rev. March 6.
Quitter. The newspaper business in a small town. Chas. Grapewin, Emma Dunn. Dir. Rich. Thorpe. 67 mins. Rel. Feb. 5. Rev. March 20.
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 Thorpe. 79 mins. Rel. March 15.
Twin Husbands. "Cheating Cheaters" type of story. John Miljan, Shirley Grey. Dir. Frank Strayer. 63 mins. Rel. July. Rev. July 17.

Studio: Gower at Sunset.

Columbia

Office: 729 Seventh Ave., New York, N. Y.

Black Moon. Thrill story of a white woman under the Voodoo spell. Jack Holt, Fay Wray. Dir. Roy W. Neill. Rel. June 25. Rev. July 2.
Crime of Helen Stanley. The murder mystery in a picture studio. Ralph Bellamy, Shirley Gray, Gail Patrick. Dir. D. Ross Lederman. 53 mins. Rel. April 20.
Fighting Ranger. The bound-up of killers by a temporary furloughed ranger out for vengeance for killing his brother. Buck Jones, Dorothy Revier. Dir. George B. Seitz. 60 mins. Rel. March 17. Rev. April 17.
Hell Bent for Lost. Young detective policeman defeats his gang rival. Tim McCoy. Dir. D. Ross Lederman. Rel. May 15.
Hell Cat. The newspaper man takes a socialite, with an underworld angle. Robert Armstrong, Ann Sothern. Dir. Al. Rogell. Rel. June 16. Rev. July 10.
It Happened One Night. Girl marries without father's approval and on leaving his yacht meets boy on bus heading for home, developing comedy-romance. Clark Gable, Claudette Colbert. Dir. Frank Capra. 105 mins. Rel. Feb. 23. Rev. Feb. 27.
Line Up. The police story. Marlon Nixon, Wm. Gargan. Dir. Howard Higgin. 64 mins. Rel. March 31. Rev. May 29.
Man's Game. A Tim McCoy as a freeman. Dir. D. Ross Lederman. Rel. June 16.
Man Trailer. Western story. Buck Jones. Dir. Lambert Hillyer. 53 mins. Rel. May 24. Rev. May 29.
Most Precious Thing in Life. Abandoned mother relives her own romance through her son. Jean Arthur, Donald Cook, Richard Cromwell. Dir. Lambert Hillyer. Rel. May 12.
Ninth Guest. The eight people mysteriously invited to dinner after arriving too late to death in ninth guest and all will die. Six perish. Donald Cook, Genevieve Tobin. Dir. Roy William Neill. 69 mins. Rel. Jan. 21. Rev. March 8.
No Greater Glory. Ferenc Molnar's "Paul Street Boys" with a mostly juvenile cast. Geo. Breakston, Jimmy Butler, Ralph Morgan, Lois Wilson. Dir. Frank Borzage. 78 mins. Rel. April 20. Rev. May 8.
One is Guilty. Well-planned murder mystery. Ralph Bellamy, Shirley Grey. Dir. Lambert Hillyer. 64 mins. Rel. March 31. Rev. May 29.
Once to Every Woman. Heavy drama of hospital life centering around big operation. Ralph Bellamy and Fay Wray. Dir. Lambert Hillyer. 70 mins. Rel. Jan. 15. Rev. March 15.
Party's Over. The Bruce Blakeney ends the party when he realizes his efforts to support his parents and brothers and sisters is robbing him of his own happiness. Edwin, Ann Sothern, Arline Dodge. Dir. Walter Lang. Rel. May 15.
Shadows of Sing Sing. Racketeer's sister in love with detective's son. Both sides objecting to romance. Boy framed by redhats and saved by father. Mary Brian, Bruce Cabot. Dir. Phil Rosen. 63 mins. Rel. Dec. 3. Rev. Feb. 27.
Sisters Under the Skin. Tired business man takes a matrimonial vacation and gets it out of his system. Elissa Landi, Frank Morgan, Jos. Schildkraut. Dir. David Burton. 70 mins. Rel. April 15. Rev. June 12.
Social Register. A chorus girl's adventures in high society. Colleen Moore, Chas. Winninger, Pauline Frederick, Alex. Kirkland. Dir. Marshall Nielsen. 74 mins. Rel. March 10.
Speed Wagon. A man's attempts to break monotony of agebrush. Tim McCoy, Evelyn Knapp. Dir. Otto Brower. 61 mins. Rel. Feb. 6. Rev. April 3.
Twentieth Century. From the stage hit. Temperamental theatrical manager and temperamental star on some travels. John Barrymore, Carol Lombard. Dir. Howard Hawks. 91 mins. Rel. May 11. Rev. May 8.
Voice in the Night. Complications in the telephone business. Tim McCoy. Dir. Chas. C. Coleman. Rel. April 6.
Whirlpool. A self-sacrificing husband needs death to shield his wife. Jack Holt, Jean Arthur. Dir. B. W. Neill. 74 mins. Rel. April 19. Rev. May 8.
Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Doris Kenyon. Dir. Walter Lang. 70 mins. Rel. June 24. Rev. July 17.

DuWorld

Office: 729 Seventh Ave., New York, N. Y.

Beast of Borneo. Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 15.
Bride of Samoa. South Sea featurette. Dir. Phil. Brown. 30 mins. Rel. March 1.
Down to Dawn. Artistic rural story. Julia Hayden. Dir. Cameron McPherson. 35 mins. Rel. Jan. 1. Rev. Jan. 9.
Fantoms (Fr) (dubbed English). Murder mystery. Dir. Paul Fejos. 60 mins. Rel. March 29.
Girl in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frank. 60 mins. Rel. Aug. 1.
Hollywood, City of Dreams (Sp). Jose Bohr. Stanard's impression of chemoctown. 68 mins. Rel. March 30.
Rumors in Russia (Fr). Francisca Gaal. Musical. 70 mins. Rel. April 15. Rev. May 15.
Tell Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 15. Rev. June 19.

First Division

Office: R. K. O. Bldg., New York, N. Y.

Beggars in Erinnee. Lionel Atwill, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. May 1.
City Limits. A millionaire, ailing and tiring of wealth, falls in love with two hooches and enjoys life for a time. Frank Craven, Sally Blane, Ray Walker. Dir. Wm. N. Nigh. 70 mins. Rel. May 1. Rev. July 19.
City Park. Three men voluntarily become the guardians of a destitute young girl. Sally Blane, Henry B. Walthall, Matty Kemp, Johnny Herrou. Dir. Richard Thorpe. Rel. May 15.
Cross Streets. Young doctor, guided 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.
East 'Em Alive. Jungle super thriller. 64 mins. Rel. Feb. 1.
Fifteen Wives. Three of a man's fifteen wives, are suspected of his murder. Conway Tearle, Raymond Hatton, Natalie Moorhead, Noel Francis. Dir. Frank Strayer. 61 mins. Rel. July 1.
Forgotten Men. Collection of uncensored war film, taken from government archives of 11 warring nations. 441. April 1.
Fugitive Road. Eric von Stroheim. Wera Engels, Leslie Benton. Coming Rel. Aug. 30.
Green Eyes. Murder at a masquerade party. Wm. Bakewell, Shirley Grey,

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 based on the length of the projection "com" showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in "Variety" carry the actual time clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, "Variety" will appreciate the co-operation of all managers who may note discrepancies.

NABES BENEFIT FROM PORTLAND'S STRIKES

Portland, Ore., July 23. General strike conditions with all gas pumps in the burg have day are having bearish effect on the b.o.s. Despite hundreds of employees laid off some nabe houses are doing well and matinee biz downtown better than usual, but the main stem b.o.s. severely hit. Indications are that longshore strike and sympathetic labor walkouts may gather headway, with possibility that theatre unions will be called out. This is the No. 2 burg on the coast to be hit by strike, S. F. the first. Pic houses contemplating different moves to meet the situation. "W.C. biz" amount expected to go dark without a struggle if union help is called out. J. J. Parker's Broadway and U.S. may be kept open at any cost. Capitol and Circle, downtown indie grinds, will keep grinding with regular non-union operators. No difficulty yet experienced in shipping films from local exchanges in and out of town, but transportation embargo getting tighter. All biz in the burg looks bad for immediate future. Pic bookings being changed to run off weaker product in the zero. Pic bookings being changed to run off weaker product in the zero. Pic bookings being changed to run off weaker product in the zero.

Beck In With Elman on Chi Film Exchange

Chicago, July 23. Clarence Beck, operator of the Castle and Pastime theatres in the loop, has gone distributor. Has bought the interest of B. N. Judell in the Capitol Film Exchange which is headed by Henri Elman. New Beck-Elman combine will also set up distribution offices in Indianapolis and Milwaukee to strengthen their midwest state rights possibilities. Partners tie into New York this week to garner more product. Figure to use the Castle for loop runs, insuring downtown exploitation for Capitol Film product.

White Goes Exhibit 100%

Cincinnati, July 23. Maurice White has resigned as local manager for Vitaphone, Inc., to devote attention to the presidency of the newly-formed Forland, Inc., which begins operation of the Forest and Nordland, suburban rural theatres, July 28, under long-term leases. The houses are owned by Henry Levy, set exhibit here.

Felix Greenberg Stricken
 Peoria, Ill., July 23. Felix Greenberg, one time operator of the Orpheum and Palace theatres, is seriously ill. He retired from active business when Great States took over theatres five years ago.

Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 20.
Ma 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.
House of Mystery. An archeologist returns to America from the Far East, Elucidates the mystery of his father's wealth. Verna Hillie, Ed Lowry. Dir. Wm. Nigh. 61 mins. Rel. May 30.
In Love with Life. A hard-hearted millionaire, refusing aid to his starving daughter, takes her young son from her. Lila Lee, Claude Gillingwater, Dickie Moore. Dir. Frank Strayer. 68 mins. Rel. May 15.
In the Money. A goofy family, suddenly broke, pin their hopes on a Shakespeare-minded prize fighting champ. Skeets Gallagher, Lola Wilson, Warren Hymer. Sally Starr. Dir. Frank Strayer. 67 mins. Rel. Jan. 15.
Jane Eyre. Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Allen Pinkie. Dir. Christy Cabanne. Rel. Oct. 1.
Lawless Valley. Western horse opera. Lane Chandler. Rel. May 1.
Loud Speaker. Comedy-drama of a radio star. Ray Walker, Jacqueline Wells. Dir. Joseph Santley. Rel. May 21.
Man from Utah. John Wayne western. 52 mins. Rel. July 1.
Manhattan Love Song. Two orphaned Park Avenue society deb sisters, forced to go to work, change places with their servants who go society. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 30.
Money Means Nothing. Efforts of a poor clerk to make a go of marriage with an heiress wife. Wallace Ford, Gloria Shea. Dir. Christy Cabanne. Rel. May 31.
Murder on the Campus. Mystery with college background. Shirley Grey, Charles Starrett, J. Farrell McDonald. 69 mins. Rel. Feb. 6. Dir. Richard Thorpe.
Quitter. The father with the wanderlust returns home long enough to straighten out the affairs of his now grown-up sons. Barbara Weeks, Elsie Chakawapewin Emma Dunn, Glenn 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 musical. Chas. Grapewin, 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 parents. Film on modern youth. Helen Foster, Paul Page, Neil O'Day, Glen Boles. Dir. Mrs. Wallace Reid and Melville Shyer. 55 mins. Rel. Feb. 17. Rev. Feb. 20.
Stolen Sweets. High pressure insurance salesman fails for heiress and wins her via determined, rapid line of chatter routine. Charles Starrett, Sally Blane, Johnny Harron, James Thomas. Dir. Richard Thorpe. 73 mins. Rel. May 1.
Texas Tornado. (Kent) Texas Ranger cleans up the rustlers. Lane Chandler. Dir. Oliver Drake. Rel. March 6.
Throne of the Gods. Thriller in the Himalayas. 55 mins. Rev. Dec. 27.
Twin Husbands. Comedy drama. John Miljan, Shirley Grey, Monroe Owsley. Dir. Frank Strayer. 69 mins. Rel. May 15. Rev. May 29.
Woman's Man. Hollywood inside story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Luddy. 68 mins.
Young Eagles. Boy Scout adventures in wilds of Central America. Twelve episode serial. Dir. Harry Hoyt. Rel. July 1.

Office: 321 W. 44th St., New York, N. Y.
Beside. Comedy-drama of a woman's doctor. Warren William, Jean Nuir, Allen Jenkins. Dir. Robert Florey. 65 mins. Rel. Jan. 27. Rev. Mar. 13.
Big Shakedown. The dramatic expose of the cut-rate drug racket. Hette Davis, Charles Farrell, Ricardo Cortez. Dir. John Francis Dillon. 64 mins. Rel. Jan. 27.
Circus Clown. The Roaring comedy under the big tent with a winsome romance wound into hilarious situations. Joe E. Brown, Patricia Ellis, Gordon Westcott, Tom Dugan. Dir. Ray Enright. Rel. Jan. 30. Rev. June 2.
Dark Hazard. Edward G. Robinson as a whippet racer. Genevieve Tobin, Glenda Farrell. Dir. Al Green. 60 mins. Rel. Feb. 3. Rev. Feb. 27.
Fashions of 1934. Story of a style stealer set against a lavish background. Wm. Powell, John W. Ford. Dir. Verree Teasdale. Rel. Wm. Dietler. 80 mins. Rel. Feb. 17. Rev. Jan. 23.
Fog Over Frisco. Mystery melodrama set in San Francisco. Donald Woods, Hette Davis, Lytle Talbot, Margaret Lindsay. Dir. William Dietler. Rel. June 2. Rev. June 12.
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. 65 mins. Rel. March 10. Rev. May 1.
Mandaly. Adventure in the Indies. Ray Francis, Lytle 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 Crossland. 70 mins. Rel. Jan. 13. Rev. Jan. 23.
Man with Two Faces. The From the stage play, "Dark Tower." Edw. G. Robinson, Mary Astor. Dir. Archie Mayo. 73 mins. Rel. Aug. 8. Rev. July 17.
Merry Frinks. The Comedy-drama of the typical family stepping all over Ma until she turns and leaves them on their own. Aline MacMahon, Guy Kibbee, Allen Jenkins, Hugh Herbert. Dir. Al Green. Rel. May 26. Rev. June 19.
Midnight Alibi. Heart interest melodrama from Damon Runyon's "Old Doll's House." Richard Barthelmess, Ann Dvorak, Helen Lowell, Helen Chandler. Dir. Al Green. 65 mins. Rel. July 23. Rev. July 16.
Registered Nurse. Drama of the romantic side of a nurse's life in a metropolitan hospital. Bebe Daniels, Lytle Talbot, John Halliday. Dir. Robert Florey. 73 mins. Rel. April 7.
Return of the Tenth. Mystery drama with plenty of heart interest. Mary Astor, Lytle Talbot, John Halliday, Frank McHugh. Dir. Howard Bretherton. 65 mins. Rel. July 7. Rev. July 17.
Side Streets. Love drama based on an original story by Ann Garrick and Ethel Loring. Richard Barthelmess, Helen Kelly, Ann Dvorak, Patricia Ellis. Dir. Alfred E. Green. Rel. June 30.
Twenty Million Sweethearts. Musical romance taking place behind scenes of a broadcasting studio. Dick Powell, Pat O'Brien, Ginger Rogers, Allen Jenkins, the Four Mills Brothers, Ted Florida and Band. Dir. Ray Enright. 90 mins. Rel. May 26. Rev. May 1.
Very Honorable Guy. A Comedy from the story by Damon Runyon about a guy who always kept his promises. Joe E. Brown, Aline White, Hobart Bartlett, Alvin Dinehart, Irene Franklin. Dir. Lloyd Bacon. 62 mins. Rel. May 26. Rev. May 22.
Wonder Bar. Dramatic musical spectacle laid amid the ray reveries of a fashionable Parisian night club. Ray Francis, Dick Powell, Dolores Del Rio, Al Jones, Richard Cortez, Lin Lottor, Guy Kibbee, Hugh Herbert, Ruth Donnelly, Flo D'Orsay. Dir. Lloyd Bacon. 84 mins. Rev. March 6.

Office: 44 West 56th St., New York, N. Y.
All Men Are Enemies. Hugh Williams, Helen Twilvetrees. Dir. Geo. Fitzmaurice. 79 mins. Rel. April 29. Rev. May 29.
Baby Take a Bow. The Fox child star comes through again. Shirley Temple, Jimmy Brown, James Dunn. Dir. Harry Lachman. Rel. June 22. Rev. July 2.
Bottoms Up. Breaking into Hollywood with a feisty pedigree. Spencer Tracy, (Miss) Pat O'Brien, John Boles. Dir. David Butler. 65 mins. Rel. March 24. Rev. May 22.
Call it Luck. Daughter of a London cabby wins the Sweepstakes. Pat O'Brien, Herbert Mundin, Dir. Jas. Tihna. 65 mins. Rel. June 1. Rev. July 7.
Carolina. When Paul Brown's stage play of last season. Janet Gaynor, James Barrymore, Bobt. Young, Henrietta Crossman. Dir. Henry King. 82 mins. Rel. Feb. 2. Rev. Feb. 20.
Change of Heart. From the story, "Manhattan Love Song." Janet Gaynor, Chas. Farrell, James Dunn, Ginger Rogers. Dir. John G. Blystone. 76 mins. Rel. May 18.
Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, Duo Leyton. Dir. Geo. Hadden. Rel. June 29.
Coming Out Party. Original done by the Lasky unit. Frances Dee, Gene Raymond, Alvin Karpis. Dir. John H. Johnson. 71 mins. Rel. March 9. Rev. March 20.
Constant Nymph (British Gaumont). British and U.S. version of a frustrated love. British cast. 81 mins. Rel. March 23. Rev. April 10.
David Harlan. "The House of David." Will Rogers, Louise Dresser. Evelyn Venable. Dir. Jas. Cruze. 82 mins. Rel. March 2. Rev. March 6.
Devil Tiger. Wild animal yarn made in Asia. Marion Burns, Kane Richmond. (Continued on page 27)

TREASURE!

Coast Preview of M-G-M's
"Treasure Island" starring Wal-
lace Beery, Jackie Cooper with
Lionel Barrymore! Never such
cheers in a theatre! It's a treasure
and a pleasure. Just one of the
M-G-M life-savers of the summer.

CALENDAR OF CURRENT RELEASES

(Continued from page 35)

mond, Harry Woods and natives. Dir. Clyde E. Elliott. 60 mins. Rel. Feb. 16. Rev. Feb. 13.

Ever Since Eve. Country boy likes New York. George O'Brien. Dir. Geo. Marshall. 72 mins. Rel. Feb. 9. Rev. April 3.

Frontier Marshal. The familiar theme of the unknown cleaner-up. Geo. O'Brien. Dir. Geo. Marshall. 72 mins. Rel. Jan. 19. Rev. Feb. 6.

Grand Canary. Warner Baxter, Madge Evans. Dir. Irving Cummings. Rel. July 13.

Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. July 27.

Heart Song. British made with Lillian Harvey and Mady Christians in the cast. Erich Pommer production. Dir. Frederich Hollaender. 81 mins. Rel. April 27.

Hold That Girl. Original story. James Dunn, Claire Trevor. Dir. Hamilton MacFadden. 65 mins. Rel. Feb. 16. Rev. March 27.

I Believed in You. Original story. Rosemary Ames, Victor Jory, John Boles. Dir. Irving Cummings. 68 mins. Rel. Feb. 23. Rev. April 11.

Murder in Trinidad. Mystery story from Vandercook's novel. Nigel Bruce. Heather Angel. Dir. Louis King. 74 mins. Rel. April 6. Rev. May 29.

Now Tell Me. Mrs. Arnold Rothstein's story based on her husband's life. Spencer Tracy, Helen Twelvetrees. Dir. Edwin Burke. 87 mins. Rel. May 11. Rev. May 29.

Orient Express. Mystery on a railroad train. Heather Angel, Norman Foster. Dir. Paul Martin. 72 mins. Rel. Jan. 12. Rev. March 6.

Scandals. Staged by Charles Tuttle on the lines of his review. Rudy Vallee. Alice Fay, Jimmy Durante. Dir. Geo. White, Harry Lachman. 75 mins. Rel. March 16. Rev. March 20.

She Learned About Sailors. Alice Faye, Lew Ayres, Mitchell and Durant. Dir. Geo. Marshall. 72 mins. Rel. May 15. Rev. May 29.

She Was a Lady. Helen Twelvetrees, Robert Young. Dir. John Blystone. Rel. July 20.

Sleepers East. From the novel by Fredk. Nebel. Wynne Gibson, Preston Foster. Dir. Kenneth MacKenna. 69 mins. Rel. May 16. Rev. June 19.

Springtime for Henry. From Benn Levy's stage play. Otto Kruger, Nancy Carroll, Nigel Bruce, Heather Angel. Dir. Frank Tuttle. (Lasker produced). Rel. May 25.

Stand Up and Cheer. Musical. Warner Baxter, Madge Evans, Sylvia Froos. Dir. Hamilton MacFadden. 80 mins. Rel. April 24.

Such Women Are Dangerous. Original story. Odette Yvette, Warner Baxter, Rosemary Ames, Rochelle Hudson. Dir. Jas. Flood. 81 mins. Rel. May 4. Rev. June 12.

Three on a Honeymoon. Love affairs on an ocean liner. Sally Eilers, John Mack Brown. Dir. Charles Brabin. 65 mins. Rel. March 22. Rev. May 6.

Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. Rel. June 8.

World Moves On. The. A love story which covers a century. Madeleine Carroll, Francis Toy. Dir. John Ford. 194 mins. Special. Rel. July 2.

Freuler Associates

Office: R.K.O. Bldg., New York

Kiss of Araby. Original. Saraha 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. Aileen Rinaldi, Theodore von Eltz, Gertrude Messinger, Phyllis Barry. Dir. Vin Moore. 73 mins. Rel. Jan. 27.

Gaumont-British

Office: 226 West 42nd St., New York

Along Came Sally. Comely musical. Cicely Courtneidge. Dir. Tim Whelan. 70 mins. Rel. June 15. Rev. June 19.

Channel Crossing. Drama. Matheson Lang, Constance Cummings. Dir. Milton Rosenthal. 72 mins. Rel. May 15. Rev. May 29.

Falling for You. Comedy drama. Jack Hulbert, Cicely Courtneidge. Dir. Jack Hulbert. 71 mins. Rev. Aug. 4.

Friday the 13th. Bus crash and what led up to it. Jessie Matthews, Frank Lawton, Bonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 15. Rev. May 22.

Ghoul. The Thriller. Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 1. Rev. Jan. 30.

It's a Boy. Comedy. E. R. Horton, Leslie Henson. Dir. Tim Whelan. 75 mins. Rel. June 1. Rev. June 12.

Just Smith. Mystery comedy by Leonid. Tom Walls, star and director. 70 mins. Rel. April 13. Rev. April 24.

Orders Is Orders. American making film in British army. James Gleason, Charlotte Greenwood. Dir. Walter Forde. 70 mins. Rel. May 1. Rev. May 6.

Prince of Wales. Newsreel compilation of British heir's life. 60 mins. Rel. April 15. Rev. April 24.

Woman in Command. Backstage story with music. E. E. Horton, Cicely Courtneidge. 70 mins. Rel. May 15. Rev. June 5.

Majestic

Office: RKO Bldg., Radio City New York

Morning After. The. A merry mix-up of international spy systems. Ben Lyon and Sally Eilers. Dir. Albi Dwan. Rel. Jan. 1.

Scarlet Letter. The. Hawthorne's dramatic classic. First sound filming. Colleen Moore and Harlowe Allright. Dir. Robert Vignola.

Unknown Blonde. From the novel "Collusion." The divorce racket. Edward Arnold, Helen Jerome Kelly. Dir. Hobart Henrich. 61 mins. Rel. March. Rev. May 15.

Metro

Office: 1540 Broadway, New York, N. Y.

Cat and the Fiddle. The. From the successful musical play by Jerome Kern and Otto Harbach. Ramon Novarro, Jeanette MacDonald, Frank Morgan, Charles Johnston. Dir. Henry King. Rel. Feb. 23. Rev. Feb. 27.

Eakimo. Love and hate in the ice lands. Native cast. W. S. Van Dyke. Roadshow length, 120 mins. Rel. Jan. 13. Rev. Nov. 21.

Fugitive Lovers. Robert Montgomery and Madge Evans as the lovers in a story most of whose action takes place on a transcontinental bus. Nat. Pendleton, C. Henry Gordon, Ruth Selwyn. Dir. H. Boleslavsky. 84 mins. Rel. Jan. 6. Rev. Jan. 16.

Hollywood Party. All star musical film. 64 mins. Rel. June 11. Rev. May 29.

Laughing Boy. Ramon Novarro in the title role. Based on the Pulitzer Prize winning novel byIVER LA FARGE. Lupe Velez. Dir. W. S. Van Dyke. 75 mins. Rel. May 29. Rev. May 15.

Lazy River. Story of the shrimp fisheries among the Cajuns in the Louisiana bayou country. Jean Parker, Robert Young, C. Henry Gordon. Dir. George Seitz. 77 mins. Rel. April 10.

Manhattan Melodrama. Story of old and new New York. Clark Gable, Wm. Powell, Myrna Loy. Dir. W. S. Van Dyke. 93 mins. Rel. May 4. Rev. May 6.

Men in White. Picturization of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, Jean Herscholt. Dir. R. Boleslavsky. 72 mins. Rel. April 6. Rev. May 1 and June 12.

Murder in the Private Car. Mystery thriller with most of the action on a train. Charles Bickford, Una Merkel. Dir. Harry Beaumont. 60 mins. Rel. June 23. Rev. July 19.

Mystery of Mr. X. Based on the Crime Club play by Philip MacDonald. Robert Montgomery, Elizabeth Allan, Lewis Stone. Dir. Edgar Selwyn. Rel. Feb. 25. Rev. Feb. 27.

Old Harnibal. May Hobson as a Wall Street manipulator. Lewis Stone, Jean Parker. Dir. C. Riesner. Rel. Jan. 26.

Operator 13. Based on the last novel of the late Robert W. Chambers. Marion Davies, Harry Cooper. Dir. Richard Boleslavsky. 35 mins. Rel. June 8. Rev. June 26.

Queen Christina. Greta Garbo as the seventeenth century queen who was brought up as a boy. Lewis Stone, Ian Keith, Elizabeth Young. Dir. Rouben Mamoulian. 90 mins. Rel. Feb. 9.

Rip Tide (Opposed to Queen 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. March 15. Rev. April 2.

Sadie McKee. Based on the novel by Virginia Palmer. Joan Crawford, Franchot Tombs. Dir. Clarence Brown. Rel. May 11. Rev. May 22.

Showoff. The. A stage play of a conceited man who makes good. Spencer Tracy, Madge Evans. Dir. Chas. Reisner. 73 mins. Rel. March 9. Rev. March 23.

Stamboul Quest. Spy story. Myrna Loy, G. B. Brent. Dir. Sam Wood. 85 mins. Rel. July 13. Rev. July 17.

Tarzan and His Mate. Further adventures of the character created by Edgar Rice Burroughs. Johnny Weissmuller, Maureen O'Sullivan. Nol. Hamilton. Dir. Cedric Gibbons. Rel. March 29. Rev. April 24.

Thin Man. The. Murder mystery from Dashiell Hammett's novel. Wm. Powell, Myrna Loy, Maureen O'Sullivan. Dir. W. S. Van Dyke. 80 mins. Rel. May 25. Rev. July 1.

This Side of Heaven. Domestic drama from a novel. Lionel Barrymore, Fay Bainter, May Robson. Dir. Mervyn LeRoy. 79 mins. Rel. Feb. 1. Rev. Feb. 13.

Viva Villa. Wallace Beery portrays the famous Mexican character, Pancho Villa. Stuart Erwin, Fay Wray, Leo Carrillo. Dir. Jack Conway. 112 mins. Rel. April 17. Rev. April 17.

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.

Studio: 6046 Sunset Blvd., Hollywood, Cal. Monogram Office: R. K. O. Building, Rockefeller Center, N.Y.C.

Beggars in Ermine. Bankrupt steel man organizes a mendicant trust. Lionel Atwell, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. Feb. 22. Rev. May 1.

Blue Steel. John Wayne, Eleanor Hunt. Dir. R. N. Bradbury. A Lone Star Western. Rel. May 10.

City Limits. Ray Walker, Sally Blane, Frank Craven. Story of breezy newspaper reporter who gets his story—and the girl. 70 mins. Rel. May 1. Rev. July 10.

House of Mystery. The. Verna Hillie, Ed Lowry. Dir. William Nigh. 62 mins. Rel. April 30.

Loudspeaker. The. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 1.

Lucky Texan. The. Western story of a man accused of the murder of his pal. John Wayne. Dir. Paul Malvern. 66 mins. Rel. Jan. 22. Rev. Feb. 13.

Monte Carlo. Mary Brian, John Darrow. 62 mins. Rel. May 30.

Money Means Nothing. Wallace Ford, Gloria Shea. 70 mins. Rel. June 15.

Mystery Liner. Noah Beery, Gladys Aylva. Dir. William Nigh. 62 mins. Rel. March 15. Rev. April 10.

Manhattan Love Song. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. 72 mins. Rel. April 30.

Sixteen. Fred March, Sponsie Oliver's romance. Sally O'Neill, Creighton Chaney, Russell Simpson, Maurice Black. Dir. Armand Schlegel. 59 mins. Rel. Jan. 1. Rev. Jan. 23.

West of the Divide. Lone Star western. John Wayne, Virginia Brown Faire, Roscoe Karns, Nellie Walker. 72 mins. Rel. May 15.

Woman's Man. Hollywood inside story. John Halliday, Wallace Ford, Marguerite de la Motte. Dir. Edward Luddy.

Paramount

Office: 1501 Broadway, New York, N.Y.

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.

Bolero. Story of a gigolo who started in Hoboken. Geo. Raft, Carole Lombard. Sally Rand. Dir. Wesley Ruggles. 53 mins. Rel. Feb. 23. Rev. Feb. 20.

Come On Marines. Marine corps rescues a shipwrecked girl's seminary. Richard Arlen, Ida Lupino, Roscoe Karns. Dir. Henry Hathaway. 64 mins. Rel. March 23. Rev. May 27.

Death Takes a Holiday. Death takes a holiday to learn of life. From the stage play. Fredric March, Evelyn Venable. Dir. Mitchell Leisen. 75 mins. Rel. March 30. Rev. Feb. 27.

Double Deal. Thriller story of a dominant old maid. Mary Morris, Evelyn Venable, Kent Taylor. Dir. Chas. Vidor. 75 mins. Rel. May 4. Rev. May 8.

Eight Girls in a Boat. Love in a girl's school. Douglas Montgomery, Kay Johnson. Dir. Rich. Wallace. 70 mins. Rel. Jan. 16. Rev. Jan. 16.

Elmer ad Elsie. Truck driver and the president of a piano concern both proclaim the man is the head of his business and his home. Their wives prove the reverse to be the case. George Bancroft, Frances Fuller, Charles Hall. Dir. Gilbert Pratt. 70 mins. Rel. July 7.

Four Frightened People. Mixed quartet in the jungle. Claudette Colbert, Herbert Marshall, Mary Boland, Wm. Gargan. Dir. Cecil de Mille. Rel. Jan. 16. Rev. Jan. 30.

Good Dams. Fredric March on a carnival lot. Sylvia Sidney. Dir. Marion Gering. 72 mins. Rel. Feb. 16. Rev. March 20.

Great Filtration. The. Stage story by Gregory Ratoff in which an egotistical matinee hero sacrifices his career to promote that of his wife. Elissa Landi, Adolphe Menjou. Dir. Ralph Murphy. 71 mins. Rel. June 15. Rev. June 26.

Here Comes the Groom. Escaping burglar is forced to impersonate the groom of a deserted bride. Jack Haley, Patricia Ellis. Dir. Raoul Pagnol. Rel. June 15. Rev. June 29.

His Double Life. (Dowling.) Light comedy. Lillian Gish, Roland Young. Dir. Arthur Hopkins. 63 mins. Rel. Jan. 12. Rev. Dec. 19.

I Married an Actress. Matinee idol loses out to his wife, an actress, who takes his glory. Adolphe Menjou, Elissa Landi. Dir. Ralph Murray. Rel. June 22.

It Ain't No Sin. Mae West as a burlesque queen. Roger Pryor, John Mack Brown. Dir. Leo McCarey. Rel. June 29.

Kiss and Make Up. Beauty doctor marries his model. Cary Grant, Genevieve Howard. Dir. Harry Beaumont. Rel. July 13. Rev. July 2.

Last Roundup. The. Western with a Zane Grey title and a new story. Randolph Scott, Monte Blue, Barbara Adams, Fred Kohler. Dir. Henry Hathaway. 69 mins. Rel. May 15. Rev. May 15.

Little Miss Marker. Damon Runyon story of a child who was pledged with a hookmaker. Adolphe Menjou, Dorothy Dell, Chas. Dickford, Shirley Temple. Dir. Alex. Hall. 110 mins. Rel. June 1. Rev. May 22.

Many Happy Returns. Burns and Allen at their dishevel. With Guy Lombardo. John March. Dir. Norman McLeod. 65 mins. Rel. June 1. Rev. June 12.

Melody in Spring. Radio singer at home and abroad. Lanny Ross, Chas. B. Stryker, Boland. Dir. Norman McLeod. 75 mins. Rel. April 20. Rev. April 3.

Miss Fane's Baby Is Stolen. Farce play. Dorothea Wicke, Alice Brady. Dir. Alex. Hall. 67 mins. Rel. Jan. 12. Rev. Jan. 23.

Murder at the Vanities. From the Earl Carroll stage production. Murder backstage. Charles Bickford, Margaret Livingston, Jack Oakie, Kitty Carlisle. Dir. Mitchell Leisen. 95 mins. Rel. May 11. Rev. May 22.

No More Women. Flagg and Quirt as deep sea divers. Edmund Lowe, Victor McLaglen, Sally Blane. Dir. Al Rogell. 73 mins. Rel. Feb. 23. Rev. March 6.

Notorious Sophie Lang. Story of international jewel thieves. Gertrude Michael, Paul Cavanaugh. Dir. Ralph Murphy. Rel. July 20.

Old Fashioned Way. The. W. C. Fields, Joe Morrison, in a road show in the West. With LeRoy, Judith Allen. Dir. Wm. Beaudine. 69 mins. Rel. July 6. Rev. July 17.

Private Scandal. Suicide which is decided to be a murder because none of the witnesses dares his own exposure to scandal. Zasu Pitta, Phillips Holmes, Ned Sparks, Ray Brian. Dir. Ralph Murphy. 64 mins. Rel. May 11. Rev. June 19.

Search for Beauty. The. Pseudo-physical training yarn to display winners in Par's international beauty contest. Buster Crabbe, Ida Lupino, Toby Wing, Jas. Gleason. Dir. Eric Kenton. 77 mins. Rel. Feb. 2. Rev. Feb. 13.

She Made Her Bed. Show lot story about a brutal animal trainer. Rich. Arlen, Sally Eilers, Robt. Armstrong. Dir. Ralph Murphy. Rel. March 6.

Shoot the Works. A denatured "Great Gatsby." Jack Oakie, Ben Bernie, Dorothy Dell. Dir. Wesley Ruggles. Rel. June 23. Rev. July 19.

Six of a Kind. The. Humors of a share-expenses trip. Chas. Ruggles, Mary Boland, Wm. C. Menzies, Grace Allen, Adon Skipworth. Dir. Leo Carey. 60 mins. Rel. Feb. 9. Rev. March 13.

Thirty Days a Princess. Obscure actress plays at being a princess. Sylvia Sydney, Cary Grant. Dir. Marion Gering. 76 mins. Rel. May 18. Rev. May 22.

Trumpet Blows. The. George Raft becomes an amateur bull fighter. Geo. Raft, Adolphe Menjou, Frances Drake. Dir. Stephen Roberts. 63 mins. Rel. April 13. Rev. April 17.

We're Not Dressing. Comedy of shipwrecked royalty. Bing Crosby, Carole Lombard, Ruth and Alton, Ethel Norman, Leon Errol. Dir. Norman Taurog. 80 mins. Rel. April 27. Rev. May 1.

Watching Hour. The. Augustus Thomas play of a murder innocently caused by hypnotism. Sir Guy Standing, John Halliday, Judith Allen. Dir. Henry Hathaway. 62 mins. Rel. April 27. Rev. May 1.

Wharf Angel. Romance in San Francisco of 1907. Victor McLaglen, Dorothy Dell. Dir. W. C. Menzies. 65 mins. Rel. March 16. Rev. April 24.

You Belong to Me. State story with Helen Mack, Leo Tracy. Dir. A. L. Worley. 64 mins. Rel. April 27. Rev. May 1.

You're Telling Me. Fields as a small town garage man. W. C. Fields, Leon March, Buster Crabbe, Adrienne Ames. Dir. Eric Kenton. 65 mins. Rel. April 6. Rev. April 10.

Principal

Office: 1270 Sixth Ave., New York, N.Y.

Ferocious Pal. Kazan, the dot, in a thrilling mystery-melodrama of the sheep-raising country. Ruth Sullivan and Robert Manning. Dir. Spencer Gordon. 61 mins. Rel. Feb. 1. Rev. April 24.

Fighting to Live. Captain, the dog, and Lady, his mate, in a story based on a true incident in their lives. Mary Shilling and Gaylord Ponchiton. 60 mins. Rel. April 24.

(Continued on page 23)

Behind the Keys

(Continued from page 21)

lief for Poli theatres in Connecticut, is replaced by Jack A. Simons at the Poli, Hartford.

Palace theatre's Poli house; State, a Warner, and Cameo, independent, close for the summer months.

New Haven. Local Loew changes include Walter Kovarsky, following Bob Freedman as assistant manager of College, and Frank Henson in as assistant manager of Bijou.

New York. A number of house managers have been let out as a result of the reorganization of Manhattan Playhouse into Bell Theatres, Inc. Managers given their notices were Jack Blumstein, Nat Wolfe, Jack Wolf, A. Meyers, Nat Waller and Mike Edelstein.

Some managerial shifts also. H. Goldschmidt, formerly at the Regun, now managing the Jewel in the East Side house of the reorganized circuit, and Charlie Steiner takes a home office post.

Lafayette theatre has closed for renovation and reopens in the fall. Frank Schiffman and practically entire Lafayette staff has been switched to the Harlem Opera house. Colored help has replaced the whites at the latter.

Newark. Tony Williams and Richard K. Hill have been exchanged. Williams becomes district manager of Essex county for Warner Bros. and Hill of Hudson county.

William G. Minder and John Francini appointed salesmen for Southern territory for Mundus Distributing Corp. Minder will headquarter in Atlanta and handle Charlotte, New Orleans and Atlanta. Francini will cover the Dallas division.

Bronx. J. Ryan, who has the Concours, has taken over the Bunker and the Left Circuit. Reported that Left may take over the Boston Road theatre.

Fort Wayne. Paramount theatre built in 1930 has been refinanced through a new plan with the bondholders. All maturity dates have been set back to 1946. It was announced. This marks the third plan of refinancing necessary since the ace house opened. Most of this was done by mail.

House of Baby Stars. Refinancing to the Harrison Theatre & Realty Corp. of which Clyde Quimby and M. Marcus are owners and operators. The new plan was approved, employed by Leon Realities, Inc. to handle the property.

M. Marcus of Embury theatre and Central City Amus. Co. of Indianapolis has purchased an interest in the Zaring Egyptian theatre in capital city. Also operates three other neighborhood houses there which takes him to Indianapolis two days each week.

Ralph Fisher adding stage attractions now and then to his Maumee theatre.

Cleveland. Harry E. Long is returning to take charge of Loew's Cleveland division. Local staff same. Milt Harris as p. a. and Art Cullen house manager of State. Long succeeds H. M. Addison, promoted to district manager of upper N. Y. state and Canton division of Loew's wheel.

Midland Picture Theatre Owners of Mississippi at annual convention elected R. X. Williams president. New directorate includes J. T. Sanford, W. E. P. Ford, H. J. Williams, A. Yeoman, Arthur Lehman.

Seattle. Evergreen changes: Morris Nimmer, from assistant manager at Paramount, Seattle, to city manager at Venable; Bob Williams succeeds Nimmer at Paramount as assistant to Harry Wooding; P. L. Newman, Jr., recently Spokane manager, now city manager at Belincheon theatre; Dan Wooding has opened the Paramount Booking Service.

Baltimore. When Ezzie Rappaport and his vaudeville Hippodrome drop 2 after two-month hiatus for redecoration, Phil Wolfson will be out as house manager. His estate in Baltimore will be covered by Ted Tilton and Harry D. V. who will double in prices.

Midland City. Bill C. Curry, former manager of Lavinia, through the efforts of George Phillips as manager of Strand.

Kansas City. Lawrence Thompson, assistant manager of Loew's Palace, Indianapolis, has been promoted to the Midland here in same capacity.

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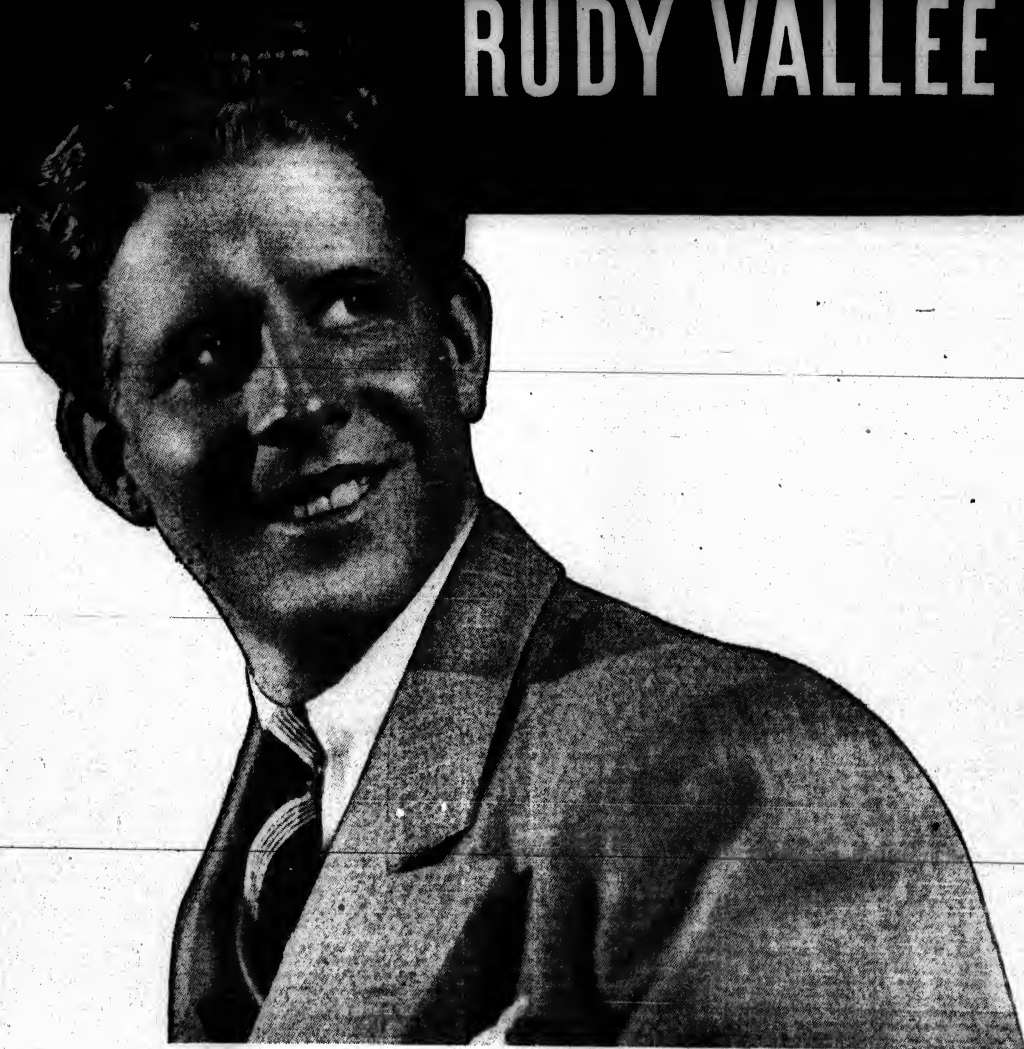
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CALENDAR OF CURRENT RELEASES

(Continued from page 27)

Little Damsel, The. Anna Neagle and James Rennie. The story of a 'night club queen' in a ritz London 'hot spot'. 58 mins. Rel. June.

Studios: Hollywood.

R.K.O. Radio Office: R.K.O. Bldg., Radio City, N.Y.C.

Afterwards (tentative title). A comedy drama with a supernatural twist and murder mystery. Zasu Pitts, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. James Cruze. Rel. Aug. 17.

Alien Corn. Talented young musician realizes 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, Ed. Edward H. Griffith. Rel. May 28.

Bachelor Bell. The story of a matrimonial agency run by a timid young man and the gangsters who try to make it into a racket. Stuart Erwin, Pert Kollton, Skeets Gallagher, Rochelle Hudson. Dir. George Stevens. Rel. July 20.

Cockeyed Cavetime story with Bert Wheeler and Robert Woolsey. Thelma Todd, Dorothy Lee, Noah Beery. Dir. Mark Sandrich. 72 mins. Rel. June 29.

Crime Doctor. A famous detective, jealous of his wife who no longer loves him, plans to perfect a murder. Otto Kruger, Karen Morley, Nils Asther. Judith Wood. Dir. John Robertson. Rel. April 27. Rev. May 15.

Down to Their Last Yacht. Impoverished millionaires take a party of paying guests for a cruise. Sidney Fox, Mary Boland, Sidney Blackmer. Rel. May 14. Rev. June 28.

Finishing School. A young boarding school girl becomes involved with a young doctor. Ginger Rogers, Frances Dee, Bruce Cabot, Billie Burke. Dir. Wanda Tuschek and George Nicholls. Jr. 70 mins. Rel. May 4. Rev. May 1.

Keep 'Em Rolling. One man's life-time devotion to his loyal army horse. Walter Huston, Frances Dee, Robert Shayne, Frank Conroy. Dir. George Archainbaud. 65 mins. Rel. March 2. Rev. June 28.

Hat, Coat and Gloves. A murderer of a husband who has to defend his wife's lover against an indictment of murder. Ricardo Cortez, John Beal, Barbara Robbins. Dir. Worthington Miner. Rel. Aug. 24.

Hips, Hips, Hoeray. Musical girl show. Bert Wheeler, Robert Woolsey, Ruth Etting, Helen Brown, George E. Stone, Meeker, Phyllis Barry. Dir. Mark Sandrich. Rel. Feb. 2. Rev. Feb. 27.

His Greatest Gem. A father, in prison for murder, escapes in order to save his daughter from her domineering mother. Richard Dix, Dorothy Wilson. Dir. John Ford. Rel. Feb. 15. Rev. April 10.

Let's Try Again. After ten years of married life, a couple decide to try new partners, only to discover that the habit of being together is too strong. Clive Brook, Diana Wynyard, Irene Hervey, Helen Vinson. Dir. Worthington Miner. 87 mins. Rel. July 4. Rev. June 26.

Life of Vergil Winters. The woman's devotion for a man which causes her to live in the back street of his life so that he may become a great statesman. Ann Harding, John Boles. Dir. Alfred Santell. 83 mins. Rel. June 22. Rev. June 19.

Long Lost Father. Story in a London sack club. John Barrymore, Helen Chandler. Dir. Ernest B. Schoedsack. 62 mins. Rel. Jan. 19. Rev. Feb. 27.

Lost Patrol. The detachment of British soldiers lost on the Mesopotamian desert are attacked by unseen Arabs with dramatic results. Boris Karloff, Victor McLaglen, Wallace Ford, Reginald Denny, Alan Hale. Dir. John Ford. Rel. Feb. 15. Rev. April 10.

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, Elissa Landi, Henry Stephenson, Walter Byron, Stem El. Farrell MacDonald, Sarah Padden. Dir. J. Walter Lubin. 92 mins. Rel. Feb. 8. Rev. Jan. 14.

Meanest Gal in Town. Farce comedy love in the beauty parlor. Zasu Pitta. Ed. Brendel, Pert Kollton, James Gleason. Dir. Rich. Schayer. 61 mins. Rel. Jan. 13. Rev. Feb. 28.

Murder on the Blackboard. A school teacher helps unravel a murder which takes place in a classroom. Edna May Oliver, James Gleason. Dir. George Archainbaud. 72 mins. Rel. June 15. Rev. June 26.

Of Human Bondage. A powerful story of a man who faces life as a partial cripple. Leslie Howard, Bette Davis, Reginald Denny, Reginald Sheffield, Alan Hale. Dir. John Cromwell. 83 mins. Rel. July 27. Rev. July 2.

Sing and Like It. Gangster backs a Broadway show and makes sure of good reviews by furnishing special 'scorts' for each reviewer. Zasu Pitta, Pert Kollton, Edward Everett Horton, Nat Pendleton, Ned Sparks. Dir. William Sefton. 68 mins. Rel. Jan. 13. Rev. Feb. 28.

Spitfire. A powerful story which deals with a beautiful mountain 'witch' whose naive, temperamental and personality combine wickedness and immaculateness. Katharine Hepburn, Robert Young, Ralph Bellamy, Martha Sleeper, Louis L. Lomax, Sara Haden. Dir. John Cromwell. Rel. March 30. Rev. March 30.

Singapore. Notorious Australian bandit of the "Robin Hood" type with a flair for the aesthetic things of life. Irene Dunne, Richard Dix, Conway Tearle, Mary Boland. Dir. William A. Wellman. 76 mins. Rel. May 25. Rev. May 22.

Strictly Dynamite. A poet becomes a gag writer for a famous radio comic Jimmy Durante, Lupe Vélez, Norman Foster, Marian Nixon. Dir. Elliott Nugent. Rel. May 11. Rev. July 18.

Success at Any Price. Ruthless business man finds love at last. Douglas Fairbanks, Jr., Colleen Moore, Genevieve Tobin. Dir. J. Walter Ruben. Rel. March 18. Rev. May 8.

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 Morgan. Dir. J. Walter Ruben. Rel. March 16.

This Man Is Mine. To preserve her marriage a young wife virtually buries her husband and his first love Irene Dunne. Constance Cummings, Ralph Bellamy, Kay Johnson. Dir. John Cromwell. 75 mins. Rel. April 13. Rev. April 17.

Two Alone. An orphan girl and a young boy who escaped from a reformatory fall in love and the orphan girl's father, a farmer who keeps them enslaved on his farm. Jean Parker, Zasu Pitts, Tom Brown, Arthur Byron, Lydia Westman, Beulah Bondi, Willard Robertson, Emerson Fracy. Dir. Rel. Jan. 13. Rev. April 16.

We're Rich Again. How a woman gets her man by helping her family out of financial difficulties. Edna May Oliver, Billie Burke, Marian Nixon. Dir. William A. Seiter. Rel. July 13.

Where Sinners Meet. In an eloping couple have a break-down in their car and spend the night in a transient hotel where the host, a philosopher, shows them the error of their way. Clive Brook, Diana Wynyard, Reginald Owen, Billie Burke, Anna Mayowray, Gilbert Emery. Dir. J. Walter Ruben. 68 mins. Rel. May 19. Rev. May 22.

Wild Cargo. Frank Buck's expedition into the Asiatic jungles to capture wild animals. Frank Buck, Dir. Armand Denis. Rel. April 6.

United Artists

Offices: 729 Seventh Ave., New York, N. Y.

Affairs of Cellini. The love life of Benvenuto Cellini. Fredric March, Constance Bennett, Frank Morgan, Fay Wray. Dir. A. J. Constance. Rel. May 11. Rev. July 18.

Born to Be Bad. Story of a woman apparently destined by circumstances to be always wicked in spite of herself. Loretta Young, Cary Grant, Paul Harvey. Dir. Lowell Sherman. Rel. May 15.

Buildup Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Loretta Young, Warner Oland, Charles Butterworth, Una Merkel. July 20.

Catherine the Great. The story of Russia's greatest ruler. Douglas Fairbanks, Jr., Elizabeth Bergner, Flora Robson, Griffiths Jones. Dir. Paul Czinner. 93 mins. Rel. April 13. Rev. April 13.

Count of Monte Cristo. The famous romantic old classic of the French nobleman's struggle with his adversaries. Robert Donat, Elissa Landi, Louis Calhern. Dir. Robert Z. Leonard. Rel. April 16.

Gallant Lady. A mother who pays the price of silence in order to be near her child. Dir. Gregory La Cava. Ann Harding, Clive Brook. Otto Kruger, Tullio Carminati. 82 mins. Rel. Jan. 5. Rev. Jan. 23.

House of Rothschild. (The 20th Cent.) Strong drama of the great financial house. George Archainbaud, Loretta Young. Dir. Alfred Werker. 54 mins. Rel. April 6. Rev. March 20.

Last Gentleman. The shrewd and elderly millionaire cleverly foils the plans of his children to elude his money away. George Arliss, Edna May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. (No date set.)

Looking for 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. 71 mins. Rel. March 2. Rev. April 17.

Mouth Rouge. A talented wife proves her ability by a clever impersonation ruse. Rel. Sidney Lanfield, Constance Cummings, Eleanor Farrow, Tullio Carminati. 62 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. 57 mins. Rel. Mar. 2. Rev. Feb. 6.

Our Daily Bread. Disheartened folks from all walks of life begin all over on

An abandoned farm. Karen Morley, Tom Keene, and Barbara Pepper. Produced and directed by King Vidor.

Palooka. The son of a prizefighter follows in his father's footsteps. Dr. Benjamin Stoloff, Jimmie Durante, Stuart Erwin, Lupe Vélez. Rel. Jan. 26. Rev. March 4.

Private Life of Don Juan. Somebody insinuates to the great legendary lover that all his conquests really didn't love him—so he gathers them around and puts the test. Douglas Fairbanks, Merle Oberon, Benita Hume, Kisa Lanchester. Dir. Alex. Korda. (No date.)

Sorrell and Son. An epic of the love between father and son. H. B. Warner, Peter Penrose, Hugh Williams, Winifred Shotter. Dir. Jack Raymond. Rel. April 28.

Studios: Universal City. Offices: 30 Rockefeller Center, New York, N. Y.

Affairs of a Gentleman. Drama. Paul Lukas, Lella Hyams, Patricia Ellis, Gladys Stevens, Lillian Bond. Dir. Edwin L. Marion. 70 mins. Rel. May 14. Rev. June 28.

Beloved. Musical. John Boles, Gloria Stuart. Dir. V. Schwartzinger. Rel. Jan. 23. Rev. Jan. 20.

Bombay Mail. Edmund Lowe Production. Dir. Ed. Marin. Rel. Jan. 1. Rev. Jan. 28.

Black Cat, The. Mystery. Karloff, Bela Lugosi, David Manners. Dir. Edgar Wilmer. 70 mins. Rel. May 7. Rev. May 22.

Countess of Monte Cristo. Drama. Fay Wray, Paul Lukas, Paul Page, Carmel Myers, Reginald Owen. Rel. March 13. Rev. April 2.

Cross County Cruise. Comedy-drama. Lew Ayres, June Knight, Alice White. Dir. Eddie Buzzell. 78 mins. Rel. Jan. 15. Rev. Jan. 23.

Crooby Case, The. Drama. Wynne Gibson, Onslow Stevens, William Collier. Rel. March 5. Rev. April 3.

Embarrassing Moments. Comedy-drama. Chester Morris, Marion Nixon. — Dir. Ed. Laemmle. Rel. July 9.

Glamour. Comedy-drama. Constance Cummings, Paul Lukas. Dir. William C. Sullivan. Rel. April 9. Rev. May 15.

Half a Sinner. Drama. Joel McCrea, Sally Blane, Buster Churchill. Dir. Kurt Neumann. 70 mins. Rel. April 30. Rev. June 26.

Honor of the Range. Western. Ken Maynard. Dir. Alan James. 60 mins. Rel. April 16. Rev. May 1.

Her First Love. Comedy. Summerville-Pitts. Dir. Wm. Wyler. Rel. Aug. 3. Rev. Sept. 6.

Horse Play. Comedy. Summerville-Pitts. Dir. Ed Sedgwick. Rel. Nov. 27. Rev. March 13.

I Give My Love. Drama. Wynne Gibson, Paul Lukas. Dir. Karl Freund. Rel. June 25.

I Like It That Way. Musical. Rodger Pryor, Gloria Stuart. Dir. Harry Lachman. 70 mins. Rel. Feb. 12. Rev. April 24.

I'll Tell the World. Comedy. Les Tracy, Gloria Stuart, Roger Pryor. Dir. Ed. Sedgwick. 78 mins. Rel. April 15. Rev. April 24.

Let's Be Sincere. Comedy-drama. Lew Ayres, Patricia Ellis, Frank McHugh, Isabelle Jewell, Hedda Hopper. Dir. Edward Ludwig. Rel. March 26. Rev. July 10.

Let's Talk It Over. Comedy-drama. Chester Morris, Mae Clarke, Frank Craven, Andy Devine. Dir. Kurt Neumann. 67 mins. Rel. June 11. Rev. June 19.

Little Man, What Now? Drama. Margaret Sullivan, Douglas Montgomery. Dir. Frank Borzage. 71 mins. Rel. June 4.

Love Captive. Drama. Nils Asther, Gloria Stuart. Dir. Max Marcia. 61 mins. Rel. May 31. Rev. June 19.

Love Birds. Comedy. Slim Summerville, Zasu Pitta. Dir. Wm. Seltzer. 60 mins. Rel. March 13. Rev. May 29.

Madame Spy. Drama. Fay Wray, Nils Asther. Dir. Karl Freund. 70 mins. Rel. Feb. 15. Rev. March 13.

Midnight Drama. Sidney Fox, Henry Hull, O. P. Heggie. Dir. Chester Erskine. Rel. Jan. 23. Rev. March 13.

Myrt and Marge. Musical. Myrtle Vail, Donna Domerell, Eddie Foy, Jr., Ted Healy, Ray Carroll, Farrell MacDonald. Dir. Al Rosenberg. 66 mins. Rel. Dec. 11. Rev. Jan. 22.

One More River. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. Rel. July 23.

Romance in the Rain. Comedy-drama. Roger Pryor, Victor Moore and Heather Angel. Dir. Stuart Walker.

Smoking Guns. Western. Ken Maynard. Rel. June 11.

Poor Rich, The. Comedy. Edna May Oliver, Edward Everett Horton. Dir. Ed. Sedgwick. 75 mins. Rel. Feb. 26. Rev. May 15.

Uncertain Lady. Comedy-drama. Genevieve Tobin, Edward E. Horton. Dir. Karl Freund. Rel. April 13.

Wheels of Destiny. Western. Ken Maynard. Dir. Alan James. Rel. Feb. 19. Rev. April 2.

Studios: Burbank. **Warner Brothers** Offices: 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 H. Green. 73 mins. Rel. April 14. Rev. April 17.

Dr. Monica. Drama of woman who tries to help her hubby's girl friend. Kay Francis, Jean Williams, Jean Muir, Verree Teasdale. Dir. William Keighly. 76 mins. Rel. June 23. Rev. June 24.

Easy to Love. A frothy farce. Adolphe Menjou, Genevieve Tobin, Miffy Auld, Guy Kibbee, Edward Everett Horton. Dir. William Keighly. 61 mins. Rel. Jan. 20. Rev. Jan. 16.

Friends of Mr. Sweeney. Comedy-drama of the browbeaten husband who turns the big trick for his newspaper. Charlie Ruggies, Ann Dvorak, Eugene Pallette, Fred, Eugene, Earl Lloyd. Rel. July 7.

Gambling Lady. Based on the drama by Doris May of a gambling lady who is such a sport she is willing to sacrifice her love to save her husband from a murder charge. Barbara Stanwyck, Joel McCrea, Pat O'Brien, Claire Dodd. Dir. Archie Mayo. 66 mins. Rel. March 21. Rev. April 16.

Harold 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, George E. Stone, Murray Roth. 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, Lyle Talbot, Preston Foster. Dir. Mervyn LeRoy. 70 mins. Rel. March 16. Rev. March 16.

Here Comes the Navy. Comedy-drama of a gub that tried to buck the fleet. James Cagney, Pat O'Brien, Gloria Stuart, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. Rel. July 21.

He Was Her Man. Action melodrama of the gal who double-crossed herself in love with her past came back. James Cagney, Joan Blondell, Frank Craven, Harold Huber. Dir. Lloyd Bacon. 70 mins. Rel. June 16. Rev. May 22.

Hi, Nellie. Comedy-drama of a newspaper 'love' columnist. Paul Muni, Glenda Farrell, Kathryn Sergava. Dir. Mervyn Le Roy. Rel. Jan. 20. Rev. Feb. 6.

I've Got Your Number. Rowdy, rollicking story of the telephone trouble hunter who finds it hot. John Bondi, Pat O'Brien. Dir. Ray Enright. 67 mins. Rel. Feb. 4. Rev. Feb. 6.

Jimmy the Gent. Hilarious comedy romance based on the story by Laird Doyle and Ray Nasarog, which reveals a new kind of racket, that of the burglar who steals from the poor. Robert Davis, Allen Jenkins. Dir. Michael Curtiz. 67 mins. Rel. March 17. Rev. March 27.

Key, The. Fighting for love while the Sinn Fein and the Black and Tan crossfire during the Irish trouble. From the London stage success, 'The Key.' William Powell, Edna Best, Colin Clive, Henry O'Neill. Dir. Michael Curtiz. Rel. June 6.

Madame Du Barry. Drama of the lady who made history sit up and take notice, with comedy twists. Dolores del Rio, Reginald Owen, Onslow Stevens, Verree Teasdale, Victor Jory, Dorothy Tree, Helen Lowell. Dir. William Dieterle. Rel. July 14.

Merry Wives of Reno. Comedy-farce of the Reno divorce mill in action. Margaret Lindsay, Donald Woods, Guy Kibbee, Glenda Farrell, Herbert and Ernie McHugh. Dir. H. Bruce Humberston. 64 mins. Rel. May 12. Rev. June 12.

Modern Hero, A. Based on the novel by Louis Bromfield, opening with the gay romance of circus life and featuring the hero through tremendous financial battles to a captain of industry. Richard Barthelmess. 70 mins. Rel. Jan. Muir, Marjorie Rameau, Verree Teasdale. Dir. G. W. Pabst. Rel. April 21. Rev. April 21.

Personality Mix, The. Fast moving melodrama of the lam and beaver that turns into a real clump thanks to wit. Pat O'Brien, Glenda Farrell, Claire Dodd, Henry O'Neill. Dir. Alan Crosland. 65 mins. Rel. July 11.

Smarty. Comedy of the wife who wanted to commute between husbands. Jean Hersholt, William Powell, Edna Best, Colin Clive, Henry O'Neill and Claire Dodd. Dir. Robert Florey. 63 mins. Rel. May 24. Rev. June 29.

Upperworld. Drama by Ben Hecht dealing with a millionaire's adventures with a chorus girl. Warren William, Mary Astor, Ginger Rogers, Dickie Moore. Dir. Roy Del Ruth. 70 mins. Rel. April 24. Rev. May 29.

Miscellaneous Releases

Are We Civilized? (Happin). Propaganda for peace. Dir. Edwin Carewe. 70 mins. Rel. June. Rev. June 19.

(Continued on page 31)



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CALENDAR OF CURRENT RELEASES

(Continued from page 29)

Ariane. (Blue Ribbon.) British made story of a woman who pretends sophistication to win her love. Elizabeth Bergner, Percy Marmont. Dir. Paul Czinner. 80 mins. Rel. April 1.

Badge of Honor. (Mayfair.) Buster Crabbe in a original outdoor picture. Dir. Spencer Bennett. 52 mins. Rel. April 15.

Beyond Bengal. (Showmen.) Animal picture with narrative. 65 mins. Rel. May 15. Rev. May 22.

Big Race, The. (Showmen.) Race track story. Boots Mallory, John Darrow. Dir. Fred Newmeyer. 62 mins. Rev. March 6.

Blue Steel. (Blue Star.) John Wayne Western. Dir. R. N. Bradbury. 64 mins. Rel. July. Rev. July 17.

Cheaters. (Liberty.) Paroled convicts find love through crookedness. Bill Boyd, June Collyer, Dorothy Mackall. Dir. Phil Rosen. 65 mins. Rev. May 18.

Cross Streets. (Inevitable.) Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Night. Rev. July 10.

Drums of Voodoo. (International.) All-Negro cast in screen version of stage play "Louisiana." Dir. Arthur Hoer. 70 mins. Rel. May 7. Rev. May 15.

Enlighten Thy Daughter. (Exploitation.) Warning to parents. Remade from a silent. 75 mins. Rel. Jan. 15. Rev. Feb. 20.

Funny Alive. (Ideal.) Jung's story. Barbara Bedford, Maurice Murphy. Dir. Chas. Hutchison. Rel. Feb. 9. Rev. April 17.

Found Parents. (Jay Lee Kay.) Sex education story. Jean Lacy, Glen Boles. Dir. Jack Townley. 63 mins. Rev. April 10.

Hired Wife. (Pinnacle.) Man hires a bride to get a fortune and falls in love with her. Thelma Nissen, Weldon Heyburn. Dir. Geo. Melford. 60 mins. Rev. March 13.

Lost Jungle. (The Mascot.) Circus-jungle story. Clyde Beatty, Dir. Armand Schaefer. 65 mins. Rel. June. Rev. June 19.

Love Past Thirty. (Monarch.) Beauty parlor rejuvenation for a faded fiancée. Alceon Francis, Theodor von Eltz, Phyllis Barry. Dir. Vin. Moore. 60 mins. Rev. March 13.

Moth, The. (Showmen's.) Sally O'Neill astray in New Orleans. Dir. Fred Newmeyer. 61 mins. Rel. Jan. 15. Rev. April 17.

Marriage on Approval. (Monarch.) In which a girl gets married in the first reel and finds it out the last. Barbara Kent, Donald Dillaway. Dir. Howard Higgin. Rel. Jan. 9.

Pictures Brakes. (Allied.) Story of the Brazilian diamond mines. Dorothy Mackall, Robert Taylor. Dir. Phil Rosen. 60 mins. Rev. May 29.

Trapeze. (Prorex.) Anna Sten's first German picture. dubbed in English. 65 mins. Rel. Feb. Rev. Feb. 20.

Unknown Soldier Speaks. (The Lincoln.) War clips with a new angle. 70 mins. Rel. May 29.

What's Your Racket. (Showmen.) Familiar gangster frameup. Regis Toomey, Noel Francis. Dir. Fred Guilo. 50 mins. Rel. Jan. 1. Rev. March 6.

White Heat. (Mous Mars.) Love on an Hawaiian plantation. Virginia Cherrill, Mona Maris, David Newell. Dir. Lois Weber. 60 mins. Rel. June. Rev. June 19.

Wine, Women and Song. (Chadwick.) Lillian Tashman's last picture. Backstage story. Lillian Tashman, Lew Cody. Dir. Leon D'Ussau. 61 mins. Rev. March 27.

Woman Unafraid. (Goldsmith.) Story of a policewoman. Lucille Gleason, Skeets Gallagher. Dir. W. J. Cowen. 64 mins. Rev. April 24.

World in Revolt. (Mentone.) News clips with comment by Graham McNamee. 63 mins. Rel. June. Rev. June 12.

Foreign Language Films

(Note: Because of the slow movement of foreign films, this list covers one year of releases.)

(Most of these come with English titles.)

Adieu Les Beaux Jours. (Fr.) (Ufa.) Greek romance. Brigitte Helm. Dir. Andre Buecher and Johannes Meyer. 90 mins. Rel. April 15. Rev. May 1.

Akron. (Ger.) (Capitol.) Test tube babies. Brigitte Helm. Dir. Richard Oswald. 70 mins. Rel. May 1.

Bettelstudent. (Der.) (General.) (Ger.) Operetta. Dir. Viktor Janssen. 80 mins. Rel. Oct. 15.

Blonde Christi. (Die.) (Ger.) (Bavaria.) Musical. Karl Hardt. Dir. Franz Seitz. 70 mins. Rel. Feb. 15.

Broken Shoes. (Russ.) (Amkino.) Child reaction to politics. Anti-Hitler. Dir. Margarita Barskaya. 80 mins. Rel. March 15. Rev. April 3.

Chalutzim. (Hebrew.) (Acme.) First talker made in Palestine. Dir. Alexander Ford. 70 mins. Rel. March 15.

Ciudad de Cartago. (Fr.) (Fox.) Drama of marital relations. Antonio Moreno, Catalina Barea. Dir. Louis Kling. 70 mins. Rel. Feb. 15.

Crown of Thorns. (Kinetograph.) (Ger.) (Dubbed Eng.). Biblical drama. Dir. Robert Wiene. 70 mins. Rel. March 15.

Cruz V. La Espada. (La.) (Fox.) Historical romance. Jose Mojica. Dir. Frank Strayer. 70 mins. Rel. Feb. 15.

Deux Orphelins. (Les Fr.) (Blue Ribbon.) Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 1. Rev. Feb. 15.

Das Muejers y un Don Juan. (Sp.) Romantic comedy. Dir. Jose Buchs. 80 mins. Rel. June 1.

Dreams of My People. (Jewish.) (Palestine.) Silent travesty of Palestine with recitatory Cantor Rosenblatt. Dir. Jos. Fox. 60 mins. Rel. Feb. 15.

Ein Gewisser Herr Gran. (Ger.) (Capitol.) Spy drama. Hans Albers. Dir. Gerhard Lamprecht. 70 mins. Rel. Feb. 15.

Ein Toller Einfalt. (Ger.) (Ufa.) Farce comedy. Willy Fritsch, Dorothea Wieck. Dir. Carl Boese. 70 mins. Rel. May 15.

Eine Stadt Steht Kopf. (Ger.) (Capitol.) Farce. Dir. Gustav Gruendgens. 70 mins. Rel. Jan. 15.

Einse Prinzen Junge Liebe. (Ger.) (Ufa.) Romantic comedy. Willy Fritsch. Dir. Arthur Robinson. 80 mins. Rel. March 15.

En Glad Gudstid. (Danish.) (Scandinavian.) From Bjornson's novel. Dir. John Brunius. 80 mins. Rel. Nov. 15.

Enemies of Progress. (Russ.) (Amkino.) Last of the Czarist generals. Dir. Berensvoff. 85 mins. Rel. Jan. 15. Rev. Jan. 15.

Es Wird Schon Wieder Besser. (Ger.) (Ufa.) Farce. Dolly Hays. Dir. Kurt Gerzon. 70 mins. Rel. Jan. 15.

Feldherrnhuegel. (Der.) (Bavaria.) Military comedy. Betty Bird. Dir. Eugen Thiele. 70 mins. Rel. April 15.

Frau Lehman's Tochter. (Ger.) (General.) Melodrama. Hansi Niese. Dir. Karl Heinz Wolff. 82 mins. Rel. Oct. 15.

Frauen-Falschender. (Ger.) (Capitol.) Musical comedy. Trude Bernier. Dir. E. W. Eno. 70 mins. Rel. Jan. 15.

Frechdsch. (Der.) (Ufa.) Romantic comedy. Willy Fritsch, Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 1.

Galavertstellung. (Die.) (Ger.) (General.) Mystery comedy with music. Max Adilbert. Dir. Friedrich Solmitz. 87 mins. Rel. Dec. 1.

Gezettelte Menachen. (Ger.) (Filmclischee.) Drama of father love. Dir. Friedrich Feber. 70 mins. Rel. June 1.

Geld Regiert die Welt. (Ger.) Domestic comedy. Gustav Froelich, Camilla Horn. Dir. Max Neufeld. 70 mins. Rel. May 15.

Girls in Uniform. (German.) (Ger.) (Filmclischee.) Dorothea Wieck and Hertha Thiele. Dir. Richard Oswald. 80 mins. Rel. March 1.

Glueckszynder. (Der.) (Capitol.) Boarding house romance. Felix Bressart, Charlotte Anders. Dir. Rudolf Bernauer. 75 mins. Rel. March 1.

Grosse Attraction. (Ufa.) (Bavaria.) Drama in show biz. Richard Tauber. Dir. Reinhold Mann. 70 mins. Rel. Aug. 1.

Heideschulmeister Uwe Karsten. (Ger.) (Ufa.) Nazi back to the farm propaganda. Dir. Carl Heinz Wolff. 70 mins. Rel. April 15.

Hell on Earth. (Ger.) (Garrison.) (Drama in five languages.) Horrors of war. Dir. Victor Trivas. 80 mins. Rel. Jan. 15. Rev. Feb. 6.

Hellsheer. (Der.) (General.) Farce. Max Adilbert. Dir. Eugen Thiele. Rel. Sept. 1.

Hochtourist. (Der.) (Ufa.) Romantic comedy in Alps. Otto Wallburg. Dir. Alfred Zeisler. 70 mins. Rel. Jan. 15.

Ich Glaub Nie Mehr an Eine Frau. (Austrian.) (Ufa.) Life of a sailor. Richard Tauber. Dir. Richard Oswald. 80 mins. Rel. Oct. 1. Rev. Oct. 21.

Inge und die Millionen. (Ger.) (Ufa.) Romantic crook drama. Brigitte Helm. 65 mins. Dir. Erich Engel. Rel. April 15.

In the Land of the Soviets. (Russ.) (Amkino.) Newsreel compilation of past year. 65 mins. Rev. May 1.

In Wien Hatte Ich Einmal Eine Maedel Geliobt. (Ger.) Military musical. Dir. Erich Schoenfelder. 70 mins. Rel. May 15.

Iza Nemi. (Hung.) Produced, written by and starring Sari Fodak. 80 mins. Rel. June 1.

Juarez V. Maximiliano. (Sp.) (Col.) Mexican royalty's fall. Dir. Miguel Torres. 80 mins. Rel. May 1.

Too Realistic

Hollywood, July 22.
Pickpockets nicked Mel Brown for \$200 Friday (20) while director was working on a picture.
Brown was doing a location hobo scene in a Hollywood park for Monogram's "The Red Head," and was surrounded by a mob of extras and onlookers.

Montgomery-Hayes Set In 'Vanessa,' If and When

Hollywood, July 23.
Although "Vanessa" is going through a story sapoling with likelihood picture might not be made, Metro has spotted Robert Montgomery and Helen Hayes as leads.
Production was put back while writers endeavored to keep the flavor of the story and yet allow it to pass muster. It made it will follow "What Every Woman Knows," which stars Miss Hayes.

Schorsberg to Panama
Eugene Schorsberg, formerly connected with Paramount's h.o. foreign department, has been assigned to the Panama office, where he will be assistant manager.
Leaves for his new post Saturday (23).

July 14 (Prorex) (French) Sentiment to music. Annabella. Dir. Rene Clair. 75 mins. Rel. Oct. 15. Rev. Oct. 21.

Kara Blasen (Swedish) (Scandinavian). Romantic musical. Dir. Gustaf Molander. 80 mins. Rel. May 1.

Lachende Erben. (Ger.) (Ufa). Farce. Max Adilbert. Dir. Max Ophuels. 77 mins. Rel. Nov. 15.

Laughter Through Tears. (Yiddish) Worldkino. From a Sholom Aleichem novel. Dir. S. Ancher. 78 mins. Rel. Nov. 21. Rev. Dec. 21.

Liebe Muss Verstanden Sein. (Ger.) (Ufa). Comedy drama with music. Dir. Hans Steinhilber. Rel. March 15.

Luegen auf Ruegen. (Ger.) (General). Farce. Otto Wallburg. Dir. Viktor Jansen. 80 mins. Rel. Dec. 15.

Melsterdetektiv. (Ger.) (Bavaria). Mystery satire. Weiss Ferdi. Dir. Frank Solitz. 75 mins. Rel. Feb. 1.

Melodia Prohibida. (Sp) (Fox). Musical fantasy. Jose Mojica. Dir. Frank Strayer. 70 mins. Rel. March 15.

Milady. (General) (French). Sequel to Three Musketeers. Dir. Henri Dia. 70 mins. Rel. Sept. 1. Rev. Sept. 15.

Mile. Mitouche. (French) (Prorex). Charming love story. Raimu. Dir. Chas. David. 90 mins. Rel. Nov. 15.

Moj Wajszek z Ameryki. (Polish) (Capitol). Musical comedy. 120 mins. Rel. May 15.

Mother. (Russ) (Garrison). Based on a Gorky novel. Dir. V. I. Pudovkin. 70 mins. Rel. June 1. Rev. June 5.

Mutter Der Kompagnie. Die. (Ger.) (Bavaria). Military farce. Weiss-Ferdi. Betty Bird. 70 mins. Dir. Franz Solitz. Rel. March 1.

Odede the Wanderer. (Palestine) (Hebrew). Life in Palestine. Dir. C. Halishim. 65 mins. Rel. May 15.

Parada Rzewiztow. (Polish) (Capitol). Military musical. Dir. Michael Wazynski. 75 mins. Rel. May 1.

Patriots. (The Russ) (Amkino). Dir. B. Barnett. 80 mins. Rel. Sept. 16.

Peterson & Bendel. (Swedish) (Scandinavian). Comedy-drama with music. Dir. Toralf Sandberg. 80 mins. Rel. Feb. 15.

Prokrator. (Pol). Tense court drama. Dir. M. Waszynski. 80 mins. Rel. May 15.

Quick. Koening der Clowns. (Ufa) (Ger). Comedy. Lillian Harvey, Hans Albers. Dir. Robert Blomke. 80 mins. Rel. Dec. 1.

Roman Einer Nacht. (Ger.) (Bavaria). Romantic mystery. Liane Haid. Dir. Carl Boese. 70 mins. Rel. June 15.

S. A. Mann Brand. (Ger.) (Bavaria). Nazi propaganda. Dir. Frantz Solitz. 65 mins. Rel. May 15. Rev. May 29.

Salome. (Kaiser.) (German) (Ufa). Musical comedy. Renate Mueller, Willy Fritsch. Dir. Carl Boese. 80 mins. Rel. Dec. 15.

Sang d'un Poete. (Fr) (Riceh). Jean Cocteau's idea of modern film. 60 mins. Rel. Nov. 1. Rev. Nov. 7.

Schickel der Renate Langen. (Ger) (General). Domestic drama. Mady Christiana, Fritz Feld. 70 mins. Rel. Oct. 15.

Simple Tailor. (Russ) (Amkino). Drama of Jewish life. Silent with sound track. Dir. V. Vilner. 70 mins. Rel. Feb. 15.

Sobre Las Olas. (Mex.) (Latino). Historical romance. Dir. Ramon Peon. 70 mins. Rel. March 15.

Sermone. (Ger.) (Prorex). Heavy drama of love. Dir. Abel Gance. 90 mins. Rel. March 1. Rev. March 20.

Sohn Der Weissen Berge. (Capital) (Ger.). Alpine drama. Luis Trenker, Renate Mueller. Dir. Mario Bonnard. 75 mins. Rel. Oct. 15.

Sombra de Manchillo. (Sp) (Col). Life of the Mexican bandit chief. Dir. E. T. S. 70 mins. Rel. March 1.

Spy. The. (Polish) (Capitol). Drama. 80 mins. Rel. March 1.

Stern von Valencia. Der. (Ger) (Ufa). White slave traffic in Europe. Liane Haid. Dir. Alfred Zeisler. Rel. April 15.

Storch Hat Uns Getraut. Der. (Ger) (General). Lit Dagover. Dir. Herman Kosterlitz. 80 mins. Rel. Nov. 15.

Tannenburg. (Ger) (European). Military drama. Hans Stuwe. Dir. Heinz Paul. 85 mins. Rel. March 15.

Tante Gusti Kommandiert. (Ger). Romantic comedy. Hansi Niese, Max Adilbert. Dir. Karl Heinz Wolff. 70 mins. Rel. May 1.

Tauscher der Regiments. Die. (Ger) (General). Military musical. Anny Ondra. Dir. Karl Mack. 70 mins. Rel. April 1.

Trenck. (Ger) (General). Military drama. Dorothea Wieck. Dir. Hans Paul. 70 mins. Rel. April 1.

Und es Leuchtet die Puszt. (Ger) (Ufa). Musical romance. Wolf Albach-Retty. Dir. Heinz Hille. 80 mins. Rel. Jan. 15.

Unsere Fahne Flattert Uns Voran. (Ger) (Ufa). Hitler propaganda. Heinrich George. Dir. Hans Steinhilber. 80 mins. Rel. July 1. Rev. July 17.

Verkaufte Braut. (Ger) (Kinetograph). Sumner's opera's dubbed. Jamila Novotna. Dir. Max Ophuels. 80 mins. Rel. April 15. Rev. May 1.

Vi Som Går Koksvagen. (Swedish) (Scandinavian). Musical. Rel. April 15.

Volga Volga. (Fr) (dubbed English) (Kinetograph). Adventure of a Cossack. Robin Hood. 70 mins. Rel. Dec. 15.

Wanderung. (Jewish American) (Yiddish). Story of Hitler regime. Her. Ann. Dir. George Rolland. 70 mins. P. 15. Rev. Oct. 21.

Wie Mann Maenner Fesselt. (Ger) (General). Bad musical comedy. Dir. Carl Boese. 75 mins. Rel. May 15.

Wie Sag Ich Meinen Mann. (Ger) (General). Farce. Renate Mueller. Dir. Reinhold Mann. 70 mins. Rel. Jan. 15.

Wenn Die Liebe Macht. (Ufa) (Ger). Comedy with music. Renate Mueller. Dir. Frank Weizler. 80 mins. Rel. Nov. 1.

Key to Address

Acme, 55 East 13 St.
Amkino, 723 Seventh Ave.
Bavaria, 129 Broadway
Blue Ribbon Picts, 154 W. 55th
Capital Film, 630 Ninth Ave.
Embassy Picts, 723 Seventh Ave.
European Film, 154 W. 55th
Filmclischee, 609 Madison Ave.

Chinese Consul Busy

O.O.'ing Many Hollywood Pictures for O.K.
—Only 2% in Past 200 Held Up

Hollywood, July 23.
Profusion of pictures with Chinese background being made or in preparation has consul of that country here busy looking over scripts. Only Oriental film to date to get an okay from the far east is Metro's "Good Earth."

Scripts of this type picture are being submitted to Consul Yi-seng S. Kiang before production starts so as to avert any clashes with the Chinese censors. Monitors are said to be very fair. Of 200 U. S. films released in China last year less than 2% were held objectionable. Amputations were very few.

Limehouse Nights to be made by Paramount and "Oil For the Lamps of China," Warner property, are to get a close scrutiny. Original contains many sequences not to the liking of the Chinese.

Anna May Wong has been the particular target of the consul. Not that it is her fault but the studios are held responsible for making her act very un-Chinese in her screen characterizations. Claim is that she

doesn't exemplify the notion of her race.
Representative of the Chinese government is here to see that nothing that might reflect on his compatriots gets into the filming. Studio co-operation has been praised by the overseers.

Film Reviews

You Made Me Love You

(Continued from page 14)

sical comedy star, is little known here and Thelma Todd's box office pull is not great. However, the picture is strictly along short subject comedy lines, but has some plot situations and twists which are novel, plus containing a couple of song numbers that are not difficult to take. They are "Miss, What's Her Name?" done several times by Lupino, and "What Can't We?" heard once. Miss Todd is on for a brief vocal try at the finish, which she does a special twist to "What's Her Name?" for the fade with Lupino.

As is his custom, Lupino is all over the place when singing, but in this case less than in the past. English comedian holds down on the dancing; not much more than a suggestion of that and his customary dancing.

Even though rather slow in spots, Lupino manages to keep it going by moving around rapidly in scenes in which he figures. Considerable slapstick and familiar character figures, notably in the sequence in which husband and wife virtually demolish the inside of a home in giving vent to a domestic quarrel.

Char.

DANCING MAN

Pyramid production and release. Features Judith Allen and Reginald Denny. Directed by Al Ray. Story, Leah Foster; film editor, Dan Milner; photography, James S. Brown, Jr.; camera, N. Y. week July 18. Running time, 64 mins. D. L. Trevor. Judith Allen. Reginald Denny. Natalie Moorhead. Douglas Cosgrove. Charles Middleton. Charles Middleton. Charles Middleton. Charles Middleton.

Heavily paced, too theatrical in production and poorly acted, "Dancing Man" is the kind of picture that must be satisfied to slip in here and there.

Story is built around a gigolo whose intentions are whitewashed as good. For Reginald Denny it's something he can just as well forget.

Yarn is a wandering, unoriginal set of plot situations which involve the gigolo with a married woman as his wife, with her own daughter. The one reason he other while the daughter resents the rig for being that kind of a fellow.

After the wife has been found murdered, the picture's apartment, the story becomes a mystery, but before reaching the climax everything has been patched up between the gig and the girl. It appears a detective hired by the daughter to ferret out the truth, even if it should pin guilt on her jealously-minded father, turns out to be the murderer. Woman was without a wife, but had failed to divorce him before remarrying, all of this bringing about some blackmailing.

Judith Allen plays the girl. She's billed in the picture as through courtesy of Paramount. Miss Allen's work here is pretty sloppy, so is that of Edmund Breese, who plays her father. Natalie Moorhead gives the best performance as the unfaithful wife.

Picture's point seems to be that a gig may not be as bad as he's painted. Secondarily tries to get Denny away from it all for a job in South America, finally succeeding for the fade.

Char.

Ursula Parrott's Two Scripts

Ursula Parrott has been signed to write an original for Joan Crawford. Secondarily tries to get Denny away from it all for a job in South America, finally succeeding for the fade.

Deals were both set by her husband, John J. Willberg, film attorney, who returned from the Coast last week.

Story Buys

Hollywood, July 23.
John G. Galt, on "Gig," by Anthony Colwell, has been taken over by Chronicle Films.
Story "The Girl Who Took the Picture" by Fredrick Parrott, and "The Girl Who Took the Picture" by Fredrick Parrott, and "The Girl Who Took the Picture" by Fredrick Parrott.

Paramount's "SHE LOVES ME"

starring

BING CROSBY

in the best story that he has ever had... Bing sings three songs that are smash hits and romances three gals.

and

MIRIAM HOPKINS

garners a million laughs, as the chorus girl who enters Princeton thru' a dormitory window and comes out as the Class of '34!

with **Kitty Carlisle**

beautiful in looks and voice, singing love-duets with Bing

with a supporting cast that includes

LYNNE OVERMAN • GEORGE BARBIER • HENRY STEPHENSON
EDWARD NUGENT • WARREN HYMER • Directed by ELLIOTT NUGENT



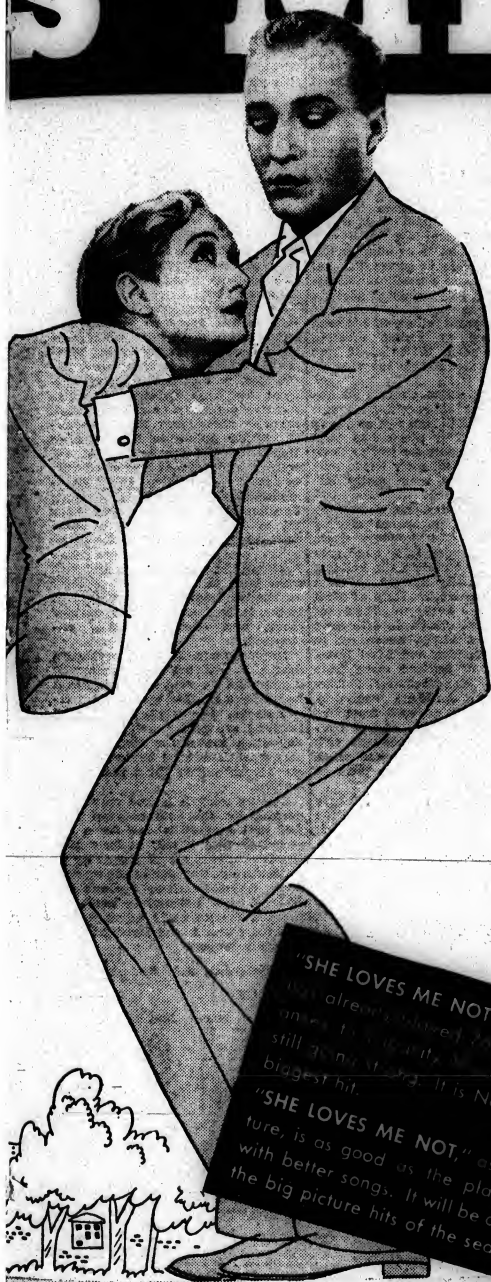
Music by
GORDON & REVEL
RANGER & ROBIN

"LOVE IN BLOOM",

"I'M HUMMIN",

"I'M WHISTLIN",

SHE LOVES ME NOT



Newspapers Rave About the Play

"It's a pip! It's a humdinger! It's a knockout!"

—N. Y. Mirror

"A riotous tale of the night club girl Princeton's young men adopted."

—N. Y. Daily News

"Howls and hoorays for the funniest farce in any vicinity."

—N. Y. American

"The most gloriously cock-eyed farce-comedy the season is apt to reveal."

—N. Y. Evening Post

Trade Papers Praise the Picture

"She Loves Me Not' sure-fire. You can't go wrong with this Bing Crosby picture. It's a honey."

—Hollywood Reporter

"One of the most enjoyable comedy-romances in years. A sure clean-up for all around appeal."

—Film Daily

"She Loves Me Not' is destined to please. This is box-office prescription—swell adult entertainment. Has hilarious situations. Bing Crosby is completely suitable to the role. Appealing alike to ether and theatre audiences."

—Hollywood Variety

"Fun in carload lots. Laugh-laden entertainment. A rollicking show."

—M. P. Herald

Leading Showmen Hail It!

"Corking good box-office."

—Walter Vincent, Wilmar & Vincent

"Although it is obviously unnecessary for me to comment upon the box-office value of Bing Crosby in 'She Loves Me Not' with Miriam Hopkins, I want you to know that at three different places in the picture I laughed so heartily that the tears came."

—Marco, Fanchon & Marco

"A smash hit."

—Milton Feld, Monarch Theatres

"She Loves Me Not' is one of the finest pieces of entertainment I have seen this year."

—Louis Marcus

"SHE LOVES ME NOT"

has already received 24th Academy Award nomination. It is still going strong. It is New York's biggest hit.

"SHE LOVES ME NOT," as a picture, is as good as the play and with better songs. It will be one of the big picture hits of the season!

"I'M SINGIN'" "STRAIGHT FROM THE SHOULDER, RIGHT FROM THE HEART"

Actors Worth All Can Get

(Continued from page 3)

administrator charged they have done little or nothing toward cleaning house.

Not only did the provisions of the film code which the President held in abeyance when he signed the document give the Code Authority powers never contemplated under the industrial recovery act, but they would be impracticable of enforcement, the report asserts, recommending continued indefinite suspension of the salary scale for producers and other classes which were inserted in the agreement largely to quiet a wave of criticism of "fabulous" salaries which was sweeping the country at the time.

Gen. Johnson's Out

As an out for Gen. Johnson, however, should he desire to go further with the matter, Rosenblatt recommends the appointment of a committee to make additional investigations and report on:

A method for compensating those engaged in the creative, interpretative, directorial, technical and supervisory capacities on the basis of a minimum guaranteed compensation against a percentage of the receipts of the respective pictures upon which they may be engaged; and

Recommendations for (1) a uniform production cost formula; (2) a uniform production cost system; (3) a uniform budget schedule; (4) uniform salary ranges for classifications of artistic, creative, interpretative, directorial, technical and supervisory employments; and

"Whether it would be desirable, practical, proper and legal to establish a permanent industry commission, with or without Government participation, but in any event composed of a representative of producers, and a representative, depending upon the interest affected at any time, of the following classes of employees, and restricted solely to such classes, to wit: actors, writers, directors, technicians, or supervisors, which might possess with the consent and approval of the industry, among other things, the power (1) to require all proposed offers of employment to be transmitted to the commission for its approval prior to the same being actually made; (2) to require all proposed negotiations for employment to be with full disclosure to the commission and report to the producing company concerned when in the opinion of the commission corporate assets have been wasted by production executives in their employment of any members of the foregoing classes of employees above mentioned."

Some Figures

Earnings and other data regarding compensation of various classes of employees, by individuals—without names—appear on some 110 pages of the 131-page report, more than 3,500 individuals being listed whose terms of employment call for \$150 per week or more. The earnings of these persons ran from \$100,000 to \$215,000 for the year.

In these tables are the data submitted by 77 separate organizations engaged in production, distribution and exhibition, including the nine companies which afford the bulk of the employment.

The top figure of \$315,000 was received by one actor for a single picture, which comprises that person's total year's work. The next highest paid artist was employed at a rate of \$10,000 a week but made only \$295,520 during the year.

The producing-distributing companies, by which these artists were employed, paid the highest salaries, of whom 102 received between \$50,000 and \$100,000, and 62 persons more than \$100,000.

This table showed that the highest paid executive received total compensation last year of \$273,596, of which \$101,000 was salary and the remainder "other compensation"; the top paid counsel received \$178,599, the top director \$150,000. The top compensation paid to a writer was \$125,511, while the best paid studio manager received \$57,183; top composer \$24,412; supervisor, \$18,500.

camera manager, \$18,000, and sales manager, \$13,200.

While 732 persons employed by the produce-distributors received \$12,000 or better, there were 923 persons among the 3,176 reported upon who made less than \$2,000 in 1933.

In the producing companies, the highest compensation was \$150,000 paid an actor for one picture, and only four persons, one of them an executive, received more than \$100,000, while the highest figure reported by a distributing company was \$30,774, paid a vice-president.

Not Like P. A.'s Mathematics

Donating that press agent arithmetic proves the fallacy of the claim that "figures do not lie," Rosenblatt cited an actor employed at the rate of \$10,000 a week, who made but one week's pay during the year, and another with a salary of \$5,000 who made but one day's pay in all of 1933.

Further, he pointed out, those who are in the money are responsible for income taxes which make their net much less than their gross.

Defending actors' salaries, Rosenblatt asserted that "the intangibles of human talent, not celluloid, constitute the basic ingredient of the entertainment service offered to the consuming public."

"Here, as in no other artistic field, the talents of unique personalities have, through the organization and sales ingenuity of the industry, been brought before vast audiences in every part of the world. The public following established by a director or star is the dominating element of sales appeal possessed by the distributor in offering complete entertainment schedule to the exhibitor. Public popularity of a unique personality is the principal token by which the exhibitor, in the first instance, and the public, in the second, are induced to purchase the entertainment products offered by the producer."

"Thus," he pointed out, "the mere fact that unusual creative talent, unique in some cases, constitutes the bone and marrow of the motion picture industry, offers a natural explanation for the comparatively high compensation which is offered by the industry for these services. As in every other line of endeavor, unusual ability or talent commands a higher price by virtue of its scarcity. At the same time, under the normal operation of economic forces, the compensation commanded by these talents is in the long run determined by the appeal which they make to the consuming public. An artist may have a talent of infinite and lasting value to offer to the world, but from a purely business standpoint that talent is worth only as much as it can earn for the producer in box-office receipts."

Rosy Sex Sumpin

"A screen personality may be a popular hero today and forgotten tomorrow."

But primary gross salary ranges have gone beyond any rational standard when compared with box-office receipts, the report found, and the basic reason for the same, the management in the adjustment of salary payments are to be found in trade practices which have developed and in foreign elements which have entered into the methods of setting standards for compensation, including jealousy, ambition and other destructive factors.

The outstanding practices are the star system "exploited in such a manner that the values created by the producers are turned against them by the necessity for paying excessive salaries; and unfair competitive bidding for talent."

The star system, which Rosenblatt said is not confined to actors alone, but embraces also those employed in artistic, creative, directorial and other capacities, is held to have tended to create an artificial scarcity of talent, the inflated values which producers have placed upon a limited number of executives and artists creating a vicious circle of bidding for their services.

"The position of the star has assumed such importance in the motion picture industry that producers have been induced to use every means at their disposal to entice away from other producers those individuals of proved box-office value who are performing under contract with another producer."

"Another result of the system has been in some cases to 'freeze' tal-

ent to the extent that valuable employees under contract to one company are permitted to remain idle for extended periods of time so that a rival company could not enjoy their services while they are not actually working under the then employer, and with the further result that their value to the industry generally, due to their inactivity, becomes greatly impaired.

Evils of the Loan-Out System

"On the other hand, and the converse of that situation whereby talent is 'frozen,' is the loaning by employers of stars under contracts to competing producers at extremely high prices to the competing producer, such prices being any number of times the regular salary which the star is entitled to receive from the then employing producer. . . . engendering a feeling in the mind of the star that he must thereafter necessarily be worth to his then employing producer the exorbitantly higher amount which his then employer has charged the competing producer; and as a result of such feeling in the mind of the star the then employing producer is not at once with demands for increased compensation which must either be yielded to or refused with concomitant dissatisfaction and disharmony between the then employing producer and such employee."

"The practice of competitive bidding for stars, he continued, 'is based upon the stuff of which stars are made,' and has led to a great deal of the mischief in the production division of the industry."

"It appears that the services performed by stars and directors are of such character, and moreover, their temperament is of such character, that complete contentment is necessary to the proper performance of their work. Their value is apparently nil when they are 'unhappy.'"

The development of screen personalities, it was pointed out, was resorted to in an effort to build up a business winning from depressed conditions, but with no accompanying reduction in its tremendous fixed charges.

"Producers discovered that the creation of such personalities was a costly process and moreover, that once created, they were always open to the predatory raids of competing producers," Rosenblatt explained. "Thus, in the scramble to attract the public, salaries of executives and screen stars were raised to abnormal heights. Stars were given contracts at figures substantially above recently prevailing rates, and far in excess of an average of salaries generally commanded by the outstanding personalities of the silent screen."

"By this action producers were flying in the face of sound judgment. Business management in every line of commerce and activity was drastically reducing operating expenses, including salaries. The combined operation of these trends made it difficult, if not impossible, to adjust production costs to the new era of generally depressed earnings."

Outlining the financial conditions of the larger companies, the report declared that factors contributing to this situation were a greatly reduced mass audience for screen entertainment by reason of widespread unemployment; great operating losses, due to undoubted over-investment in large-type theatres; cut-throat competition for the services of outstanding screen personalities, resulting in excessive salary ranges, making it difficult to secure economical production."

Readjustments have been made by the producers, it was admitted, "but no convincing evidence exists to indicate that basic production costs have been greatly reduced, or that any substantial progress has been made toward the elimination of those practices prevalent within the industry which tend to depress the quality of motion picture entertainment offered to the consuming public."

"Rationalization of production costs remains the essence of the problems in the financial rehabilitation of the production division of the motion picture industry."

MARGARET HAMILTON TRIO

Hollywood, July 23

Margaret Hamilton, New York legit character actress, has a three-film deal with Radio and first goes into "My Youth Leave". She previously was in "Hat, Coat, Glove" at that studio.

Stock Market

(Continued from page 6)

Friday's decline. Technicolor, on Curb, also was a strong spot and it gained nearly half a point despite news of an amusements. It went to 14 1/2 during week, but closed a point lower.

Majority of other amusements showed declines. Principal losses were suffered by Columbia Pictures certificates, down 1 1/2; Consolidated Film preferred, down 1 1/2; Fox A, off 2 1/2; Loew's common, off 2 1/2; of preferred of same, down 2 1/2; Pathe A, off 2 1/2; Radio, off 1 1/2; Radio B, preferred, off 5 1/2; Warner Brothers, common, off 1. Paramount certificates also lost 3/4, and closed at 3 after getting down to 2 1/2. Weakness in the moderately priced Fox A stock was a feature, for it slipped to 10 1/2, closing at bottom.

Radio B tested the 29 level and found little support. Result was that it slipped back steadily most of week, finding support only after it had sunk to 22 1/2. After this sharp shake-out, Radio B seemed to be in a stronger position to advance, but it still will have to contend with the fact that amusements do not seem ready as yet for any forward movement.

The same would seem to hold true of Loew's common stock, which went to 25 1/2 Saturday, for a new 1931 low. It has been slipping off for several weeks in the past, and now should be in a position, technically at least, to rebound. Conservatism of management is indicated in the company's failure to increase the dividend at recent meeting although reports indicated it was earning at least double the amount paid.

Paramount certificates, to all appearance, are approaching a new buying level, although not at year's low as yet. This stock has been forced down heavily for two or three weeks and consequently its technical position has been vastly improved.

Business activity, as shown by various indices, recovered sharply from the July 4 holiday week. Power output rose 5.9% over preceding week which had the holiday, but was virtually unchanged from 1933 the same week. Rate of steel activity rose 4.7% to 28.8% of capacity. This compares with steel operations of 56.1%, according to the American Iron and Steel Institute. Bulk of demand came from automobile manufacturers. Carloadings were up 15.9% from preceding week, but off 7.6% from like week in 1933, making second successive week when loadings were down behind last year when loadings were climbing to peak of year.

General Electric reported nearly 75% increase in earnings for June quarter over 1933, the net profit being equal to 15c, a share on the common, after dividends on special stock, as compared with 13c, per share in preceding quarter, and 9c, per share reported for June quarter in 1933. First of the month of 1934 showed a net profit of \$3,463,091, or 28c, a share on common compared

with 16c, per share for corresponding period last year.

Indicative of the increased purchasing power in the farming districts of the country was the report of Montgomery Ward for five months, ending June 30, which showed a net profit of \$3,842,528 after taxes and charges. Net profit for June alone was \$532,592. Since bulk of this company's sales comes from districts largely populated by farming class, it was taken to mean that the farmer, despite the drought, was buying a great deal more than last year or in several previous years.

Many second quarter reports came out during the week. DuPont's second quarter earnings brought the total for the first six months of 1934 to 83c, a share more than the same six months in 1933, or a total of \$1.86 per share for first half of this year.

Pathe Reorg Plan

Pathe Issues sold down on announcement of directors' approval of tentative reorganization plan as to capital structure. Under proposed plan holders of Pathe A stock would get two new common shares for each share held, and Class B stockholders would get one-twentieth of a new common share. Plan also contemplated a new convertible preferred stock issue. Stockholders may soon be asked to approve this tentative plan.

As with many other lower priced bond issues, amusements liens suffered during the week. All showed losses excepting Pathe 7s and Warner Brothers 6s, which were unchanged, worst decline being suffered by RKO debentures, which lost five points to 24, the low mark reached Saturday. Keith 6s declined 2 1/2 points to 65; Loew 6s dipped to 100 for a loss of 1 1/2 points; Paramount-Famous-Lasky 6s lost 3 1/2 points to 44 1/2; Paramount-Broadway 5 1/2s lost a point; Paramount-Public 5 1/2s fell back 1 1/2 to 46, and certificates of same declined 3 1/2 points to 44 1/2. Other losses were fractional. Warner Brothers liens dipped to 50 and then came back to 53 1/2, at close to show no change from previous Saturday. Pathe 7s held close to the century mark, and closed at 99 1/2, unchanged.

Major Angus, British speculative oracle, is reported to be preparing a pamphlet for next month in which he predicts another boom in American stocks. Seemingly traders from England are pretty well healed for any such move, for they are reported to have been buying American stocks quietly for a number of months.

Coming week is looked on as important by chartists because they feel that market is due for a rebound or that it will at least give unmistakable signs of preparing to go upwards. But should the market break down decisively through the 95-level of industrial averages, chances for an early advance would be delayed for considerably longer.

Summary for Week Ending Saturday, July 21

STOCK EXCHANGE

High	Low	Sales	Issue and rate	High	Low	Last	Net chg.
100 1/2	99 1/2	900	Am. Bond	100 1/2	99 1/2	99 1/2	0
3 1/2	2 1/2	1,000	Consol. Film	3 1/2	2 1/2	2 1/2	0
10 1/2	9 1/2	2,300	Columbia P. Inc. (10%)	10 1/2	9 1/2	9 1/2	0
17 1/2	16 1/2	3,500	Consol. Film pref. (10%)	17 1/2	16 1/2	16 1/2	0
10 1/2	9 1/2	4,000	Kodak (10%)	10 1/2	9 1/2	9 1/2	0
17 1/2	16 1/2	3,400	Loew, Class A	17 1/2	16 1/2	16 1/2	0
25 1/2	24 1/2	60,000	Gen. Elec. (6%)	25 1/2	24 1/2	24 1/2	0
17 1/2	16 1/2	17,000	Loew (10%)	17 1/2	16 1/2	16 1/2	0
37 1/2	36 1/2	700	Loew pref. (10%)	37 1/2	36 1/2	36 1/2	0
7 1/2	6 1/2	22,000	Madison Sq. Garden	7 1/2	6 1/2	6 1/2	0
4 1/2	3 1/2	5,000	Pathe common	4 1/2	3 1/2	3 1/2	0
10 1/2	9 1/2	5,800	Pathe Class A	10 1/2	9 1/2	9 1/2	0
10 1/2	9 1/2	60,000	Gen. Corp.	10 1/2	9 1/2	9 1/2	0
4 1/2	3 1/2	8,000	RKO	4 1/2	3 1/2	3 1/2	0
10 1/2	9 1/2	10,000	Radio	10 1/2	9 1/2	9 1/2	0
8 1/2	7 1/2	37,000	Warner Bros.	8 1/2	7 1/2	7 1/2	0
17 1/2	16 1/2	23,500	Westinghouse	17 1/2	16 1/2	16 1/2	0

* Plus stock extra. † Paid this year on account of accumulations. ‡ New Bill high. § New 1931 low.

CURB

13 1/2	12 1/2	10,100	Technicolor	13 1/2	12 1/2	12 1/2	0
3 1/2	2 1/2	700	Trans. Lux (10%)	3 1/2	2 1/2	2 1/2	0

BONDS

11 1/2	11 1/2	\$25,000	Gen. Elec. 10%	11 1/2	11 1/2	11 1/2	0
11 1/2	11 1/2	7,000	Loew 10%	11 1/2	11 1/2	11 1/2	0
11 1/2	11 1/2	11,000	Loew 6 1/2%	11 1/2	11 1/2	11 1/2	0
11 1/2	11 1/2	8,000	Loew 6 1/2% pref.	11 1/2	11 1/2	11 1/2	0
11 1/2	11 1/2	10,000	Loew 6 1/2% pref. 10%	11 1/2	11 1/2	11 1/2	0
11 1/2	11 1/2	10,000	Loew 6 1/2% pref. 10%	11 1/2	11 1/2	11 1/2	0
11 1/2	11 1/2	10,000	Loew 6 1/2% pref. 10%	11 1/2	11 1/2	11 1/2	0
11 1/2	11 1/2	10,000	Loew 6 1/2% pref. 10%	11 1/2	11 1/2	11 1/2	0
11 1/2	11 1/2	10,000	Loew 6 1/2% pref. 10%	11 1/2	11 1/2	11 1/2	0
11 1/2	11 1/2	10,000	Loew 6 1/2% pref. 10%	11 1/2	11 1/2	11 1/2	0

OVER THE COUNTER, N. Y.

10 1/2	9 1/2	10,000	Loew 6 1/2%	10 1/2	9 1/2	9 1/2	0
10 1/2	9 1/2	10,000	Loew 6 1/2%	10 1/2	9 1/2	9 1/2	0

PRODUCE EXCHANGE, N. Y.

10 1/2	9 1/2	10,000	Loew 6 1/2%	10 1/2	9 1/2	9 1/2	0
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TELEVISION'S MONEY NEEDS

Use Listening Habit Replies to Test Follow-up Sales Influence

Radio's constant striving to prove its case as an effective salesman has developed a new supplementary survey designed to trace actual sales in addition to program listening habits, the usual province of radio surveys.

New form of survey called the "coincidental method" has been used extensively only for the past few months and by only a limited number of radio advertisers through the Ross Federal Service. If experimentally verified on a wide scale it is possible the technique will be generally adopted within the radio industry.

Coincidental method takes the data obtained from the more orthodox radio surveys made to establish listening habits and makes a secondary survey of the persons giving affirmative replies.

Complete procedure is as follows:

Names picked at random from telephone directory in a fixed ratio to total population of city under survey are telephoned one minute after given program goes on air and during the rest of the

time the program is in progress. These questions are asked:

- (1) Do you own a radio?
- (2) Is it turned on right now?
- (3) Do you know the name of the station?
- (4) Do you know the name of the program?
- (5) Do you know the name of the sponsor?

This is made the next day. Out of the replies of those reported as listening to the particular station and program in question the survey then takes one-half the names and makes a repeat telephone call the next day. These questions are asked (substantially):

- (1) What make of automobile do you use?
- (2) What kind of gas is now in the tank?
- (3) How long have you been using that brand?

While naturally modified according to the product, the purpose of the coincidental or secondary check is to find out, if possible, what influence, if any, in buying habits is resulting among those persons who admittedly listen to the sponsor's radio program.

\$368,000,000 TO GET GOING

Alfred J. McCosker Estimates Required Investment in Sets, Transmitters and Programs—Believe Television Technically Possible in '35

IS TIME RIPE?

Assuming that practical receiving sets for television can be retailed at \$300 a set, at least 700,000 sets would have to be sold to the public at an initial investment of \$210,000,000 before the nucleus of television broadcasting as an industry would be laid.

This declaration has been made by Alfred J. McCosker, head of WOR, Newark, and president of the National Association of Broadcasters, in a reply to a questionnaire submitted by Leon Litt, television researcher, who has been checking official opinion as to the claimed possibility of practical television "late in 1935."

McCosker's estimates are that 80 transmitting stations would have to be established to service a television-equipped public and that the capital investment required for these transmitters would be \$40,000,000, while the programming of these outlets would cost \$38,000,000 annually. WOR alone, if operating on a television basis, would have to prepare 21,000 shows of 15 and 30-minute duration per annum.

Thus McCosker's estimate: of the preliminary financial investment confronting television can be summed up:

Sets	\$210,000,000
Stations	40,000,000
Programs	38,000,000

\$368,000,000

It is stated that broadcasting today operates on a capitalization of about \$25,000,000.

Advocates of a more determined development of television than has been typical to date seem to feel that their prophecy of practical television by "late 1935" is logical and possible in view of recent technical improvements. However, the manifest policy of RCA-Victor is to delay television until a time deemed more propitious for introduction of so radical an innovation.

Public acceptance of television programs and with that advertising sponsorship of television are the two unknown quantities. Part of Litt's research has been an effort to ascertain advertisers' attitude toward such sponsorship.

Radio Scoops Frisco Dailies

Bitterness on News During General Strike—U. P.'s Wrong Tip to Stations

San Francisco, July 23. Frisco's general strike opened up that news gathering controversy between dailies and broadcasters again, when Don Lee's KFRG and Ralph Burton's KJBS began decisively scooping the papers on nearly every major development of the walkout.

Decision of a general strike, for instance, was on the air about quarter of an hour before the papers had it on the streets.

Bad words developed between the stations and Scripps-Howard News and Hearst's Examiner as a result

of a Press Radio Bureau item with a Frisco deadline which stated street carmen would strike last Friday noon day and a half before they actually did.

Item came from the papers and press associations, and KFRG, KJBS and NBC's KGO used the item, only to find it was incorrect when the News and Examiner ran front-page stories panning "inaccurate" radio news reports. When confronted with their own news item, which came from United Press, dailies refused to do anything about it.

Hearst's Radio Expansion

Chicago, July 23.

Discounting all previous reports, it appears that William Randolph Hearst is out in earnest at present to build his own group of stations in important key spots of the country. Formerly merely a plaything with Hearst, radio today is shaping as a very important factor in Hearst's plans.

In most cities Hearst is using radio as an adjunct of his newspapers, but there is evidence that Hearst will go into towns with transmitters where he has no newspaper of his own, expecting to start his own news-sheet or to make an alliance with some paper already established.

Hearst now owns or operates seven transmitters reaching from coast to coast, the more important being WINS in New York, WCAE in Pittsburgh, KYW in Chicago, WISN in Milwaukee, KYA in San Francisco and two transmitters in Los Angeles are readying. This is the basis from which the new Hearst web is to rise. KYW moves to Philadelphia in October, returning to Westinghouse ownership and operation. But it is understood that Hearst is negotiating to continue operation of the transmitter in Philly even though he has no newspaper in that town.

Meanwhile Hearst is busy scouting for a station to replace KYW in this, his second most important stronghold. He made a bid of \$100,000 for WOFL, the Labor Station, but was rejected. He negotiated with Ralph Atias for a possible takeover of WIND in Gary but nothing came of it. And now it is reported there has been some dickering with WAAF, a small low-watter, on part-time license.

Publishers Seek Radio Licenses, Want Air Protection Against Scoops; Advertising Losses, Politics Figure

Washington, July 23.

Radio Eds Convene Same Time and Place as NAB

Pittsburgh, July 23.

Darrell V. Martin, radio ed. of Pittsburgh Post-Gazette and secretary of National Association of Radio Editors, announced group will convene in Cincinnati for a two-day session Sept. 16 and 17 during NAB gathering. NARE consists of 78 radio columnists on dailies throughout the country.

L. C. Bragdon, of the New York Sun, president of the association, will preside. Martin says part of the proceedings will be broadcast by one of the networks.

Jack Benny East

Hollywood, July 23.

Jack Benny, having finished Transatlantic Merry-Go-Round for Edward Small, leaves with his wife, Mary Livingston, Friday (27) for New York to continue his radio broadcasting.

Turner Quits KYW

Chicago, July 23.

Ulmer Turner has severed connections with KYW as the station's press agent.

Turner, however, remains editor of the radio department of the Hearst morning rag, Herald and Examiner.

V.P. Fox of WMCA Out

J. Leslie Fox is out of WMCA, New York. He joined the Storer station only two months ago after resigning as general manager of WSM, Nashville, to accept the post of v.p. in charge of sales with WMCA.

His duties are being assumed by Karl Knipe who is salesman-in-chief for the Storer group of seven stations.

A number of minor employees among announcers and program staff also are out at WMCA.

Phyllis Bader Ill

Omaha, July 23.

New program director at WAAW is James Douglas, who takes the place of Phyllis Bader for a month or so from July 16. Miss Bader is on leave to recover her health, which is impaired by a condition of general debility and near nervousness.

Douglas has been just lately attached to the studio in the capacity of studio director and salesman.

SUMMER LULL HITS AIR BUNCH

Midsummer doldrums set in officially for the Manhattan radio colony this week with the departure, consummated or imminent, of practically every radio editor in New York plus a wide assortment of executives, advertising officials, performers, and radioites generally.

Mike Porter of the N.Y. Journal is cruising in his 32-foot boat for a fortnight. Orrin Dunlop has gone to Niagara. Louis Held (American) to Bermuda. Jo Ranson (Brooklyn Eagle) to the World's Fair. Alton Cook (World-Telegram) to Virginia. Aaron Stein (Post) to the mountains. Latter will have no substitute on the Post while away. Porter has guest columnists and the World-Telegram radio stuff is being written from Chicago by a midwestern commentator.

G. W. (Johnny) Johnstone of NBC scrambled to take advantage of the radio columnist moratorium. Other press agents also decided it was an ideal opportunity to get in some relaxation.

McMurtrie With Storer Network Starting Aug. 5

Burt McMurtrie, formerly head of the commercial program department for Columbia Broadcasting system, joins WMCA and the new American network Aug. 5.

He will be in charge of the program division for the seven station network. George Storer made the appointment.

Joins Natl. Fertilizer

Chicago, July 23.

Jerome Henry has resigned from the local NBC press department, effective Aug. 15. Henry, who has been handling farm publicity, moves out of show business to join the National Fertilizer Association in charge of public relations. His new job calls for a shift to Washington.

Henry's leaving marks the third departure from the NBC press office here. In two months, the others who left being Jim Cook and Tom Fitzgerald.

KECA Power Boost Seen As NBC, Gold Net Revival

Los Angeles, July 23.

Petition of Earle C. Anthony to the Communications Commission for second power increase for KECA is interpreted here as a move to impress NBC and with the hope that NBC will revive the gold network, which was dropped two years ago. This would give the web two commercial outlets. Station is being fed only sustainers.

Neighbors within a mile radius of KECA's downtown transmitter are circulating a protest, claiming that increase would make reception from other stations just a helping of static.

RUBY KEELER'S SISTER

IN WMCA AIR DEBUT

Margie Keeler, heretofore a dancer in vaude and cafes, makes her radio debut over WMCA, New York, as a singer with the Heat Waves Trio.

She is a sister of Ruby Keeler Johnson.

Penn Tobacco Takes on WBBM Baseball Account

Chicago, July 23.

After five years of sponsoring the WBB baseball play-by-play broadcasts, Prima beer last week stepped out of the picture. It followed a mutual agreement to cancel the standing contract between the brewery and the transmitter.

However, the broadcasts were immediately sold to a new sponsor, the Penn Tobacco Company of Wilkes-Barre. Company will plug its Kentucky pipe tobacco and its new cigarette, the Kentucky Winner, which is expected to be on sale in Chicago in about two weeks.

Femme News Spieler

WOR, Newark, is introducing a woman news commentator, Sophia Singer.

She starts July 30 and will spiel Mondays at 10:30 a.m.

WESG, Elmira, N. Y., has gone on summer operating schedule—eight hours from 2 p.m. to 10 p.m. Cues-ton was inaugurated last year.

which led "the kindly, intelligent German people we know to support a man like Hitler." Germany, he explained, had been in the throes of economic and political turmoil for fifteen years, with the various cabinets stalemated because no ma-

(Continued on page 28)

L.A. STILL ON THE CUFF

\$25-\$40 Agency Jobs Carry Twist; Radio Actor May Not Work Elsewhere

Several of the major ad agencies have developed the practice of binding their talent to exclusive service contracts, regardless of the amount of the weekly remuneration. Attitude assumed by these agencies is that the artist, either agrees to work on no outside commercial programs or there's no contract.

Exclusive service clause holds as long as the warbler or actor draws some sort of stipend from the agency. In some cases these agencies don't take the trouble to attest the restriction through a contract. If the player's personality means something to the program he's just told to lay off outside mike contacts or somebody else will be found for the assignment.

One agency with several round-the-clock shows stipulates the exclusive idea with everybody it engages and these include the dramatic and comedy bit readers whose income from this connection doesn't extend beyond the \$25 or \$40 they collect for a single weekly program. The agency guarantees nothing outside of this one program.

CASA LOMA 1ST OF LEHN & FINK BANDS

Casa Loma orchestra Sunday (22) was the first of a series of name bands which started the new 'Hall of Fame' radio series on NBC for Lehn & Fink. Tommy Rockwell and the M. C. A. have booked the majority of the bands, with Gus Arnheim and Enrie Madriguera booking independently.

Rockwell-O'Keefe have Dick Humber, Duke Ellington and Dorsey Brown, slated for certain Sundays. Fiorito, Arnheim, Madriguera, Restor, Weems and Hal Kemp are the others booked.

Following these weeks of name bands, an idea of 14 weeks of name guest artists may be the ensuing program motif for Lehn & Fink. Rockwell-O'Keefe to book probably.

GEN'L MILLS' NEW POLICY

Alters Program Ideas — Sponsors 45-Minute Concerts

St. Paul, July 23. Beginning this morning (23) at 9:15, General Mills goes on WCCO local CBS outlet, with 45 minutes of music, a departure from the usual short-period morning broadcasts by the flour and cereal dispenser.

G. M. execs figure that good music will get some women listeners all the time and all of them some of the time—and eliminate the present dial-twirling devotees who resent the frequent plugs characterizing the brieflets. Hence monopolizing the 45 minutes.

Present set-up goes on three times weekly, Mondays, Tuesday and Thursday, for 13 weeks. Studio has Jack Merich's 12-piece orchestra plus the Triple Threat group of five artists which include a male trio with a soprano and Earl McNaughton at the piano or organ, depending on the stuff they're dishing out. Betty Crocker, who does the gabbing on the merits of the General Mills products, will henceforth do her spiel only the Friday morning period.

WHK's New Manager

Akron, July 23. A pioneer in the field of radio, H. K. Carpenter, formerly of WHK, has been named manager of WHK, Cleveland. This appointment becomes effective July 28. Carpenter will go to Cleveland from station W-T-F, at Raleigh, N. C., where he has been manager.

Pleasing Pontiac

Pontiac is on the way to ousting Schlitz from its champ standing as an auditioner of programs.

Car account by July 13 had listened to 28 different program prospects for the half hour Sunday evening spot it has contracted for with NBC. Web piped eight of these auditions into the client's Detroit offices in one day.

Provident Insurance Dramatizing Benefits On Nation-Wide Web

Philadelphia, July 23.

Provident Mutual Insurance is readying a ride on 35 outlets, coast-to-coast, with a fifteen-minute script show commencing in September, for ten weeks.

Idea of dramatized stories from the claims files of the company was sold by Sam Lewis, and network arrangements are the result of extensive spot broadcasting tests last spring. Scripts will be penned by Walter Mayberry and Ada Bower. Client is undecided as to chain to be used, although tendency is toward CBS, since plan is to pipe shows from the insurance company's own auditorium in Philly. Columbia can eliminate wire charges by using key station WCAU.

Show was sold direct by Lewis, who will act as agency on time purchases.

DEATH, RESIGNATION, SHIFTS KOIL STAFF

Omaha, July 23.

Staff meeting of personnel of Omaha studios of KOIL and KFAR called last Monday (16) by Manager John Henry for purpose of realigning work caused by changing personnel and death of Walter Vogt and enforced absence of Paul Luther.

Duane Galtner was appointed program director, the post held the past year by Vogt. Galtner has been member of the announcing staff past two years, and also well known as half the Duane and Sally team, other half being Mrs. Galtner (Sally Fitzgerald) also of the studio staff.

Arthur Faust was appointed dramatic director, the post left by Hart Jenks when he resigned to devote his full time to his Folio Players repertory. Faust joined the staff on Jenks' resignation first of June, and formerly a stock and vaude actor.

Manager Henry announced Omaha studios will this year present five dramatic programs in the afternoons in contrast to the heretofore policy of the late evening hours. Reason is to permit building for commercial use, as no sponsors interested in late hours. Dramatic schedule won't be resumed until September.

Two-Places-at-Once For Everett Marshall

Shubert's production of 'Cyrano de Bergerac' will have Everett Marshall in the cast which may complicate matters for the dramatic baritone whose original 13 weeks have been extended for 35 more on CBS (X-15).

That's an 8:20-9 p.m. an show and the sponsors will try to work out a deal with the Shuberts for a deferred curtain or some arrangement whereby Marshall may also appear in the lead.

REWARD ALWAYS IN THE FUTURE

No Change in Los Angeles Talent Market, Worst in Country—Stations Man- age to Get Talent With- out Paying for It

ANGLES

Los Angeles, July 23.

No change in the talent market here. Of the 12 kilocycle spots in this area, only four of them are paying anything most professionals would dignify by the name salary. It's still a sad story that's told by those who toil on the local airwaves. Not only are salaries—if they can be called that—down to the irreducible minimum, but the fenagling is terrific.

One 1,000-watter has a budget of \$50 a month for talent. Of course there's an extra appropriation for the orchestra and a set of canaries. Yet despite the incredibly meagre budget this spot boasts as much live entertainment (numerically) as the big four.

And well may the seasoned performers howl at such a setup. They're whipped from scratch and they know it. But hope springs eternal.

Office Help

There's no limit to which these stations will go to get a free flesh show. Rather than pile it on too thick in the matter of using audiotapes, one of the peep-sneak spots hit upon a neat idea. Why not have the elevator boy do a bit? And then there's the phone gal and the steno. For that dialect part, who could do it better than the janitor?

It's a grand thought because it entails no outlay of dough and the workers are overjoyed at the chance. Which makes it hoky-poky all around. Such creative genius by a program director seems wasted on such a station.

Brutal part of the whole biz is the chiseling methods employed by some production and program managers. Handed \$25 by a sponsor for talent the big-hearted 'bucko' pockets the coin and calls in the studio hangers-on. It's their big chance, he tells them, and the faces of the half-starved kids light up. It's truly a case for the humane

Memphis Stations Mutually Bound Not to Recognize Local Agencies

Memphis, July 23. An ironbound contract made between two radio station here seems to have successfully left the four local advertising agencies out in the cold. Stations WREC (and its 100-watt secondary outlet) and WMC are the principals in the stand against the local 15 percenters.

Under the existing arrangement either station paying commission to the local advertising agencies must forfeit to the other \$300 for each and every instance of such recognition.

Intense opposition to the local advertising agencies reportedly followed a long period of disharmony. WREC was first to break with the agencies, claiming that the agencies were seeking to dictate station policy, chisel on station prices and talent, and generally make life unhappy for the broadcasters. At a later date WMC assertedly came to the same conclusion and proposed the alliance, which has now been in effect half a year. (Hart W. Slavick for WREC and H. W. Slavick for

Air Names Pull 800,000 Kids to Chi Expo in 6 Days; Ryan Tops Draw

Red Regains Lead

For the second successive month NBC's red (WEAF) link grossed more in June than did Columbia. Tally for the red last month was \$1,272,480, while CBS' came through June with a gross of \$925,939. June share for NBC's blue (WJZ) loop was \$821,607. Columbia's gross topped that of the red for seven consecutive months up to May.

John Chapel, WOW, Omaha Announcer, Is Count Ivan Kuropatkin of Russia

Omaha, July 23.

John Chapel, WOW announcer and assistant program director, leaves Aug. 15 with his wife, Catherine, to join a party of former Russian noblemen on a vacation tour into Northeastern Canada and Labrador.

Chapels join party at Quebec for trip up the Saguenay River and into Labrador. Following this they will trip down into New England and stop at the estate owned by A. W. Ackerman, advertising manager of Hayden Brothers department store here, at North Andover, Mass. Chapel in terms of the former Russian nobility is Count Ivan Kuropatkin. Leaders of the party will be Prince and Princess Gargarian. The Count and Countess Kuropatkin will return to Omaha and radio about Sept. 1.

EDMUNDS WITH KMOX

St. Louis, July 23.

John R. Edmunds comes in from the east to join the KMOX production department.

Edmunds was formerly production man with NBC in New York.

society, as the NRA hasn't yet penetrated this low form of animal life. Average wage for announcers out here is around \$25 a week. Should a relief man be needed he rates \$30 an hour. Sometimes he only gets an hour's work and the expenses driving back and forth just about puts him on even. Absolute tops for barkers locally is \$60. Most of them, however, double in a wide assortment of programs.

Chicago, July 23.

World's Fair has been using local radio names as extra added attractions for their regular Thursday children's day. Fair officials have found that the kids' radio favors are surefire magnets for attendance. And also that, so far, the ace attraction is Quin Ryan, manager and performer on station WGN, the Chicago Tribune transmitter. Quin Ryan was the attraction on the first children's day which cracked all records for attendance, when 470,000 kids stormed the gates.

Fair has used other attractions for the Thursday, but none of them panned out as well as Ryan, and the officials are now dicker for Ryan to repeat more often. Second top winner in attendance was Irene Wicker, the 'Singing Lady'.

Attendance for the seven children's days so far runs as follows: May 31—Quin Ryan and Scalawags (WGN), 470,000.

June 7—Bill Baar (Grandpa Burton) (NBC), 37,487.

June 14—None, 52,173.

June 21—Irene Wicker (Singing Lady) (WGN), 78,632.

June 28—Pat Flanagan and 'Skippy' (CBS), 69,817.

July 5—Quin Ryan and Scalawags (WGN) (scheduled, but postponed—rain), 63,814.

July 12—Quin Ryan and Scalawags (WGN), 94,488.

LEGIT JUVE GETS 'RED DAVIS' ROLE

Burgess Meredith currently with the Broadway stage play, 'She Loves Me Not,' gets the title role in the radio script, 'Red Davis,' sponsored by Beechnut Gum over NBC. Radio serial resumes Oct. 1 after a summer lay-off.

'Red Davis' part, one of the best assignments for a juvenile on the air, was handled last season by Curtis Arnall. Question of money responsible for cast change. Novelty angle to Meredith's connection with Beechnut script is that if continuing on Broadway with the stage show he will broadcast at 7:30 p.m. for the east, then give his theatre performance, and make the repeat broadcast for the far west at 12 midnight.

WCAU Starts Drive

Philadelphia, July 23.

WCAU's first big drive for network commercial recognition starts next week when Jan Savitt's house band goes into swanky Penn Athletic Club for a dandypation engagement, with the Levy brothers and several chain choice spots to back it up. Idea is to build the unit for national rep and possible sale to web sponsors.

Studio is dicker with local musicians' union for commercial scale rate lower than New York for Savitt's band, the blanket price to include set hours of aircasting that will not differentiate between sustaining and commercial chain shows.

Bordoni's Fur Program

Irene Bordoni is under seal to J. J. Fox, N. Y. furrier, for a broadcast series.

Unusual in that the French singer will be on a program divided between WEAF and WABC, keys of the NBC and CBS webs. (C) Let's be heard to Manhattan and starts July 25.

Wooten's Travels

Hart Wooten, manager of WABC, Memphis, left Monday (21) for Washington, D. C., after spending a week in New York City. He recently visited Chicago and other cities on a general business swing around the country. He'll be back in Memphis in about a week.

Here and There

Joseph B. Freitag of the Freitag Advertising Agency, Atlanta, Ga., was a recent visitor at WBT, Charlotte, N. C., where he looked over the available unsponsored station programs to audition staff talent for a client who expects to start a program series in August. While in Charlotte Mr. Freitag renewed the agency's contract for Pure Old Dixie Minstrels, to run for 39 additional half-hour programs, one time a week.

Duluth Civic Symphony orchestra, under the baton of Paul Lemay, goes over NBC coast-to-coast network this summer for six concerts. Will emanate from WEEB, Duluth.

KHJ execs emphatically deny the existence of a deal that would transfer ownership of the Don Lee station to CBS.

Annette H. Shaw is recording for United Drug.

Julie Cruze, daughter of the picture

Neal Barrett, general manager of KOMO, Oklahoma City outlet

Ralph Oxman of Julius Hart

Kay Macrae back on the air with
Wednesday evening guest

Old Man Sunshine has now taken unto himself a degree. NBC aud-

Bill Huggins is testing for Warner Bros. films.

George Givot is set at the S. S. Royal showboat, Point Pleasant, N. J., which Bert Moss operates.

Bud Rainey, hillbilly, new to WOIT, Newark, for a Tuesday and Friday

Merlin H. Aylesworth confessed to 45 years on July 19th.

Charles Siber is pinch-hitting for Alton Cook, radio columnist on the New York World-Telegram. Cook is making it two weeks in Addington, Va.

John Gourlie (J. Walter Thompson) on a week's jaunt around Chicago.

Charles W. Horn's title at NBC has been changed from general engineer to that of director of research and development.

Charles Correll of Amos 'n' Andy went through with his booking on the Bremen (18) despite columnist efforts to impress him with its Nazi implications. Correll said that it was the convenient heat out for him.

was the convenient boat out for him and that he would have to go through with his reservation. Lord & Thomas, agency on Pepsodent, suggested that he take the Leviathan (13).

Free and Steinger has added WKZO, Kalamazoo, Mich., to their station representation list.

Jack Keasler of KOMA, Oklahoma City, is to join WSGN, Birmingham, as commercial and production man.

Karen Fladoes, KDKA, Pittsburgh, traveling far for her vacation—to Norway.

Vilma Rafael, Pittsburgh gal who won Ben Bernie's local audition last winter, now on WMCA in New York.

Ozzie Nelson booked for two

Pittsburgh one-nighters in same week, West View Park July 10 and National Park Aug. 4.

Overnight Result Demand Puts Radio On Spot, Kobak Warns Advertisers

Portland, Ore., July 23. Edgar Kobak and Don Gilman, both NBC vice-presidents, spoke on behalf of radio at the convention last week of the Pacific Advertising Clubs Association.

Radio session opened, with Paul Heimeyer, manager of KGW and KEN, as chairman. The first speaker, Professor Cyril Jansky, keynoted meeting when he declared that the industry is now in the stage of critical analysis.

"We have passed the stage of early scientific experimentation," he told the delegates, "and have gone through the period of rapid commercial exploitation. Now radio is entering the third stage and is facing entirely new conditions. We must show effectiveness of coverage."

Jansky went into the factors which govern radio coverage, and brought out the fact that signal strength does not necessarily depend upon transmission power. He explained that lower frequencies are the most effective, citing the rather startling results of experimentation. "Five hundred watts of power," he pointed out, "will give the same signal strength at a certain measured distance on 600 kilocycles as 50,000 watts on a frequency of 1,500 watts kilocycles. Power is not an index of radio coverage."

Kobak supplemented Jansky's talk with further emphasis upon the need for actual information about radio coverage.

"Nothing ever got business as fast as the broadcasting industry," he said, "but now the time has come when we face hot competition. We may no longer depend upon the newness of the industry or the satisfaction of the advertiser's ego to get business. We have to prove that radio sells."

Kobak asserted that radio really does sell, but that the industry has been put on the spot by advertisers who expect tremendous results overnight. His advice was to sell radio as a continuous effort and stop the advertiser from checking upon results the next day after a broadcast.

He also counseled radio station executives to treat good sustaining programs as a newspaper does its editorial pages.

"You couldn't buy the editorial pages of a newspaper," he added. "Radio, too, has an editorial function. We have been too prone in broadcasting to sell good sustaining programs that have built up mountains of good will. There should be some of the best programs on every station every day that contain no advertising. That is the editorial duty of radio."

"At last we are able," he told the convention, "thoroughly and successfully to prove circulation." Van Fleming, comedian and writer, and formerly with NBC in San Francisco and Chicago, put on a one man skit immediately following Professor Jansky's discussion burlesquing a technical radio report with blackboard, chart and all. Funniest bit of all was that in his talk, Professor Jansky walked right into the gag by using a prop pointer that Fleming had planted on the stage for his comedy skit. This sharpened the burlesque.

Moral—Don't Worry

An idea of this here radio showmanship from its inner workings are the instructions given Jimmy Savo prior to his radio debut on the Rudy Vallee-Holtschmann Veast program Thursday last (19).

As is known in the trade, Savo is essentially a panto comic, and employs a minimum of talk in his act, rarely uttering a sound save the comedy style of panto singing he utilizes. Hence he has no script act of his own to call upon for any microphonic transmission.

The J. Walter Thompson agency solved things for Savo by telling him frankly to consult any Joemillers he had in his mental catalog. He recited off a few ad lib cues and the agency staff approved stating that those cues "may be known to a couple of performers around here but we're not trying to sell them; those people in the sticks will think your jokes are new and it won't make any difference."

WDAS IS WPEN ALLY

Overflow Business Diverted Under New Arrangement

Philadelphia, July 23.

WDAS, full-time indie, joins forces with WPEN this month to ensure some of the business which falls by the wayside when the latter outfit goes to 500 watts and a more choice kilocycle position. WPEN's move to 920 kc. abandons the partner station WRAX, which has carried the bulk of the foreign language business in Philly. Arrangement is for WDAS to take language shows in the evening session when they move from their present headquarters to WPEN's Radio Centre. Deal gives them the old WPEN transmitter, and combines the sales staff of each station under one central unit.

Move is primarily for the sales angle, since WPEN ups its rate card and can shift the cheaper contracts to WDAS, a 50-watter. Understood that WRAX averaged a gross of \$100,000 annually in foreign language trade.

Arrangement with WDAS was originally made by Paul Haron several months ago, and continued by WPEN when Haron was replaced by Clarence Faulstich, majority stockholder of the latter station, as he assumed active management July 1. WPEN's connection with the WACA-Storer network was severed today (23) as WIP takes on the New York wire and severs its own long-standing tie-in with WACA and the Columbia network.

WPEN began using its new three-tower transmitter today, which employs the new vertical radiation principle. It is said to be one of the few systems in the world using three towers and the only transmitter employing directional antennae in the east.

Missouri Assn. Re-elects Dirks, Gillin and Thomas

Omaha, July 23.

Missouri Valley Broadcasters Association meeting at Hotel Conant Wednesday (21) re-elected all officers. They are Dee Dirks, general manager Union Holding Co., Lincoln (KFAB, KOIL, KPOR), president; John Gillin, Jr., manager WOW, vice-president; Art Thomas, WJAG, Norfolk, secretary and treasurer.

Besides stations mention, association includes KMMJ at Clay Center, Neb., and KFNP at Shenandoah, Iowa.

FRANCE HAS A GOOD PROGRAM

Paris, July 12.

Vichy, the French watering place, is making heavy effort to put French radio on the map this summer. Since June 18, it has been broadcasting symphonic concerts from its casino over a national French network and from Radio Coloniale for foreign listeners.

High grade talent, such as Felix Weingartner, the San Carlo opera orchestra, Johan Strauss conducting his own works, and Emile Cooper is being used.

This is considerable boost for local radio biz, which is struggling to get on its feet in spite of various obstacles, and also is boon to fans who usually have to tune in on foreign programs to get anything good.

Zugsmith's New Job

In the new realignment on the Columbia network band booking division within the artists service the New York territory extending west to Ohio is in charge of Al Zugsmith.

Noel Conklin has the midwest and Pete de Lima the far west.

Pontiac Gets Set

Don McNeil for comedy and Jane Froman for singing appear to be the first definite talent bookings for the forthcoming Pontiac show.

NBC has been piping innumerable additions for the motor car firm.

Webs Surveying Sustaining Shows Preparatory to Fall Selling Drive

Both networks are having the popularity of sustaining programs checked on an extensive scale by an outside survey organization. In the fall it is hoped to employ the figures gathered to sell the checked sustainers for sponsorship.

Originally the networks put together programs on speculation and subsequently sold, or expected to sell, them to advertisers. In more recent years the webs have had poor luck in attracting backing for established programs because every ad-

Gary, Brown, Sykes on Sub-Committee Of Communications to Rule Radio

Washington, July 23.

Commissioner Hampton Gary of Texas will be the czar of the broadcasting world, as chairman of the broadcasting division of the Federal Communications Commission, under a program of organization set up last week.

Commissioner Thad H. Brown of Ohio will be vice-chairman of the division, and Judge Eugene O. Sykes of Mississippi, who heads the commission, will be a member.

Three commissions have been set up and are now functioning, the others having charge, respectively, of telephone and telegraph.

Broadcast division will have jurisdiction over all matters relating to or connected with broadcasting, but the commission as a whole will have jurisdiction over the assignment of frequency bands to the various radio services.

Matters coming within the scope of two or more of the divisions also will be handled by the commission as a whole, this including the investigation of the American Telephone and Telegraph Company, which will involve its connection with ERPI, its ownership and control of sound and motion picture patents and its rates for broadcasting wires and other services.

Those Flatbush Offices

Those trick amateur managers of radio talent are getting to be a general pain all around. The ad agencies abhor 'em as do the radio station personnel because in their blundering, unwitting style they exasperate almost everybody.

Many a new 'face' on the air—and for some reason the other brings out warblers and the like from unknown ranks—usually has some well-meaning relative, friend of the family, or lawyer looking after their business interests. Each wants to make sure nobody takes advantage of the potential Cantors, Jodsons, and Kate Smiths and all become a collective pain.

When finally needed for a contract or the like the 'office' addresses are usually somewhere in Brooklyn, Jersey or the like.

2 SPONSORS RENEW WGN SCRIPT SHOWS

Chicago, July 23.

Two standard scripts on WGN, the Chicago Tribune station, have been renewed by their sponsors. First is the 'Painted Dreams' aerial which has been re-contracted for by the Cal-Aspirin company starting Aug. 16. Show will also be piped to WJLW in Quincy.

'Story of Helen Trent' was renewed for a run by Edna Wallace Hopper through the local Blackett-Sample-Hummert agency.

Coast Shellers

Hollywood, July 23.

Henry B. Walthall and Evelyn Brent will head the east of the Shell Show over the Coast NPC chain tonight (Monday). They will do a scene from the play, 'Leah Kleschna.'

Autograph Nuts Push Celeb's Assist. Thru Window in Syracuse

Syracuse, July 23.

Mob of autograph fiends, besieging Fred Frame, racing driver, after a WFBL commercial broadcast here, shoved Edwards Spears, assisting Frame, through a glass window, sending him to the General Hospital for treatment.

One insistent admirer was arrested by police.

Broadcast was a Ford proposition, Frame giving an aerial interview.

JACK BENNY MOVING

Jack Benny's last broadcast from the East is July 27 and his next from N. Y. Aug. 3.

Benny has finished his film for Bobbie Edwards, Small, 'Transatlantic Showboat,' and is coming east.

Boston of Mexico

Mexico City, July 18.

Radio station XEKL has been inaugurated in Leon, Guanajuato state, a large footwear manufacturing center known as 'the Boston of Mexico.'

American and Mexican interests sponsor the station.

Listerine Listens

Listerine is now lending an ear to an original series of operettas by Jerome Kern.

Composer would have charge of the casting and staging, with NBC the release.

That's gold in that thar air

Five-Thousand Watts CINCINNATI Highest Quality Reception

Reading and Using VARIETY

Radio Station Managers, Salesmen, Program Directors and the others connected with Local Broadcasting are reading VARIETY with a growing realization of the wide usefulness of VARIETY.

It has been pointed out by some of the more discerning broadcast executives that the Radio Department of VARIETY is not the only department of value to an alert broadcaster.

Station men who take a long-distance perspective on the business of running a radio station realize that what the other fellow is doing is always important.

The other fellow is not necessarily the boss of another radio station. He can be anybody who by reason of enterprise, ingenuity or showmanship creates counter-attractions and thereby threatens or lessens your station's audience (circulation). In other words, Radio Stations are competing with the rest of Show Business for the attention of the general public, and as a measure of self-protection thoughtful and go-getting Broadcasters like to know something about the rest of Show Business.

Read and use VARIETY's Radio Department for its natural and direct bearing upon your business problems.

But don't think of the rest of VARIETY as lacking in value to you. The film theatre on Main Street is remarkably similar to the regional radio station. Both are selling entertainment. One through the sale of tickets, the other through the sale of time.

It all calls for showmanship.

Radio Chatter

New York

Leo Carillo WOR-interviewed by Duke Dudley.

Bill Mella joins WMCA to assist Fred Coll contacting dance bands.

E. P. H. James off for London to visit relatives on a holiday away from sales promotion at NBC.

Public Welfare Department of N. Y. City put its Portable Theatre Players over WOL. They broadcast "Uncle Tom's Cabin".

Shirley Howard observed her own birthday with a kiddie party for orchestra leaders and such.

Walter Craig back from a cruise had the next day to Boston.

Lazy Daisy doing Dixie yodeling over WOL is claimed to be a real McCoy opera singer. Making a big secret of her identity.

Billy Joyce with Phil Ponce's agency writing radio script material.

So much fan mail has been received commending piano music that WESG, Elmira, had four pianists on the same day. They were Bob Day, Gladys Morrison, Rosalie Rightmire and Loretta Ryan.

WESG, Elmira, is broadcasting two-hour program from Cornell University. They consist of musical and variety offerings.

Vacation time at WOKO, Albany. Snedden Weir, studio manager, and his wife are away. Johnny Lee back on the job. Pearl Burack, office secretary, also resting.

Harold E. Smith, gen. mgr. of

WOKO, Albany, put a new office when the business department space was enlarged. Royden Rand, drama director, moves from a corner into a private suite.

Phyllis Vincent, silver-headed songstress—she's a platinum blonde—is doing her blues singing over WOKO in between dates at the Cocomat Club.

WOKO broadcast for the first time a baseball game from the Albany stadium Friday night (20). Walter Glass gave the play-by-play and Harold E. Smith and Royden Rand the dope between innings.

Vincente Brogelo, tangoist, now heard over WNEW, as is Leon Friedman, back after a vacation.

Jerry Marsh, blind singer, singing with Earl Carpenter from Lum's.

Stop press item: Leo Kahn WNEB maestro, adopts Nick Kenny song as theme number.

E. P. H. James off for London.

Battle Creek Foods renews Vaughn de Leath over WMCA.

Press agent released story that Jan Peerce spurns the Metropolitan Opera, supreme ambition of all tenors.

Joe Orlando, 'melody Masquerader' doing a series for WNYC every Sunday at 6:15 p.m.

Stonopagne and Budd both acquired new motor buses.

New England

Walter Munson, formerly with WGY, has been added to the announcing staff of WHIC, Hartford.

Marc Williams, Singing Cowboy, who came to Hartford from WLW, Cincinnati, will broadcast over WTIC.

Jay Ray and Eddie Begley, former stock company players, are presenting old-time minstrel shows over WTIC, Hartford.

Alterations on the sixth floor of Travelers Insurance Company bldg. in Hartford, which houses the studios of WTIC, will give the Connecticut 50,000-watt three new studios, one of which will be large enough to accommodate hundreds of spectators. J. Clayton Randall, technical manager, is in charge of the work.

Norman Cloutier, WTIC Hartford bandmaster of Merry Madcaps is negotiating with Brunswick Records in regard to a set of records to be made by him and his band. Cloutier is heard four times a week over the NBC-WEAF network.

Curtis L. Bockus carnival uses radio for advertising.

Big Slim and His Crazy Cowboys forced to postpone Vermont dates for week due to auto accident at Suranek Lake, N. Y.

Dionne Kennedy, NBC organist, heard over WDEV, Waterbury, Vt., in special broadcast.

Arthur Brown, organist at Richmond, Va., station, is vacationing at his home in Burlington, Vt.

William H. Upson, Saturday Evening Post short story writer, broadcasts over WDEV, Waterbury, while vacationing in Vermont.

Clair F. Leonard and Lyman Hurd have commenced a series of musical programs over WCAX, Burlington, Vt.

The calling of crows is now frequently heard during the early morning programs over WDEV, Waterbury, Vt.

Arthur Fiedler's Esplanade Concerts, for the past years a feature of Boston's summer entertainment, will be heard this season over the Yankee web. This orchestra is made up of 55 members of the Boston Symphony and broadcast from the Charles River Esplanade.

After an absence of several years Edmund Boucher is back on the air in a series of recitals over WBZ, Boston.

Edward MacHugh's broadcasts at the WBZ studios are fast becoming a Mecca for Boston's summer visitors. Every day the guest list is growing.

Virginia Thompson, 17-year-old unknown winner of Dick Powell CBS audition at WICC, Bridgeport, goes into Boston regionals next month.

Eric Peterson's musickers, with Caryl Kelly, out of Rhineclaire Gardens, Armonk, N. Y., after being there since early 1933. Band lined up to replace Julian Woodworth at Longshore beach club, Westport.

Ann-Marie Harrilla, niece of NBC's Alois, becomes permanent third party to the Bill Tierney-Jud La Haye "Song Show" at WTIC, Hartford. A contralto, she's better known as WICC, Bridgeport.

Morton Downey, now on his one-nighter tour, due next Sunday night, with his CBS Studio Party ark as Boston Point park, South Norwalk, Conn.

Pianist Dot O'Brien can't make an spot at WICC, Bridgeport, and Virginia Lund, songstress, will therefore have to wait for further time.

Banks Kennedy, Stamford organist, playing at Rockskill, N. Y., this Sunday morning at the plate at WICC, Bridgeport.

James Cavallaro's New Haven Yankee string trio back on WICC.

Milt George, New Haven semi-vacationing from Wednesday WICC

spot, and Lillian Kaye, ex-CBSer from Buffalo, going to bat.

E. B. Rideout, who forecasts weather over WEIL twice daily except Sunday, drove from Boston to New York and back Sunday, his day off. His sightseeing comprised only a look at the Empire State building from the street, and an inspection of meteorological instruments in New York's weather bureau. Trip totaled 475 miles.

Fergy Wood did a preview of a recital of "The Chickadee" piece, she will appear in at the Ogunquit Playhouse in Maine.

Eddie MacHugh, local Boston NBC Gospel Singer, off to the Maine woods for a month's rest and fishing.

Radio Press Bureau bulletins will be heard from now on over WBZ, Boston, at 7 p. m. instead of the 11 o'clock late spot.

Minnesota

Phil Bronson, KSTP production manager, is on a sailor's holiday. Phil drops in at the studio about every other day; he just can't stay away.

Penny Perry, born Penelope Koupis, the bewitching dotter of Greek parents, who came to the U. S. on their honeymoon and never went back home, is the winner over 68 contestants in the Hollywood Hotel preliminary auditions, held over WCCO. Only 18, a soprano, and was soloist with the University of Minnesota chorus before she left school for a career, last year.

Radio stations hereabouts resemble newspaper offices more than the ones do themselves, with the current Minneapolis truck drivers' strike causing beaucoup tumult and confusion among the air boys, all trying to beat the others to the mike with the latest bulletins on the head bashing.

Edna Puphal, Earl Gammons' private sec, is doing a nifty job handling auditions for WCCO.

Earl (gen. mgr.) is away getting that suntan.

Duluth Symphony ork goes over WEAF, via WCCO (Duluth Superior) tonight (24) and again on the night of the 31st. Paul Lemay will conduct. Continuity is by Earl Almquist, with Pat Murphy announcing. W. C. Bridges, vice prez and gen. mgr. of WEBC, sold the chain on the broadcast series while on a recent flying trip to New York.

Pennsylvania

Harold Davis on vacash.

Fritz Hubert in from Puyallup, Wash.

Warwick Sisters, Pete Woolery and Diane at the Fox.

Mannie Ritter opening a liquor store in the Walton hotel.

WIP vacationing Jerry Crowley with Murray Arnold filling the chores.

Andy Stanton, WIP sports spieled, doubling at the Anchorage as m.c.

L. W. Widay sportsman, signing to air athletic stuff for the Philadelphia Record nightly.

Ace Pancoast arranging a series of WIPEN shows to feature Philly composers and their songsmithing. Max Freedman to be spotted.

I. D. Levy reports that Powers Gouraud, WCAU public relations head, has signed to do a toe-dancing turn at the Erie theatre next week.

The WCAU judges of the Dick Powell contest for Campbell soups rated ten outstanding Phillyphies, with none associated in the ether biz except Bonke Carter—who didn't want to play.

Charlie Martyn, WIDG Manhattan, is coming to the Park for commercial chatter from under WIPEN noses. Latter outlet has transmitter there and furnishes the Park with free remote service several nights a week.

Nebraska

Les Green off on vacation at WOW. May Lanquist working in her place and through summer to relieve during other vacations.

Cloverleaf Club closed for the summer and off the late hour broadcasts.

Gardens making the Sixty Club their summer headquarters. Jack Pettis and Nelda Kincade the attractions.

Larry Kemmer, KFAR, and wife, Harriet, cruise off to the Colorado hills for two weeks of resting up.

Paul Luther, KOIL, out of the hospital, but must rest up nearly a month yet before getting back at the mike.

Phontelle Jones back at KOIL from a week's visit to the Chi fair and visits with Mildred Gibson, studying vocal in Chi.

Ralph Trotter couldn't stand Wisconsin lakes without company of his own age, and back to WAAW two days before vacation up.

WOW finally got its Jimmy Allen air races run off after a week's delay due to unfavorable winds for the toy airplanes.

Isabelle Dickson didn't substitute work at KOIL while the regulars are alternating on vacation.

Ohio

Salt and Peanuts back at WLW, Cincinnati, after two-year absence, and assigned to across-the-board week-day, 8 to 8:15 a.m. spots.

Charlie Danerom, songster on WLW, Cincinnati, advancing from student pilot rating in aviation.

Sandra Roberts, Philadelphia torch singer, at WLW, Cincinnati, for brief spell, given regular place in Friday night blasts for Pure Oil with Henry Thies ork and Wilson Lang, tenor.

John L. Clark, gen. mgr., and Harry Holcombe and Don Becker, talent execs for Crosley's WLW and WSAI, Cincinnati, spent last week in Chicago with ears open for dramatic male leads. Clark figures big demand for script air shows during coming season.

William C. Stoess, musical director for Crosley Radio Corp., Cincinnati, and the missus back from week's vacash in N. Y.

Crosley's WLW and WSAI snatching 15-minute portions of combo band, orchestra and tab opera programs given nightly in University of Cincinnati athletic bowl under auspices of Cincinnati Musicians' association for benefit of idle members.

Jimmy Arden, baritone, from Youngstown, O., won regular place on weekly staff in Cincinnati on his first audition and spotted on daily series on WSAI under sponsorship of Kroger Grocery Co., which discontinued affiliation with Knochle club programs because of reported interference from civic ork leaders who had hand in juve baseball fan stunt.

Linda Carlson, dramatic actress, who appeared in "Lazybones," "Ninth Guest" and other N. Y. companies, is a newcomer to WLW, Cincinnati. She is playing star role of station's new "Life of Mary Sothern" sustaining series and has a part in Ken-Rad "Unsolved Mysteries" commerah airings.

Another new sustaining series at WLW, Cincinnati, is "Smoke Dream," broadcast Sunday evenings from 6:30 to 7 o'clock. Features Harry Holcombe in reminiscences, with ork directed by Fred Jacky, and male quartet and soloists.

California

Lawrence King back tenoring twice a week at KNX, Hollywood, in Reelers' Lads, recently launched by C. Whitney Shady, is specializing in waxed film chatter.

Les Mawhinne, KNX news editor, is doing a series of tabloid dramas taken from originals.

Pickard family of hillbilly entertainers from Chicago vacationing in Los Angeles.

Taylor Rogers, general manager of KNX, breezed into strike-ridden San Francisco on a business trip.

KECA's petition for power increase belatedly protested by neighbors of station on ground that it would only add to present din.

Frank Doherty denied that KRKD has been sold to an official of WICA as reported.

Betty Jane Rhodes, 13-year-old torcher, given two-year contract by KPWR.

KFWB goes to 2,500 watts around Aug. 15 on its daylight span.

Initial airing of new Hi Jinks show over KJL gets a network showing.

And Johnson for Campbell souper drew more than 500 hopefuls to KJL.

Iowa

J. G. Malin, manager, WOC, Wif, back from New York, where he attended the E. A. A.

Waunita Taylor Shaw, assistant dramatic director, Drake U., handling the Home Management club for WOC-WHO.

KSO has a customer on the inquiring mike who greets his ma in northern Iowa every noon—saves postage.

Pete MacArthur, program director, WOC-WHO, guest artist with Scotch ballads on Painters beer program with Fred Jenke, m.c.

Jack A. Hanahan, general manager, KSO, went into Chi. to get NBC talent for KSO's dedicatory week celebrating increased power.

Illinois

Paul Fogarty and John Harrington helped the garage business by getting into auto smash-ups.

Frank Schreiber still talking about taking a vacation.

Ray Hodges, ex of WCKY, sports announcing at WHBP.

Jim Hughes zoomed in from Rock Island for a confab.

Cliff Schiringer now a daddy for a second time.

Walter Preston blowing CBS for a couple of weeks.

Maryland

Anna Eckels, WGBM's engineer, returning to World's Fair.

WBAL piping to NBC blue band (Continued on page 42)



Mr. and Mrs. NEW YORK

WORDS FAIL ME

but

THANK HEAVEN, MUSIC DOESN'T

All I Can Say is

THANK YOU

JOE REICHMAN

At the Piano

DIRECTING MY ORCHESTRA AT THE HOTEL NEW YORKER

BROADCASTING via CBS SIX TIMES EACH WEEK

columbia broadcasting system . . .

monday thursday friday 8:00 p.m. e.d.s.t. coast-to-coast

Management TED COLLINS

Radio Directory

(As a convenience for advertising agencies, sponsors, and other readers, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

New York City

NBC

(Stations WJZ-WEAF)
50 Rockefeller Center
Circle 7-8300

M. H. Aylesworth, President,
Richard C. Patterson, Jr., Executive V.-P.,
Edgar Kohak, V.-P. on Gen. Sales,
A. J. Ashley, V.-P. and Gen. Mgr.,
George Engler, V.-P. on Artists' Service,
John P. Royal, V.-P. on Programs,
Roy C. Wilmer, V.-P. on East Div. Sales,
Frank Mason, V.-P. on Public Relations,
Mark Wood, Asst. to Exec. V.-P.,
Henry Kittredge Norton, Treas., Asst. to Exec. V.-P.,
Lewis MacComach, Secretary,
H. F. McKee, Auditor,
J. P. Kelly, Asst. Auditor,
C. W. Horn, Gen. Engineer,
J. deJara Almonce, Evening Operations,
D. W. Hayes, Operations,
R. J. Tolchert, Asst. to Treas.

Deputy-ment Heads

Ronald C. Shaw, Eastern Sales Mgr.,
Alfred H. Morton, Bus. Mgr., Program Dept.,
Frank Mullen, Agricultural Dir.

Bertha Brainerd, Program Mgr.
The H. Bellino, Music Library
W. B. Boshman, Purchasing Agent
John B. Carey, Service Supervisor,
O. H. Hanson, Mgr., Plant Operation and Engineering Dept.
Ruth Keeler, Personnel Supervisor,
Donald Withcomb, Mgr., Sta. Relations,
Wm. S. Hendon, NBC Station Relations,
C. J. McCarthy, Asso. Station Relations,
Paul F. Peter, Mgr., Statistical Dept.,
G. W. Johnstone, Mgr., Press Relations Dept.
Harold Kemp, Artists Service Popular Talent.
D. S. Tuthill, Sales Mgr., Artists' Service,
Quinton Adams, Office Mgr.,
R. P. H. James, Sales Promotion Mgr.,
E. S. Mason, Merchandising,
W. C. Roux, Promotion Adv.,
B. J. Hunter, Presentations,
Paul Winchell, Marketing,
Mrs. Frances Rockefeller King, Mgr. private entertainment.

CBS

(Station WABC)

483 Madison Ave.
Wichersham 2-2000
William S. Paley, President,
Edward Klauber, Executive V.-P.
(Continued on page 56)

Radio Chatter

(Continued from page 41)

the weekly Phil Harris period. Band is current at vaudeville Century.
Furnell Gould moving into new home—and in Guilford.
Lee Davis, WCBM's sports spieler, on fishing trip.

Jack Stewart in from Pittsburgh for couple of days.
Local harmonist, Danny Saks, 16, presented by Ben Bernie to the chain audience last week on the final Babes program of season.

Thoroughness: When Hammond Brown, ether ed for News-Post, journeyed out to Radio Hill to inspect WEBR's transmitting apparatus, he even shinned up the steel tower in his o.o. of the outfit.

George Browning casting around for an announcing berth.
Paul Roche is daubing murals for the Rex theatre.
Earl Kahn drk out of Oasis and into the Anchorage.

Georgia

John M. Outler, advertising manager of WSB, vacationing in Florida.
Harry Daugherty, WSB's chief engineer, taking it easy in the mountains of North Carolina.

Clayton McWhen, famous hillbilly playing over WHAS, visiting WSB, where he got his start.

Harry Johnson, Ozzie Nelson trumpeter, visiting home folks here.
The Three of Hearts—Dolly and Eula Jernigan and Margie Bullard—back in Atlanta after engagement in Kansas City with Bert Lowm.

Chick Wilson with unit show called 'Broadcast Highlights.'

Pacific Northwest

KXKL has discontinued the baseball broadcasts the remainder of the year. It was decided after Portland had won but two games out of 15 after the season had been split. KXKL has broadcast the baseball games for the past five years, but feels that the interest is lacking, especially due to the fact that no efforts have been made to bolster the club.

A new serial, 'The Black Ghost,' released over KALE.
Carolyn Whitney over KALE in 'Songs of Love.'

Armand Back to WGN

After 2 Mo. Lay-Off

Chicago, July 23.
Armand's cosmetic returns to WGN in September after having been permitted to lay off the WGN time contract during July and August.

Starts a four-week ride of radio discs featuring the Lennie Hayton orchestra to make up for the four weeks of suspended animation during the two hot summer months.

Sam Bennett Steps Up

Pt. Worth, July 23.
Lee Armer, president of the Southwest network of which KTAT, Pt. Worth, is key station, has appointed Sam Bennett as commercial manager for the regional web.

Ray Lang, former announcer, succeeds Bennett in the management of KTAT which he vacates.

Southwest web includes KTSB, San Antonio; KMOB, Oklahoma City; WYCA, KNOX, Knoxville, Tenn.; as principals with seven other stations having a nominal affiliation.

PROS TAKE 26 1ST PLACES IN CONTEST

Campbell Soup hunt for a leading lady for its CBS program, 'Holly-wood Hotel,' due in the fall seems to be dominated by professionals. Of 49 city winners tabulated as to experience by CBS on Monday 26 have been regularly employed either as commercial or sustaining artists. In all 86 Columbia stations field additions and there will be 12 regional eliminations.

L. Ward Wheelock, v.p. of the P. Wallace Armstrong advertising agency, is the promoter of the stunt, which while not original in itself as handled for Campbell and CBS has knocked down a good volume of publicity attention. It's part of Wheelock's notion of whooping up excitement in advance of the program's debut.

Professionals coping local first places include:

Dorothy Mather, WDRC, Hartford.
Ruth Boorstein, WOKO, Albany.
Gertrude Barre, WORC, Worcester.
Eloise Latour, WQAM, Miami.
Lorraine Piper, WDDI, Chattanooga.
Ruth Flake, WSJS, Winston-Salem.
Ernie Blalack, WALA, Mobile.
Isabelle Haiger, WSFA, Montgomery.
Esther Carlson, WMAS, Springfield.
Penny Perry, WCCO, Minneapolis.
Ruth Carhart, WCAU, Philadelphia.
Mary Berghoff, WOWO, Fort Wayne.
Russell Zemp, WNOX, Knoxville.
Alva de Marks, WBRC, Birmingham.
Irene Righter, WKRC, Cincinnati.
Lillian Chestnut, WMBR, Jacksonville.
Doris Shumate, KMOX, St. Louis.
Christine Frazier, WROK, Rochester.
Patsy Lee, WDBJ, Roanoke.
Christine Ridge, WHAS, Louisville.
Emily Stephenson, KOMA, Oklahoma City.
Jodie Matranga, KFKA, Sacramento.
Irene King, WADC, Akron.
Lavon Armendariz, WIBW, Topeka.
Mary Lunslev, WFG, Atlantic City.
Virginia Doyle, WHIP, Harrisburg.

WGY HALTED BY FIRE

Phonograph Records Fill in As Station Off NBC

Schenectady, July 23.
A \$100,000 fire in coal yards half a mile from the General Electric Company's transmitter in South Schenectady, burned the cable bearing the short-wave lines and a number of telephone wires, forcing WGY and its downtown studio to remain silent from 7:17 until 7:52 p. m. Thursday night and to depend upon phonograph records until 9:58, when an emergency line strung by Willard J. Purcell, chief engineer, enabled it to rejoin the NBC red network.

WGY was silenced just after Gene and Glenn had begun their program. For a few minutes the technicians did not know the source of the trouble.

Learning that flames were shooting in the air over the cable and wires half a mile away, the management decided to broadcast from South Schenectady. Accordingly Announcer James Cornell rushed in his car with a stack of records from the downtown studio. He was at the mike until WGY rehooked with NBC for the final two minutes of The Showboat program. Network features missed were: Gene and Glenn, Shirley Howard and the Jesters, Sisters of the Skillet, Rudy Vallee's Fleischmann Hour, and all except the finale of The Showboat.

Stephanie Diamond, WCAE, Pittsburgh, leaves the station after three and a half years. She is taking two-month vacation before going to New York in the fall for the Joe Penner program.

Renewals

Real Silk Hosiery, Indianapolis firm has extended its NBC program with Charles Previn and guests singers over the blue web. Through Thrwin-Wooley agency, Chicago.

General Mills (Bisquelet) of Minneapolis renews its 'Betty and Bob' show over the NBC blue for 13 weeks. Through Blackett - Sample - Hummert agency, Chicago.

Molle (shaving cream) of Bedford, Ohio, renews for 13 weeks starting Oct. 1, 1934, over NBC red web. Talent includes Molle Trio, Shirlow Howard, Dwight Latham, Wamp Carlson, Guy Bonham, Milt Rittenberg, Tony Caluchi. Through Stack-Goble agency, Chicago.

New Business

COLUMBIA, MISSOURI

Capitol Brewery, of Jefferson City, Mo., sponsors local (Columbia) Sunday baseball games. Also takes sports review, a daily feature for three-month period. Direct. KFRU.

Summers Studios, photo finishers, of Unionville, Mo., sign six-month contract for two spot announcements per day. Direct. KFRU.

Mariwood College of Beauty Culture, Jefferson City, Mo., signs three months contract for one daily spot announcement. Direct. KFRU.

Central Missouri Ind. Manufacturers Association signs three-month contract for three 15-minute programs per week. Direct. KFRU.

Tilden McMillin Company, makers of McMillin's Formula, sign eight-month contract for one daily spot announcement and one 15-minute programs per week. Direct. KFRU.

PHILADELPHIA

Ford Motor Company (Chester Branch) spot announcements, six daily. N. W. Ayer & Son. WFL.

Raleigh Cigarettes, spot announcements three times weekly. Battown, Barton, Dursline & Osborne. WFL.

Watchtower Service, one-hour program. Direct. WCAU.

St. Joseph's Hospital, spot announcements, indefinite period. Spiro Cohn Agency. WFL.

Ford Motor Company, six 100-word announcements, evenings. N. W. Ayer & Son.

Best Foods Co., sixteen 100-word announcements in daytime. Benton & Bowles. WCAU.

Patricia's removal of four 15-minute transcription weekly, expiring October 26. Place direct. WCAU.

Philadelphia Ice Marketing Service, two 15-minute discs weekly. Ice Carnival of the Air. Expires Aug. 16. Jerome B. Gray agency. WCAU.

Ironized Yeast Co., three 15-minute discs weekly, expiring Nov. 5. Ruthart & Ryan. WCAU.

Uiona Sales Co., three announcements daily for 13 weeks. Atlantic Adv. agency. WDAE.

Venice Spumoni, two spot announcements daily for 13 weeks. Placed direct. WDAE.

Ukrainian Products Company, one-hour musical program weekly for 13 weeks. Placed direct. WDAE.

Health Institute Company, talks for 15 minutes 12 times weekly by 'The Voice of Health,' contract for 13 weeks. Placed direct. WDAE.

HARTFORD
Pope Manufacturing Company, Waterbury, macaroni manufacturers. Renewal of contract. Twenty-six-week broadcast every Sunday at 12:15 p.m. Placed direct. WDIR.

Widow-New Haven Steamship Line, advertising ads on trips on Connecticut river. Ad-Liner program Tuesday through to Saturday of each week. Indefinite contract. Placed direct. WDIR.

Hellman's Mayonnaise. Two one-minute announcements each day, one on ad-liner and other on Shopper's Hour. Tuesday through to Friday. Placed by Benton & Bowles, Inc. WDIR.

Educator Discount Company. One-minute announcements at 6 p.m. for 100 days. Started July 10. Placed by John W. Queen of Boston. WDIR.

LOS ANGELES

Gibraltar Casualty Assn. Spot announcements. (Logan & Stobbins) KXN.
Best Foods, Inc., 100-word announcements. (Benton & Bowles) KXN.
Quinn for Governor campaign. Six 15-min. programs, Aug. 23 to Aug. 27. (Walter Blalock) KXN.
Merriam for Governor campaign. Seven 5-min. programs. (Lowe Features) KXN.

PORTLAND, ORE.

Haggen Island Amusement Co., placed by Wm. Norvell agency, 30 (Continued on page 46)

Fizdale Sets Up as Indie P.A. in Loop

Chicago, July 23.
Tom Fizdale, who leaves the NBC publicity department on Aug. 1, is setting up his own press and publicity bureau for other talent. He has also set himself with two agencies for special publicity on commercial shows.
On the Fizdale starter are the Johnson floor walk show through the Needham-Lewis & Broby agency and featuring Tony Wons, the Armour-Phil Baker shows, the Commodores and Charles Previn, director.

No Continental Move

Hollywood, July 23.
Continental Baking Co., has changed its mind about moving its CBS program to Hollywood figuring the talent available on the Coast not warranting the expenditure of switching.

Tentative plans had Gus Arnheim's band and several film players lined up.
Arthur Pryor, Jr., and Homer Fickett, who came here representing Batten, Barton, Durstine & Osborn agency handling the Continental account, are returning east.

The Original Boop-Boop-a-Doop Girl

HELEN KANE

HEADLINING

at the
WALTON
ROOF
PHILADELPHIA
NIGHTLY

ABE

LYMAN

AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST

WABC—Tuesday, 8:30 to 9 P.M., DST
(Phillips Dental)
WEAF—Friday, 9 to 9:30 P.M., DST
(Phillips Milk)

LEO REISMAN

on
PHILIP MORRIS
WEAF, Tuesday, 8 P.M.

BRUNSWICK RECORDS

JOSEF CHERNIAVSKY

Personality Conductor
Chicago Theatre Orchestra
Now on Second Year
WGN, Tuesdays, 9:30 P.M. CST

THAVIU

AND HIS ORCHESTRA
At "STREETS OF PARIS"
Century of Progress
Inquiries Solicited

JOSEPH GALICCHIO

LUXON—Talkie Picture "Time"
Sun., 2:30 P.M., CBST
BOYER RENDEZVOUS
Sun., 4:45-5:00 P.M., CBST
HYDROX, Fri., 7:30-8:00 P.M., CBST,
NBC, Chicago

VIVIAN JANIS

ST. MORTZ, NEW YORK
NIGHTLY
Sole Direction
HERMAN BERNIE
1619 Broadway
New York City

GRACIE BARRIE

"The Sweetheart of the Blues"
NOW AT
CASINO DE PARIS

Sole Direction
HERMAN BERNIE
1619 Broadway, New York

THE GREEK AMBASSADOR
OF GOOD WILL

GEORGE GIVOT

CBS
EVERY TUESDAY 9 P.M.
Coast-to-Coast
Sole Direction
HERMAN BERNIE
1619 Broadway, New York



EDDIE
PEABODY
The Instrumental Stylist
Personal Direction
HAROLD E. KEMP
NBC ARTISTS SERVICE

EMERSON GILL
AND ORCHESTRA
ANTLERS HOTEL
COLORADO SPRINGS
MCA DIRECTION

HAROLD STOKES
Directing
Climaleone and Palmer House
NBC, CHICAGO

VERNON CRAIG
Baritone
Tues., 3:30 P.M., CST
Thurs., 2:30 P.M., CST, NBC-WJZ

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS:
NEW FREQUENCY CAM-
PAIGN
K80, DES MOINES

FORD DEALERS CARNIVAL
W80C, CHARLOTTE, N. C.

K80's New Frequency

On Sunday, July 22, the Register and Tribune station, K80, more than doubled its power on new frequency. Formal dedication, in the nature of a patriotic party, with a speech by Gov. Herring and music by patriotic units and the Norden Singers, will be held in the Sylvan open air theatre at Greenwood park on the night of July 24.

With the Register and Tribune

fred allen's
HOUR OF SMILES
PORTLAND HOFFA
JACK SMART
IRWIN DELMORE
LIONEL STANDER
MINERVA PIOUS
EILEEN DOUGLAS
LENNIE HATTON'S IPANA
TROUBADOURS
Material by Allen and Harry
Tugend
Management Walter Datchelor
Wednesdays, 9-10 P. M., D. S. T.
WABC

Columbia Broadcasting System
Presents
VERA VAN
THE VELVET VOICE
OF
RADIO-STAGE-SCREEN
WABC and CBS Network
Wed., 7:15 p. m., Thurs., 11 p. m.
KDSB

Columbia Broadcasting System
Presents
LEON BELASCO
MON., FRI., WABC, 12 MIDNITE
Consul-General
St. Morris Hotel, New York, Nightly
Sole Direction BENJAMIN BENNETT
1619 Broadway, New York

Recalled to WTAM, CLEVELAND
For Special 6 Weeks' Commercial
Engagement
**THE SIZZ-
LERS**
For further information
HAROLD KEMP, NBC Artists Bureau
Personal Direction, CHARLES A. BAYNA

Victor-Young
SCHLITZ BEER
6-9-10-11-12-13-14-15
P. M. EST.
AND HIS ORCHESTRA
EXCLUSIVE MANAGEMENT
ROCKWELL O'BRIEN, INC.

**Mme. ERNESTINE
SCHUMANN-HEINK**
Sponsored by
CERBER'S BABY FOOD
WGN, NBC, Sun., 9 P. M., CHST

building swathed in bunting and streamers and a 35-foot radio tower under spots on the canopy of the building, the station has gone in for celebration in a bigger way than any other station in this part of the country.

Two invitation studio evenings will be held, there will be a free kid show, Riverview park and the town and surrounding country for 100 miles will be plastered with cards in three colors.

To impress the new dial spot on listeners, a four-page newspaper section will be included in the Sunday Register to the entire 250,000 circulation and in addition the insert will be delivered by the paper's carriers to every non-subscriber in a radius of 10 miles of the town—thus giving a circulation of 325,000.

Special trailers will be used on screens in 50 Iowa theatres and showmans, and the station's talent are being broadcast in windows.

Jimmy Lunceford's Cotton Club band of 14, together with additional talent from NBC's artists' bureau, will be the featured entertainment for the week, the station also adding considerable local talent and increasing the personnel of the studio.

W80C-Ford Carnival

Charlotte, N. C.
W80C worked with the local Ford distributors in staging an outdoor carnival and automobile show, with entertainment features, that attracted 50,000 people on the six nights that the show ran.

The broadcasting station carried the entire radio advertising load for the show, staged in the giant Ford assembly plant on the edge of the city, now unused. This made an ideal spot for the show. Car models were displayed on the lawn in front of the plant and a large room inside was converted into a dance floor and entertainment hall.

W80C presented a kiddie program one night, with talent recruited from its kiddie club groups. Johnny Ward and his orchestra played.

Herb Moore's Fast Work

New York.
Fast work by the independent Trans-Radio News Service on the Connor baby return is understood to have gotten the Yankee network of New England, the Michigan network (WXYZ, Detroit), and other stations a six to 16-minute beat over the official bulletins.

Flashes were broadcast in Boston by the Yankee web at 2:56 p. m. and by KEX, Los Angeles, at 3:05 (eastern). During the succeeding hour the Herbert Moore office fed its subscribers a series of seven dashes on radio, including at 3:47 Dr. Munger's statement from Grasslands Hospital.

Champagne Christening

Baltimore.
When WFBR opens its new transmitter the Mayor will smash a magnum of champagne against the supports of the new steel tower. The event, marking the opening, which will also have the Mayor, surrounded by civic bigwigs, pressing the button that sets the apparatus in motion, will be filmed by a 16mm sound crew from Washington and shown on screen at the loop Hippodrome. Station has a tie-up with the theatre.

Station hopes to get the dedication exercises wide publicity and is already working up public interest. Has interested Chamber of Commerce and will receive detailed story of project in next issue of the org's monthly mag. Also, NBC will carry congratulatory ad in all the newspapers day new transmitter starts pumping. WFBR is local outlet for the NBC red.

Drug Store-Radio Tieup

Seattle.
KOMO-KJR cooperated with the Payless Drug Co. in building a comprehensive window display of radio advertised drug products in the two large 20-foot deep windows in the company's large store near Seattle's principal downtown street intersection.

Every item sold in the drug store that was advertised over KOMO, KJR or NBC appeared in the windows, along with a description of the radio program advertising the product.

A KOMO microphone held the center position in the window. Pictures of the radio stars who plug drug items over the air were framed and placed in various parts of the window, with colored ribbons running to the products on display that they represented. Fourteen different views of the new KOMO-KJR studios were shown.

So great was the interest in the show window that it was crowded over another week. Crowds continued to gather around the window so it was held still another week. Now it has been in a whole month.

Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc.
410 North Michigan Ave.
J. H. North.
F. G. Ibbett.

N. W. Ayer
164 W. Jackson Blvd.
Nason McGuire.

Batten, Barton, Durstine & Osborn
221 N. La Salle St.
George May.

Blackett-Sample-Hummert
221 N. La Salle St.
Edward Aleshire.
N. H. Peterson.

Doramus & Company
208 S. La Salle St.
H. Ray Henderson.

Erwin, Wasey & Co.
230 N. Michigan Ave.
William Weddell.

Fredericks & Mitchell, Inc.
360 N. Michigan Ave.
Karl Frederick.

Charles Daniel Frey
333 N. Michigan Ave.
Larry Triggs.

Gundlach Advertising Co.
400 N. Michigan Ave.
Irving Rosenbloom.

Hays McFarland
333 N. Michigan Ave.
Hays McFarland.

Henri Hurst & McDonald
520 N. Michigan Ave.
N. L. Pumpham.

Kastor
360 N. Michigan Ave.
Read Wight.

Kirtland-Engel
646 N. Michigan Ave.
R. M. Kirtland.

Lord & Thomas
919 N. Michigan Ave.
Lewis Goodkind.

Matteoson, Fogarty, Jordan
367 N. Michigan Ave.
H. L. Weller.

McCann-Erickson
910 S. Michigan Ave.
Raymond Atwood.

McJunkin
228 N. La Salle St.
Gordon Best.

Needham, Louis & Brorby
360 N. Michigan Ave.
Helen Wing.

Reincke-Ellis-Younggren-Finn
520 N. Michigan Ave.
Russ Williams.

Roche, Williams & Cunningham, Inc.
Strauss Bldg.
William Roche.

Rogers & Smith
20 N. Wacker Drive
Everett Ople.

Ruthrauff & Ryan
360 N. Michigan Ave.
Nate Caldwell.

Stack-Goble
8 S. Michigan Ave.
Ralph Goble.

J. Walter Thompson
410 N. Michigan Ave.
Dick Marvin.

U. S. Advertising
612 N. Michigan Ave.
George Enzinger.

Wads Adv. Agency
208 W. Washington St.
Walter Wade.

although it has been refinished twice.

Submarine Program

Seattle.
Visit of the U. S. Submarine Division No. 12 into the Seattle harbor gave station KJR occasion for a naval broadcast which fell short only in failing to wait sea breezes via the ether.

With musical interpolations by a midshipman with an accordion and a submarine cook with a harmonica, and by the KJR orchestra under Abe Brashen's direction, Albert Kitch of KOMO-KJR interviewed two submarine commanders on the part submarines play in modern warfare.

Straw Vote

Omaha.
Manager John Henry and Al Nansen of the staff of KOHL and KFAB Omaha studios have worked out a plan for taking a political poll over the air much after the fashion of the leading minks in conducting their pre-election polls. Station has made up a sample ballot which it sends out upon request, though ballot is not required for vote.

Information and names of candidates for United States Senator and for Governor are read over the air and listeners are asked to send in their choices. Only requirement is that listeners must vote for candidates from the same party for both offices. In addition, listener is asked to tell which presidential candidate he prefers. (Continued on page 57)

WTIC, with 200 Players on Payroll, May Have Most Ambitious Program Policy of Any Regional Station

Hartford, July 23.
Since assuming full time operation, WTIC, 50,000-watt owned by Travelers Insurance, has expanded its talent rolls until it is believed it has the largest program staff of any station outside the big cities. There are approximately 200 persons supplying talent to WTIC.

This is part of John F. Clancy's campaign to create programs of such consistent strength and variety that WTIC's audience prestige will be beyond challenge. WTIC has taken the elastic off the bankroll and is importing performers from many distant points.

Station has Harry Tighe, former Gulf m.c. for a sustaining program of one hour duration with 100 in the east. Among other artists on the staff are Norman Cloutier with his Merry Madcaps of 35 pieces, Christiana Kriens and his 40-piece WTIC Concert Orchestra and Joseph Blume with his 'Blue Room Echoes.'

WTIC has booked the Jitney players headed by Alice Keating for stock broadcasts. Harriet Lee is another brought from New York. Others include Dave Kargin, the Scale Ringle's Quartet, Jane Dillon, the girl of a thousand voices, Mara Williams, The Singing Cowboy, Johnny Milne and his Mountain Melodiers and others.

The announcing staff now includes Jerry Mohr, Paul Monroe, Irvin Cowper, Phil Becker, Charles Pearson, Ben Hawthorne, Fred Wade and Paul Lucas. Although only eight are listed here there are about four others on the staff of announcers.

WTIC's studio now occupying many thousands of feet of floor space with four large studios is undergoing radical changes and adding possibly four times as much space with four more studios. Sometime ago it was understood

Irene Taylor Files Bankruptcy Petition

Irene Taylor, in private life Irene Martin, radio singer, has filed a voluntary petition in bankruptcy in the Federal District Court (N. Y.) alleging debts of \$5,328. Assets only \$250, mostly clothing, are claimed to be exempt.

Of the total liabilities, \$5,450 covers amount of a contract claim for commissions against Miss Taylor by Richard & Lenetka, agents, which claim is stated to be pending in the N. Y. Supreme Court. Only other liability mentioned is \$488 alleged due as balance on an automobile.

Miss Taylor's address is given in the petition as 424 East 52d street.

Earlier New Broadcast

Albany, July 23.
Knickerbocker Press, morning daily, has shifted its news broadcasts from 11:20 p. m. to 6:30 p. m. This is in line with the demand of many publishers throughout the country for news broadcasts at an earlier hour at night.

CBS broadcast likewise has been shifted to five minutes before the local news chatter.

Whorton's New WHEF

Birmingham, July 23.
J. E. Whorton of Shreveport, La., is making preparations for establishment of a station at Kosciusko. The station will be operated under the name of Attalla Broadcasting Station, Inc., with the call letters being WHEF.

Opening is expected within 60 days and will operate on 250 watt 18 hours a day.

Mickey Alpert Sponsored

Philadelphia, July 23.
New WCAL commercial, bankrolled by Fox-Weiss furriers, scheduled Mickey Alpert, m.c. of the Adelphi Club night, and Billy Hays' WCAL-CBS ork unit. Show debuts August 2.

Alpert, scoring a long run in his notoriously poor night club town, attracted sponsors on his ability to beat the Quakerstown rule.

that the station was dropping more than \$350,000 a year, but it is believed with a full time program on the air, some of this huge sum will be recovered in the future. WTIC has been operating on part time for years and was granted a full time license a few months ago and started on that schedule June 1.

Charlie Cantor has joined the cast of Harry Tighe's Fun Parade. Leonard Patrucci, who previously occupied his time on continuity writing, is now engaged in production work at WTIC. Hartford, the weekly dies time a chorus of 14 male voices, The Men of Song. Bill Tierney and Jud LaHaye, former broadcasters from WTIC, Bridgeport, are now presenting a program known as WTIC Song Show, twice weekly from WTIC, Hartford.

COLUMBIA BROADCASTING SYSTEM
Presents
MARK WARNOCK
MUSICAL DIRECTOR
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World's Fair, Chicago
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B. R., N. Y. C.
Arthur St., Lawrence,
Ill. WCFL, Chicago
9 Court St., Fremont,
on page 46)

Australia Preparing for Prod. Impetus on Strength of Quota

By ERIC GORRICK

Sydney, June 26.

Film Commissioner Marks handed the trade rather a surprise with his quota recommendation to government. A 5% quota for Australia was tipped following close of probe, but trade did not expect rate to go as high as 15% on fifth year for distrib., and 32 1/2% for exhibs.

Marks strongly suggested that any quota legislation contemplated by the state of New South Wales should be passed on to all states in Australia so as to bring about a uniform quota regulation in this country.

Should the government pass legislation along lines suggested by Marks, as is likely, then Australia will soon become a 'little Hollywood.'

Question arises whether the local studios are large enough to cope with so much production work as set out in the proposed quota. Cinesound and Eftice are the only real studios operating here today.

Studios

Eftice suspended production some months ago. F. W. Thring announcing he would not begin again until protection was given the Australian producer. Cinesound, headed by Stuart F. Doyle, has continued, with Doyle stating that a quota was not desired by his organization. These two organizations control four studios in Sydney and Melbourne.

Several indie producing units, using either the Cinesound or Eftice studios, strongly fought for a quota. Amongst these were Pat Hanna and Charles Chauvel. Others stated as contemplating entering the local production field include Monogram and National. Latter is backed by Sir Hugh Denison and Associated Newspapers. Said that National will link-up with a big British studio for directors and artists.

When and if quota becomes actual law, it is certain that production work will go ahead here tremendously. Figured that several companies will be floated overnight. Australia looks about set to give keen competition to England and America.

Competition

Competition would, of course, only be on the local consumption market, because the government makes it a law for exhibitors to screen a percentage of local films. Although Australia has produced many native boxoffice hits, few have been successful in breaking into the overseas market. But Australian producers say that with guaranteed market locally they will be able to make bigger and better pictures, possibly making the grade overseas.

Despite the fact that an objection was raised at the probe against a local quota because such a quota would encourage the quick promotion of "mushroom" companies. Marks said that he believed that the provision of a standard of merit for quota pictures would lessen the risk of bad or indifferent films being produced. He added also that the protection and encouragement of a local film industry would inject a flow of new capital into the Australian industry.

To overcome any losses because of the quota ousting their pictures from the Australian market, British and American producers may send units here to make local stuff and thus keep within the quota law, it is believed.

Hal Redus is opening Monday (23) at the Blackstone hotel in Chicago for an indefinite engagement. He is the first vocalist in 22 years to appear in the Blackstone main dining room.

Dell Coon band at Westboro Country Club in St. Louis till Aug. 8 and over KMOX. After that it goes to the Grove in Houston, Texas, for an indefinite stay.

Johnny Green, not the composer, brother of Bud Green, also a songwriter, has joined the B. B. United prof. dept. Was formerly in the pub biz on his own as Green Bros.

Ted Dahl's orchestra is out of Cal-Neva lodge on Lake Tahoe, Frisco, and Lee Artiste bureau has booked Jimmy Davis' org. to succeed, Don Lee network taking the programs by remote control.

COAST FOAM CASUALTIES

Not Enuff Weekends for Big Spots to Remain Open

Los Angeles, July 23.

Casualties among the foam parlors are beginning to pile up. Latest to give up the ghost is Eastside Gardens, prize floppo of them all. Leighton Industries, which operates a chain of eateries, poured \$40,000 into the venture and called it quits after three months.

Place is up for sale, if no takers, will be shuttered for the summer. Fling reopening is remote possibility. Plying kick of the operators is that there aren't enough Saturdays in a month.

Eastside had the biggest layout in town for suds and sandwiches. Main auditorium could take care of 750, with plenty of space for 800 more in the nooks and alcoves. Location on east side of town, however, was handicapped. Night lifers in that section go for the smaller layouts and no like that 40c cover charge, which is removed when one goes for the buck dinner. Garden is make over from the old Selig zoo.

Rough Holders

Busiest lad on the floor seemed to be the head waiter, who spent most of his evening straightening out check squawks. Tap for two plates of ginger ale, bowl of ice and plate of pretzels came to \$3.15. East sliders watch their dough closer than that.

Spot had a very amemic floor show and Manny Harmon's org, which is way out of its element in a cover den. Every tooter insisted on being a Punchinello and that makes for a bad setup for those who like to shake a hoof between toilet sittings. Harmon combo is heading for Texas.

Beer taverns along Santa Monica boulev. in the midst of Hollywood, are dropping by the wayside faster than the old pee wee golf traps. County fathers are making it tough for the shoe stringers by ordering out music as a nuisance. Plans remain, but the heavy crescendo is missing. Move is also afoot to divorce dancing from beer guzzling. This will be the hardest blow of all if it goes through.

NITERIES REFORMING FROM WITHIN RANKS

Newark, July 23.

Reform from within looks imminent in the cabarets with a resolution proposed by tavern keepers that female impersonators be barred from all shows in nite clubs and such.

Music Notes

Morris Stulmaker has his orchestra at, besides managing, Clinton Tavern, outside of Rensselaer, N. Y.

Harry Sosnik band slips out of the Edgewater Beach hotel, Chicago, early in August after almost a year's stay.

Stuart Scott's orchestra, with Ruth Dale, now at the Edgewood Inn, East Greenbush, N. Y.

Nira Nash handling the vocals for Harold Stern during the band's stay at Manhattan Beach, L. I.

Freddy Engel's orchestra is headed-up with a floor show at the Lodge Manor, Glens Falls, N. Y.

Meyer Davis band playing on the Showboat, Lake George, N. Y., with a floor show that includes Lenora and Santino, Lido-Venetian Trio, Coley Wilth, 4 Shades of Harmony and Little Miss Muffet.

Franklyn Farnum is the new m.c. for the Showboat programs on the S. S. Berkshire on the Hudson River at Albany. Others featured are Georges and Jeannette, Jean Bennett and John Blue's Rhythm Makers.

Gus Kahn has signed a year pact at Metro, but before joining the studio will do numbers for 'Great Ziegfeld' at Universal.

JACK KAPP HEADS BRITISH-FINANCED DECCA PHONOGRAPH CO. IN AMERICA

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
Sleepyhead	29	29	29
With Eyes Wide Open	29	29	29
All I Do Is Dream	24	24	24
Thnx for Lovely Eve	24	24	24
For All We Know	23	23	23
Love in Bloom	22	22	22
Spellbound	22	22	22
Hat On Side of Head	21	21	21
Moon Glow	21	21	21
Prize Waltz	21	21	21
Never Had a Chance	20	20	20
Very Thought of You	18	18	18
Dames	17	17	17
Church Around Corner	16	16	16
Born to Be Kissed	15	15	15
Wishful Thinking	15	15	15
Tonight We're Young	14	14	14
Moon Was Yellow	14	14	14
Once in Lifetime	14	14	14
Dust on the Moon	14	14	14
I'll String Along	13	13	13
Rollin' Home	13	13	13
The Breeze	13	13	13
Say	12	12	12
Cocktails for Me	12	12	12
Call You Mine	12	12	12
What Is Good in Goodbye	12	12	12

Society Boys Now Pro

Philadelphia, July 23.

Tad (Hambledon) Shepperd and Sally Coats appearing locally in the floor show at the Anchorage, Fairmount Park niter, are very ultra local social lights, particularly Shepperd, whose family, the Gwynn T. Shepperds, reside in the swank Cynwyd suburb of Philly.

Shepperd was one of the most prominent gentlemen jockeys in the east until a serious injury in a race deflected him into show biz as a dancer. He studied at Cambridge U., England, and attended prep school at Cannes, France. While at the Riviera resort he became acquainted with the American dance maestro, Billy Arnold, who tutored Shepperd a bit.

Union Decries Boy Bands

Albany, July 23.

Musicians' Union here has protested to Mayor Thacher against the continued use of boys' bands at municipal affairs.

Union officials charge many of their members are unable to obtain work and that the boys set up unfair competition.

CHILDS FOR P.A.'S

Reggie Childs and his orchestra are closing July 28 at the Hotel Roosevelt, N. Y.

Band is going out into picture houses for personal apps.

New Label's Strong Start with Victor Young, Casa Loma, Bing Crosby, Mills Bros., Street Singer Transferring from Brunswick Roster

Mellin Back to Remick As Head Man in Chi

Chicago, July 23.

Bobby Mellin returns to the Remick office after having been with T. B. Harms for more than a year.

Buddy Morris and George Marlowe due in town early this week to straighten out all matters concerning the Mellin take-over of the Remick representation here.

M'DONALD TO OPEN CHI CASINO

Ballard MacDonald, who collaborated with and has been production assistant to Billy Rose in the latter's cabaret-theatre ventures, is preparing to put on a Casino de Paree policy at Erlanger's, Chicago. This, like the ex-Gallo and Hammerstein theatres in N. Y., is a host house which will be converted into a cabaret, with tables for dining in place of the chairs, etc.

Rose was invited by a Chi syndicate to start a similar venture, but decided he had his hands full around Broadway.

Frederic's May Expand

Baltimore, July 23.

Frederic's, local class dinery which has as adjunct burg's sole sidewalk cafe, is considering expanding into full-fledged niter. Plans being drawn up whereby spot hopes to annex the Vagabond theatre, 250-seat ill theatre house, which is situated next door.

Theatre building is leased by Vagabonds, but owned by the corporation operating dinery.

Downey to S. A.

Wally Downey sailed for Rio de Janeiro and Buenos Aires Saturday (21) to cover the Brazil-Argentina territory for the new Hearst newspaper, and to act for American music publishers while in the Latin-American territory.

Downey will represent a number of music pubs, including Robbins, Berlin's, the Warner group, et al.

TIC TOCS TICK ON

Tic Toe Girls (3) are being held over at Ben Marden's Riviera for the remainder of the summer.

Trio is tentatively set to go into Marden's Palais Royal on Broadway in the fall.

Ray Noble From England Over Here In Sept. for Unique Music Deals

England's most outstanding dance maestro and composer, even eclipsing Jack Hylton because of his accomplishments as a tunesmith, is coming to America in September. He's Ray Noble, whose H.M.V. (Victor) recordings have established him internationally. Noble is also author of some of the best known recent dance tunes emanating from London, which he also self-recorded with his orchestra on His Master's Voice (English) disks, and which the RCA Victor company distributed on this side of the Atlantic. The William Morris agency and Tommy Rockwell of Rockwell O'Keefe are jointly importing the London dance maestro, who will

organize his own orchestra and record here and play theatre and radio dates, as he does abroad. Noble is unique in that he has no set dance combination. He assembles a combo for sundry occasions, schools them in his own idea of arrangements, and has been signally successful with that system. Noble will be booked by the Morris office as guest conductor in the Paramount theatres; by Rockwell O'Keefe on one-nighters, radio, etc. No A.F.M. union trouble is anticipated as with previous efforts to import Hylton, et al., because Noble's advent will only give impetus to American musicians, whom he will assemble locally.

Decca of London invades America around Aug. 1 with a Decca label. Jack Kapp, resigned general manager of Brunswick (American Record Corp.) is president of the new outfit, which has Edward (Ted) Lewis, managing director of the British Decca company, also financially interested. Kapp is currently headquartering at Attorney Milton Diamond's office. Latter is American counsel for Lewis, and came into the picture during the original negotiations whereby Decca was to have become associated with Brunswick in the take-over of Columbia Phonograph Co.

With Kapp leaving Brunswick, following difference of opinion with the financial heads of the outfit—it's a subord of Consolidated Film Labs (H. J. Yates, Ben Geotz, et al.) which had taken the company over from Warner Bros.—the trade correctly surmised that Kapp would ally with Lewis of the London firm.

What the trade also knew, and which the Brunswick's financial heads probably overlooked, was that Kapp's direct personal contacts with Brunswick's recording artists was an important asset to Brunswick. As a result, Kapp is taking over with him an imposing roster of Brunswick recording artists. Among them are all of his former Rockwell and F. C. (Cork) O'Keefe's artists, including Victor Young, general musical director, who assumes the same post at Decca; Casa Loma, Street Singer (Arthur Tracy), Bing Crosby, Mills Bros.; Guy Lombardo, and Rockwell O'Keefe's roster is also reported set to move over with Kapp to the new unit.

Stayed Loyal

Kapp's control of his artists was manifested last fall when Victor essayed a record talent-raiding venture and offered fancy figures to Crosby, Mae West and other Brunswick artists, figuring that Vic, if not actually selling enough disks, could charge off the talent costs to general exploitation. Kapp told his artists-friends that Brunswick was in no position to resist such a competition, but in face of it all he kept his roster virtually intact, and, in fact, took some people away from Victor.

Recording labs of Decca in New York are being negotiated for. Justine may be the recording manager; Steve Stevens, Columbia Photo's former sales manager, may function ditto for Decca.

Decca lost interest in Columbia after at first making a counter-move to buy out the Brunswick company. But when it was learned Kapp decided to set up their own new major recording company, including sales staff, etc., and inject their own ideas of disk standards and the like.

Decca's trade keynote of Kapp's innovations at Brunswick has been that any recording must be ultra-ultra and technically superlative as to arrangement, orchestration and interpretation because no longer can disks be sold on the appeal of the songs. Radio popularizers seem so fast that in the ordinary course of events the tune is outmoded by the time it's waxed—or nearly so—hence the disk interpretation must give the customer something for his 75c which the radio can't. Kapp notes that with real oldies like 'Dinah' and 'St. Louis Blues' which under distinguished orchestration and arrangement took on nuance and enjoyed record sales for Brunswick.

CUTTING DOWN S&S

Sam Salvin's and Irving Sherman's Sun and Surf club at Long Beach, is cutting down its show. Ritz Bros. have closed and Roger Wolfe Kahn orchestra is on its finale stance.

Sun-Surf has been chiefly a week-end proposition and couldn't afford the heavy show nut.

Carol Lofner's band bows out of St. Francis hotel, Frisco, end of this month, heading for Texas before returning to Hollywood in September. Hotel will close its dining room and room in a year's time.

MORALS PROBE ON AGENTS

RKO Vode May Go Back Into Coliseum And Jefferson, N. Y., This Fall

RKO is expecting to resume vaude in the Coliseum and Jefferson, N. Y., in August, due to the termination of the circuit's pooling deal with the Skourases' Academy and Audubon, as there is small possibility of the operators of both chains making up their minds in time for a renewal. Double pooling deal between RKO, the Skourases and Hanforce, in Brooklyn, is on a year-to-year basis, with the second year about to come to a close.

Intimation of the termination of the deal came when RKO's booking office stopped buying shows for the Academy past the week beginning next Friday (27). It is understood, however, that RKO wishes to continue the pool so far as the Academy and Jefferson, on 14th street, are concerned, although anxious to terminate the pool between the Coliseum and Audubon, on Washington Heights, N. Y.

Coliseum and Jefferson have been vaudeless and in grand fix for the two years the pool has been in effect. RKO feels now that the uptown theatre can do better with vaudeville by itself without a profit-sharing deal with the Audubon. On 14th street, however, the pool has been profitable for both RKO and the Skourases.

Bans Nudists From Stage Even When They Are Clothed

Des Moines, July 23.

In the nude or out of it, nudists may not appear on Waterloo, Iowa, theatre stages, according to the mayor, who ordered a stage act, headed as "Five Active Nudists in Person," halted at the State theatre after reviewing the first show.

The nudists, billed as from the Elysian colony, a man and four girls, did not appear in the nude, or even semi-nude, according to the theatre management. They delivered lectures. Act was a short feature between pictures.

Ticket sales to the first showing were terrific.

TRENDLE FORMS OWN DETROIT TALENT AGCY

Detroit, July 23.

George W. Trendle has opened his Detroit Artists Bureau, Inc. Officers Trendle, Howard O. Pierce and Alan Campbell, Lew Kane is the manager. In addition to being president of the United Detroit Theatres, local Paramount affiliate, Trendle is also Pres. of Kunsky-Trendle Broadcasting Co. (WXYZ). Pierce is production manager of the Michigan theatre and of Station WXYZ. Campbell business manager of WXYZ.

The first booking of the D.A.B. was the four-week engagement of George Olsen and band at Westwood Gardens at \$5,000 a week net, split of 50-50 over \$28,000 for the four weeks.

New Schnozzle Trio

Eddie Jackson has signed Val Irving, who resembles Jimmy Durante, to form the new trio of Jackson, Irving and Snyder. Irving replaces Nemo, whom Jackson was breaking in at La Cihana, Long Beach, N. Y., roadhouse.

Jackson is of the original Clayton, Jackson and Durante trio, and is trying a professional comeback with a similar type routine now that Schnozzle Durante is in films and Clayton is personal repping him.

B.&K. Chi Showings Switch to Harding

Chicago, July 23.

B. & K.-William Morris office vaude showings are moving to the Harding theatre after having been at the Belmont for many years.

Showing will be spotted at the Harding on top of the regular five-act bill, which will give the north-side bargain-hunters a 10-act vaude banquet Wednesday nights.

AFA ORGANIZES IN MILWAUKEE

Milwaukee, July 23.

Ralph Whitehead spent three days in this town last week on an organization drive for the American Federation of Actors, and when he left there was a well-organized branch of the AFA ready for immediate action. Roy Bernier, local performer, has been named local rep.

When Whitehead arrived here he found two vaude organizations trying to get along. One was a group organized by agents, which took in some performers; other was a group organized by actors with some agents joining. Both of these groups disbanded in favor of the Federation, with the AFA taking into its membership only the performers.

At the organizational meeting here the groups were addressed by James Sheehan, president of the Federated Trade Council, Francis Stanton of the Labor Compliance board, and Leon Klotz, of the American Federation of Musicians.

Chi Agents-AFA Confab

Chicago, July 23.

Ralph Whitehead, exec. sec. of the American Federation of Actors, has called a general meeting of all Chicago vaude, niterie, and club agents for Wednesday (26). The meeting will be for the purpose of explaining to the agents just what the AFA expects of them in the way of conditions, salaries and contracts.

Meeting will be addressed by Whitehead, Bert Clinton and George Briefer, president of the IATSE.

Tyrrell Lines Up So. 1-Niters for Long Unit Route

Phil Tyrrell, who is agenting again after booking at Radio City Music Hall under H. B. Franklin, has lined up 12 to 14 weeks of southern one-niters' road time capable of playing units. Towns include Nashville, Louisville, Lexington, Wheeling, Charleston (W. Va.), Morgantown, Cumberland, Clarksville, Charlotte, Greensboro, Fairmont, Huntington, Atlanta and Montgomery.

Jimmy Hodges, currently at the Met, Morgantown, W. Va., will close his 'Follies' July 25 and open a new 35-people unit Aug. 15 on this time.

Pert Smith, aka, can Bedini's Peckaboo Revue, Vanessa's 'Broadway to Rio', 30-people unit with Sol Gould, Four Golden Blondes and 12 Rasch girls are others aligning for the southern unit time.

Drieson Starts Cafe

Baltimore, July 23.

Simon Drieson, for years manager of H. Honick's Gaiety, burg's sole burley barn, has taken over the Club Wilton, small-scale southside niterie and is installing floor talent at \$25 a head.

George Barber is in as emcee.

POLICE CHIEFS ON INDIE COMMITTEE

Church and Femme Groups Organize Nationwide Drive on Agents in Legit, Vaude and Cabaret Fields

500 COMPLAINTS

Chicago, July 23.

All talent booking agencies throughout the country will be investigated shortly by a committee comprised of the International Chiefs of Police and representatives of various law-and-order organizations.

Starting off with their drive on films under the Catholic Decency League, the reform element is now passing to the vaude and talent agencies to investigate their part in the delinquency of girls.

Actually the impetus to the new drive is the reaction to the current morals trial in Los Angeles, where Dave Allen, chief of the Central Casting Agency, is before the bar with the yarn hitting all the dailies.

Heading the groups forming this general investigation committee are such organizations as the Women's Federation, the Parents and Teachers Ass'n, the Epworth League, members of the Catholic League of Decency and the various organizations built around the several churches.

Honky-Tonks

Committee is especially planning to investigate those agencies which book femmes and shows for stag parties, side-street beer taverns and other spots which it considers conducive to female delinquency. Besides the immorality angle, the committee has also served notice that it will make a determined attack on niteries which go for perversion attractions, especially the nance spots.

This decision follows the filing of some 500 affidavits by various femme entertainers against agents in New York, Chicago, Los Angeles, Detroit and Cleveland. How many of these squawks are the McCoy and how many just empty beefs is yet to be decided. Many of the squawks do not concern the actual jobs to which the girls are assigned, about agents themselves.

Most of the vaude agents disown any part of the booking of girls in the various beer taverns and honky-tonks. The joints have been head-aches from the beginning because of the short coin, no pay and the many instances of code violations.

Front line agents have tossed that sort of business over their shoulders, but the alley agents, with offices in their hats, have tried everything, and these boys are likely to be rousted around plenty by the time the investigation of tavern conditions gets under way.

WB's Canned Vaude Calls for 4 or 5 Acts Within 10 Mins. Reel

Miniature vaudeville shows in shorts form are being experimented with by Sam Sax, Warner's one and two-reel producer at the Brooklyn Vitaphone studio. Vaude reels are produced like a vaudeville show, running into ten to twenty 10 minutes.

First two issues include the vaude acts of Herb Williams, Carlton Emory and Mad-Wake (dick act), Jack Pepper, Red and Dunn, Honey Family, Sol Rome and Stepping Stars and Three Queens and Eddie Delaney. In order to get each vaude show down to 10 minutes only highlights of the various acts are used.

Warner idea is that since so little vaudeville is around, there is a field for canned vaude.

Vaude's Big Chance for a Comeback Seen in Current Campaign Vs. Pix

Children's Society Cancels Mary Small

Mary Small, kid singer from radio, was cancelled out of the Paramount, N. Y., after the second show opening day, Friday (20) when the Society for Prevention of Cruelty to Children complained to Par that she was a minor.

Kid is 14. It was her first stage date.

Continent Rebooks Ellington at 6½; C. C. Revue Mixup

Duke Ellington orchestra is slated to sail Sept. 8 for nine weeks of return engagements in England, Holland and France, to be played in 10 weeks, at an average of \$5,500 a week. Irving Mills, manager of the Ellingtonites will sail with them as he did last year.

Mills is still trying to straighten out the Cotton Club revue for England. It's current at Loew's State, N. Y., and was to have sailed this week but for Harry Foster, repping Mills, being caught between rival bids abroad. It will probably wind up at the Palladium, but Charles Cochran wanted it as an immediate successor for the Tomson Bros. show, 'Why Not Tonight?', which closes at the Palace, London, the end of July, and Sir Oswald Stoll also wanted it. Stoll, having turned down La Nijinska Ballet because he and Almer Coates, English conductor who was to have maestroed, didn't like it, is likewise in need of a big show for the Coliseum. Foster, who just sailed back for England, will straighten out the bids upon his arrival.

No question about the Cotton Club show on salary. That's set at \$10,000 a week for the first four weeks and the next six weeks at \$7,500. The 10-week total to be played within 12. The reason for the 10G for the first month is to absorb the fares. On Ellington's engagement, Mills gets the fares prepaid, but not so with the C.C. Revue.

Ellington's itinerary opens for Paramount the first five weeks at \$5,500; then two weeks each in Holland and France. Supplementary concerts and dance dates bring the Ellington average up to \$6,500 a week.

Brother Crosby

Bob Crosby, Bing's kid brother, makes his Broadway debut at the Paramount July 27. Booked by Rockwell-O'Keefe, which handles Bing Crosby's bookings also.

Tommy Rockwell set almost all of the week's show, including the Victor Young orchestra and Lee Wiley, all from radio.

2 Days of RKO Vode

RKO Franklin, in The Bronx, N. Y., goes vaude this weekend with five acts on Saturdays and Sundays. Booked by Teddy Friedman.

House has been in a grand petting policy for nearly two years.

Vaudeville's last stab at a major comeback is looked for next season by most everybody in the biz, due to the current campaign against pictures. A number of the theatre operators and bookers feel stage-shows will be absolutely necessary to bolster the type of Hollywood pictures towards which the moral factions are driving Hollywood.

In the past week two out-of-town RKO divisional managers informed the home-office of the need of vaudeville to stave off rapidly declining grosses. They are Nat Holt, of Cleveland, and Charles Koerner, of Boston. Koerner is reported to have told the h.o., "Pictures cannot hold up by themselves, nor can vaudeville hold up by itself—but we must have the combination."

Only two arguments are given against the possibility of a stage-show revival, both of these coming from the booking end of the biz. One of them is the shortage of playable acts to fill an unprofitable amount of stagershow time, due wholly to the lack of development grounds for stage material in the past five years. The other is the probable inability of vaudeville theatres to compete with the cabaret-music halls, which serve meals, drinks and entertainment, and which are mushrooming all over the country in dark legit houses.

A demand for vaudeville such as is expected in the fall would catch the circuits flat-footed. In the past five years they have offered practically nothing in the way of break-in time, with the result that few new acts of worthwhile caliber have been brought forth, while a great number of standard acts dropped out of the business into other lines of endeavor when vaudeville itself could not provide them with a living.

Agents and bookers, however, contend that almost all of the old line acts can be brought back into the business with ease with a little refurbishing of material. Also claim that there are plenty of writers around, despite belief to the contrary, to furnish the necessary scripts.

The cabaret-theatres are a threat, however, that none of the vaude men know how to get around. They don't worry the agents, who would just as soon book an act into a cabaret as they would into a theatre, but the theatre operators can't see how they can compete, on the main streets of key cities, with converted theatres serving meals and drinks along with stagshows, singing waiters and hostesses. Filly Rose's Music Hall, as one instance, serves a table d'hôte dinner for \$1, with which the patrons get all the entertainment in the place besides dancing facilities.

Borde Sues Faith Bacon for 20G On S.F. Walkout

Chicago, July 23.

Super Attractions, Inc., of which Al Borde is president, filed suit here against Faith Bacon for \$20,000 for walking out on the 'Century of Progress Revue' in San Francisco April 27 after opening day.

Fanchon and Marco had contracted for a six-week run with an option of 10 weeks, but allegedly stipulated verbally that they were contracting for Faith Bacon and the 'Century of Progress Revue'. When Miss Bacon left the show a substitute dancer was put in, but a week later Fanchon & Marco cancelled.

DES MOINES' VAUDEVILIER

Des Moines, July 23.

Ted Jackson is taking over the President for a film and presentation policy.

Several of the presentations to be built here will fill fair engagements.

MARK ANTHONY *Said—*

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Management

FRANK WOLFNER Auditor
JOHNNY JONES,
Booker, through Billy Diamond Agency
GRANT BLACK Chief of Service

BLANCHE WINDERGREN

Cashiers
DOROTHY BUSH

PEGGY FISHER

C. A. NIGGEMEYER Stage Director

Stage

MRS. C. A. NIGGEMEYER Dance Director

Musical Director

VERNE BUCK

The Musical Gang

ERNIE WILEY
JIM BLADE
HARRY GREENBERG

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UNIT REVIEWS

VINCENT LOPEZ UNIT (PENN., PITTSBURGH)

Pittsburgh, July 20. With his present show, Vincent Lopez makes it plenty tough for any and all name bands to follow. He's assembled one of the neatest units ever to sail out on tour, the sort of show that has eight cylinders and hits on all of them from start to finish.

In keeping with his reputation for class entertainment, Lopez has assembled performers with class written all over them. That's true of everything except Gaudsmith Brothers with their two French poodles. But the Gaudsmiths don't need

class. Inserting them was pure inspiration on Lopez' part, for they provide just the necessary laugh sock the unit needs. Anyway, they work in one, away from the Lopez crew, and smacked 'em between the eyes all the way through. Those poodles are remarkably trained animals and mamas are going to bring their kids just to see them. And that helps in these days of 'bans and don'ts'.

Smartly routine and expertly paced, unit runs over an hour and seems like half that. Lopez keeps well in the background, save for his inevitable piano specialty, with which he still cracks them, while serving as m. c. is merely content to introduce the acts and let them speak for themselves. And that they do.

Next to Gaudsmiths, biggest sock of afternoon were Saxon Sisters. Gals have everything plus and even a recalcitrant p. a. system couldn't keep them from landing right side up and way ahead of the game. Their novel brand of harmony, together with fact that they fairly ooze with vitality and s. a., was a pushover for Penn mob and they went off a solid click. Florence and Alvarez have a couple of exquisitely lovely ballroom routines, executed in a showmanly manner and with codes of class.

Edna Sedgwick provides a speedy interlude with a whirlwind toe specialty, and Fred Lowry, well-known on the air, steps to the mike for a session of whistling that almost made it necessary for him to be off. In addition, Lopez brings on Frances Hunt, featured songstress with his regular St. Regis crew, for a single number and several of the lads themselves step out to good effect, particularly diminutive pianist, a natural-born mugger, for a smart rendition of 'The Duchess'.

Whatever Lopez is getting for present assembly, he's entitled to it. Bands usually content to come on with one or two specialty performers, surfeiting the customers with orchestration, but not the sleek, stocky pianist. He's been plenty shrewd and it should pay dividends. Picture 'Old-Fashioned Way' (Par) and full downstairs at opening show gave every indication that combo is going to result in brisk week. Cohen

COTTON CLUB REVUE (LOEW'S STATE, N. Y.)

As glitclitely novel entertainment as could be presented. Here is an offering of modern music and dance-mania in style and moderation of movement that's so unlike the color and trend that it is likely to shoot a new style era into Harlem. There is a minimum of nudity, and the couch stuff is also most notably limited, but above all that's novel

are the costumes, long and fittingly colored.

Reversing the customs of the passing era when the white man's music tangled and tingled with twangs of the negro's style in rhythm, this Cotton Club Revue now picks up the white man's choreography and mixes it with some of the native Harlem ingredients to make something new and different—amusing, entertaining and patly done.

The Mills Blue Rhythm band is one of these happy aggregations reminiscent of the Calloway school. It's a tiptop musical background.

Meers and Meer dance duo appear somewhat affected.

Adelaide Hall sings more lightly than of yore, but projects a personality that smacks over her distinctly presented song numbers.

Popps and Louie, with their unique tap-dance and vocalizing, and Leitha Hill's singing also stand out.

Spiritual hymn humming by a mixed choir and Miss Hall's effective dramatic singing of 'I'll Wind', sequel to the highly successful 'Stormy Weather', also register.

A good scene that carries additionally spiritualistic style is the coded number rendered interestingly and effectively by a choir of some eight male voices and a girl.

Leader here is Juan Hernandez, stripped to the waist, portraying the part of the gang boss who conjures the voodoos for romantic aid.

It's a costly show, but worthy. The cast is large, maybe totaling 50 or more, and unusually costumed. Lighting is effective throughout. Shan.

New Acts

PAT BARNES Impersonations 15 Mins.; One and Two Academy, N. Y.

For Pat Barnes, radio vet, this is an initial eastern stage effort after successful etherizing over NBC in Chicago on children's hour commercials. "This it was not an alto, rather happy debut is directly the fault of his routine and not his ability as a performer, of his qualifications as a stage personality. It's okay on both."

Due to the fact that few radio-listeners in these parts have ever heard him on his own programs, Barnes' debut is not an alto, rather happy debut is directly the fault of his routine and not his ability as a performer, of his qualifications as a stage personality. It's okay on both.

One through the making of five characters in a Sherlock Holmes sketch, in which a prop-boy does the bell-ringing, whirr of a plane motor, doors opening, pistols firing, and sundry other noises. The prop-boy, in wearing a vest, Panama hat and a big cigar in his teeth, is probably meant for visual comedy but doesn't get a giggle.

Following the broadcast Barnes steps back into one for impersonations of a liping kid and a singing Italian, auditioning for a radio break. Mimicry of a speech default is not so good stage material, but in Barnes' case it's more the spotlight of the bit after the comparatively strong, milking that tears apart his act's effectiveness.

Strong applause after the broadcast but practically nothing at the box.

INA RAY HUTTON AND MELO-DEARS Orchestra 22 Mins.; Full (special) Metropolitan, Bklyn.

Here's an all-new femme combo that spells potential box office forward and backward. With a sagacious buildup, the aggression should soon be in a class by itself and almost a sure-fire mop-up in any spot and before all audiences. While most of the act's appeal lies in the dynamic, blonde Miss Hutton, no small share of its eligibility to the top-line attraction ranks should go to the musical qualifications of the 14 musicians, both as a whole or singly. They are exceptionally capable instrumentalists for women, dishing a brand of sweet and hot music that had the audience here with them all the way. All in good, too, which is also something for a girl band.

Miss Hutton can best be described as a near Cab Calloway in mannerisms, a near Jean Harlow physically—and an excellent hooper. She terms all the way in leading the band, but steps down on the apron for an actual solo hit once. This is a Harlem routine in white, spangled tights that's s. a. in caps. Her choice of a tight green skirt over her tights for the closing portion of the turn is not an altogether good one. Another fix can come in the way of a baton. It doesn't look exactly official for her to be leading the orchestra-handed.

A good sister team of sweet harmonists are the only actual specialty with the act. They're on for two numbers in one spot, making the songs, and pleased highly. Unbilled out front, though they should be. Ork closed the five-act buyout here and from here it can go anywhere.

Origin of Orpheum Circuit

By EPES W. SARGENT

Although the Orpheum circuit, once the most important chain of vaudeville theatres in the country, received its mortal stroke when it became the caudal appendage of the Keith-Albee association, it was not until the fall of 1911 that it finally lost its entity and even then, so well had it been built, it was not until 1933 that the circuit finally was resolved into its component parts.

The coup de grace was administered in 1911 when the late A. Paul Keith turned up in San Francisco with the announced intention of establishing a rival to the Orpheum. Martin Beck had recently been concerned in the construction of the Palace theatre, New York. This angered he late E. F. Albee, who considered that the actions of Beck, the representative, marked the attitude of the circuit. Following a plan which had been worked successfully in subduing opposition in the East, young Keith purchased desirable sites in San Francisco and Los Angeles.

Opposition always had terrified the Orpheum, and the upset of the invasion was a compromise whereby the Keith interests gained control of the New York Palace. Beck then took over the Los Angeles Keith plot and Morris Meyerfield engineered the sale of the San Francisco site. Beck was permitted to retain an interest in the N. Y. Palace, other than his investment, and the Orpheums became more than ever appendages to the Albee setup.

The actual end of the bankrupt circuit did not come until 1933, when the circuit, as such, ceased to have even a technical legal entity. It seems fitting that a record be made of its history before the last of the chief actors pass from the stage, and before incorrect hearsay replaces positive knowledge and records. This article is based upon newspaper clippings, letters, old programs, etc., supplied by Robert Hanna Durie, known during his professional career as Robert D. Girard, through his association with the once-famous team of leg-

mania acrobats, which included also Russell and Emilie. Girard was the first Orpheum agent in Chicago, later moving on to New York. He now lives in retirement in Carmel, Cal.

Gustav Walter's Start

The founder of the Orpheum circuit was the late Gustav Walter, who was born in Osterode, Germany, in 1848. He arrived in San Francisco in 1874, first serving as

(Continued on page 59)

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15 YEARS AGO

(From VARIETY and Clipper)

Authors League warned its members against dealing with picture producers except on a cash basis.

Exhibits went to Washington to get Congress to pass a law against deceptive producer advertising. Chiefly referred to advance announcements which were not made good. Nothing done.

Couple of weeks of wet weather was bad for Coney Island but haying time for exhibs.

Erection of Par's Astoria studios hailed as a return of production from the west. All producers were picking locations on Long Island or the Jersey coast.

Eddie Darling, in England for Keith, was doing little bookkeeping. Acts all wanted too much coin.

Former White Rats trying to interest former saloonkeepers in backing a vaudeville circuit. Figured that when prohibition came the barkeepers would need other activities.

Associated Actors and Artists of America was being shaped up to replace the Rats but along Equity lines. Never amounted to much, but it held the Equity charter.

Irving Berlin launched a publishing company. Had quit Waterson, Berlin & Snyder, taking Max Winslow with him.

Columbia buried wheel to hand Whallen Bros. \$40,000 for booking away from the old Buckingham.

Georgia legislature toying with a bill to censor all stage shows in that state. Fell down.

Producers wailing that it cost from 25 to 50% more to stage a show for the road. Everything up from paste to scenery.

IATSE made a ruling that touring shows running under one hour were tabs. Above that were productions. Latter only were required to carry a stage hand.

Ringling-Barnum show offered city of Chicago 5% of the gross for permission to use a park for its lot, guaranteeing at least \$15,000.

Florenz Ziegfeld changed the name of the New Amsterdam roof to 'Palais Royale and Cafe de Paris.' Both names now used by others.

50 YEARS AGO

(From Clipper)

Minnie Maddern (Mrs. Fiske) was growing up. Was arranging to appear the coming season in 'Caprice.' A big jump from 'Foggy Ferry.'

Ida Siddons, originator of modern day burlesque, was in her sixth week at the London theatre, N. Y. Long run for those days.

Ballet girl, 13, was suing the Comopolitain theatre for \$10, representing one week's pay. Paid \$4 for rehearsals to the dance director and then got no coin.

Striking stage hands at a local theatre held up the show by stealing the crank by which the curtain was operated.

Cyclone season in the midwest and two shows were blown down by a single storm. Oiler, Crane & Co. show flattened in Redwood

(Continued on page 62)

Inside Stuff—Radio

In addition to his continuity release, 'Emo's Movie Broadcast,' which to date has a subscriber list of some 40 radio stations, E. M. Orowitz, formerly exploitation director for RKO, is now turning out a newspaper version of the broadcast for the Atlantic City Union preparatory to its newspaper syndication. Orowitz's rep in Chicago last week was talking terms with a national advertiser who wants to sponsor the air column in those spots where it's getting a sustaining release and also 34 other towns not currently included in Orowitz's list.

Whether or not the national advertiser proposition goes through Orowitz has 99 stations slated to join his 'Emo Movie Broadcast' service in the fall. Orowitz started his broadcast idea on WIP, Philadelphia, in 1924, but it wasn't until last August that he expanded the service on a cross-country basis. With the average of 4,000 fan letters a week coming into him, Orowitz two months ago started to charge a fee for the service.

Listeners who promise in writing to see a specific film when a photo of that film is offered get the still. Those receiving the photo subsequently write their opinions of the picture and the cast. Paramount and Metro-Goldwyn-Mayer have been co-operating with Orowitz on his air column since he put it on a national basis. Warner Bros. withdrew its support of the still proposition recently because that company preferred some exclusive medium along similar lines.

Contest to select one girl among new talent for Campbell's Soup program, dated for the air in the fall, started in 86 Columbia stations last week. Winner is to be given a radio contract by Columbia with options. Campbell hour show billing is 'Hollywood Hotel.'

About 900 registered for the New York tests, given in CBS' Radio Playhouse (formerly the Hudson, legit). First day 322 aspirants were heard with but four picked as possibilities. Out of 65 heard on Wednesday (18) just two were selected, with Arthur Latour stating that the competition indicated a disappointing amount of latent talent.

Undeclared that actual winner will not be chosen until after the number of likely contestants has been reduced to a minimum.

Contestants were given credits, average marks being 80% for speech and singing voice, with a few girls reaching 85%. Finals will be held in New York Aug. 16 and 17, winners of the regional contests to have all expenses paid. Final winner is to have a 13 weeks' air contract at \$250 weekly, with optional additional 13-week periods which might ultimately call for a \$500 weekly salary.

Howard Dietz and Arthur Schwartz won't have to write a complete new score for every Ivory Soap broadcast. They will be permitted to swing in old songs which haven't been used on radio, of which they have plenty, and will also be permitted to occasionally use songs by other composers.

They will, however, write at least two new songs for each broadcast and for the first five or six broadcasts everything will be new.

Gibson family, already familiar to Ivory Soap advertising, will be the characters in the scripts. Cast as set includes Conrad Thibault, Lois Bennett, Jack and Loretta Clemens, Ann Elstner, Bill Adams and Don Vorhees for the orchestra. Ken Christy will whip 18 voices into a chorus for the musical numbers.

Peter J. Kilneck of Baudette (Minn.), who flies the U. S. mail from Baudette across Lake of the Woods to Oak Island in the isolated northwest angle of Minnesota, has been granted radio communication by John M. Sherman, recently appointed northwest inspector in charge of the Federal Communications Commission.

Sherman announced today (23) that licenses had been granted Kilneck for two short-wave stations, KIKJ to be the ground station call letters, and the one in his plane to be KHOZA.

Kilneck is the pilot who early this year achieved distinction for being the only airmail operator whose contract with the government was left undisturbed when the tieups were being severed all around.

WREC, Memphis, has four brothers at the helm. Hoyt Wooten, owner and general manager, is aided by Hollis Wooten, sales manager (now on leave to pilot the Beale Street Boys on theatre dates), S. D. Wooten is chief engineer and Hoyt Wooten is chief announcer.

Hoyt Wooten, who trouped with 'The Crisis' in pre-war days, got into radio by the back door when brother S. D., then 12 years of age, cadged \$1.48 from him for a crystal set. That fired the Wooten imagination and he gradually got into the business.

WTMJ, Milwaukee, has issued a summer edition of its survey, 'Listening Habits in Greater Milwaukee' again using the 'at-the-moment' technique to the total exclusion of opinion or memory surveys which Walter Duggan believes to be discredited and unreliable.

Latest survey completed 22,995 telephone calls out of an attempted 23,033, surprising the station by a higher average of citizens at home in summer than in winter. However, as expected, there were fewer radios turned on in the warm weather.

President Roosevelt's 'fireside' chats to the American public are broadcast from the Oval room of the White House in the presence of 100 or more persons. Besides the numerous radio announcers and engineers there is the full Washington correspondents corps, the newsmen boys, the family secretariat, and miscellany. Yet with all this mob the President is noted for putting everybody at ease. He laughs and jokes with the radio and photographic fraternity as they set up and test the equipment prior to the talk.

Gunther Beer has a daily program over WFBR, Baltimore. An exec of the firm queried station why Hammond Brown, ether ed of the News-Post, never gave the program a tumble in his column. When station inquired, Brown replied firm advertised program solely in rival sheets and never in his. After huddle with station brew exec shipped Brown a case of beer.

Following day firm's program got a plug in the column.

During the San Francisco general strike emergency, with President Roosevelt on the high seas, some of the more active imaginations among radio observers speculated on the possibility of Roosevelt shortwaving a special message to the citizenry from the cruiser Houston.

Understood that the naval craft carries the necessary equipment and such a message was well within the boundaries of the possible.

NBC's Syndicated Transcription Service is available to certain other independent stations, other than NBC affiliates, declares E. P. H. James. It was previously reported Service was restricted to the NBC faction.

British Broadcasting Corporation was approached by a representative of Henry Cotton, the new English golf champ, to have him broadcast. Without considering the wheres and whys, the B. B. C. turned him down, claiming he was not sufficiently important. But he has, nevertheless, been offered \$5,000 for a series of 13 broadcasts over NBC in America, to be made in the next six months. Cotton has not committed himself

Inside Stuff—Pictures

(Continued from page 17)

that while a society may claim that it is speaking, or a membership of 10,000, actually only a handful of people attend meetings.

Los Angeles came near being in the same plight as San Francisco last week with a general strike. Communist contingent in the Bay City, for two days before the general walkout, tried to induce Los Angeles labor heads to go out in sympathy. Such a strike would have taken out all studio workers belonging to the IBEW, carpenters and joiners, camera, other factions, and would have closed the studios.

However, Los Angeles group flatly refused.

Irene Castle McLaughlin, who has been signed by Warners, was much upset over a story in Hearst's Sunday American Weekly section recently which said she thought Hollywood fashions were very bad.

Understood two cables were sent to Hearst in England denying the entire story and asking for some sort of consideration. Since which time two stories have been written to ease the tirade.

Former dancer is now refusing interviews of any kind unless she has a final look at the copy before it is sent across the desk.

Tobias A. Keppeler, attorney known in the trade, was injured as a result of an altercation which took place Friday (20) in the offices of Referee Robert Stephenson, downtown. Milton Gordon, also an attorney, and alleged assailant of Keppeler, was arrested. Keppeler was taken to the Broad Street hospital.

Keppeler was injured when he was knocked or fell through a glass door in Referee Robertson's office.

'House of Rothschild', which played 11 full weeks and two three-day weekends at the Chinese, Hollywood, grabbed a film rental of \$14,428 for the period. Picture during that time grossed \$177,233 with the rental averaging around 8% of the total take.

Understood now that film producers are asking 25% of the gross from the first dollar to put their product into the Chinese. Probably first picture under these terms will be 'Merry Widow' (M-G) opening in September.

Whether the networks allow it or not, Warners is looking ahead to free plugs for its pictures on national radio programs next October when Rudy Vallee, Al Jolson and Dick Powell will all be at the studio for pictures and broadcasting at the same time.

Vallee, Jolson and Powell will be expected to slip in an occasional mention of their Warner pictures.

Before Sigmund Romberg went out to the Coast for Metro, to compose and work on an original screen operetta, he is reported to have demanded, and gotten, the specified \$75,000 fee for his services in advance.

Also said to have been contractually promised not to have any supervisory interference on his tunes or anything of the sort.

Length to which South American newspapers go for film fan material is illustrated by a stunt tried yesterday (Monday) by Critica, Buenos Aires daily. Newspaper arranged for an interview via telephone with Carlos Gardel, actor, in New York. Gardel has just completed making two Spanish talkers for Paramount in New York (Astoria). Newspaper is paying the wire charges for the phone call.

Unusual gesture by one of the major film company execs in New York is giving an extra week's pay to every employee in his department when that employee goes on vacation this summer. Coin comes out of the exec's pocket and is a voluntary gesture. Does it because, when the staff was handed a 10% salary nick he didn't feel it was necessary.

Metro publicity department is sending out a story that Max Baer cried when he got something in his eye while working on the lot.

Studio, also, quoting Peggy Coleman, head nurse, says Carnera was having trouble with his feet during making of 'Prizefighter and the Lady.'

The champ is going to do a picture for Paramount.

Coming through the cameras at a cost of \$130,000, 'Paris Interlude' (formerly 'All Good Americans') is one of the lowest priced pictures to be turned out by Metro.

Only one other talker thought to have been made at a lower figure by studio. This was 'Woman of Affairs', released early this year, costing \$125,000.

Primarily to acquaint member writers of the pitfalls of the picture biz, the Screen Writers' Guild plans a flock of lectures on technique and production. Talks are to be given by lensers, soundmen, film editors and other technical experts.

Spicers occasionally will be producers, directors and actors to give the embryos the inside.

Columbia hopes to start off 'One Night of Love,' the Grace Moore picture, at Chattanooga. This is Miss Moore's home town where her father owns a big department store and the governor may be induced to declare a 'Grace Moore Week.'

One Hollywood columnist frequently mentions L. A. biz leaders in his chatter of film people and his contract has just been renewed.

Reported the biz men, all advertisers in the scribe's daily, put in a plug for him.

Carole Lombard's two-year pact with Paramount gives her a radio concession and authority to make one outside picture.

New Yorker magazine is collecting data for a 'Profile' on Howard Dietz. Makes him the first film p.a. to hit the mag's biographical series.

to the contract, suggesting he has to get permission from the Waterloo Club, Belgium, with whom he is under contract.

VARIETY's weekly compilation of the tunes most on the air in the east is being utilized as the background for a one-hour program of recordings each Sunday by station KFVD at Los Angeles.

Sponsored by a downtown L. A. clothing concern, records are played in the order of their popularity. It's labeled Starlight Revue, under the sub-title, VARIETY's Popularity Program.

-Al Jolson will not perform 'The Happy Ape' on the Kraft-Phenix program. Impossibility of making the Eugene O'Neill script conform with the radio's family standards of dialog prompted abandonment of the idea. Jolson likes the heavy dramatics in preference to any other kind of radio acting for himself, but 'Ape' just couldn't be lauded for radio wearing.

Kay Fayre, who sings for WOR, Newark, has discovered a 'second' voice. Obligato developed kiddingly at rehearsals.

Summer Tryout Theatres Buying Shows or Getting % for Staging

Summer theatres are developing angles, mostly pointing to participation in possible profits from new plays if and when presented on Broadway. Hideaways playing stock generally have no gimmick but those spots which appear for tryouts almost invariably seek an in. Rural spots figure that because they furnish trial stages at virtually no cost to the producer they are entitled to a modest cut on the take if the plays click.

There are various ways for the summer theatre people to participate. Because of the slim chance of making coin operating in the woods—few, if any, ever do—they contend they are rightfully entitled to share on the gamble of new play presentation. That premise appears to have been accepted by managers aiming to try out plays, whether they be regular producers or aspiring showmen. One reason is the costless tryouts and the other is the small percentage of successes that have come from the summer show shops.

There is a professional atmosphere and sincerity back and front in the principal summer rural trial houses which have taken the place of resort legit theatres. That particularly goes for the upper New England places. Settings and props are built or supplied, so that the manager is able to get a line on plays with the least expenditure of coin and effort.

Participation in the hoped-for, ultimate profits by the try-out theatre people not only includes the Broadway engagement but a piece of the picture, stock and other rights. How much and to what extent appears to be a matter of bargaining or agreement. If the producer does not agree to give away the percentages asked, the right to buy in on the percentage is frequently acceptable.

Authors

Another angle concerns authors, principally, they doing business with summer theatre people direct. In return for casting and trying out shows for authors who have not spotted their plays with producers, rural theatre operators may get a piece of the actors' potential royalties and other rights. While the practice is reported frowned on by the Dramatists Guild, play brokers and agents, hopeful authors frequently insist on making their own arrangements. Some summer theatres men demand and secure a down sum from authors in payment for tryouts. And if the play isn't good, which is usual, the only other losers are the audiences.

There is a percentage of try-outs which recognized managers take a chance at, even in the sticks. Case in point was 'Tight Britches', which played the Country Playhouse, Westport, last week. Cast held names familiar to Broadway, with Jean Dixon in the lead. Miss Dixon's salary was \$700 weekly, which is said to be a new high for rural appearances. Show grossed around \$4,000, as did 'Bride of Torosko,' which tried out in the same spot the week previous. Ticket scale is higher than in most country houses, \$2.20 being the nightly charge, with some locations four bits higher and Saturday scale up to \$3.30 top. House seats 425 persons.

Lawrence Langner, who is of the Theatre Guild directoral board, and his wife, Armina Marshall, conduct the Westport spot. For two years the house played in the red and broke about even last season. When the Langners went-in for playwrighting they decided to book in try-outs, generally those which they are acquainted with and in which they sometimes invest. That applies to 'Torosko.' Last season the Langners wrote and produced 'The Pursuit of Happiness' in Westport, turning it over to Rowland Stebbins (Lawrence Rivers, Inc.), but retaining 50% of the rights.

Be Lillie Better

Be Lillie is in the clear after a serious illness following an operation. British comedienne is deemed sufficiently mended to be pencilled in for a repeat on the Rudy Vallee Fleischmann hour July 26. She was seen at Doctor's hospital New York, since her last radio appearance some weeks ago.

FULL WEEK OF SHAW BY HEDGEROW GROUP

Philadelphia, July 23.

Hedgerow Theatre group at Moylan-Rose Valley, always an ambitious outfit, is making another claim to distinction. Presenting six plays of George Bernard Shaw this week and assert that never before have so many plays by a contemporary playwright given in quick succession.

'Misalliance' is Monday's show; 'Anna and the Lion' Tuesday; 'Androcles and the Lion' Wednesday; 'St. Joan,' new to the repertory, on Thursday, which is Shaw's birthday; 'Heartbreak House' Friday; and 'Candida' on Saturday.

'St. Joan' is the 107th Hedgerow production and its ninth Shaw play. Frances Torchiana has the title role.

Gardner Finds L. I. Town Tough On Stock Attempt

Edward Gardner, of the drama department, in the office of Pauline Cook, drew an unlucky break when opening a little theatre in White-stone, L. I., with stock. Fire department ordered re-wiring and when that was complied with, the police rubbered on the opening night, and Gardner was summoned to court to explain why he was operating without a permit.

Understood that Gardner was advised by License Commissioner Paul Moss that no permit was necessary. Gardner was unable to secure that ruling in writing from Moss.

Unable to advertise in face of the police activity, house drew little business and not enough coin was taken in to pay off the actors, venture stopping after one week. Claims were filed with Equity, pending until it is decided whether the house will reopen or not.

MAUDE ADAMS TOURING N. ENGLAND 1-NIGHTERS

Ogunquit, Me., July 23.

Maude Adams took the boards again here Monday night (16) in a theatre seating 500 persons. She was Marie in 'Twelfth Night.' And now she's off on a tour of one-nighters.

Production is primarily a Shakespearean performance for students of the theatre.

Show, after six days here, started one-night stands in Camden, Orono, Bar Harbor, Brunswick and Lewiston, after which it will go into New Hampshire, Vermont and Massachusetts.

Scrutinize Summer Stocks For Winter Possibilities

Baltimore, July 23.

Len McLaughlin, general manager for the Penn-Mutual Co., owner of the Auditorium and Maryland theatre, legit sites, is currently on jaunt through New England summer theatre sector confabing with operators in search of a stock troupe he can install in one of his houses, probably the Maryland, for a try at a winter run.

Reported McLaughlin is particularly interested in bringing in Raymond Moore's outfit, current at a summer showcase at Dennis, Cape Cod.

Eddie Foy East

Hollywood, July 23.

Eddie Foy, Jr., left here Saturday (21) for New York to do a show for the Shuberts.

Foy had been under contract to Hal Roach for several shorts and also appeared in a 20th Century feature. Roach failed to rack up Foy's option.

'Bride' for Sept.

'Bride of Torosko,' tried out at Westport, Conn., two weeks ago, is definitely slated for early September on Broadway. Play, which caused more discussion than any try-out to date, was presented and staged by Herman Shumlin. It is of foreign origin.

Gilbert Miller owned the rights to 'Bride,' with Shumlin taking an interest recently. It will probably be shown on Broadway under a three-way arrangement—Miller, Shumlin and Lawrence Langner, in whose country theatre the play made its debut.

SHUBERTS LOSE IMPERIAL TO BANK

First mortgage foreclosure proceedings filed last week will pass the ownership of the Imperial, N. Y., to the New York Title and Mortgage Company. House is one of those bought back from the Shubert receivers last season by the Shuberts, operating under the corporate title of Select Theatres.

Price paid was \$400,000 for the circuit and other parcels. Of that amount \$300,000 had already been paid, as represented by receivers certificates—coin going to keep the receivership going final result of which was to push the Shubert corporation further into the red—so that \$100,000 additional cash bought the works.

Imperial was valued at \$1,074,194 in the receivers schedule, with the mortgage amounting to only \$397,500. Original mortgage dated 1923 was for \$425,000, part of which was repaid, but it fell due Feb. 1, 1932. Figures are at variance with the scheduled amount. Title Company claiming \$280,500 being due. Larger amount probably includes interest and taxes.

Last summer the Title company planned foreclosure. Then the receivers made an arrangement to operate the theatre, paying the carrying charges out of net revenue only. Past season house operated in the red. Now, the receivers will be continued, it was stated by the Shuberts, regardless of the foreclosure.

Understood a second mortgage of \$240,000, owned by S. H. Stone and equally applying to the 48th Street (formerly Chanin), is not involved in the present proceedings. The 48th Street is operated by the Shuberts along the same lines as the Imperial.

A. C. 'Drunkard' Troupe Stranded; Seek Hurlig

Atlantic City, July 23.

After being hissed by small audiences at two performances, the cast of 'The Drunkard' went to City Hall Wednesday (18) and hissed Joe Hurlig, who, they charged, had left them stranded here.

Hurlig had arranged with the Breakers hotel management to use the roof garden for a revival of 'The Drunkard,' offering beer, pretzels and what not free, gratis, with \$1.65 admissions.

Company of 24 included four children and 12 women. Said that Hurlig had promised them their pay and when they went to collect discovered that he had checked out.

After the conference with City Hall authorities, management of the New York Airways stepped in and offered to ride as many as wanted to return to New York by plane. A number of the stranded group accepted and were sent back, few at a time, on each regular trip of the line. Others planned to remain and try their luck at finding an engagement at some of the night spots here.

Turnbull Takes Belasco

Los Angeles, July 23.

William Turnbull has been installed as manager of the Belasco, downtown legit, by Petroleum Securities Co., landlords. He replaces Edward Belasco, who has been in charge for some time. Homer Corman consents to make his production headquarters at the theatre.

Inside Stuff—Legit

Despite favorable press 'Pursuit of Happiness' closed in London Saturday (21) adding one more show to the American spring crop which flopped over there. 'Happiness' was first tabbed as the exception.

'Happiness' spanned the season at the Avon, N. Y., where it was presented by Lawrence Rivers, Inc. (Rowland Stebbins) with Mr. and Mrs. Lawrence Langner, who authored the play (under pen names) having 50% of the show. They used their right names for London showing.

Later stages of the run may not have broken even on operation but under an arrangement with Paramount for the picture rights, Par paid \$1,000 in addition to the base price each week the show continued. As authors the Langners received 50% of such money and as participating managers one-half of the balance. Ostensibly they therefore got \$750 weekly of the added picture money. However, some of that coin was refunded to Stebbins for the red weeks.

Understood the voyage of Irving Berlin and Moss Hart—New York to Naples and return—with a one-day stopover in the Italian port, is not for the purpose of writing a new revue but to fashion new sketches and possibly numbers for the current 'As Thousands Cheer.' However, if they dig up an idea the collaborators on 'Cheer' will also bring back another musical show idea. They sailed Saturday (21) aboard the Rex. 'Cheer' will be moved from the Music Box, N. Y., when 'Merely We Roll Along,' a comedy-drama, is ready, probably early in September.

Setting for 'Tight Britches,' which will open at the Avon, N. Y., early in the new season, was completed and installed in the theatre prior to the show's tryout in the sticks. Production was not used in the summer theatres, it being more economical to build the set on the spot than transport and haul the scenery designed.

'Britches' played West Falmouth, Mass., and Westport. Likely to be shown in Baltimore and Philadelphia, after script revisions, prior to Broadway.

Oddity of productions by the Berkshire Workshop at the Nell Gwynne Theatre, Maiden Bridge, N. Y., is that one or two of the roles are played by different actors on Friday and Saturday nights. Program carries the letter 'F' in parenthesis alongside the name of the thespian doing the part the first evening and 'S' with that of the Saturday-actor.

An apprentice group trains with the Workshop, director of which is Emily Perry Bishop.

Discussions over structural changes at the Center theatre (Radio City) N. Y. last week resulted in reports that Max Gordon's deal to present 'Waitess From Vienna' there was off. Gordon explained there are almost daily conversations in reference to the work on the interior of the house and that all differences had been smoothed out.

Earl Carroll states that 'Shanty Boat,' tried out at Ridgewood, N. J., last week, is not 'Black Water,' although both plays are by the same author, Samuel Layden Park.

'Black Water,' drama, was withdrawn at tryout last season. Roy Walling figures in the managerial end of both.

First Free Show Opens in Boston

Boston, July 23.

First production by unemployed legit actors under free drama program backed by NRA funds will be 'David Garrick,' to open some time this week on a portable stage on Boston common.

Frank Thomas and Audrey Barry, principals with William Faversham in better times, have the leads. In rehearsal for past fortnight.

M'FARLANE, CHRISTIE LEAVE 'SAILOR' CAST

Bruce McFarlane and Audrey Christie, leads in 'Sailor Beware,'

Lyceum, N. Y., left Saturday. Stage lovers are boisterous for new play try-outs at Provincetown, Mass., although the shows are dated several weeks apart. They were replaced by Roy Roberts and Joan Castle, latter having stepped into the cast when Miss Christie was out for a rest earlier in the season.

'Sailor' is indefinite for the summer, although the notice was frequently up and down. Show is booked for the key cities starting early fall. 'Another cast change sent John Cullao in for John Bard, who recently joined the show.

'Saluta' for Chi

'Saluta,' an operetta mentioned for production several times, is slated to open in Chicago the middle of August, with Milton Berle topping the cast. Latter was slated for 'Yokel Boy Makes Good,' but was replaced by George Jessel.

Show has been rehearsing in New York for several weeks. It is the maiden attraction for Arthur Lipper, Jr., formerly a stock broker.

S. F. 'DRUNKARD' REOPENS

San Francisco, July 23.

With the general strike over, the only legit show in town is 'The Drunkard,' which has reopened at the Palace hotel. Homer Curran plans to have Helen Gahagan in 'Mary of Scotland' at the Curran on June 30.

Another roadshow company of the 'Drunkard' is that produced by Reginald Travers with Ralph Pinckney booking. Piece is now at Lake Tahoe and Reno.

Author and Orig Cast Gather for Revival Of Coast 'Paid in Full'

Pasadena, Cal., July 23.

Community Playhouse revival tomorrow (24) of Eugene Walter's 'Paid in Full,' for one week only, will be witnessed not only by the author, but probably by every living member of the original N. Y. cast. They include: Frank Sheridan, Lillian Albertson, Oza Waldrop (Mrs. Edgar MacGregor), Tully Marshall and Johnny Arthur.

Playhouse presentation will be interpreted by cast that includes Gilmore Brown, Morgan Conway, Josephine Rice, Murray Yents and Phyllis Cooper.

\$5 A STUB IS IDEA FOR LUCIEN BOYER

Harold B. Franklin and Arch Selwyn (Frankwyn Productions) will start off their production activities with a revue starring Lucienne Boyer, Parisian diseuse, tentatively titled 'Continental Revue.' Show will go into the Ed-Lit. Previously was sketched for the Lyceum.

Idea is to ask \$5 admission for all seats and make it ultra swank throughout. Possibly drinks will be served gratis for the flu.

Still talk of Miss Boyer also going into a nite club apt Radio City, but nothing set on that.

Benches Cost Money

Milwaukee, Wis., July 23. Milwaukee's 'free opera,' which drew 50,000 upon first presentation a couple of weeks ago, is free no more.

City park board, which is sponsoring the affairs, announced that henceforth, due to the enormous demand for seats, 2,500 seats will be reserved weekly for the balance of the season at 25c each, to pay for additional benches needed.

Originally expected to attract between 20,000 and 25,000 listeners, the opera, shown twice thus far, have played to 104,000 in two showings. International Opera Association, a home talent group, is supplying the talent gratis.

Leblang's Holding 50% of Current Broadway Shows Up by Guarantees

Up to this week Leblang's agency is credited with keeping open 50% or more of Broadway's surviving legit shows by guaranteeing attractions against loss. Period of protection included the heat wave of June and early July and, because of the agency's activities, there were nearly twice as many shows playing this summer than last. That there are not more than nine attractions operating up to last Saturday (21) is explainable by the fact that there are no new summer productions.

Low as most grosses have been, the actual box office figures for some shows were nearly half those of the statements Leblang's making up the difference. Some showmen wonder how the cut rate office can take the slap. Leblang's went into the red on deals during the low gross weeks, but the agency's loss was not as large as indicated because the profit made on sale of tickets tended to balance the debit of the guarantees.

Agency, however, arranged the deals on the theory that it is good business to have tickets available for customers even if not profitable at all times. System was used throughout the season, Leblang support keeping a considerable number of shows operating, with some of the deals resulting in profits to the agency, not only from ticket sales but a percentage of the attractions' profits.

While all attractions, except 'As Thousands Cheer', are in cut rates this summer, shows which were mainly benefited by Leblang's deals are 'Men in White', 'Sailor Hears', and 'New Faces'. In addition, however, the agency has figured prominently in the run of 'Tobacco Road' and its sales for 'Stevendore' aided in keeping that show from folding. Allotments from the latter show are quickly disposed of, with no returns made to the agency.

Leblang estate figures in 'Tobacco Road' that show faithfully played at the Masque, Leblang's buying in and moving it to the 48th Street, which theatre is owned by the estate. With the agency's support and a break in the dailies, 'Road' doubled its early business and turned in excellent profits during the regular season. Understood show's arrangement is a three-way deal, house, producer and estate each being in for one-third of the profits during the New York run. Similar deal of Leblang's and the 48th Street applied last season to 'One Sunday Afternoon', which showed as a flop and ended well out in front.

What with two closings over the week-end there are seven shows current. Same week last summer there were four regular attractions on Broadway and three revivals, two being of the 'pass tax' sort, also pop grand opera at the Hippodrome, which topped the list. Recent resumption of same policy at the Hipp abruptly terminated. House is expected to reopen next month, but policy not definitely set.

JESSEL, BRIAN, SET FOR BROWN MUSICAL

George Jessel is going into Lew Brown's musical, 'Hollywood Be Thy Name', formerly labeled 'Yokel Boy Makes Good', as the sole comedian. Milton Berle is out. Mary Brian is the only other signatory actually set. Bebe Daniels and Ben Lyon, Carmel Myers or Dorothy Mackall may also be signed; negotiations are on through Lyons & Lyons, who set the Brian-Jessel deal. Jessel is also co-laboring on the book, getting a percentage and salary.

Jessel may help to the coast, meanwhile, for Universal's 'Great Ziegfeld'.

Dud Nichols Produces

Hollywood, July 23. Stinebaugh's 'The Father' will be presented at the Writers' club here for a brief run, starting July 31. Leonard Szegeff, Brenda Fowler, Shirley Simpson, Jean Darling, Roy High, Sutherland and William Trieste in cast. Dudley Nichols directing, with Szegeff directing.

BEN HECHT COMEDY FOR THREE MARXES

A comedy starring the Three Marx Brothers—Chico, Groucho and Harpo—is due for rehearsal next month under the direction of Sam H. Harris. Play is being authored by Ben Hecht. Charles MacArthur, who he is teaming with Hecht in film production in Astoria, La., may collab.

Understood the Marx trio will have a piece of the show, untitled as yet. Zeppo Marx remains on the Coast, acting. Although new show will not be a musical, several songs are to be interpolated.

SUMMER SHOW HELP ASKED BY EQUITY

Equity which has frequently suggested experiments on how the legit theatre may be aided, has an idea that it might be good for business men to subsidize worthwhile shows on Broadway during the summer. Contention is based on a survey of hotels, restaurants, stores and railroads, purpose being to learn how much business could be credited to theatres. Estimate was a total of \$331,000,000 annually.

That, of course, is a gross amount. But it is charged that the attitude of business men in New York and elsewhere is indifferent to the theatre.

It is suggested that commercial organizations, Chambers of Commerce and the like in and near New York, by underwriting the theatre, would not only promote the culture of the community, but business in general would be aided.

General benefit accruing from the tour of Katharine Cornell is cited, it being claimed that rail lines, hotels, gas stations, cafes and stores reported perceptible increases in business.

Suggested subsidizing on Broadway would apply only for the summer. It is conceded that few attractions could span the heated period without help, while others might not survive despite financial aid. Yet some of the better shows which cannot continue should be aided by business men, says Equity, and by continuing not only keep people theatre-minded but bring profits all around.

'Drums Professor' Given Hollywood Production

Hollywood, July 23. 'The Drums, Professor!' on which the Shuberts dropped its option last year, will get a Hollywood production. Al Rosen, agent, is producing the play at the Hollywood Playhouse next month.

If it clicks, Rosen will take the piece east. Play is by Edmund North and James Gow, film writers.

Annie Russell Back

Ogunquit, Me., July 23. Annie Russell, contemporary of Maude Adams, plans to do 'Mrs. Malaprop' in 'The Rivals' this winter in the Annie Russell theatre, Winter Park, Fla., which was built for her by Mrs. Edward Bok, widow of the Curtis editor.

Miss Russell, who has never completely recovered from a broken hip four years ago, recently has been consultant in the dramatics department at Rollins College in Florida. She lives here in the summer.

COWARD OUT OF DANGER

Private advice from London report the critical condition of Noel Coward following an operation for appendix removal.

It was not until the sixth day that Coward was reported virtually out of danger.

CITY HALL FOR \$1

Record Low Theatre Rental in Iowa Town

Oskojoi, Ia., July 23.

Aping eastern resort spots, this summer resort center is now being treated to legit under a little theatre venture sponsored by a group of university players.

Town dads turned over the city hall to the thespians at a rental of \$1 per week. Light and other net expenses are to be borne by the players.

In the main, summer cottagers have purchased season tickets and the city officials are more than pleased with the welcome given the players. Will go on till school time.

UNIONS ADAMANT, HIPPIE FUTURE POLICY INDEFINITE

Policy of the Hippodrome, N. Y., is still indefinite. House had pop grand opera for the past year but closed recently when it was announced that failure to come to agreement with the stage hands and musicians forced cessation. Differences apparently applied only to opera under the direction of Alfredo Salmaggi, who inaugurated the daily change operatic policy at the Hipp last summer with surprising success. Salmaggi's outfit returned last month, with the heat wave affecting business. Pop opera under other auspices during the winter encountered in and out business.

Cecil Mayberry, who has the Hipp under a leasing arrangement, intends reopening the house about mid-August. By then, some agreement with the unions is anticipated, and in such event the operatic policy will be resumed. Otherwise grind pictures at low admission prices will be tried.

Hipp has been reported due for raising for several years, with the site intended for a department store. Former berth of spectacles was controlled by the U. S. Realty Co., which lost possession when the Farmers' Loan and Trust foreclosed on the mortgage. Bank recently planned structural changes on the sixth avenue front and sides on 43d and 44th streets, intention being to build modern stores and offices on the second floor. Remodeling would cost \$140,000, with the house closed down during the period of construction. Understood that plan has been indefinitely set back and there is little chance of raising the Hipp now until realty booms.

Sale's N. Y. Play

Hollywood, July 23.

Chic Sale leaves latter part of August to star in Vernie Smith's play 'Elephant Shepherd', which J. J. Shubert has slated for fall production in New York.

Player and author are due in the east for rehearsals on Oct. 15. Shubert saw the play as Smith put it on at the Pasadena Community Playhouse last March.

All-Negro Cast in 'Brother Mose'; 4th Unit of Gratis CWA Legits

First colored cast gratis show since the employment relief for actors was started by the CWA last January, will take to the boards on a portable theatre, opening at Colonial Park, Harlem, N. Y., Friday (27). Play is 'Brother Mose', which after the 'premiers' will tour the other city parks.

Since the drama relief project began, colored professionals have been wanting to know why there was no provision for their unemployed members. That was a tough answer because there is no way of using mixed casts. It was, however, proposed to stage vaudeville shows with colored actors, but that idea has not yet come to fruition.

When Col. Earle Boethe was recently appointed head of the drama project of New York's Works Division, Emergency Relief Administra-

Equity Not Convinced on Dollar Top Road Circuit; 2 Performances Daily Is Chief Stumbling Block

MARILYN MILLER OUT OF 'THOUSANDS CHEER'

Marilyn Miller, who recently stepped out of 'As Thousands Cheer', Music Box, N. Y., will not return to that cast despite a run of the play contract. Dorothy Stone, who replaced her, will continue, receiving featuring along with Clifford Webb, Helen Broderick and Ethel Waters.

Miss Miller left the show ostensibly for a rest, arrangement calling for a six-week leave of absence. She then requested her release from the contract, with Sam H. Harris assenting. Understood Miss Miller did not care to go on the road. No out of town bookings for 'Cheer' have been made, revue moving to another house in September.

BELASCO TO BE SOLD; RICE MAY BUY

Sale of the Belasco theatre, N. Y., which has been pending for several weeks, will probably be consummated by Aug. 1, with Elmer Rice, author-manager, the purchaser. Property is part of David Belasco's residuary estate bequeathed to the late showman's daughter, Irene Belasco Gest. Understood Mrs. Gest never entered the theatre since the passing of her father and that she has been desirous of disposing of the property, along with the Belasco, Washington, in which the Shuberts have half interest. Deal for purchase of that house also pending.

Carrying charges of more than \$60,000 yearly have been burdensome, particularly during last season, when the theatre was untenant. Season following the late showman's demise it was leased by Katharine Cornell, who turned from new show production to repertory.

Belasco is considered in some ways the most unique and extraordinary theatre in the world with the exception of the quarters of the Moscow Art Theatre. It was valued at about \$750,000 when the showman purchased it. In addition he expended more than the actual building cost for installation and contents of his famous private studio. Prop rooms and shops are located two floors under the street level and it was there that the producer worked out lighting effects and built all the settings for his shows.

Equity expressed interest in the latest plan to bring back the road with a circuit of \$1 legit houses, but was non-committal. Idea was placed before New York managers early last week and it was given generous discussion, with suggestions as to how far shownen could go with it, if proper organization for touring more or less current Broadway successes is accomplished.

Council at Equity also discussed the plan, regarding it as a possible wedge to break down the booking men's eight - perform a weekly rule (nine in the west) which it jealously guards. First reaction to the managerial proposal of two performances daily, which would mean 12 times weekly in eastern territory and 14 in the west, was negative. Proposition had been put before Equity several weeks ago by Max Gordon, spokesman for the plan's sponsors, and he was told to present the plan with some sort of guarantee that actors would have more employment.

Managers suggested guaranteeing to send out at least 10 shows which would tour for at least 10 weeks. That did not seem to interest Equity, either, and the answer to the showman was that only the membership at a general meeting could vote to make an exception of the eight performance regulation, Council having no power to so decide.

Other Unions?

Equity leaders are of the opinion that eventually there will be some combination of all factors of the stage to solve the road problem. Actors' representatives do not understand why the managers put the matter up to the actors alone and with the know why the other unions are not approached for concessions—for instance, will the stage hands drop the 'yellow card' system which would permit back stage economy in the proposed pop-priced circuit?

Dollar top circuit is in fact merely embryonic. What type of organization or corporation would be practical to operate such a circuit is but one of the puzzles to be worked out. Yet one showman, mostly interested in theatre operation out of town, expressed the opinion that if the circuit could be made a reality, a stock issue could be floated.

Also put forth was the possible road-saving function of a circuit organization in the matter of picture rights. Pointed out that screen rights of hits are too quickly sold, with the know why the other unions are frequently released around the country before the show has a chance to tour. Case cited was 'Men in White'. It was contended that if the circuit was financially solid, it would be in a position to bid for picture rights, holding such rights until the shows played the road.

Other slants to the dollar circuit plan included paying not only three-day and week stands, but also in some key cities. Two of Chicago's theatres could be set aside for the pop-prices shows, it was suggested, and billed as special road companies, apart from the original casts.

One dollar top would apply at night, with 50¢ the matinee rate. Same question if two performances daily would draw enough business in most stands, but Equity was told that 12 performances weekly would permit the payment of good salaries to actors, managers not having in mind the minimum set by the legit code.

Helen Broderick Ill

Helen Broderick did not appear in 'As Thousands Cheer', Music Box (N. Y.), last week as expected. Understood she entered the Midland hospital for treatment and rest. Actress went to the sanitarium Monday and is expected back in the revue next week.

Miss Broderick was forced to withdraw from 'Cheer' two weeks ago after fainting in her dressing room during the heat wave.

Hollywood, July 23.

With Paramount abandoning 'The Village Tale' on the first angle, studio made a settlement with Mary Connelly, who was brought here to do the script.

Connelly expects to stay on the Coast for a while.

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VAUDE CHANCES FOR JAPAN

Magyar Public Tired of Depresh; Coin Scarce, but Good Shows O.K.

Budapest, July 8.
Not much improvement in general conditions here, but, while neighboring countries are in the midst of political and economical upheaval, Hungary is lying low and staying serene, which gives people a sense of security and the mood in which to enjoy shows. Average admission prices are down, but wherever they give you really good value for little money, show business is pretty hot.

'Star of the Circus,' Vigszhaz legit company's musical production in the circus ring, with Marika Rock starring, is an unparalleled hit. It is figured to be the greatest box winner since the existence of the Hungarian stage. Initial production costs were paid for in the first fortnight, with nine performances weekly running to capacity houses.

Circus holds about 2,500, so this is a record for a town of Budapest's size. Added attraction is that the show is enjoyable for foreigners who don't understand the language. Since many tourists are shy of going to Austria or Germany on account of disturbances, there is an influx of travellers to Hungary, which makes itself distinctly felt in the amusement and catering business.

No Boom

What is going on in show business in Hungary today can't exactly be described as a boom, but there are unmistakable signs of a return to normally healthy conditions. Only really first-rate productions—they need not be of the pretentious class, but the best of their type—are worth staging, but they are pretty sure to pay their way, since it is possible to produce them today at a fairly moderate cost.

'Men in White,' at Vigszhaz, made up for a series of flops that preceded it and will undoubtedly still draw when the theatre reopens in the fall. 'Make Way for Youth,' the Paul Vulpius comedy, which ran in German under the title 'Ho-ruck,' lost none of its attraction after 175 performances at the Belvedere. This is mostly accounted for by brilliant acting and amusing local allusions. 'Yellow Lily,' musical, was an outstanding hit, and 'Blue Danube' and 'Kalmars' 'Devil Horseman' were some of the other musicals that did well.

Opera house had a satisfactory, if not a brilliant season, and National theatre of the west end, Andrusky theatre reverted to legit in lieu of cabaret programs, and did excellently. New to Budapest are a couple of suburban theatres catering for their special public with low admission rates, with good results. Summer shows, with big names of the winter legit stage in light musicals, benefit by cool weather and are doing fairly well.

German Talent

Magyar talent, formerly largely employed in Germany, naturally comes flocking back, but first employment mostly in increasing national motion picture activity. Since Hungarian talkers are limited to a very small area, however, those who can, prefer to find jobs in Paris.

(Continued on page 59)

Apollon to London

London, July 13.
Days Apollon has been booked to return here for General Theatres, opening at the Palladium August 6. Contract calls for eight weeks with option at salary of \$2,500 per week.

OLGA DEANE'S AGENCY

Sydney, June 27.
Olga Deane has opened Olga's Club, a specialty spot for amateur talent, to book talent for clubs and parties. She uses the talent for tryout purposes in her club first. She is a sister of Albert Deane, head of Paramount's foreign publicity, who works in the New York h. o.

New Mohar Play

Budapest, July 12.
Ferenc Mohar has just completed a new play, 'Girl from Trieste,' which is to have its world premiere at the Vigszhaz in Budapest in October, with Mohar's wife, Lil' Darvas, playing the lead. This, her first reappearance on the Hungarian stage after acting in Germany for the past eleven years, will in itself be a big event in this city. Mohar has been very prolific during the past year.

PARIS TALENT, PLAYS FOR U.S.

Paris, July 14.
Signing up of foreign plays and acts for Broadway's next season is now in full swing here. Louis Verneuil's 'La Belle Isabelle,' farce which played the Palais Royal with moderate success, has been bought as a starring vehicle for Irene Bordoni. Understood here it will be set to music by Cole Porter and Martin Brown will adapt it.

Deal has been made with Louis Bromfield, novelist, to do an adaptation of Verneuil's other piece which has recently been bought for Broadway—'La Banque Nemo,' pre-Stavisky play with a Stavisky touch, which George White has taken for Gregory Ratoff. Bromfield has just left Paris for London and will probably start work on his return.

Among the talent booked for New York is Billy Rey, local juvenile who doubles as a juggler. He will go to the Ziegfeld Follies (Ch). Rey's story is that he is a nephew of the Queen of Italy, a cousin of King Alexander of Yugoslavia and a nephew of Princess Violet of Montenegro. He can play, like a native, in more languages than anyone can think of.

Another is De Roze, who calls himself the Devil Barman because his most sensational number is pouring any drink, from a martini to a coca cola, out of the same pitcher, which he originally filled with water as the audience watched. He will go to Arch Selwyn's Continental Variety at the Lyceum. That's the show that will star Lucienne Boyer.

Coco, the parrot, now playing the Ambassadeurs restaurant here, has also been booked for Selwyn, to open Oct. 2.

All the deals were put through by Irvin Marks.

OPERA COMIQUE GOES FIVE SHOWS A WEEK

Paris, July 14.
Opera Comique announced that it will hereafter give only five shows a week, one of which will be a matinee. With Opera down to only four performances weekly this has given new life to theory that Paris can only support one operatic stage and that either the Comique or the Opera itself should go by the board. With orchestral directors and companies merged into one, the outfit could continue economically, it is argued. Perhaps even a certain amount of revenue could be obtained from broadcasting of performances, if relations between radio and state theatres were re-organized.

12 WEEKS--BUT WITH HEADACHES

Racketeer Bookers Ram-
pant--Cutting In from
All Sides and Frequently
—Doubling Possible, but
Difficult

LOCAL AGENT A MUST

By BURTON CRANE
Tokyo, June 26.
Due to the dominance of the Shochiku Theatrical Company, the theatre trust of Japan, big pay dates in this country are limited. Shochiku controls most of the theatres which have used foreign talent. There are plenty of outside theatres, of course, but they have not generally been educated up to the use of talent in the flesh. There are, as well, some small houses which occasionally use stage shows, but they are unable to pay more than about \$120 a week. That price applies whether for singles, doubles or more populous teams. Houses are simply too small. All play double features.

Foreign artists playing here generally try to double into the so-called cabarets of Osaka and the dancehalls of Tokyo. Lacking theatre dates, singles can live nicely enough on cabaret or dancehall work alone—providing they are (Continued on page 62)

EVEN IN FRANCE ROAD IS DEAD

Paris, July 14.
Artists' Union (local Equity) has put before Director Huisman of Fine Arts Department a project for the organization of actors' co-operatives to take over provincial theatres and run them as stock companies. Scheme depends on government and municipal support, and is intended to bring back to life the languishing sticks, where legit is now nearly dead.

ANZAC LEGIT HEALTHY; SYDNEY HAS SOME HITS

Sydney, June 26.
Legit has some working hits now current in both Sydney and Melbourne. 'White Horse Inn' passed 100th performance mark and so did 'The Du Barry.' F. W. Thring brought 'Collits Inn' into Sydney last week and the show looks a sure winner. 'In' chalked up a remarkable run in Melbourne. Cast includes Gladys Moncrieff, Robert Chisholm and Claude Flemming. 'The Merry Malones' opened strongly in Melbourne for the Fuller and should go into the class hit. 'Enzo Fede' is a winner, and 'Ten Minute Alibi' will shortly conclude a fairly successful season. 'Gay Divorce' and 'The Wind and the Rain' are new shows listed to open shortly.

La Plante in British Stager, 'Admirals All'

London, July 14.
Laura La Plante makes her debut on the London stage in 'Admirals All,' a comedy due at the Shaftesbury next month. She will play an excitable film actress who gets into complications with some naval officers.

2 Paris Transient Spots, Casino And Folies, Best of Dull Legits

New Operas

Vienna, July 12.
Klemens Krauss, director of the Vienna States Opera, has contracted a number of new operas for the next season. Notably among these are Julius Bittner's 'The Violist,' Ottorino Respighi's 'La Flamma' and the modernized version of Paul Dukas' 'Ariane and Bacchus,' which was successful at the Argentine Opera Festival, Teatro Colon in Buenos Aires.

REINHARDT OUT OF SALZBURG FEST?

Vienna, July 12.
Persistent rumor indicates that Max Reinhardt, closely associated with Salzburg Festival, will shift his activities from this Austrian town to another in Switzerland. Has become an open secret that the Salzburg Festival management, at the suggestion and possible pressure of the Austrian Ministry of Education, would like the Burg Theatre ensemble to become the mainstay of the Salzburg Festival and, as the Burg theatre has its own stock registers, it is doubtful whether Reinhardt will consider any occasional collaborations.

Also Reinhardt, if not the actual founder, is one of the high lights of the Salzburg Festival, and there is mention that he feels peeved at the suggestions that his freedom in choosing his own cast be taken away. He previously selected the Salzburg cast largely from his former Deutsches Theatre, the Josefstadt and Burg theatres in Vienna.

BRADBURY-PRATT GETS GARRICK; \$1,000 A WK.

London, July 14.
Harry Bradbury-Pratt, who has had an option on the Garrick theatre from A. E. Abrahams for some weeks at \$1,000 rental per week, has just exercised it, and takes possession Aug. 6. Lease is for two years, with option.

'Policy of theatre will be continuous semi-French revue, with Percy Broadhead's touring show, 'Once in a Blue Moon,' originally scheduled to go in, but Broadhead changing his mind last minute. New show is being constructed by Wallace Farnell to be titled Bradbury-Pratt's 'West End Scandals,' shows being changed monthly.

Fred Miller, provincial comic, returning from Australia via America, was wireless to take the lead.

Sam Mayo, former oldtime vaudeville, becomes general manager, with Sidney Burns booker. Laura Sammett had lined up a bankroll and had idea to produce American-styled burlesque at the house. Last minute Abrahams gave preference to Bradbury-Pratt, as in case of Sammett he would have had to take a percentage. In order to appease Sammett, Abrahams paid him \$100.

Sammett has now got the Lilly Rose bug, and with backing to extent of \$50,000 is looking for theatre to turn into an eatery and cabaret combined. Started negotiations with A. E. Stone for the Prince Edward theatre, but former wanted a three years' lease at a flat rental of \$2,500 per week. Is now negotiating with Associated Theatre Properties to lease the Cambridge, with chance net remote.

Paris, July 14.
The two transient-catchers, Folies Bergere, and Casino de Paris, remain very nearly all that's left of the Paris legit stage now that the dog days have come and everybody with any coin is ready to leave town.

Summer Casino show, revived by the presence of the Gertrude Hoffman girls, who are headlined on an equal basis with Cecile Sorel, is getting a fair share of what business there is, largely because of the presence of the American troupe. They are getting into all sorts of Paris activities, ably pressed by Jim Witterler. Especially during the recent season ballyhooed girls got themselves referred to as the modern equivalents of the Opera ballet girls of the last century—i.e., the life of the party. That's what an artist or a troupe needs most to go over in Paris—a personal offstage reputation.

Survival of the Casino show with Miss Sorel proved a surprise to most observers after the predictions at the opening last fall that it couldn't last. The Folies show is different—everybody knew it was good, and it still goes on with a minimum of revamping.

These two are not quite alone as summer entertainment in Paris. 'White Horse Tavern,' the Erik Charrell musical, goes on, apparently forever, at the Mogador. Current Palais Royal show, 'Hole in the Wall,' by Yves Mirande, still continues. Of the old-timers in the comedy field, the Verneuil-Berr 'School for Taxpayers' still holds the stage at the Mogigny on the Champs-Elisees, which went back to the legit this year. Of some half dozen Verneuil pieces which came out this year, this one is the longest sticker, and its survival into the hot weather—and the present hot spell is breaking records for duration—is a real tribute to its b. v.

Other survivors are the Rip revue at the Michel and the popular Dejazet farce, 'Une Robe en l'Air' ('Her Skirts Are Up'), by Alfred Vercourt and Jean Bever.

Besides these, almost the only flesh-and-blood entertainment now to be had is at little cabaret theatre, where wisecracking songsters hold forth, such as the Deux Amis, the perennial Grand Guignol with its shockers, and the two downtown vaude theatres which developed late during the past season and came through successfully, the Alcazar (former Palais) and A. B. C. (former Pavillon).

Some film houses, such as Paramount, Olympia and Gaumont Palace, still offer acts as well.

LAWRENCE-FAIRBANKS PLAY FOLDS ON ROAD

London, July 14.
Despite many weeks of provincial playing and reviving, 'The Winding Journey,' featuring Gertrude Lawrence and Douglas Fairbanks, Jr., the piece, closed without a West End showing.

Couple will have another try with a new play by Clemence Dane.

3 From Orig 'Waltzes' Over for Gordon Show

London, July 14.
Marie Burke, Dennis Noble and Andrew Manning sail for New York either August 16 or 18. All three are to play their original roles in 'Waltzes from Vienna,' when the show opens at Radio City. Rehearsals are scheduled for August 17, but the former two cannot make trip earlier due to vaudeville and concert dates, so all three got a later date.

List Brodies to 7, and Sinking to 5; 18 Shows Trying Out in Sticks

Not much difference between present summer and last as to the number of shows on Broadway, but, considering unprecedented hot weather, present going is better. Two shows bowed out Saturday, with the thermometer soaring again and two more are slated to stop the coming week-end, which will drop next week's (30) list down to a meagre five shows, perhaps less.

August's premiere cards will partly depend on what goes on in the summer theatres, which are beginning with new shows try-outs. Current week, no less than 18 fresh plays of one type or another will be viewed in the sticks, between Maine and New Jersey (Spring Lake).

Material unfolded in the rural parts was not so hot earlier in the month, but several have emerged from the back and two have been booked on Broadway. There are picture deals pending for two others, which Hollywood may get right off. In such cases the stage versions are out.

What looks like first show of the new season is "Keep Moving," a revue in rehearsal in New York. It is due to open Aug. 6, house not selected. "Life Begins at 8:40" is slated for the Winter Garden Aug. 13, after showing in Boston (next week), and on the same date "Hide and Seek" is listed for the Manhattan.

"Roberta" finally folded at the New Amsterdam last Saturday and "New Faces" stopped at Fulton. Slated to go out this week are "Men in White," Broadway, and "Stevodore," Civic Rep theatre (14th street), two weeks after first exit date was announced.

"As Thousands Cheer" dropped to \$11,000 in the third week, which cooled Monday (23). Not much coin for the others, which just about got by.

Estimates for Last Week

"Are You Decent?" Ambassador (15th week) (C-1,166-\$2,300). Small grosses; with salaries at minimum, modest profit weekly, with cut rates the principal revenue.

"As Thousands Cheer" Music Box (43rd week) (C-1,000-\$3,850). With two featured players temporarily out, stand-out revue held to fair business; satisfactory at \$11,000; heat hurt.

"Dadsword," Shubert. Laying off, resumed 18-week engagement Aug. 20; box office remains open.

"Men in White," Broadway (44th week) (D-1,118-\$2,750). Final week; cut-rate deal for \$5,000 guarantee expires; house and cut-rate run with "The Red Cat" next month.

"New Faces," Fulton. Closed Saturday; played 19 weeks; moderate grosses most of time; ticket deal expired and revue folded.

"No More Ladies," Morosco. Supposedly laying off with August re-engagement date; doubtful of re-lighting here, however; cast scattered and road company reported casting.

"Roberta," New Amsterdam. Closed Saturday after playing 35 weeks; lately in red with take-takes less than \$10,000.

"Sailor Beware," Recum (43rd week) (C-923-\$3,300). On summer basis can operate at a money; estimated under \$4,000; may stick until road dates start.

"She Loves Me Not," 46th St. (40th week) (C-1,115-\$2,750). Also on summer basis and can operate at a profit at moderate grosses; around \$6,000 last week about even break.

"Tobacco Road," 48th St. (34th week) (D-969-\$3,000). Engagement slated another three weeks; more; heat hurt last week, but apparently okay around \$4,000.

Other Attractions

"Stevodore," Civic Rep theatre; final week again announced.

"The Drunkard," revival; beer and melodrama in former East Side church.

Iowa Comedy Cycle

Mount Vernon, Iowa, July 23. Continuing the "Cycle of Comedy," which Cornell players are presenting in the summer theatre, Oscar Wilde's "The Importance of Being Earnest" is scheduled. Mrs. Franklin Rutin, Cedar Rapids, is to be guest star in the fifth production.

Study-entertainment cycle, under direction of Albert Franklin Johnson, is attracting attention and favorable comment in this section.

AUCTION SALE

Property of the professional and prominent actor, (Name withheld) including books, effects, musical instruments, pictures, furniture, and miscellaneous articles, all easily resold.

THURSDAY, AUGUST 2, at 10:30 A. M.
Open for inspection after Aug. 1 at 610 West 13th Street, New York (Second floor)

Rep Plan Worries

Customers, Biz Off

Stockbridge, Mass., July 23.

Apparently bewildered by the new repertory policy of rapidly shifting shows, patrons have not been doing so well by the Berkshire Playhouse (this season). Top price has been cut from \$2.75 to \$2.50 and a committee of summer residents has been appointed to drum up support for F. Cowles Strickland's troupe. Drop in patronage is attributed to confusion over the fact that instead of only one play a week there are at least four different ones. As a result, there has been a slight modification in the repertory plan.

New booster committee will engage in a ticket selling campaign.

Legitless, Hartford

Folk Go to Country

Hartford, Conn., July 23.

Hartford residents, legit starved, are going many miles to see shows. More than five months have passed since a stage show has been presented in this city, and, as a result, regular exodus is chaotic every night, with hundreds driving fifty to seventy miles to see legitimate performances in small theatres along the coast and in Massachusetts.

This is probably the first summer in more than 15 years when the city is without a stock company or some group of performing at little theatres.

Phillips, Ash Stage

Chicago Civic Show

Chicago, July 23.

Ben Guy Phillips has been hired by the city council to stage the civic pageant, "Chicago on Parade" at Soldiers Field on Sept. 16.

Paul Ash is in as co-director on production.

NEW MYSTERY TRYOUT

Clayton, N. Y., July 23.

Kent S. McKinley's new mystery play, "Midnight Finale," was put on for the first time last week at the Clayton Opera House here by the Summer Civic Playhouse group.

Lester Vail enacted the role of Inspector Baird, character which was created a year ago by McKinley in his "Slight Unseen." Jo Wallace and Elizabeth Bruce played the only feminine roles in the play. Others in the cast included Clifford Johns, Frederick Forrester and Hudson Stowell.

"By Divine Right," another play by McKinley, which was scheduled last week, was withdrawn to permit revisions by the author.

Loop's 2 Shows on Profit Side; 'Milky Way' \$3,000, 'Fields' \$6,500

RIDGEFIELD PLAYERS SKED 5 NEW SHOWS

Ridgefield, Conn., July 23.

Ridgefield Repertory theatre starts its season Wednesday (25) with "No Root Big Enough," new play by Herbert Yost.

Offerings for season will be confined to new plays, group planning to present a different one each week. Performances will be limited to four weekly, Wednesday to Saturday night, inclusive.

Program for the eight-week season will include "The Geranium Lady" by Pauline Hopkins; "Hurdy Gurdy" by Harry Lee; "Another Chance" by Sonia Daugherty, and "Sweet Voice" by Pauline Hopkins. Players are Elizabeth Devry, Lorna Leigh, Margaret Lee, Van Lowe, Wayne Clifton, Mayon Page and Gordon Adams. Russell Hartwell Davis and Eugene Gordon Harper will manage and direct.

Freeman Reads for Chi 5-Play Season

Chicago, July 23.

Charles K. Freeman is negotiating for a winter subscription season of five legit plays for a local spot. Follows the click of his "Marchen in Uniform" effort last season.

One of the plays will feature Shandell Kalish, who figured as a local legit find last winter.

STARS, NAMES HELP N. E. STOCKS

Boston, July 23.

New England stocks are doing very well, helped by the heat in town and the names billed in some of the productions.

Next week's shows (30) are as follows:

West Falmouth, Mass.—Margalo Gilmore in "Biography," with Richard Whorf and Jay Fassett.

Cohasset, Mass.—Donald Brian guest star in "Interference."

Magnolia, Mass.—Ann Andrews in "Oliver Oliver."

Skowhegan, Me.—Leona Powers in "No More Ladies."

Dennis, Mass.—Florence Reed in "Her Master's Voice."

Stockbridge, Mass.—Eugenie Leontovich in "Romance."

Marblehead, Mass.—Glenn Hunter in "Freedom."

Ogunquit, Me.—Peggy Wood in a new play, "The Closed Room," by Patterson Greene.

'JULIET' WINDS UP TO \$7,500 IN HOLLYWOOD

Hollywood, July 23.

Henry Duffy squeezed in an extra performance at the El Capitan on third and final week of "There's A. I." ways Juliet, comedy folding last night, to make way for Jane Cowl, opening tonight (Monday) in "The Shining Hour." Biz held strong for Juliet on final stanza, with house swarming an estimated net \$7,500.

Playhouse is holding "Green Day Tree" for a fourth stanza. Third week approximately grossed a meager \$900, which leaves little or nothing for the cast, working under a salary waiver.

Biz Just Fair

New Haven, July 23.

Summer stocks hereabouts are playing to fair business, but not breaking any records.

Recent cast changes include: Alexander Cross and Edith Ketchan added to N. Y. Grandford Players and producer J. Burleigh Morton taking an occasional role; Mary Servoss and Elizabeth Langille joined Stony Creek Players.

Heat is worrying the two legit spots trying to struggle through the summer. "Fresh Fields" felt the pressure of the thermometer at the Blackstone, with the heat costing the show about \$1,500.

Wee and Leontovich have made the Cort the cut-rate haven of Chicago. Bringing in a short-cast, one-seat piece with a low net they are able to string along as much as 15 weeks on the cut-rate patronage.

House has built up a following. Current show looks weaker than those which preceded it but apparently has a chance of sticking it out.

Third attempt at the "Drunkard" started last week, this time at the Auditorium hotel. But this town has never gone for the burlesque legit and not likely that the "Drunkard" will mean much.

Estimates for Last Week

"Fresh Fields," Blackstone (1,200; \$2,500) (3d week). Heat cost the show some money this week though it's still easily on the winning side of the ledger at \$6,500.

"Milky Way," Cort (1,100; \$2,500) (2d week). Short cast play opened to fair trade at \$3,000. May stay for a spell on the cut-rate patronage.

Radio Directory

(Continued from page 43)

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1417 So. Figueroa Street
Prospect 7-700
Ben S. McGilchrist, owner.
Dale Hinesco, Mgr.

KRKD

Fireline Broadcasting Co.
5141 South Spring Street
State 1-174
Frank Doherty, President.

KTM

Pickwick Broadcasting Co.
214 So. Vermont
Starbuck 7-0000
Charles Wren, Pres.
George Marston, Manager.

KFAF

Los Angeles Broadcasting Co.
645 Mariposa Ave.
Figueroa 1-211
E. L. Cord, President.

George Markovits, commercial manager.
John Smith, station manager.
Baron Bennett, program director.
Thomson Haines, Jr., musical director.
Tom Stinson, charge dramatics.

Theatrical 'Adverse' Plugging
Exploitation, in theatrical fashion, has always been looked at askance by book publishers, but Farrar & Rinehart has gone in for it heavily and reaping hearty results. Most ambitious stunt yet tried is that on *ADVERSE*, advertised in a flap with Warner Brothers and Photoplay, with *Postal Telegraph* in on it.

Idea is for the contestants to vote for the cast of the book when translated into film by Warners. Ballots handed out via *Postal*, and contestants asked to read the book to make up their minds. Also all Warner theatres are trailblazing the campaign. Result is surprisingly good for the book firm. Although the book has been the best seller for a bit over a year, sales picked up appreciably on announcement of the campaign and have been going up to such an extent that the book, in several key cities, was pushed back up to top best seller rating.

It's being watched by book folks with especial interest, since it seems to dispel the theory that books must be sold in dignified fashion and not according to showmanship standards.

Growing Old Gracefully

Celebrating its 50th anniversary, the Editor and Publisher, combined with the Fourth Estate, issues a handsome 320-page supplement to its regular issue, replete with features, not the least of which is a history of the half century told through the medium of newspaper headlines clipped from papers from 1884 to date.

It is a carefully planned and brilliantly executed achievement.

New Sports Mags Under Way

Couple of new mags for sportsmen in the making. One is a publication for yacht owners, the other for fishermen.

New yachting mag is to be known as *Wind and Wave*. Publishers are Samuel Wetherill and Winthrop P. Moore. No title yet for the proposed fishermen's publication, which is to be issued by a new organization called the General Publishing Corp. Firm is headed by David Follock, Albert P. Salisbury and DeForest Perkins.

Mugg's Ruase Translations

Eugene Lyons has collected six plays of modern Soviet for publication in one volume. Houghton, Mifflin is bringing it out titled simply *'Six Soviet Plays'*, and will ask \$3 for it. Lyons translated all the plays himself while he was in Russia for the United Press and *Vanguard* during the past six years. Among the plays are "Squaring the Circle" and "Days of the Turbines."

\$75 Book

What is perhaps the biggest valuation placed by an author on his book is Roger Buck's on *'Biraka'*. Buck, who is publishing the volume himself, is asking \$75 a copy.

Not altogether correct to call Buck the author, since *'Biraka'* is a novel in wordcuts. Actually he is the book's artist. He is issuing the book in a limited edition.

Doubleday May Get Guild

Literary Guild may pass to the sole ownership of Nelson Doubleday, of Doubleday, Doran, if negotiations are successfully concluded. Doubleday has been a partner in the book club with Harold Guinzberg. Latter is reported willing to step out if terms are acceptable.

Doubleday, additionally, has a similar organization of his own. It's the Doubleday One Dollar Book Club.

Rex Jardin's Serial

King Features Syndicate has purchased the second serial rights to *'The Devil's Mansion'*, mystery novel, by Eve and Bob Burkhardt, who authored the yarn under the pseudonym of Rex Jardin.

Comopolitan Productions have obtained picture rights to the story.

Retitle Dressler's Autobiog

Marie Dressler's autobiography, completed some time ago, will be titled *'My Own Story'*. Previously titled *'You Made Me What I Am Today'*, but Little, Brown thought it was a bit too long. Book is dated for October.

Breadloaf Conclave in Aug.

One of the most important American conclaves of literati, Bread Loaf Conference at Middlebury College, Vermont, takes place during the last two weeks of August, starting Aug. 15. Intention is to provide a get-together for writers, where honest and practical criticism can be gotten. It was started nine years ago.

Literati who will be there to do out advice this year are John Farrar, Julia Peterkin, Hervey Allen, Walter Prichard Eaton, Bernard de Voto, Loren Munson and Raymond Everett. There will be sessions on fiction, drama, essays and articles, poetry and criticism. Special talks will be by Dorothy Canfield Fisher, Archibald MacLeish and Maxwell Aley. Theodore Morrison is in charge this year.

John Farrar and Hervey Allen will be there for the full two weeks and act as special consultants.

Conclave is open to any writer who wants to come, except that arrangements have to be made ahead of time.

Chatter

Larry Barretto to Mexico; Dorothy Parker in Denver; Bennett Cerf back from Russia. Harold Lamb's hobby is log-rolling. Charles Edward Russell gone abroad.

Fourth printing for *'Goodbye, Mr. Chips'*.

Manuel Komroff has also gone to Mexico.

Ralph Roeder and the missus at Nantucket.

Lauren Gillilan in Michigan with her family.

James Norman Hall goes back to Tahiti soon.

Don Tracy has taken a place on Long Island.

Lewis F. Sisson publishin' a book of his poems.

Lionel White doing a bio of Lewis Carroll.

Samuel Rogers in Rhode Island for the summer.

Alexander Woolcott hiding on his island in Vermont.

Chris Channing vacationing in the New Hampshire hills.

W. J. Forelman, playwright, back on the Coast scripiting.

Ralph Roeder has gone to Nantucket to write a new bio.

When not authoring Richard Blaker runs a rubber factory.

Bradley Kelly, of King Features, sporting in the blue ties.

Louise Berg has changed publishers, from Macaulay to Putnam.

Ken McCormick now in charge of all ms. at Doubleday-Doran.

Jackson Gregory has sold his ranch and will take up urban life.

Literary Guild selection for October is Ruth Suckow's *'The Folks'*.

Macaulay's says it won't consider any more unsolicited manuscripts.

Camille Cloutier in Jamaica for the summer. Writing short stories.

Joseph Anthony has quit the editorship of the Golden Book, mag.

Publishing firm of Ray Long and Richard R. Smith, Inc., reorganizing.

H. M. Alexander assembling material for a bio of Martin Van Buren.

Albert Halper in Maine reading proof on his new novel, *'The Foundry'*.

Gloria Stuart is publishing a book of her own verses, *'Warm Behind the Leaf'*.

Sophie MacGregor out on the West Coast editing her book on astrology.

Claudia Cranston back from a trip which took her as far away as Australia.

Mary McCall has renewed her writing contract with Warners on the Coast.

Richard Halliday, story editor for *Putnam*, leaving for a Hollywood stay.

Jerry Froischer down in Porto Rico working at a serial. It is plenty hot.

Elliott O'Donnell, who writes those ghost stories, has gone back to England.

Anthony Berkeley, author of *'Mr. Pigman's Island'*, is really Anthony Berkeley Cox.

Although Noel Coward has been at his autobiography for two years, it's only half done.

Best Sellers

Best Sellers for the week ending July 21, as reported by the American News Co., Inc.

Fiction
'Lamb in His Bosom' (\$2.50)By Caroline Miller
'Anthony Adverse' (\$3.00)By Hervey Allen
'Years Are So Long' (\$2.50)By Josephine Lawrence
'River Supreme' (\$2.50)By Alice Tisdale Hobart
'I Claudius' (\$3.00)By Robert Graves
'And Quiet Flows the Don' (\$3.00)By Mikhail Sholokhov

Non-Fiction
'Stars Fell on Alabama' (\$3.00)By Carl Carner
'While Rome Burns' (\$2.75)By Alexander Woolcott
'Life Begins at Forty' (\$1.50)By Walter B. Pitkin
'Nijinsky' (\$3.75)By Roma Nijinsky
'You Must Belate' (\$1.50)By Edmund Jacobsen, M. D.
'100,000,000 Guinea Pigs' (\$2.00) By Arthur Kallet and F. J. Schlink

with Longman's. Novel makes its debut Aug. 12.

McKinley Kantor, of *'Long Remember'*, in *Delicature* with *'Old Lace About Her Throat'*.

McCall's has bought *'Four Snapshots of Allison'* by Sarah Elizabeth Rodger, the society deb.

Carroll John Daly, who writes those hard-boiled detective stories, is vacationing in Maine.

Thomas Minehan, author of *'Boy and Girl Tramps of America'*, is a U. of Minnesota instructor.

Tiffany Thayer hopped east to find a publisher, signed with Doubleday-Doran, hopped west.

Charles Ronayne, in the current issue of *The American Review*, throws a brick-bat at Mencken.

Dudley Sidall, hunting and fishing editor of the *New York Sun*, in Canada on a writing assignment.

John Mason Brown stuck away far out on Long Island finishing *'Letters from Greenroom Ghosts'*.

The Philadelphia Ledger changing its policy, the Sunday Magazine page to carry a more flashy note.

Groff Konklin will get equal credit with Burton Rasco for the assembling of that *Smart Set* Anthology.

Carroll Snell spending his summer vacation on Staten Island. But it's no vacation, he's illustrating books.

Chris Hatch has traded in his 21-year-old Rolls Royce for a new model. New one is of the 1933 breed.

Max Trel in town from Hollywood. His latest book *'Domestic Affairs'* to be published by Claude Kendall.

Max Trel, in from the coast, putting the finishing touches to a new novel before delivering it to Claude Kendall.

Charles Colebaugh, managing editor of *Collier's*, now a gentleman farmer in Connecticut. He's raising grapes.

O'Gorman Anderson has asked R. Ellis Roberts to do the life of Anderson's late wife, Stella Benson, the scribbler.

Harry Wurtzel, Hollywood agent, shipping his daughter east to Columbia University. She's to go in for journalism.

Mark Channing hasn't been pounding typewriter keys for nothing. He's now able to tear a pack of cards in two.

'Laughing Johnny', novel by Tom Lennon, news editor of RKO-Radio publicity staff on the Coast, published last week.

Farrar & Rinehart staff is studying up on bridge and claims it will challenge Simon & Schuster for an inter-office game.

The swank house organ of the Cunard Line, *The Cunarder*, is now *Foreign Travel*, as a result of the Cunard-White Star merger.

'The Angel Who Couldn't Sing', by Sophia Cleugh, has been niched by Sydney Sanders, literary agent. Doubleday-Doran publishing.

Dr. Louis Ferdinand Celine, author of *'Journey to the End of the Night'*, is in from Paris to visit Jacques Duval in Hollywood.

John Newberry medal for most distinguished contribution to American literature for children goes to Cornelia Meigs, for *'Invincible Lela'*.

Another scribbler brought to attention by Story, the mag, is William Saroyan, who will have a volume of his tales published by Random House as a result.

Simon and Schuster offices went college boy last week for the homecoming of Max Schuster, with bunting and banners all over the place reading *'Welcome Home M. L. S.'*

During Jerry Sobel's absence from the N. Y. Daily Mirror as dramatic editor, his artist, Irving Hoffman, went off. Sobel is now trying to get him back. Sobel wrote stuff a month ahead to cover himself while rejoining abroad.

Book Reviews

Ritualistic Screen Writers

There are only three themes, seemingly, that writers of Hollywood yarns can think of. Two of them show up again in current books from and about that sector.

Harold Shumate, a screen scenarist, is responsible for *'Roue tue Fourth'* (Macaulay; \$2), which is again a story of a famous show family.

For three generations they've topped, show biz, then comes the fourth offspring and papa is jealous of him so tries to keep him out of pictures. From that point on Shumate piles on every trick of humok and old fashioned plot building he can think of, none of which helps make the book anything but synthetic.

With some tearing down of extraneous matter, however, and some rewriting for realism's sake, it could make a film.

Olga Rosmanith is another scenarist writer and also shows it in her book, *'Picture People'* (Doubleday-Doran; \$2). Behind that swell title, and embellished with some really good writing, is number two of the series of plots about picture biz: the foreign star, temperamental and high strung, who comes to Hollywood to conquer everything and everybody. A lot of good writing and some keen character analysis went into this otherwise unimportant book. Miss Rosmanith ought to try her hand at something not quite so flashy. She can write. In spite of the humok background, however, her book is not likely to land either as a big seller or as a film.

Long-winded; Death Wholesale

G. D. H. and Margaret Cole are one of the most interesting literary couples in contemporary letters. They turn out three or four books yearly, at least one of which is likely to be important in the ethical, philosophical or new thought worlds. And in between these they turn out some really swell detective stories.

Their newest detective yarn is *'Death in the Quarry'* (Crime Club; \$2). It is not as good as most of their yarns, being pretty long, long-winded and taking much too long to get started. However, the story essentials are, as usual with the Coles, highly intriguing.

Another detective story of the week is *'Plan XVI'*, by Douglas G. Browne (Crime Club; \$2). It is of an entirely different school, being an old-fashioned shocker, impossible to believe, although quite exciting. This one tells of a crook who pirated an ocean liner and drowned the 3,000 passengers in order to get the gold the ship was transporting. That's a new high in killings for a murder mystery, anyway.

Sustained Suspense

Those who like complicated mysteries will enjoy Channing Pollock's *'Synthetic Gentleman'* (Farrar & Rinehart, \$2), for he's off to fast start and keeps the suspense clear to the last chapter, which is some trick in these days of well-detailed reads.

Consistent and well plotted and good reading for a hot day.

Davis-Hecht Suit

Phil R. Davis has filed suit against Hein Hecht in New York for attorney services rendered in 1924-26, when Hecht's book, *'Panathus Mulla'*, was banned.

Davis is asking for \$100.

Radio Show'ship

(Continued from page 43)

ceived his vote in 1932, from what county he is voting and if this is his first year to vote. Results will be announced until day of primary election in August. All ballots are by mail.

WMCA's Exclusive

New York. Station WMCA pulled a publicity stunt last week over KSTP, who, when a bedridden Negro, Jimmy Davis, graduated from grammar school on his cot at Bellevue Hospital from which point he had completed his lessons with the aid of special facilities provided by the Board of Education.

Special ceremonies were created to graduate the child, who, in style, School principal spoke from the bedside over WMCA and it was an exclusive for the station.

Strong reaction for the station in the Harlem section with early lots of good will in the Negro press, besides nice breaks from the downtown dailies.

Fred Coll arranged for WMCA.

Bicycles For Mailing List

St. Paul. Griggs-Cooper & Co., local food manufacturers, are now on the ether three times weekly over KSTP with a program strong on kid appeal.

Food packers, who formerly gave free car radios to lucky listeners, now have a new idea, and will give two bicycles a week to the fortunate dial-twirlers.

Program is a major plug for the company's weekly radio mag, which they publish to build their products.

Contestants for the bikes naturally build up the company's mailing list through which the packer's sales program can creep into the hearth-sides.

Glit Edge Prospect List

Cincinnati. Getting hot prospects for electric ice boxes through the medium of a giveaway has been tried with excellent results over WCKY.

Tafel company, Cincinnati, distributors for Westinghouse, used three spot announcements over WCKY daily to offer housewives something for nothing, namely a Cleanaire food conditioner, which keeps food odors from mingling in ice boxes and gives the inside temperature of the refrigerator.

Advantage of the offer is that installation of the food conditioner shows a salesman to get into the kitchen, size up the family and its sales possibilities, and at the same time come as the bearer of a gift and thereby promote.

Demand for the food conditioners exceeded the supply and had to be temporarily discontinued after two weeks. General price, commercial manager of WCKY, reports.

Sell High-Priced Hot Dogs

Fort Wayne. Peter Eckrich Packing company in Fort Wayne, which is using the ether as its only general advertising medium this summer, reports that the plant is experiencing its first big seasonal demand for wieners during the current hot spell.

Never before has there been such a demand for this product, but through the constant demand for the air, sales are rapidly climbing. It is unusual, too, for this particular item gets its biggest play during the colder months.

Copy invidious into daily housewife program and stresses the menu value and also high quality. Another item of interest with this is that the product sells at a slightly higher price than other brands, thus making the sales returns quite a definite contribution to the air program via WOWO.

Merchants Sponsor Organizer

Hartford. 'Manchester on the Air' over WVIC is a new type program built by a theatre manager with the broadcast being paid for by merchants. A month or so ago George Hoover, manager of Warner Bros. State Theatre, Hartford, Conn., approached merchants in his own nine miles from Hartford, with the suggestion that they build an hour on the air.

After a few weeks of consistent effort Hoover finally managed to secure enough merchants to pay for half an hour with the program emanating from the theatre's organ.

Residents of the town were invited to witness the program called 'Collin Driggs at the Warner Console.' The program proved so successful that Hoover needs a regular enough merchants to pay for an hour on the air and secured plenty of publicity for himself.

Mystery—2 Ways

New York. Spencer Dean's next-to-the-last case before vacationing for Eho, ending Sunday, is that the author, Stewart Sterling, needs a re-story of *'The Black and Ugly Wind'* was as jumbled and hard to follow and what's-it-all-aboutish as a mystery could be.

It was a mystery with equivocal emphasis.

East

Low Brown is making arrangements for 'Yokel Boy Makes Good.' As usual, Al Goodman may be musically associated.

Out-of-town premiere of 'Life Begins at 8:40' will take place in Boston week of July 30. Cast includes Bert Lahr, Ray Holger, Lucella Gear, Frances Williams.

Ghandi took the ideal out of idealism when he asked reporters how much they would give him for interview. Newshounds collected \$18, which Ghandi took, and reporters were further asked to contribute the besetted old man asked for additional \$10 at end of the interview.

Sidney Fox will be at Castle theatre, Long Beach, July 30.

Leonard Stillman's revue, 'Fools Rush In,' to be done on a large, has been delayed. No definite date yet.

Lawrence Tibbett's seventy-foot schooner ran aground off Chantam, Mass. Tibbett pulled it off sand bar after 20 hours.

Jack Benny will be in 'Bring on the Girls' to be produced this fall by George S. Kaufman and Maurice Ryskind.

Richard Bennett will quit Hollywood to play in Al Wood's 'The Red Cat,' to open at the Broadhurst Sept. 17. Play goes into rehearsal Aug. 15. Bertram Harrison will direct.

J. C. Nugent has written a play for himself tagged 'Dream Child.' Westport, Conn., will see opening July 30. Nugent, daughter and son-in-law in cast.

Jack Scholl, who wrote lyrics and part of book, and Max Rich, composer for 'Keep Moving,' will also appear in cast.

Little Theatre Group, new summer legit organization, has been assembled by Norman Baker.

The O'Flynn Cart Opera Co. will present Gilbert and Sullivan operas at the Martin Beck theatre starting Sept. 3.

Moonlight swimming latest hangout at Atlantic City. Hotels hanging out lanterns on beaches.

'There Comes a Time,' new newspaper drama, opened July 19 at New Rochelle, N. Y. Cast changes were made at last minute—June Leslie for Cleo Cofi, Glenn Sherman for Earl McDonald.

Reynolds Evans has been re-engaged for Katherine Cornell's company next winter.

Brian Donlevy, of 'The Milky Way,' will take a flyer at musicals. He is joining the cast of 'Life Begins at 8:40.' Earl Oxford and Jack Starr are other additions.

'Salute,' a new musical, being groomed for Broadway. Dorothy Chapman and Thelma White are to have roles.

Wesley Eddy will return to the 'Box' as m. c. as soon as other engagements permit.

Betty Lewis (Lewis and Seydel) has gone Michigan for vacation.

'Husband Laughed' when he heard sextuplets had been born but died from shock when he found himself father of a male quartet.

Germany is trying to get a national yell. Out of 2,500 suggested four are left, with 'Hah Hah Germania,' out in front by a slight margin.

Hert Lyttell will appear next week at Netcong, N. J.

Clark Robinson is doing the settings for 'Keep Moving,' new musical in rehearsal at Robert Stephenson the costumes.

Rainbow Line, steamships, will take kids to Coney Mondays and Fridays free. Age limit is 12.

New golf alliance found covers melt off balls. Temp of 116 on the fairway will do the trick.

Ten beers, non-stop, too much for

Garfield, N. J., native. Seven were enough to put name in obits of local sheet.

Betty Starbuck will get the leading role in 'Love on an Island,' fall show.

Phillip Loeb will break the dialog of 'Life Begins at 8:40,' musical, in the fall.

Carol Stone in 'I Married an Angel,' which opens next week at the John Drew Memorial theatre, East-Campton.

Margalo Gilmore in 'Biography' at the Beach theatre, West Falmouth, Mass.

Rumanian peasant tops Canadian quintuplets with six of a kind.

Special mail tax at 8:40: Loeb will also direct 'Split Second,' a musical, in the fall.

A. H. Wood denies reports that Vivienne Segal has been engaged for his fall production, 'The Red Cat.' The lead is Ruth Weston's.

Gladys Shelley will have a featured role in 'A Husband or Two.'

Police will plug own telephone number by scribbling legend 'Phone Spring 7-000' on police car doors, helping public to remember in case of trouble. Phone numbers will be of respective borough.

Josphy Gish has the title role in 'Comedienne,' which will play New Rochelle July 23-30.

Damon Runyon has completed a comedy for Courtney Burr, which will be open around Thanksgiving. This is Runyon's first play.

Mary Roth replaced Ruth Edell and John Regan replaced Harry Campbell in 'The Detective,' Palm Garden Music Hall.

Isham Jones will get a break in the way of a story on his career in one of the national weeklies.

Jack Nichols and Nate Spingold of Columbia Pictures arrived back from Coast.

Church cleanup drive veering toward dance halls.

H. T. Franklin's garage blazed while New Yorkers threw buckets of water on it to save Arch Selwyn's residence, Lois Moran, among Selwyn's guests, discovered blaze in garage, which is only five feet from the Selwyn mansion. Damage estimated at \$15,000.

'Up Town Streets,' a one-reeler being made on roof top in ghetto district, should please censors. Theme illustrates why not to be a gangster.

Heavily prisoner finally caught. He evaded police by moving as close to a police station as he could get—two blocks. He stayed there for 17 years.

Judith Anderson at the Castle theatre, Long Beach, week of July 22.

Either a flair for the artistics, or love, is affecting an Arkansas hen which is laying heart-shaped eggs. Then, again, it may be the heat.

Franklin D. Roosevelt, President of the theatre, will house a 'number of freak productions under the management of Nathan Zatklin and John Housenman. First will be a version of Euripides' 'The Medea,' made by Countee Cullen, Negro poet, with Rose McClelland, also colored, in the leading role.

Joe E. Brown will shortly try out his new 'Dream Child' at the Westport theatre, under Lawrence Langner.

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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.

annual play at Rutgers summer session. 'Take My Advice,' to be produced tomorrow (Tuesday).

In a second decision in the case of Alfred Kreymborg against Jimmy Durante for alleged invasion of copyright, Federal Judge Patterson again finds for the comedian, holding that a published poem does not come within the copyright restrictions.

First decision was on the letter of the law. The second was on the spirit of the statute, the plaintiff claiming that poems were 'similar to' protected matter.

Geoffrey Hamlyn, of 'Shakespeare Not in London,' will replace Burgess Meredith here. Change takes place Tuesday (25).

Bureau of Safety in Washington points out that a pedestrian's chances of escape are less than those of a soldier in wartime.

Dancehall proprietors organize to resist periodical drives against them by reformers.

Larch Club will cooperate with Westchester Country club on charity circus.

Clement Giglio is planning an Italian comedy, 'The Venice,' formerly the Jolson.

Miniature tidal wave at Coney Friday (20) frightened thousands and killed one. Efforts of police emergency squad, doing life-saving in uniform, responsible for low death toll.

One pint of gold paint and adhesive tape, plus a blue spotlight, were not enough clothing even in this hot weather. So thought coppers who arrested Thelma White, dancing at Chateau Inn, Bronx, beyond accident.

Bobby Sanford will present another show at Arcola Manor July 25. Baby Rose Marie will have dramatic role in 'You Will Be Sorry' if the Gerry Society will permit. Society refused to take vaude engagement previously.

New all-around show, 'Around the Town,' will open at the Apollo, Harlem (24).

Paul Whiteman is offering musical sketches made, and \$500 for best musical composition in the American idiom.

Violet Melnotte, English actress, aged 19, was to marry her 30-year-old husband, a doctor, in London, when she was because of protests received against marriage. Miss Melnotte owns the Duke of York theatre in London.

S. S. Club Royale, floating nitery, was raided Saturday night (21). Five county constables did not bother the club, most of whom are named. Boat was anchored at Point Pleasant, N. J., and was once houseboat of Sir Thomas Lipton.

Coast

Clarence D. Bricker, film exec, sued for divorce in L. A. superior court by Mary Elizabeth Bricker.

Evelyn Reed, model, divorced her husband, Arthur Reed, cinematographer, in Los Angeles.

James Gibson, 22, nephew of Santa Monica, Cal., auto smashup.

Bruce Cabot and Adrienne Ames sued for \$15,000 damages in the L. A. Municipal court by a delinquent. Cabot charges that she defrauded his face.

Johnny Weissmuller says Lupe Velez is planning a 15-week tour in South America. Although she is suing for divorce, they appeared together last week at the Hollywood boxing matches.

Catherine Black Bernhard, professionally in N. Y. musical comedy as Catherine Black, is suing her husband, Louis J. Bernhard, N. Y. dress designer, in the L. A. superior court. Wants divorce.

Entire estate of Lew Cody will be sold at public auction by the L. A. county public administrator. Even his pet dog will go to the hammer. Cody home in Beverly Hills, a ranch, personal effects and furnishings.

Asserting her husband, Dudley Murphy, picture broker, killed to come see her child, she was spending three weeks in a hospital, Mrs. Murphy received a divorce in Los Angeles.

A dead friend of Alec B. Francis by Stefan LeVriand, Belgian sculptor, has been cast in bronze in Hollywood.

Adrian Morris broke an ankle when he tripped over a stump at Paramount ranch in making 'Pursuit of Happiness.'

Corinne Griffith has turned Ben Goetz, stock broker, into a feature producer, for \$20,000 in a stock deal. She alleges that when she purchased the securities that Goetz agreed to repurchase, at any time. However, she says he failed to return the money, although he has the stock.

Will Rogers dropped into his Beverly Hills home from a plane trip and told his wife he planned to stay on the Coast indefinitely, but she

reminded him of a planned trek to the Orient, Russia, Germany and England.

Chaufeur of Jean Harlow, who pleaded guilty in Los Angeles to a charge of assault upon a policeman, sentenced to six months in jail.

A \$9,000 damage suit filed by Jean Robinson, actress, against a non-profess as a result of an auto accident in Los Angeles was settled out of court.

Chauncey Haines, Jr., orchestra leader, filed suit for divorce in Los Angeles from Calista Cristoph, radio singer.

As an aftermath of the closing of the Pantages in Portland, Ore., last November, Los Angeles, to pay \$900 costs in the Federal suit the company lost in a patent infringement complaint against Columbia Pictures Corp., and the William Horsey Film Lab after a two-year battle.

Name of Jack Oakie was stricken from the list of defendants in a Los Angeles suit for \$50,000 damages as a result of an auto accident.

Superior Judge Wood, Los Angeles, approved the contract between Valerie de Lorenzo, a minor, and Metro.

Vivian Flowers, actress, was granted prohibition in Los Angeles after being convicted in a C.O.D. racket.

Fred L. Burns, film western star of 25 years ago, was seriously injured in an auto crash at Bakersfield, Cal.

Hearing in Los Angeles of the \$16,000 damage suit brought by Peggy Dawson, actress, against Safeway Stores and two employees for a spinal injury received when she sat on an apple alleged to have been placed under a blanket in the seat of her car as a joke, was postponed when settlement was made out of court.

Fiske O'Hara filed a petition for bankruptcy in Los Angeles, listing \$21,620 in debts and assets of \$710.

Eugene Havas, editorial writer and social scientist of Budapest, visited picture studios on the Coast.

Kidnaping charges against R. C. (Denny) Dowling, Hollywood dancer, for taking Marion G. Randall, now his wife, to Yuma, Ariz., against her will, have been dismissed in Los Angeles.

Beatrice Lillie lost an appeal in L. A. from superior court judgment dismissing an action against Warners, Vitaphone and Darryl Zanuck for \$50,000 damages for allegedly forcing her to 'Shanties Shows' and exhibiting it as a short.

Unless U. S. orders to the contrary are received, Arthur Shorley, film director, will be deported from Los Angeles to Australia July 25. He came to the U. S. four years ago and obtained several extensions of his entry permit which expired last week.

An estate of \$15,000 was bequeathed to his widow by Alec B. Francis.

Midwest

Arthur Sheekman, former columnist of Chicago Times, is engaged to wed Gloria Stuart in September.

Irene Castle McLaughlin made a plane trip to New York. Her sister, Mrs. Eloy Bradford, succumbed to pneumonia.

Employees of the French Casino, Chi nite club, went on strike as reprisal for musicians who refused to join a walkout of cafe and kitchen help in a hotel last night.

Mrs. Adolph Zukor's \$87,000 worth of jewelry was recovered after government special intelligence unit traced wire transfers.

Two men and two women are being arraigned in the Pelony Court of Chicago.

Many film notables passing through Chicago in the few days: Thomas Meahan, Blanche Sweet, Verree Teasdale, Paulette Goddard, King Vidor, Elizabeth Hill, Anna May Wong, Frank Tuttle and Lanny Rogers.

Sidewalk cafe permits have been approved for Michigan Ave.

George Ade, American author, had a \$100,000 horse attack at his farm near Brook, Ind.

Cancellations

(Continued from page 7)

formed by home offices to have been received on 'Born to Be Bad' (U.A.), 'Dr. Monica' (WB), 'Laughing Boy,' 'Sadie McKee' and 'Thin Man' (Metro), 'Little Man, What Now?' and 'Glamour' (U), and 'Vergie Winters' (Radio).

Felix E. Polst, v.p. of Metro, after issuing home office instructions to his exchanges, is waiting a check on requests showing just what the situation is around the country. Meantime, the only important trouble comes from Los Angeles, where exhibitors were quick to consider the benefits of the Hays cancellation privilege.

Other distributors are also waiting reports from branches which will more closely indicate whether a few or many moral cancellations may be expected. General impression is that exhibitors are going to be very reluctant to cancel pictures that are not established box office worth regardless of their moral aspects, but that they will hop on every picture that is of dubious draft if a moral excuse can be found. Another probability expressed in some sales quarters is that the more powerful majors delivering a high percentage of quality pictures will not be as much protested as others. Accounts naturally won't antagonize distributors from whom they want continued flow of pictures, but won't care about others whose pictures have not registered at the box office.

Paramount, Fox and Columbia report at home offices that no requests for cancellations have come in. These companies at present have no pictures fresh on release which are under attack. So far as 'The Masquerade' is concerned, 'The Markers,' held to be objectionable in one church list because of the gambling matter, and 'Many Happy Returns,' are both so far away from being considered bad as to probably get no cancellations whatever. 'Girl Without a Room,' held to be indecent by Catholics, is so far on circulation that it may also escape.

The Mas West Pic

None of the Par accounts indicate a desire to get out of contracts on 'The Mas West Pic.' This, the first will want to see it, and then it is a question if they would want to cancel or could. Since the West picture is subsequent to the July 15 date on Hays' cancellation rights, it will have to get the Joe Brown okay. Cancellation could then be only under the 10% clause.

Aside from an unofficial report that exhibs in the St. Louis territory were talking of asking cancellations on 'Vergie' Radio's home office has received advice of no requests to pencil out the picture anywhere.

While scattered exceptions have been taken to 'Little Man, What Now?' and 'Glamour,' Universal does not expect that many requests for cancellations will eventually be filed against these pictures. WB, with a few isolated requests, reports that numerous exhibitors are turning up playdates at this time to see what happens. Many exhibs are held to be doubtful in their own minds as to what to do just yet except in cases where they don't like a picture's box office performance, and neither want to hurry a playdate nor to take cancellation action too fast.

Greater New York theatre owners are hesitating the least hurried except in cases where they want to get out of playing weak product. The Independent Theatre Owners Assn., setting up a committee to pass on objectionable features of film, has gone no further than that. The organization for the time being at least, is leaving everything up to individual members, with advice having been put out to exercise care in selection of product but no complaints or trouble with exchanges has occurred as yet.

The Hays office is being informed of requests for cancellation as they are reported.

HAL ROACH MAG

Hollywood, July 23

Hal Roach will publish a monthly fan-page house organ to be circulated among exhibitors and theatres.

First issue will be this week with Sam W. R. Cobb editor. Title of the publication to be 'Hal Roach Fanpage.'

New York Theatres

Screen—MARIE DRESSLER WALLACE BEERY
BWW in "MIN AND BILL"
Stage—BENNY DAVIS & Revue
Capitol

LOEW'S 25 MON. - FRI. 10 AM - 10 PM
KAY FRANCIS
"DR. MONICA"
Stage—Cotton Club Revue
Adelphi Hall—East of 65

RKO THEATRES

86th St. Wed. to Fri. July 23 to 25
"GREAT ILLUSTRATION"
81st St. "HELL CAT" with Robert Armstrong

Origin of Orpheum Circuit

(Continued from page 49)

bookkeeper in a wholesale carpet firm. He had a predilection for the theatre and in 1880 he opened the Fountain (Variety) theatre in the basement of the Thurlow block at Sutter and Kearny streets. He sold this to a man named Schmidt and opened a new place at Sutter and Stockton, known as the Vienna Gardens. This was the site of the original Tivoli theatre, abandoned by the Kreiling Brothers when they built their new structure on Eddy street, long the western home of opera comique. Walter took over the old house.

In 1884 the Wigwam was built by the Blaine Invincibles, then a powerful political organization. After the defeat of James G. Blaine by Grover Cleveland, the structure no longer was filled with enthusiastic Republicans and the place was leased to Walter.

He did so well that in '86 he took ground rent on a site on the south side of O'Farrell street, between Stockton and Fowell, and built the first Orpheum theatre in the United States. It was a low and rather formless structure, along the lines of the European music-halls, with a shallow square-shaped balcony which ran around three sides of the auditorium. This provided ample space for the display of aerial acts and also gave those in the rear of the lower floor an unobstructed view of the stage. It did not contain in most theatres. There was no gallery and the beamed ceiling made it ideal for the rigging of air acts.

At the right-hand side of the auditorium there was a bar in an annex, with arches to the theatre, practically the entire distance. The bar was open all day, but at show times the front third was cut off by a grille, with the remaining space for patrons who were not annoyed by pass-out checks. In accordance with the custom of those days all actors sat at the bar to gain the stage door. This was regarded as an attraction.

That the venture was unsuccessful was not due to a lack of experiment, for the shows ran all the way from opera, short dramas, musical comedies, which were more than burlesque, to boxing, wrestling and even tugs of war. Nothing seemed to elicit and locally the house became known as the O'Farrell street morgue. Finally the sheriff arrived and Walter turned his attention to a rathskeller.

Bogner Comes In

In August, 1893, Girard brought Walter into contact with Ben Bogner, prominent member of the Olympic Club, and known as the club clown. They formed a partnership, with Bogner putting up \$1,500 and Walter \$1,000. This house had been hypotheated to the United Breweries, and \$1,800 of the capital was paid the brewery for three months' rent. The San Francisco house, at that time the only theatre, was opened Oct. 24, 1893, and ran continuously until the fire and quake of 1906. It gave two performances daily, seven days a week.

With the bankroll cut by the rental payment, Walter had to go easy on the expense end. Hyde, Chicago ticket agent for the Chicago & Rock Island, advanced the fares for the initial shipment of acts, and Walter promised white paper from a newspaper to cover the two three sheet boards in front of the house. He got a donation of paste from a book binder, borrowed a pot of paint and a brush from a painter and personally lettered the space. Printed bills were not yet within reach of the bankroll.

Partnership trouble quickly developed. Bogner wanted to put in cheap shows. Walter argued that only the best would draw. He managed to buy out Bogner and started to play a lone hand. He had the right idea. The Orpheum was the only class theatre west of the Rockies. It was even a smarter show than could be found in most eastern theatres. The place was thronged, and shortly Walter had not only paid off all his old debts but had acquired an interest in the Chutes, a miniature Coney Island. In the court action following Walter's death it was testified that the

San Francisco Orpheum was taking a profit of \$60,000 a year.

The theatre was an expensive proposition. The cream of eastern vaudeville was employed for periods of from four to six weeks at salaries based on the fact that two to four weeks must be lost in travel. Fares were paid both ways. This also applied to acts imported from Europe, but the foreign contingent was amplified by acts to and from Australia and breaking the jump with his Orpheum date.

In 1894 the Childs opera house, Los Angeles, was added and renamed the Orpheum and a little later the Curtis opera house, Denver, also became an Orpheum, but this house never received proper local management and was dropped. Better fortune attended the conclusion of the Clune opera house in Sacramento.

Beck Enters

Much of the success of the enterprise should be credited John Morliscy, an expert and experienced showman, who had figured largely in San Francisco's theatrical affairs for many years. A Mr. Rosinsky handled the Orpheum's limited New York business and on his death, in 1896, the duties were taken over by Dr. Stoessel, Girard then had charge of the more important Chicago office, trying to pick up the acts there to save the fares from New York. The New York end was dominated by the Great Western Association, which bore in relationship to the subsequent Western V. A.

When New York became the more important spot, Girard advanced to that job. His Chicago place was filled by Martin Lehman who later took over the Kansas City Orpheum, which he had a considerable financial interest. Ben Harris was offered the Chicago spot, but refused it, and Martin Beck obtained the appointment.

Meanwhile, Gustav Walter had died and his estate was in a jam due to the conflicting claims of his widow and Mrs. Emma Sterett, who claimed to be Walter's common-law wife. Morris Meyerfeld, Jr., took over the management of Orpheum to protect the stockholders' minority interest. He filled the position so admirably that he was retained after the matter of Walter's heirs was compromised. Walter's death (May 9, 1898) interrupted negotiations for a house in Omaha, but Lehman subsequently put this through.

In 1897 Meyerfeld had formed a pool to purchase 49% of the stock in the Orpheums. After the passing of Walter he was able to gain a sufficient addition to retain control. But the new manager found himself in a predicament. The Frisco Orpheum had become outmoded. A new house seemed to be called for, yet it was impossible to make more than minor repairs between midnight and the matinee. Many plans were made, but there was always the fear that the loss of identity of the building operations might disperse the clientele or permit someone to start opposition. The house was not touched until the fire finished the work of demolition started by the quake. It had been one of the three houses in the country which did not employ 'chasers' in a closing program.

Meantime the death of Chas. Schimpf, Walter's nephew, had enabled Meyerfeld and his associates to acquire practically all of the stock holdings, giving Meyerfeld complete control.

Martin Beck married into the Meyerfeld family and became an increasingly dominant factor. It is probably largely through his influence that the Orpheum circuit entered into its booking agreement with the Keith office.

In 1928, the San Francisco Orpheum, which in its prime was the outstanding money maker, went straight pictures.

Lic. Comm'r Moss to O.O.

N. Y. Dancin', Schools

Licenses Commissioner Paul Moss plans to investigate the dramatic and dancing schools in New York City which promise their prospective pupils jobs after they finish the respective courses.

According to Moss, a number of the schools are milking their pupils, while those that are, conducting their business legitimately should be licensed as employment agencies when they secure jobs for the students.

What Price Sentiment

Billy Rose's Music Hall got to Willie Morris, Jr., especially the old-timers finale of the show. In fact, he got real sentimental about the bit which brought back memories and the things he heard about in show business of another era.

Willie called John Steinberg, the manager, and ordered a bottle of wine for everybody in the finale, for which 48 players are on stage.

Rubly costs 10 bucks the copy at the Hall, so Willie shot the works for a \$480 tab.

Magyar Shows

(Continued from page 55)

or London. Magyar picture production is still in its beginnings, although Budapest as a producing center has been put definitely on the map by Hitler.

Half-a-dozen night clubs with really good floor shows, such as Arizona and Moulin Rouge, also manage to calculate their expenses on 'coffee grounds,' i.e., they don't expect every visitor to drink champagne but pay their way on an average consumption of cafe noir and medium-priced inland wine. As a result, an evening at a bar or night club is no longer unattainable luxury, and without attaining the dizzy profits of inflation days, the places that have survived despite the now-falling more or less on the safe side.

Peggy's Century of Progress

Chicago, July 18.

Dear Benny:

Things are really okay at the Streets of Arabia village, which proves that talent is what the public wants. You should hear what the audiences think of my exhibit. You know, Benny, I was to a loop theatre the other day and the manager was bragging that he had to use the SRO sign one day. But that's nothing to brag about because we haven't got anything but Standing Room Only in my exhibit. And it's a good thing, Benny, because a lot of these fellows stand for two and three shows standing up. Can you imagine how long they would stay if they could sit?

We got to get a stronger screen or scrim, like they call it in show business. Last night a couple of conventioners broke through the scrim. They said they wanted to make sure that this was like it was billed: in the life and no illusion. They expect so much of an artist, Benny.

But those police people are still around. First there was that copper Alex Peckle but now there's a lady named Mrs. Gizzle who is supposed to inspect all the art exhibits and fan dancers at the Fair to see that they have some kind of costume on. My competitors haven't liked the business I'm doing and they're always sending Mrs. Gizzle around to see if she can find a rap to close me up. But we get along okay. I always let her inspect my transparent covering in the dressing room and Mrs. Gizzle gives me the okay. But you know, Benny, I'm honest and I don't like to cheat my public. So even though the coverings are not noticeable from the audience I always take them off after Mrs. Gizzle has inspected me. And Mrs. Gizzle always gives me compliments afterwards on how good my make-up looks from the audience. She says she can hardly tell I'm made up at all.

I have been going to a lot of meetings of the concessionaires and village owners. That's where all the men who have saws and things get together to find out what's wrong with the Fair. I've been to four or five meetings already and each time there's a different bunch of men there. At each meeting they have to introduce everybody as the new owner of this village or the new operator of that village. There's only one or two of the old crowd left. All the fellows with gold teeth and gray suede shoes and canes, are gone. Most of the men now have blue work shirts, cement on their shoes and carry fold-up rulers.

They are all contractors and it's funny how they talk about show business. One guy says he thinks his business would be better if he had more square feet of girls. One

G. V. Started Moving to Cape Cod 19 Years Ago—It's All Set There Now

SALLY RAND PAYING 1¢ FOR PERSONAL ADS

Chicago, July 23.

Sally Rand is paying \$1,000 weekly out of her own salary to advertise in the Chicago dailies. This follows the refusal of the Italian Village to sock any coin into the dailies for amusement ads. And the attitude of the Italian Village is copied by practically every village and concession on the grounds. There is practically no fair advertising in the dailies at all, and the papers are howling their heads off and cutting down severely on publicity.

When the Italian Village cut down their ads, Sally Rand went to the Village heads and offered to put up dollar for dollar for advertising. If the Village appropriated \$500 for ads she promised to put up an equal amount. But the Village chiefs couldn't see it. They said that if they accepted what good such advertising would do.

When the Village backed out on the advertising deal Sally Rand dug into her own pocket for the coin. Her press agent, Dave Lipton, visits all the dailies every-day and pays off in cash for the day's ads. Dailies locally have decided that no fair ads will be accepted on credit.

Cape Cod, July 23.

It's a long ways to Greenwich Village in the summer time. Some 325 miles. Because, after 19 years of migration, virtually the entire bona fide Village now evacuates New York in early spring and caravans way out to the tip of Cape Cod till late fall.

This summer, above all others, since Eugene O'Neill took the first step toward Provincetown's conversion into an art centre in 1915, Cape Cod's outpost is enjoying its fullest bloom.

Some 200 'art students' are knocking out a better livelihood than many of the Village's name people do back home. Obvious daubs on canvases that were ridiculed in the early O'Neill days are now being sold hot off the palette. Folks buy before the p.c. inter finishes his job—and at not bad prices everything considered.

Those who don't get publicity through wielding a brush have merchandise stalls between studios. In these are wares which can be purchased for \$1 in New York department and hardware stores, and which garner \$5 and up in the arty colony.

A Tourist Pilgrimage

Provincetown is now the bane of Cape Cod. Cars from as far as Texas and California come whizzing onto the stretch. As they fly northward only the gas station people are happy. The little tavern proprietors also enjoy snatches of the trade. But all of the southern and middle Cod folk know that nine out of 10 cars won't stop until they have reached the Dunes at the top end of the cape.

The tradespeople, except in places like Hyannis and Chatham, centers of summer estates of Boston bankers and New York tycoons, are plenty sore at Provincetown. They'll bend the ear of any tourist who will wait long enough.

Years ago, starting off to Provincetown! they'll start off in well-rehearsed horror.

CLAIM A.C. HOUNDS RUINING OTHER BIZ

Atlantic City, July 23.

Dog racing in the Municipal Auditorium with pull-must betting, enabled by a bill by legislature to bolster the city's finances, is the target for much free these days. First the hotel men complained that guests who had come for a summer's vacation were forced to return home much sooner than expected because of the losses on the track. Then merchants protested that residents were going to the dog's instead of their stores. And now the amusement men contend that the free admission to the track is ruining their business. The Mayor's answer to their practice under the threat that there would be no taxes forthcoming the next quarter if the city persists in competition with piers and theatres.

Track pays a daily rental of \$2,500. It is claimed that \$20,000 to \$25,000 is bet each evening, with much heavier play over the weekend. Amusement interests here blame the track for the early closing of Charles Purcell's musical venture at the Garden Pier, and the Chamberlain Brown Players at the Earle.

BIRTHS

Mr. and Mrs. Sam Krimstein, daughter, in Chicago, July 16. Father is with Courshon-Solomon Theatres.

Mr. and Mrs. Georgie Price, daughter, July 13 in New York. Father is the comedian; mother former Lorain Manners, professional.

Mr. and Mrs. Sleisinger, son, July 11, in Chicago. Father is a partner in the firm of Free & Sleisinger, radio station representatives.

Mr. and Mrs. William Helman, daughter, Culver City, July 15. Father is western division sales manager for Universal.

MARRIAGES

Jose Vinos, advertising manager for Warner Brothers in Spain, to Margarita Galtier, non-pro, in Barcelona, Spain.

Broadway

George W. Weeks in town.
Mary Henton back in N. Y.
Doc Faubus now driving a blower.
Robert Reid commutes and likes it.
John Willberg back from Hollywood.

D. A. Doran still interested in legit ventures.

Nat Kinson's schnozzoo chiseled by the doctor. Okay now.

Harry Sherman still recovering from a sprained ankle.

Jack Campbell and Edwin Ross-kamhi in Westport, Conn.

Mother of Minerva, moderate under knife for major operation.

Jack Curley recovering from abdominal operation at Polyclinic.

Jerry White on wagon until September aiming to drop 20 pounds.

Harold Winston directing Gloria Holden (the missus) at Grossingers.

Jack McInerney's office is now a private gallery but no autographs.

Ben Cohen, of WPA's theatre department in Chicago, here on vacation.

Mrs. Brown, with Paramount in St. Joseph, Mo., in New York on vacation.

Shirley Kinsley back from London town with two new plays up his sleeves.

Joan Miller back on Broadway after a week of starring in Cleveland stock.

Harvey Oddfield, Lincoln Journal film critic, motored into Broadway for annual o.o.

C. L. Oswald back to the Park, o. o. touring away in the field for a long time.

Boris Morros has taken off 26 pounds through dieting, with heat helping a little.

Sam Lyons has that "I will" look in his eye; will open any minute—and to a shiksa yet.

They were mugging celebs at the Casino de Paris premiere in the Zells (Paris) man.

Judith Anderson trying out in "Female of the Species" at Pittsburgh Civic Playhouse Aug. 15.

Maurice Bergman is deferring his vacation until September so that he can possibly get that Rolls Royce.

S. Jay Kaufman almost went to Europe last week, but canceled at the last minute because Billy Rose went.

May Einfield (Mrs. Charles) did a 99 at Oak Ridge up Westchester way and has been put on the femme team of that club.

Mark Luescher, press agent for the D'Oyly Carte company's New York, is starting Sept. 3 at the Martin Beck theatre.

American Airlines and Postal Telly now have a N. Y.-Chi aviation bonding line between the two.

Postal a la la booking of theatre tickets.

Smacked by opposition in the form of a flivver, Bessie Club Jim O'Connor hurt while horseback riding. Glimping around Albany headquarters with water on knee.

Georgia and Lorain Price are calling the new Mrs. Georgiana a combo of their own first names.

Baby is the sex both wanted, hence the Friday the 13th natal day is done very lucky.

Arthur Loew bought himself a new boat and a new plane. Lives in Glen Cove, Long Island, so picks up all Lew Loewesque, including that way in his boat every morning and sails them to the East River to work.

Top-repel bootleggers who discovered contraband was scarce and were phoneying it now are working on side gin. Repeat has brought side gin flizes into unusual popularity where former that drink was in little demand, and good side gin is scarce.

By coincidence, Bernard Sobol, dramatic editor of the Daily Mirror, went over on the same boat and came back on a different boat, but found his publisher, A. J. Kohler, aboard on both. Each went their own ways during the two weeks' interval. Sobol mostly confining himself to absorbing Italian lore.

Mexico City

By D. L. Graham

Panama admitted free to general ritz seats at local wrestling matches.

French revues in Spanish popular at the Teatro Lirico, where Lupe Velez got her start.

Disgruntled Mexicans partially wrecked a local boxing arena because bouts lacked pep.

Representatives of the Nudist Association of America here to establish a branch club of Mexicans.

War department to build big hippodrome for Equine sports events in historic Chapultepec Park here.

Mexican Authors and Composers' Union has taken charge of collecting royalties for its members from cabarets, cinemas and other amusement centers.

Ernest Ansermet, European symphony orchestra conductor, here to arrange for four concerts in the Palace of Fine Arts (National Palace) when it is inaugurated in September.

Picadores and Landerillos Union agreed that each member donate percentage of each performance's pay to fund for blind, injured or sick fighters in contracts for forthcoming season made with local bull ring management.

London

Evelyn Laye freeloancing.

The Buster Keatons' honeymoon vacation.

Cafe Angliani closing month of August.

Clifford Whitley off to Vichy for fortnight's cure.

Sir Gerald du Maurier's estate valued at \$90,000.

A. E. Abrahams off to Jersey for fortnight's holiday.

Universal's 'Are You a Mason' now in cutting process.

Jack Kitchner signed with Associated Talking Pictures.

A. K. Matthews back here after several years on Broadway.

Charles Heslop signed for Charles Cochran's revue, 'Streamline'.

Clayton Hutton to do another Broadway 'A' Z' part of a series.

George Foster is known among his intimates as the Earl of Thanet.

Gerrard Heath, agent, has leased the Kingstons Empire and playing vaudeville.

Notice up for 'Christopher Bean,' show closing July 21, after 14 months' run.

Cyril with flashing his first contract with Paramount's London Productions.

English film exhibitors back from the States en masse, and full of new ideas for office.

John Colton refused permission to land in England because he arrived without a passport.

H. Bendishy Pratt disposing of his hotel interests, but retaining Princess Restaurant.

Herschel Heniere's mother here on surprise visit, and locating son through Vaert office.

Arthur Dent making debut as compere at the gala preview of 'Blossom Time' at the Regal.

Frances Day moving into new house at Chiswick in time for her mother's arrival from New York.

Jack Taylor's new revue at Blackpool sold 10 grand, which is a success even for the West-End.

Charlie Forsythe and Addie Seaman grabbing a week's vacation in Paris, and then booked till September.

'Merrie England,' English operetta, produced by indie company, likely to go to the Princess theatre.

Eric Barker telling Bradbury Pratt he cannot give him any publicity on his Garrick theatre venture.

Edmond Jeans, monoed actor-boxer, now operating an eatery for artists, and calling it 'The Monocle Club.'

Elisabeth Bernger receiving 30 American visitors back stage at Apollo after they witnessed her show.

Everybody in the trade wondering what has happened to the film censor's annual report, two months overdue.

T. H. Bostock, Associated Theatrical Properties, announcing last week-ends. Cannot afford longer holidays.

Hal Rowson over here to crank posters for 'The Great Impersonations' 'Scarlet Plimpernel' directed by Rowland Brown.

Latest Universal capture is Valerie Hobson, going to Hollywood July 25. Her next part will be in 'Great Expectations.'

Charles Cochran not going to America before producing his recent 'The Great Impersonations' and even then is certain of going.

Gina Malo surrounded by cosmopolitan environment at her Chelsea dwellings. On one side an English Duke and the other a charwoman.

Relly and Comfort off to New York July 25 after playing 21 consecutive months here. Return in late October to pick up more vaudeville work.

Gracie Fields confiding to her friends she is quitting film and stage work when her present production, directed by Basil Dean, is completed.

'Murder in Mayfair' is title of new Joe Mollo show, which opens at Globe theatre after a few weeks' tour. Author and Fay Compton head the cast.

Henry Mollison back from America with justly acclaimed, which cost him \$2,000 in Chicago. Was offered contract by Metro, starting at \$600 per week, but refused.

Nicholas Scherzinger, assistant to Myrvyn McPherson of Metro's publicity department, going over to British International to handle publicity and press.

Jimmy 'Makeup' Barker throwing a July Fourth celebration, with Jack Votion, the Dave Baders, the Harold Youngs, Norma Evans and Val Youngs.

Brian Desmond Hurst (Cliff-Hurst Film Productions) back from Ireland after two weeks filming of 'The Sign of the Cross' and 'The Night Nurse' story.

Joe Connelly, head of Hearst's King Feature Syndicate, International News Service and Universal

Service, given press reception in London by George F. Allison.

Glennie Hill wanted by Sir Oswald Stoll for one week at the Alhambra, with English star expressing opinion it is not worth rehearsing act for one week's work.

Sophie Tucker discovered an unknown author while playing Brighton and is prevailing upon Warner Brothers (London). Limited to film his play, with herself as star.

Jack De Freese's new idea of presenting a jar of jam to his customers is attracting crowds at the South London Palace. Last week's attraction was a jar of vanishing cream.

Last minute change in British International's latest, 'Mr. Cinderella' Clifford Mollison to play the Bobby Howes part. Understood, BIP could not get together with Howes on the salary.

New comedy by Ian Hay and Stephen King-Hall due at Shaftesbury theatre in August, following provincial try-out. Show as yet untitled, but will have nautical background.

Jack Curtis and Dick Henry talking to Monsieur Restaurant and Palladium for joint booking of Harry Richmond. Want \$3,000 per week for dual booking, with offer being \$2,750.

Stenson, general manager of Leicester Square theatre, pulled a good publicity stunt for opening of 'Looking For Trouble.' Tie-up with Telephone Service, with various instrumentalists and guests displayed in lobby attracted business.

Panama

By Sam Drew

Mr. and Mrs. Joe Penner were visitors here.

Saba Shepard & Abraham Brill were married.

William Deutch of the Supreme Theatre Ticket Service a visitor.

Nudist picture being shown at Cecilia theatre—midnight show only.

Kelly's Ritz in Panama City has reopened with large floor show from Hollywood.

Raul Del Val, opera singer, giving concerts in Panama and Canal Zone theatres.

Panama National band came over to Balboa and gave a concert for the Canal Zoners July 4.

Leon Carrington, producer for the Mask and Wig, left for New York to arrange for new plays.

Alfredo St. Melo, Panama's own violin virtuoso, here visiting family. Will give concert at National Theatre.

Mr. and Mrs. Harry Yard, old-time blackface act, were given a blow out on their twenty-fifth wedding anniversary.

Richard Dix and bride here. Also Maybelle Cliff, wife of Laddie Cliff; Mrs. Cagney and Jeanne Cagney all on way to Hollywood.

Three trained ponies from the Dunbar & Schweyer Circus were raffled off on the streets of Panama. Owners failed to come and feed them after circus closed.

Charlie Hintman came here twenty years ago as an entertainer. He is singing his old-time songs at the Ritz in Colon.

The Hague

By M. W. Ety-Leal

Amusement tax in Hague declining.

Carillon concert at Amsterdam no panic.

Philips studio has created a new colored film technique.

Gretl Vernon, Viennese, singing in Cabaret Hollandaise, The Hague.

Renate Mueller here and also Elisabeth Rethberg, both singing for AVRO.

Lien Deyers, Dutch film star, under contract to Ufa, here, bathing at Scheveningen.

Death, age 81, at Amsterdam of Mrs. Rick de Mar, nee Kley. Very popular here in her days.

Net benefit of Stadium open-air concert to Scheveningen, the Hague, of orchestra each about \$4,000.

No big circus ventures to hire circus building at Scheveningen for summer season, which never happened before.

To draw more to box office for 'Rubber' by Mrs. Skeley Luif, reduction on seats given to those who bring along wrapper of one of her novels.

Willy Thunns, Dutch tenor, came over to Holland for a few days to appear in the French film, 'Naima' at Cabaret Hollandaise, The Hague.

Thunns as background. Thunns is taking out naturalization papers in France as he is more popular there than in his own country.

Vienna

Dr. Brwin Rieger vacationing in London.

Leo Mannheim holidaying in England.

Ralph Benatzky's 'The Little Cafe' 100 up.

Carl Laemmle photographed with Dr. Dollfus.

Leopold Kohn, 66, dies after prolonged illness.

Stuart Palmer's 'The Blue Crystal' serialized here.

Maurice Dekobra's 'Confucius in Pullover' serialized here.

'Men in White' and 'Libel' under contract at Reinhardt's here.

Hilda Heller appointed London correspondent of local film rag.

Franz Voelker on holiday until his reappearance in Salzburg festival.

Armin Robinson of Swiss Doremi agency holidaying in upper Austria.

Klemens Krauss listening 'Arabia' and 'Rosenkavalier' in Frankfurt.

Body of late Hebrew poet, Chaim Nachman Bialik, being carried to Tel Aviv.

Hans Hartsh trying to get Ralph Benatzky to act one of his librettos to music.

Colob Lipowitz, 69, founder and editor-in-chief of Neues Wiener Journal, dead.

Leopoldine Constantin under contract with Volksteater to star in S. N. Ichmann's 'Biography.'

Mrs. Wax castle in Salzburg turned into casino in order to add to attraction of festival town.

Victor Barnofsky will present Annabella in 'Twelfth Night' in the Theater An der Oper, in fall.

Volksteater management keeping eye on Komedie theatre with a view to affiliating both houses.

Benz Wax of Vienna's 'Q' theatre touching Vienna on special continental trip in search of plays.

Paul Hartmann, who is tied for six months with Burg theatre here, has signed up with States theatre, Berlin, for rest of time.

Special Paris version of Lehár's 'Prasquita' to be done for first time in Austria at the Arena in Baden, two hours from Vienna.

Max Reinhardt to direct Bernard Shaw's 'St. Joan,' with Paula Wessing, in fall.

Janary as the Dauphin, in fall, before leaving for Hollywood.

Budapest

By E. P. Jacobi

'Duck Soup' (Par) ruled out by Hungarians.

Jan Csaplinsky, ballet master of Budapest Opera, departed for an engagement in his home town, Warsaw.

'Star of the Circus' to be played by newly-discovered young Hungarian dancer, Edith Tolnay, in Holland.

Fekete completed new play, 'Cape of Good Hope.' He subtitled it 'The Story of a Postage Stamp in Three Acts.'

Rosie Barsonyi back from London performance of 'Ball at the Savoy,' to appear on Hungarian stage after four years' absence.

Glitta Alpar signed for new musical, with score by Brodsky, in Vienna early in the fall. Play entitled 'Her Majesty Enjoys Herself.'

Otto Indig, who wrote 'Bride of Toroscello,' being sued by three different fellow authors—non-pro-for plagiarism in his play, 'Man Under the Bridge.'

Bea Zoltana, dancer, suing Lloyd Insurance Company for insurance premium on account of accident to her foot, incurred while dancing in Vyborg, Finland. Insurance company maintains dancer's disablement is due to a chronic disease, not an accident.

Washington

By Don Craig

It's a girl at the Lou Brown's.

Mary Brian sets new high for local partying.

Box schedules second local revue for Aug. 25.

Maybelle Jennings to Coast with hubby via canal.

Conrad T. Hitt and Helen Reed honeymoon takes three weeks.

Arthur Reilly, Herald globe trotter, persons at Keith's.

Carter Barron, new Loew division manager, to keep office here.

Phil Lampkin takes three weeks from Fox pit to see moon and pop in Calif.

Beer-Cornera light piece circling through suburbs, but D.C. houses still afraid of the D.A.

Rodney Collier claims he drove from Chi. to Wash. in 17 hours without running off of cops.

Johnny Hays in dedication of new Variety Club quarters in Willard, first Variety club to invite wives to debut.

Paris

By Bob Stern

Gilbert Miller at his Paris flat.

Isidor Philipp leaving for U. S.

Laurence Stallings renewing war contacts.

Entire United Artists crowd out of town.

Hope Hampton and Jules Brulout here.

Rip revues to open coming season at Varieties.

Louis Bromfield to London for several months.

Harmony Sisters in Gaumont Palace stage show.

Harold Smith to Normandy for rest after quota fight.

Katharine Cornell and Guthrie McClintic on trip.

Beniah Livingstone back after nine weeks in Spain.

Gene Barre, just out of Conservatory, hired by Odeon.

Victor, of Florence, buying the Witterler's Studebaker.

J. J. Shubert attending Josephine Baker show at Vichy Casino.

Claude Andre Puget doing French adaptation of Barrie's 'Peter Pan.'

Darryl Zanuck arrived, and waiting for Joe Schenck to show up.

Annabella, suing three German film companies which held out her pay.

Ilcos' 'Fifth Fingerprint' (Fox) held over for second week at Marignan.

War veteran authors and composers forming association of their own.

Colette, author, doing her first film original, titled 'Divine,' for Eden Productions.

'Unfinished Symphony,' Schubert film, in 40th week at Studio de l'Etoile, new record.

Fox Movietone News following Tour de France bicycle race with special car. Daily releases.

Showings of German films, under quota, in Alsace-Lorraine authorized by presidential decree.

David Souhami, back at local haunts, busy supporting his assistant, Oswald, starting other plans.

Gina Mancek back from Morocco to dub her own part, Josephine, in talker version of Abel Gance's 'Napoleon.'

Hoffman Girls getting scarce for their lives when crowd breaks police line at night racing at Longchamp and charges them.

Grimwicks starting shooting on 'Nuits Muscovites' at Billancourt studios, with Annabella, Spinelly, Harry Baur and Pierre-Richard Willm in cast.

Cicely Casadeus, of musical family, getting first prize at Paris Conservatory, hired by Comedie Francaise and married to Lucien Pascal of the Odeon.

Jacques Coeque to present Shakespeare's 'As You Like It' as opening piece at Atelier next season, with Madeleine Lambert in lead, music by Georges Auric and adaptation by Jules Delacoe.

Stroudsburg, Pa.

Colleen Moore checked out at Buckle Inn.

Rolanda and Viejeta dancing at the Glen Brook Country Club.

The Orfeo Grand Opera Company appeared in the Lutherland Casino.

Eugene Lowenthal and the Ensemble Art Trio concerting at the Manor.

Gary Nelson and his band, with Harriet Hilliard, one-nighted at Dorney Park.

Night baseball with big booster games continues to cut in on local theatre patronage.

Five thousand dollars has been pooled by nearly mountain hotels for late advertising.

A boulevard cafe, 'Cafe de la Paix,' with some equipment opened by the Penn-Stroud.

Pharo, Egyptian magician, accompanied John Bowman's travelogue at the Maplehurst.

Weekly 'Lunch' from the Unity House tied in with WEVD, New York, and WDAU, Philly.

Richard Crooks, Frank LaForge, Queenie Mario, Jose Hampton, and Wilfred Peltier to appear at Buck Hill.

Five Grove Players at the Unity House will present the first American showing of Emilio Anzani's 'Fortunato.'

Five summer seasons make that Dutton, with his band now at Penn Hills Tavern, the oldest maestro in the county.

Poco Players in the Stroud Theatre played 'The Family Upstairs' and next will show 'The Impassioned Love of Ernest.'

Corolla Studio's 'Gilliam's Duck Hill Dramatic Club' opens the annual summer season with 'Raton's The Purple Dove Knob' and 'Syng's 'Ride to Australia.'

Barrie's 'Alice Sit' by the First, presented by Paula Shay in the Shawnee Summer Theatre, included the east Norman Dugan of the Southwestern and Warren Metcalf, juvenile of the New York and London 'Strange Interlude.'

Hollywood

steffi Duna lost a tooth.
Ralph Murphy ill with the flu.
P. E. Halligan in from Manhattan.

Freddie March has bought 10-acre ranch.
Hans Schwarz divorced from his appendix.

Clare Grant tossing a roller skating party.
Jackson Rose on month's vacation in Hawaii.

Archie Josephson sweltering in Kansas City.
Mrs. Roscoe Karns had her appendix lifted.

John Cromwell packing for a European jaunt.
Stuart Anthony recuperating from sinus op.

Phyllis Bottomo, English novelist, on tour studios.
Jackie Cooper and his folks sailing to Honolulu.

Anna Sten doing mountains at Arroyo Seco.
Edward Winslow of the London Repertory in town.

Joe Morrison east Aug. 1 for personals at N. Y. Swingling thru Fox exchanges en route east.

Mae West and Jack Durant hitting the niteries together.
Sip Lipman is opening a Bevilh agency for ork members in studios.

William Frazer, Harold Lloyd's on, joined the great with a hole in one.

John Arnold made honorary member of France-Cine, French lensers' outfit.

Hugh King has resigned as radio contact man with the W. M. Morris agency.

Spotlight fell on Clara Lou Sheridan at Par while she was posing for a still.

Harry Ruskin did nine days writing at Par before learning his wrist was broken.

Victor McLaglen sued for asserted tardiness in paying for a burglar alarm.

Maybelle Jennings, pic critic on the Washington, D. C. Herald, ogling studios.

Jim Mitchell out of the hospital and continuing treatment for secondary anemia.

Fox says Will Rogers' 'David Harum' has grossed million bucks in three months.

L. W. Robert, assistant sec of the U. S. treasury, feted at Fox by Winfield Sheehan.

Dr. Ernst Stern, brought here from France to do acts for 'Caravan' on route home.

Ilhan James to Manhattan to make some scenes of Ethel Waters for 'U. S. Gift of Gab'.

Vernon Tressau, fated at Fox by Winfield Sheehan.

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Minneapolis

By Les Rees

Max Roth, Columbia district manager, a visitor.

Star has woman political writer, Mrs. Vivian Thorpe.

Joe Pulaski, RKO salesman, had his automobile stolen.

Douglas Pratt, Columbia booker, here on inspection trip.

Walter Branson, RKO district manager from Chicago, in town.

Another teamsters' strike and heat wave are smashing down theatre grosses.

United Artists salesmen recipients of new leather portfolios from New York h. o.

Fred Waring's Pennsylvanians at State next week, first stage show here in several months.

George Turner, M-G salesman, backchoring it while his wife and children motor to Seattle.

Harold and Danny Finkelstein have taken over distribution of 'Bank Nights' for territory.

John Branton, Public shorts booker, escaped a jury when a truck hit and badly damaged his auto.

Frank Reinhardt, Universal salesman, still laid up by injured arm sustained in automobile accident.

Columbia chain station here, held frolic at Excelsior Amusement Park.

Clamor for 'family pictures' is resulting in increased demand throughout territory for such films as 'House of Rothschild,' 'Sorrell and Son' and 'Jane Eyre,' survey shows.

Max Stahl, United Artists exchange manager, has moved from the Hotel Radisson to a furnished mansion where he is host for the summer to his young daughter from Cleveland.

Out-of-town exhibitors visiting Film Row included H. M. Johnson, Bryson, Minn.; H. Y. Snoots, Little Falls, Minn.; Ed. Briland, New Richmond, Minn.; Clint Noreen, Frederic, Wis.; Granga family, Spooner, Wis.; the Kays, Glenwood City, Wis.; C. T. Vik, Dawson, Minn., and George Ryan, Hector, Minn.

Des Moines

By R. W. Moorhead

With the heat on, local pools get all the biz.

Mr. C. Ralph Branton visiting in Minneapolis from N. Y. city.

Mrs. J. J. Delich visiting in Seattle for a month.

A. H. Blank and G. Ralph Branton in New York on a buying trip.

Lionel Wasson commuting between here and Omaha.

The potato chip biz has an edge on the popcorn biz these dog-days.

The Elmer Tiltons and Harry Hermans vacationing at the Iowa lakes.

Madge Ward, secretary to Messrs. Blank and Branton, suing Harry Ward for divorce.

Hope Emerson, another local gal who popped up by these dog-days, before starting her picture contract with United Artists.

Capitol, Davenport, closed for general renovation, and Paramount, Omaha, (both Tri-States) closed through lack of product.

Vergne Ford, manager, Paramount, won Tri-States award for increased biz in a 12 weeks' drive.

Used the prize money for a vacation in Iowa and Strand, Grinnell, merged, with Win. Mart in charge.

Dick Phillips, former manager of the Iowa, to be traveling manager for Central States.

Pittsburgh

By Hal Cohen

Dave Brondy shot a 76 in qualifying round for city golf championship.

Bill Scott's dotter just had a birthday, says 17, and is pop proud of her!

C. J. Latta planned to coast last week to pick up his family and drive them back.

The Joe Feldmans to New-York by motor over week end to visit their families.

Harvey Gaul, drama art and music critic for Post-Gazette, laying off for the summer.

Sam LeWinter, former Ambridge theatre agent, finding the beer parlor biz more profitable.

Jerry Mayhall has installed one of his hands at the Twin Gables, with Sally Hughes as soloist.

Mrs. Ben Kalouskas, wife of WB booking chief, in hospital recovering from serious operation.

Jack Jenkins, chairman of a local school, has been hit out of the second consecutive month.

Sid Jacobs, of Sheridan Square, Eddie Johns, of Arsenal, and Mitt

Smith, of Belmar this week's managerial vacationists.

Dorothy Bushy mistress-of-ceremonizing those Satate afternoon state shows at nabe Liberty.

Oliver Kenyon, head of Carnegie Tech drama school, summer in London seeing all the shows.

If Jimmy Balmer's daily plunge doesn't give Atlantic City a couple of tidal waves, nothing ever will.

Lyvin Hattersell, long active in amateur theatricals here, playing summer stock at Peekskill, N. Y.

John Kinsky in town en route to coast arranging local distribution for English version of 'Macduch'.

When Edgar Moss and Harry Kalmine got together to talk bookings you could hear it 15 floors up.

Elmore O'Neal, formerly of the Variety ensemble, a nite club favorite these days in Wheeling, W. Va.

Howard Burkhardt back to Baltimore after subbing for Penn manager, Mike Cullen, during latter's vacation.

Herman Armstrong has signed with Harries as featured organist at Alvin when house opens next month.

Louie Amen, who used the name LeRoy O'Neal, held over here for second week at Hotel Summit.

Baltimore

By Albert Scharper, Jr.

Gilbert Kanour vacationing. Charlie Cook back in town.

Don Kirkley with a whistle haircut.

Howard Burman currently N. Y. ink it.

Bergere-Trout Agency seeking larger quarters.

Lillian Dietz plotting Chi Fair junket in August.

Max Cohen footed bill for operation on children.

Eddie Welch's m. and sister visiting him in Hollywood.

Betty Miller, socialite, joining Hartford, Conn., Provincetown.

Harriet Brown's rep. replacing Ted Bartlett crew at Mayfair Gardens.

Two local niteries die in week. Joe Brothman's and Chic Schaefer's.

Phil Wolfson back on job at Hipp after five-week tan-collecting trip.

Les Sponsler giving burg' heat blast of boxing it has glimmed in moons.

MCA arranging one-nite tour through these parts for Hush O'Hare's ork.

Karyl Norman (Creole Fashion Plate) current in floor show at Mayfair Gardens.

Eddie Sherwood on a quickie swing thru upstate towns on ASCAP mission.

Tone poem, 'Arlande,' by Ed Cook, local musician, to be played by Frank Black's ork.

Phil Harris tanned from fishing trip made just prior to vaude date currently at Century.

Harvey, on Long Loew's div. sue, hereabouts to Cleveland to try to ease the \$8,000 weekly losses from the ledgers that the brace of chain's houses there have been incurring.

San Francisco

By Harold Book

Town slowly normalizing after the strike.

Judd Clark married during all the excitement.

Bridge and golf scores bettered during the interim.

Will Aubrey and Cliff Work took in all the ball games.

Jim Tully up from Hollywood to write of the general walkout.

Mercedith Willson flew back from L. A. to take up his NBC programs.

Jack Goodwin vacationing from KPIX with his old alma mater at KPIX.

Marion Fonville in from KMBC, Kansas City, where he's a producer, to jump the old sights.

Charlie Skouras demanded strike excitement during his visit, so he got it via firecrackers.

Honolulu

By Mabel Thomas

Miss Ida Kornemann, private secretary to Louis B. Mayer, here.

Johnny McKeon, long for a two-month vacation, going to New York.

Mina Gombell having a grand time with friends here for two weeks.

Charlie Chase and her daughter, Jane, here for three weeks.

Paramount and Fox newsmen here to cover the Presidents' arrival.

Homer Tyson, announcer with KGU, Honolulu, married Mrs. Madeleine Lawson on June 13.

Shirley Hamilton, Harry, orchestra director, and director of the British Broadcasting Company, a visitor for one day en route to N. Y.

New Haven

By Harold M. Bone

S. Z. Tell home from summer. Eddie Roy's ork into Paradise Inn.

Law Schacter enjoying a gypsy vacation.

Ray Quinn is so proud of that offspring.

Cliff Pascarella now heads his own ork.

Lewis Bros. circus hit Wallingford Tues. (17).

Week-end vaude out of Howard for summer.

Hagenbeck-Wallace circus did fair biz here.

Jack Brassil learning show biz from bottom up.

Hal Hixon brings a show into Seven Gables Inn.

Mid-week acts at Strand folded after brief tryout.

Ruth Gellert joined Stony Creek Players for a week.

Charles Furelowe has joined N. Y. Guilford Players.

Heien Arva, from F. & M., into local nite spot floor show.

Sally H. Litch Opera Co. already casting for fall productions.

Charley Smith doing himself proud with that Register band.

Surgeons took another bunk out of Jack Sanson—recouping okay.

They're using Fred Stone's Conn. ranch as a military training ground.

George Reising has just enough kids to start his own basketball team.

Ina Claire pencilled for late summer 'Biography' at Stony Creek.

Jitney Players' guest artist, Fred Smith, rushed to hosp. opening nite.

James Furness filled in.

Cincinnati

By Joe Kolling

Irving Aronson's ork at Coney dansant.

Cut in elec rates a nut reducer for exhibs.

Mike Kavanagh loud speakered 'Buildup Drummond' for UA.

Gleam, Cliff Boyd's champ chow, copped litter of prizes in East.

Irwin Rock back at RKO Paramount as assistant to Joe Goetz.

Lotsa trios and foursomes of singing musikers bukin dusi parlors.

E. V. Dinerman's big brother, Harvey, on from Brooklyn for va-cash.

Zoo going in for vaude as free attraction, using 6-act bills, mostly local.

Racing meet for Bill Dwyer's Coney track set from July 31 to Oct. 20.

Beer shop in Covington, Ky., uses stuffed game collection as bailey; no snakes in the lineup.

Colonel Arthur Prudenfield and the misus motoring to Michigan and Canada for fortnight.

Lookout—House, nearby—Kentucky spot, only niterie hereabouts with line of sale in floor show.

Florence Klipp, RKO switchboard empress, dividing two-week holiday as hitch-hiker and in evening gown.

Press announcements of engagement of Carlos Harrison, in UA publicity department at N. Y., to Charlotte Reiff, local belle.

Former Cincy Civic Opera Assn. and Muni Opera Foundation in combo as Civic Opera Assn., with Charles F. Williams, pres. of local insurance firm, as head.

Montreal

Charlie Dornberger back on the air.

Twilight racing starts Monday (23).

Arthur Larente rents island for summer.

Phil Stone taking bows at Embassy niterie.

Chris Ellis handing out circus duets to kiddies.

Wally Brown new m.c. at Imperial, getting good hauls.

Jim McKeon, N. Y. interviewer, back and Dumpey.

Cecil E. Duffy, asst. manager Princess, dead Saturday (14).

Joe Crampton, gets first interview with Prime Minister Macdonald.

Raoul and Mrs. Cloutier getting some fine trout in the mountains.

George Donato target ork to Naples cafe, opened Saturday (14).

Jim Adams pays 12 pence Loew's on first hole-in-one of season Monday (16).

Heller at Corona doing big biz gentle heat. Niteries making point of coming lively.

Al Barnes Circus (220-21) did clean-up biz here following good press at Ottawa and Quebec City.

Chicago

Dave Levin in town.

Inez Norton looking over City.

Lita Grey Chaplin going back to Coast.

Prima-Midway made its exit from the Fair.

Dorothy Atee is motoring in from the Coast.

Herrie Andro skatted WGN for a short vacash.

Al Short assisting Mrs. Roosevelt in her broadcast.

Circuits around here talking of recovering from the Fair.

Michael Todd has written a book-out for Billy House.

Faith Bacon now calls her routine the garden dance.

Duke Seaweed drinking orange juice for a sore throat.

Mary Pickford was front page copy on her visit to the Fair.

Joe Abramson coming back to town after two years in St. Louis.

Theatre circuits are scrambling for the Standard Oil of Indiana free show.

Leo Sakin starting to rehearse his 'Jigged Follies of 1934,' colored show.

Harriet Gynor passed through wearing those Hollywood smoked glasses.

'Goldbergs' at the Chicago, lined their way up on the sidewalk four abreast.

Roy Bruder, the golf king of B & K managers, second only to Harry Ballaban.

Sally H. Litch Opera Co. had off her production after the first week at the Italian Village.

Carol Frink, of the Herald and Examiner, recuperating from an appendectomy.

Mickie Mayer, son of Arthur Mayer, on a horseback tour through Yellowstone.

Eddie Elkort off on an extended tour to Louisville, Cincinnati and Indianapolis.

Jack O'Malley, formerly of O'Malley's Casino, managing the 13 O'Clock Club.

Harvey Cannon, manager of the Imperial theatre in Brunswick, Md., here to see the Fair.

Charles Sinclair, who was manager for W. T. Hodge, has joined Hollywood-at-the-Fair.

Mrs. Roosevelt listening to the singers in the English Village on her recent trip through.

First of the World's Fair revues, under the management of the Fair, is going into rehearsal.

Frankie Quattrell doing a Lombardo at the Villa Venice by augmenting with his two brothers.

This summer resort town saw an exodus from the west side to the lake front every time the sun comes out.

Polly Rowe, the little girl in 'Counselor at Law,' is a stylist for I. Miller shoes and giving radio talks.

One of the agents is making book on the cost of the Palace shows within four weeks: He's already booked \$200 in bets.

W. H. Fisher, Sam Sayres, Nor-man, Geisbaum and Bob Stieve, all on the Chi Daily News pay sheet, camping at Star Lake, Wisconsin.

Cleveland

By Glenn C. Pullen

W. Ward Marsh off to Canada—fishing.

Mary Pickford coming to guest-star at air races.

Hillier's Reign of Terror' pulled out of Allen after two days and five stench bombs.

'Sailor Beware' held up curtain five minutes when actor couldn't find his pants.

Nick Pinardo, dressing intestine were choking his appendix rushed over to hospital to be cut up.

McGraw-Hill here for two weeks of stock 'Fagan Lady' at Ohio, with McLaughlin's company.

Duke Ellington booked by Addie Addison for Loew's State next month on heels of Cab Calloway.

Cella McCoy, dance teacher, given spot with Paul Specht's band as singing dancer for European tour.

Wife of late Earlright Boyd, noted politician, cafe manager, opening cafe in their old home with Louis Brooks.

Nanette Kraft, daughter of Edwin Kraft, Cleveland, organist, won the local CBS-Dick Powell auditions.

OBITUARIES

JOHN WINNINGER

John Winninger, one of the five Winninger brothers, is dead. His wife, Minette, survives. John, a brother of Charles Winninger, of stage and radio, died at his home in Wausau, Wis., after a brief illness, July 12. He was active in the presentation of repertoire companies in tents throughout the Midwest.

He is the second of five brothers to die this year. Frank, another well known in the state, passing away about six months ago at the Wausau estate. The three surviving brothers are Charles, Adolph, the youngest, now in Hollywood, and Joseph, who lives in Wausau.

BILL PICKENS

Bill Pickens, 60, sports promoter, died July 21 in Los Angeles from blood poisoning which earlier had necessitated the amputation of a leg. More than 30 years ago he promoted Barney Oldfield, and long before six-day bike races he backed cycle events around Atlanta. Later he joined C. C. Pyle in sponsoring a traveling troupe including Suzanne Lengien and Vincent Richards.

He is survived by his widow, a daughter and a son. Funeral was held on the Coast.

J. MORGAN COOK

J. Morgan Cook, columnist and, until a year ago, drama critic of the Philadelphia Inquirer, died Thursday morning at the University Hospital following several operations. He was 57 years old.

His daily column on the editorial

In Loving Memory of

JAMES J. WILLIAMS

Died July 27, 1930

Mrs. James J. Williams, James J., Jr., and Boys of Globe Transfer Co.

page had long been a popular feature. Poor health recently had caused him to devote his entire attention to his daily column and Linton Martin was made drama editor and critic.

He is survived by his widow, a son and two daughters.

MAITLAND RICE LEDERER

Maitland Rice Lederer, 37, son of George W. Lederer, and himself at one time active in picture production, died in Santa Monica, Cal., July 21 of a heart attack.

Further story will be found in the picture sections of this issue.

His mother, Adele Burt, arrived from New York by plane Monday (23), with services in Hollywood Cemetery today (Tuesday) at 2 in the afternoon.

WILLIAM ZANFRETTA

William (Dad) Zanfretta, 79, died July 19 at Pasadena, Cal., following a three months' illness. Zanfretta was for many years a member of the Zanfretta family of clowns. He was born in Old Town, San Diego, Cal., and started his theatrical career at the age of five. At the time of his illness he was associated in the publication of Filmograph in Hollywood.

JACOB LUSTIG

Jacob (Jake) Lustig, 56, died July 18 at his home in Los Angeles following a lingering illness. Deceased was a veteran theatre manager in Southern California, and was for years identified with a poster concern in Los Angeles.

R. H. Lustig, a brother, survives.

CLYDE W. SIMONS

Clyde W. Simons, owner of the Simons theatre in Los Angeles, Colo., died in Pueblo, Colo., after a heart attack. He is survived by his wife, Dorinda, and two children, Robert and Doris.

OLIE MACK

Olie Mack (Murray and Mack), 64, died in Seattle after several years' illness, July 20.

He is survived by widow and two sons.

MAX ASHER

Max Asher, 45, one of the Asher Brothers, pioneer Chicago theatre owners, died here on July 20. He wrote show biz in 1909 with two brothers, Harry and Nathan, and by

1920 had largest string of theatres in Midwest. Later circuit was split up and sold to others, such as Dala-ban & Katz, RKO, Essaness, and Indies. Asher was unmarried. Burial in Chicago.

HELEN LEWIS

Mrs. Helen Lewis, 48, widely known newspaper correspondent in Australia, China and Japan, and formerly studio publicist on the Coast, died from burns received in her Beverly Hills home July 19. Mrs. Lewis, a widow, lived with her brother, W. C. Simmons.

FRANK TATE

Frank R. Tate died in St. Louis yesterday (Monday). Tate built a picture house in St. Louis and the George M. Cohan theatre in New York. He had been ill for a year.

JOSEPH H. BROTHMAN

Joseph Hyman Brothman, 42, prominent Maryland interior, died in Baltimore Wednesday (18). Survived by widow and son.

ALBERT C. SHAEFER

Albert C. (Chick) Shafer, 29, night club proprietor, died in Baltimore Tuesday (17). Survived by widow.

Major Harvey M. Hobbs, retired, former assistant manager of Keith's, Syracuse, died suddenly July 16 in the Syracuse Psychopathic Hospital. During the last year Major Hobbs had been principal of Manlius, N. Y., high school. The West Point graduate suffered a severe head injury several years ago when he was slugged by hold-up men in the Keith lobby.

Widow of George Edwards, musical comedy impresario, died in London, July 10, aged 78. Deceased was popular actress and singer 50 years ago.

Wife of Richard M. Kennedy, district manager of Wilby theatres, died Monday (16).

Rowland Ties Buzzell For Columbia Musikers

Hollywood, July 23. Eddie Buzzell gets a three year's directing contract from William Rowland, producing musicals for Columbia.

Buzzell's first under the pact will be direction of 'Girl Friend,' on which he replaces Russell Mack.

50 YEARS AGO

(Continued from page 51)

Falls, Minn., and Orton's in near-by Wabasha. No great damage to either show.

Pat Harris' museum in Pittsburgh put on 'Pinafore' with an extra character written in; an imitator. Gave imitations of animals and J. K. Emmett.

Ernest Gye, of Covent Garden, signed a provisional contract to handle the Metropolitan. Abbey had quit.

John B. Dorris' circus laid flat by a blowdown July 4. Third time in two weeks. Getting used to it.

Circus style war in Denver. Academy billed a minstrel troupe and the Taber Grand plastered the Academy boards with stickers for Callender's troupe.

Riot in Madrid when 10,000 persons (some of whom waited all night), fought to get into the bull ring to see a new fighter. Several hundred police failed to keep order.

Julius Cahn lived as Catherine Lewis' manager. Later published Cahn's Guide.

Theatres mostly closed but summer opera troupes thicker than flies in a lunch wagon.

Keith & Fitcher took their first Clipper ad for their Boston time museum. Bragged about its entrance, which had been suggested by E. P. Albee.

(Continued from page 61)

liam, who reopened the legit Hanna with double feature bill and closed it two days later.

Windsor French, former gossip columnist, known as Noel Francis, back from honeymoon trip with Margaret Perry, stage actress and daughter of Antoinette Perry.

Detroit

By Lee Elman

Music new manager of the Annex. Jimmie Rush to Chicago to buy acts.

'The Drunkard' going good in its fifth week.

Park Ave. Penthouse, closed by the law, will reopen Aug. 1.

Bob Chester likes working nights so he can go to toil, games, etc.

Sally Fields breaking into print again in Hotel Amusement Guide.

Westwood Gardens hurting all the clubs in town, playing to over 20,000 people a week.

Kendall Capps commuting between the Club Manhattan and his cottage at Oxford.

Cliff Bell closed his Commodore Club for the summer and remodeling. Open middle of September.

The usual summer crop of rumors about theatre changes arrived. Most of them about first run houses.

Mickey Cochrane signed up to play the Fox if the Tigers got the pennant. He plays a mean saxophone.

Seattle

By Dave Trepp

Earlington, class golf course, has gone public.

The Vic Meyers summering at Lake Washington.

Murray and Harris arrived from Shanghai, but then had a good deal of trouble straightening out play dates and left it sitting around in the Imperial Hotel from May 6 to May 26 before giving it 18 days of work.

Question of who was to pay the hotel bill for those three weeks was not covered by contract and had to be settled with the police acting as arbitrators.

Troubles of that aggregation have brought on a new set of regulations for foreign artists playing here, due to an agreement between the Foreign Office and the Home Ministry.

Disagreement between these two branches of the government was responsible for the deportation of the Marcus Sherry. Now that has been fixed up. Roughly the new regulations decree that, in order to play Japan, an act must be guaranteed by some eligible person or corporation. Authorities will not grant a working permit unless shown a signed contract. All dialog must be submitted to the police one week before the engagement starts and none of the act must be without express police permission. Same applies to song lyrics. Effect of this will be to make bookings more difficult for acts using talk or songs, unless they have responsible agents in this country.

Denver

By Jack Rose

A. F. Bergman and J. G. Tustison, ERPI engineers, are vacationing.

Son of T. B. Noble, Jr., was severely bitten in the face by a police dog with whom he was playing.

Frank L. Dent, just out of college, son of Louis L. Dent, of Dallas, has been made booker for the Westland circuit, with headquarters here.

David W. Oyler, motion picture operator who studied law in his spare time, is a candidate for the Democratic nomination for attorney general.

Hot weather is keeping most of the out-of-town exhibits at home, but these five were seen on the row: Wm. Ostberg, Scotchbiff, Nehm, Gertrude Robeson and Dave Ashmun, Idaho Springs, Colo.; Chas. Klein, Deadwood, S. D., and W. B. Cook, Cripple Creek.

Milwaukee

Leo Salkin, not L. K. Brin, has taken over the hotel at Riverside. Salkin also operates Palace theatre here.

Dave Miller, for past year on stage with his band at Riverside, will pull out in August to play dance engagements.

Robert A. Hess, attorney for Society of Artists and Composers, became boom for district attorney on Socialist ticket.

Al Tusa closed his swanky Varieties, downtown nitery, for the next two months. Plan extensive remodeling before reopening in fall.

Jury Buemick now manager of the Mueke Bench dance pavilion, succeeding J. T. McKinstry, who will devote full time to operation of the Garden theatre.

Portland

By James T. Wyatt

Stuffy McDaniels, erstwhile trumpeter with Cole McElroy's band, has opened a tavern.

Bur is next about gambling on the boards. Figure more than 40,000 changes hands daily via parimutuel betting.

Big Nettleton looking for another nit club spot. Faltwick's burce-masters closed his Hollywood Literary Club some weeks ago for being too Hollywood and not enough literary. In other words, it was a beer joint that slipped off the beer standard.

Japanese Vaudeville

(Continued from page 55)

lucky enough to get it. Osaka has two big cabarets which run elaborate stage shows. These are the Marutama and the Akadama. Dancing by the guests is not allowed. There are no dancehalls in Osaka.

Throughout the country (except in Osaka) there are dancehalls, but few of them use floor acts. In Tokyo the leaders in this field are the Kokka, Florida and Shimbashi dancehalls, which have been known to pay up to \$120 a week in the best seasons of the year. The Union and Teito dancehalls use acts seldom and pay less. In the Osaka-Kobe district the only hall in the Kokka class is the big Takaradzuka Kalkan. Other halls are good for about three days' work each at \$12 to \$15 a day.

Tough Bookings

Since so many of the profitable dates are monopolized by a single theatre chain, it is obvious that booking in this country is a ticklish business. An agent must have himself fairly well set before he comes here if he is to avoid trouble. He needs more than pencilling in, for a cancellation can throw him out with hardly anywhere else to go.

A great deal of the recent trouble has been caused by acts accepting vague guarantees and hoping to settle the details on the spot. For example, the Nippon Club guaranteed the International All-Star Show to the police when it came from Shanghai, but then had a good deal of trouble straightening out play dates and left it sitting around in the Imperial Hotel from May 6 to May 26 before giving it 18 days of work.

Question of who was to pay the hotel bill for those three weeks was not covered by contract and had to be settled with the police acting as arbitrators.

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As to agents the less said the better. Not one of the old school seems to have any idea of what kind of act will go in his own country. Their game is to get hold of any act, sell it for as much as possible, pay it as little as possible, and blow out. Reputations among the theatres are so low that auditions are now the rule, even among acts which the theatres have guaranteed in order to bring into the country. Agents seem to have no idea of building confidence by recommending any good acts.

Straight commission business is rare in Japan. As a matter of fact, until Walter Wills of the Japan Times opened the Oriental-American Booking Agency in Tokyo it was practically unknown. System of squeeze, which is general throughout the Orient, made perfect for agents hard to figure. It is an ordinary practice for the agent to kick back to the theatre's booker or manager, or both.

Don and Sally Jennings, who came here after a successful season in Shanghai and are now in the United States, declared that they were paid less than half the money which their act brought. Helona and Don Graham, now in Australia, admitted that their own deal was almost as bad. The International All-Star Show 'enjoyed' the participation of two Shanghai agents, two or three Tokyo agents and two employees of the theatre, one of whom was fired for the deal, but subsequently reinstated.

Commissions

After the deal for the Marcus Show had been set between Charlie Hugo and the Nippon Gekijo, a booking office somehow or other convinced both Hugo and the theatre that everything would be off unless its aid were used. Accordingly, both the Marcus aggregation and the theatre paid commissions to this office for a couple of weeks. At the end of that time both discovered the gyp and forced the office to disgorge some of its commissions.

Foreign artists without agents are almost helpless. They turn up at a theatre office and ask for a job. 'Where's your Japanese agent?' they are asked. 'We can't talk business except through a Japanese agent.' Of course they can't. Without the Japanese agent there's no chance for a squeeze.

One Japanese agent has a good rep among theatre men for square shooting. He is Wadamor, who brought in the Hagenbeck circus last year. At present he seems to have abandoned theatrical work and to be concentrating solely on outdoor attractions.

'Direct booking' is another great game in the Japanese theatre. A theatre's booker or manager, or someone else connected with the theatre, or another agent, may approach the act direct, promising an early date—perhaps an immediate contract—for a lower price. Sometimes this is done by a manager to eliminate squeeze tactics in his own organization. Sometimes it is an attempt to cut out an agent. Sometimes it is merely a game of squeezing the booker and the act's agent to get a bigger percentage of what the theatre is paying.

Recently an outside agent succeeded in messing up a booking which was practically set by running to the theatre and claiming to be able to sell the act in question for a lower price. This agent had seen the act in Shanghai, but had never even spoken to anyone connected with it. Another agent had the exclusive right to sell it in Japan. Outside agent's idea was that, if he got a contract, he could persuade the act to waltz on its agreement with its original agent. He didn't succeed in booking the act, but he did succeed in keeping it out of a profitable playdate.

In spite of all this, the fact remains that there are at least 12 weeks of profitable time in Japan for the right kind of act, with some opportunities for doubling. If the act is properly handled. Acts willing to work reasonably cheap can stay longer and live fairly well on about \$15 a week per head.

MEYER RETURNING HOME

Hollywood, July 23.

'It's a lotta hokey,' exclaimed Fred S. Meyer, president of the Wisconsin MPTOA, in reply to a report that he planned to remain on the Coast.

'As a matter of fact,' Meyer said, 'I'm planning to leave for home the latter part of this week, making the trip by auto in easy stages.'

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Wis. Fair Mgr. Charges Gamblers Trying to Wreck Milwaukee Date

Milwaukee, July 23. Charges that gambling interests are attempting to wreck the Wisconsin State Fair because the fair committee had turned thumbs down on betting on horse and dog races, were made here by Ralph E. Ammon, manager of the fair which opens the last week in August.

In a letter to Mayor D. W. Hoan, Ammon claims that the gambling fraternity is using its influence to hold the Milwaukee tercentennial celebration on conflicting dates with the fair, which is supported by state cash, admission charges and the rent of display space. "The gambling center," the letter states, "wants to make a fair out of the tercentennial, with the agricultural exposition and dropped entirely."

In answer to the charges by Ammon, Chauncey Yockey, chairman of the general committee of the tercentennial denied that he was being influenced by gamblers in setting the dates. Yockey said the tercentennial has been set for Aug. 22-25 and that the state fair is due to open Aug. 25. Under plans now in preparation, dog and horse races would be run at the tercentennial by using the long deserted fairgrounds and Amusement park for the sports events. This park is outside the county and therefore is not guided by city or county anti-betting and gambling rules. State fair park, where horse and auto races are run during the fair, is within the county limits and betting is not permitted openly.

If the city officials do not intercede in behalf of the state fair, Ammon said, the governor will be asked to use his power to take the fair, which annually attracts up to 300,000, outside the county, depriving Milwaukee of the revenue.

Tenn. Fair Opens Sept. 17; \$28,000 in Premiums

Nashville, July 23. Featuring improvements that have been made during the spring and summer months, Tennessee State Fair Grounds will open the September 17 for the 29th annual six-day exposition.

Premiums this year will total \$28,000, \$5,000 of which will go to the regular horse show and to the National Arabian Horse Show. Three thousand dollars have been allotted to the harness races.

Frisco Shows

(Continued from page 3)

pping them to the indies. KPRC and KJBS with their own news bureaus, scooped the papers badly on hot news on important developments of the strike. So many commercials dropped off KTAZ that its owner, W. I. Lund, fired the entire "Frisco" staff and put on the broad-casts from Oakland studios. Up until this date the KTAZ bidding situation hasn't been settled. NBC had its own commercial to feed all.

Three sports perked perceptibly. Baseball games doubled their attendance, but it was first time in history no hot dogs barked out there. Golf and bridge came to the fore, and a kibitzers' union was formed. The men who didn't get out to the ball park or the golf courses stayed home and painted the back yard fences. Cliff Work of RKO swapped three quarts of Scotch for five gallons of gas the first day of the strike, only to have the five siphoned from his tank 15 minutes later.

Before voting to abide by a strike decision laid down by the strike strategy committee, Musicians' Union adopted a measure taxing any members \$1,000 if engaging in violence.

Circuses

Week of July 24
AL G. BARNES
July 23, Campbellton; 24, Men-ton; 25, New Glasgow; 26, Tim-ber; 27, Kenilworth; 28, Halifax.
HAGENBECK & WALLACE
July 23, Albany; 24, Amsterdam; 25, Utica; 26, Watertown; 27, Ogdensburg; 28, Oswego.
RINKLING & BROS.-B.
July 22-24, Detroit; 25, Flint; 26, Lansing; 27, Kalamazoo; 28, Ft. Wayne.

GENTRY BROS. SHOW

New Philadelphia, July 13. With many of the original features retained and still the best kids show of them all, Gentry Bros.' Trained Animal Circus, out since late in March, continues to pack them in through Ohio, where the 54-year-old circus title has been a household memory for more than a half century. Since the opening in Mobile, Ala., the show has played extensively through the south, crossing the Mason-Dixon line into Tennessee recently and is now continuing its next several weeks to Ohio territory.

Piloted by the veteran showman, H. B. Gentry, the show has lost none of its old time appeal and, after more than 50 years has made no attempt to crash into the big show time and still depends on ponies, dogs and monkeys—for the major part of its performance.

Business has been better than for several years, according to Gentry. Admission, same as last season, is within reach of all, 10 and 25 cents. Ticket, 10 cents. The show is a big top in an 80 with a 40 and two 30's. The arena is 40 by 60. There is no shade, but no menagerie. "The parade also has been eliminated, keeping the nut at a minimum, probably less than any mud show on the road today. At most 20 trucks, 10 cars and private cars, and it makes jumps as long as 100 miles a day. Interior of the big top is most interesting, with star tracks along both sides and a big blazing end end. Capacity is about 2,000.

Big show program is presented in one ring and trained ponies, dogs and monkeys and other small animals. The show is a three-fourths of the hour and a half's time required to present the performance. Veo Powers is equestrian director and handles the show. Powers, must capable and in a manner that maintains juvenile interest throughout. Usual pageant is dispensed with and 40 ponies are in the program, offering a highly entertaining drill and going through routine faultlessly and without a single command from the trainer. Few finish 16 go through snappy drill, while the remaining four mount platforms at points in the ring.

Group of dogs, 25 in all, next on, does almost everything conceivable, closing with leaps by the hounds. Smaller dogs do flips, walk the tight wire, turn somersaults and bring the show to the hoops. To relieve the monotony from the continuous animal acts, Steiner Trio, three versatile youths, finish the show. The horizontal bar turns seen in any of the mud shows this season. Trio inject much comedy into their act and score heavily.

First, a badly hurt for "Kapit," movie dog, owned by L. R. Lenhart, which is the feature of the concert. Announcement is made from a flashily sound truck, with Lenhart himself at the mike.

Only other circus act in show holds the next spot, the Powell Family, wire act, which features Marvin Powell, a boy for a finish, does a back somersault on the wire. Following are leaping greyhounds; bucking rule; "Dixie" high jumping, dog, with monkey duplicating the feat. Steiner Trio and Powell Family, in comedy gymnastics, next to closing; monkey fire department, in the program since the show first took place 50 years ago, and still the outstanding fun feature of the show and a hard-to-beat novelty for the big show finale.

Concert is dominated by "Kapit," although the routine takes up more than half the time of the after-show, kiddies and grownups alike get a big kick out of the accomplished and in the end, Veo Powers handles a group of trained goats, a herd of trained heps, and several monkeys on the trapeze for a finish.

Executive staff includes H. F. Gentry, general manager; Frank H. Gentry, legal adjuster and front door; Bert Rutherford, general agent and in charge of the advance; W. D. Story, treasurer; Beverly White, press representative; Ed Brody, master mechanic; George Traub, head of publicity; Frank Gilbert, Steiner Trio in charge of dogs; Jim Williams, boss canvasman; Pat Robeson, privileges; Vera Kennedy, head monkey; Ed King, commissary; Harry H. Arnold, bandmaster; and Vee Powers, equestrian director.

DROP NORRIS-ROWE PLANS

Hollywood, July 23. Plans of Harry Frank and Al Copeland to build a circus under the Norris-Rowe banner have fallen through because they were unable to legally clear the title.

Copeland headed the ill-fated Buck Jones circus on the Coast.

Fox-Met Bid

(Continued from page 4)

things began to look like an agreeable solution and accord had about been reached between Loew's-Warner and the bondholders' committee.

There is one curious angle in the situation. Archibald Palmer, petitioning lawyer for the independent bondholders, is the attorney who has figured so prominently in pending legal scraps with Allied Owners and subsidiary realty companies. William Greve, one of the bondholders' committee members, is head of Allied. Halsey, Stuart, downtown investment firm which also has membership on the bondholders' committee of Fox-Met, also figures somewhere in the squabble on Allied. Greve is stated to be a large holder of Fox-Met bonds.

Where the present independent petition may lead the Fox-Met situation, should it have the court's approval, is open. That it could stifle the Loew-Warner negotiations for Fox-Met is certain, should the petition ride through okay in the courts.

It is possible that should the Court okay the petition, that Irving Trust, should it be named trustee under the reorganization petition. But it is equally possible that an independent party could be named, other than the Irving Trust.

Neither the bondholders' committee nor the present receivers can make answer to the petition. It must be made by the Fox-Met company itself or three creditors of the firm.

Helps Nor Hurts

The filing of the petition in itself does not enhance the chances of Randforce (Kinzler and Frisch) or the Skouras Brothers in the situation, any more than it aids the Loew-Warner negotiations. However, if carried through, there is the presumed indication it will help the bondholders and Fox-Met generally.

The board of Fox-Metropolitan, which would have to decide on an answer to the independent petition comprises, according to recollection just four members. Greve, of the Fox-Met bondholders' committee, is also one of the Fox-Met directors. Additionally there is Stanley Mark, W. C. Michel and Herbert P. Howell. Clarke, former Fox Film president, Michel is executive v. p. of Fox Film; Howell is head of the Commercial Bank & Trust Co.

Much may hinge on a meeting stated to be scheduled for today (Tuesday) between the lawyers for the bondholders' committee and Palmer, lawyer for the independent group.

It was made apparent on Friday (20) by the attitude of the court and the interested parties that a successful elusion of the independent petition by the Loew-Warner group, whereby the combined forces of Loew's and Warner will acquire some 70-odd Fox-Metropolitan titles for \$4,000,000 or \$4,500,000 in cash.

Final determination was expected to be presented to the court, before Judge McHugh, on August 6. The offer is for the district notes held by the bondholders' committee. The total held by the committee is estimated to run to around \$55 or more of the \$12,500,000 in notes outstanding.

40-46 on the \$

What the bondholders actually

Fair's Top-Hat Is Bashed as Concessions Start Lifting the Lid

would receive is open to estimate. Were they to receive the aggregate sum of \$4,500,000, the net to an individual \$100 bondholder would be more than \$44; on the \$4,000,000 offer, the net would run around \$40 per each \$100 bond.

These results to be achieved on the basis that the approximately \$1,500,000 in cash held by the receivers is added to the total cash offer offered by the Loew-Warner people. It is more than likely, however, that a very substantial amount of the \$1,500,000 would have to be devoted to current accrued liabilities besides other expenses.

Not the least of these expenses will be the compensation to be asked by the bondholders' committee, which may run to around \$100,000 or more. Counsel fees also must be considered. Additionally there may be a fee for St. Fabian to be considered, as operating counsel to the committee. That's outside of receivers' fees for Fox-Met, and maybe also receivers for Fox Theatres.

What the aggregate sum of such fees and expense may amount to is open. Should the entire \$1,500,000 be used up this way the bondholders may eventually receive only around \$2 on the dollar. That's because of the additional factor that some of the \$1,500,000 may be claimed as compensation by the Randforce and Skouras Theatre groups.

And it may even be less. The amount of cash to be paid by Warner-Loew's would depend on the amount of bonds which the committee can turn over.

Original Reorg. Plan

Under the originally proposed reorganization plan by the committee, each depositing bondholder would receive for each \$1,000 note, a new \$500 note on the new company; \$50 in cash; a voting trust certificate for 20 shares of common stock of the new company; plus a pro rata share of un-mortgaged cash that may be left after all expenses of reorganization and receivership are met.

Ernest W. Niver of Halsey, Stuart is chairman of the noteholders' committee. Halsey, Stuart underwrote the original \$13,000,000 note issue on Fox-Met in 1929, at that time handing the valuation of the circuit as around \$19,000,000. This figure presumably covered 115 theatres, then to be acquired and which later comprised the circuit.

Halsey, Stuart firm in its two years of financial affiliation with William Fox, in the halcyon days of 1928 and 1929, received upwards of \$4,000,000 in commissions and bonuses. Around \$1,000,000 of this figure was claimed by Halsey, Stuart just prior to financing of the presently defaulted \$13,000,000 note issue.

A. C. Blumenthal, who is the broker connected with the Loew-Warner offer, also figured in the original Halsey, Stuart deal. Saul Rogers, presently counsel for Blumenthal, was at that time general counsel for Fox Film and also figured largely in the deal, as a lawyer.

Chicago, July 23.

They've decided to quit the high-class pose at the Fair and now most of the concessions are geared to open up. The announcement made at the opening of the Fair that no carnies items would be tolerated has become just so many words. The boys who planked down important coin for space are disregarding it and are opening anything that might get back their investments.

Fair is going wide open despite the howls of the big commercial exhibitors that their prestige is being ruined by being on the same grounds as the carnies and rides and sides. But it's a battle royal now, and almost anything goes.

There is stuff going at the Fair at present which wasn't even thought of last year. Fair tried to kill off the carnies angles this year by moving the red nose and rides over to the Island back-yard, but the carnies mugs simply moved into the Street of Villages on their own, and are using the regular old-fashioned carnies stores in an effort to curtail some coin.

Everything is already there, just a month since the opening of the Fair. The first to crash the ice was a number of pitches selling horoscopes and fortune-telling. That was okay in the Villages as hand-reading concessions. But the joints soon spread to the outdoors.

Wheels?

Then in rapid succession came the regular "ins" such as the nail-driving stands, card manipulators, keno, break-the-halloon, etc., and now it looks like the wheels and paddles will be going full blast before the month is out. Fair officials are looking the other way.

Toy-and-peg shows have mushroomed all over the Fair grounds. Every Village has 'em, even if they have to call it "bunting" as at the Colonial Village. Last year the peg shows paid off in two weeks, and by the end of the season the shows could have almost paid off the national debt.

But this year it's from hunger. Peg shows last week instituted a new idea. They took off the gate marker entirely. People are invited, begged, to walk in gratis. "Pay as much as you think it's worth and don't pay anything if you don't think it's worth anything," is the standard spiel. And the moochies are going for that spiel and walking in.

But on the way out they have to pass, since they have to take two buses who hold out hats. Every body drops something, usually a dime or a nickel. In the pan-handling idea at last is getting some revenue, which is something that the pay-before-you-peek angle has failed to do.

KILLILEA TO GIVE N. Y. FAIR SHOW BIZ TINGE

Syracuse, July 23.

New York State Fair at last is to have its attractions supervised by a professional showman. The newly created post of superintendent of attractions has been filled by the appointment of Thomas Killilea, one-time New York city newspaperman and formerly identified with the Ringling interests.

Killilea, it is understood, will be given a free hand in the development of the entertainment end of the state exposition, heretofore slighted from the professional angle. Idea is to make the Fair something more than an exhibit of farm produce, machinery and horses, and give it eventually a Century of Progress aspect.

Best that the Fair has offered in the past has been a freak midway, free vaudeville, fireworks and band concerts.

Ban Carnies

FAIR, Vt., July 23. This town has played a fan on carnivals. Action was taken when Kiles asked permit to bring outfit to city next month. The town council of the entertainment end of the state exposition, heretofore slighted from the professional angle, idea is to make the Fair something more than an exhibit of farm produce, machinery and horses, and give it eventually a Century of Progress aspect.

Hagenbeck Circus Readies Big Retrenchment as Biz Falls Off

Chicago, July 23.

Orders have gone out of the Ringling headquarters here that 15 cars must be clipped off the Hagenbeck-Wallace circus unless business picks up in the next few days. Show is at present carrying 59 cars, which makes it a two-train affair. It has already laid off 10 men on the advance car, with the big rig also being cut.

Hagenbeck show is going through one of its worst seasons in years. Officials can't account for the drop in the show since it was a heavy money-maker last season throughout its eastern tour. Show is going over the same territory this year.

Cut on this year has made an

earnest effort to revive the street parades, and counted on them to bring good-will to the show, even for free lots and license. But this attempt has been a failure, and it's likely that the show will cut out the parade entirely.

Business has been bad for shows throughout the east, with the west doing the trade this summer. A. G. Barnes show in the far west is turning in the best grosses in many years. The Sam R. Dill-Ton Mix circus, which was originally routed through the east, has come out to the midwest, and is considerably playing west of the Mississippi. The big Ringling & B. show is due out here shortly, about two weeks ahead of schedule, and will spend the remainder of the season away from the eastern seaboard.

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Vol. 115 No. 7

NEW YORK, TUESDAY, JULY 31, 1934

56 PAGES

SHOWMEN'S BIGGEST FLOP

No Hot Times in the Ol' Town Sat. Nights These Hot New York Days

New York on a Saturday night is now probably the deadest place in the world. There's room for a baseball game in Times Square, but probably little of an audience could be found, while on the side streets potting practice may be expected at any time.

No other summer in Manhattan has seen such a lack of both motor and pedestrian traffic. The few people who have been downtown on Saturday evenings lately are openly amazed at finding the streets so bare and hotels, restaurants, bars, etc., so empty. Getting a seat at a theatre and parking are now easier than near home in the suburbs.

NRA, the five-day week, summer heat and an increasing tendency on the part of New Yorkers to go to the country or beach for the hot spell is contributing to the somnolence that's befallen the town this year. Sundays were always poor in the summer, but now Saturday is as bad and Friday night business away below the normal of other years.

Restaurants and cafes are closing down for the balance of the hot weather. This is notably true of the east side of town, where the streets are also canyons of silence on week ends.

Hotel roofs are a different matter, but at many of these there's no trouble at all getting a table on a Sat. eve. Then a large majority of the customers are visiting firemen and expect to find a hot time on Saturday night or are stuck in town on business matters, conventions and the like.

Taxicab companies are sending only a minority of their cabs out of garages to save operating expenses.

State-Lake Snags Chi \$1,000,000 Fur Revue

Chicago, July 30. Annual \$1,000,000 Fur Fashion Revue goes into the State-Lake for week of Aug. 5. In the previous years the fur industry's show has always gone into a B.&K. loop spot. State-Lake is building a revue around the fashion parade with Charlie Nigemeyer producing.

Old Custom Out

Toledo, July 30. It's unfair for funeral chairs to be used at weddings. NRA has turned thumbs down here on the old custom of permitting wedding hosts to borrow chairs from undertakers.

Embalmers' organization met and agreed to bury the practice.

Death Masks

Chicago, July 30. Carnival men are obtaining death masks of John Dillinger for display at an admission price here despite the authorities' refusal of permission. The bootleg masks are being peddled here at prices ranging from \$20 to \$1,000. Latter is the top sum paid with this particular reproduction reported due for the Fair grounds this week.

RINGLING-B. & B. CIRCUS PLAYS UNDER GUARD

Fort Wayne, July 30. Only under the strictest health regulations is Ringling Brothers & Barnum & Bailey circus being permitted to play Indiana, following the outbreak of a typhoid epidemic which first hit the circus in Detroit last week, forcing 77 persons into hospitals.

Big tent show booked in here for Saturday (28) being granted an official permit at the last minute only after local health officials conferred with the state board of health. As it stands now, all refreshment stands are barred, including the ice cream, popcorn, light drinks and peanut concessions, for precautionary measures.

Also Dr. James W. Jackson, Indianapolis, has been assigned to stay with the circus throughout its entire Indiana schedule and enforce (Continued on page 47)

LILTING BIDS

Orks Induce Action at Maryland Auctions

Baltimore, July 30. Auctioneers have modernized their methods of heralding stomp sales.

Four-piece jazz orks, mounted on trucks outside the properties to be disposed of, are fast replacing the traditional age-bent neers bellers, who have been standard for ballyhooing auctions in Maryland since Colonial times.

Auctioneers hold that a snappy combo of saxes and fiddles whacking out 'Annie Doesn't Live Here Any More' is more effective than the time-honored, dreary bell-tolling, since it lifts the prospective bidders' frame of mind and makes 'em more prone to hike their offers a few notches than the old mournful pealing of clappers.

CHI EXPO COSTS 'EM \$43,000,000

Concessions at Fair May Lose 80c on \$1 as Attendance Fades — Snoop Attitude of Fair Officials

SCARES 'EM AWAY

Chicago, July 30. Chicago's Century of Progress Exposition is set to establish a record as the first and only American exposition to pay off its bonded debt. Fair amortized 50% of its bonds during the 1933 season and before the finish of the current hold-over edition the Fair will have paid off 100% to its bondholders.

This is a record established by a Fair operated by some of the top business men, society leaders and politicians of the midwest. Behind the actual operation of the Fair are such names as Rufus Dawes, Charles Dawes, Gen. Woods, W. R. Hearst and Lenox Lohr.

These men made the Fair itself a financial success. But its success at the expense of dozens of concessionaries who sank on the average of \$150,000 each in nationalistic Village rides and amusement contraptions. The Fair as a show this year is a bust. As an exposition company organized for non-profit it is a clik.

It's a \$43,000,000 egg as far as show business is concerned. The wisest showmen are those who went into the Fair last year and collected handsomely but who turned down all proposals to repeat a visit this summer. This includes such names as Ben Bernie, Frank Bering and the owners of Pabst Blue Ribbon casino. The most sorrowful are those concessionaires who were talked into it by a flock of college-bred Fair salesmen.

Armed with charts and figures of last year's Fair the brain brigade of the Exposition promoted the concessionaires. With the figures on the take of the Streets of Paris and Belgian Village during last season the Fair promoters pepped the new concessionaires into sinking \$100,000 and \$150,000 into each of some 15 other Villages. And these receipts were backed up with figures of railroad and hotel reservations (Continued on page 55)

The Convincer

Broadway finally reached the ultimate of Conny Landman during the past week. Restaurant opened featuring ice cream and sandwiches.

Newspapers Credit Big Extra Runs On Dillinger to Mute Radio Policy

Commercial Actor

Shuberts have the revue 'Life Begins at 4:40'. Warners plans to do picture, 'Life Begins at 4:40', borrowed from 'Prof. Walter B. Pitkin's book. Paramount has a film with Shirley Temple, 'Life Begins at 4:40' in view.

An actor in one of the cut salary shows on Broadway puts it, 'Life begins at 4:40'.

Efficacy of and advantage to newspapers of the agreement between publishers and broadcasters was sharply demonstrated last week when the Dillinger story broke. It was the first major test of the working arrangement and the jump in newspaper circulation during the excitement showed what no radio opposition means. Radio confined itself to sketchy accounts of the Dillinger killing.

Not since the Lindbergh kidnapping did the presses run so heavily overtime on any occurrence in this country and only the Hitler stories jumped circulations comparably as much. Papers of the tabloid type appeared to benefit the most. Biggest jump in the east is credited to the N. Y. Daily News, which with presses running all day Monday (23) went 500,000 over normal. The N. Y. Mirror reported an increase of 150,000 with other metropolitan dailies also materially advancing. Reports from other cities throughout the country were of similar nature.

First indications were that the average person preferred to read the Dillinger yarn as typed by star reporters but editors think otherwise. They stated that had radio covered the shooting of the number one bad man as it did other major (Continued on page 54)

MARY PICKFORD AT 5G ALMOST SET FOR RADIO

Mary Pickford who is due back in New York today (Tuesday) from Chicago denies closing any deals to broadcast. Understood a contract with Henry Ford has lately been very close to consummation.

Until quite recently Miss Pickford was uninterested in radio, but she is said to have reconsidered. General Motors is another would-be sponsor.

Asking price is \$5,000 weekly for the film star with a dramatic program offered.

PRESIDENTIAL ESCORTS

Both Webs Send Men West to Travel Back With F. D. R.

Washington, July 30.

Presidential announcers for both channels of the Capital last Thursday (26) for west coast to pick up F.D.R. and trail him back across the continent. Carlton Smith doing NBC trek and Bob Trout plus Clyde Hunt, engineer, representing CBS.

Arrangements completed after much conferencing here will put CBS presidential man on NBC for first time when NBC uses other web's pick-up from Glacier National Park. NBC will handle Green Bay job in return.

SECULAR SPEC SHOW AS ROXY STAGE UNIT

'Romance of the People,' huge spectacle embracing the history of the Jews, which last year played to more than 500,000 patrons in New York, as sponsored by the N. Y. Daily News in New York's largest armory, comes to the Roxy theatre Sept. 6 for two weeks. Deal was made by Howard S. Cullman, receiver for the Roxy, through Fanchon & Marco, producers for the theatre, and parties representing the spectacle. Mammoth setting for spec was erected at the Polo Grounds but heavy rains forced it indoors. Spec was previously shown at Soldiers Field, Chicago (outdoors).

Performance of the spectacle will be tied in with New York charities, as it was through the Daily News. Its stay at the Roxy will coincide with the high Jewish holidays.

This will be the first time that any Broadway film house has booked a spectacle of such proportions.

Talk off and on for many months has dwelt on the idea of one of the bigger Broadway film houses going in largely or mostly for spectacles, a la the old Hippodrome.

Roxy booking will be on a percentage arrangement in addition to some guarantee. Percentage of the receipts will go to certain charity groups.

Film during the showing of 'Romance of the People' depends on a picture that will coincide with the motif of the spectacle.

NVA San's Own Show

For the first time in quite a while patients at the NVA Sanatorium at Saratoga Lake will put on their own show.

Danny Murphy will stage the production, which will be given at the San Aug. 13.

Writers and Actors in Committee Huddles on Rosy's Royalty Ideas

Hollywood, July 30. Principal demands which employ members of the writers' 5-5 committee will make on producers will be for the establishment of a board of conciliation and arbitration to settle disagreements between writers and employers.

This five-and-five committee, and a similar actor board, will be suggested tonight (Monday) at a committee by Sol A. Rosenblatt, who will attend.

If writers are successful in getting recognition to have such an arbitration board under code provisions, it will replace the present machinery of the Academy, which was organized for that purpose.

With all members and alternates on the employees' side of the five-and-five committee, Screen Writers' Guild members, it is expected that these members will attempt to take from the Academy and put under Government regulation all machinery now in operation under the Academy wing for writer-producer bargaining.

Another phase of writer interest which has been handled heretofore by the Academy for which the five-and-five writers will attempt to get control is regulation of screen writing credits. Still another situation writers will bring before the committee will be the matter of adopting a royalty payment system in view of Rosenblatt's recommendation in his report for this plan.

Actor members in their five-and-five committee will also work at tonight's session for an arbitration board free of the Academy regulation and influence.

NAGEL, AWAY IN LEGIT A YR., BACK IN FILMS

Hollywood, July 30. After fleeing away from Hollywood for more than a year on a stage tour, Conrad Nagel makes his return as the lead in "Dinner at Corner," at Radio, which Bernal Fine-man produces.

Production starts Aug. 1, Phil Rosen directing.

MG Wants Leslie Howard For 'Copperfield' Spot

Culver City, July 30. Metro is trying to induce Leslie Howard to pass up his English film and stage engagements to return to Hollywood for 'David Copperfield.' Metro has offered to hold up starting date for the actor. Howard left Hollywood three weeks ago for London.

Landi in 'Madame'

Hollywood, July 30. Paramount once again switches assignment for Elissa Landi, latest change putting her into 'Enter Madame.' Cary Grant is opposite. Lynn Overman and Toby Wing get prominent roles.

Elliott Nugent will direct.

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Silent for Remake

Hollywood, July 30. Latest from Paris, silent picture, is off the shelf at Metro for a remake with dialog.

Allen Rivkin and Ethel Borden are writing the script. Silent featured Norma Shearer and Ralph Forbes.

NAVARRO IN \$40,000 FROM LATIN AM. TOUR

Ramon Navarro returned last week from South American and scrambled to the coast. His six weeks in the Latin republics is reported to have enriched the Mexican star by \$40,000.

This despite some initial errors of too stiff admissions and singing naughty lyrics over the chaste South American kiloyceles.

Octet Kidnap Chaney Aide; Sheriff Gets 'Em

Los Angeles, July 30. As a result of what police charge was a kidnapping in an attempt to terrorize Mr. and Mrs. John Jeske out of a fortune left Jeske by Mr. and Mrs. Lon Chaney, his former employers, Sheriff Eugene W. Biscailuz's officers arrested four men and four women.

Jeske, formerly make-up man and chauffeur for Chaney, and his bride of a month, Mrs. Elaine Jeske, were seized in a high Sierra mountain retreat. Kidnappers took their jewelry and then tumbled the couple into an auto and returned to Hollywood. Later a member of the gang phoned Jeske he could recover the gems, a payment of \$50. Sheriff's officers accompanied him when he attempted to pay off.

Pollock on H'wood

Channing Pollock, who writes novels in between writing plays, is going out on a lecture tour, starting at the Town Hall, N. Y., in early December.

For his subject he has picked 'How Long, Hollywood?'

U. S. S. Arizona Gobs See Themselves in 'WB Navy'

Hollywood, July 30. Sailors on the U. S. S. Arizona get a chance to see what kind of actors they are tonight (Monday) when Warners' 'Here Comes the Navy' is shown aboard the battle wagon for officers and men. Occasion is a dinner given by Capt. M. Milne Jones, Coney, Fay O'Brien, Gloria Stuart, Frank McHugh of the cast, Lloyd Bacon, director; Hal Wallis, production exec, and his wife, Louise Fazenda, and William Koenig, studio manager.

Much of 'Here Comes the Navy' was lensed aboard the Arizona, and all the enlisted men, as well as most of the officers, were used in the picture.

McGUIRE'S 'SAINT'

U Gives Femme Lead to Newcomer, Binnie Barnes

Hollywood, July 30. William Anthony McGuire has sold Universal completed script on 'A Saint in the Cellar,' and yarn is ready to shoot. Binnie Barnes, British newcomer, gets a lead. Eugene Walter wrote the screen play of McGuire's original.

Gardel, Coffey to Coast

On a vacation between pictures, Joe Morrison will stick around New York until Par calls him for 'Big Broadcast of 1935.'

Meanwhile, Carlos Gardel left for the coast to appear in 'Big Broadcast' as did Belle Giffey. Buffalo non-pro signed by Par, to make a try of it in 'College Rhythms.' Gardel has been making Spanish versions for Par at Astoria.



WILL MAHONEY

The "Washington Herald" said: "In his years of trouncing Mahoney could certainly have received no warmer reception than that which greeted him yesterday in the air-cooled Fox. His act contains something like three songs, a bag puncher punching a bag, and the dance on the xylophone which no one else can do. But that did not satisfy the audience; they insisted that the comedian return to sing some more songs."

Direction
WM. MORRIS AGENCY
Mayfair Theatre Bldg.
New York City

Neophyte Flyer for U Serial; Scouts in After Long Search

Hollywood, July 30. Louis Friedlander, who will direct "Tadpole Tommy" for Universal, and Chuck Schwarz return to the studio today (Monday) after having canvassed 20 airports throughout the United States in search of a neophyte, who might be acceptable as the lead for the serial.

Fair bring back a number of leads, and Milton Catzert, who will produce, will decide from these candidates whether hero of the cliff-hanger will be selected from outsiders or from Hollywood juvenile actors.

PAR'S 4-YEAR OLD BILLY LEE STAYING 9 MOS.

Hollywood, July 30. Paramount will keep Billy Lee, four-year-old Terra Haute, Ind., boy brought here for 'Wagon Wheels,' for another nine months.

Contract carries options for further six-month periods.

Trailer Scene Gives Martha Merrill Chance

Hollywood, July 30. A trailer scene, the open sesame to a stock company contract for Martha Hall, New York, showgirl, at Warners.

She had worked in the Busby Berkeley ensemble in 'Dames,' and when a girl was needed to appear with Dick Powell in a trailer for the film musical, the actor picked Miss Merrill. When the execs saw the film they John Hancocked her, pronto.

FOX SNARES BECK

Hollywood, July 30. Thomas Beck, New York left juve, will arrive here Aug. 27 under contract to Fox.

He has a three month contract and options for a trial period.

SAILINGS

July 28 (New York to Paris) W. H. Sheehan, Paul Frawley (He de France).

July 28 (London to New York) Jeffery Bernard (Aquitania).

July 28 (New York to London) Fannie Hurst, Dr. A. P. Garinini, Martin Egan, Jeff Dickson, Mr. and Mrs. John Cromwell (Kay Johnson), Lucien Hubbard, Robert Christine, Peppy De Albrete, Joe Phillips, Charles Davis, Bertram Mayers, Edmund Burke (He de France).

Robinson's 'Glorious' Chorus

Hollywood, July 30. Casey Robinson, just off a boat from New York, planted at Warners to script 'Glorious,' in which Leslie Howard and Jean Muir will be co-featured.

Coast Ga-Ga Over Galloping Croquet, Even Femmes Going for Chukkers

Ian Hunter's H'wood Debut

Hollywood, July 30. Ian Hunter, English, gets the spot opposite Kay Francis in her forthcoming, 'A Present for Margaret,' which is being adapted from the British play.

Hunter, signed for a term by Hal Wallis for Warners while latter was in London, is due here about the middle of September.

WAMPAS COMMITTEE OF 6 PROBING BOOKS

Hollywood, July 30. Following charges last week by a committee of six of the Wampas that the p.a. organization is in danger of bankruptcy, the directors have agreed to let the committee examine the books.

Committee, identity of which is unknown to the membership, will report at a special meeting in August.

New Dave Allen Trial Set for Aug. 20, 1st No Go

Los Angeles, July 30. New trial of Dave Allen morals case is set to begin Aug. 20.

Jurors locked horns on first try. Judge B. J. Schauer finally discharging them, Allen, who is on leave of absence from his office in Central Casting Corp., took stand in own defense and denied charges against him.

Atwill Co-Stars

Hollywood, July 30. Lionel Atwill has been spotted in Warners' 'Firebird.'

He will be co-featured with Verree Teasdale and Ricardo Cortez in this film, which William Dieterle directs.

'Great Expectations' Cast Treking Coastward to U

Hollywood, July 30. Francis L. Sullivan, English stage actor, is due in from London today (Monday) to begin his term contract with Universal by stepping into 'Great Expectations,' a Stanley Bergerman production which Stuart Walker directs.

Florence Reed checks in later in the week from New York for the same picture.

Leading male and femme spots are still to be filled, although the feature gets under way today with Henry Hull of 'Tobacco Road' in the top featured part.

Florence Reed has been engaged to play opposite Henry Hull in 'Great Expectations,' being due on the Universal lot Aug. 8. Spotted by M. S. Renthall.

Hollywood assignment resulted in legit star cancelling a number of engagements in stock, in which she has principally appeared for the past season.

Miss Reed's most recent camera appearance was in 'Frankie and Johnnie,' made in the east, and as yet unreleased.

Carewe's Projectors

Edwin Carewe, vet producer-director, is now handling west coast territory for a home-projector outfit, Midas.

It's a pop-price seller and marks Carewe's more or less official retirement from production.

Briskin's China See

Hollywood, July 30. Sam Briskin, Columbia studio exec, who has been suffering with ulcers, likely will leave next week on a two-month vacation in China.

Hollywood, July 30.

The polo bug has the great and near great. Once the exclusive plaything of the ultra it has since been taken up by Hollywood's upper bracket coterie and just now galloping croquet is the thing.

Not that the game is entirely new to these parts but the way the picture mob is flocking to the polo fields in the celluloid sector gives ample evidence that the sport has caught on.

That goes for the lookers-on, too. At a game promoted for charity by the Junior League in which two teams of film players and execs competed, a crowd of 6,000 taxed the capacity of the stands. That makes it red letter for the reason that few benefits in these pleasure-sated precincts ever clinch themselves above the nut.

Sports boom is attributed to an awakening that polo is little more expensive than golf but more recherche. Membership in such clubs as Hillcrest or Wilshire Country Club runs as high as \$1,000 per annum. For that kind of coin its possible to belong to a polo frat and maintain a stable of three ponies. Upkeep on the nags runs about \$20 monthly.

Jolly, Fine Gamble

Market price on ponies runs from \$20 to \$500. The average player stables six. Additional expense includes two saddles at \$50 each and other appurtenances which can be covered with a century note. Golf balls at 75c each run close to that figure annually for the regulars. A good set of clubs cost anyway five sawbucks. Poloists chain 'its a standstill as to which is the most expensive gambol.

Another advantage for the far west malletmen is that the game can be played all year around. Which obviates the necessity of feeding and sheltering the bangles for eight months without any good coming of it as is the case in the east.

Gals Take Up Game

Hollywood has done right proud by itself in the short time it has played the game. There's a 10-goal team that is composed entirely of film people. Tops is Gulin (Big Boy) Williams, who is really responsible for the filmers becoming chukker-conscious. No. 2 rating goes to Will Rogers, who has ridden hossies before. Next is Hal Roach, closely pressed by Darryl Zanuck. Fifth member of the team would be Raymond Griffith.

Some of the others who are more or less adept at smacking the mallet are Johnny Mack Brown, Frank Rogers, Jack Warner, Jimmy Gleason, Walt Disney, Lucien Hubbard, Walter Wanger, Charles Farrell, Spencer Tracy, Cy Bartlett, Frank Lloyd and Dick Powell.

The gals are also taking to the game but mostly as spectators. Which is a point in its favor as it leaves no polo widows at home to bemoan their fate. So far only two of the lipstick brigade have entered the bracket of active players, Heather Angel and Mrs. Spencer Tracy. Many of the others are fast weakening and there is talk of organizing a femme team.

HOLT AND LOWE PIC TEAM IS COL'S IDEA

Hollywood, July 30. Teaming Edmund Lowe with Jack Holt in several films is Columbia's plan, first to start soon. Houston Branch signed to author yarn.

Holt is currently paired with Jack Buckler for 'Eight Pails,' being adapted by John Wesley.

Brooks Breezes Par

Hollywood, July 30. George S. Brooks, mug writer here on an eight-week contract to write for Paramount, has returned to New York.

He was working on the script of 'Ready to Love,' with Wanda Tuschek, also off the payroll. 'Love' went into production today (Monday).

PAR SIGS FEMME SCRIE

Hollywood, July 30. Virginia Vamp, who just completed script of 'Pursuit of Happiness' for Paramount, has been given a year's writing contract.

G-B'S AMERICAN INVASION

10%ing in a De Luxe Manner Is Decor Motif of H'wood Agencies

Beverly Hills, July 30. What the well-furnished film agency could be like was not discovered until Hollywood's 10%eries began moving into Beverly Hills. With more room to play with decorations, and under the expansive and expensive influence of Beverly Hills mansions on all sides, the talent sellers have fixed up elaborate offices that look like the creations of department store window dressers.

Period chairs, rococo tables, Persian rugs, art glass windows and expensive paintings are the rule. Softly chiming clocks, imported wine decanters and futuristic sketches are part of the equipment. Places look like business should be the last thing to intrude.

There are still many conservatively furnished agencies, typical offices in modern buildings, but a good number have leaned heavily toward the artistic. This despite oft-repeated boasts of agents that all they need to do business is a telephone and desk.

Probable reason for the development of opulence was shortage of suitable space in the few office buildings here. Agents began coming from Hollywood in bunches, once the trek started, to save on rent and the \$100 licensing fee in L. A. Many moved into furnished houses on main streets, and lost the formality of the regular business office.

Brown Favored Color

The Joyce-Selznick headquarters is perhaps the most lavishly furnished of all local agencies. It has gone in for modernistic, deep-seated chairs, odd-looking tables and lamps and plenty of flowers, changed twice weekly. The color brown predominates.

The offices of Orattelli & Co. and Milton Bron are decorated in tricky fashion, having oddly patterned wallpaper that looks like Russian rubles pasted together. Carpets are thick and the general layout suggests a room in a department store's demonstration home.

Some building has an agency in the basement and another in the penthouse apartment, all influenced by the Orattelli and Bron menage.

Mike Levee's office in a California bungalow is likewise ornate. The publicity woman sits in the basement, next to a bar over which cocktails are served if Levee wants to entertain.

Many of the agencies are amongst or in houses in the section that was heavily populated by speakasies when prohibition was here.

The Freddie Fralich office is the most unusual of all, suggesting the dim interior of a chapel. No loud talk over salary here. The very walls would abhor anything above a whisper.

WARNERS DUSTING OFF FAY'S 'FOOL'S ADVICE'

Burbank, July 30. 'A Fool's Advice,' made by Frank Fay and sold by him to Warners, is to be released next month, being held censor-proof and timely though kept in the vault past 18 months.

Venture was backed by Fay and his wife, Barbara Stanwyck.

Arthur Hyman Now Helps Brother Bernie at Metro

Hollywood, July 30. Arthur Hyman, Metro writer, is the new assistant to his associate producer-brother, Bernie Hyman. He fills the spot left vacant by the resignation of Irene Homer.

BARBARA KENT'S BREAK

Hollywood, July 30. Metro has signed Barbara Kent to a term, starting Oct. 15.

A dress goes on European trip in September with husband, Harry Edington.

Ol' Kaintuck's Home

Santa Monica, July 30. Irving Cobb has gone Hollywood with squatter zeal. Paducah, Ky., humorist, has bought a \$60,000 home here.

ABOUT-FACE AT PAR; TERMING SCRIPTERS

Hollywood, July 30. Paramount, which has been opposed to term contracts to writers, eliminating the idea more than a year ago, has aboutfaced and will pass out pacts to a limited number of scribes.

First to get six-month contracts with options are Jack Cunningham, Howard J. Green and Virginia Van Upp.

HEPBURN'S LEGIT TRY FOR ARTHUR HOPKINS

Katharine Hepburn is still anxious to try legit, her reception last season in 'The Lake' notwithstanding. She's coming back to try one more play this season.

Play is 'Dark Victory,' and Arthur Hopkins will produce. She will do it for one week in summer stock at Ivorytown, Conn., next week. If not found satisfactory there Hopkins has another play for Miss Hepburn.

Metro Names Al Block Contact on Censorship

Hollywood, July 30. Metro has appointed Al Block, former reader, censorship contact between Joe Breen of the Hays office and the studio.

Block's duties will be to watch all scripts for questionable stuff; to contact writers during the concoction of scenarios, and to take up all queried matter with Breen before it reaches actual filming.

50% Under Average

Hollywood, July 30. Indicating the little activity in production, Central Casting called on 2,664 extras for the week ending Friday night (27). This is nearly 50% under the average of last winter and spring.

Diggest day was Tuesday (24), when 583 found jobs.

H. K. Bachelder Joining WB Studio as an Exec

Hollywood, July 30. William Koenig has lifted H. K. Bachelder out of the Motion Picture Industries Association for an executive job at Warners.

T. B. Crumlet, formerly with Eastman Kodak Co, took over the Bachelder interests in the association.

Tommy Atkins Directs

Hollywood, July 30. Tommy Atkins, one of the oldest men in point of service on the present radio lot, will get a chance at directing. He is to handle 'Silver Stride,' film based on the new-speed trains, for Radio.

Atkins came on the lot as an assistant director.

SERIOUS EFFORT FOR U. S. MARKET

Exploitation Campaign to Plug Product Over Here—Hope 10 Will Click—May Produce on This Side

BERNERD OVER

London, July 30. Gaumont British has decided to make a definite American invasion, establish its own exchanges throughout the country and go in for a healthy exploitation campaign. Company figures there is no reason for not going ahead without further hesitation.

Jeffrey Bernerd, Gaumont's general manager, sailed Saturday (28) for New York to start things going. Charles M. Woolf and Mark Ostrer, managing directors of the company, will follow shortly.

Woolf, in explaining Gaumont's American ambitions, pointed out that G-B pictures sold equally as well on the Continent and South America as England, but frankly admitted that Canada has not been so good. He said that one out to crack is America, representing 60% of the total gross of all pictures. Barring outstanding British pictures, English product hasn't had a look-in in America so far, Woolf says.

G-B's idea in exploitation is to get the Americans used to British version of the English language, just as the British did here for a long time with Hollywood dialog product. He feels that forcing a few films somewhat may help get audiences used to the language difference sufficiently so that the films can then stand on their own merits.

G-B is starting off with 'Chu Chin Chow,' 'Jew Suss,' 'Little Friend,' 'Man of Aram' and the new Arliss picture that is being made here. Arliss is also committed to G-B for two more pictures to be made here.

Woolf declares his company will negotiate for directors and artists and pay as much for them as American filmers. Second-raters, almost there's and has-beens are out, he says. He has enough of these available right here in England.

According to Woolf's view the average American film grosses as much in England as it does in the U. S. Therefore the British film should be able to get a healthier percentage out of the U. S. than they're getting.

Gaumont turns out about 25 pictures annually and will be happy and content if 10 of that number click in America.

There is one other angle mentioned and that is production in the U. S. Gaumont doesn't want to go in for it if it doesn't have to, but is ready to produce a few films in Hollywood or in New York if it is decided that will help. This step will be decided on after Woolf gets to New York and looks things over.

It will be Woolf's first New York visit, although practically all of the G-B execs have been over at one time or another. But now it's no more fooling and the Woolf is going over to see what's what and how.

G-B may also discuss a possible takeover of the Roxy theatre on Broadway as its key house here.

Harry Lauder 2d in H'w'd As Scotch Tech. Advisor

Hollywood, July 30. Harry Lauder, II, nephew of the Scotch singer, is in Hollywood as a technical director.

He is working on set of Metro's 'What Every Woman Knows' as the authority on Scotch dialect.

Swanson Out of Radio as Producer, Glen Allvine May Follow This Week

Hotcha Snow

Hollywood, July 30. At RKO ranch here they shot a snow scene for 'Age of Innocence' retakes when the thermometer stood at 126 degrees, said to be all time heat high for any shooting.

Previous peak temp was 118.

ROGERS' WORLD TOUR, THEN 2 MORE FOX PIX

Hollywood, July 30. When Will Rogers returns from his world cruise, Oct. 1, he will make two pictures for Fox before going to New York. First will be 'Life Begins at 40' and second, 'Country Chairman.'

St. Wurtzel will produce both at the Western avenue studio, where the last Rogers picture, 'Judge Priest,' was brought in for less than \$300,000, which is the cheapest picture company has turned out with the star.

Previously Rogers got \$225,000 per picture, but on last one received \$100,000.

OPTION SCHERTZINGER AT COL. FOR 'BIG BOY'

Hollywood, July 30. Columbia has taken up its option on Victor Schertzinger and he will do 'Hello, Big Boy.' Metro is still negotiating for Schertzinger.

Dave Dreyer and Cliff Friend have written a spiritualistic musical number for 'Big Boy.' They also fashioned a sequel to 'Flying Trapeze,' called 'Miss Magoo,' which will be used in 'Broadway Bill.'

Metro Lapses Florine McKinney, U Snaps Her

Universal City, July 30. Universal nabbed Florine McKinney right after Metro passed up her option.

She gets the femme lead opposite Alan Mowbray in 'Night Life of the Gods.' U has options after this first. Ralph Farnum negotiated the deal.

Pathe Takes Over Thomas' Indie Film

Pathe is taking over Dave Thomas' indie production, 'Convention Girl,' for distribution and general control. Thomas' company was Falcon Pictures.

Film encountered delay through fog in Atlantic City, its locale, and it is yet uncompleted owing to Rose Hobart's contractual scam-out for a stock engagement this week at New London, Conn. Miss Hobart returns next week, as does Herbert Rawlinson, another lead, who is taking advantage of the production hiatus by a vacation in Nantucket.

Hawks' 'Sutter's Gold'

Hollywood, July 30. Howard Hawks, to make two for U. wins studio's plum, 'Sutter's Gold,' replacing William Wyler. Under new contract Hawks' first is untitled original by Zoe Akins for Margaret Sullivan.

Wyler is now assigned to direct Miss Sullivan in 'Good Friday.'

Hollywood, July 30. H. N. Swanson after two and a half years as producer at Radio suddenly resigned effective last Saturday. He was working on 'Kentucky Kernels,' Wheeler and Woolsey picture, at the time with production turned over to Lee Marcus who will add this feature work to his short production duties. Picture now in work.

Swanson, who was formerly editor of College Humor, will probably return to the magazine field after a vacation in Canada. However, he wants another fling at pictures before giving up the sponge to produce his own story, 'Fraternity Row.'

Another producer who may resign at Radio this week is Glendon Allvine brought into the fold by Merian C. Cooper as an assistant and promoted to production ranks before the latter left his executive producerhip.

'DAILY BREAD' PREVIEW STUNT AT CHI FAIR

Chicago, July 30. First feature picture ever at a World's Fair hit the Chicago exposition's Lagoon theatre with the preview of King Vidor's 'Our Daily Bread,' which will be released by United Artists.

U. A. disclaims any connection with this preview stunt, stating that it was arranged through Vidor himself. Figured that the picture will play to some 15,000 at the preview which will be handled exactly as on the Coast with the patrons asked to state their reactions.

Benny East After Stay On Coast for Picture

Jack Benny and party arrived from Coast, where he played in 'Transatlantic Merry-Go-Round,' put in the can at Hellgate last week. Benny left right after his broadcast from Los Angeles, Friday (27). With him came Mary Livingstone (Mrs. Benny), Frank Parker, Harry Conn, Don Wilson, Dorothy Martin and Arthur S. Lyons.

Lyons closed deal for his N. Y. agency to represent Berg, Stebbins, Allenberg & Blum, and goes back in couple of weeks with contract to tie up agreement.

Creel for Calif. Gov.

Hollywood, July 30. Rally at Hotel Roosevelt here tomorrow (Tuesday) for George Creel, gubernatorial aspirant, will have his wife, Blanche Bates, and Ruth Chatterton as speakers.

Others will be Irvin S. Cobb and Rupert Hughes.

Sylvia Sidney to Star In Damon Runyon Story

Hollywood, July 30. Paramount will star Sylvia Sidney in 'Broadway Financier,' by Damon Runyon.

Script for the B. P. Schulberg production is being written by Nat Fierber and Frank Partos.

McGuire Hibernates

Hollywood, July 30. William Anthony McGuire is doing a hubcap in Santa Barbara to work on the 'Great Ziegfeld' script on which he is collaborating with Billie Burke for Universal.

Writer-producer expects to have the script play set by the end of the week.

Exhibs Mostly Asking Cancellation On What They Fear Will Not Draw

The box office is the first consideration of theatres when it comes to cancelling pictures despite church agitation or anything. This is evident on a comprehensive check, both distributors and Haystites remaining that the only cancellations, with few exceptions, desired by exhibitors are the poor pictures.

This is importantly borne out by the large number of cancellations on United Artists' recent release 'Born to Be Bad' and Metro's 'Laughing Boy', both of which have been flops at the ticket windows. Exhibitors were trying to cancel both these on any pretext, if not under the 10% elimination clause, long before Hays issued the moral cancellation privilege.

Against the large number of voided contracts on 'Bad' and 'Laughing Boy' distributors have only a few scattered cancellation requests on blacklisted pictures which are of proved box office value.

Exhibitors who have delayed playing pictures long on release in the hopes of getting out of contracts, are now trying to cancel on moral grounds. One such picture was released as far back as Jan. 12. This is also true of pictures which have been on release a long time but still have a few contracts to play out. Additionally, exhibs all over are trying to get rid of weaker product on any possible excuse.

In a few situations exhibitors are shifting pictures off Sunday play dates because of local church attitude. This is being done rather than cancel, while other accounts are deferring dates to see what happens later.

Meanwhile, with the percentage of quality releases at this time below normal, a shortage of product is not unexpected partly because of this but more largely as a result of the delay occasioned by the church situation and apoloizing. An appreciable number of pictures which should have been ready weeks ago are being held up at the studio, while in various parts of the country others already on release are being held up by censors.

Exhibitors themselves are also deferring engagements on pictures which are available in fear of the church agitation and are scouting around for anything playable.

Chains also are feeling the pinch of lack of product.

Greater care in preparation and production, as well as of studio machinery, plus substitution of certain stories, is retarding the normal flow of product. Moreover, certain pictures have or are going back for soaping or rewriting, with resultant delays.

Repeats on certain pictures and revivals of oldies are also being sought and booked here and there.

MUSIC HALL'S 10 FROM COLUMBIA

A product deal with Columbia has been agreed upon by Radio City Music Hall, N. Y., guaranteeing this distributor a minimum of 10 pictures to be selected from its 1934-35 program. This completes the new season's film buys by the big Radio City house, but if anything comes along from United Artists or other sources which it wants and can get, the Hall will be interested. Last year the theatre bought two on the side from UA—'Henry VIII' and 'Nana'.

Columbia deal commits the Hall to two more than last season, when the deal called for a minimum of eight. First of the new year's Columbias to be booked is 'One Night of Love', Labor Day week and guaranteed for a fortnight's minimum stay.

Fox, RKO Radio and U buys were previously closed. Harold Lloyd's 'Cat's Paw', Aug. 16, is the first from Fox on the new deal.

Harry Cohn is coming in from the Coast Sept. 1 for the Gene Moore film opening at the Hall.

Now Official

Hollywood, July 30.

For 11 years John Stone worked at the Fox studio in positions ranging from writer, scenario and story editor supervisor, to supervisor and producer of Spanish pictures without a contract.

Last week Jack Guin, executive studio manager, called him in and sold him on the idea of a two-year deal which Stone signed.

C. F. KIMBALL'S PRODUCER BOW

Hollywood, July 30.

New entry into film production is C. F. Kimball, former stock broker and reputed millionaire, who announces 13 pictures to be made here, starting in two weeks, each to cost around \$25,000.

First is untitled yarn by Herman Wohl.

Kimball company is Sovereign Pictures. Films will be made in batches of six, first bunch for state right release in New York, second sold to Empire Laboratory in east, and third to be made in association with Jack Vance for William Pizer, eastern state righter. Last batch goes out as Vance-Sovereign.

Indie Boys West

Maury Cohen, producer of 'Invincible Picts', and George Batcheller, Chesterfield Pictures producer, return to Hollywood Aug. 10 to start their production season.

Dorothy Wilson set to star in 'Invincible's' 'A Girl Must Live', Frank Strayer directing. Charles Starrett, Guinn Williams, Gwen Lee, Fred Santley and Holmes Herbert also in cast.

N. Y. Mayfair Back to RKO in Sept., Orig. 300G Rental Cut One-Third

In September, the Mayfair, on Broadway, reverts to RKO theatre operation, at a much reduced rental from the original \$300,000 annual rental once paid by RKO for the house to Walter Reade. The theatre less than two years ago and prior to the time that the Mayfair lease was disaffirmed by the RKO receivership estate, was the ace film spot of RKO. Its new rental is figured to run between \$75,000 and \$100,000.

The theatre will go into a straight film, split-week policy playing pictures day-and-date with the rest of the KAO circuit, following the Palace film dates, Keith-Albee-Orpheum probably operating the spot for RKO. In connection with the agreement reached between RKO and Reade, the claim for future rent by Reade against RKO will probably go by the boards.

The Mayfair, the ace Columbia burlesque spot, and known as the Columbia, was transformed into a film house at the reputed cost of \$500,000 when RKO took the theatre originally from Reade three years ago. Shortly after this, the Mayfair became RKO's principle straight picture spot, as the company relinquished its lease on the Globe, which hitherto had been the ace.

With the Radio City theatres in which RKO was interested, the Music Hall succeeded to the preeminence in RKO theatre operation hitherto held by the Mayfair. With the RKO receivership in January, 1933, came the disaffirmation between the Mayfair and RKO.

Just prior to disaffirming the Mayfair lease, RKO had been negotiating with Reade for a reduction in annual rental. Reade was offered \$100,000 yearly but he declined. Instead he filed a claim for alleged breach of contract with RKO and for future rents aggregating around \$1,000,000. He also undertook to operate the theatre himself.

Sheehan Takes Frawley As Aide on European Trip

Hollywood, July 30.

Winfield R. Sheehan, off for Europe, as a last moment decision, took along Paul Frawley, Fox talent scout.

Later will look over British and continental legit fort casting prospects.

ALLIED OUT TO SIGN INDIES ON COAST

Los Angeles, July 30.

Q. T. attempt to line up Southern California indie exhibs for affiliation with Allied States has been under way here for several days, with sponsors reported making little or no headway.

Reports received here from the Portland territory of a film buying boycott that is being advocated by William Cutts, secretary-treasurer of Allied Theatres of Oregon, isn't helping the campaign for members in this territory, it is insisted.

Copies of a bulletin issued by Cutts have been circulated here, advising a number of exhibs and distributors maintain in a boycott attempt. Allied of Oregon recently adopted a resolution advising members not to sign any contracts for new product until there has been a clarification of various issues in that territory. These include:

General trade conditions; unstable prior run admission prices; unfair and chaotic zoning and clearance proposals; double feature bills; lack of product information.

Northern body is also on record as resisting 'unfair film rentals based on alleged increased production costs due to NRA, because of the fact that the producers, prematurely, exacted increases last year in anticipation of the wage scales in the code which they had in preparation at that time, and because production costs in general have decreased during the last three years.'

WB Statement for 39 Weeks Shows \$558,836 Net Loss; ERPI Not Figured

No Martyr

Los Angeles, July 30.

Long Beach exhibitor testifying at zoning and clearance board remarked that the banning of duals would double attendance.

Asked by counsel for the indices why he doesn't go back to showing single, he replied, 'I should be the martyr!'

DeMILLE'S 'CLEO' KEY CITY BALLY

Cecil B. De Mille is going exploitative in connection with 'Cleopatra.'

He is taking a plane out of Los Angeles Aug. 10, accompanied by Bill Fine of the Fox studio, on a countrywide flight of key cities to give impetus to his picture's chances. Dropping off at Denver and Kansas City on his way east, he will be in New York for the opening at the Fox, changed to Aug. 16, then will cover Boston, Philadelphia, Cleveland, Detroit, Chicago, St. Louis, Atlanta, New Orleans and Dallas.

On the night of the New York opening there will be a Coast-to-Coast broadcast on the picture on the Borden hour.

B'klyn Par to Enter Day-Date With B'way Par Starting Sept. 1

Plan to reopen the Paramount, Brooklyn, Aug. 16 day-and-date with the N. Y. Par with 'Cleopatra', predicated on the successful closing of a new rent deal, were dropped shortly after having developed. House will not re-light until around Sept. 1, possibly with 'She Loves Me Not' on day-and-date with New York. Will be straight sound as in N. Y.

Negotiations are going forward between Par and the Prudence Bond Co. on a rent deal for the coming year, based on a percentage of the gross. A deal along these lines at a reported 12% of the gross as rent was in effect last season.

Boris Moroff, operator of the N. Y. Par, will again direct operation of the Brooklyn house.

PILFER FEAR STALLS MG JUVE SCRIB HUNT

Hollywood, July 30.

Worry over plagiarism suits that might follow acceptance of stories from juve writers, has caused Metro to halt its search for young writing talent in college spots.

Studio two weeks ago set up a scheme for snaring studies and others at \$30 per week. Studio sent out printed matter, all of which is to be gone over this week by MG's legal department, now that plagiarism bogey has been raised.

MG's lawyers are instructed to plug up loopholes in agreements by which juves may come here.

Luraschi with Hammell As Par Censor Watchdogs

Luigi Luraschi, Paramount foreign publicity man on the coast, has been named assistant to John Hammell, Paramount censorship expert. Between them Hammell and Luraschi will read all Par scripts before and after production for possible censorship tangles. Luraschi will watch especially the foreign angle to avoid possible offense to foreign governments.

Luraschi will continue his foreign publicity duties on the side, acting as coast contact for Albert Deane, in charge of foreign publicity but working out of New York.

Probably \$4,000,000 of the ERPI settlement amount may be reflected in the close of the current year's earnings of Warner Bros. No part of this amount is shown in the latest earning statement of the company, presumably because the settlement, which ran above \$6,000,000 in the aggregate for Warners, was not definitely negotiated and completed until June 1. Latest statement is for 39 weeks, ended May 26, 1934.

It is probable that a substantial amount of the \$4,000,000 mentioned may be expended in the meantime for theatre acquisitions. Among such possibilities is a part of the Fox-Metropolitan circuit for which Warners is negotiating with Loew's. Warner income for the first six months of this fiscal year shows a decline. This decline was sharpest in the spring months.

While the early fall months of 1933 indicated a rise for Warners, and the company, for the first time in around three years, reported an operating profit of \$105,757 for the 13 weeks ended Nov. 25, 1933, this profit was considerably sliced in the 13 weeks following. The company still showed a profit at the close of the 26 weeks ended Feb. 24, 1934, amounting to \$38,855.

However, the spring proved not so good. The latest report shows that for the 39 weeks ended May 26, 1934, the net operating loss was \$558,836. This is after all charges, including interest, amortization, depreciation and provision for Federal income taxes. For the corresponding period 1933, company showed a net operating loss of \$5,021,774.

Net profit from operations before amortization and depreciation and Federal income taxes was \$4,700,147. A total of \$1,043,816 was credited to the deficit account of the company representing profit on the redemption of funded indebtedness, adjustment of income tax reserves of prior years and profit on sale of capital assets. There was charged against the deficit account \$475,318, representing appropriations authorized by the Board of Directors in respect of investments in and advances to affiliated companies. Company's deficit as of May 26, this year, is \$19,537,343.45.

Mpls. Martial Law Compels Theatres To Remain Open

Minneapolis, July 30.

Due to the teamsters' strike and disruption of trade generally, some of the local showhouses would like to close temporarily. But under the martial law now governing this city their right to shut down is nonexistent, according to a strict interpretation of the regulations.

Matter was discussed at a special meeting of Minneapolis exhibitors, but Northwest Allied officials expressed opinion that the theatres must continue to operate as usual.

The particular regulation concerning the theatres and other business establishments declares that 'all shops, theatres, places of public amusement and places of business will be kept open as usual in time of peace, and all patrons are enjoined to continue their customary peaceful occupations.'

It was believed that this provision was incorporated because of the rumor that one of the city's largest department stores and other establishments, unsympathetic to the strike and in line for labor, planned to close and lay off all its employees as punishment to workers.

DENY PRESIDENT K.O.'D FRISCO STRIKE SHOTS

Washington, July 30.

Yanking of San Francisco strike scenes from newscasts in three local Loew houses for past 10 days has started a rumormongering in the Capital that the President would request that they be killed here. All theater malcontents spout carrying them, however, and newscasters deny any such suggestion.

Loew action reported to have come through home office voluntarily.

NRA HANDS OFF CAMPAIGN

Loew-Warner Negotiators for Fox-Met to Be Examined Before Special Master; Fox Film Key Spot

Parties involved in the Loew-Warner negotiations for control of the Fox-Metropolitan circuit of 87 theatres must submit to examination beginning Thursday (2) before Special Master John E. Joyce, according to an order signed Monday (30) by Federal Judge Woolsey. The order was brought about on the petition of independent bondholders, through their counsel, Archibald Palmer.

Because service of the independent bondholders' action under the new Corporate Bankruptcy Act was not made until Monday (30), the Fox-Met company has an additional 10 days in which to make answer in this suit.

In the meantime the negotiators on the Loew-Warner deal have until Aug. 6 to present their definite offer in cash, before Federal Judge Mack.

Latest Developments
Newest developments in the Fox-Met situation which have occurred or are in sight follow:

(1) That Skouras Brothers are near to an understanding with Loew's that they (Skouras) will continue as operators of their presently operated portion of Fox-Met regardless of how the situation blows.

(2) That Randforce (Rinzler & Frisch) and Loew have discussed a similar probability for themselves.

(3) That certain owners of Fox-Met theatres have decided to take advantage of their bankruptcy or receivership clauses in their leaseholds to reclaim their properties, should the Loew-Warner deal go through.

(4) That certain disaffection may exist among the bondholders' committee members over the Loew-Warner aspects.

Despite such complications there are only optimistic thoughts expressed by representatives of the Loew-Warner group that their negotiations will be concluded successfully. Outside thought is that with the resultant complications, while the Loew-Warner group may eventually acquire control of Fox-Met, it may not happen for 60 days.

So far as known the Loew-Warner offer still stands at the \$1,500,000 mark, but this may be reduced under negotiation should several leaseholds be washed out by the would-be.

(Continued on page 51)

MG BOOSTS NED MARIN TO SOLO 8 FEATURES

Culver City, July 30.
Metro has elected Ned Marin to the post of associate producer from the supervisory ranks and he will make eight pictures on the 1934-35 program. Marin came to Metro two years ago as a supervisor under the direction of Harry Rapf. During this time he handled several important production tasks, which brought about his promotion on the eve of Louis B. Mayer's departure for Europe.

Prior to coming to Metro, Marin had been an associate producer with Fox and First National.

Jock Whitney Back, Readies 'Musketeers'

Hollywood, July 30.
Jock Whitney is expected to return to this week to go over story and other preparations for "Three Musketeers," which Pioneer Pictures is to make in Technicolor for Radio release. Filming is still over two months off.

Francis Lederer will star in the Danmair classic. Kenneth MacGowan is supervising. Robert Edmond Jones is handling the color designing on sets, costumes, etc.

Reaction

Public reaction on the clean films drive already has layman, including church members, beginning to discuss the situation pro and con as a current topic, comparable to the drought, Nazis, Dillinger, etc. Picture showmen say that at their clubs and in social maneuverings they are being poked with a lot of questions and that many people, some with families, cannot see anything so wrong about a large number of pictures which are under attack.

Industry men are also gathering the impression that the public is confused by the failure of blacklists to agree on certain pictures. Some are recommended by one list but condemned by another.

NO NIXED PIX ON NEW CHI LISTS

Chicago, July 30.
There were no banned pictures on the supplementary list of flickers reviewed by the Chicago Council of the Legion of Decency last week. This marks the first week since the Council started issuing bulletins on pictures in the recent drive in which there were no out-and-out nixed flickers.

In the first category of white pictures were "Black Beauty," "Housewife," "Girls in Uniform," "Prince of Wales," "Sons of Oklahoma."

Classified as offensive spots were "Grand Canary," "Here Comes the Navy," "Massacre," "Man With Two Faces," "Notorious Sophie Lang," "Paris Interlude," "Woman Unafraid."

SCHENCK, ZANUCK LAND FROM EUROPE AUG. 8

Joe Schenck and Darryl Zanuck set off into New York from their European sojourn Aug. 8.

After two days in Gotham they fly to the Coast, arriving Aug. 12.

Paris, July 30.
Exchange of artists, directors and technical men between London Film Productions and Twentieth Century during the coming year was discussed in a one-day conference of Joseph M. Schenck, Darryl Zanuck and Alexander Korda in Paris.

All three flew to London immediately thereafter. Schenck was in Paris just one day, coming from Central Europe for the huddle. Korda came over from London especially for it. Zanuck has been here several days. Matter was not completely settled in the Paris confab, which will be continued in London.

London, July 30.
Immediately after his arrival here Darryl Zanuck announced that he has been in conference with Alexander Korda to discuss the possibility of signing several stars jointly, to be used by 20th Century and London Films.

He also stated that he had conferred with British & Dominions on the subject of production here and it was possible 20th Century might come to England for a picture or two.

WASH. IGNORES CHURCH DRIVE

Morals Officially Left to Industry to Handle, Says Rosenblatt — Pressure to Compel C. A. Interference Nixed — Administrator on Coast Outlines Plans for Meeting Important Industry Problems

SALARIES AGAIN

Hollywood, July 30.
Divisional Administrator Sol A. Rosenblatt said on arriving here that a tremendous force has been exerted on the Government from various quarters to compel the code administration to get into the current campaign against offensive pictures, on the side of the anti's. But "Washington will observe a hands-off policy, satisfied that the morals question is purely an industry matter," Rosenblatt stated. However, the administrator admitted that he will look into the manner in which the Hays office is handling the problem, but only as an observer.

Rosenblatt promises a supplement to his recently filed report when he returns to Washington that will deal particularly with the amount of salary earned during a year by each freelance player, but with identity anonymous. He says these statistics, based on the questionnaires supplied by the producing companies will show how certain players holding out for four-figure salaries defeat themselves by cutting down engagements during the

WARNERS' PEAK; SIX IN PROD.

Hollywood, July 30.
Warners reaches its midsummer production peak with six pictures before the cameras today (Monday). Features are "Flirtation Walk," which work resumes, "Six Day Bike Ride," "Just Out of College," "The Firebird," "I Sell Anything," "Happiness Ahead." Title on the last named has just been cleared, after conferences with Paramount.

Considerable C.A. Internal Strife Over Duals; Argue NRA Can't Curb It

The Code Authority is in a state of secret inner strife as result of the long brewing double feature problem and its relation with the NRA. It has been dumped suddenly into the laps of high codists.

Some of the NRA high priests describe the fighting as terrific, opining that they do not know how it will end. The meeting last Thursday, they said, would have lasted all night over details "had not someone remembered that Div. Adm. Rosenblatt is in Hollywood. Even after that it took a lot of convincing to satisfy the contenders that the doubles matter would best be fought before the Administrator. Consequently it was put over for another two weeks, when Rosey is expected east."

What Started It
A resolution authorizing the Authority to instruct its field forces to lay off and quit penalizing exhibitors

Zukor Appoints Barney Balaban, N. L. Nathanson and E. V. Richards As Executive Committee for Par

Changing to Fit

'Grand Canary' (Fox) got its badge of purity from Joe Breen on the second day of its New York run at the Radio City Music Hall. Endorsement carried with it the condition that the final sequence in which Warner Baxter upon his return to England receives a cablegram should be reversed.

Original cablegram was from Madge Evans announcing that her husband consented to a divorce and that when it was obtained she would join the hero in England. Revised message was of meaningless congratulation, implying that the love affair was closed and the lady was staying with her unloved and paunchy spouse.

Angle from Breen's viewpoint was that the breaking up of marital relationship for an illegal attachment doesn't belong in the new era of entertainment.

Picture when opening at Music Hall did not have the purity insignia.

New ending made in Hollywood went into all prints throughout the country immediately.

S. A. INDIE PIX PUT MAJORS IN A SPOT

The major industry is stirred further against double-billing as result of the announced intention of independents to produce everything the majors are afraid of, if it looks like box office. Hays office can exercise no control over such indie production ideas.

Consequently, if exhibs spot a dubious indie picture on the same bill with one of the major productions which has been approved, latter is likely to suffer, it is held.

Distributors cannot afford to dump its double feature accounts because of this danger, yet they are in a spot, regardless.

At Adolph Zukor's request, and by his personal appointment, Barney Balaban, N. L. Nathanson and E. V. Richards now constitute an executive committee on Paramount management.

This executive committee, chosen for the experience of its personnel, sits above the already established advisory committee of seven. The executive trio are also members of the committee of seven. Of the latter committee Barney Balaban is chairman. Other six include Nathanson, Richards, Karl Hobbittelle, M. E. Comerford, A. H. Blank and Marty Mullins.

The general purpose of the executive committee is to contact the reaction in the field and generally advise on all company policy.

Move coming on the threshold of the company's financial reorganization is indicative of Zukor's aim to utilize top company field representatives in the affairs of Paramount as a whole.

The executive committee may become a permanent board to exist after the company's reorganization. Financial interests in Paramount are reported to favor this kind of operation.

Zukor is understood to have framed the plan at the company's recent convention on the Coast, and it is not unlikely that Ralph A. Kohn, former Paramount treasurer, may play an important role as an unofficial member or outside consultant. This is in view of Kohn's long time association with members of the committee.

From the choice of men Zukor has apparently aimed to make this executive committee representative of the territorial limits of the company. Nathanson is Par's Canadian chief, Richards is from the south, and Barney Balaban from the middle west.

With Emanuel Cohen scheduled to report back to the Par studio yesterday (Monday), Zukor dropped matters in Hollywood for these home office affairs.

Trip east is in the direction of discussing production problems with

(Continued on page 28)

COHEN BACK AT PAR PROD. HELM; BIG SKED

Hollywood, July 30.
Emanuel Cohen, who suddenly went on vacation two weeks ago, returned just as suddenly last Saturday, declaring he had been just 100 miles away, resting. Other sources stated he had made a hurried trip to New York to confer with company trustees.

Cohen announces studio will go top speed for next two months, making 15 features in August and 14 in September.

Cohen was not in N. Y. With Adolph Zukor to N. Y. for h.c. confab the Par proxy said Cohen would have to return to the production helm.

'Bondage' O.K.'d in Pitt But 'Monica' Butchered

Pittsburgh, July 30.
"Of Human Bondage," after being held up by state censors for more than a month, finally okayed and goes into Stanley Friday (31). House originally booked "Man With Two Faces" for this date but switched immediately when the RKO flicker got an okay.

No action yet on "Mr. Monica," which censors butchered so badly the Pittsburgh CVM refused to release it. Still hoping the censors will eventually see the light.

First Accounting of NRA Costs Reveals Under 100G Needed First 6 Mos., or 50% of Orig. Estimates

Early fears that NRA costs to flimdom might exceed those of operating the Hays Organization are dispelled by facts and figures. It cost the major industry, according to current estimates, approximately \$1,000,000 yearly to keep the H.O. going. It cost the entire business, wherein the NRA figures producers and distributors get \$200,000,000 annually in rentals, less than \$100,000 to keep the Blue Eagle, and all of its 62 boards throughout the country alive during its first six months in pictures.

At the outset code formulators figured they would save very economical if the Eagle could live on \$500,000 per annum. This was finally gotten down to \$360,000 with warnings widely broadcast that the industry could at any time expect loud squawks from the Big Bird for more fodder.

Now \$360,000 look about \$180,000 too much. The Eagle from January to June, 1934, according to accounts, net reports absorbed only \$71,046, leaving untouched and on the black side of the books \$36,098. That's \$107,145 altogether or \$72,855 owing the Eagle, according to the business' initial assessment for the first six months.

Filmdom should not clamor for rebates, however, until the Eagle has lived with it for at least another six months, the Code Authority stresses. While it is true that the initial outlay is usually the largest in the average business, the Eagle's experience is held by codists to differ. Many of these boards have been functioning for only a few months—none the full six. The NRA has yet to establish many precedents and to conduct many experiments, hence a full year must needs expire.

See Lesser Assessments

If, next January, the Eagle is rich in balance the assessment for its next birthday will be much less. Maybe, it is now hoped by codists, it can get by on \$250,000 for 1935, or half of what it was originally believed it would cost in 1934. Only a small fraction of the picture country has been staked out by the Eagle. Literally thousands of complaints are expected to be made before the zoning job is complete. Every complaint adds to the Eagle's maintenance cost and this is more than doubled when an appeal to the Code Authority is recorded.

Telephone bills, an important item in the Hays Office, for example, are among the low expenditure totals in the accountants' report for the NRA. Including all of the Hollywood trouble, and the job of keeping in touch with 31 key spots throughout the U. S., the telephone and telegraph interests got \$2,112, which is \$373 less than the post office bills.

Landlords throughout the country, as result of flimdom's adoption of the Eagle altogether collected \$5,840 during the first six months. Furnishing the Code Authority headquarters and all of its subsidiaries cost \$7,863.

At the start, also, codists were figuring the executive secretary round \$25,000 a year, but John Flynn not only does it for \$12,000, but receives major credit for having kept down the entire appropriation. Used furnishings for some of the boards (although Sloanes, 5th Ave., did the job for the C.A. hall), accounted for one means of economy.

The salaries, the biggest item, total \$34,184.74. Starting at \$331.20, the highest of the field forces is the \$1,718 for Hollywood, with New York next at \$1,135. C.A. payroll includes Flynn and 21 assistants, \$16,399.

Hotel and traveling expenses of visiting codists over the first half reached into \$6,336. Ed Kuykendall and Nate Yarnes were the most regular travelers, the MPTOA head having to fly in from Mississippi for every meeting. Experts over the country and to Hollywood were also taken by Flynn, Rosenblatt and others.

The Code Authority is entering the second half with similar economic observances.

'Adverse' Conquered

Hollywood, July 30. Beating his time budget for job by a month, Sheridan Gibney has turned in first draft of 'Anthony Adverse' script at Warners. Writer waits okay so he can vacash in Europe.

Insurgent N.W. Allied Exhibs Seek NRA Test

Minneapolis, July 30.

With members of Northwest Allied ignoring orders and citations of the local grievance board under the Code Authority, the stage is being set for a court test of the code's constitutionality here.

This will occur as soon as the grievance board directs local exchanges to refuse to furnish any more film or enter into more contracts with any exhibitor. The board already has notified one theatre owner to show cause why such an order shall not issue.

The exhibitor, who is alleged to be disregarding a grievance board order and the three local theatre owners who have ignored charges filed against them with the board are all Northwest Allied States members.

W. A. Steffes, president of Northwest Allied, declares that neither he nor other officials of his body has instructed exhibitor members to disregard the Code Authority board, despite the fact that the organization refuses to permit members to sign the code or participate in any of the board's activities.

However, Steffes admits that members have been 'kept informed' that such legal lights as Clarence Darrow 'are of the opinion that the code is unconstitutional.' Their attention also has been directed to a statement of Governor Floyd B. Olson, an opponent of the code, that if any exchanges here attempt to shut off an exhibitor's film supply he, Governor Olson, 'will invoke the state anti-trust law and put those responsible in jail.'

Steffes says that present apparent opposition to the code is 'individual' and not organized.

FRED WALTON JOINS WEBER

Fred Walton is now associated with I. N. Weber in charge of casting, principally for pictures. Walton was with Herbert Hayman for the past year in the agency field.

Chi Selling Season at Halt as B&K Fights for 5 Days' More Clearance

Chicago, July 30. Despite the clearance and zoning board having rejected Balaban & Katz company's request for either an extra week of protection right down the line or at least an additional five days' protection between 'C' picture and the first week of general release, B&K last week advised all exchanges that it intends to buy on the five-day protection plan. Ultimatum attached to that statement by B&K was that it would not negotiate for product with any exchange unless B&K secured that five-day okay. Under the five-day clearance plan pictures which play B&K are made 'C' houses on Friday and Saturday will not be permitted to open in rival first-week houses on the Sunday as these subsequent houses do at present. No matter how the exchanges may consider this request

How NRA Rates 'Em

The NRA is lenient with such producers as Fairbanks, Chaplin and Lloyd. In the producer-distributor assessment list it relegated them to second class in the independent group along with some 54 other companies, all of which contribute \$20 per month, which is less than some individual theatres.

Monthly assessments against some 153 indie exchanges range from \$5 to \$24.

Among indie producers in Class A are Educational and several of the newsreels, including Pathe and International, which pay \$50 monthly. Monogram tops the list, having to pay \$125 monthly for Eagle privileges.

Although altogether the indies, including importers, are down for a total contribution of \$40,620 yearly, some \$10,620 of this is classified as 'shrinkage' on the theory that some of the indies may not always be in a position to pay or that their business is irregular.

The majors carry the weight of the burden, their total being \$150,000. Of the eight companies Universal and Columbia are the only two paying \$15,000, respectively. The other six are assessed for \$20,000 apiece.

H'WOOD YAWNS, ROSY ADVENT NO SCARER

Hollywood, July 30.

Here for a 10-day checkup on the various production angles of the film code, Divisional Administrator Sol A. Rosenblatt is not creating much of a furor on the Coast. In contrast to his stay here last winter when code affairs were considered hot.

When he stepped off the Chief at Pasadena for his last visit, he was besieged by news men and photographers—this time nary a reporter from the dailies to meet him.

Rosy says he's going to do some golfing and swimming while here and Hollywood apparently is going to let him, without disturbance.

Since he got here Thursday afternoon he has been doing some confabbing with members of the various committees under the code, but it's all described as routine.

Tonight (Monday) he launches the two five-and-five committees—actors and writers. The producer members and writer and actor members respectively will meet at the Beverly Wilshire hotel with Rosenblatt who will outline the machinery under which they'll operate.

Tomorrow he will be present at the weekly session of the standing committee on extras.

DONKEY BASEBALLER

Cuiver City, July 30. Short on the new game of donkey baseball will be made by Metro as a Pete Smith oddity.

War Talk Which K.O.'d the Market Last Week Also Took Toll on Amus. List

Yesterday's Prices

Sales	Col.	Pict.	High	Low	Last	Net
300	23	204	28	1	1	1
400	23	204	28	1	1	1
400	23	204	28	1	1	1
400	23	204	28	1	1	1
13,500	Gen.	Elect.	18	17	17	1
3,500	Loew		22	21	21	1
8,700	Par. Exch.		12	11	11	1
200	Pathe A.		5	4	4	1
12,400	RCA		18	17	17	1
700	RKO		18	17	17	1
6,000	W. B.		23	22	22	1
\$5,000	Gen. Th.		6	5	5	1
4,000	Loew		90	88	88	1
1,000	P. F.		30	29	29	1
2,000	Par-Tub		30	29	29	1
4,000	The Exch.		38	37	37	1
30,000	W. B.		52	50	51	1
	CURR					
1,100	Tech		12	12	12	1

War clouds cast a heavy shadow over Wall Street on Thursday, after two previous days of selling, and the market suffered a heavy setback. Dow-Jones Industrial Average definitely crashing through the 95-level and then the critical point between 88 and 92. Market rallied Friday and was a bit stronger on greatly reduced volume on Saturday, result being that industrial averages closed up at \$8.72, or off 3.80 points from preceding Saturday. The averages dropped to 54.58 on Thursday at the height of selling, which drove many stocks down 2 to 4 points.

Amusement group did not fume any worse than many other groups but the dropping price after five previous successive weeks of decline for group, made showing seem worse than it actually was. The 19-point level was tested and definitely penetrated during the week, averages for 12 representative amusement stocks dropping to 16% before meeting support. Averages of group closed up at 18%, nearly all representative issues being strong Saturday as well as on Friday. Amusement group declined 1.57 points as compared with close on preceding Saturday. At one time, group was down more than 2 points from previous Saturday's close. Volume was more than twice as much as preceding week, rising to 280,200 shares for group of 12 stocks.

Westinghouse Electric & Manufacturing Co. showed net profit of \$1,744,427, compared with net loss of \$1,716,152 in preceding quarter this year, and to net loss of \$2,078,424 in June quarter of 1933.

Whole market picked up volume, peak being reached Thursday when more than 3,000,000 shares exchanged hands on New York stock exchange. Virtually every day in the week saw volume in excess of a million shares, and it was on the decline that volume picked up. This is rated as an unfavorable sign.

Not only did many leaders on the big board hang up new 1934 lows but a vast majority of amusements also touched new low ground for the year during the week. Outstanding low was that recorded by Pathe common, which hit 50¢ a share, and closed week with a net decline of 1/4 of a point at 1 1/4. Pathe A stock also lost 1/4 but did not touch its previous low. Low mark for week for this issue was 1 1/4, but it managed to close at 1 1/2.

Following are amusement stocks which reached new lows, with the low prices and net loss for week listed in order:

American Seating, 2 1/4, off 1 point; Columbia Pictures certificates, 21 1/2, off 3 1/2; Consolidated Film Industries, 1 1/2, off 1/4 of a point; Fox A, 8 1/4, off 3/4; Loew's common, 2 1/4, off 3 points; Pathe, 1/2, off 1/4; Radio common, 4 1/2, off 1/2; RKO, 1 1/2, off 1/4; Warner Brothers common, 2 1/4, off 1/4; and Trans-Lux, 1 1/4, off 1/4.

Par Cts. Sole Gain

Only amusement issue on stock exchange to show a gain was Paramount certificates, which gained fractionally. Pathe A declined 1/4 points net. Radio preferred B lost 2 points net. Universal preferred, which was traded in on only two days, fell back 7 points to 32. Eastman Kodak showed bigger resistance to general trend of bigger stocks, and only lost 1 1/2 points to finish at 97 1/2. It had dipped to 92 1/2 during week. General Electric also made a new low at 16 1/2 and closed off 1 1/2 points, Westinghouse hit a new 1934 low at 27 1/2, and closed off 1 1/2 points. Radio common was among the 12 leaders in volume on the upside on Friday.

(Continued on page 10)

Coast Z-C Board Gets Earful in Duel Over Duals

Los Angeles, July 30.

Because of the volume of general protests piled up against the proposed new zoning-clearance schedule for the Los Angeles territory, to be made effective for the 1934-35 season, z-c board held a two-day open hearing of protestants in the Wil-Tern theatre here, adjourning late Thursday (26) without handing down any decisions.

Principal fight was waged for and against double feature programs, proposed z-c schedule carrying a penalty of 182 days after regular clearance for duals, and 365 days after clearance for triple bills. Indie producers and distributors lined up solidly in protest to this penalty which would virtually sound the death knell for duals in this territory. Indie theatre operators, on the other hand, registered strong protests against any change in the z-c clause. A dozen or more lending club women offered testimony on behalf of the single picture advocates, gist of which was that women and families are fed up on duals, and that unless double bills are speedily eliminated legislation will be sought to penalize the practice.

Several protests filed by Fox-West Coast subsidiary companies questioning the authority of the z-c body to set up a zoning and clearance schedule for the new season were presented without verbal argument.

Z-c board during the past week granted relief to several independent exhibitors in the territory and set up at least two new zones that will provide suburban and outlying houses with earlier clearances than was provided in the original setup.

Barham Returns to Par As Operator in Ohio

Resigning from Warner Bros. as a film buyer, Tracy Barham returns to Paramount in the Ohio territory. He left for Marion, to take up operating duties with the possibility that eventually a partnership arrangement may be worked out in that zone.

Barham was with Warners a year as film buyer for up-State New York theatres, having joined that firm shortly after decentralization of the Public home office. For a time after decentralization Barham had a partnership with Puidix over four Minnesota houses.

N. Y. to L. A.

Wm. A. Brady.
Isabelle Coffey.
Hobe Erwin.
Charles Girard.
Alie Lashford.
William Morris, Jr.
Ramon Novarro.
Jack Palsnik.
Florence Reed.
William H. Voelker.

L. A. to N. Y.

Adrienne Ames.
George S. Brooks.
Leonard Goldstein.
Artur Low.
Pauline Lord.
Helen Morgan.
Mary Milbin.

MUSIC TAX FEUD UP AGAIN

How ASCAP Figures New Rate

The basic rate for annual license is an amount equal to one filled capacity house at the highest rate charged for seats at any performance.

Example			
Class	Capacity of Theatre at Highest Admission	Number	Price
Logo seats	150		\$1.00
Orchestra	1,200		.75
Balcony	750		.30
			Total
			\$150.00
			900.00
			225.00

Total value of one full capacity \$1,275.00
If the theatre presents 20 or more performances per week, the rate for annual license is an amount equal to one full capacity per above example.

If less than 20 performances per week are presented the rate for annual license is as follows:

Number of performances per week	Rate for Annual License
19	95% of basic rate
18	90% of basic rate
17	85% of basic rate
16	80% of basic rate
15	75% of basic rate
14	70% of basic rate
13	65% of basic rate
12	60% of basic rate
11	55% of basic rate
10	50% of basic rate
9	45% of basic rate
8	40% of basic rate
7	35% of basic rate
Less than 7	10 cents per seat
Less than 7 (operating 3 or less days per week)	5 cents per seat

The rate for annual license shall in no case be fixed at less than 10c per seat, except if theatre operates three or less days per week, in which case 5c per seat is the rate.

For theatres which operate irregularly—or are operated for terms of less than a full year period, the rate is 1/12 of the above for each month or fraction thereof actually operated.

By theatres regularly operated the fee is payable quarterly (every three months) in advance. Irregularly operated theatres (road shows, etc.) monthly, in advance.

The above schedule of rates is effective on and after Oct. 1, 1934. They cover, and licenses issued by ASCAP relate to and authorize, the non-dramatic public performance of all music compositions copyrighted by the members of ASCAP and of all foreign similar societies with which ASCAP has reciprocal relations. A list of members and affiliated societies will be sent on request.

If for any reason any section of seats is closed off and sale of tickets thereto is discontinued, such seats may be deducted from the 'capacity' of the theatre. If the price or performance policy of the theatre changes during the license year ASCAP should be promptly notified so that license fee rate may be accordingly readjusted.

E. C. Mills, of ASCAP, Talking—

Holding that sound pictures would be 'solar-pluxed' without music, E. C. Mills, speaking for the American Society of Composers, Authors and Publishers Monday (30), declared that the Society's directorate is final in its action to raise the seat tax. 'The film industry has got to see our side of it,' he stated while observing that this is the first raise since 1917 and is being effected only because the music world is desperate.

Ridiculing charges within official filmdom that the Society collects over \$1,000,000 per year now and that the new levy will soar to \$1,500,000, Mills heatedly declared that only between \$600,000 and \$700,000 is actually being taken in by the Society now and that under the new rate the most of the organization expects is to double the latter figure. He qualified this by saying the moneys gathered under the new tax 'is anyone's guess.' The new schedule does not increase the music tax for the average small exhib. Mills also observed that in the instances of some of the smaller exhibs the present tax is even halved, from 10c per seat per year to 5c.

Calling the new levy the 'first scientific schedule,' he said that it apportions the tax, conceding that it purposely hits the de luxe type of house.

The society, through Mills, also had an answer to all of filmdom's woes.

'It is not a matter of which side can erect the largest walling wall,' he declared. 'We are aware of exhibitors' financial difficulties and their troubles with the church. We also know that de luxe theatres bankrupted Paramount. But the music industry as well is only four jumps ahead of the sheriff.' 'We are not trying to gyp the

film industry. But, the only thing left to us is our performing rights. We come to films late. They've got to see our side of it. Even then we cannot hope to bring our revenue back to normal.

'The average theatre in the U. S. will not be hurt. We know there are towns that are over-saturated. But that is the industry's own fault. When they adopted sound they dispensed with 30,000 musicians.'

KEEPIN' TABS ON ROSY

C. A. in N. Y. Appraised of All of Div. Adm.'s Moves

Code Authority headquarters is keeping abreast in New York of all the moves being made by Div. Adm. Sol A. Rosenblatt during his second stay in Hollywood. They even were posted last Friday as to the first meeting Rosey would call with actors, producers and writers.

This was scheduled in Hollywood for tonight (Monday), when a total of 40 were to gather under a single roof.

Ivy Lee and ASCAP

The country's highest price press agent Ivy Lee is still on the payroll of ASCAP, which was described yesterday (Monday) by E. C. Mills as well nigh broke.

Mills refused to divulge Lee's salary, inferring that the p. a. is more philanthropic than commercial in his relations with the Society. The Society has him, anyhow, Mills declared 'at bargain rates.'

'We are not using him in this drive. He doesn't know anything about it,' Mills maintained.

ASCAP AIMING FOR \$4,000,000 TILT

All Boxoffices Would Present United Front to Fight Music Tax Levy—To Petition Washington for Congressional Investigation or Other Redress

NRA ANGLE

Convinced that the American Society of Composers, Authors and Publishers cannot be dissuaded from its intent to add approximately \$4,000,000 to the film seat tax as of Oct. 1, 1934, exhibitor leaders, representing majors and independents, over the weekend commenced formulating means of retaliation.

That all 15,000 theatres in the U. S., as one, refuse to pay the tax is one of the more spectacular methods under consideration. Demand will be made that the Society be subject to a Congressional investigation; or that, in any event, Congress amend the existing law specifying the amount of tax the Society may collect; or that it be replaced by a new statute wherein control of the music tax would be vested in a Government commission.

Another surprise aspect to the industry battle plans is the alliance of the NRA with picture box office contingents. The Code Authority, it has been subsequently confirmed, anticipating as early as last Thursday that industry dealings with the Society would be futile, delegated Charles O'Reilly to head a special S. A. committee to investigate and determine whether the business as a whole will be affected in its relations with the Eagle as the result of the latest Society move. Code law permits intervention by the Authority on any matter of concern to the entire business; it is pointed out.

Major production circles again claim that the composers organization has always forced the business to pay twice for use of copyrighted music; once through the Music Publishers Protective Association, which is regarded in the picture field as a subsidiary of the Society and which taxes film-producers as high as \$150 for a single visual record.

Treble Seat Taxes

The new ASCAP seat tax would at least treble the present rate. Industry spokesmen estimate that instead of some \$1,250,000 which the Society is now collecting from film theatres, the new levy would run into a round \$5,000,000.

Major sources of the first to tilt the ASCAP movement and sense in it an arbitrary effort by the Society to raise the present flat 10c per seat per year to what, in some theatre classifications, would mean maximum admission per chair. As an illustration of what this would mean they point to Radio City Music Hall. Under the present tax it pays \$800 per year. The new ASCAP demand, it is charged, would bring this same yearly figure close to \$10,000.

Tip-off to the Society's rate-jacking plan came to the majors when the ASCAP recently approached the RKO circuit and informed that it was going to avail itself of the 30-day cancellation clause which it has in contracts with all theatres.

Instead of one initial circuit enquiry (also a revised agreement), all major circuits were privately informed. Following this was a mass meeting of theatre owners, including all factions and organizations such as the New York ITOA, the Theatre Owners' Chamber of Commerce and the Motion Picture Theatre Owners of America. Reason for the secrecy was apparent. Theatre leaders advised all exhibs to proceed with utmost caution and make no move, at least during the preliminary stages, to antagonize ASCAP.

It was decided that no publicity

Exhibs Vs. ASCAP

The exhibs-ASCAP feud is an old story.

All the vituperation voiced in the present feud has been expressed just as bitterly before, both under better and worse economic conditions to the boxoffice.

The proposed sharp rise will be a 90% tilt for the major deluxers. Meanwhile, the American Society of Composers, Authors and Publishers has fought its way through almost every court in the Union and has been consistently successful in having its music copyright privileges legally sustained.

It's for this reason that the exhibitor organizations cautioned everybody to move diplomatically and not draw fire from the ASCAP until preliminary plans have been laid in a campaign to again attack the society on the 'music trust,' 'monopoly' and other charges.

The new angle is the NRA slant. Governmental intervention into all sorts of industry can conceivably bring about a government unit to administer the collection and distribution of the society's music tax income. That's what the exhibs hope for.

Radio has been increasingly taxed by the society and while just as bitterly opposing the ASCAP, a compromise was worked out.

Major difference between radio and the theatres is that the commercial broadcasters have been flourishing in recent years while the film boxoffices' recent economic story is too well known to require amplification.

The ASCAP has also tilted hotels, cabarets and restaurants as much as 700% in recent months. On the other hand theatre men contend they have enjoyed no such boom, hence their opposition to any seat tax rise for the use of ASCAP music in cinema houses.

Exhibs Reject C. A. Offer to Lead Industry in Fight Vs. Music Tax; Prefer to Handle Battle Alone

Offers of the Code Authority to represent the entire industry and lead the fight against the increased music taxes were snubbed at a general gathering of exhibitor representatives in New York Monday (30) afternoon. These delegates were of the opinion, according to subsequent reports from the meeting, that the NRA should not allow itself to become involved and that the matter should be handled entirely by the country's exhibitors.

Although no decisive action was reported during the rest of the meeting, indications are that the exhibs favor a two-planked platform of defense including first, litigation, and second, legislation.

From this, indications are that before the week is out a program calling for court action will be adopted. This means that exhibs will seek an injunction in the Federal Court enjoining ASCAP from effecting its high seat levy.

War Chest

The legislation considered is understood to be a Congressional investigation of ASCAP and a revision of parts of the present copyright setup, as were foreshadowed last week before major exhibs had abandoned hopes of reaching a compromise with the American Society.

It was made plain at the meeting, which was attended by Gabe Hays, Hays' lawyer, as well as representatives of the various exhib associations, including the MPTOA and the TOCC, that a campaign fund will have to be started immediately. The amount for this was not re-

ported. Expensive counsel, attendees reported, will necessarily have to be retained before any active battling can be started.

An elaborate army of exhibs throughout the country will be recruited during the next few days, from Monday's indications. This was part of the plan being projected by the Code Authority before called off by the exhibs. CA's idea was to have a central executive committee of some 11 men and a national body of 100.

Some of the exhibitor spokesmen after the private defense meeting were fearful that unless a complete unity among exhibitors can be accomplished the fight against the music tax will lose its real purpose and wind up with exhib organizations using it as the proverbial football for new members.

Formal statement issued later in the afternoon officially describes the exhibitor session.

The Emergency Committee representing all affiliated theatres, Allied, MPTOA, ITOA of N. Y., and Theatre Owners' Chamber of Commerce met today, at which time the subject of how best to meet the announced purpose of the ASCAP to raise the music tax for theatres anywhere from 300 to 1,000% was thoroughly discussed.

'Opinions expressed were unanimous to the effect that the demands as outlined by the ASCAP were entirely unwarranted, unconscionable, impossible and unreasonable, and that the Society has advanced no justifiable reason, therefore.'

'The Committee has recommended to all trade associations of exhibitors in the business that a two-fold plan be vigorously pursued immediately.'

'First: Resort to litigation, which is at present being studied by a selected group of attorneys.'

'Second: To bring the demands of the Society to the attention of all present and prospective members of Congress so that they may be fully informed of the aims of the Society.'

'Exhibitors should carefully study the attached revised schedule of rating of the ASCAP contemplated to go into effect October, 1934, and figure out for themselves exactly what the proposed new schedule means to them in dollars and cents.'

'The committee will recommend to all exhibitors throughout the country that before they enter into any new lease agreement they should consult with their own association, and if they are unaffiliated they are privileged to address either of the national exhibitor headquarters.'

he given the movement while negotiations were on. Theatre men picked a neutral committee of five to meet with ASCAP. Several meetings were held before the Society launched its broadside.

Theatre men last week were reported deciding Monday (30) as the deadline for their dealings with the Society. If, after that time, the ASCAP remained adamant, the attitude of picture strategists, through a united box office front, would descend upon Washington and demand a Congressional investigation into the affairs of the society. Complete support of the Bill bill was another step encouraged by film strategists. Through it they see where the Society could be regulated in its method of meting out taxation by means of a Government commission.

This Week's Alibi in Los Angeles Is Forest Fires; Will Rogers a Sunbeam as 'Andy' Cops \$11,000

Los Angeles, July 30. With heat turned on full blast and forest fires giving the locals humidity or some feeling to that effect, first run houses are taking it heavily on the chin this week with the combined take during this box office siesta interval calculated to hit around \$31,500 for the premiere group. Of this amount around \$18,500 will be cut between the State, playing 'Handy Andy,' and the Paramount, having 'Ladies Should Listen' on the screen with a stage show headed by Charlie McIlson for six days. State will be over Three G's ahead of the Par. Warner houses skidded back to a low take average with 'Friends of Mr. Sweeney,' while the RKO did just so-so with 'Of Human Bondage' in its second week.

Estimates for This Week
Downtown (WB) (1,800; 25-35-40)—'Friends of Mr. Sweeney' (WB). Not much to get them to brave the d.t. heat will sign off with around \$3,500. Last week 'Dr. Monica' (WB) though started off at racing pace hit small average toward end, which brought about a \$6,300 count.

Hollywood (WB) (2,750; 25-35-40)—'The Great Dictator' (WB). Hollywood Boul not intrigued by the title so it is one of those \$3,600 weeks which they do not rave about. Last week 'Dr. Monica' duplicated the downtown house trade and came in just \$100 ahead to a final count of \$6,300.

Pantages (Pan) (2,700; 25-40)—'Charlie Chan's Courage' (Fox) and 'No Ransom' (Liberty) split. Heat doing this house no good even though they sell beverages which means a take of not over \$1,400. Last week 'Murder on the Blackboard' (Radio) and 'The Party's Over' (Col). Better than average screen fare house gets but could not get the moviegoers out of the red with \$1,600 income.

Paramount (Paramar) (3,595; 30-40-55)—'Ladies Should Listen' (Par) and stage show. This pic not a hot seller for cash buyers in the Melson stage show helping through his local draw to around \$7,500 for the six days. Last week 'Elmer and Eileen' (Par) with Joe Penner on stage for three days drawing 90% of the income house got in five-day run; take was few dollars under \$11,000.

RKO (2,950; 25-35-40)—'Of Human Bondage' (RKO) (2nd week). House not losing anything on hold-over week which will equal a \$4,500 draw. First week picture drew a profitable \$8,000.

State (Loew-Fox) (3,024; 30-40-55)—'Handy Andy' (Fox). Will Rogers still moved up receipts locally and with climatic elements against the picture it will come with profit for house at \$11,000 turnover. Last week 'Thin Man' (MG). For final five days take came through in swell form to tune of \$9,000.

Lincoln's Pic Quilty Looks Up, Grosses Ditto

Lincoln, July 30. A letdown in the quality of the shows but no letup in the heat wave here didn't help b. o. receipts last week, but the general outlook for the current week looks brighter.

The Lincoln is bringing in 'Of Human Bondage' and giving it plenty of play. Should do a good \$2,100 if exploitation is any help. The Stuart with its cooling system which has proved itself during the hot weather should do well with 'Bulldog Drummond' at around \$3,000.

Estimates for This Week
Lincoln (LTC) (1,600; 10-15-25)—'Of Human Bondage' (Radio). Has swell prospects and with fair break should get \$2,100. Last week, 'Baby Take a Bow' (Fox) did all right at \$1,800.

Stuart (LTC) (1,900; 10-25-40)—'Bulldog Drummond' (UA). Ought to take at least \$3,000. Last week, 'Shoot the Works' (Par) was all right at \$2,500.

Kiva (Columbia) (400; 10-15-25)—'Ladies Should Listen' (Col). Competitiveness don't prove too strong should have a fair break at \$600. Last week 'Whom Gods Destroy' (Col) only fair at \$600.

Orpheum (LTC) (1,200; 10-15-25)—'Now I'll Tell' (Fox). First half 'Stamboul Quest' (MG) won't do any better.

Colonial (LTC) (750; 10-15)—'Black Cat' (U). Won't get more than \$600. Last week 'Merry Frinks' (FN) split the week with 'Return of Terror' (FN); fair take at around \$600.

1st Runs on Broadway (Subject to Change)

Week of August 5
Paramount—Elmer and Eileen (Par).
Capitol—Girl From Missouri (MG).
Strand—Here Comes the Navy (WB) (3d wk.).
Rialto—'Personality Kid' (WB) (31).
Roxy—'Handy Andy' (Fox).
Music Hall—World Moves On (Fox) (2).

Week of August 10
Paramount—Now and Forever (Par).
Capitol—'Treasure Island' (MG).
Strand—'Housewife' (WB) (9).
Rialto—'Adventure Girl' (Radio) (7).

Omaha's 1-a-Wk. Duals, Old Fave Revivals; Car Strike, but Biz O.K.

Omaha, July 30. Thursday (26) operators of Omaha & Council Bluffs Street Railways Co. trams went out on second strike this year. First came last April, lasted four days and ended with agreement to arbitrate. Finding of arbitration board two weeks ago, which found in favor of raise for employees, unsatisfactory despite union's agreement to abide by it. Present strike not sanctioned by Amalgamated Association of Street Railway Workers so is just a local matter and may extend indefinitely in absence of some mediating body.

Some 40,000 riders on strike and estimated 40,000 riders affected. On basis of effects of April strike, the one of hardest hit businesses downtown with department stores. Strike means theatres all will have daily tolls decreased. World and Orpheum total decrease running into three figures. Total decrease in grosses, therefore, depends upon number of days of strike, and all houses hoping for quick termination though riders seem to care little in view of already flooding streets and help from car-owning neighbors.

Heat wave broken, at least momentarily by rain sleet storm. Temperature, which had fallen 16 consecutive days streak of temperatures over 100, but more heat is the expectation. Excellent hit here. 'Here Comes the Navy' is such heat, and unusually good at Brandeis with only a mediocre bill. Closing of Paramount may have

some effect on upped his, but just how much can't be figured. World's current week schedule of outdoor football games is different old favorite each day makes it practically a new bill each day of the week. Expectations are for no less than average with possibility of very good week given breaks in the weather.

Last week good all around with Orpheum setting a new record on strength of 'Baby Take a Bow.'

Estimates for This Week
World (Blank) (2,100; 25-35)—'Stamboul Quest' (MG) and a different double feature partner each day. Duals are old favorite ac features being brought for one-day stands to give fans who missed them at both downtowns and neighborhoods another chance to see them. Policy runs eight days; list of old favorites includes in order of show, 'Smilin' Thru' (MG), 'Tess of the Storm Country' (MG), 'Tugboat Annie' (MG), 'Jekyl and Hyde' (Par), 'Big Broadcast' (Par), 'Cavalcade' (Fox) and 'State Fair' (Fox). Gross for eight days should be no less than average, with much stronger possibilities. Should reach at least \$4,500. Last week 'Wild Gold' (Fox) doubled with 'Murder in Private' (Par) (MG) only a fair week, \$3,900.

Orpheum (Blank) (2,976; 25-40)—'Handy Andy' (Fox) and 'Witching Hour' (Par) Off to a good week. Rogers always good here, and with competition lessened from closing of Par and following a top week should get a hearty figure. 'Mystery' (Par) should be the strike, but \$7,600 good. Last week, 'Baby Take a Bow' (Fox) the draw, with 'Let's Talk It Over' (U) the dual partner. 'Baby' new high for straight pic here was \$10,000.

Brandeis (Singer) (1,200; 20-35)—'Whom Gods Destroy' (Col) and 'Back to Back' (Radio). May have trouble making much of a gross with light marquee names; around \$4,000, acceptable. Last week 'The Great Gambler' (Radio) a strong week despite the heat; \$4,250.

WASH. TAKES A BOW FOR 'BABY,' BIG \$24,500

Washington, July 30. With the thermometer doing hand-springs still, it's the smart lads who are doing the best in the city. 'Baby Take a Bow' (Fox) was originally slated for Columbia, Loew's uncolored stuff, with big plans for big \$24,500. Boys took tip from success of 'Little Miss Marker' and shot Shirley Temple into vaudeville palace and piece is headed for big \$24,500. 'Baby' put it into Columbia as repeat hit good.

Met getting nicest week in trade time with 'Return of Terror' (FN) and 'The Great Gambler' (Radio) not on the main stem that mystery and horror stuff is their meat.

Estimates for This Week
Earle (WB) (2,400; 25-35-40-60)—'Midnight Alibi' (FN) and vaude. Pic draw only so-so and local draw of Hal LeRoy on stage won't better

'Handy Andy,' \$16,000 Cincy Smacko; 'Here Comes Navy,' Keith's, \$9,000

Cincinnati, July 30. Cool weather and spread of new and nifty product is permitting exhibitors to entice takes following last week's thermometer-busting temp spell which quickened 150 jobs. Cincinnati is a six-day stretch, ended Thursday (26), mercury hit above 100-mark; Keith's all-time hottest.

'Handy Andy' is b. o. pride and joy currently for \$16,000 on eight-day run. Gum-chewin' sage has upped his local battling average considerably since voicing via radio. 'Here Comes the Navy' at \$9,000 is Keith's best money shower for weeks. Next came bill in 'Whom Gods Destroy' at 8 G's. This Great Gambler is an over-the-topper for Lyric with \$6,500.

Strand, pop indie, is blasting Dillinger short over its feature, 'Let's Talk It Over' (Par) is getting a public interest in mobster sunk with him.

Estimates for This Week
Palace (RKO) (2,600; 35-44)—'Handy Andy' (Fox). Will Rogers has 'em coming for a roarin' \$16,000 on an 8-day run. Last week, 'Old-Fashioned Way' (Par) was turned off after sixth day with \$6,000, take. **Albee (RKO)** (3,300; 35-44)—'Whom the Gods Destroy' (Col). Fourth-entertainers 'totin' horns for

Cincy's Walter Connolly, but not so hot for title or drama pic. 'Bulldog Drummond Strikes Back' (UA), \$14,000, swell.

Keith's (Libron) (1,500; 30-40)—'Let's Talk It Over' (U) (WB). Treated to extra ads. James Cagney lotsa b. o. bluff and unearking, \$9,000 for mightiest dough wave here in weeks. Last week, 'Midnight Alibi' (WB), \$5,000, fairly good, with build-up in last half.

Lyric (RKO) (1,394; 35-44)—'The Great Gambler' (Radio). \$6,500 for week ending Tuesday (31), to be followed by extended run of 'Bulldog Drummond Strikes Back' (UA), which started at Albee.

Family (RKO) (1,000; 15-25)—'Crime Doctor' (Radio). Cricks differ about audience interest in unusual unearthing of stored murder angle, with mystery shifted to players. Fetching \$2,200, nice. Last week, 'Charlie Chan's Courage' (Fox) wilted to an under-average \$1,500 during terrific heat with no cooling equipment.

Strand (Ind) (1,200; 15-25)—'Let's Talk It Over' (U). 'Life of Dillinger' short still a belly b. o. lobby splurge of stills on Chit-stopped Hoosier gangster halting peds, but \$1,300, nice. Last week, 'Loud Speaker' (Mon), \$1,100.

Dandy \$10,000 for 'Andy' in Denver; 'Men in White' Legit Show Hurts Pic

fair \$12,500. Last week 'The Key' (WB) upped by bit part of Maxine Doyle, ex-Earle m.e., and her appearance in a short to take nice \$1,000. Last week, popularity of William Powell also helps.

Fox (Loew) (3,434; 25-35-60)—'Baby, Take a Bow' (Fox) and 'Whom Gods Destroy' (Col). Shirley Temple draw packing 'em in. Looks like big \$24,500. Last week 'Kiss and Make Up' (Par) not so hot, \$18,500. Last week, 'Whom Gods Destroy' (Col). Nice reviews, but Connolly draw not yet established. Maybe satisfactory \$5,000. Last week, 'Hudson Horns' (Radio) won nice \$7,000 despite slight slip in end of holdover week.

Palace (Loew) (2,363; 25-35-60)—'Bulldog Drummond' (UA) (2d week). Holding up following rave reviews and word of mouth. Should see good \$7,500; last week big \$17,000. Last week, 'Wild Gold' (Fox) took beating with \$1,800.

Dock Strike in Port. Over, Biz Picks Up; 'Vergie' a Strong \$4,000

Portland, Ore., July 30. Waterfront strike petered out this week and general biz picked up with some extra advantage for the b.o.'s. Parker's Broadway had two peculiar breaks in a row, 'Sorrel and Son' thought to be a dud, but drew power but brought that house extra biz although billed under 'Midnight Alibi'. Broadway followed next week with 'Return of Terror' (FN) and 'Under 'Return of Terror', but the old Arliss pic did most of the b.o. pulling.

Paramount held 'Baby Take a Bow' for nine days. Hamrick's Music Box got some extra returns with general biz pick up and two strong pics. These were 'Dr. Monica' and 'Vergie Winters' (Radio), both successively pushed that house above its average in recent weeks.

Estimates for This Week
Broadway (Parker) (2,000; 25-40)—'Side Streets' and 'Merry Frinks' (WB). Fair take, \$3,000. Last week, 'Return of Terror' (FN) and 'Disraeli' (WB) okay at \$4,000.

United Artists (Parker) (1,000; 25-40)—'Paris Interlude' (MG). Looks fair take \$3,000. Last week, 'Man With Two Faces' (FN) did a good enough biz at \$3,000.

Paramount (FWC) (3,000; 25-40)—'Elmer and Eileen' (Par). Still ambling along an average pace for \$3,000. Last week 'Baby Take Bow' (Fox) and 'Here Comes the Navy' (WB) held nine days for better than average, getting okay \$3,800.

Musie Box (Hamrick) (1,400; 25-35)—'Vergie Winters' (Radio). Registered nicely and should get \$4,000. Last week 'Dr. Monica' (WB) just fair at \$2,800.

Oriental (Hamrick) (2,500; 25-35)—'Embarrassing Lovers' (Par) and 'The Key' (WB). Hitting fair average, around \$2,000. Last week 'Sea Killers' (Star) and 'We're Rich Again' (Radio), \$1,700.

BUFF SUB-NORMAL Heat's Got the Town Down—'Andy' Looks Best, \$12,000

Buffalo, July 30. Sub-normal summer rain levels are continuing to be the order of the week in Buffalo. Another torrid spell during the past fortnight has been followed by a steady rain. The clean screen campaign so far offers nothing to indicate a very decided drop-off due to the campaign.

Current week's business looks sluggish, but 'Here Comes the Navy' last week was a fine stand-out.

Estimates for This Week
Buffalo (Singer) (2,500; 25-35)—'Handy Andy' (Fox) and stage show. Rogers always reckons to hold up here, and with any weather break all at picture should better \$12,000. Last week 'Stamboul Quest' (MG) and stage show held close to estimate and came up to just under \$11,000.

Hipp (Shea) (2,400; 25-40)—'Stingaree' (Radio). Looks like another average bill for the house, although the Dix-Dunn combination is favorable for here. Possibility around \$5,500. Last week 'Here Comes the Navy' (WB) stood out in the face of the heat wave and came down the stretch for a ma-

Denver, July 30. Rain cooled things off, but Denver grosses helped somewhat. The play festival at Central City is not proving the competition of former two years. Gambling in the open has been squelched. Unlike last year when the streets of the little village was packed with folks, mostly from Denver, who went up several miles to the mountains, house, and several times to gamble. Although the opera house is having sell-outs, only \$800 can get into the theatre at one time, and that's not much money.

'Men in White,' playing at the Elit stock, hung up seven sell-outs out of nine performances and, with the exception, not only to first runs, but to neighborhood which had 'Men in White' running. Film houses showing the pic while still was advertising it so strongly reported only normal business.

With cool weather here tourists are flocking in, but not helping theatres much. Softball, played by men too soft for regular baseball, getting huge crowds with 10 games a night on three lighted fields, one of which is 4000. Last week, 'Amusement parks are doing much better than last year, and that cuts into picture house business in all sections of the city.

Estimates for This Week
Aladdin (Huffman) (1,500; 25-35-40)—'Return of Terror' (FN). Around \$2,000 in sight. Last week 'Midnight Alibi' (FN) hit small decline down with only a fair \$1,500.

Denver (Huffman) (2,500; 25-35-40)—'Elmer and Eileen' (Par). About \$1,800, not hot. Last week 'Sophie Lang' (Par) did about as expected, and closed with \$2,500, slightly more than half of average.

Orpheum (Huffman) (2,600; 25-35-40)—'Stamboul Quest' (MG). \$4,000 for 'Will Rogers picture, highly regarded. Last week 'Dr. Monica' (WB) got \$5,500.

Paramount (Huffman) (2,600; 25-40)—'He Was Her Man' (WB); and 'Let's Talk It Over' (U) and 'Hell Cat' (Col), double bill, split. Maybe \$2,000. Last week 'No Greater Love' (WB) split, closing with (WB), split, only fair, closing with \$1,200. 'Man' started off so poorly and stayed that way for three days, and management decided to pull it. No sooner said than done, and lobby changed when business snapped up and was good enough to warrant holding the film three days more, giving it six days in all.

Bklyn's Chronic Chill; Interlude,' Met, \$14,000; 'Canary,' Albee, \$13,000

Brooklyn, July 30. Still in the doldrums around here. Mild attendance. It must be the weather. Fox is doing better than average with the Shirley Temple flicker, 'Baby Take a Bow,' third week. Strand is struggling along with double feature.

Estimates for This Week
Albee (RKO) (3,500; 25-35-50)—'Grand Canary' (Fox) and vaude. 'Let's Talk It Over' (U) and 'Hell Cat' (Col), double bill, split. Maybe \$2,000. Last week 'No Greater Love' (WB) split, closing with (WB), split, only fair, closing with \$1,200. 'Man' started off so poorly and stayed that way for three days, and management decided to pull it. No sooner said than done, and lobby changed when business snapped up and was good enough to warrant holding the film three days more, giving it six days in all.

Metropolitan (Loew) (3,000; 25-35-50)—'Paris Interlude' (MG) and 'Return of Terror' (FN). Last week, 'Shoot the Works' (Par), \$13,000.

Strand (WB) (2,000; 25-35-50)—'Friends of Mr. Sweeney' (WB), and 'Return of Terror' (FN). Last week, 'Midnight Alibi' (WB) and 'You Made Me Love You' (Ma), \$3,000, bad.

terted improvement over anything except last week at \$2,400. 25)—'Trumpet Blows' (Par) and 'Strictly Dynamite' (Radio), dual. Double feature, both seem to be running along to taking which indicate popularity of this type of program at this house. This show should hit another \$2,000. Last week 'She's a Woman' (Par) and 'Charlie Chan' (Fox), nice diversified bill, good for \$6,100.

Lafayette (Ind) (3,400; 25)—'Unearthly Desires' (U) and 'Midnight Life' (U). Got under way to fair activity and should reach around \$5,000. Last week 'Sing Sinner' (MG) and 'The Terror' (MG), 'Thing in Life' (Col); all poor. Last week and probably as poor a week as the house has had this summer at \$4,100.

Mr. is now with Larry Darnour
Majestic.

FILM CODE FOR FRANCE

Gaumont-Franco Film-Aubert's Liquidation Vital Before New Banking Group Can Reorg. It

Paris, July 30.

Judicial liquidation of Gaumont-Franco Film-Aubert, second of the two important French film companies, has been arranged. Move comes at the request of a new banking group reputedly headed by the powerful Dreyfus firm. This group has been negotiating quietly for several weeks to take over the film company's affairs.

Bankers want a clean slate before they walk in, and felt that legal liquidation is the only safe preliminary.

G.F.F.A.'s chief creditor is the French government, being involved to the extent of \$20,000,000. A government commission has been working for months on the company's problems in an attempt to avoid bankruptcy, feeling that the move would be a shock to the industry and might precipitate governmental censure for having allowed itself to get that deeply involved. With the political situation what it is, it was thought in official circles that public admission of this sort is none too wise.

M. Mauger, who liquidated the Jacques Haik circuit two years ago, was named the Gaumont liquidator also. Partly this is due to the fact that Gaumont took over the operation of the Haik circuit when that passed on, the two companies now being pretty well mixed up. He announced immediately that he intended to sell the assets now but continue business uninterrupted.

Complete statement of the company is not yet available but chief assets are 42 theatres, headed by the Gaumont Palace, valuations of which are arbitrary these days.

Firm is capitalized at \$5,600,000. It is the result of a merger in 1930 between Gaumont, Franco Films and Aubert, which was backed by the Banque Nationale de Credit. Bank advanced the sum now due to the Bank of France, which took over the liability in order to keep the entire film business from crashing when the BNC failed. The sum (Continued on page 53)

BRITISH LION REPORTS \$90,000 GAIN ON YEAR

London, July 21.

British Lion Film Corporation will shortly hold its sixty annual meeting, when S. W. Smith, managing director, will submit his report for the past year.

Figures will show a gross profit of \$90,000, as against a loss of \$85,000 for the previous year.

Cash on hand is \$30,000, as against an overdraft of nearly \$40,000 the previous year.

Study French Taxes

Paris, July 21.

Reform of the system of taxing theatres and cinemas, which can scarcely get by under present burden, is to be considered by a special committee to be appointed by Finance Minister Germain Martin. Will meet in fall.

Members already named are Dr. Louis Mourrier, head of Assistance Publique—the hospital system—who rates poor because most burdensome tax is poor tax by which show his exclusively supports the charity hospitals of the country; and Prefect Villey of the Seine, who is the head of the Paris City Government and would be interested in the changing of the municipal tax rate.

REVIVAL TEST

London, July 21.

Metro is reviving 'Min and Bill' and 'Private Lives' at the Empire. If experiment should prove successful, there will be several more revivals.

Czech Film Bank

Prague, July 17.

It is now officially announced that a film bank, the first in Czechoslovakia, has been established here under the name of 'Escompte Company Bank, for Film Industry and Trade'.

New institutions will receive the support of the leading film distributors, film producers and picture-house owners.

FRANCE FIGHTS ON CENSORSHIP

Paris, July 19.

French censor has lifted bans against 'Banque Nemo', Louis Verneuil film banned because of its resemblance to the Slavskii story, and 'Amok' (Pathé). This action has not, however, silenced the campaign against censorship. Contention is that all films should be passed, but certain ones should be forced to bear 'adults only' label if censors consider them unfit for family consumption.

Political censorship, trade thinks, should be abolished, leaving the police the right to request closing of only shows which may lead to disturbance of public peace, as they now have in case of legit performances.

FRENCH TECHS VOTE VS. FOREIGN STUDIO HELP

Paris, July 21.

Association of French film technicians, at last meeting, voted to call a convention of all French film workers, with object of forming one big association, chief aim of which is to combat presence of too many foreigners in the studios while Frenchmen are out of work.

Meeting also passed resolutions calling for stricter enforcement of present anti-foreign laws and passage of new and tougher ones.

French Exhibs Ask Poster Price Cuts

Paris, July 19.

Campaign launched by French exhibitors to force distributors into cutting prices charged for posters used in exploitation is directed against Americans as well as French firms, and Raymond Lusiez, head of theatre owners' association, has written Harold Smith of local Hays office asking for co-operation.

Present standard price is 50c a sheet, which exhibitors consider far too high, contending that cost is around 25c. Can't see why distributors should make a profit on exploitation for their own pictures.

Lusiez points out that United Artists has cut price to 35c and asks that other U. S. firms follow suit.

'Friend' to Gallery

London, July 21.

Gaumont-British new production, directed by Berthold Viertel and titled 'Little Friend,' goes to New Gallery about Aug. 15.

Features new child discovery, Nova Pilbeam, and is considered by Arthur Jarratt, Gaumont-British hoplite and the toughest film critic here, to be the best picture made by G-B in years.

NAME 2 GROUPS TO STUDY PICS

Government Interested Because of Investments—Picture Trade Angles

HERRIOT AS HEAD?

Paris, July 19.

In view of the reorganization of French film industry, Minister of National Education Alime Berthod has appointed a study committee of 14 to work out a plan of fixing up the business.

Noise has already arisen over the fact that of the 14 members only two are directly concerned in the film business: Charles Delac, producer and president of the Chambre Syndicale, and Raymond Lusiez, his chief opponent in the quota and other fights, head of the exhibitors' association. Other members are five representatives of the Author's League and similar outfits; three government functionaries, including Edmond See, the censor; two newspapermen, including Jean Chateigner, president of the film press association and Paramount theatre p.a.; also Deputy, Henri Clerc, who is one organizer of the new independent film syndicate but it not an active cinema man, and one actor, Jean Loulou.

Lusiez is particularly hot up about the list. Says he suspects it's a fix by the Delac crowd to get the committee in its hands and start a new offensive toward the embargo on which they were lickered this time. He has written a letter to the authorities asking for more representatives of theatre owners.

Other kicks are that film technicians have no reps at all on body. List, however, is said not to be final.

Other Project

Another project, really separate and only vaguely linked with the foregoing, is to establish a committee consisting of cabinet ministers and their representatives, to draw up a statute of the cinema or film code. Lamoureux fosters the scheme, and he wants the cabinet to name reps of the Finance Minister, Commerce Minister, National Education Minister, Minister of the Interior and Minister of Foreign Affairs to form the committee. Lamoureux says he wants all these functionaries, who are interested in the problem, to have a voice. Film trade replies that although it includes no ministers it is interested, too, and would like to have a voice also.

Eduard Herriot, minister without portfolio in the Doumergue cabinet, is mentioned as chairman, but is reported having hesitated to accept. Says he'll only take the job if leaders of film associations—namely Delac and Lusiez—will tell him what it's all about.

U. A. Takes 2 More Paris Showcases; Will Release Entire List in England

Paris, July 21.

United Artists, expanding its plans for showing English language pictures in Paris, has signed two new showcases exclusively.

Far from breaking with M. Umansky, proprietor of the Lord Byron, as recently reported, U.A. is carrying on its expansion plans through him. Fact that Paramount film, 'Death Takes a Holiday,' is being shown at Lord Byron now is not indication of breaking Umansky's contract, but on the contrary, according to U.A. execs, simply

Australia Film Commr's Advice For Governmental Hands-Off on All Film Matters Is Cheer to U. S.

Sydney, July 30.

In continuation of his suggestions for changes of the film regulations and laws here, Film Commissioner E. H. Marks has recommended that the government take no legislative action or plan no governmental interference in block booking, control of film hire or rental or admission charges.

According to Marks, the government ought to keep its fingers off those troublesome items. He also thinks the Anzac government should not in any way get itself involved in contractual relations between exhibitors and sound organizations. Advertising charges is another item he feels the picture folks ought to fight out between themselves without government interest or aid, and finally he thinks the government ought not to be interested in the right of rejection except as is necessary for compliance with the new Australian quota.

Most heartening, for Americans, was the view expressed by the commissioner, which he saved for his final bolt. That is, that he believes British films should not be allowed into Australia duty free, but should have to pay and be treated on the same status as other foreign import. Americans had feared that should British films be allowed exemption from duty and quota regulations, they, with local product added on, would pretty well squeeze out the Hollywood producers.

12-Day Strike Wins Havre Cinemas Cut In Municipal Taxes

Paris, July 19.

Twelve-day strike by picture theatres in Havre has resulted in abolition by the city of all municipal taxes on film shows from June 1 to Oct. 1 yearly.

Theatres with strike have to pay for freedom to show their shows, however, because city has a contract with the brass helmets that it can't break. Also special poorhouse tax will be levied on theatres until national government gets a law passed making other industries besides entertainment contribute to this charity.

Victory is considered important, however, and is encouraging theatre owners' association in general scrap against excessive taxation. Nice and Rouen have already abolished their municipal taxes and theatres in dozens of other towns are fighting.

Theatre owners' association, headed by Raymond Lusiez, which is growing more powerful and which took a heavy part in fight against Chambre Syndicate's embargo scheme, also is showing its aggressiveness by joining in lawsuits against distributors who cancelled contracts with its members because they found other customers for film who would pay more.

Association also has backed move by theatres equipped by Western Electric to force a cut in service charges.

Prague Distribbs, Exhibs Agree on Contract Cuts

Prague, July 19.

Film distributors and picture houses have reached an agreement that when film-net guarantees are not reached in contracts, film purchasers shall be given a price reduction.

Reduction is to be 45% on foreign films bought and 15% on domestic product.

Czechs' Old Ones

Prague, July 17.

Prague can probably boast—if that's the word—of playing the oldest films in the world for any important world center. Because American films have been out of the market for over two years exhibitors are repeating old films and silents, with occasional exceptions when they can get local-made or indie export product.

Thus the current films in the Prague major houses are 'India Speaks', a French version of the first Laurel and Hardy talker, 'Quo Vadis', 'Ben Hur', and 'City Lights'.

INT'L CINEMA EXPO STARTS AUGUST 2

Venice, July 17.

All major American film companies have, already shipped over here prints of their self-elected 'best' picture of the past season for exhibition at the third annual Cinema Exposition and Contest. Contest starts Aug. 2 and all filmmakers from all over the world were invited to compete, picking their own best films, one to each company. Films are to be shown only in original versions, not dubbed, or subtitled.

American product that will be seen is: a Walt Disney short, unnamed; 'Invisible Man' (U), 'It Happened One Night' (Col), 'Little Women' (Radio), 'Death Takes a Holiday' (Par), 'Wonder Bar' (WB), 'Mystery Liner' (Mono), 'The World Moves On' (Fox), 'Cellini' (UA) and 'Viva Villa' (Metro).

Also to be shown at the exposition, and competing for the prize, will be Douglas Fairbanks' 'Don Juan', now being completed in London by London Films.

Film companies will also compete from Amsterdam, Italy, England, Switzerland, Germany, France, Russia, Sweden, Czechoslovakia, Spain, Denmark, India, Hungary, Poland, Turkey and Austria.

Nudist Pic in Mex

Mexico City, July 27.

National censors have okayed 'Elysia', nudist pic.

Slated for exhibition here in September.

means that U.A. had no picture at the moment it wanted to give him.

Umansky is taking over the Avenue and Aubert Palace to add to the Byron; and both of them will be under contract to U.A. on the same terms as his present house: United Artists pictures only, unless U.A. has nothing and permits another firm to horn in. Avenue, a 650-seater (ideal for Paris), was used by arty legit companies until last season, when B.G.K. company took it over, without fork, for films.

Umansky is fitting it up with swank seats. Reported to be spending (Continued on page 16)

JOIN THE WORLD AND



THE NAVY HAS LANDED
A TERRIFIC HAYMAKER
FLUSH TO THE CHIN
OF JOHN Q. TROUBLE



ALL OTHER TOPICS
BANNED AS WARNER
HIT BECOMES THE
BIG NEWS OF THE DAY



NOT SINCE "GOLD DIGGERS"
STAGED THE BIG RESCUE
ACT OF 1933 HAS THERE
BEEN ANYTHING SO IM-
PORTANT TO THE FORTUNES
OF THIS INDUSTRY AS
THESE AMAZING FIGURES-

BREAK *Your* RECORD!

**Topped "Wonder Bar" in Memphis
in Hottest Weather in 60 Years**

**Doubled Any Previous Midnight
Opening of Season in Houston**

**Only \$6 Under "Wonder Bar's" Rec-
cord for '33-'34 in San Antonio**

**Topped "Twenty Million Sweet-
hearts" in Pittsburgh, Cleveland**

**More Than Doubled Gross in Albany,
Akron and Erie Openings**

**'Way Over "Twenty Million Sweet-
hearts" at New York Strand**

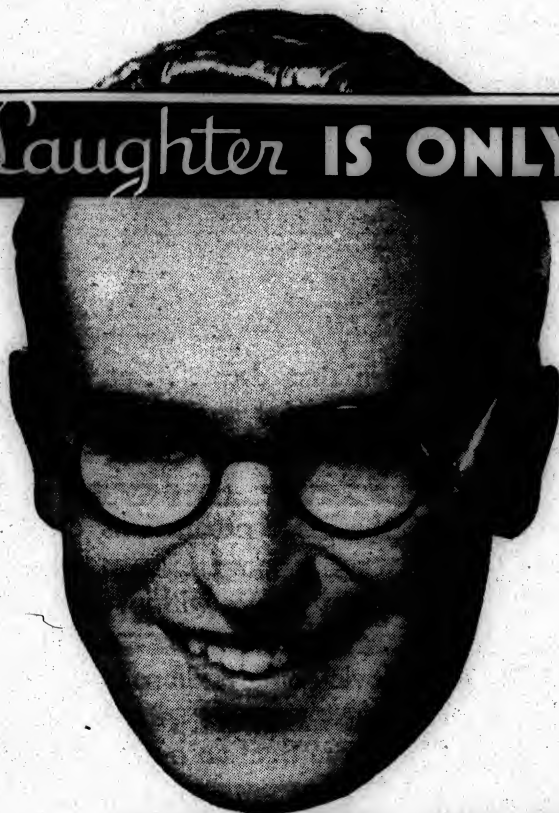
THE BIG AGITATION IN THIS BUSINESS TODAY IS FOR QUICKER AND LONGER DATES FOR

**"HERE COMES
THE NAVY"**

Directed by
LLOYD BACON

(Continued on page 27)

Laughter IS ONLY THE Half OF IT!



- It has every bit of the drama, romance, thrills and humor of Clarence Budington Kelland's most popular story — plus Harold Lloyd, as you never have seen him before... and the most appealing cast he ever assembled.

HAROLD LLOYD

in

The Cat's Paw

with

UNA MERKEL
GEORGE BARBIER
NAT PENDLETON
GRACE BRADLEY
ALAN DINEHART
GRANT MITCHELL

From the Saturday Evening Post story
by CLARENCE BUDINGTON KELLAND

PRODUCED BY THE
HAROLD LLOYD CORPORATION

A FOX release



Directed by

SAM TAYLOR

AUGUST 2nd 1934!

A memorable date

FOR on that date . . . at popular prices . . . in Radio City Music Hall . . . one of the great productions of this great industry comes within the reach of the movie-going millions . . . to give them far more than an hour's glorious entertainment . . . inspiring them with a new faith in themselves, a new courage to face the future!



FOX

ent provides. It's probably the **first** dramatic playlet offered on a local variety stage in years, and proved suitable diversion.

Charlie Nelson, another Coast favorite, although not seen hereabouts lately, emceeds entire proceedings, and provides most of the comedy. Aside from Irmantette (Mrs. Nelson), who aids him in a few gags, plus her customary dancing violin renditions, comic has ac-

(Continued on page 16)

"SHE LOVES ME NOT" IS CROSBY'S BEST PICTURE

"One of the most enjoyable comedy-romances in years. A sure clean-up for all-around appeal." —*Film Daily*

"A Smash hit!"

—*Milton Feld, Monarch Theatres*

"I laughed so heartily that the tears came."

—*Marco, Fanchon & Marco*

"Corking good box-office."

—*Walter Vincent, Wilmet & Vincent*

"She Loves Me Not' sure-fire. A fun picture from start to finish. It's a honey. You can't go wrong with a Bing Crosby picture, anyway." —*Hollywood Reporter*

"Swell adult entertainment. Engaging romance. Has hilarious situations. Crosby completely suited to the role."

—*Hollywood Variety*

"Fun in carload lots. Zippy, zesty and gay." —*Motion Picture Herald*

"It's a pip! It's a humdinger! It's a knockout!"

—*N.Y. Mirror*

"Howls and hoorays for the funniest farce in practically any vicinity."

—*N.Y. American*

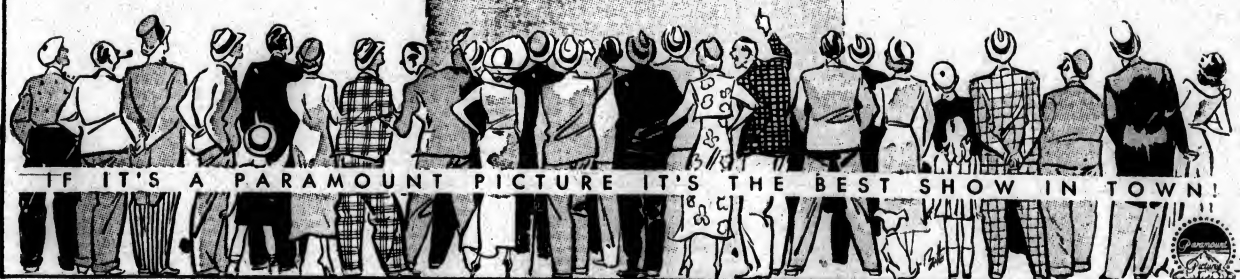
"Gloriously cock-eyed farce comedy."

—*N.Y. Evening Post*

"A gay farce. A jovial six-ring circus. Offered with dizzying speed."

—*N.Y. Sun*

"SHE LOVES ME NOT" starring BING CROSBY and MIRIAM HOPKINS, with Kitty Carlisle, Lynne Overman, George Barbier, Henry Stephenson, Warren Hymer, Edward Nugent. Directed by Elliott Nugent. Music by Gordon & Revel, Rainger & Robin. A Paramount Picture.



IF IT'S A PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN!



EXPLOITATION

By Epes W. Sargent

Selling Serials

One good way to sell serials, if they are regularly used, is to issue a bar badge for each serial, first forming a Serial Club, named after the theatre, and presenting each member with a top bar suitably lettered with the name of the serial, the bar being fitted with rings by which it may be attached to the top bar. Similar bars are provided for all subsequent serials, and eventually the badge becomes something important in appearance and dear to the juvenile heart.

All who attend the first chapter of a serial are given a card with punch holes, one being punched for each visit. All who present the full set of punches at the last showing are presented with a bar lettered with the name of the serial, the bar being fitted with rings by which it may be attached to the top bar. Similar bars are provided for all subsequent serials, and eventually the badge becomes something important in appearance and dear to the juvenile heart.

It will be necessary to arrange for the preparation of these bars, but any large city will provide one or more concerns dealing in badges who will make the bars in quantity for from three to six cents. This is for a dull bronze finish. Other finishes may cost a trifle more, but the bronze will be found better than a thinly washed 'gold' badge, though something might be done with chromium.

It will give an added incentive to be regular in attendance, and, like the dinner set schemes, it will even be probable that those unable to attend will send a proxy to reserve the continuity of the punches.

Stunt will grow as it progresses and prove well worth its cost.

Curiosity

Manager wanted to put over a big coming picture, and figured to make a dead job of it by appealing to curiosity. For a week he gave to departing patrons a sealed manila envelope with the face printed up "Please do not open until..." with a date a fortnight away.

Practically everyone in town knew before the end of the week that the picture was coming. Some of them might have thrown down the usual herald, but the date on the envelope was with a greater care than they would have given an ordinary announcement.

Other catchlines are "Do not open this if you are married," "For single women only," a good runner up, and "Don't let your husband see this given only to women." The latter works best on a matrimonial problem.

Another stunt that looked all right but did not work out so well was losing letters addressed to people. The management wished particularly to reach. Many of these were retrieved and either taken or mailed to the persons addressed. Most of the recipients realized that this was an advertising scheme and did not react favorably. The idea was that people would take more interest in the lost and found letter, but it had the reverse effect. On the other hand, a mailed letter with "Not to be opened by anyone else" clicked amazingly. This idea is to make them wonder. Curiosity will do the rest.

Ice Gags

Hot weather brings in the ice gags all over again, and usually with some added ideas. Now, one for this year is to send out a letter short with a duck frozen into a cake of ice with the familiar question. Duck can generally be promoted, on a lark, from the butcher.

The one sheet in a cake of ice is a standard form, and small tokens can be frozen into the cake. When they melt out they are accepted for an admission to the theatre. Dolls, other objects can be used instead of the duck where they fit in with the title, cutout letters can be strung on threads or a form letter frozen in.

Ice can generally be obtained from the factory in return for a credit card, so all the stunt costs is the material and the labor of removing the drip.

If desired the stunt can be made the basis of a contest, with blanks provided on which those who desire may record their calculations. Should be spaces for the day, hour and minute, and provision made for awarding the cake closely as it dwindles away.

And don't forget the ice cooler in the lobby. Provide cups from an automatic machine, and see that cups are not left around for reuse. Best used cup container is a barrel with a hole in the top just large enough to permit the cup to pass through. A sign should explain that the ice forbids the use of a common cup.

Wasted Effort

Hollywood, July 30.

Warner theatre operators heard of a national campaign put on in Texas. They wanted the details, as it concerned one of their pics, so they sent for the exploitation department. After explaining the various details and boasting how far it transcended previous exploitive efforts, he was asked, "and how was business that week?"

"Not so good," he replied.

Kidded the Return

Exhibitor who had already played "Three Little Pigs" repeat thought he could make a go of a third try if he could put it over. He drove into the country and gave three small prizes to the first three people who had them thoroughly scrubbed and provided with dog harnesses. With red, white and blue ribbon leashes he had them led through the street by the prettiest girl he could induce to take the job, the only advertisement being "We're at the Globe again" on blankets. Got plenty of attention and several cars wanted to run her in, but there was no law about leading pigs about the streets, and a test pinch only helped to get the pigs into the paper. Helped to a bigger business than the first showing, with a feature no better than it should have been.

When the pigs were not out perambulating the street, he put in a window of an empty store, bedded down with sawdust. Dozens of applications were made for the pigs for pet, but always refused, since there was some risk that the humane society might object. Treatment of the pigs under his own management was complete, and he wanted to keep the record clear.

Same man had the idea of a police dog for the Big Bad Wolf, but he's afraid of the howl. Would not do to muzzle the pup, and impractical to parade him without that restraint.

Double Relay

Two theatres in towns only about five miles apart recently staged a double relay race that made plenty of talk locally. Boys of the two kid clubs were selected as teams, each to be relayed by a parent. Instead of having the two teams compete the boys were run in opposite directions, those from the first town carrying messages to the manager in the second town while his message was being carried to the first. Near the close of the race the telephone company made a hook-up, so that arrivals could be reported.

Boys were started from in front of the theatres through the same selection of streets, and the relay which started one boy also serving to start the second. Frequent reports from along the route and the cheering of spectators made the greater in that the progress of the two boys could not accurately be compared. Auto with judges accompanying the relay to prevent hitch hiking, and judges from both towns were at both finish lines.

Worked up into a news feature that held the news pages for three or four days. The relay was a success for both towns. Short relays prevented the boys from overtaking and also made for speed. Good stunt for any town where before the weather gets too warm.

Melon Party

One of the oddest good-will stunts is worked by an exhibitor in a midwestern town about 40 miles from a city which serves as a distributing point for the territory. It's not a fixed feast, but a movable event and is known as the annual watermelon party. It has been current for several years.

Manager arranges with a commission house to tip him off when there is a glut of melons. The original idea having been to buy when a delayed shipment came in on top of the regular lots and put the price down to a dime apiece. That's still the upset price, and it usually happens that they drop that low.

Commission merchant phones the theatre and a truck is sent down to pick up the melons. They are put in the local ice house and the truck is harnessed with the announcement of the party a couple of nights later. Friday preferred. After the last show everyone is invited over to the ice house and treated to slices of melon as long as they last. Just before sundown the bill, but it's advertising that sticks for another year, and cheap at the price. Patrons are given tickets which give them preferential servings, but after that it's free for all, with plenty to go around.

Can probably be worked around other produce, but the melon is the best. The idea is to have a truck to the red flesh, ice cold, on a hot summer night.

Party Night

Exhibitor is fighting the beach lure with an offer of a prize each week for the largest party formed to visit the theatre. Only stipulation made is that all of the tickets be bought in a single lot. Whoever gets the tickets is given a slip stating the number of admissions bought, and Monday the high number is posted. If two or more have the same number, all are paid off.

Offer is good including Saturday through the summer, as it is felt that it may hold them back from the beaches. The gas was tried out late last summer and seemed to work well enough to warrant another trial.

Through the winter Tuesday and Friday have been known as party nights, with smaller cash prizes hung up for each night and the award made before the show closes.

Figured that many come who would come anyway, but that enough hustling is done by the party promoters to show a profit on the sales, and that is what it's all about. Figured it gets new people into the habit of coming more or less regularly, and then sometimes they'll come without a party being formed.

Fooled 'Em

Manager in a town of about 20,000 got a big laugh recently with a verbal identification. They are used to his freakish advertising, so when he announced that he had published a description of a man, ending him with the traits of the perfect lover, Beau Brummell and business capacity, he took about 400 words to describe the man, and wound up with an offer of tickets to those who made the best identification, telling why they believed the person selected to be the one indicated.

There were five prizes hung up, but only the top one was taken down, since only one identification was made. Practically everyone of the slightest importance in the town was mentioned by one or more contestants, and some of the letters were so bright that they drew tickets in spite of their failure to correctly name the subject of the sketch.

Top prize of 10 tickets went to a 14-year-old lad who wrote: "I think you mean Adolphe Menjou because he's the only actor you have coming soon who suits your own description, and I don't think you'd spend all that money to praise up anyone you didn't have in your show."

The letter was published, and broke the newspaper, carrying with it a number of the other letters, naming local people. It was worth the tickets.

Birds and Color

Baltimore.

Tie-in with a merchant as effected by Morris Mechanic for the showing of "Grand Canary" (Fox) at his New in a series of shows. Mechanic permitted a department store to place three fancy canary cages in his lobby bearing label of the store. In return he was granted large space in the most prominent show window possessed by store.

He made use of the window most by posting a sign, "Canary Salesman Baxter (of pic's cast) along with credit placards and a slew of standard display stills. The store utilized the window by displaying up a group of dummy models in canary yellow gowns, adorning window shoppers to take their pleasure in the "Grand" manner, and was the "Grand" manager.

Canton, Ohio.

D. L. Schumann, owner of the Market (Cleveland), has purchased the Pastime in Rittman, Ohio. He plans to renovate the house completely before reopening it in August.

Nat Wolf, Warner's zone manager, announces the following theatres in northeastern Ohio closed: Lake and Variety, Cleveland; Kenton at Kenton, and Plaza, Sandusky.

Ward Parrar has gone to Indianapolis as manager of the Palace, New house in that city. Kenneth Reid, until recently manager of Loew's at Cleveland, has been succeeded by Parrar as mgr. of Loew's Canton.

Spoux City, Ia.

Construction started on an outdoor theatre, seating capacity 4,000. Project being underwritten by city at a cost of \$60,000.

Lancaster, Pa.

Capitol (Warner Bros.) dark for the summer, reopens Sept. 1 with vaudeville. Announces District Manager William Israel. Manager Doug George, now filling vaudeville vacancies, is scheduled to return.

Oklahoma City.

Griffith Bros. open three new the-

Meakin's Cuffo

Washington, July 30.

Harlie Meakin, local RKO straight film house manager, is getting by with an idea to get stage stuff without forking out any overhead to the unions. He presents local radio celebs behind the screen, which gives the appearance of looking into a broadcasting studio.

Acts work through radio amplifiers placed outside of screen. Only extra staff needed is a man to put curtains, even the musicians' local letting house by without a pit band. Latest turn was done by Arthur Heilly, morning spot announcer and Hearst newspaper broadcaster. House got daily plugs on NBC on pic as well as Heilly personal.

Waterfall Poster

Back in the old days managers used to try and fix a waterfall in the theatre that the cooling splash of the water in the basin might suggest "coolness" and perhaps contribute somewhat to that end through evaporation.

One manager continues the idea in what he calls his waterfall poster, in which a thin stream of water trickles over the one sheet on display. It attracts plenty of attention on hot days; sufficient he thinks to pay for the slight trouble.

Essentially it is a metal frame large enough to contain a one-sheet glass, down which the film of water trickles. The edges of the frame are flared over to form a sort of gutter and the bottom is tacked about two inches deep, leading to a larger tank back of the easel. This tank is of a capacity to contain all the water used. There is a perforated pipe at the top of the easel through which the water trickles, fed by a small pump on a motor.

Glass is set in aquarium cement. If this cannot be obtained, use equal parts of putty and lead in oil. Stunt works so well manager is looking for a plate of glass of three-sheet size in order to enlarge.

More Marriage

Port Wayne.

Stage wedding idea revived for "Here Comes the Groom" at Paramount theatre and conducted at midnight opening of film. Names of the party were whizzed up to the time of actual ceremony, with the newspapers playing up the mystery angle.

Radio station WOWO supervised the informal spicing, behindhand and had the house thoroughly covered with amplifiers so the audience could follow the nuptials with ease. Location of the ceremony, same forward and presented their products to couple as gifts in return for lobby display.

Some Do—Some Don't

Washington.

Met, local Warner spot, is holding customers' holdup. The day arrive just before last reel of "Return of the Terror." Gag is explained by ushers, who point out that if paying guests see solution first it will spoil show.

First time stunt has been worked here in years and some of the boys and girls don't like it.

New York.

Mundus has added seven sales reps. to staff to handle company's product of 37 features throughout '34. List includes Arthur Ables in New York; Rubin Brenner, Philly; Mervin J. Gault, Pittsburgh; Harvey Schneider, Washington; Hermin Booth, Cincinnati; Moe Geiger, Cleveland; and M. S. Epstein, Los Angeles.

R. A. McGuire, assistant to H. M. Doherty, Warner's auditor of exchanges, has been laid low with tonsillitis for past two weeks.

Brook, N. Y.

Stanley Layton has closed his

(Continued on page 11)

Black's Campaign

Harry Black, of Schine's Rialto, Glens Falls, N. Y., went the distance with Joe E. Brown on "The Circus Clown" with a week's campaign in advance, a bus the day before the opening and more for the opening day, including a hand-painted fantastic front with a huge hooded cupid of the comedian.

For the advance he put a stuffed dummy on a trapeze suspended from a pole jutting out from the building swinging level with the third story, and with a perpendicular banner from the pole to the dummy. He had a monkey in the lobby and the ushers in clown costumes the previous week. He also tied up with driving courses with an offer of a ticket to anyone who could drive a ball into Joe Brown's mouth. He cut out a safe distance away. He put out 50 home-made tire covers and tied several toy shops to circus toy store.

A day in advance he planted smart copy in the local paper and got the radio station to broadcast the press review. He not only made a special showing of the picture to the circus people, which made the newspaper grade. A special clown show was staged at the capital for the inmates. He promoted 300 boxes of clown crackers and some corned corn, got a window for a clown in the Kresge store, and had a special showing of the picture to the circus people, which made the newspaper grade. A special clown show was staged at the capital for the inmates. He promoted 300 boxes of clown crackers and some corned corn, got a window for a clown in the Kresge store, and had a special showing of the picture to the circus people, which made the newspaper grade. A special clown show was staged at the capital for the inmates. He promoted 300 boxes of clown crackers and some corned corn, got a window for a clown in the Kresge store, and had a special showing of the picture to the circus people, which made the newspaper grade.

Jangled Nerves

Most managers realize that a courteous box office girl is a real selling point; that an adroit ticket taker is not only making the place, more importantly, hold business.

One manager was surprised not long since to receive several intimation letters from ticket takers. "I'm sorry," it was something of a shock, for she was the best girl he had ever had back of the window, and could not understand it. When she started to speak to her about it, she was all smiles for the customers.

"That was last week, wasn't it?" she asked when he told her the trouble. He nodded. She reminded him that he was using a record on a wild animal picture and she had to take the ticket takers. "You stretch a day," to make it worse, the loudspeaker from the phonograph had been mounted on the ticket office. It seemed to augment the sound. "It wore her nerves to a frazzle, and, try as she would, she could not retain her usual composure. She was a noisy baby the manager will work the relief cashier and give each girl four tickets."

It was a fine thing, but it could—and probably did—hurt business. The same thing applies in lesser measure to repetitions of photographed songs or band selections. They get a little tiresome if they have to be listened to interminably. These noise bullies are good, but keep the ticket dealers in mind.

Rode the Radio

One of those towns which is using the inquisitive reporter as a radio stunt also has a hustler running the optical opera. He spotted the excessive number of the ticket takers, got in on it some way. First off, he persuaded the station to send a milkster down to the theatre to interview the people in the lobby, and then, after that idea was rejected, he took the milk inside the house. Show was timed for a break at the broadcast hour, and the milk is carried through the lobby, and then, after that idea was rejected, he took the milk inside the house. Show was timed for a break at the broadcast hour, and the milk is carried through the lobby, and then, after that idea was rejected, he took the milk inside the house.

It's working seems to be established by the fact that where the audience used to dress the house, they now come early and get as close to the front as they possibly can. Mike has been in the center aisle, but figured that crowding can be avoided by using the side aisles, too. Mike is mounted on a rod that will revolve to the center of a section and those on the outside seats are not always the ones questioned.

Station figures that "Now I'm going to ask the lady in the fourth seat to tell what she thinks," helps the local color, and goes to make that night the most interesting of the weekly feature.

Joan Lowell's Series

Joan Lowell will do an "Adventure Girl" reporting series in the N. Y. Daily Mirror in conjunction with the "The United States (releases)," which opens next week at Radio, N. Y. It's the same about Edwin Coward did for the same time on the "Are You a Citizen?" when that film was on Broadway a couple of months ago. More Jackman handling both pic.

BEHIND the KEYS

Radio City Music Hall Enters The Campaign of Confidence

CONFIDENCE: "*Trust in or reliance upon another; belief in a person or thing*"—*Junk & Maguall's Standard Dictionary*

IN 1932 the Rockefeller interests completed at the greatest cost in the world's history, the most concentrated form of real estate development within the confines of a city; in the center of Radio City they constructed

Radio City Music Hall

mankind's greatest single contribution to the world of entertainment.

Its needs and its purposes now as then, are clearly defined: it is devoted to the very finest representations of Motion Picture Art. COLUMBIA PICTURES CORPORATION is pleased to announce that twenty-five per cent of the playing time for 1934-1935 will be devoted to COLUMBIA pictures in this great theatre.

Confidence is the very essence of the thought which found expression in the contract entered into between this Company and that theatre.

Confidence on the part of the MUSIC HALL Management in the pictures COLUMBIA will produce the forthcoming year.

Confidence on the part of COLUMBIA in the men guiding the destiny of the world's finest theatre... in their aims... ideals and ambitions.

COLUMBIA is proud of its partnership.

Columbia Marches On Through 1934-1935

Devil Tiger. Wild animal yarn made in Asia. Marion Burns, Kane Rich
(Continued on page 23)



CALENDAR OF CURRENT RELEASES

(Continued from page 21)

mond, Harry Woods and natives. Dir. Clyde M. Elliott. 60 mins. Rel. Feb. 16. Rev. Feb. 13.

Ever Since Eve. Country boy flops New York. George O'Brien. Dir. Geo. Marshall. 72 mins. Rel. Feb. 9. Rev. April 3.

Frontier Marshal. The familiar theme of the unknown cleaner-up. Geo. O'Brien. Dir. George Marshall. 68 mins. Rel. Jan. 19. Rev. Feb. 6.

Grand Canary. Warner Baxter. Mabel Evans. Dir. Irving Cummings. 73 mins. Rel. July 13. Rev. July 24.

Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. July 27.

Heart Song. British made with Lillian Harvey and Mady Christians in the lead. Rich Pommer production. Dir. Frederic Hollander. 81 mins. Rel. April 27.

Hold That Girl. Original story. James Dunn, Claire Trevor. Dir. Hamilton MacFadden. 65 mins. Rel. Feb. 16. Rev. March 27.

I Believed in You. Original story. Rosemary Ames, Victor Jory, John Boles. Dir. Irving Cummings. 63 mins. Rel. Feb. 23. Rev. April 11.

Murder in Trinidad. Mystery story from Vandercook's novel. Nigel Bruce, Heather Angel. Dir. Louis King. 74 mins. Rel. April 6. Rev. May 23.

New Tell. Mrs. Arnold Rothstein's story based on her husband's life. Spencer Tracy, Helen Twelvetrees. Dir. Edwin Burke. 87 mins. Rel. May 11. Rev. May 23.

Orient Express. Mystery on a railroad train. Heather Angel, Norman Foster. Dir. Paul Martin. 72 mins. Rel. Jan. 12. Rev. March 6.

Scandals. Staged by George White on the lines of his revue. Rudy Vallee, Alice Faye, Jimmy Durante. Dir. Geo. White, Harry Lachman. 78 mins. Rel. March 16. Rev. March 20.

She Learned About Sailors. Alice Faye, Lew Ayres, Mitchell and Durant. Dir. Geo. Marshall. Rel. July 6.

She Was a Lady. Helen Twelvetrees, Robert Young. Dir. John Hyatt. Rel. July 20.

Sleepers East. From the novel by Fred. Nobel. Wynne Gibson, Preston Foster. Dir. Kenneth MacKenzie. 69 mins. Rel. Jan. 26. Rev. June 19.

Springtime for Henry. From Benn Levy's stage play. Otto Kruger, Nancy Carroll, Heather Angel. Dir. Frank Tuttle. (Lasky produced). Rel. May 26.

Stand Up and Cheer. Musical. Warner Baxter, Madge Evans, Sylvia Froom. Dir. Hamilton MacFadden. 80 mins. Rel. May 4. Rev. April 24.

Such Women Are Dangerous. From the story, "Old Thursday." Warner Baxter, Rosemary Ames, Rochelle Hudson. Dir. Jas. Flood. 81 mins. Rel. May 4. Rev. June 12.

Three on a Honeymoon. Love affairs on an ocean liner. Sally Eilers, John Mack Brown. Dir. Jas. Tinning. 65 mins. Rel. March 23. Rev. May 8.

Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. Rel. June 8.

World Moves On. The. A love story which covers a century. Madeleine Carroll, Franchot Tonne. Dir. John Ford. 104 mins. Special. Rev. July 2.

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 loves. John Barrymore, Theodore von Eltz, Gertrude Messinger, Phyllis Barry. Dir. Vin Moore. 73 mins. Rel. Jan. 27.

Gaumont-British

Office: 226 West 42nd St., New York, N. Y.
Along Came Sally. Comely musical. Cletely Courtneidge. Dir. Tim Whelan. 70 mins. Rel. June 15. Rev. June 19.

Channel Crossing. Drama. Matheson Lang, Constance Cummings. Dir. Milton Rosmer. 65 mins. Rel. May 16. Rev. June 6.

Friday the 13th. Ben and what led to the Jesse Matthews. Frank Lawton, Bonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 15. Rev. May 23.

Ghoul, The. Thriller. Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 1. Rev. Jan. 30.

It's a Boy. Comedy. R. R. Horton, Leslie Henson. Dir. Tim Whelan. 75 mins. Rel. June 15. Rev. June 19.

Just Smith. Mystery comedy by Lonadale. Tom Walls, star and director. 70 mins. Rel. April 13. Rev. April 24.

Orders in Orders. American making film in British army. James Gleason, Charlotte Greenwood. Dir. Walter Forde. 70 mins. Rel. May 1. Rev. May 8.

Prince of Wales. Newsreel compilation of British heir's life. 60 mins. Rel. April 15. Rev. April 24.

Woman in Command. Backstage story with music. R. E. Horton, Cletely Courtneidge. 70 mins. Rel. May 15. Rev. June 5.

Majestic

Office: R.K.O. Bldg., Radio City, New York, N. Y.
Morning After. The. A merry mix-up of international spy systems. Ben Lyon and Sally Eilers. Dir. Allan Dwan. Rel. Jan. 1.

Scarlet Letter. The Hawthorne's dramatic classic. First sound filming. Colleen Moore and Harlie Albright. Dir. Robert Vignola.

Unknown Blonds. From the novel "Collusion." The divorce racket. Edward Arnold, John Jerome Eddy. Dir. Hobart Henrich. 81 mins. Rel. March 16. Rev. May 15.

Metro

Office: 1540 Broadway, New York, N. Y.
Cat and the Fiddle. From the successful musical play by Jerome Kern and Otto Harbach. Ramon Novarro, Jeanette MacDonald, Frank Morgan, Charles Butterworth, Jean Harlow, Violaine Segal. Dir. William K. Howard. Rel. Feb. 15. Rev. Feb. 20.

Eskimo. Love and hate in the ice lands. Native cast. Dir. W. S. Van Dyke. Roadshow length, 120 mins. Rel. Jan. 13. Rev. Nov. 21.

Fugitive Lovers. Robert Montgomery and Madge Evans as the lovers in a story most of whose action takes place on a transcontinental bus. Nat Pendleton, C. Henry Gordon, Ruth Selwyn. Dir. H. Boieslavsky. 84 mins. Rel. Jan. 5. Rev. Jan. 19.

Hollywood Party. All star musical film. 63 mins. Rel. June 11. Rev. May 29.

Laughing Boy. All star musical film in the title role. Based on the Pulitzer Prize winning novel by Oliver La Farge. Lupe Velez. Dir. W. S. Van Dyke. 75 mins. Rel. May 20. Rev. May 15.

Lazy River. Story of the shrimp fisheries among the Cajuns in the Louisiana bayou country. Jean Parker, Robert Young, C. Henry Gordon. Dir. George Seaton. 71 mins. Rel. March 16. Rev. April 10.

Manhattan Melodrama. Story of old and new New York. Clark Gable, Wm. Powell, Myrna Loy. Dir. W. S. Van Dyke. 93 mins. Rel. May 4. Rev. May 8.

Man in White. Parody of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, Jean Harlow. Dir. R. Boieslavsky. 72 mins. Rel. April 6. Rev. May 1 and June 12.

Murder in the Private Car. Mystery thriller with most of the action on a train. Charles E. Jones, Una Merkel. Dir. Harry Beaumont. 60 mins. Rel. June 23. Rev. July 10.

Mystery of Mr. X. Based on the Crime Club novel by Philip MacDonald. Robert Montgomery, Elizabeth Allan, Lewis Stone. Dir. Edgar Selwyn. Rel. Feb. 16. Rev. Feb. 20.

Operator 13. Based on the last novel of the late Robert W. Chambers. Marion Davies, Gary Cooper. Dir. Richard Boieslavsky. 85 mins. Rel. June 8. Rev. June 26.

Queen Christina. Greta Garbo as the seventeenth century queen who was brought up as a boy. Lew Layton, John Keith, Elizabeth Young. Dir. Rouben Mamoulian. 90 mins. Rel. Feb. 9. Rev. Jan. 2.

Rip Tide (Opposing Forces Within Woman). An American girl marries into English nobility and suffers disappointment and disillusionment. Norma Shearer, Robert Montgomery, Herbert Marshall. Mar. 1st Campbell. Dir. Edmund Goulding. Rel. March 23. Rev. April 3.

Sadie McKee. Based on the novel by Vina Delmar. Joan Crawford, Franchot Tonne. Dir. Clarence Brown. Rel. May 11. Rev. May 22.

Showoff. The old stage play of a conceited man who makes good. Spencer Tracy, Madge Evans. Dir. Chas. Rosner. 75 mins. Rel. March 9. Rev. March 20.

Stamboul Quest. Spy story. Myrna Loy, Gao Brent. Dir. Sam Wood. 85 mins. Rel. July 13. Rev. July 17.

Tarzan and His Ma. Further adventures of the characters created by Edgar Rice Burroughs. Johnnie Weissmuller, Maureen O'Sullivan, Neil Hamilton. Dir. Cedric Gibbons. Rel. March 23. Rev. April 24.

Thin Man. The. Murder mystery from Dashiell Hammett's novel. Wm. Powell, Myrna Loy, Maureen O'Sullivan. Dir. W. S. Van Dyke. 80 mins. Rel. May 25. Rev. May 29.

This Side of Heaven. Domestic drama from a novel. Lionel Barrymore, Fay

Bainter, Mae Clark, Una Merkel, Tom Brown. Dir. Wm. K. Howard. 78 mins. Rel. Feb. 2. Rev. Feb. 13.

Viva Villa. Wallace Beery portrays the famous Mexican character. Pancho Villa, Stuart Erwin, Fay Wray, Leo Carrillo. Dir. Jack Conway. 112 mins. Rel. April 7. Rev. April 17.

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.

Monogram

Office: R. K. O. Building, Hollywood, Cal.
Beggars in Ermine. Bankrupt steel man organizes a mendicant trust. Lionel Atwell, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. Feb. 22. Rev. April 30.

Blue Steel. John Wayne, Eleanor Hunt. Dir. R. N. Bradbury. A Lone Star Western. 54 mins. Rel. May 10.

City Limits. Ray Walker, Sally Blane, Frank Craven. Story of breezy newspaper reporter who gets his story—and the girl. 70 mins. Rel. May 1. Rev. July 10.

Girl of the Limberlost. A Gene Stratton-Porter story. Marian Marsh, Ralph Morgan, Louise Dresser. Dir. Christy Cabanne.

Happy Landings. Ray Walker, Jacqueline Wells. 63 mins. Rel. Sept. 1.

Healer, The. From novel by Robert Herrick. Dir. Reginald Barker.

House of Mystery. The. Verna Hillie, Ed Lowry. Dir. William Nigh. 62 mins. Rel. April 30.

Jane Eyre. Charlotte Bronte's classic. Collin Clive, Virginia Bruce. Dir. Christy. 65 mins. Rel. Aug. 15.

King Kelly of the U. S. A. Breezy reporter puts small, outmoded kingdom of the United States back on its feet. George Bancroft, Irene Ward. Dir. Leonard Fields.

Loudspeaker. The. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 1.

Lucky Texan. The. Western story of a man accused of the murder of his pal. John Wayne. Dir. Paul Mervin. 65 mins. Rel. Jan. 22. Rev. Feb. 13.

Man from Utah. The. (Lone Star). Utah cowboy exposes rascal racket and saves a shrewd banker. John Wayne, Polly Ann Young. Dir. R. N. Bradbury. 54 mins. Rel. May 15.

Moonstone. The. Wilkie Collins story of disappearance of famous gem. David Manners, Phyllis Barry. Dir. Reginald Barker. Rel. Aug. 20.

Monte Carlo. Mary Brian, John Darrow. 62 mins. Rel. May 20.

Mystery Mountain. Wallace Ford, Gloria Shea. 70 mins. Rel. June 15. Rev. July 24.

Nevada Loner. Noah Beery, Astrid Alwyn. Dir. William Nigh. 63 mins. Rel. March 15. Rev. April 10.

Manhattan Love Song. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. 72 mins. Rel. April 30.

Randy Ridas Alone. (Lone Star). John Wayne, Albert Vaughn. Dir. R. N. Bradbury. 54 mins. Rel. June 15.

Shock. Ralph Forbes, Gwenn Gil, Munroe Owsley. Shock-shell victim reestablished before going to front, and hates his unknown rival till his identity is reestablished. Dir. Roy Pomeroy. 66 mins. Rel. Aug. 1.

Sixteen Fathoms Deep. Sponge diver's romance. Sally O'Neill, Creighton Miller. Rel. Jan. 1. Rev. Jan. 23.

Star Packer. The. (Lone Star). John Wayne, Verna Hillie. Dir. R. N. Bradbury. 54 mins. Rel. July 30.

West of the Border. (Lone Star). John Wayne, Virginia Brown Faire. Dir. R. N. Bradbury. 52 mins. Rev. May 15.

Woman's Man. Hollywood inside story. John Halliday, Wallace Ford, Marguerite de La Motte. Dir. Edward Luddy.

Paramount

Office: 1501 Broadway, New York, N. Y.
All of Me. From the stage play, "Chrysalis." Fredric March, Miriam Hopkins. 72 mins. Rel. Jan. 26. Rev. Feb. 6.

Bolero. Story of a gigolo who starts in Hoboken. Geo. Raft, Carole Lombard, Sally Rand. Dir. Wesley Ruggles. 83 mins. Rel. Feb. 23. Rev. Feb. 20.

Come On Marines. Marine corps rescues a shipwrecked girl's seminary. Richard Arlen, Lupe Velez, Roscoe Karns. Dir. Henry Hathaway. 64 mins. Rel. March 23. Rev. March 27.

Death Takes a Holiday. Death takes a holiday to learn of life. From the stage play. Fredric March, Evelyn Venable. Dir. Mitchell Leisen. 75 mins. Rel. March 20. Rev. Feb. 27.

Double Door. Thriller story of a dominant old maid. Mary Morris, Evelyn Venable, Kent Taylor. Dir. Chas. Victor. 75 mins. Rel. May 4. Rev. May 8.

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.

Elmer ad Elsie. Truck driver and the president of a piano concern both proclaim the man is the head of his business and his home. Their wives prove the reverse to the contrary. George Bancroft, Frances Fuller, Roscoe Karns, Nella Walker. Dir. Gilbert Pratt. Rel. July 27.

Four Brothers. Mixed quartet in the jungle. Claudette Colbert, Herbert Marshall, Mary Boland, Wm. Gargan. Dir. Cecil de Mille. Rel. Good Date. Fredric March on a carnival lot. Sylvia Sydney. Dir. Marion Gering. 72 mins. Rel. Feb. 16. Rev. March 20.

Great Filtration. The. Stage story by Gregory Ratoff in which an egotistical matinee hero sacrifices his career to promote that of his wife. Elissa Landi, Adolphe Menjou. Dir. Ralph Murphy. 71 mins. Rel. June 15. Rev. June 26.

Here Comes the Groom. Escaping burglar is forced to impersonate the groom of a deserted bride. Jack Haley, Patricia Ellis. Dir. Raoul Pagnol. Rel. June 15. Rev. June 26.

His Double Life. (Dowling). Light comedy. Lillian Gish, Roland Young. Dir. Arthur Hopkins. 63 mins. Rel. Jan. 12. Rev. Dec. 19.

I Married an Actress. Matinee idol loses out to his wife, an actress, who takes a story. Adolphe Menjou, Elissa Landi. Dir. Ralph Murphy. Rel. June 26.

It Ain't No Sin. Mae West as a burlesque queen. Roger Pryor, John Mack Brown. Dir. Leo McCarey. Rel. June 29.

Kiss and Make Up. Beauty doctor marries his model. Cary Grant, Genevieve Tobin. Dir. Walter Churnoff. Rel. July 13. Rev. July 17.

Last Roundup. The. Western with a Zane Grey title and a new story. Randolph Scott, Monte Blue, Barbara Adams, Fred Kohler. Dir. Henry H. Sargent. Rel. July 27.

Little Miss Marker. Damon Runyon story of a child who was pledged with a bookmaker. Adolphe Menjou, Dorothy Dell, Chas. Hickford, Shirley Temple. Dir. Alex. Hall. 119 mins. Rel. June 1. Rev. May 22.

Many Happy Returns. Burns and Allen at their dearest. With Guy Lombardo. Sam Marsh. Dir. Norman MacLeod. 65 mins. Rel. June 8. Rev. June 12.

Melody in Spring. Radio singer at home and abroad. Lanny Ross, Chas. Ruggles, Mary Boland. Dir. Norman MacLeod. 75 mins. Rel. April 20. Rev. April 3.

Miss Fanny's Baby Is Stolen. Farceful play. Dorothea Wyle, Alice Brady. Dir. Alex. Hall. 67 mins. Rel. Jan. 12. Rev. Jan. 24.

Murder at the Vanities. From the Earl Carroll stage production. Murder by the sea. John Barrymore, George Raft, Charles Clary, Kitty Carlisle. Dir. Mitchell Leisen. 96 mins. Rel. May 11. Rev. May 22.

No More Women. Flagg and Quirt as deep sea divers. Edmund Lowe, Victor McLaglen, Sally Blane. Dir. Al Rogell. 73 mins. Rel. Feb. 23. Rev. March 20.

Notorious Sophie Lang. Story of international jewel thieves. Gertrude Michael, Paul Cavanaugh. Dir. Ralph Murphy. 69 mins. Rel. July 29. Rev. July 24.

Old Fashioned Way. The. W. C. Fields, Joe Morrison, in a road show in the "Old Fashioned Way." Judith Allen. Dir. Wm. Beaudine. 69 mins. Rel. July 6. Rev. July 17.

Private Scandal. Suicide which is decided to be a murder because none of the witnesses dares his own exposure to scandal. Zasu Pitts, Phillips Love, Ed Sparks, Mary Brian. Dir. Ralph Murphy. 64 mins. Rel. May 11. Rev. June 19.

Search for Beauty. The. Pseudo-physical training yarn to display winners in the International beauty contest. Buster Crabbe, Ida Lupino, Toby Wing. Jas. Gleason. Dir. Eric Kenton. 71 mins. Rel. Feb. 2. Rev. Feb. 13.

She Made Her Bed. Show hit story about a brutal animal trainer. Rich. Arlen, Sally Eilers, Robt. Armstrong. Dir. Ralph Murphy. Rel. March 9. Rev. May 1.

Shoot the Works. A denatured "The Great Magoo." Jack Oakie, Ben Bernie, Dorothy Dell. Dir. Wesley Ruggles. Rel. June 29. Rev. July 10.

Six of a Kind. The. Humors of a share-expenses trip. Chas. Ruggles, Mary Boland, George Raft, George Raft, George Raft, George Raft. Dir. Leo. Carey. 60 mins. Rel. Feb. 9. Rev. May 12.

Thirty Days a Princess. Obscure actress plays at being a princess. Sylvia Sydney, Cary Grant. Dir. Marion Gering. 76 mins. Rel. May 18. Rev. March 20.

Trumpet Blows. The. George Raft becomes an amateur ball fighter. Geo. Raft, Adolphe Menjou, Frances Drake. Dir. Stephen Roberts. 64 mins. Rel. April 12. Rev. April 17.

We're Not Dressing. Comedy of shipwrecked royalty. Bing Crosby, Carole Lombard, George Raft, George Raft, George Raft, George Raft. Dir. Norman Taurog. 80 mins. Rel. April 27. Rev. May 1.

Studio Placements

(Continued from page 21)

Spencer Bennet, directing "Night After." Maj. William Tannen, "Biography of a Bachelor," MG.

Marjorie Rambeau, "Ready for Love," Par.

Howdy Furness, "Dangerous Corner," Radio.

John Wexley, adapts "Eight Belles," Col.

Alexander Woolcott, "Gift of Gab," U.

Sonya Levien, Ernest Pascal, scripting "White Parade," Fox.

John Howard Lawson, scripting "Weather in Her Hat," Col.

Donald Meek, "Captain Hates the Sea," Col.

Erin O'Brien, Moore, Melvyn Douglas, Virginia Bruce, "Dangerous Corner," Radio.

Gwen Lee, Holmes Herbert, Fred Santley, Leiland Hodgson, "Girl Must Live," Invinc.

Hobart Cavanaugh, "I Sell Everything," "Six Day Bike Rider," "Perfect Weekend," Warners.

John L. Balderston, dialoguing "Mystery of Edwin Drood," U.

Howard Hickman, "Death on the Diamond," Metro.

Lucille Watson, "What Every Woman Knows," Metro.

Wade Botler, "Richest Girl in World," Radio.

Grant Mitchell, "Escapade," U.

Olaf Hytten, "Painted Veil," Metro.

Howard Hickman, "Death on the Diamond," Metro.

Helen Ware, "That's Gratitude," Col.

Jimmy Burtis, "Red Woman," Par.

Chas. Barker, Gene Towne, treating "Girl Friend," Col.

Bill Chelios, "Gift of Gab," U.

Herbert Mundin, "David Copperfield," Radio.

Billy Barry, Norma Drew, Ed Keane, "Gift of Gab," U.

Alan Mowbray, "Night Life of the Gods," U.

Harry Carlisle, "Kentucky Kernels," Radio.

Karen Morley, "Wednesday's Child," Radio.

John Mack Brown, "Police Ambulance," Col.

Doris Malloy, scripting "Princess O'Hara," U.

Jerry Ward, Harry Sauber, adapting "Saturday's Children," WB.

Thornton Wilder, scripting "Dark Angel," U. A.

Mike Simmons, scripting "Till Love Comes," Col.

Mildred Gover, "Mrs. Wiggs of the Cabbage Patch," Par.

Christine Edwards, untitled film, WB.

David Torrence, "What Every Woman Knows," MG.

Mark Sandrich, directs "Roberta," Radio.

Timothy Thayer, adapting "Are Men Worth It?" Par.

Joseph Stiller, script "Million Dollar Baby," Mono.

Sarah Mason, Victor Heerman, script untitled story, Metro.

E. C. Clive, "Charlie Chan in London," Fox.

Helen Trenholme, Dorothy Tree, Spencer Charters, script Barrat, Hobart Cavanaugh, "Fired," WB.

Eula Guy, "State vs. Elmer Norton," Fox.

Sid Saylor, "Dude Ranger," Leazer.

Kubec Glasmon, script "Spring 3199," Col.

Graham Baker, Gene Towne, script "Girl Friend," Col.

Ethel Hill, treats "Gentleman Passes By," Col.

Robert McWade, "I Sell Everything," MG.

Ed. Gribb, Charles Middleton, "Broadway Bill," Col.

Tiffany Thayer, script "One Woman," Par.

Sarah Grant, script "Man Who Reclaimed His Head," U.

Ernest Vajda, untitled story, Metro.

Paul Lukas, "Initiation of Life," U.

William, "Case of the Curious Bride," WB.

Marlene Dietrich, "Caprice Espagnole," Par.

Henry Watcson, "Shoe the Wild Mare," Par.

Lindsay Parsons, scripting "Texas Terror," Mono.

John Meehan, Monckton Hoffs, Marjorie Ransford, script "What Every Woman Knows," Metro.

Ernest Frederick Chester, adapting "Footprints," Ambassador.

Robert Best, directs "Grandfather Clock," MG.

Harry Lachman directs "White Flame" (Spanish version), Fox.

Kermit Maynard, "Footprints," Ambassador.

Contracts

Warners has picked up Hobart Cavanaugh's option for another six months.

Hollywood, July 30.

Eric Blore has been contracted by Radio for two pictures after "Day Divorced," with option for term picture, "The Day After Tomorrow."

Warners signs new contract from next April with Sheridan Gibney, who scripted "Anthony Adverse."

Guy Robertson has been optioned by Monogram for two more, one to be "Million Dollar Baby."

Monogram has optioned Melville Brown, director, and probably to be "Flirting with Danger."

NOW PLAYING . . RADIO CITY MUSIC HALL

HAT, COAT and GLOVE

with
RICARDO CORTEZ

BARBARA ROBBINS
JOHN BEAL

Directed by Worthington Miner
Pandro S. Berman, Executive Producer

The attorney for the
defense KNEW his client was inno-
cent . . . but could PROVE he was
guilty, with a HAT . . . a COAT . . . a
GLOVE!

He wanted him dead! . . . but fought
for his life! . . . knew he was
INNOCENT of murder! . . . but
GUILTY of stealing the love of the
one woman in the world he wanted!

R K O
RADIO
PICTURE

**ADD ANOTHER TO RKO-RADIO'S MID-SUMMER
LIST OF MONEY-MAKING ATTRACTIONS**

"We're Rich Again", "Of Human Bondage", "Bachelor Bait", "The Life of Vergie Winters",
"His Greatest Gamble", "Cockeyed Cavaliers", and soon "Down To Their Last Yacht", Lou
Brock's successor to "Flying Down to Rio".



CALENDAR OF CURRENT RELEASES

(Continued from page 23)

Witching Hour. The. Augustus Thomas play of a murder incident caused by hypnotism. Dir. Stan, Shand, John Halliday, Judith Allen. Dir. Henry Hathaway. 65 mins. Rel. April 1. Rev. May 1.

Wharf Angel. Romance in San Francisco of 1907. Victor McLaglen, Dorothy Dell. Dir. W. C. Menzies. 65 mins. Rel. March 16. Rev. April 24.

You Belong to Me. State story with Helen Mack, Lee Tracy. Dir. A. L. Wolper. 64 mins. Rel. April 10.

You're Telling Me. Florida as a small town garage man. W. C. Fields, Loan Marsh, Buster Crabbe, Adrienne Ames. Dir. Eric Kenton. 65 mins. Rel. April 6. Rev. April 10.

Principal

Office: 1270 Sixth Ave., New York, N. Y.

Ferocious Pal. Kanan, the dog, in a thrilling mystery-melodrama of the sheep-raising country. Ruth Sullivan and Robert Manning. Dir. Spencer Gordon. 64 mins. Rel. Feb. 1. Rev. April 24.

Fighting to Live. Captain, the dog, and Lady, his mate, in a story based on a true incident in their lives. Mary Shilling and Gaylord Pendleton. 64 mins. Rel. April 10.

Little Damsel. The. Anna Neagle and James Kenzie. The story of a 'night club queen' in a ritz London 'hot spot'. 65 mins. Rel. June.

Studios: Hollywood, Calif. **R.K.O. Radio** Office: R.K.O. Bldg., Radio City, N.Y.C.

Afterglow (tentative title). A comedy drama with a supernatural twist and murder mystery. Zasu Pitts, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. James Cruze. 64 mins. Rel. April 10.

Alien Corn. Talented young musician realizes after a series of disappointing love affairs that love and a career won't mix and choose career. Ann Harding, John Boles, Margaret Hamilton, Arnold Korff. Dir. Edward H. Griffith. 64 mins. Rel. April 10.

Bachelor Ball. The story of a matrimonial agency run by a timid young man and the gangsters who try to make it into a racket. Stuart Erwin, Pert Kelton, Skeets Gallagher, Rochelle Hudson. Dir. George Stevens. 64 mins. Rel. April 10.

Cockeyed Cavaliers. A costume story with Bert Wheeler and Robert Woolsey, Thelma Todd, Dorothy Lee, Noah Berry. Dir. Mark Sandrich. 72 mins. Rel. June 29.

Crime Doctor. Famous detective, jealous of his wife who no longer loves him, plans the murder of his wife. Otto Kruger, Karen Morley, Nils Asther, Judith Wood. Dir. John Robertson. Rel. April 27. Rev. May 15.

Down to Their Last Yacht. Impoverished millionaires take a party of paying guests for a cruise. Sidney Fox, Mary Boland, Sidney Blackmer, Polly Moran, Ned Paul Sloan. Dir. Paul Slovic. Rel. Aug. 10.

Finishing School. A young boarding school girl becomes involved with a young doctor. Ginger Rogers, Frances Dee, Bruce Cabot, Billie Burke. Dir. Waldo Puck. 64 mins. Rel. April 10.

Keep 'Em Rolling. One man's life-time devotion to his loyal army horse. Walter Huston, Frances Dee, Robert Shayne, Frank Conroy. Dir. George Archainbaud. 65 mins. Rel. March 2. Rev. June 29.

Mat. Cost and Glory. A murder story of a husband who has to defend his wife's lover against an indictment of murder. Ricardo Cortez, John Heil, Barbara Lobbings. Dir. Worthington Miner. Rel. Aug. 10.

Hips, Hips, Hooryay. Musical girl show. Bert Wheeler, Robert Woolsey, Ruth Etting, Dorothy Lee, Nils Asther, Eddie Becker, Phyllis Barry. Dir. Mark Sandrich. Rel. Feb. 2. Rev. Feb. 27.

His Greatest Gamble. A father, in prison for murder, escapes in order to save his daughter from her domineering mother. Richard Dix, Dorothy Wilson. Dir. John Robertson. Rel. April 10. Rev. July 24.

Let's Try Again. After ten years of married life, a couple decide to try new partners, only to discover that the habit of being together is too strong. Olive Brook, Diana Wynyard, Irene Hervey, Helen Vinson. Dir. Worthington Miner. 64 mins. Rel. July 6. Rev. June 29.

Life of Vergil Winter. The. A woman's devotion for a man which causes her to live in the back street of his life so that he may become a great statesman. Ann Harding, John Boles. Dir. Alfred Santell. 83 mins. Rel. June 22. Rev. July 19.

Long Lost Father. Story in a London elite club. John Barrymore, Helen Chandler. Dir. Ernest B. Schoedsack. 62 mins. Rel. Jan. 19. Rev. Feb. 27.

Lost Patrol. The. A detachment of British soldiers lost on the Mesopotamian desert and attacked by unscrupulous Arabs with dramatic results. Boris Karloff, Victor McLaglen, Wallace Ford, Reginald Denny, Alan Hale. Dir. John Ford. Rel. Feb. 16. Rev. April 4.

Men of Two Worlds. A man whose 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, Walter Byron, Stefani Dunn, J. Farrell MacDonald, Sarah Padden. Dir. J. Walter Ruben. 64 mins. Rel. July 6. Rev. June 29.

Nearest Gal in Town. Farce comedy love in the beauty parlor. Zasu Pitts, Ed Brendel, Pert Kelton, James Gleason. Dir. Rich. Schayer. 61 mins. Rel. Jan. 12. Rev. Feb. 20.

Murder on the Beach. A school teacher helps unravel a murder which takes place in a classroom. Edna May Oliver, James Gleason. Dir. George Archainbaud. 72 mins. Rel. June 15. Rev. June 29.

Of Human Bondage. A poignant story of a man who faces life as a partial cripple. Leslie Howard, Betty Davis, Robert Taylor, Reginald Denny. Dir. Alan Hale. Rel. April 10. Rev. July 27.

Sing and Like It. Gannister backs a Broadway show and makes sure of good reviews by purchasing the musical rights. Richard Dix, Dorothy Wilson. Dir. William Seiter. 69 mins. Rel. April 10. Rev. April 17.

Spitfire. A powerful story which deals with a beautiful mountain "witch" whose nature and dominant and innocent. Katharine Hepburn, Robert Young, Ralph Bellamy, Martha Stepien, Sidney Toler, Louis Mason, Sara Haden. Dir. John Cromwell. Rel. March 10. Rev. April 30.

Stingaree. Notorious Australian bandit of the "Robin Hood" type with a flair for the esthetic things of life. Irene Dunne, Richard Dix, Conway Tearle, Mary Boland. Dir. William Wellman. 76 mins. Rel. May 25. Rev. May 22.

Strictly Dynamite. A poet becomes a gag writer for a famous radio comic. Jimmy Durante, Lulu Velaz, Norman Foster, Marilyn Nixon. Dir. Elliott Nugent. Rel. May 11. Rev. July 10.

Success at Any Price. Ruthless business man finds love at last. Douglas Fairbanks, Jr., Colleen Moore, Genevieve Tobin. Dir. J. Walter Ruben. Rel. March 16. Rev. May 8.

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. Dir. J. Walter Ruben. Rel. March 16. Rev. May 8.

This Man Is Mine. To preserve her marriage a young wife virtually nurls her husband into the arms of his first love. Irene Dunne, Constance Cummings, Richard Helmy, Kay Johnson. Dir. John Cromwell. 75 mins. Rel. April 13. Rev. April 27.

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. Joan Parker, Robert Taylor, Richard Dix. Dir. Byron Haskin. Rel. May 11. Rev. May 11.

We're Rich Again. How a woman gets her man by helping her family out of financial difficulties. Edna May Oliver, Billie Burke, Marian Nixon. Dir. William Seiter. Rel. July 19.

Where Sinners Meet. 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. Olive Brook, Diana Wynyard, Fred Goetz, Billie Burke, Irene Mowbray, Gilbert Emery. Dir. J. Walter Ruben. 68 mins. Rel. May 13. Rev. May 29.

Wild Cargo. Frank Buck's expedition into the Atlantic jungle to capture wild animals. Frank Buck, Dir. Armand D'Almeida. Rel. April 6.

United Artists

Office: 729 Seventh Ave., New York, N. Y.

Affairs of Cellini. The. The life of Benvenuto Cellini. Fredric March, Constance Bennett, John Barrymore. Dir. Fredric March. Rel. Aug. 2.

Born to Be Bad. Story of a woman apparently destined by circumstances to be always wicked in spite of herself. Loretta Young, Gary Grant, Paul Harvey. Dir. Lowell Sherman. Rel. May 13.

Bulldog Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Loretta Young, Warner Oland, Charles Butterworth. Una Merkel. July 29.

Catherine the Great. The story of Russia's greatest ruler. Douglas Fairbanks, Jr., Elizabeth Bergner, Boris Kolchov, Griffith Jones. Dir. Paul Verne. Rel. April 13. Rev. April 13.

Count of Monte Cristo. The. The famous romantic old classic of the French nobility's struggle with his adversaries. Robert Donat, Elissa Landi, Louis Calhern. Dir. Rowland V. Lee.

Callant Lady. An unwed mother who pays the price of silence in order to be

near her child. Dir. Gregory La Cava. Anna Harding, Clive Brook, Otto Kruger, Tullio Carminati. 82 mins. Rel. Jan. 6. Rev. Jan. 23.

House of Rothschild. The. (20th Cent.). Strong drama of the great financial house. Loretta Young, Boris Karloff, Loretta Young. Dir. Alfred Werker. 94 mins. Rel. April 6. Rev. March 20.

Last Gentleman. The. Shrewd and elderly millionaire cleverly plots the plans of his children to cheat his money away. George Arliss, Lee May. Dir. Oliver Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. (No date set.)

Looking for Trouble. Thrills in the lives of telephone linemen, with a couple of love scenes on the side. Specie Tracy, Jack Oakley, Constantine. Cummings, Arline Greer. Dir. Wm. Wellman. 77 mins. Rel. March 9. Rev. April 17.

Moulin Rouge. A talented wife proves her ability by a clever impersonation of love scenes on the side. Specie Tracy, Jack Oakley, Constantine. Cummings, Arline Greer. Dir. Wm. Wellman. 77 mins. Rel. March 9. Rev. April 17.

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. 77 mins. Rel. Mar. 2. Rev. Feb. 6.

Our Daily Bread. Disinherited folks from all walks of life begin all over on an abandoned farm. Karen Morley, Tom Keene, and Barbara Pepper. Produced and directed by King Vidor.

Palooka. The son of a prizefighter follows in his father's footsteps. Dir. Benjamin Stoloff. Jimmie Durandt, Stuart Erwin, Lupe Velez. Rel. Jan. 26. Rev. March 6.

Private Life of Don Juan. Somebody insinuates to the great legendary lover that all his conquests really didn't love him—so he gathers them around and puts the test on them. Douglas Fairbanks, Marie Oberon, Benita Hume, Elsie Lancaster, Dir. Alex. Korda. (No date.)

Sorrell and 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.

Studios: Universal City, Calif. **Universal** Office: 30 Rockefeller Center, New York, N. Y.

Affair of a Gentleman. Drama. Paul Lukas, Lella Hyams, Patricia Ellis, Onslow Stevens, Lillian Bond. Dir. Edwin L. Marion. 70 mins. Rel. Jan. 14. Rev. June 26.

Beloved. Musical. John Boles, Gloria Stuart. Dir. V. Schertzinger. Rel. May 19. Rev. Jan. 30.

Bombay Mail. Edmund Lowe Production. Dir. Ed. Marin. Rel. Jan. 1. Rev. Jan. 9.

Black Cat. The. Mystery. Karloff, Bela Lugosi, David Manners. Dir. Edgar Wallace. 70 mins. Rel. May 7. Rev. May 22.

Countess of Monte Cristo. Drama. Fay Wray, Paul Lukas, Paul Page, Carmel Meyers, Reginald Owen. Rel. March 19. Rev. April 3.

Cross Country Cruise. Comedy-drama. Lew Ayres, June Knight, Alice White. Rel. April 10. Rev. Jan. 15. Rev. Jan. 22.

Crosby Case. The. Drama. Wynne Gibson, Onslow Stevens, William Collier. Rel. March 5. Rev. April 2.

Embarrassing Moments. Comedy-drama. Chester Morris, Marion Nixon. Dir. Ed. Laemmle. Rel. July 19.

Glamour. Comedy-drama. Constance Cummings, Paul Lukas. Dir. William Wyler. 75 mins. Rel. April 9. Rev. May 15.

Heavenly Creatures. Drama. Joel McCrea, Blanche Buehler, Buster Churchhill. Dir. Kurt Neumann. 70 mins. Rel. April 30. Rev. June 26.

Honor of the Range. Western. Ken Maynard. Dir. Alan James. 60 mins. Rel. April 10. Rev. May 15.

Her First Mate. Comedy. Summerville-Pitts. Dir. Wm. Wyler. Rel. Aug. 3. Rev. Sept. 6.

Horror Play. Comedy. Summerville-Devine. Dir. Ed. Sedgwick. Rel. Nov. 27.

I Give My Love. Drama. Wynne Gibson, Paul Lukas. Dir. Karl Freund. 67 mins. Rel. June 26. Rev. July 24.

I Like That Way. Musical. Rodger Pryor, Gloria Stuart. Dir. Harry Lachman. 70 mins. Rel. Feb. 12. Rev. April 24.

It Takes a Thief. Comedy. Gloria Stuart, Roger Pryor. Dir. Edwin Seaton. 78 mins. Rel. April 16. Rev. April 24.

Let's Be Ritz. Comedy-drama. Lew Ayres, Patricia Ellis, Frank McHugh, Isabelle Jewell, Hedda Hopper. Dir. Edward Ludwig. Rel. March 26.

Let's Talk It Over. Comedy-drama. Chester Morris, Mae Clarke, Frank Craven, Andy Divina. Dir. Kurt Neumann. 67 mins. Rel. June 11. Rev. June 11.

Little Man, What Now? Drama. Margaret Sullivan, Douglas Montgomery. Rel. March 23.

Love Captive. Drama. Nils Asther, Gloria Stuart. Dir. Max Marcin. 61 mins. Rel. May 21. Rev. June 19.

Love Birds. Comedy. Slim Summerville, Zasu Pitta. Dir. Wm. Seiter. 90 mins. Rel. March 12. Rev. May 29.

Madame Spy. Drama. Fay Wray, Nils Asther. Dir. Karl Freund. 70 mins. Rel. Jan. 8. Rev. Feb. 13.

Midnight. Drama. Sidney Fox, Henry Hull, O. P. Heggie. Dir. Chester E. Erskine. Rel. Jan. 22. Rev. March 13.

Myrt and Marge. Musical. Myrtle Vall, Donna Dameri, Eddie Foy, Jr., Ted J. Healy, Grace Hayes, J. Farrell MacDonald. Dir. Al Roasberg. 64 mins. Rel. Dec. 11. Rev. Jan. 23.

One More River. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. Rel. July 25.

Romance in the Rain. Comedy-drama. Roger Pryor, Victor Moore and Heather Angel. Dir. Stuart Walker.

Smoking Guns. Western. Ken Maynard. Rel. June 11.

Poor Rich. The. Comedy. Edna May Oliver, Edward Everett Horton. Dir. Ed. Sedgwick. 78 mins. Rel. Feb. 26. Rev. May 15.

Uncertain Lady. Comedy-drama. Genevieve Tobin, Edward E. Horton. Dir. Hal Roach. 64 mins. Rel. April 10. Rev. April 17.

Wheels of Destiny. Western. Ken Maynard. Dir. Alan James. Rel. Feb. 19. Rev. April 2.

Studios: Burbank, Calif. **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 nation. Gladys Hasty Carroll, Jean Muir, Donald Woods, Dorothy Peterson. Dir. Alfred E. Green. 73 mins. Rel. April 14. Rev. April 17.

Dr. Monica. Drama of woman who tries to help her husband's girl friend. Mary Astor, Guy Kibbee, Edward Everett Horton. Dir. William Keighly. 61 mins. Rel. Feb. 20. Rev. Jan. 16.

Easy to Love. A frothy farce. Adolphe Menjou, Genevieve Tobin, Mary Astor, Guy Kibbee, Edward Everett Horton. Dir. William Keighly. 61 mins. Rel. Feb. 20. Rev. Jan. 16.

Friends of Mr. Sweeney. Comedy-drama of the browbeaten husband who turns the big trick for his newspaper. Charlie Ruggles, Ann Dvorak, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. Rel. July 7.

Gambling Lady. Based on the drama by Doris Maitoy of a gambling lady who is such a sport she willing to sacrifice her love to save her husband from a murder charge. Barbara Stanwyck, Joel McCrea, Pat O'Brien, Claire Dodd. Dir. Archie Mayo. 66 mins. Rel. March 31. Rev. April 13.

Harold 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. 66 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, Lilye Talbot, Preston Foster. Dir. Mervyn LeRoy. 63 mins. Rel. March 3. Rev. March 13.

Here Comes the Navy. Comedy-drama of a girl that tried to buck the fleet. Joan Blondell, Pat O'Brien, Dorothy Feltz, Frank McHugh. Dir. Lloyd Bacon. 88 mins. Rel. July 21. Rev. July 24.

He Was Her Man. Action melodrama of the gal who double-crossed herself in love when her past came back. James Cagney, Joan Blondell, Frank Owen, Harold Huber. Dir. Lloyd Bacon. 70 mins. Rel. June 16. Rev. May 22.

Hi, Nellie. Comedy-drama of a newspaper 'love' columnist. Paul Muni, Glenda Farrell, Kathryn Sergava. Dir. Mervyn Le Roy. Rel. Jan. 20. Rev. Feb. 8.

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. Comedy-drama of a telephone romance based on the story by Laird Doyle and Ray Nazarro, which reveals a new kind of racket, that of disguising up help. James Cagney, Betty Davis, Alan Jenkins. Dir. Michael Curtiz. 67 mins. Rel. March 17. Rev. March 27.

Key. The. Thrilling love with the Shasta River, the Black and Tan rivers during the Irish trouble. From the London stage success, 'The Key'. William Powell, Edna Best, Colin Clive, Henry O'Neill. Dir. Michael Curtiz. Rel. June 6.

Madame Du Barre. Drama of the lady who made history sit up and take notice, with comedy twists. Dolores Del Rio, Reginald Owen, Oswald Perkins, Verree Teasdale, Victor Jory, Dorothy Tree, Helen Lowell. Dir. William Wellman. Rel. July 19.

Merry Wives of Renard. Farce of the Reno divorce mill in action. Margaret Lindsay, Donald Woods, Guy Kibbee, Glenda Farrell, Hugh Hamilton. Rel. June 16. Rev. May 22.

(Continued on page 27)

Shea-Publix-Loew And Hayman Tangled Up in Buff B.O. War

Buffalo, July 30.
Reopening of the Great Lakes (formerly Shea-Publix) under the management of A. Charles Hayman, present independent operator of the Lafayette, is anticipated to start another battle in the downtown district situation. With Loew, Publix and the local Shea interests all understood to be at present interested in the operation of the Buffalo Shea houses, it is taken for granted that the leasing of the Great Lakes away from Shea and Loew, who formerly controlled the house, is the signal for a battle for a product.

Reported that Shea-Publix-Loew have bought up all of the major product for the coming season, and announcement has already been made that Shea's Court Street (formerly two-a-day), which has been closed for some seasons, will be reopened under a double feature policy. It is also likely that the Shea Century and Hipp will operate double features this fall.

In the meantime, Hayman, who continues to operate the Lafayette here, is understood to have threatened reprisals through complaints to the U. S. Government in the event that a major film product is made unavailable to him. It is also likely that the Lakes may go in for a price war, showing independent features under a grind policy. Such a step would precipitate a real battle here, similar, if not worse, than the one which was waged at the time of the opening of the Lafayette.

Coast Indies Snub Nod To M.P.T.O.A. Affiliation

Los Angeles, July 30.
Affiliation as a body by the Independent Theatre Owners of Southern California with the Motion Picture Theatre Owners of America was voted down by members in a four and one-half hour session. As a result, leading indie exhibitors are reported preparing to resign from the organization, with strong probability of a new indie body being formed.

Attempts of a small coterie of disgruntled exhibitors to line up members for possible affiliation with Hollywood states is reported to be making little or no headway.

Levy-WB Snag; Resigns

Hollywood, July 30.
Following a disagreement on operation policies, Leon Levy resigned suddenly last Friday (27) as city manager for Warner Bros. theatres here, and moved out the same night. Before taking the 27th of the past two years ago, Levy managed Warners' Western and their Hollywood house. He was for a number of years with Paramount-Publix in the San Francisco area and in the Pacific Northwest.

Nassers Would Buy Out Pards in 3 Frisco Houses

San Francisco, July 30.
Three appraisers will be selected this week to evaluate the interest of Nain E. Zieback, a lace dealer, in the Mission, Fillmore and American theatres, following a court decision handed to the Nasser Bros. last week.

One appraiser each will be named by the court, Zieback and Nassers. The other two will buy out Zieback's share following the appraisal. Zieback put up part of the coin, reportedly \$25,000, when the Nassers took the three district houses from estate of the late Louis Greenfield more than a year ago.

Nassers ran the houses, but Zieback claimed he got the return on his money, so suit was filed. Judge Nasser declared the suit was the result of outside interests seeking to gain control of the houses by having them put up for public sale.

After all liabilities are ironed out, Nassers plan to turn up the Fillmore to the extent of \$100,000.

ACTS IN OWN YARN

Hollywood, July 30.
Radio has caught Howard to Break 20 at Grandstand from Robert Benchley for a short.

Studio also signed him up to name in the film.

CORRECTING A WRONG IMPRESSION!!

The— **"SCORE CHARGE"**

ASCAP is informed that many exhibitors are under the impression that payments made by them to film exchanges or Producers under the above heading are for the account or credit of ASCAP.

Any such impression is entirely erroneous.

ASCAP has never received, does not now receive, and will not in the future receive, one single cent of the monies collected from exhibitors under that heading.

ASCAP has no connection whatever, directly or indirectly, and never has had, nor any dealings with, any film producer or exchange, except as it may have licensed the performance in producer-owned theatres of the music copyrighted by its members.

ASCAP will be grateful to any exhibitor who will promptly inform it of any instance in which the statement is made that "score charges" are collected for its benefit—and it will immediately require a retraction of such misinformation or falsehood.

ASCAP hopes that the producers of sound-pictures who have billed exhibitors for so-called "score charges" will promptly now make a clear public statement to exhibitors of just what this item covers. We think this should be done:

First: Because we are sure the producers do not officially desire that their object in making this charge shall be camouflaged under false colors, and

Second: Because we understand the exhibitors generally believe that under this heading they have been the victims of excessive profiteering, and

Third: All concerned should know the actual truth of the reasons for collecting this charge and where the money goes after it is collected.

Finally—ASCAP collects but one fee—and will never collect but one—for a given use of the product of its members—the public performance for profit of their copyrighted musical works.

July 25, 1934



AMERICAN SOCIETY OF COMPOSERS,
AUTHORS AND PUBLISHERS

1501 Broadway
New York

Realignment Due in Loop Holdings; Picture Franchises by RKO, JLS, B&K

Chicago, July 30.

Rearrangement of loop houses and picture product is in the making in a three-way tussle involving Bala-ban & Katz, RKO, and Jones, Linick & Schaefer. It marks the first important shifting of loop-holdings and product since the days of the Asher Bros. in 1924-26.

Plans of Aaron Jones are still not completely set, but several moves he is making this week indicate the path of the J., L. & S. return to power. First is the relinquishing of the Majestic by Aaron Jones. Originally secured last April for possible World's Fair opening, the Majestic was kept closed when Fair crowds failed to materialize.

By Nov. 1 at the latest, and perhaps sooner, Jones will take over the now B.&K. McKickers. B.&K. paid rent on the house up to Aug. 1, but B.&K. pledged to Jones that rent to Nov. 1 would be guaranteed. An arrangement where J.L.S. may take immediate possession of the house may be worked out this week.

Vaude in Rialto

This fall Jones intends to revert the now burlesque Rialto to a policy of family time vaude and pictures, the same sort of policy he had planned for the Majestic. The Rialto is doing poorly with burlesque at present. Two years ago Jones tried a revival of vaudeville at the Rialto, but it didn't click. Feeling now is that vaude has a much better chance at present due to the click of the State-Lake.

Oriental and B.&K. nabe vaude in the past few months.

RKO Palace is using RKO and Universal product the new season. Last year Universal went to B.&K. for the first time in many years. But the deal didn't work out very satisfactorily. Palace is set to use 20 Universal and 32 RKO pictures this season, though it may secure a couple of Fox pictures through B.&K. as it has done for several years. Columbia product will go to B.&K. this season after having been with RKO here for several seasons.

B.&K. will open its remodeled legit Apollo as a straight picture stand Aug. 15. This is the house slated to replace the McKickers as the ace run spot, though no policy has yet been set. The B.&K. Garrick has not been doing well since its opening, the policy having been shifted from a repeat house to a loop holdover spot, and last week tried a policy of first-runs. Not of the house is \$3,000 weekly, but house hasn't been doing it.

RKO Film Bid Stalls

Syracuse Par Opening

Syracuse, July 30.

Plans for the reopening of the Paramount theatre are being held in abeyance pending decision by Paramount on a bid for its product by RKO.

RKO wants the Paramount product for its Keith's here.

Monogram Exchange Riled Because Vets No Like Its Product

Seattle, July 30.

J. T. Sheffield of the Sheffield Exchange, Seattle, with branches in Salt Lake, Butte and Denver, is up in arms against the Veterans Administration Board which has ruled thumbs down on Monogram product, as being too melodramatic for use at the veterans' facilities.

Sheffield had supplied the product gratis for several years in rotation with other exchanges in this territory, until about a year ago when the Government got funds to pay rentals on the weekly shows it puts on in the various veterans' units. From then on Monogram was shut out, and Sheffield is squawking via a series of letters.

New Par Execs

(Continued from page 5)

the Par trustees, budget, story matters, cleanliness of product, etc.

Trustees are known to have been giving considerable thought to church agitation.

Many of Paramount's partners are in New York to contact trustees and management on operation, deals, etc.

Zukor is expected to remain east two or three weeks, returning to Hollywood for the balance of the summer.

Meantime, word is that the bondholder and stockholder groups and other creditor parties, have held informal confabs together relative to company reorganization. This would indicate that a satisfactory solution to differences among these groups may be reached. However, because management under trustees is necessarily a slow process, it hardly looks likely that any definite reorganization plan for Paramount can be obtained for at least another 30 or 60 days. One certainty on reorganization plans is that it will be in the hands of the Kuhn-Loeb firm, as per agreement, and that the K-L aim is to hand the stockholders an equitable right and position in any plan which will be chosen.

NRA Hands Off

(Continued from page 5)

year and in the end make less than others in the three figure class.

Opposes Unwise Slash

In discussing the extra situation, Rosenblatt stated he is vigorously opposed to the committee engaged in reclassifying and re-registering extras fixing any arbitrary number as the maximum that can be registered as Central Casting Bureau. He says that some approximate figure should be set as a guide but with the limit so flexible that plans for controlling the extra situation will not deprive persons of needed employment.

The administrator in reviewing his recommendation for a committee to study and report on the probability of setting up a commission within the industry to have extensive powers as a clearance house for talent, says that so far indications have pointed to a favorable response to such a scheme.

Rosenblatt was accompanied here by his assistant, Maurice Le Gendre, who was with him on his last visit.

L. A. Par Gives 2 Weeks Notice to Stagehands

Los Angeles, July 30.

Paramount theatre, on telegraphed order by Mike Marco, last Thursday (26) gave its musicians and stagehands two weeks notice.

Local advice is that notice was caused by union demands for increase in scale.

JUDGE LINDSEY ENDORSED

Los Angeles, July 30.

Candidacy of Judge Ben Lindsey for the L. A. Superior court bench at the August primaries has been endorsed by the Independent Theatre Owners of Southern California, following appearance of the ex-Denver judge before that organization last week.

Indies will run trailers on their screens sponsoring his candidacy.

F-WC-PAR DEAL

Under Fire by Certain Bondholder Interests

Bondholder Interests in Paramount are reported preparing to attack the comprehensive reorganization plan recently worked out to cover Par theatres on the Pacific Coast which went under lease to Fox Film Corp. in 1930.

Group, according to information reaching Par trustees, plans to file a petition for a writ of certiorari before the U. S. Supreme Court in an effort to set aside the west coast reorganization. Theatres involved are operated by Fox-West Coast in San Francisco, Oakland and other Pacific keys.

PAR ABANDONS CHECKING B. O. OPPOSISH

Paramount has eliminated checking competitive Broadway film houses to determine what they were doing at the box office. Some weeks the estimated business reported on other houses, notably the Music Hall, was so far off that it made the difference between red and what would amount to a very big week. Not uncommon for the check to be \$10,000 under what the Hall was actually getting.

For many years Public has checked major opposition houses, not only in New York but in other keys as well. When funds grew tight the exhaustive checking service was reduced. In New York, ushers have been sent around at different hours to see what the opposition was doing.

Robb-Rowley's Calif. Invasion; Annex First

Los Angeles, July 30.

Robb and Rowley, indie circuit operators in Texas and Arkansas, have begun an invasion of the Southern California territory by annexing the Washington, in Pasadena, as the first link in their California chain.

Ed Rowley came here several days ago from Texas to close the Pasadena deal with Jesse Young.

'RAVEN' SET BACK AT U

Hollywood, July 30.

Universal has postponed production on 'The Raven' starring Boris Karloff and Bela Lugosi until Aug. 25.

Need of a better script given.

Scoring 'Brides'

Jesse Goldburg is in New York with his 'Brides of Sulu' (Exploitation) to record the musical background for the film.

Locale of the picture is the Philippine Islands.

Skouras Angling For Frisco Fox, Snag in Leo Kin

Los Angeles, July 30.

Negotiations are on between the Skouras interests and Jack Leo in New York, whereby Fox West Coast circuit would again take over operation of the 4,800-seater Fox, San Francisco. House is now operated by Joe Leo for William Fox who built the deluxe and subsequently entered into an operating arrangement with F-WC.

House originally had an overhead of around \$7,000 weekly, which was cut to around \$4,000 when taken over by Leo. Grosses have not been healthy, due to inability to get product.

Deal that is under consideration is said to call for a \$2,000-weekly fixed rental to be guaranteed by F-WC, with Jack Leo wanting his brother, Joe, retained to supervise house, to which plan F-WC is not in accord.

Fox, if included in the F-WC set-up, would take on the policy now current at the circuit's St. Francis, showing double feature programs of 'A' pix, and secondary only to the Paramount in the straight sound field.

Circuit's Warfield would split product with the Par, and the Fox getting next call on the major pix. 'Frisco operators figure that if deal is closed it would generally hurt theatre biz as the Fox would jump its weekly take to around \$12,000. Fox scenic would be boosted from 15c mate to 30c, and nights from the 15-25c scale to 40-55c, and possibly 65c.

Heat, Drouth K.O. Minn.

Minneapolis, July 30.

Hot weather and drouth are raising havoc with show business throughout the territory.

Latest Code Authority report shows 23 theatres closing and only two reopening.

HULL, HOLMES SET AT U

Hollywood, July 30.

Phillips Holmes will play in Universal 'Great Expectations'. Henry Hull also set for the Dickens' story.



BEN BLUE

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RADIO EXECUTIVES BEFORE THE MIKE

(Station managers and officials who broadcast either regularly or occasionally, as revealed in recent VARIETY canvases are listed below. Overwhelming majority confine their microphones to announcing. A few are also singers, pianists or entertainers.)

R. A. Alberty, WKHQ, Memphis.
James E. Alderman, WKY, Cincinnati.
J. DeJara Almonte, NBC, New York.
Frederic Allen, KIX, Oakland, Cal.
Ray Ashley, CHD, New York.
Ernest F. Bader, WAAW, Omaha.
Harold E. Bean, KYW, Chicago.
George B. Bairer, KQCN, Wolf Point, Mont.
H. H. Bailey, WKIC, Lancaster, Pa.
R. H. Baker, WVIC, Elkhart, Ind.
Stanley Barnett, WBAL, Baltimore.
Neal Barrett, KOMO, Oklahoma City.
Julian T. Bentley, WKLS, Chicago.
Howard Barron, WYCA, Richmond, Va.
Jay Beard, KBTM, Pangloss, Ark.
W. W. Behrman, WLOW, Terra Haute, Ind.
Mrs. Naomi Bengtson, KILZ, Denver.
Edgar L. Bull, WMBD, Toledo.
Paul Breedy, WKRT, Reading, Pa.
Don Campbell, KUOA, Fayetteville, Ark.
Pauline K. Cohen, WYU, New York.
Fred Caperton, WCAM, Patterson, N. J.
Mallory Chamberlin, WNBR, Memphis.
Steve Cator, WBSN, Birmingham.
Robert T. Convey, KWK, St. Louis.
W. C. Cuthill, KMG, Albany, Iowa.
R. C. Crane, KGRH, Battle, Mont.
Victor C. Diehm, WAZL, Hazleton, Pa.
C. F. Durkin, KPRR, Oklahoma City.
R. E. Eicheney, WHIP, Rock Island, Ill.
H. L. Ferguson, WING, New York City.
Arthur Fiske, WNYC, New York City.
Joe Fitzpatrick, WJL, Detroit.
James G. Francis, WTAQ, Worcester, Mass.
Charles Frazier, WLOT, Knoxville.
Withers Haxer, WCCO, Meriden, Miss.
W. Wright Gages, WMBD, Detroit.
John J. Gilley, Jr., WYU, New York.
H. B. Gible, KGRH, Amarillo, Texas.
Leo Gishsmith, WYU, New York.
Don Hastings, KIMA, Yuma, Ariz.
W. W. Hayes, WYU, Canton, Ohio.
Rutherford Huynier, WIAZ, Troy, N. Y.
James H. Heath, KTAH, Phoenix, Ariz.
W. L. Heffernan, WYCA, Richmond, Va.
George H. Heid, KIOA, Tucson, Ariz.
Herbert Hollister, WELP, Kansas City.
Dale Jackson, KJVA, Tucson, Ariz.
A. E. Jenkins, KGIW, Alhambra, Cal.
Russell Jensen, WJAZ, Norfolk, Va.
J. Jordan, WHPD, Honolulu, Hawaii.
Howard Keegan, WCFM, Chicago.
W. K. Knight, Jr., WYU, Savannah, Ga.
James F. Kyler, WQMT, Manhattan, Wis.
Frank R. Lane, WJED, Chattanooga.
Winslow Leighton, WGY, Schenectady.
Edw. Lewis, WPI, New York City.
W. L. Lill, KFXM, San Francisco.
Howard M. Loeb, WDFE, Flint, Mich.
Peter MacArthur, WYU, New York.
Norman MacKay, WQAM, Miami.
Anthony L. Marine, WJAZ, Washington.
Albert W. Martin, WMAA, Springfield, Mass.
Kara McIntosh, WYU, Asheville, N. C.
A. L. McKee, WYU, New York.
Nathan R. McLaughlin, KSHN, Hakers, Cal.
Charles Meester, WYU, Springfield, Ill.
A. E. Mickel, KFD, Marshalltown, Iowa.
L. M. Menden, WYU, New York.
C. Moss, WKHO, Harrisburg, Pa.
Walter B. Myers, NIO, Boston.
H. J. Newcomb, WYU, New York.
Jack P. Plunkie, WRAX, Philadelphia.
M. W. Plowman, KQCH, Watertown, N. D.
Linwood T. Putnam, WSHI, Portland, Me.
H. R. Pinney, KINO, Dodge City, Kans.
O. Phillips, KILZ, Denver.
J. Howard Ely, KTAH, Phoenix, Ariz.
John W. Quarles, WJAZ, Boston, Ga.
H. H. Quarles, WYU, New York.
H. K. Randell, KYW, Chicago.
Handell Ryan, KMMI, Chicago.
C. C. Randall, WYU, New York.
P. E. Robinson, WYU, Chicago, Tenn.
Frederic R. Roberts, WYU, New York.
Herbert C. Rice, WYU, Buffalo.
C. E. Renner, WYU, New York.
A. E. Redman, WYU, Harrisburg, Pa.
Walter L. Reed, KQCH, Marshall, Ore.
Quin A. Ryan, WYU, New York.
Lucian Sprague, WYU, Washington, Pa.
Gladye Spence, WYU, Jersey City.
Edwin M. Spence, WYU, Atlantic City.
William P. Smullen, KILZ, Erie, Pa.
Frank R. Smith, Jr., WYU, Pittsburgh.
G. Richard Shultz, WIS, Columbia, S. C.
Frank A. Seltz, WYU, White Plains.
William Schmitt, WYU, Charlotte, N. C.
J. F. Schmitt, WYU, Madison, Wis.
Edward E. Simmons, WYU, Chicago.
Maurice Thompson, WKY, Cincinnati.
Paul Taylor, WYU, New York.
Dale Taylor, WYU, Elmira, N. Y.
John Thorwald, WYU, Dallas.
C. Tully, WYU, Johnston, Pa.
Rev. J. A. Wagner, WYU, Green Bay, Wis.
Harold Wheelahan, WYU, New Orleans.
Gunnar O. Wieg, WYU, Rochester, N. Y.
Everett C. Williams, WYU, Springfield, Va.
John R. Williams, KOY, Phoenix, Ariz.
Mabel Williams, KVOB, Birmingham.
Max Williamson, WYU, Muscle Shoals, Ala.
George W. Young, WKY, Minneapolis.
Parley Wheatley, KYW, Chicago.

Theatrical Background of Broadcast Officials

Name.	Title.	Station.	Theatrical Experience.
James Alderman	Manager	WKY, Cincinnati	Soloist with Theo. Hahn orchestra
Ray Appleby	Dramatic Production Manager	CHS, New York	Fifteen years in stock as actor and director
J. DeJara Almonte	Evening General Manager	NBC, New York	Manager, Philadelphia Grand Opera under Oscar Hammerstein
Mrs. Naomi Bengtson	Vice-President	KILZ, Denver	Organist, musician
Paul Breedy	Program Director	WBBU, Reading, Pa.	Opera
Harold E. Bean	Assistant Program Director	KYW, Chicago	Pit musician Indiana theatre, Indianapolis
Don Campbell	Manager	KUOA, Fayetteville, Ark.	In vaudeville with quartet
Martin Campbell	General Manager	WFAA, Dallas	Several years on stage—small parts
E. K. Cargill	Manager	WMAZ, Macon, Ga.	Two years with glee club
Frederick Caperton	Manager	WCAM, Camden, N. J.	Light opera vocalist
Mallory Chamberlin	President	WNBR, Memphis	From theatrical family, father ran chain of theatres
A. L. Chilton	Manager	KRLD, Dallas	Formerly connected with Interstate Circuit
James F. Clancy	Manager	WTIC, Hartford	Twenty-five years with Poli, RKO and other circuits; life-long vaudeville showman and manager
Bernard E. Cooney	Manager	KWG, Stockton	Seven years vaudeville
Albert A. Cormier	General Manager	WOR, Newark	Connected for many years with theatrical trade papers
Clarence G. Cosby	General Manager	KWK, St. Louis	Vaudeville and concert singer
Victor C. Diehm	General Manager	WAZL, Hazleton, Pa.	In vaudeville with orchestra
Elmer H. Dressman	Director of Continuity	WCKY, Cincinnati	Motion picture critic, press agent
George Engels	Vice-President	NBC, New York	Concert manager
Leo Fitzpatrick	Vice-President	WJR, Detroit	Press agent, Chautauqua
James G. Francis	Manager	WTAQ, Worcester, Mass.	Connected with Finkelstein & Rubin
Withers Gavin	Manager	WCOV, Meridian, Miss.	Press agent
R. L. Harlow	Assistant to President	Yankee Network, Boston	Cohan & Harris, stage manager
George H. Heid	Manager	KVOA, Tucson, Ariz.	With Chase & LaTour vaudeville act, baritone in light opera
W. L. Heffernan	Program Director	WBTM, Danville, Va.	Pit musician
James R. Heath	Commercial Manager	WTAR, Phoenix	Amateur theatricals, 15 years
Frederick Huber	Manager	WBAL, Baltimore	Manager, Lyceum theatre, Baltimore
Rutherford Huynier	Program director	WHAZ, Troy, N. Y.	After-dinner speaker, own orchestra
Dale Jackson	Program director	KVOA, Tucson	Fantasies, Keith vaudeville
G. W. Johnston	Manager, Press Department	NBC, New York	Pianist Dolce Sisters, vaudeville
Mayfield Kaylor	Production Manager	KTM, Los Angeles	Press agent
Harold Keegan	Manager, Popular Department	NBC, New York	Eighteen years hooker for Keith, Warner theatre
Howard Keegan	Program Director	WCFM, Chicago	Dramatic stock, stage director
Leslie L. Kennon	Advertising Manager	KGBX, Springfield, Mo.	Song plugger
A. W. "Sen" Kane	Assistant to Vice-President	NBC, Chicago	Seven years as writer-actor-manager
Joseph Lang	Vice-President	WFAA, New York City	Theatrical productions
C. T. Lucy	General Manager	WYVA, Richmond, Va.	Amateur theatricals
Franklin C. E. Lundquist	Business Manager	WCFB, Chicago	Band and orchestra hooker
Peter MacArthur	Program Director	WOC, Davenport	Twenty years vaudeville and opera
Rex Maupin	Musical Director	KYW, Chicago	Conductor, Balaban and Katz theatres
Norman MacKay	Program Director	WQAM, Miami	Actor, 5 years
C. L. Messer	Production Manager	NBC, Chicago	Actor-director in stock
Frank C. McBride	Manager	KDB, Santa Barbara	Press agent, Robert Brinton studios
Charles H. Meester	Owner-Manager	WCBS, Springfield, Ill.	Thirty years in theatre from prop to manager
A. J. Mosby	Manager	KGVO, Missoula, Mont.	Two years vaude, film houses
H. Bart McHugh	Production Manager	WCAU, Philadelphia	Lifetime as hooker, vaudeville agent
Frank G. Mulloy	Press Agent	WCAE, Pittsburgh	Fox theatres, press agent
H. J. Newcomb	Manager, Artists Bureau	WJRN, Racine, Wis.	Six years as master of ceremonies
Walter J. Preston	Manager, Artists Bureau	CBS, Chicago	Five years juvenile, last appearance Ed Wynn's "Glad Rag"
Jack B. Plunkie	Commercial Manager	WRAX, Philadelphia	Little theatres
Herbert C. Rice	Production Manager	WGR, Buffalo	Dramatic stock
Noel C. Ruddell	Manager	WJMS, Ironwood, Mich.	Managed film theatre 2 years
John Royal	Vice-President	NBC, New York	Theatre manager
Quin Ryan	Manager	WGN, Chicago	Vaudeville
K. F. Schmitt	Director of Continuity	WIEA, Madison, Wis.	Three years, dramatic critic
Courtney Stange	Manager	WABC, New York	Playwright
Calvin J. Smith	Manager	KFAC, Los Angeles	Press agent, Warner Bros
Sidney Strotz	Program and Artists Manager	NBC, Chicago	Promoted, managed Chicago Stadium
Harold E. Smith	General Manager	WOKO, Fort Wayne	Concert master old N. Y. Hippodrome
Maurice Thompson	Program Director	WKY, Cincinnati	Helped Lyceum, had own company
John Therwald	Manager	WRR, Dallas	Two years light opera
George W. Trendle	President	WXYZ, Detroit	Vice-President Kunkin Theatre, 1908-1928
J. L. Van Volkenberg	President	KMOX, St. Louis	Two years vaudeville
Ralph Wonders	Manager, Artists Bureau	CBS, New York	Vaudeville hooker
Loren L. Watson	General Manager	WBX, Utica, N. Y.	Victor Phonograph Co.
Harold M. Wheelahan	General Manager	WSMB, New Orleans	Sixteen years film buyer
Everett C. Williams	Manager	WBNS, Springfield, Vt.	Five years, musician, Loew's, Public, Boston
Mabel Williams	Women's Editor	KVOX, Bellingham, Wash.	Soloist, stock opera
L. B. Wilson	President	WKY, Cincinnati	Vaudeville actor, theatre owner, manager, film buyer
Parley Wheatley	Program Director	KYW, Chicago	Dramatic stock, actor
Boyl Woolen	President	WRPC, Memphis	Advance man for "The Grish" (legit), operated film theatres
Harry W. Witt	Sales Manager	KGB, San Diego, Cal.	Toured in legit with Green Pastures
Mark Woods	Assistant Executive Vice-President	NBC, New York	In music business with Carl Fisher
Al Zugsmith	Manager, Band Department	CBS, New York	Press agent for Paul Whiteman

58% CAN DO THEIR STUFF VIA MIKE

Biographical Data on Station Officials Analyzed—74 Out of 206 Giving Information Have Some Theatrical Background for Experience

DOUBLE IN BRASS

VARIETY recently asked the executives of local stations and webs to answer a brief biographical questionnaire. Primary purpose was to check and bring up-to-date VARIETY's files but the information contained in 206 replies received to date constitutes a cross-section of the executive end of radio which is worthy of analysis. While not complete, VARIETY's biographical data may be the first extensive individual canvass of the show business antecedents of broadcast executives ever made.

In an adjoining column are tabulated 74 officials of stations and networks, with theatrical experience of one sort or another. Growing emphasis within radio on showmanship and the showmanly instinct or viewpoint marks this summary as timely.

Breaking down the data from the 206 replies deduces the following facts:

1. About 35% returns on total number of questionnaires mailed out.
2. 119 broadcast officials, or 58% of the total responding, broadcast (chiefly as announcers) either regularly or occasionally.
3. 74 broadcast officials, or 36% of the total, have some sort of theatrical background or experience. Admitting that the emphasis within radio in the past has tended to highlight salesmanship and engineering, the newer concept of "the play's the thing" with its heightened realization of the value of programs and station entertainment averages brings up the question as to the schooling in showmanship which attachment to a radio station automatically provides even for those who sidestep the words "showman" and "showmanship" and who don't think of themselves or their jobs that way.
4. That 58% of all broadcast officials are themselves microphone performers bespeaks the versatility which is typical in radio stations. The old tent show description "doubling in brass" applies pretty generally in radio. Program directors in particular are expected and likely to be gifted at pinch-hitting of any kind. Not to mention running the control room in emergencies.
5. Natural enough that station managers should be good talkers. Most of them have to whoop it up at the local Rotary luncheons and do their share of time and program selling. A non-theatrical station manager is contrary to nature. Hence they fall naturally into sports and news commentating. All of which experience gradually produces showmen and showmanship even though the lessons are new and different from those the orthodox showmen of vaudeville, pictures and legit learned.

Explorers Take Air

United American Beech automobile horns, radios, magnetics, etc., will do a trick this fall over NBC. For talent the Beech company will place before the mike a "Radio Explorers Club" with explorers and far place tourists supplied by the American Museum of Natural History.

R. T. Howard agency placed the 44.5. Starts Aug. 19 over the blue network.

Tenor to Africa With Martin Johnson Party

San Francisco, July 30. Irving Kennedy, Irish tenor, is leaving NBC this week to join the Martin Johnsons on their forthcoming African expedition. He will aid the Johnsons in preparing a radio script upon their return.

Kennedy is taking along his tenor voice, but if the lions don't go for "Mother MacLuree" it's understood the Johnsons won't take up his option.

CO-OP NETWORK UNDER DISCUSSION WOULD EMBRACE WGN, WLW, WOR, WXYZ

Chicago Tribune Station Active in Fostering Big Market Web on Basis Giving Stations Maximum Revenues and Relative Independence

Chicago, July 30. With the air full of new chain rumors and attempts there is one network being organized out of Chicago that looks as if it has a chance of going through. This is the WGN co-operative network. The attempt of WGN to organize its own hook-up follows its split with both NBC and CBS and its rejection last week of proposals made by the Federal Broadcasting company that WGN join ABS.

Chicago Tribune station is working on a co-op chain using WOR as its basic hope. WGN and WOR have become particularly friendly in the past six months, the stations even exchanging free time for mutual plugging in the midwest and eastern territories. Both transmitters have been careful in maintaining their complete independence and, therefore, the co-op chain idea as the angle by which they can secure network strength and still remain independent.

There have been several programs this season which have wired up both WGN and WOR in simultaneous broadcast, such sponsors as Gordon Bakling and Pebecco having found the hook-up profitable. So much so that several indie time and station reps have offered to install the lines on a permanent basis between these two stations if the transmitters would guarantee as much as one hour a day. So far, however, the stations have turned down any angle whereby an outsider would control any of their air time, feeling that if anybody is going to control the WOR-WGN wires they'll do it themselves.

Cincy and Detroit

After WGN and WOR for certain affiliation, comes WLW, which station has also been tied up with both WOR and WGN in three-station hookup. They have called themselves on several shows as the "Quality Group." With WLW likely to split away from NBC shortly WGN is figuring on counting this 500,000-watter in on the deal which is now going on.

Having tied up on the Gordon Bakling connection in Atlanta with WXYZ in Detroit, WGN has grown closer and closer to this indie transmitter and it appears that the WGN co-op outfit will certainly carry this Detroit outlet. And through WXYZ the new co-op outfit has an in on the entire Michigan network of some eight stations, only one or two of which are now tied up with any national web and which are all eager for that prestige of network affiliation. WGN is also understood to be dickering with John Shepard for the inclusion of the Yankee network in the co-operative chain.

Under the co-op system the stations associated in the enterprise will share the cost of the wire charges, setting up a regular period of use in order to secure full bargain-rate privileges. Stations will have to guarantee no exclusive time to the network at all, though the station will naturally mean coin.

Top Coin Returns

But of particular interest to the co-op stations is that they will secure full value of their rate card, the co-op plan turning over the bulk of the coin received for the station's time to the station. Only actual operating expenses will be deducted. This is of particular interest to those national web affiliates which have been burning a number of years now about the high returns the web receives for selling the station time while the station itself draws maybe \$25 or \$50.

Chicago Tribune station officials are busy shipping angles on this set-up and it's expected that they will be ready with a full announcement of their co-operative network by Sept. 1. There have been several attempts in the past to organize regional co-operative networks but with little success, due to the fact that they covered minor markets which big advertisers have little use

for and with the line-charges eating up the profits for the small coin which advertisers would pay for these minor spots. The WGN plan is the first co-op angle to cover the two markets of the country.

WGN figures certain advantages for this co-operative network. In the first place it will permit advertiser to choose any of all stations without binding him to any minimum. It will cover the eastern territory which contains the major markets of the country and territory which many advertisers cover, advertisers who still lack national distribution for their products. WGN particularly points to the Gordon Bakling company as an example of an advertiser who has distribution through the ace towns of the midwest and east but who does not wish to cover the south and west and therefore needs only a network which hits his particular territory.

And finally WGN is counting on the obvious reputation of the stations in the new network. Most indie webs previously have been of such poor reputation that they were immediately designated as "liquor and laxative networks" and the ace sponsors refused to take a chance of injuring their standing by advertising on webs of such reputation.

WMT GERMAN BAND'S 80,000 TOURING MIKES

Waterloo, Ia., July 30. WMT Little German Band associated with the radio station has completed its first year of touring. Estimates it has covered 80,000 miles within the states of Iowa, Minnesota, Wisconsin and Illinois. Has repeated regularly in 75 towns with as many as seven one-nighters a week and boasts of only three open nights since April 1.

POLITICIAN SUES WKY

Avers Station Censored His Campaign Address

Oklahoma City, July 30. Charging political censorship of a campaign speech, Paul Stewart, state senator and candidate for corporation commissioner, has filed in district court a suit for \$30,022.40 damages. Stewart made WKY Radiophone Co., Mistletoe Express service and the Oklahoma Publishing Co. joint defendants.

Suit resulted from action of WKY authorities a week ago in requesting him to delete certain portions of a radio address scheduled for 9 p.m. When Stewart refused to make the changes, station officials allegedly gave him a refund on his contract for the 15-minute broadcast.

TERHUNE ENCORES

Albert Payson Terhune will give more of his doggie talks over the air, starting Sept. 7, when Spratt's brand of wool-wool biscuits takes on an NBC blue network commitment Sundays at 5:15 p.m.

Used 13-weeker placed by Paris-Pearl agency.

WIND'S Man on Street

Chicago, July 30. Daily Inquiring Reporter air column will be instituted on the Ralph Athess station in Gary, WIND. Conducted by Harry Flannery under the title of "Man on the Street."

Will hit every a.m. and with the sidewalk pounders invited to step up to the mike and express their thoughts on questions of public interest.

Mervin Robertson, manager of the Canton studio of Station WABZ, Akron, will be married Aug. 7, in Akron to Pauline Emmons, daughter of Senator and Mrs. V. D. Emmons of that city.

Versatile

Hyacinthe Ringrose is the name of the substitute over WOR, Newark, for Martha Deane. Ringrose is also an editor of Who's Who.

An idea of his (it's a he) versatility is gained from the fact that he is pinch-hitting for a fashion and cookery commentator.

NBC Didn't Get Okay to Tell World Dillinger Lay Dead in Chicago

Chicago, July 30.

NBC got into a bad jam with the Press-Radio bureau last week with an unauthorized announcement of the shooting of John Dillinger.

Norman Ross, Chl NBC announcer, got excited when the Herald and Examiner sent in a news flash and he switched the news into a network stretching into the eastern seaboard. Press-Radio bureau has notified NBC that this is a violation and they are holding a meeting to decide what action to take, if any.

It so happens that both WGN and KYW hit the ether with the Dillinger news immediately after the shooting but these two stations are in the clear due to the fact that they are both controlled by newspapers, the Chicago Tribune and the Herald and Examiner respectively.

PROGRESSIVE POLICY AT WMBG, RICHMOND

Richmond, Va., July 30.

Revitalizing of WMBG, full time Columbia outlet, is going ahead rapidly. Wm. Frederick Copeland from Yankee network, Boston, in as studio and commercial director. Immediate goal includes 30% increase in gross business, refurbishing and modernization of present studios, boost in fan mail.

Other additions are Frank Letch from WAAB, John Harris, Harold Yuckin, Paul Edmunds from WICC, Bridgeport, to commercial and feature departments.

Willard Havens, station owner, has as competition to his 100-watt WYVA's 5,000 watts. Station on constant lookout for new Richmond talent, auditioning three weekly.

Tacoma on Big Time

Tacoma, July 30.

First coast-to-coast radio broadcast ever originating from Tacoma went over KVI Sunday evening at 5:30 in celebration of the stepping up of the power of this CBS outlet from 500 to 1,000 watts granted by the FCC.

Ted Rio-Rito, appearing at Hamrick's Movie Box theatre, put on the show with his band and artists in conjunction with dignitaries.

Ken Carney Leaves Frisco

San Francisco, July 30.

Third NBC staffer to rate a transfer to the network studios on the KGO lot in Hollywood is Ken Carney, producer, who shifts south this week, where Cecil Underwood, assistant production manager, and Murdo MacKenzie, technician, have been moved within the past three months.

Carney's wife, Nell Burleson, declined for Werner's shoe store, remains on the job here.

Soft Baseball Gets Nod

San Francisco, July 30.

Something new in radio, the broadcasting of soft baseball games, is being started on KQW, San Jose, by Ralph Brunton.

To make the broadcasts still more unique, Brunton has arranged an announcer from NBC, Don Thompson, to make the first descriptive spiel.

New York

Ford Bond, NBC announcer, threatens to break out as a radio singer on the radio program of John W. McKay, as spokesman for National Television, claims a new television device that requires no lens.

Earl Harper substituting for Edythe Meserand on WINS publicity while latter vacations.

Jimmy Burns and Marshall Reed as a team will stray over WINS.

Her press agent says Gertrude Berg never met her Popoludat announcer, Bill Hall, until a week ago in Chicago.

Jurgess Meredith, slated to be Red Davis when Beechnut resumes in fall, is out of Broadway stage show, "She Loves Me Not."

Pauline Frederick wrung a mother's heart in a scene from "The Lullaby" done for Ward's Family theatre.

Did the Wall Street brokers have their ears close to the loudspeakers when Joe Kennedy, Securities supervisor, made his first radio talk?

Bill Schmidt insured for the rigors of summers at WBT, Charlotte, N. C., opined that the prevailing Manhattan temperatures are nice and cool.

Bookie Carter filling in for Alcastor Mike Porter as radio columnist on the N. Y. Journal.

Col. Mantion Davis, RCA, V.P., said recently that Eugene, N. Y., William Aubin guest tenor with Harry Meyer's orchestra at the Chatham hotel, Ausable Forks.

Francis Mack, supervisor of music in New York City's schools, is baritone on a series of summer, supper-hour programs over WGY.

Andrew Kelly recently has made some of the best radio in the stock-exchange used for his "Horse Sense Philosophy" over WGY. For sometime one "Dunny," reported to be a fellow townsman in Marcy, Adirondack Mt. town, play the role. When Kelly returned to WGY in spring he had a young woman as well as a young man in support. Later a voice which sounded like that of Gene O'Hare did the feeding and another Billy Rose, long announcer of program, appears to be filling the role.

Bill Glass, whose play-by-play account of a recent night game between the Syracuse and Albany International League clubs at Yawkey stadium on Albany-Troy Road in first broadcast thereof out of a professional baseball contest, won favorable comment.

He is announcer at the Stadium and is also a compositor on an Albany daily. Les W. Olsen, political writer of the Albany Times Union substituted for James T. Healey, the paper's alrester, on daily broadcasts over WGY, during the "Colquhoun's absence."

"Ma Frasier's Boarding House" WGY sketch scripted and acted, in one of original radio plays by Marjorie McMullen, farewelled for summer fast week, with Miss McMullen saying "au revoir" to listeners.

WGY's "The Housewife" schedule, playing theatre dates at Brattleboro, Vt., and Clemont, N. H., between final mike appearances. Fred Vincent, production mgr. at WOR, pianist for violinist Eddy Brown's series on Sunday.

Goodman and Jane Ace in New York for coffee after their wedding in home town, Kansas City, heat, left for month at Saratoga.

Bob Arkell philosophizing along with organ music from Lew White studios over WOR Sundays at 11:30 a.m.

Bettina Hall and John Brewster teamed to do sketch, "Tullies," over WOR.

Steel barrel manufacturers' program called Clifford Sage out of his sustaining niche at WOR.

Perry Charles of WJIN reports 1,407 telephone calls for Major Bowes' amateur hour during which public is urged to express its preference for one or two and is played Flynn, WJIN telephone operator, dizzily handling those messages.

Laurel Trill and White sponsored by Parmelee exhibits over WRAP.

New England

Big Betty Miller doing a twice-weekly commercial on WEEI and New England net for Ivory Shaving Cream.

Alfred C. Cary was the winner of the Boston auditions for CBS.

Edmund Tibbitts auditioned for the Veeva in New York.

WIAW, Providence, trying to get the FCC to increase their power.

Solomon Trill, playing at WNEW, suburbs of WEEI, where they did their first broadcasting ten years ago.

Jack Shannon of the Gossipers in New York looking the radio situation over.

Bill Williams, WJIZ's speaker, did a swell interview with the broadcaster for excellence, "Two-Ed" Connolly.

Bob Donahue, Yankee Network

Radio Chatter

p.a. bought himself a little car and has taken his family out to his home in the midwest. First time Bob's been home in years.

WCAX, Burlington, Vt., has shifted its evening broadcast time from 8 to 5 to 7 o'clock. Situation will also operate for special events on Friday nights until 10 o'clock.

Harris Metcalf is the announcer for the Perkins program over WDEV, Waterbury, Vt. Several dance halls in southern Vermont are now advertising over WQDM, St. Albans, Vt.

Donald Glynn, WCAX, Burlington, Vt., tenor, gets try-out as soloist with McKenley's orchestra.

WQDM, St. Albans, is now the Vermont outlet for Radio News Service of America.

Joseph Lopez, station supervisor and Memory Song Man at WICC, Bridgeport, vacationing. Replaced on commercial by Announcer Jimmy Milne.

Gladya Swarthout top radio name looked for 1934-1935 revival season of Bridgeport Musical Research club.

New Haven WICD studio stars, with Carlton Weldenhammer, announcer, m.c. on stage of Pull College this week. Troupe includes Adeline Manz, Yankee Trio, Mitt George, Five Rhythmites and Carroll Kelly, who may get around to other houses in the WICC sector.

Johnny Marvin coming next week to Polk's Bridgeport.

Dot Taylor of WICC "Merry Go Round" commercial, Bridgeport, Rens LaBouquet, Larry La Foye and Lou Weiss now manning spot.

WICC news service scooping press with news that Chicagoport Herald, all-Connecticut Sunday sheet, may go daily in its home city in the fall.

Missouri

John Bohm, formerly with Baldwyn Plains, has joined the KMOX sales force.

Lee Latta summering in, of all places, Tulsa.

Doris Shumate, KMOX warbler, copied the winning spot for the St. Louis area in the "Hollywood Hotel" contest.

Art Gillman now on the Nadinola Face Powder show.

Illinois

Ed Voynon dashing around the country again.

Cecil Whitehead is the new radio man at the Kaskar agency.

Holland Engle office shifted over the WBBM studios.

Bill Alton now with the Bill Hambeau station near St. Louis.

Bob Elson recovered from an attack of laryngitis.

Frederick Bradley moving his Sunday broadcast from WBBM to WJJD in order to get full time.

Maryland

Nancy Turner vacationing; also Bert Hanauer and better half (Beth Turner), but no one seems to know where.

Car Nopper of WFBR, Baltimore, has slipped a rock on a gale's ring finger and will amble toward an altar in the fall.

Stewart Kennedy's Chevrolet was swiped. Recovered day later by coppers, but machine was badly marred.

New sustainer over WFBR emceeds talents of Miss Baker, soprano, and Michael Weiner, concert fiddler.

Ross Russell's ark replaces Cotton Pickers' crew at Forest Gardens.

With almost entire staff of WFBR at beaches breasting the wild waves over week-end, Joe Imbroscilio was found holding down seven official duties over the three-day apogee.

North Carolina

Louise Penock, hostess at WPT, Charlotte, N. C., was married July 14 to Claude F. Norman. A program of nuptial music was rendered in advance of the ceremony by Lee Everett, program director for WPT, and Marie Davenport, organist, also with WPT.

Charlotte, N. C., is spending two weeks in New York City and on Long Island.

Charles Strassburg, chief engineer for WPT, Charlotte, N. C., left July 21 for a vacation trip to Minneapolis, Chicago and Cincinnati.

Musical coincidence at the Ford carnival, broadcast by WPT, Charlotte, N. C., name of orchestra leader, John Ward, name of record control man, John Ward.

Did not have to number them to distinguish between them.

Fred Kleby, the Bill Billy Cavalier of WPT, Charlotte, N. C., celebrated his 34th birthday on July 14 with a special program of

(Continued on page 33)

SPONSORS MUST BE GENTS

Uncle Sam's Mass Meeting Sept. 20

Washington, July 30. All broadcasters who are paying their contributions to their code authority have been invited to an open meeting to be held by the broadcasting code authority at Cincinnati September 20.

The program for the meeting has not yet been completed but that it will include matters of wide interest to the broadcasters is indicated by a statement in the authority's formal announcement that all those in good standing will be permitted to vote on questions on which an expression from the industry is desirable. This date coincides with the NAB convention in Cincinnati.

NBC Engineers Arrested for Roughing Natives; Muff Stratosphere Flight

Des Moines, July 30. After being in exile three weeks while waiting with an NBC mobile unit to cover the ascent of the stratosphere balloon at Hapit City, S. D., three members of the transmission and receiving unit got themselves into a jam and received the news of the flight in jail. The three men are George Milne, of New York City, who was being held in default of \$2,800 bonds; C. I. Russhon, engineer, who needed a \$3,200 guarantee, and E. C. Wilbur, who was arrested, but later released without bond, it being alleged that Wilbur did not take any part in the offense, remaining with the mobile unit.

The pinch was made on complaint of four local kids, who charged that NBC's mobile unit had forced their automobile into a ditch. Four charges of assault with intent to inflict bodily injury and four charges of assault and battery. Russhon was also charged with pointing a gun and with careless driving. Both pleaded not guilty to all charges, explaining that the coupe the boys were driving was interfering with the operation of the unit while they were en route to make tests of the equipment at Camp Dodge.

Damage Suits
Saturday Milne and Russhon were served with notice of two damage suits for \$10,000 each, the papers also naming as co-defendants NBC and the National Geographic Society, under whose auspices the ascent was being made. At the time notices were served Milne and Russhon were under orders to proceed immediately to Omaha, so they were released under \$1,500 bonds each.

Whether or not the NBC trouble was responsible, KSO, the local station here, scooped NBC on coverage of the balloon flight. Station is now operating on 1,320 kilocycles. It leased a Postal Telegraph wire from Lexington, Neb., and gave detailed coverage from 3:30 in the afternoon throughout the evening. Al Triggs, KSO announcer, handled all of the breaks.

Sarnoff in Paris

Paris, July 21. Following an international radio conference at the Hotel Chateau d'Ardenne in Belgium, David Sarnoff, Radio Corporation prez, is in Paris with a retinue, including Otto S. Schairer, Robert D. O'Callaghan, H. J. Barton and Fred P. Culbert. All are stopping at the Ritz, where, however, they are rarely to be found. Thomas W. Lamont, of J. P. Morgan & Co., is at the Ritz at the same time.

Clark Minor, European representative of General Electric, also attended the Belgian conference, and returned to his Paris home at the same time the Sarnoff party hit town.

Miss 1930 Rediscovered

San Francisco, July 30. Betty Kelly, who starred in the first Camel show on NBC here in 1930, won the local C18 contest on the Dick Powell 'Hollywood Hotel' show.

Will meet contestants from Bakerfield, Fresno and Stockton this week.

NBC Lands Ins. Acct.

Philadelphia, July 30. Provident Mutual Insurance will air over NBC according to present dope. Coast-to-coast program entitled 'The Story Behind the Claim' is due to start in October. Rumored CBS and the underwriters didn't get along well. Account was originally pencilled in for Columbia.

Vienna (as of July 19) Had Idea to Get Radio Fans Into Theatres

Vienna, July 19. Negotiations are under way for special encouragement to get radio subscribers to patronize theatres. The 250,000 Austrian radio subscribers under the proposal would receive option of 50% reduction for ten shows for themselves and companion, or up to four members of subscriber's family.

For subscribers outside Vienna there could be special reduction cards to theatres which would include reduction on railway fares.

As further attraction two gratis theatre tickets would be supplied to every radio subscriber who made a minimum of ten visits to the theatre. It is hoped that with this generous scheme a minimum of 70,000 radio subscribers could be induced to patronize the sadly-neglected theatres regularly.

Above news despatch is dated from Austria prior to the recent outbreak of civil war. Political tension and unrest may also have affected theatre attendance.

WGN NAMES G-B-S AS PACIFIC COAST REP

Chicago, July 30. Chicago Tribune company broke a long-standing precedent of having no outside company represent them in sales when the Tribune station, WGN, last week appointed the firm of Greig, Blair & Spight as station representatives.

G. B. & S. company, however, will represent WGN only on the Pacific slope. WGN retains its own representative, Ed Wood, in New York.

Steel-Barrel Minded

Chicago, July 30. Associated Manufacturers of Steel Barrels this week start a radio campaign to boost beer in welded containers.

Local outlet will be WGN. Show is a 15-minute musical disc. Will hit once weekly for 15 weeks as spotted through the Thomas H. Rees agency.

FOOT-SAVERS' 1 MINS.

Chicago, July 30. Foot-Savers shoes starts a one-minute radio show announcement campaign this fall.

Deal is being made on a co-operative arrangement with the local dealers.

CAN'T INSULT OTHER BRANDS

Sen Kane's Script Supervision Sets Up Some Broad Principles at NBC, Chicago—Keeping the Boys from Socking Each Other Main Concern

CRICKET

Chicago, July 30. After two months of operation the local NBC script supervision department as handled by Sen Kane has set up some broad principles which are changing the type of copy on commercial plugs. The major result has been the elimination of all comparisons with similar product, all attacks on rival product either by direct or inferred reference.

Instead of saying, don't use a toothpaste that blackens the teeth, the copy is changed to 'our toothpaste whitens the teeth.' Commercial copy in the negative is being pushed out of the window with NBC feeling that such copy only serves to bring about a sort of guerrilla warfare among the advertisers. NBC has had such an experience in the past when the advertisers started cross-firing and with each successive program getting more and more vitriolic in the attacks on rival products, and even slurred attacks on the rival programs.

Wishing to keep NBC advertisers on happy family the script supervisors are insisting that all copy eliminate all generalities in reference to products and that the plugs remain purely and simply boosting statements for the immediate advertiser. NBC is eliminating copy which states that 'all other products are inferior.' Replacing is copy which states 'our product is the best.'

Medicines That Make People Sick Not Okay At WBT, Charlotte, N.C.

Charlotte, N. C., July 30. WBT has inaugurated a system of checking up on patent remedies and formula products that buy the station's time. In order to be assured that products are all that the manufacturers or merchandiser claims and are harmless, samples are turned over to local physicians and chemists for individual analysis and an opinion before contracts are accepted.

In the case of a new product William A. Schudt, Jr., station manager, insists that WBT have a positive guarantee as to the product or that it be reasonably sure—as a protection to the station.

If there is any question about a product the contract is not accepted.

Billy Glason with NBC

NBC has signed Billy Glason, up-and-comer, for a radio build-up.

Glason has a new partner in Paula Smith, Hollywood girl, who will foil for him on the air.

WCAO Asks Tax Refund

Baltimore, July 30. WCAO has filed a petition before the National Board of Tax Appeals in Washington for a redetermination of a 1931 income tax claim of \$6,665.

Station is charging that the Bureau of Internal Revenue wrongly disallowed a deduction sought for legal expenses from the total taxable income of \$52,695 for the year.

Do Levys Get KYW?—Philly Puzzle; If So, Means CBS and NBC Stations Under One Roof and Management

Writers Eating

Chicago, July 30. With competition among programs for usable scripts getting more and more keen, the conditions for writers continues to improve. Not only are prices on the rise but NBC is instituting a policy here for the 'First Nighter' and 'Grand Hotel' shows which will deliver payment to the writer on acceptance of the script instead of on broadcast.

NBC DROPS 13 GEN'L STRIKE WALK-OUTS

San Francisco, July 30. NBC, after the recent sympathetic strike of musicians, cut a healthy hole in its \$4,000 weekly musicians' payroll by refusing to re-hire two directors, Clyde Doerr and Charles Hart, and 11 musicians.

Cut eliminates most of the strings and woodwinds used on concert programs, and also means a break for Mickey Gillette, sax, who has been handed a baton for occasional directing along with his solo work.

Network is using three hours of records on KPO, but none on KGO. Discs are getting special treatment, including continuity, and are replacing many string ensemble and similar periods.

Musicians claim that such a move on NBC's part shows discrimination, which is taboo under the return-to-work order of the strike committee, while network counters with the statement that musicians were told when they walked out, without any two weeks' notice, that the chain would re-hire whom it pleased.

Sharp and flat men were not sheared at other stations.

ENDLESS BOSS-LABOR GAB IRKS PORTLAND

Portland, Ore., July 30. While the strike situation has practically crippled all business and hurt radio considerably, every station in the burg has been besieged for time by numerous organizations. Everyone of them has plenty to say regarding the strike and all are quite willing to decorate the mahogany for the privilege.

Every night the ether is stirred by the oratory of civic leaders representing all shades from fascism to communism, and the public has begun to show signs of weariness. The unions are heard over at least four stations at various hours each day.

WRHM Becomes WTCN

St. Paul, July 30. Call letters of WRHM, 1,600-watt recently purchased by the St. Paul Dispatch and Minneapolis Tribune, were changed Saturday (28) to WTCN. The letters TCN are initial letters of Twin Cities Newspapers, designating the general location of the station and its operation by its publisher owners. No change has been made in WTCN's frequency, and it will continue its location at 1,250 kilocycles on the radio dial.

Philadelphia, July 30. Some doubt has been cast upon the probabilities of Philadelphia's most lush radio rumor of the past several weeks. That is the story that the Levy brothers of WCAU and CBS would gain operating control of KYW, the Westinghouse-NBC station due to move here in the fall from Chicago.

Oddity of the situation would consist in the housing of important stations, members of rival networks, under one roof, the WCAU building, and under one management, I. D. and Dr. Leon Levy.

While there remains a suspicious lack of clarity on the whole situation and no formal announcements have been forthcoming the evidence against Levy control seems to have multiplied in the last few days and the Levy take-over is now less widely credited than was true a fortnight ago.

WCAU building, housing seven studios, has ample space for KYW's incoming since at least two studios can be switched to the NBC station. Other alternative can give KYW an entire unoccupied floor that was being held open for possible television experimentation.

Rumor has gained considerable ground during the past week owing to the fact that no attempts have been made to build new KYW studio space. Situation is that NBC contract with Westinghouse allows them complete change of studio erection and program operation with the proviso that this privilege may be leased to responsible parties, as is the case with the present Hearst tie-up in Chicago. KYW's transmitter, being built by Westinghouse engineers now, is scheduled to be completed by the end of September. It is also reported that births of KYW manager and other executives are already decided by NBC, with Donald Withycomb handling this personnel job.

Levy's Statement
Statement by Levy concerning the KYW matter explains that NBC has been dickering with WCAU for the rental of studio facilities, but that no decision has been reached in New York. In this connection it is understood that NBC has researched the possibility of routing both stations' programming through the single WCAU master control, and also the converting of a small WCAU studio into KYW's separated control room.

Aside from the fact that a WCAU tie-in would be an economical move for NBC, another explanation of the WCAU connection is that Leon Levy's partner-brother, I. D. Levy, is legal counsel for NBC's mother firm, the Radio Corporation of America.

In Philly, the local Westinghouse office pooh-poos the possibility of Levy's control.

Lightning Strikes Engineer at WPEN

Philadelphia, July 30. Two days after WPEN put its new three-power transmitter into operation on the newly authorized kilocycle wave, lightning struck the middle mast, sending the station off the air and severely injuring staff engineer Charlie McCracken, Wednesday (25).

Although in serious condition, McCracken held his post until help arrived at the emergency transmitter. He was rushed to the hospital and is reported slowly recovering. WPEN resumed broadcasting the following day.

WHEATENA'S BILLY AGAIN

Effective Aug. 27 through McKee & Abbot, the Billy Batchelor script show resumes over 16 red network NBC links. Wheatena of Rahway, N. J., sponsors as before.

several times there was a bit of cutting by singer and once by the orchestra, the c.r. engineer apparently letting too much volume pour into the amplifier. No booming on the Groves' second number. High

Radio Chatter

(Continued from page 30)

his own compositions over the station. This was the third successive year that Fred observed his birthday with a special broadcast from WBT.

Don Jenkins, program director for WSOZ, Charlotte, N. C., returned from a vacation at Miami, Fla., with a dark mahogany tan, a good rest, and lots of new ideas collected from a tour of Florida stations.

Margaret Chesick, who sings three times weekly over WBT on the 'Rosewood Ivory' show sponsored by the Southern Public Utilities Company, won the local Columbia contest seeking new radio talent and someone to play opposite Dick Powell in 'Hollywood Hotel'.

Dark-K-Knights, blackface act sponsored on WBT by manufacturers of three patent remedies, set up their studio in the window of a local drug store, made several personal appearances there, and will later originate one of their programs from the store and place it on the air with WBT's remote control facilities.

Pennsylvania

Dorothy Rotay, 18-year-old Meriontown, W. Va., girl, who came to Pittsburgh a few days before, in search of work, walked off with first place here in Dick Powell's auditions for that CBS contract. Only professional experience was a couple of warbling sessions over a West Virginia station.

Arthur Boran booked into the Adelphi, Philly.

Warwick Sisters and Pete Woolery due for a date in Long Beach.

Larry Tate, ex-WCAU warbler, now crooning at WOR as Larry Taylor.

Franklyn Lamb upped from Gimbel store advertising to WIF, Philadelphia general manager.

Georgie Dallen feuding with Jack Harris over WCAU house orchestra music plugs.

Jerry Blanchard in town for a conference with Arthur Padula last Wednesday night.

Manay La Porte bringing his other show, 'Piano Meditations,' to the Anchorage, Philadelphia, next week.

Florence Hallman, runner-up in Campbell soup contest signed by the WCAU artist bureau.

Pennac Roof readying for Jan Savitt's opening this week-end. Unit returns to WCAU house work on Labor Day with year's contract.

Violetta Wechter, of WGAL, Lancaster staff, back after shore vacash.

Ruth Aulenbach, WDEL office sec., sporting important chunk of ice presented by Robert Potts of NBC technical staff, Radio City, suggesting another radio merger.

Dommel Family, WGAL Lancaster standbys, is winding up its fourth year on the air sustaining. Father, mother and two grown daughters present a weekly program of old ballads and hymns against the soft background of the reed organ.

lowa

KSO has signed Redd Harper to act as m.c. for both the studio and staff orchestra. Former m.c. for Public in Detroit, and a director of the Club Ballyhoo orchestra in Hollywood, he is under a six months' contract to the Des Moines station.

Poster Brooks split the Brooks and Pierson combo at KSO, Des Moines, by going to WIAS, Louisville.

Charlie Flagler, former KSO sunshine boy, came back for the studio's dedicatory week from a vacation in Indiana. Resumes at the station August 24.

Minnesota

Nell Seales, formerly of WJGY and lately of KSTP, has returned to WJGY as program director. Also shares announcing duties with Ted Krey, studio manager.

George Putnam, with no previous radio experience, has been added to the WJGY announcing staff. He's a student at St. Thomas college, St. Paul.

Raymond Smith, WJGY engineer, is on duty with a little in Minnesota. He is the present martial law enforcement. Ray's a sarge.

Brooks Henderson, originally in radio with Program Service, then with WRHM, and for the past two years announcing over WERC (Luth-Superior), is now enunciating his Is and Qs for KSTP fans.

KSTP's 'Search for Talent' stand has now developed into a 'search for cover' for the station execs. So much talent has swamped the studio that they now have names enough for five decks solid, plus a good-sized waiting list. Program goes on for a full hour every Tuesday night

Going into its third week tonight (31), stunt has already unearthed three likely prospects.

KSTP is putting on two 15-minute programs a week for which Twin Cities (St. Paul-Minneapolis) advertising execs are asked to select the music. Execs are invited to attend the programs in person, and their names are announced on the air, so the programs are excellent to the studio both for closer contact with the lineage boys and as a sop to the latter's vanity.

Tennessee

WSM Salutes Paducah, Bowling Green and H. insville, Ky., with popular programs which include news from these thriving Kentucky

cities. This series of good-will programs dedicated to various cities throughout the South has become one of the most popular features of WSM. The program will include music by Jimmie Gallagher's orchestra and old Kentucky ballad sung by John Lewis, baritone, and Claude Sharpe, tenor.

Ted Grizard, long identified with station WLAC, Nashville, now with 'The Place' night club, as master of ceremonies.

The Apothecaries WLAC's 'Kings of Harmony' celebrate their third anniversary on the air, with an interrupted run of 156 weeks.

Francis Hill in new series of summertime broadcasts over WLAC, sponsored by the Tennessee Tire Company. Also includes Charles Nagy and Mary Elizabeth Hicks. Heard on Friday at 8:45 p.m.

Pacific Northwest

Among those vacationing at the Oregon and Washington beaches are Paul Haltmeyer, manager of KWG and KEX, and the following staff members: Joe Hollock, Floyd Wettland and Gene Duncan.

Art Kirkham and Margaret Allen of KOIN are setting the housewives all agog every week-day morning with their 'Air Shopping' program. They actually cover the waterfront and give all the latest info on bargains and where to get them.

Clarence Tolman, KGW tenor, is now the master of ceremonies at Kelly's restaurant in addition to his radio work. Under his guidance is a 10-piece rhumba band.

RADIO'S MOST BELOVED FAMILY

The Goldbergs

Bring the HOME to the Theatre

Presenting a Sketch Especially Written by

CERTRUDE (Molly) BERG

Creator of The Goldbergs

Cast Includes Molly, Jake, Rosalie, Sammy, Mrs. Gross and Mr. Kerrigan

Settings by JOHN WENGER

TO SATISFY THE POPULAR DEMAND EVIDENCED BY CAPACITY WEEK AT THE CHICAGO THEATRE (JULY 13), THE GOLDBERGS WERE RECALLED TO CHICAGO, PLAYING THE UPTOWN THEATRE (JULY 27), FOLLOWING A SMASHING WEEK AT THE MICHIGAN THEATRE IN DETROIT WEEK (JULY 20).



Week of August 3—METROPOLITAN, BOSTON

Week of August 10—STEEL PIER, ATLANTIC CITY

Personal Management

NBC ARTISTS SERVICE



KATE SMITH

wabc

columbia
broadcasting
system . . .

monday
thursday
friday
8:00 p.m. e.d.s.t.
coast-to-coast

Management
TED COLLINS

Radiotron Tubes, RCA Subsid, on Air

To Use NBC Stars on Cuffo Basis with Biographical Emphasis

Philadelphia, July 30.

Radiotron tubes, RCA subsidiary, goes NBC in the early fall with a variety show along the lines of its present magazine advertising.

Sponsor plans to guest star leading radio entertainers of other commercial shows, freely plugging various other advertised products in return for the gratis services of respective artists. Program will retain a permanent interviewer for each guest, and dramatize highlights from the lives of every star. Tie-in results in the commercial aspect that the talents of these studio guests cannot be fully appreciated without Radiotron tubes in every set.

Present indications point to John B. Kennedy filling the interviewing job, with the permanent orchestra possibly headed by Don Bestor. Tentative air time schedules the blue network on Fridays, 10 to 10:30 p.m.

Radiotron hopes to build the show into one of the ether's elite series, using only the best air names in return for the publicity offered to having the stars vieing for a spot on the show to be in broadcasting's 'social swim.' Lord and Thomas agency will prepare and build the series.

WHITTEN SUCCEEDS FOX ON WMCA SALES

Philip F. Whitten goes from WINS to WMCA, New York, to succeed J. Leslie Fox, resigned, as sales director of the New York key station of the George Storer group. Prior to entering radio through CBS three years ago, Whitten was in the hosiery business.

HULA GARGLING

Listerine will go into the Hawaiian territory with a waxed series over KGBM, Honolulu. Conquest Alliance handling the placements for National Import Advertising.

Script show called 'Airmail Mystery' will be used.

JOHNNY HAMP

and His

WORLD FAMOUS ORCHESTRA

HEADLINING PALACE THEATRE CHICAGO

(Week July 27)

EARNED STARDOM

- 5 Years Congress Hotel, Chicago
- 5 Seasons Baltimore Hotels
- 5 Months Coconut Grove, Los Angeles
- 5 Months Mark Hopkins Hotel, San Francisco
- 10 Weeks Kit Kat Klub, London

NBC and CBS Chains

SPOT B'DCASTER AFTER LATIN FILM NAMES

William H. Voeller, is bound for Hollywood in behalf of Conquest Alliance, spot broadcasting brokerage firm for foreign countries. On the Coast he will make arrangements for a series of wax programs with picture names.

Voeller seeks names that will command attention in South America.

TOLEDO LAWYER TO N. Y. FOR NEW CHAIN

Toledo, O., July 30.

Hampton G. Wall, for 20 years a lawyer with a Toledo law firm, has been appointed general counsel for The American Broadcasting Co. He has moved to New York.

Besides the parent station, WMCA, New York, Storer has connections in Toledo, Windsor and Wheeling, W. Va., and is spreading.

Lucky's Screen Scripters

Hollywood, July 30.

American Tobacco company has an option expiring Aug. 2 on the proposed dramatic radio programs of the Screen Writers and Screen Actors Guilds, which would have the former guild members writing the sketches and actor members of the guild enacting the parts. Would use them on Lucky Strike hour.

As yet there's nothing definite on the broadcasts, except a lot of opposition from the Motion Picture Theatre Owners of America which this week extended to the studios.

At least two of major studios, figuring as does the MPTOA that the broadcasts would hurt theatre business, are reported to be ready to forbid any of their contract writers or actors from participation in the proposed airers.

ENNA JETTICK BACK ON AIR

Enna Jettick shows will be among the fall radio advertisers, but hasn't yet selected its program, which will commence Aug. 22. Grey advertising agency handles account for the manufacturers, Dunn & McCarthy. Stated for 31 NBC blue outlets coast-to-coast for Wednesday evenings at 10 o'clock.

Here and There

Robert Garland, Gene Buck, Kate Smith, Erno Rapee among those invited by CBS to act as judges in the Campbell soup talent hunt finals.

Captain Axel Hawkenson, who for some time was heard regularly over WGY, Schenectady, with talks on the army and on his travels, died in the U.S.A. hospital at Plattsburgh, N. Y. July 25 following an operation. He was 47, was a native of Sweden, and rose from the rank of private.

Vin Lindhe, long-time station pianist for WFAA, Dallas, has left for Sweden on a belated honeymoon journey. She is Mrs. Jacques Jones since last October.

New York Ad Agencies

(Executives in Charge of Radio Advertising Programs)
N. W. Ayer & Son, Inc.
500 Fifth Ave., N. Y. C.
Douglas Coulter.

Batten, Barton, Durstine & Osborne, Inc.
383 Madison Ave., N. Y. C.
Arthur Pryor, Jr.
Herbert Sanford

Benton & Bowles, Inc.
441 Madison Ave., N. Y. C.
M. M. Hutton.

Blow Co., Inc.
521 Fifth Ave., N. Y. C.
Milton Blow

Blackett-Sample-Hummert, Inc.
230 Park Ave., N. Y. C.
Frank Hummert.

Blackman Co.
122 E. 42d St., N. Y. C.
Carlo De Angelis.
Cecil, Warwick & Cecil, Inc.
230 Park Ave., N. Y. C.
J. H. McKee.

The Paul Cornell Co.
580 Fifth Ave., N. Y. C.
L. S. Caskin.

Samuel C. Croot Co.
28 W. 44th St., N. Y. C.
Arthur Anderson.

Erwin, Wassy & Co., Inc.
420 Lexington Ave., N. Y. C.
Charles Gannon.
William Esty & Co., Inc.
100 E. 42d St., N. Y. C.
William Esty.
Edward Byron.

Federal Adv. Agency
441 Madison Ave., N. Y. C.
Fletcher & Ellis
331 Madison Ave.
Lawrence Holcomb.

Gardner Advertising Co.
330 W. 42d St., N. Y. C.
R. Martini.

J. Sterling Getchell
420 Lexington Ave., N. Y. C.
Gotham Co.
259 Park Ave., N. Y. C.

A. A. Kron
Lawrence C. Gumbinner
9 East 41st St., N. Y. C.
Paul Gumbinner.

Hann-Metzger, Inc.
745 Fifth Ave.
Louis A. Witten.

Joseph Katz Co.
247 Park Ave., N. Y. C.
Bennett Larson.

Lambert & Feasley, Inc.
400 Madison Ave., N. Y. C.
Lenné & Mitchell, Inc.

17 E. 45th St., N. Y. C.
Mann Holmer.
Robert W. Orr.

Lord & Thomas
247 Park Ave., N. Y. C.
Montague Hackett.

McCann-Erickson, Inc.
285 Madison Ave., N. Y. C.
Dorothy Barstow.

Nowell-Emmett, Inc.
40 E. 34th St., N. Y. C.
Richard Strobridge.

Paris & Peart
370 Lexington Ave., N. Y. C.
J. J. Cogan.

Peck Adv. Agency
21 Madison Ave., N. Y. C.
Arthur Sinshelmer.

Pedlar & Ryan, Inc.
250 Park Ave., N. Y. C.
David F. Crosier.
Edward Longstreth.

Frank Presbrey Co.
247 Park Ave., N. Y. C.
Fulton Dent.

Rothaupt & Ryan, Inc.
Chrysler Bldg., N. Y. C.
Myron P. Kirk.

F. B. Ryan, Jr.
J. Walter Thompson Co.
420 Lexington Ave., N. Y. C.
John U. Reber.

Robert Cowell.
Young & Rubicam
285 Madison Ave., N. Y. C.
Hubbell Robinson.

W. R. Stuhler.
Arthur Godfrey, Washington air-
gambian, made debut as night club
m.c. and baton-waver last Wednes-
day (25). Godfrey is in Club Michel
for indefinite period on guarantee
and percentage.

(Continued from page 32)

though her voice is, it came through the loudspeaker without any strain on the listener's eardrums. Malone, a broad-bronged Irish tenor, did a medley of Emerald Isle ballads and humorous bits—of the type McCormack has included on air programs. I.R.C. announcer gave him a send-off and Malone himself farewelled with a little blarney; nuke man in New York spoke for him twice.

Philips' All-Star orchestra played the accompaniments in fine style, and its instrumentalists did well in solo innings. Group produced a rich tone, topped off by a harp of Dick Himber's unit. Harpist introduced with a mention of Jack Hylton's orchestra, as 'Harry Chapman' himself, picked the long strings skillfully in 'One Morning in May.' Other soloists were: Arthur Young, pianist, offering his composition, the slow-tempoed 'Design for Playing,' an xylophonist, a cellist and a violin duo. All proved capable, although it was not possible to catch clearly the names of several. Orchestra should have had a spot; it's a good one—seemingly a cross between a symphony and a pop band.

Program hit the air of informality and of intimacy not usually associated with English ventures. It should have been particularly pleasing to dialers of Irish extraction on both sides of the water. Reception was remarkably clear.

Jaco.

LOU LUBIN Comic 5 Mins. COMMERCIAL WEAF, New York

Lou Lubin was heralded (1) as making his radio debut, (2) a film comedian, incidentally, as a nephew of the late Sam Bernard. His cinematic antecedents are a bit vague; his ancestry unquestioned, but the debut part is not strictly so. For WOR last year had groomed Lubin and his stuttering style of comedy delivery in a program series, which it hoped would develop a Bamberger station's prospect into important radio company.

WOLF seemed to have a better chance at it than was diagnosed the Fleischmann Yeast program under James Wallington's annunciations. Probably the same thing was true of Lubin's microphone shortcomings as was evidenced last Thursday, only more so on this program—a deficiency of material.

The halting, faltering style of comedy delivery is likewise by now no novelty. Lubin is a cross between Joe Penner and Isoscos Ates. His five minutes or so before the mike was in opening-the-show category and as such passively adequate but not likely to induce fan mail demands for a return. Lubin (or the Thompson agency) could have done themselves much more good with script fortification in almost every such instance.

Still, perhaps the sponsors have the right idea despite what any trade paper standards or Times Square sophistication might capriciously have to say to the contrary—it's o.k. for the sticks, in the argot of the agency, as was expressed last week to Jimmy Savo when he was enlisted for the Fleischmann Yeast show. The agency at that time frankly suggested that Savo consult Joe Miller because what may be familiar to a couple of actors around here is still new to the hinterland.

From that viewpoint that's all well and good; from Lubin's professional big moment on a truly big league commercial air show that etherized from coast to coast, that's not giving his big chance the fullest opportunities for registering.

Abel.

IRENE BORDONI Songs 15 Mins. COMMERCIAL WEAF, New York

Irene Bordoni, who has done local commercials heretofore, is back for a whirl on the L. J. Fox Fur program, which percolates over WEAF locally at 7:35 p.m. Wednesdays. That means that the second 15 minutes of the Philadelphia symphony is sacrificed by NBC's red outlet to accommodate the Manhattan sponsor.

Very little of Miss Bordoni on the

first broadcast. Mostly the house orchestra, which is good, and singing for a fashion show that L. J. Fox was throwing the next day, with Bordoni, Luella Gear and Frances Williams to top the mainline. General invitation to the ladies was stressed by Hugh Conard, the announcer; Miss Bordoni personally, and another spokesman. With that, build-up plus advertisements in the New York Journal, L. J. Fox must have been a.o. the next day.

Not a bad idea to have the French songstress do a bit of singing. She does it well, with a nice note of intimacy and informality. As for her singing, that remains unique and distinctive. She's a good lady.

Land.

COVERED WAGON DAYS

Drama

Half Hour

COMMERCIAL

KGW, Portland, Ore.

Early in 1931 the Gevurts Furniture Co. decided to go on the air. Robert L. Redd of KGW prepared a half hour dramatic script of pioneer life in the northwest entitled 'Covered Wagon Days.' It was auditioned and sold. On Wednesday, July 18, the 1934 script went on the air.

This program, according to Sanford G. Brant, president of the Gevurts company, is outstanding as a successful merchandising radio broadcast. He attributes the continued success of the firm to the program, and cited these figures as part of the proof. Since the drama went on the air the out-of-town business has increased from only 8 per cent of the entire volume to more than 28 per cent, with a corresponding total increase in business.

A few weeks before starting 'Covered Wagon Days' the company went on the air with a 'Home Beautiful' program, and asked the listeners what kind of a program they wanted. The majority of answers favored a historical drama. Such has been 'Covered Wagon Days'—an epic of Oregon pioneering.

Briefly, 'Covered Wagon Days' is the story of the conquest of the unclaimed west of the 1850's. It is the simple legend of the trials which beset a little caravan of wagon-trailers, and asked the listeners what kind of a program they wanted. The majority of answers favored a historical drama. Such has been 'Covered Wagon Days'—an epic of Oregon pioneering.

Now one of the ten oldest radio dramas on the air, 'Covered Wagon Days' will continue indefinitely. Two years ago a daughter was born to one of the families in the play. To find a suitable name, the listeners were solicited. More than 1,500 replies were submitted. More recently the settlement started up a weekly newspaper and sought a name. To this request more than 1,100 replies were mailed in to KGW.

Considerable credit must go to the writer, Robert L. Redd, who is now a producer with NBC in San Francisco, but still writes the scripts. While Redd was with KGW he also directed the program. Now the direction is done by Charles Gevurts who also takes a leading role, and the production is supervised by Archie Presby, KGW program manager.

RICHARD STEEL

News Flashes

15 Mins. Daily

Sustaining

KXL, Portland, Ore.

KXL has started a newspaper of the air which is attracting a great deal of local and considerable outside attention. The station feels that it has made a discovery of a new broadcasting personality in Richard Steel. Steel has a background of wide commercial, political, and newspaper experience—has written extensively for magazines. His entry into radio was quite accidental. A few years ago while advising in a political campaign he criticized the radio broadcasts. He was invited to try and see if he could improve it. As a result it was discovered that he had a fine broadcasting voice and the facility for making abstract ideas interesting.

ADELAIDE LALL

HEADLINING LOEW'S STATE LAST WEEK AND HEADLINING THIS WEEK (JULY 27) ACADEMY, NEW YORK

BROADCASTING EVERY THURSDAY AND SUNDAY NIGHTS FROM 11:30 TO 12:30 OVER NBC NETWORKS DIRECT FROM THE COTTON CLUB, NEW YORK

ALSO MAKING SHORTS FOR WARNER BROS.

Personal Management EDGAR ALLEN, 1560 Broadway, Room 314

HEADLINERS ALL!



Duke
ELLINGTON

and His FAMOUS ORCHESTRA

"Creator of a new vogue in American dance music!"

Now making ballroom history in the south and middle west with his sensational rhythms—on screens everywhere in "Murder at the Vanities"—featured in Mae West's film!

For
MOTION
PICTURES

For
RECORD-
INGS



"The most amazing personality in the world of music!"

His highness of hi-de-ho!

CAB CALLOWAY

and His COTTON CLUB ORCHESTRA

Again setting box-office marks—all-time record in Akron last week—new high grosses in Chicago and Cleveland—Century in Baltimore next week!

For
BALL
ROOMS



Conducted by
LUCKY MILLINDER
Featuring
EDGAR HAYES

MILLS BLUE RHYTHM BAND

Featured week beginning August 3rd on stage
CAPITOL THEATRE, NEW YORK
Nightly at the famous **COTTON CLUB** in Harlem
Twice weekly on the **NBC network!**

For
THEATRES



Ina Ray
HUTTON
and her
MELODEARS

featuring the
FRAZEE SISTERS

"The greatest all-girl dance band in America!"

Variety "An all-new femme com- be that spells potential box-office forward and backward—this ag- gragation should soon be in a class by itself and almost a sure fire mop-up in any spot and before any audience!"



For
HOTELS

JOE VENUTI
and His ORCHESTRA

"Virtuoso of the blazing violin!"

His fiddle stirs your emotions— playing Pagliacci or Tiger Rag with equal ingenuity—now on tour with his all-star band of music masters!



For
RADIO

Irving Mills, President

MILLS
ARTISTS inc.

799 SEVENTH AVE.
NEW YORK CITY

Circle 7-7162 Cable Jazz

For
CAFES

RADIO SHOWMANSHIP

(Merchandizing and Program Ticups)

Outstanding Stunts:

STRIKE REPORTING
KSTP, ST. PAUL

FUTURE FARMERS
WGAL, LANCASTER, PA.

KSTP's War Truck

St. Paul.
When Governor Floyd B. Olson a week ago threatened to declare martial law unless the conflicting factions got together, WSTP busied itself working frantically night and day to get its new short-wave transmitter ready in a truck unit for street service in the Minneapolis truck drivers' strike.

When the Gov. said the word Thursday (26) noon and the khaki-clad boys moved into the Mill City, Stan Hubbard, KSTP gen. mgr., was quick to get a permit from Brigadier General Ailard A. Walsh, in charge of the troops, to run the station's broadcasting truck on the streets without martial escort or interference. Walsh's o. k. was forthcoming, and KSTP's enjoyed the distinction of being a truck unit in a truckers' strike going about the

streets unhampered, in the first instance of martial law ever declared in Minnesota's 76 years of statehood.

Earlier in the strike, KSTP had tried to get permission from Minneapolis police to travel the streets, but sanction was denied, so the truck parked itself in a loop garage and did its broadcasting from there, reporters running about the loop and to the truck with frequent bulletins on the current turmoil.

KSTP wheeled unit new gear about a mile, with announcers doing their stuff reporting on the changes taking place as the city begins to assume a graveyard aspect.

Immediate effect of the Iron fist declaration has been that St. Paul show biz has profited by Minneapolis' ill wind, and local utilities, too, are zealous to new high grosses. Minneapolis aren't risking any trouble or embarrassment by patronizing their own local establishments. They prefer to cross the river and make whoopee in peace and security.

Public Picks Themes

Lancaster, Pa.
Permitting farm boys and girls to arrange and present radio programs including everything from chicken cutting demonstrations to pipe clubs is responsible for much rural dial twisting in Station WGAL's territory.

Always on the lookout for programs of positive appeal for rich agricultural section, execs cabbaged on to idea of having country's seven chapters of Future Farmers of America, etherize their own ideas on what constitutes good entertainment for farm families.

The clubs liked the idea and co-ordinated 100 percent. Station finds their farm and home material more timely, and more adaptable to the local field than average run of prepared material and hence of greater audience appeal. Entertainment also has strong attention drawing powers.

Clubs rotate in offering weekly programs with each giving one regular meeting to preparations. Studio audience likes the period because boys bring their own props, and they may be anything from a bush of sample tobacco to be judged to a crate of live chickens in need of culling.

Club supervisors help. Future Farmers prepare their programs and station staff offers suggestions, even to the proper care of a flock of hens in a radio studio.

They Got Killed

New York.
Stuntman Fred Coll at WMCA seems to have had a busy week, according to WMCA's policy of constant novelties and unusual progress on topical themes.

First thing was Dillinger. He got killed. Then there was Dolfuss. He got killed. And the public wanted to know. To meet this hunger there was offered in the Dillinger case a broadcast picked up by WMCA's ally, WOL, Washington, of an address by William Stanley, acting Attorney-General of the U. S. A., who commented on the end of public enemy No. 1. That was the evening following Dillinger's last theatre party. And it was very much table talk of the moment.

Nazi Viennese prank presented less direct opportunities but a rush order brought Mirko P. Deminks, a speaker of the Foreign Affairs Forum, who gave the public some expert lowdown. Some hours later WMCA added the comment of George H. Ruge, ex-minister to Austria, who knew Dolfuss personally.

All of which comes under 'public service and convenience' and station showmanship.

If Illegal, Don't Listen!

New York.
Hearns lends its commercial Harry Hersfield program a journalistic advertising note with a preceding announcement that 'this program is not intended to be heard where the sale of liquor is prohibited by law. It is as silly a gesture as the newspaper and periodical ads which italicize the same warning—as if one would expect a reader or a listener to care a fig (listener) to throw the periodical away, or stuff his ears for fear of being contaminated by the balldoon of lawlessness.

Anyway, so far as Hearns 14th street (N. Y.) department store is concerned, utilizing the radio facilities of another great store, the Hammerstein's (N. Y.) station WOL, it somehow lends the topical Hersfield program a reflexed note of appeal. It's like preferring over the fence, and the introduction against a certain type of audience probably has cemented the dual-in interest for many, even if states where liquor ads are illegal.

Traffic Safety Stunt

Port Wayne.
In place of the usual safety campaign which is the most of it, an intended punch due to reputation talks in schools, churches and public meetings, local safety department is employing radio as its new

Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc.
410 North Michigan Ave.
J. H. North.
F. G. Ibbett.

N. W. Ayer
164 W. Jackson Blvd.
Nelson McGuire.

Batten, Barton, Durstine & Osborn
221 N. La Salle St.
George May.

Blackett-Sample-Hummert
221 N. La Salle St.
Edward Alessine.
N. H. Peterson.

Doremus & Company
208 S. La Salle St.
H. Ray Henderson.

Erwin, Wadsworth & Co.
230 N. Michigan Ave.
William Weddell.

Fredericks & Mitchell, Inc.
360 N. Michigan Ave.
Karl Frederick.

Charles Daniel Frey
333 N. Michigan Ave.
Larry Triggs.

Gundlach Advertising Co.
400 N. Michigan Ave.
Living Rosenblum.

Hays McFarland
333 N. Michigan Ave.
Hays McFarland.

Henri Hurst & McDonald
520 N. Michigan Ave.
N. L. Pumpham.

Kastor
360 N. Michigan Ave.
Read Wight.

Kirtland-Engel
646 N. Michigan Ave.
R. M. Kirtland.

Lord & Thomas
918 N. Michigan Ave.
Lewis Goodkind.

Matteson, Fogarty, Jordan
307 N. Michigan Ave.
H. L. Weller.

McCann-Erickson
910 S. Michigan Ave.
Raymond Atwood.

McJunkin
228 E. La Salle St.
Gordon Best.

Needham, Louis & Brorby
360 N. Michigan Ave.
Helen Wing.

Reincke-Ellis-Youngberg-Finn
520 N. Michigan Ave.
Russ Williams.

Roche, Williams & Cunyng-
ham.
Strauss Bldg.

William Roche.
Rogers & Smith
20 N. Wacker Drive.

Everett Opie.
Ruthrauff & Ryan
360 N. Michigan Ave.

Nate Caldwell.
Stack-Goble
8 S. Michigan Ave.

Ralph Goble.
J. Walter Thompson
410 N. Michigan Ave.

Dick Marvin.
George Allan.
U. S. Advertising

612 N. Michigan Ave.
George Egan.
Wade Adv. Agency

208 W. Washington St.
Walter Wade.

medium to get the ideas across. Talks have been broadcast before in the drives, but new program is to get right out on the street, catch pedestrian comment from pedestrian and tourist.

Traffic Sergeant Paul Leuenberger with Medford Maxwell of WWOV is stationed at main intersection downtown on Saturday evenings starting at 6 o'clock, and works the fast-moving interviews when the stop and go lights change. All of this is then sent out by remote control.

The station has compiled a list of 50 questions which is used in the survey. Of course only one or two are asked at a time, but the array covers most of the current phases of safe drive. Suggestions to better traffic conditions is one of the most important features sought after.

This program on for a limited period, but moves to downtown cross-roads on outskirts of city. Official badges, etc., assure traveler that something important is afoot, so they always stop. It is sort of man on the street idea combined with a cross-section view of current conditions. The folded description of cars, tourists, and colored traffic rules adds to the atmospheric aura of the broadcast. Similar stunt reported from Charlotte, N. C. some time ago.

That 12-Year-Old Mentality

Yuk, Yuk.
With no advance publicity, Rev. Reinhold Henkleman was put on the air recently even though with a fifteen-minute discussion of inter-

national problems. At the close of his broadcast he received nearly a score of calls congratulating him and requesting a series of such talks.

Not only is the program being high-lighted as a result, but it has been expanded in scope to include a debate every two weeks, between Rev. Henkleman and a member of the station staff on some current problem.

Appreciative response has been such as to convince the program boys that the radio audience isn't so dumb.

Sandwich Signal Service

Hazelton, Pa.
'Proverbial' full dinner pail here depends almost 100 per cent upon station WAZL and a unique and much appreciated service it renders.

No miner goes to work and no miner's wife packs his lunch until WAZL says so.

In other days the miner took his (Continued on page 38)

Secony's Symp

WIAM, Rochester, will originate a live program for Secony under a 13-week contract placed by Howard Meighan of the Stanley Gutchell agency.

WIAM, Streimberg-Carlson station, has long been noted for its musical standards and it as an orchestral program that Secony will bankroll Monday - Wednesday - Friday.

WIAM will feed the same show to WSYR, Syracuse.

Not Mentally Lazy

Portland, Ore., July 30.
Archie Freshy, KGW and KEX production manager and sound technician, intended to bring his lawn mower down to the studio for a 'My Kingdom Come' dramatic production, but forgot.

How to create the sound of a lawnmower? Going home was too much like work, so Archie spent the afternoon experimenting with sound props.

When the time had come to go on the air, he had it. He took an egg beater and gilled the gear wheel on the carpet, allowing the blades to revolve in the air. On the shanks of the blades he rested the top section of a tin humming top. Just what the doctor ordered.

Radio in Africa

Capetown, July 10.
Owners of radio receiving sets are incensed at the African Broadcasting Corporation. Latter organization has been broadcasting the names and addresses of street owners delinquent in paying the annual license fees.

Here and There

Jimmy Fiddler off the Russ Columbia program as news commentator and back on 'Hollywood on the Air.'

Lasses White and Pat Wilds, Lassies and Honey, of Station WSM, have returned to Nashville after spending a vacation in Dallas.

Tasker Cresson and Statesmen, Boston, is at Taylor's Casino, Luzerne, N. Y.

Franco Sunday Night High Jinks program at L. A. has signed Bob Oakley, late of Kit Kat Club, London, to 13 weeks' singing contract.

Warners are to revive Kilmart and Ruby's 1925 song hit, 'Messing Window Panes,' in 'Gentlemen Are Born,' with Dick Powell to do the singing.

Waring's Pennsylvanians, in Chicago for a week at B. and K's Chicago, will make its air broadcast from the Civic Opera Building Aug. 5.

Een Bernie and Lind opened a three-week stand at Sam McGee's Hollywood club, Galveston, Texas, July 25.

Jack Kneeland's orch is at the Chateau, Glen Ellis, N. Y., with a revue featuring Lewis and Jager, Betty Chase, Ida Jaffe and Sylvia Greene.

Low Larsenworth has taken over the 'Stage room of the musical Fairmount Hotel, Elbert, and will open it on Aug. 21 with a dinner band headed by Bob Pennie and Herb Taylor and a floor show.

WHITEMAN GOES ON BEACH FOR MATINEES

Paul Whiteman opened July 29 for special fortnight's engagement at Manhattan beach, N. Y., doubling from the Hotel Biltmore (N. Y.), neither conflicting as the beach is a matinee engagement.

It's a free-concert idea by the beach people to attract patronage. Whiteman will have Ramona, Jack Fulton, Peggy Healy, King's Men, Goldie, Emerson, Frome, Angie Cordeman, Bob Lawrence, Babe Hauser and Johnny Mercer with him as specialists at Manhattan Beach as at the Biltmore.

Just Around Corner

St. Paul, July 30.
John M. Sheehan, FCC agent in charge of the northwest division, thought he was detecting an 'outlaw' shortwave station the other morning, but he couldn't savvy the lingo.

Calling a charwoman into his office, he solved his dilemma by identifying the station as DJP of Berlin and translated the spiel as one of explanation of the current strife in Austria.

They Go Everywhere

Chicago, July 30.
That Dillinger shooting must have taken place in Soldiers' Field from all the local radio men who claim to have been on the spot.

Nobody brought along a mike.

COLUMBIA BROADCASTING SYSTEM
Presents
MARK TARNOW
MUSICAL DIRECTOR
BORDEN'S 45 MINUTES HOLLYWOOD
THURSDAY NIGHTS at TEN EST.
CBS NETWORK
Broadcast Exclusively by COLUMBIA BROADCASTING SYSTEM

HOTEL PIERRE
JACK DENNY
AND HIS ORCHESTRA
Conoco Oil
Wed., 10:30 P.M.
WJZ
Sat., 12 Midnight Mon., 11:35 P.M.

fred allen's
HOUR OF SMILES
WITH
PORTLAND HOFFA
JACK SMARE
IRWIN DELMORE
LIONEL STANDER
MINERVA HUGH
EILEEN BOIGAN
LENNIE HAYTON SPANA
TROUBADOUR
Material by Fred Allen and Harry Tugend
Management by Walter Bachelor
Wednesdays, 9:10 P. M. D. & T.
WEAF

Mme. ERNESTINE SCHUMANN-HEINK
Featured by
CERBER'S BABY FOOD
WENB, NYC, Sun., 9 P.M., CLOS

VIVIAN JANIS
ST. MICHAEL'S NEW YORK
RKC Albee, This Week (July 27)
Sole Direction
HERMAN BERNIE
1619 Broadway
New York City

Columbia Broadcasting System
Presents
VERA VAN
THE VELVET VOICE
OF
RADIO-STAGE-SCREEN
WABC and CBS Network
Wed., 7:15 p.m. Thur., 11 p.m.
KIST

COLUMBIA BROADCASTING SYSTEM
Presents
LEON BELASCO
MON., FRI., WABC, 12 MIDNITE
Contest-to-Count
St. Morris Hotel, New York, Nightly
Sole Direction **HERMAN BERNIE**
1619 Broadway, New York

Victor Young
SCHLITZ BEER
CBS-CONTINUOUS
10:00 to 10:45
"FRI-EVE"
EXCLUSIVE MANAGEMENT
ROCKWELL O'BRIEN, INC.

ARTHUR BORAN
RADIO'S FAVORITE MIMIC
ADELPHI HOTEL
PHILA., PA.
Week End and
METROPOLITAN THEATRE
BOSTON, MASS.
Week Aug. 1934

EDDIE PEABODY
The Instrumental Stylist
Personal Direction
HAROLD F. KEMP
NBC ARTISTS SERVICE

EMERSON GILL
AND ORCHESTRA
HIS
ANTLERS HOTEL
COLORADO SPRINGS
MCA Direction

Losses of \$200-\$1,700 a Night in Chip Gambling K.O.'s L. A. Beach Spots

Los Angeles, July 30.

Amusement centers in beach area are having toughest sledding in years. Nor is depression wholly responsible. It's just a case of too many new-fangled action games.

What the locals call 'chip games' has hogged play and thinned wallets. It's an offshoot of that other scourge of showmen, tango, with same bunch getting dined to death.

As if that wasn't enough, along comes another set of get-rich-quickers with a roulette layout. Between the two they've accounted for more than 75% of the coin spent in the two pier towns of Venice and Ocean Park. A few sassy dimes found their way to Santa Monica.

Through no fault of its own, Ocean Park has become little more than a ghost town. More than half the games are boarded up and the others operating at a loss.

At Ocean Park the Santa Monica city fathers put the screws on tango and other heavily patronized games of chance. That wouldn't have been so bad if the same thing applied to Venice, which lays up against Ocean Park. But Venice is part of Los Angeles, and the police commission suffers no qualms in passing out licenses, so the pay-and-play boys may get at least a center for their kopecks.

Woes Set to Rhythm

The promoters erected palatial buildings and went overboard on smart appointments, with attendants nattily uniformed and cushioned chairs for comfort. That cushion thing looked like the payoff to the other concessionaires and they started alighting paint. Laggard is being picked up and the crowds thickened. But they would have none of Ocean Park. Nor did they give anything in Venice a tumble outside of the action games.

The moans of the Ocean Parkers could be heard for miles. Crudely painted signs calling attention to the raw deal screamed from every dead joint. One of the pettily inclined citizens of the midway entered his plaint in this wise:

Ocean Park was the gem of the ocean,
Where millions came to play,
Along came a few longhairs
And chased them all away.
Not to be outdone, another gent

who had been wronged, poured out his spleen thusly:

Life is a mystery, death is a doubt,
Some people are dead while walking about.

Does this apply to Ocean Park?
Socko Blow from Cops

A gent with yen for statistics figured that O.P. had been raked for \$261,400 since the longhairs chased them all over to the Venice side of the pavement.

The doggerel dirge must have touched the hearts of the police commission for two weeks ago all licenses were temporarily suspended. That is, for action spots. Next week the operators must appear to show cause why they shouldn't be closed for good. It's an odds-on bet they never reopen.

Now the O.P. citizens are not so sure they wanted it that way at all. There's no question that the games brought a heavy percentage of the shifting populace to the beach. The chip and roulette dodges were packed day and night and the overflow shuffled along the midway dropping a dime here and there. Now, what have the resorts to offer for that long gas drag from L. A.?

Nothing, save the same old run of dog's-eared attractions.

Women Among Patrons

The chip game, politely called circle bridge, differs from the old tango setup in that the play is with cards instead of numbers. The operators claim it requires science to tip over the dough bag. That's just the dodge to keep going. Boulettes has a different twist, a flasher spinning around a wheel painted on the wall. Science? There too, perhaps, but they just figured to coast along under the same subterfuge which sheltered the chip monks.

Women who gave off the appearance of being on evens with the grocer flopped hardest for the gimcracks. Kids were parked on the beach or in the pix house until the bankers faded. The Hollywood picture crowd also took in the games big and some of them saw the ocean for the first time.

It commenced to look like the boys were in for a sweet cleanup when up popped a tourist from the silo belt to let out a yelp that he dropped \$1,700 in one night. That bird must have done a swell job of sitting at a dime a throw. The papers went after the yarn and found several others who squandered anywhere from \$200 to \$300 an evening.

Then, came the gendarmes and now it's the same old Venice and Ocean Park.

Music Box Folds

San Francisco, July 30.

Lloyd Campbell failed to reopen his Music Box after the general strike subsided, and O'Farrell street night spot is dark after three months of trying it.

It's the second spot to go within a fortnight, the Tivoli having shuttered just previously.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data—obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
With Eyes Wide Open.....	32		
For All We Know.....	29		
Love in Bloom.....	27		
Sleephead.....	25		
I Never Had a Chance.....	24		
All I Do Is Dream.....	23		
Wish I Were Twins.....	23		
Very Thought of You.....	23		
Moonglow.....	22		
Spell Bound.....	21		
Hats on Side of Head.....	20		
Prize Waltz.....	19		
Take Lesson from Lark.....	19		
Call You Mine.....	16		
Thank for Lovely Eve.....	16		
Dames.....	15		
Born to Be Kissed.....	14		
I'm Counting on You.....	14		
Once in Lifetime.....	14		
Dust on Moon.....	14		
Pardon Southern Accent.....	14		
Had My Moments.....	13		
Moons of Desire.....	13		
Say It.....	13		
Then I'll Be Tired.....	13		
Got a Warm Spot.....	12		
Only Have Eyes for U.....	12		
The Breeze.....	12		
I'll Close My Eyes.....	12		
Little Orphan Annie.....	12		

Roumanians' N. Y. Rep

Monique Jean has been named New York representative of the Roumanian Society of Dramatic Authors and Composers, starting immediately.

Miss Jean works out of the International Literary Bureau of New York.

Zelli, Zito at Brook

New management of the Brook, Saratoga roadhouse, has Joe Zelli installed as maitre d'hotel and general greeter, with Zito, the caricaturist from Zelli's of Paris, also with him.

Bob Grant and Nilo Menendez orchestras are set at the Brook.

Meantime Zelli's in N. Y. continues running with a new show, Lois Havel, George Clifford and Nadine Wayne, booked by Jack Bertell.

ROBBINS HAS CANTOR TUNES

Hollywood, July 30.

Four tunes from Eddie Cantor's 'Kid Millions' will be published by Robbins Music Corp.

Songs are 'When My Ship Comes In,' 'Okay Toots' and 'An Earful of Music,' all by Kahn and Donaldson, and 'Your Head on My Shoulder,' by Adamson and Lane.

TOBIAS WRITING TWO

Hollywood, July 30.

Harry Tobias is writing two songs for the Blinnie Barnes feature, 'What Ladies Dream,' at Universal.

Tunes are 'Road to You' and 'Police Song.' Picture goes back to the old monicker after having sported the title, 'Escapade,' for a week.

Inside Stuff—Music

The 'clean film' campaign has been upsetting tin pan alley no end. Title pages that were drawn and editions printed for numbers carrying one title of a film must be scrapped if the cinematic threat is to be capitalized in view of the switched picture titles and deferred releases. Phonograph companies, ever on the alert for record releases of songs simultaneous with films, have round-robin dealers nationally with advance recording of songs from films which, for the same reason, can't be marketed just yet. That's stocked up dealers and has also created necessity for recalling orders as the disk labels also must be switched where the selections are captioned as from this or that film.

The Mae West picture, with a number of songs in it and in anticipation of heavy demands, was plenty recorded. Disks were made two and three ways, i. e., dance, vocals and other arrangements in expectation of public interest. Since then 'Ain't No Sin' title has been switched on the disk labels to 'Hells of the Nineties' and the recorders aren't sure that one will stick.

Two biggest vocal sellers in England now are Bing Crosby and Arthur Tracy (Street Singer). Dance bands don't mean much abroad any more, especially with England having some nifty dance combos of its own these days, so much so that the Americans are paradoxically trying to absorb the English technique in some respects.

Furthermore, the 'Buy British' and highly patriotic patronage of local industry is an element which counts against the American recording artists.

Radio Showmanship

(Continued from page 37)

dinner pail and walked several miles to the mine in which he was employed only to discover that it wasn't working that day. But today WAZL removes the uncertainty. Twice daily, at 12:30 and 5:30, it broadcasts complete lists of the working schedules of all collieries in the Hazelton territory.

Coal companies appreciate service almost as much as the miners, for it takes much of the strain off their telephones and saves them many annoying situations.

Twice daily broadcast plus other mine information broadcast throughout the day keeps Hazelton's radios dialed to the local station throughout much of the day and proves a powerful factor in keeping the radio audience WAZL-minded.

'Old Songs' by Request

There are 60,000 reasons why station WDEL is convinced 'Old Songs' is one of its most popular programs. This number of requests has been received by the program during the three years it has been on the air.

Show is sustaining and runs for a half hour every Sunday evening. Ten old songs played and audience is invited to submit lists of correct titles. Bulk of answers come from women.

Once a month audience is asked to submit lists of old songs it would like to have revived. Actual interest gets a double check in this manner.

Tarzan the Ubiquitous

Lincoln.

Capitalizing on the kid interest in that Burroughs he-man Tarzan, a pretty neat three-way tieup was worked out between the local radio stations, KFAB and KFOI, which carry the Tarzan transcriptions on the air, a baking company which has Tarzan bread and the Stuart theatre which booked 'Tarzan, the Ape Man' for a special showing to everyone under 15 who showed up with five bread wrappers.

Radio stations have plugs on the show before and after the Tarzan sketch and the Stuart advertised it both on the screen and in the papers.

Theatre went to the baking company for \$200 and advertising amounted to \$100 more, but the bake shop sold about 12,000 loaves of bread on the strength of the show.

Phil Harris' Private Shows

Baltimore.

Phil Harris and Leah Ray, in town last week for a vaude date, slipped over to a dept. store and put on their regular informal show in the store's auditorium for Cutex and Odorono.

Attendance at the affair was limited.

VOYNOW HEADS DECCA, CHICAGO

Chicago, July 30.

New Decca organization is taking over the Brunswick studios here today (30).

Moving in as manager is Dick Voynow who shifts from the Columbia recording studios. Voynow was previously manager of the Brunswick studio. Also going with Voynow from Columbia to Brunswick is Monroe Wayne, technical m.n.

GERUN BACK TO FRISCO

San Francisco, July 30.

Tom Gerun is slated to return to the Bat Tabarin miter in mid-August when Happy Felton's ork bows out. Gerun, port owner of the spot with Frank Martinelli, is now in Chicago.

Lou Irwin has placed Bob Grant orchestra, plus (Miss) Hene Demur, at the Brook, Saratoga Springs, N. Y., for the racing season.

ited to invites, chief among whom were beauticians and drug store dealers who handled the products. No advertising was accorded the affair, which made the p. a. of the ether duo o. k. with the theatre at which they were appearing.

CBS Promotes Free Rent

Washington.

Local CBS office has promoted suite of seven rooms at Mayflower hotel for regional winners of Hollywood hotel contest during semi-finals slated here for August 7-9. Gals will come from Durham, Philadelphia, Winston-Salem, Richmond, Baltimore, Atlantic City and Roanoke.

Helen Ault, who took local vote, also won contest last year for woman announcer for WJSV commercial.

Impressive Billing

Newark.

Stations with string ensembles that seek a distinctive title for an interlude of classic music can borrow from WOIT, Newark.

A quarter hour of cello-violin music carries the impressive title of 'Musical,' which is digging back in musical nomenclature.

A Favorite That Continues
FREDDIE MARTIN
and His Orchestra
currently featured at the
Hotel El Regis in New York
and broadcasting via
NBC.
He's a hit because he plays
the hit. For example:
"ALL I DO IS DREAM OF
YOU"
"SLEEPY HEAD"
"ONCE IN A LIFETIME"
"THANK YOU FOR A LOVELY
EVENING"
"MOON OF DESIRE"
"I SAW STARS"

ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
... NEW YORK ...

HOPE MINOR and EDWARD ROOT
CASINO
MONTE CARLO

RECENT ENGAGEMENTS
CENTRAL PARK CASINO
WALDORF-ASTORIA
CASINO NACIONAL (Havana)
CHEZ PAREE (Chicago)

"ADIOS BROADWAY"

ANNOUNCING
THE SOUTH AMERICAN TOUR
of
MAURICE AND CORDOBA
INTERNATIONAL DANCE TEAM PAR EXCELLENCE

MAURICE and CORDOBA will return to New York in the Fall. They'll have the successor to the "Carioca"—direct from Rio! And the smartest tangos from the Argentine!

Exclusive Direction
HERMAN BERNIE
1619 Broadway, New York City

"ADIOS BROADWAY"

OPENING
August 18
COPACABANA CASINO
Palace Hotel
Rio de Janeiro
With Their
Own Orchestra
Under the Direction
of
CLAY BRYSON

ASCAP'S INTERNAL BATTLE

Merging Col. and Brunswick Disk Cos.; Decca Starts in Two Weeks

Process of physically merging operations of Brunswick and Columbia, although maintaining both brands distinct and apart from each other, is under way. Brunswick's acquisition of the assets and liabilities of Columbia Phonograph Co., Inc., from Grigsby-Grunow, in receivership, will ultimately move Col. uptown into 1776 Broadway, the building owned by Setay Corp., which is Herb Yates' name spelled backwards. Yates, Ben Goetz, et al., of Consolidated Film Industries, owns Brunswick, which, as the subsidiary American Record Corp., is administered by Moe Siegel, president.

Brunswick, as a first step in its Col. acquisition, will endeavor to rid Col. of its present lease at 55 Fifth avenue, N. Y., which has another year to go. Col. recording will be moved uptown to the 1776 Broadway location ultimately. Meantime, Harry Gray, recording manager of Brunswick, is temporarily functioning in a similar capacity over Col. Latter company's previous recording and artists' manager, Ben Selvin, has been working at Col. on a fee basis, turning out some disks, but otherwise out of the company and concentrating on his radio commercials, where Selvin has revived his active orchestra work.

Scrap Bridgeport Plant

Already Brunswick is scrapping the Bridgeport (Conn.) pressing plant, long turning out the Columbia disks, and all pressing will be done at Brunswick's Scranton, Pa. plant. Brunswick will avail itself of Col.'s perfected disk recording process.

Brunswick also states that despite what secret plans certain present Brunswick recording artists may have, as regards shifting over to Jack Kapp's new Decca company, for the present Crosby, Lombardo, Casa Loma, et al., among those other recording artists mentioned, are continuing on the Brunswick label. Nobody at Brunswick has been appointed to succeed Kapp as general and sales manager, and his duties may be absorbed.

Kapp's Decca, branch of the British disk firm of that name, may not start functioning until another fortnight or so, although its organization is all set. Just as Kapp has officially bowed out of Brunswick as recording supervisor and joined Kapp, Decca also took on Steve Stevens as general sales manager out of the Col. organization.

Paradoxically, Brunswick and Decca (of London) have an international hookup. Decca releases more Brunswick stuff abroad than Brunswick does in America from the Decca catalog. Brunswick from which are pressed the sublimely anticipates Decca will play down its international interchange and bid for swamping 'mother' records soon.

SKY CLUB OPENS

Two Sand Agencies Quarrel Over Commissions

Pittsburgh, July 30.

Pittsburgh's latest night spot, Sky Club, with an outdoor pavilion, which can accommodate 2,000, got under way Friday (27) under personal management of Hap Slater. It's located at Betts Airport, 10 miles from heart of downtown, and initial band attraction is Don Rigelow.

Rigelow brought in at last minute when trouble developed between MCA and OCA over Ted Black's orchestra, originally pencilled in. Booked by MCA, Black was figured out just when OCA stepped in and claimed he had to be booked through them. MCA immediately grouped Black, sent in Rigelow.

MUSIC ON LOAN

Balto Library Building Catalogue of Past and Present Songs

Baltimore, July 30.

Baltimore's Public Library is building up a catalogue of sheet music, which will be available at central branch only, both for borrowing and for desk scrutiny.

Decision to do so came when two estates recently willed collections to the library, which will keep on file but one copy of any song. At present boasts about 1,300 numbers, extending from Civil War period to present day pop works. Library directors plan to make but few buys from time to time, governed by demand; instead hopes to interest individuals in donating their jazz music sheets when they tire of 'em. Library's present is on a restricted buying budget.

On the face of it this library lending thing seems to be another angle capable of killing sales, but pop songwriters may find some spiritual consolation from fact the library includes their works in the Fine Arts Dept.

MUPA's Protest of Trust Immunity in Code Hits ASCAP

Baltimore, July 30.

Delegation from the Music Users' Protective Association, group which claims membership of 3,500 from among operators of niteries, hostilities and taverns, most of whom are spotted in and around Baltimore, hiked over to Washington last Thursday (26) to attend the codification of music hearing. The local group was represented to protest the signing of any code that retained that section of the NRA which offers immunity from antitrust laws.

Reason was that the Music Users have been warring against ASCAP and have been petitioning for some months back Federal Trade Commission investigation of ASCAP practices, charging that the Society is a monopoly. A Department of Justice rep sat in at the code hearing at the request of Music Users. Music Users was formed last February in Baltimore to combat ASCAP's federally empowered permit to collect taps for the playing of copyrighted pop tunes. The Users' prime plaint was, and is, that ASCAP sought, and seeks, to tax bistrottes and like places that, although they do not receive patrons with tunes supplied by musicians on premises, using radios.

According to Eddie Sherwood, local ASCAP rep, the Society does not attempt to contract and address any place that has no other music-producing apparatus than a living one.

Pitmen Form Symphony

Minneapolis, July 30.

Theatre musicians here, laid off because there are no stage shows or pit orchestras, have devised a way to obtain some employment for themselves. Under the direction of Al Rudd, for many years conductor of the orchestra at the Orpheum, they have organized a symphony orchestra to play in the public parks. Funds to defray expenses and recompense them are obtained through the solicitation of subscriptions from local business men who, thus far, have responded generously.

PUBS BELIE BUCK 10-YR. PACT OKAY

When Prexy Refuses, Minority Group Sends Own Letter to Members Denying Assertion of Complete Concurrence on New Membership Contract

ASK BY-LAW CHANGE

The American Society of Composers, Authors and Publishers is currently involved in considerable internal dissension as it makes a drive among its membership for new 10-year contracts running from Jan. 1, 1936, to 1946.

It all started with a letter. Gene Buck as president of the society had sent out July 8 last, stating that the board of directors had approved the enclosed agreement for 10 years' renewal and urging all other members to sign and return.

To this a minority group of the board of directors—Max Dreyfus (Harms), Saul H. Bornstein (Bierlin's), Walter F. Fischer (Fischer) and Edwin H. (Buddy) Morris of the Warner group of publishers (Witmark, Remick) —disagreed. First they made demands on Buck to send out another letter on ASCAP stationery, as with the first letter, advising that not all had concurred. When Buck demurred, this minority group of the board sent out its own form letter to members advising they do not approve the new pact because of a number of differences and disputes which the allegedly new archaic bylaws of 1914 had created in recent years.

Ask Changes

Dreyfus, Bornstein, Fischer and Morris stressed in their letter that the self-perpetuating board, as originally provided for under the 1914 bylaws, was in defiance; (2) that the system for the distribution of monies which ASCAP collected for performing rights likewise had created considerable disputes and not a little litigation; and that (3), while it is imperative that the society must be preserved, it becomes necessary that the bylaws be revised so that ASCAP may best function under present conditions.

Accordingly they urge that the contract be recalled and the objectionable features eliminated. At the same time the following publishers formally expressed themselves as disapproving the divisibility of copyright, which would vest a 50% ownership of the actual copyrights of the songs to their authors: Chappell-Harms, Mills, John Church, Harms, Inc., the T. B. Harms Co., Feist, Fischer, Marks, Theodore Presser, Remick, Oliver Ditson, Witmark and Berlin's constitute the group who signed the round-robin objection to the 50-50 idea.

As regards the Dreyfus-Bornstein-Fischer-Morris broadside against the new form of contract, intra-trade dope is that three of these four are affiliated with picture companies, and hence might be influenced by their Hollywood associates. This is predicated on the lack of credit being accorded to song performances in films. This has always been a moot subject. Dreyfus of the Harms, like Morris of the Remick-Witmark firms, is a Warner Bros. ally. Bornstein has Columbia Pict. and U.A. affiliations. Fischer is unattached, but known to be usually in sympathy with Bornstein.

Hollywood July 30.

Attempt of certain music publishers to halt signing of a new long-term agreement between the Song Writers' Protective Association and ASCAP, to replace the present

NRA Wages, Hours Gladly Accepted If Trade Practice Clauses Okayed, John G. Paine Tells Code Hearing

Washington, July 30.

Seeking a ban on song-plugging, a limitation on sampling and the elimination of the song sheet sold on the streets, representatives of the music publishers last week went before the National Recovery Administration to discuss their code of fair competition.

Preliminary consideration of the subject disclosed a rift in the ranks of the publishers, with the standard houses seeking a separate code from that applicable to the popular trade. The objections of the former were based on the fact that 12 of the 15 trade practice rules are designed to stop commercial bribery in the form of paying orchestra leaders, actors and radio artists to exploit songs.

Severance of the present relations between publishers and orchestras was opposed by Harry Katz of the Music Users' Protective Association of America, who contended it would unfairly cut into the ability of a musician to earn a living.

So eager is the popular branch of the industry for a code that John G. Paine told the administration it could write its own hour and wage provisions if it would only grant the fair trade clauses sought. Submitting the code for the Music Publishers' Protective Association, of which he is chairman of the board, he declared the industry is in a serious position, citing as evidence of the declining volume of business the 2,500,000-copy sale of a former hit "Dardanella," as compared with the 600,000 copies of a recent one, "Last Round-Up."

Attacks by Emmanuel J. Rosenberg, representing the Society of European Stage Authors, on the definition of the industry and a bitter arraignment of ASCAP by Oswald F. Schuette protesting the inclusion of licensing organizations under the code were made. Proposals to include arrangers under the code were objected to by Benjamin Starr of the Arrangers' Guild of America, who declared that it was desired to protect the public from fake publishers.

Barnstorming Orks Getting Good Kale In Rural 1-Niters

Barnstorming one-night tours have been panning out quite well for itinerant dance bands this summer. Both Harry Reiser and his Cleopatra Club Eskimos and William McKinney and his Original Cotton Pickers, are on their third month of dance tours, now extending into Omaha, Nebraska and Minnesota, playing little known dance pavilions, lake resorts and the like. Charles E. Green booked 'em.

Lelloy Smith and his Connie's Inn band, with Avis Andrews, is likewise being routed. Also Henry Blazing, formerly of the Casa Loma combo, who is current at Valley Dale, Columbus, also booked by Green.

Harms Publishes 3

Hollywood, July 30.

Harms Music Co. plans publishing three tunes in Monogram's "King Kelly of the U. S. A." Songs, authored by Bernie Grossman, lyrics, and Jon Sandberg, none are "The Blue Man," "The Love Song in the Air" and "Right Next Door to Love."

Dance Team Goes S. A.

Minneapolis and Portland, Minn., will Aug. 4 for the first time in the dance team to open Aug. 15 in brief. They are taking with them their own dance orchestra.

ASCAP's Tax Tilt

The motion picture exhibitors' opposition to the American Society of Composers, Authors and Publishers' demands for an increase per seat tax levy from picture houses is detailed in the film section of this issue, page 7.

ASCAP seeks to tilt the present 10c per seat per year tax to the maximum admission scale of the house per seat in the big key city deluxers. All exhibitors are uniting to contest this tax rise.

Noble's Method Has U. S. Co.'s Dizzy Imitating

Ray Noble's recordings on His Master's Voice (the British Victor company) has the American phonograph recorders ga-ga. They're all trying to simulate the Noble style, especially since American recorders visiting London have learned how Noble does it.

It's all a trick due to an over-size recording studio. It's as mammoth as a sound stage in a picture studio, and not the American version of a small room with a traveling mike on a beam, which picks up the sound. Being a large studio, Noble places his men far back and, by the time the musical sounds are picked up and recorded, they have been refined somehow and all the burr and rasp taken off them so that all of Noble's recordings have an unusually fine and clean-cut note to them.

As a result, the N. Y. studios of Victor, Brunswick, Columbia, etc., are a musical comedy in themselves. The biggest recording studios being too small, the recording managers have the musicians spotted overflowing into the halls, inside the men's rooms, and all over the premises, all trying to pick up this long-distance, refined sound.

Brunswick will carry the idea out to the ultimate by doing some recording at its affiliated Biograph studio (film), and see if the larger recording amphitheatre can't achieve the same unusual results which Noble's recordings have done to command international attention.

Brun's Frisco Recording

San Francisco, July 30.

Joe Perry is up from Hollywood on a talent scouting expedition for Brunswick records.

While here he expects to cut discs at the MacGregor-Sollie labs of Charlie Marshall, Nipper Hill-Billy, and Doc Courtney's band of Oakland, both of whom took tests a fortnight ago and clicked.

Red Sievers and his ark back at Peony Park, Omaha, for second engagement of the summer. Replaces Joe Frazee after a short term in which Buzze replaced Sievers.

agreement that expires Dec. 31, next, will, it is reported, be of no avail so far as Hollywood song writers are concerned.

Every writer in the Hollywood area will participate at a meeting to be held here tonight (Monday), with L. Wolf Gilbert presiding, with indications being that the new long-term agreement will receive favorable action at that time.

Joe Laurie's Questions

Who was the first act to bill themselves "The Greatest in the World?"
To have pictures taken 'showing their teeth'?

To steal a bow?

To say, 'We're just partners'; 'them critics don't know anything'; 'my own original conception'; 'you folks'; 'we're just here to break in some new stuff'; 'give me money, not billing'?

To have a photo of 'the wife' on the make-up shelf?

To use an eraser to clean their collars?

To take out the single woman after the show?

To be paid for singing songs by the publishers.

To throw a handkerchief to each other?

To carry a valet?

To 'catch flies' while the other guy is talking.

To say, 'They were good for us.'

To ask for the rosin box.

To pay excess.

To ride in buses.

To use a baby for bows.

To have music covers.

To have an oboe part.

To stop at first class hotels.

To carry a dog.

To kick about being on No. 2.

To send more than 5% to their agent.

To wear the first frigid wig.

To put on a putty nose.

To 'split' the beans.

To use bow music.

To work Sioux City for a cut.

To blame flopping on the music.

To give 'the wife' billing.

To play a benefit.

To carry a real leather grip.

To wear sleeve garters.

To give their agent a Xmas present.

To carry make-up lamps.

To go without a hat on the street.

To wear their make-up on the street.

To carry a make-up box.

To 'borrow' Vaseline.

To take up golf.

To start a poker game backstage.

To 'come in' through the front of the house.

To pal with their agent.

Not to steal towels from a hotel.

To mention the local restaurant for free meals.

To owe for their own car.

To worry about next season.

To fall for the opening act's wife.

Not to read their notices.

To speak to each other through the whole season.

To use two introductions.

To have a grouch bag.

To lay off regularly.

To have letterheads.

To buy a farm.

To buy a boat.

To cut out night lunches.

Dress well, on and off.

To have rhinestones in the act.

Oregon's most powerful station, KEX, went off the air for three days last week while the station's transmitter was moved to its new location. While KEX was off the air all its local commercial programs were released by KGW.

Skeptics

Agents supplying talent for the Paramount, New York, aren't particularly disturbed by the Aug. 16 starting date of a straight picture policy. Talent suppliers admit that a few pictures may not need stage support, but they aver it's only a question of time before the Par relights its stage.

Saranac Lake

By Happy Benway

First of a series of entertainments under the direction of Dr. Carl Fischel and Mrs. William Morris, social superintendent of the N. V. A. lodge, was given at the sanatorium. Show was the donation of Murray Sallet, manager of the Overlook Inn. Irving 'Ving' Horn, ex-burlesquer and hooper, is a new arrival at the lodge. Irving saw some oozing up here about two years ago at the Jewish Guild cottage. Incipient case, pneumo-thoraxing under observation.

Dr. George Wilson, san's medical director, back from a two-week vacation on Long Island and the 'Big Street.' Mrs. Wilson accompanied him.

Tommy Vicks was told to take more exercise, so the boy changes suits daily. He has been receiving so many good reports that he is about ready to wire his agent, "Where do I go next week?"

Doris Shrager has taken up knitting. Is on the exercise side and doing well.

Fred (Bones) Bachman has passed that seven-year mark as an oozener and still takes it with a smile.

Amelia Johnson, dancer, is sure elated. All X-ray reports show that there was not a thing wrong. Leo Massimo takes time off to entertain his folks. They were all up here, some from Washington and some from New York City.

Hazel Gladstone is being mothered by her mother, her first hill-top visit.

Just to be a little different, Harry Martin and Phil Seed will motor to New York from Saranac via Buffalo and Chicago.

Leonard Grotte, Loew manager, and his better half have been admitted into our good Samaritan club. Pair do good deeds and sneak away and smile.

Ruth Morris, who has been a flopper with golf, fishing and backgammon at Camp Intermission, has gone absolutely Saranac. She is now knitting (bathing suit).

Records on the feeling oke side are in vogue. Among those who are exercising are Tommy Vicks, Hazel Gladstone, Danny Murphy, Jack Nicoll, Doris Conner, Chris Hagedorn, Eddie Voss, Happy Benway.

William Morris, Jr., has gone Saranac, admitting that this is the cream spot of the earth. Came here to be with Mrs. William Morris and Ruth Morris to witness the hair cutting of O'Brien, Camp Intermission's Irish terror. This is the pup's first haircut in years.

Helena Brown, show girl, is meeting up with much oozing success. She is an observation case that will be up here only a short time.

May Fisher, stage name May Wright, is a newcomer at the lodge. She tramped many years with Barney Williams in burlesque, and in vaudeville was with George Fisher.

John Dempsey, baritone soloist, who alternates between vocalizing as an executive at the Fenway theatre, Boston, Mass., is summing here at the Smith Lake Flower Ave. cottage.

Downie Bros. Circus here August 6. Wire from Charlie Sparks gives NVA general invite.

Robert Hickey, of Warner Bros. studio in Brooklyn, is a new arrival at the lodge. A little run down, and is now under observation, incipient case.

Jones Bros. Wild West Show hit

Unit Reviews

YOUNG AMERICA

(VICTOR YOUNG)

Victor Young's band at the Paramount, N. Y., has considerable radio repute and some reputation as a dance and disc aggregation. In its current bid for picture house attention the outfit proves an agreeable surprise. It's better than good, so good in fact that it ought very easily to develop into a draw for film and vaude houses.

Young has a healthy aggregation of talent with him, mostly new names. They seemed too cramped when caught, being confined to the pit elevator. When spread over an entire stage the 40 young persons ought to be more effective.

Besides Young's well trained musicians there are Lee Wiley, a radio songstress; Bob Crosby, a brother of Bing and Hal McKen, an unusually capable tap dancer.

Miss Wiley sings two numbers alone very effectively and one duet with young Crosby. She has a pleasant voice and personality. Young McKen, too, makes a highly effective impression with his one number atop an unusual stair and stool arrangement.

Bob Crosby is a problem. He was not announced as Bing's brother but simply as a young Californian. He looks a good deal like Bing and uses all his more famous brother's mannerisms. Which, perhaps, wouldn't have mattered had the audience known it was Bing's brother. As it is they possibly felt that it was some stranger trying to walk in on a Crosby name and imitation sans credit. If Bob Crosby is not announced as a brother of Bing because not wishing to trade on his brother's reputation—as is conceivable—then he ought to change his name completely. Or change his tunes. He seems to have voice and personality enough to be able to get away with the changes if he wants to make them.

There are 20 men in the Young orchestra and, besides, the three soloists Young uses a vocal chorus of 16, half female, half male. It's an unusual and effective touch, although they could work out some more effective choral scores.

Unit, as is, can play almost any theatre and be a credit all around. With a bit of fixing here and there, however, it can be more than that. It can be a socko. As is, it was on 24 minutes, band playing all the time, and no one minded a bit or thought it was on any too long.

Kauf.

town and the glad hand was extended to all show-folks curing up here.

Mrs. William Morris gives party to city children who are airing up here. Every year Saranac's mother turns over Camp Intermission to the kiddies. This year 66 of the little New Yorkers will enjoy the event, sponsored by the Saranac Elks.

Colonel Walter Scott, president of the Robert Louis Stevenson Society, is vacating at Camp Intermission. It's nice to see Ruth Hatch up and around again after such a long siege in bed. Is improving daily via the pneumo-thorax route.

Write to those you know at Saranac.

Myrt and Marge P.A.'ing in Midwest

Chicago, July 24.

Air team of Myrt and Marge will tour the midwest for personal appearances. Set for the Butterfield time in Michigan on guarantees and percentages.

Boyle Woolfolk handling the dates, with Mark Vance ahead on press.

To Film El Chico Show

El Chico revue, from the Greenwich Village nitery, is slated for a Vitaphone short after its week of the Palace, N. Y., next week. Currently taking a flyer into vaude, doubling into the Albee, Brooklyn, this week.

For the short, some augmented talent will be added, cast including Consuelo Moreno, Don Alberto orch, Nina and Zabal, Espavanta and Moya, Adelina Duran and Ade Boys.



LOOM GROSSES DOOMED
GENE DENNIS

"World Renowned Psychic"

ALL ENGLAND RESPONDING AT BOX-OFFICE IN PROVINCIAL MUSIC HALLS

Direction
MILES INGALLS
COURTIS & ALLEN OFFICE
RKO Bldg., Rockefeller Center
NEW YORK CITY

WANTED

GIRL MIDGET

FOR STANDARD ACT
NOT OVER 3 FT. 6 IN. TALL.
Previously under 28 years. Must be able to sing, dance and speak lines.
Write for an interview
Box 10, c/o Variety, New York

PAULINE COOKE

Presents
FLORENZ AMES
"MERRY MALONES"
MELBOURNE, AUSTRALIA

EL CHICO

SPANISH REVUE

WITH

DON ALBERTO

and HIS ORCHESTRA

THIS WEEK (July 27), ALBEE, BROOKLYN
NEXT WEEK (AUG. 3), PALACE, NEW YORK

BEE and RAY GOMAN

HELD OVER SECOND WEEK
NEXT TO CLOSING

WARFIELD, San Francisco
Direction NAT KALSHIREM

San Francisco "Call-Bulletin"

Bee and Ray Goman, a lunatic pair, have what the comedy loving audiences seem to want in foolery of the daffier sort. Their catering taken the form of a Spanish turn, in which Ray's enthusiasm is in mirthful contrast with the scenery antics of Bee.

By Fred Johnson

Marcus Loew BOOKING AGENCY

General Executive Offices

LOEW BUILDING ANNEX

160 WEST 46TH ST.
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MOST POPULAR ACT IN DEMAND

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LOEW
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THIS WEEK, JULY 27—ACADEMY OF MUSIC, NEW YORK
Open for the Next 45 Years

RKO
HARRY NORWOOD

RKO Primes for a Vaude Comeback

Via One-Act Shows in Some Spots

Paving the way for the circuit's expected vaude comeback next season, RKO is opening six spots to book one-act vaude shows to run four days weekly. Decision to do this came yesterday morning (Monday) after the circuit's operators and bookers had glimpsed the result this past week-end of the first vaude in the Franklin, Bronx, in more than two years.

Spots, which open Saturday (4), are Mount Vernon, New Rochelle, White Plains and Yonkers, in Westchester; Flushing Long Island, and the Fordham, Bronx. There will be no orchestra pits in these houses, the acts, of comedy-singing-dancing type, furnishing their own musical accompaniment. All of these theatres have been in grind six policies for two years or more.

Franklin, Bronx resumed vaude on week-ends last Saturday (25), playing five acts, and came close to the theatre's record for a week-end. While RKO's operators did not concede the big big to the stagehouse, leaning in this respect towards the feature, "Baby Take a Bow" (Fox), their decision to try vaude elsewhere was based on the big reception the vaudeville received in the Bronx spot from the large audiences.

The six theatres already announced as opening for the vaudeville shows will probably be amplified by three more, Coliseum, N. Y., and Kenmore and Madison, Brooklyn, in the next week or so. The policy at present is not figured as a steady one, but it is admitted by RKO that if the operators click that five and six-act shows unquestionably will be returned to these spots permanently in the fall.

While the one-act vaude shows are a radical departure from the former stagehouse policies of these theatres, all of which were on the former big-time books of the circuit, it is figured by the operators that a small start building to full-size bills is more assurance of vaude clicking and sticking, than an immediate resumption of high-budgeted layouts.

Bill Howard and Danny Freudenreich will book the houses. First act set yesterday was Mollie Picon for the Fordham, opening Saturday. Comedienne carries her own pianist.

Jay Brennan, Norman Filling Club Spots

Female Impersonators returning to Broadway, and both into niteries, are Karyl Norman who opens at the Hotel Park Central's Coconut Grove, and Jay Brennan into the King's Terrace, West End street club. Norman (Creole Fashion Plate) has been on the Coast past two years. Bigelow and Lee and Three Co-Eds, plus Charles Barnett band, are with him.

New King's Terrace show besides Brennan has Leo Beers, the DeLannes, Wanda Chapman, Jeanne and Sylvia, Joe Carter and George Schaub and a new Jack Lomeroxy revue.

Alvin, Pitt, Vaudifol?

Pittsburgh, July 30. Jerry Mayhall, former production manager for Warner Bros, here named musical performers for Alvin, which reopens shortly under management of Harris Arns. Co. Mayhall's appointment indicates that house will operate with pictures and unit shows.

Blue Solo, Sins Aides

Ben Blue was suddenly converted into a single Friday (27). Comedian on that day opened a new three-act at Loew's Boulevard, Bronx. Loew booking office called him after first show and told him to switch to his lonesome.

Lastfogel West

Abe Lastfogel, general manager of the William Morris agency, heads for the Coast today (Tuesday) with a stopover in Chicago. Usual annual one of the Morris office's Hollywood activities.

In Chi Lastfogel picks up William Morris, Jr., who has been hibernating east.

BOWERY UNITS

Midwest Producers Getting Away From World's Fair Idea

Chicago, July 30. Last year the fad in units from this territory was the World's Fair touch, with practically every minnie revue promising some star or feature from the Chicago expo. This year the unit producers are going back to the '30s in New York for the 'Bowery' twist. Some five units of this type are being staged in this town at present, and more are on the way.

Impetus to the 'Bowery' angle was the click of this type of presentation in the Babylon & Katz houses. Started as a one-week gag at the Oriental, B&K, held it over for two weeks and then sent the show to the mites and on the Great State line in Illinois.

Up-State N. Y. Par Houses Plugging Strong for Vaude

George Walsh, Paramount partner over up-state N. Y. theatre (Nite Theatres Corp.), is planning to push stage shows in all towns where he operates. Encouraged by results so far, Walsh is booking bigger bills in Tughekeepsie, Peckskill, Newburgh and Middletown, and will continue the combination policies in these towns throughout the summer.

Homes can't support vaude all week, some playing stage acts two days, others three.

May Sue 4 Daikes That Mixed 2 Thelma Whites

There are two Thelma Whites in shrie bla, where series of possible lawsuits against some four New York newspapers by the Thelma White who was the ex-Mrs. Max Hoffman, Jr. It wasn't she who was pinched for a fan dance in a Bronx niterie, but the papers printed her picture in error and identified her as the former Mrs. Hoffman, Jr. The Thelma White who was arrested is not contemplating any legal action, from accounts, because of the confusion in identities.

Philip Wittenberg is representing ex-Mrs. Hoffman, Jr. He has formally notified the newspapers.

\$7,500 Too High

Los Angeles, July 30. Fox-West Coast couldn't sue Max Baer for its Wardfield, Prisoner, and perhaps Lew's State here, at \$7,500 a week. Champ's deal handled by Leo Morrison.

Baer may go into the Paramount here on percentage.

Skits for Legiters and Revues for Chorines in Ill. Free Vaude Shows

Chicago, July 30. Illinois Relief Commission, in its plan to aid indigent performers, has made arrangements whereby not only vaude performers may be aided, but also chorine girls and legit performers. This is the outline setup by Simon Wall, chief of the relief committee.

Under the plan, there will be no embarrassing registration of performers, the committee having been convinced by local show business leaders that the performers would not go for headline stuff. To eliminate all red tape of this nature, the committee has arranged with the American Federation of Actors

Soph Can't Go South African; Chi Date 1st

Unable to accept South African bookings at this time, Sophie Tucker is returning to the States the last week of August to open a nite club engagement at the Chez Paree, Chicago, in September. She sails from England Aug. 21.

Soph is to fill a concert date at Holland's summer resort, Schevingen, before leaving the other side.

HYPO WESTERN VAUDE FOR UNITS

Los Angeles, July 30. First comprehensive setup that would restore conservative vaude time in the far west is being mapped out by Wilbur Cushman, with headquarters in Albuquerque. Routes of from 35 to 50 weeks, using units exclusively, are being set up, with Bill Arms, vet L.A. showman, on the organization end.

Cushman has lined up four units with which to start his new circuit. Acts would open at the Capitol, Atlanta, and then be routed through Oklahoma and Colorado into the northwest, thence down the coast and wind up in Texas.

Units so far lined up are all eastern producers. They include: Vic Meyers, Revue, International Revue, Harry Clark's Penthouse Revue, High Hatters of Rhythm and Chas' Davis' Chicago Polles.

F & M OUT OF DENVER ORPH PARTNERSHIP

Denver, July 30. Marco Wolff of Fanchon & Marco was out of the Denver theatre picture when local courts voided the lease held by the Welton Theatres Corp., at the request of the receiver, so latter could negotiate a new agreement with the Centennial Theaters, Inc., formed for the purpose by Harry Huffman.

Last year Marco and Huffman formed Welton when Huffman wanted vaude for the Orpheum, and Marco wanted a Denver spot for his units. Huffman and Marco had an agreement on the rent whereby they paid 10% of the gross each week, with a minimum rental of \$327. Any time the gross ran above \$10,000 the average was to be applied on the average below \$1,000, so that the average rental could be maintained at \$1,000 a week if possible.

A few weeks ago the local court ordered the Orpheum sold by Aug. 20, providing a bidder could be found who would bid more than \$400,000. The U. S. National, a Denver bank, holds a judgment against the theatre and ground for \$350,000. Huffman will the deal for him to continue the operation of the Orpheum was practically set.

LaMarr Joins Morrison

Dick LaMarr has joined the Charles Morrison agency.

LaMarr was last with Max Hilder and will handle legit and picture in the new connection.

Deny Receivership for NVA Fund; Court Opines This Would Militate Against Its Charitable Purposes

The show cause action for the appointment of a receiver for the National Variety Artists' Fund (managers) brought by the National Variety Artists, Inc. (club) was dismissed Thursday (26) by N. Y. Supreme Court Justice Valente who opined that a receivership would wreck the charitable purposes of the organization. However, he also paved the way for early trial of a civil suit brought by the NVA, Inc., against the NVA Fund, setting it for early in the fall.

A motion for examination before trial in October of the various manager-defendants will be heard Thursday (2) in Supreme Court. Both sides have filed new affidavits for this action, the gist of which are exactly the same as those filed for the suit dismissed by Justice Valente.

October's trial will be predicated on the demand of the NVA, Inc., for an accounting of the funds of the NVA Fund as well as the appointment of a trustee by the court to care for these monies on hand and the money that may be collected in future NVA drives. No specific sum is mentioned by the NVA, Inc., the accounting to take care of that during the trial.

Papers for the civil suit were filed by the NVA, Inc., at the same time as those for the show cause action as to why a receiver should not be appointed for the NVA Fund. The former, actually did not hinge on the outcome of the receivership suit, but Justice Valente stated that in view of the circumstances disclosed, and in the interest of impending drives for funds, the case will be placed on the calendar for trial for an early date in October. He thus made possible an early decision for a case that would otherwise take a couple of years because of that court's crowded calendar.

Valente's Opinion

Justice Valente's complete decision was:

Whatever grievances plaintiff may have, the appointment of a receiver of funds devoted to charitable purposes will not tend to redress them and will defeat the object for which the funds have been collected. There should be no interference in these times with the benevolent activities of the defendant. If there are misdirections, or if money is wasted for administrative purposes, the individual defendants are financially able to respond.

"As for the prayer for injunctive relief, plaintiff has not shown preponderantly that it is entitled to the remedy of the injunction. A settlement agreement cannot be upset even provisionally on mere affidavits. The motion for an injunction is denied, but in view of the circumstances disclosed, and in the interest of impending drives for funds, the case will be placed on the calendar for trial for an early date in October."

Suit for the accounting of NVA Fund monies and appointment of a trustee for the latter is jointly filed by Henry Chesterfield, secretary and director of the NVA, Inc., and Charles H. O'Donnell, vice-president. Two parts of the suit, is Chesterfield's affidavit, is to restrain the waste by the defendant NVA Fund, and by certain of the individual defendants who are its present officers and directors, of monies and assets in its possession held by it in trust for the defendant.

Chesterfield's Estimates

Chesterfield charges by his own computation of expenditures from the \$3,355,257 collected during the drives of the six years prior to 1934 that the NVA Fund should have on hand an approximate balance of \$250,000, which, plus the \$125,000 collected in the '34 drive, he claims leaves the status of the NVA Fund that it is financially incapable of caring for any other phases of the NVA, Inc., except its charitable ends (Staten Island Sanatorium and care of the sick and indigent in New York).

In his answer to Chesterfield's receivership suit, Harold Rodner, of Warner Bros, who has been directing the management of the NVA Fund, heavily scored the secretary of the NVA, Inc., accusing him of starting the action for his own selfish reasons. He said in part:

is Chesterfield, primarily, who has instituted this suit, because he is loath to lose the \$250-weekly salary and the power which he wields over the members of the profession. In short, Chesterfield feels himself slipping."

Circuits Might Withdraw

Rodner continued to say that if the NVA, Inc., won the suit that the circuits would withdraw their support. Denying the allegation of mishandling of funds, waste, etc., Rodner stated: "If this court appoints a receiver, it will result in these defendants (the circuits) withdrawing their support and a cessation of funds. The ultimate loser will be the poor, sick, feeble and destitute artists."

Fifteen individual defendants, as well as the NVA Fund itself and the Spun and 229 W. 46th St. really companies, operators of the clubhouse and Sanatorium properties, are named in Chesterfield's and O'Donnell's suit, which was started when the NVA Fund announced its intention of closing the clubhouse June 1st last, and did. All are present or former members and directors of the NVA Fund. They are: Nat Morris, William J. Sullivan, Harold Rodner, Edward Alpersen, Leslie Thompson, William J. Lee, Moe Silver, Sam Scribner, Sam Denbow, Jr., Sam Katz, Harry M. Warner, Hiram S. Brown, Charles C. Moskowitz, Edward A. Schiller and Nicholas M. Schenck.

Charles Allen, NVA, Inc., is the law firm of Hirsch, Newman, Itens & Becker. Nathan Burkan is handling the Fund's side.

AGENTS' TEST SUIT UP TODAY

Charles Allen, test defendant for N. Y.'s theatrical reps. in the charge brought by the License Department that they are violating the General Business Law in not being licensed as employment agencies, comes up for trial today (Tuesday) in Special Sessions. This court, which usually renders an immediate verdict, will be asked to reserve decision by agents' counsel, Maurice Goodman and Harold M. Goldblatt, so that the three judges can study briefs from

Last Thursday (24) License Commissioner Paul Moss and Corporation Counsel rep questioned Nat Kalichman of William Morris agency, Bill Howard and Steve Trilling, RKO and Warner bookers respectively, George Engels, local of NVA's Artists Bureau, and Bill McCaffery, also NVA, expecting to use them as city witnesses today. At the hearing in Magistrate's Court a couple of months ago, Arthur Will, RKO booker, was the only witness to take the stand for both sides, but he is now on vacation. Trilling, incidentally, is Commissioner Moss's nephew.

Conviction in Special Sessions on the License Department's charge carries a maximum fine of \$500, or six months in prison, or both. Moss intends to ask for penalties in the way of a fine, despite the test nature of the case.

Joe Phillips' 3-Yr. Old London Palladium Date

Joe Phillips sails Aug. 16 to two weeks at the Palladium, London, opening Sept. 3. Deal was originally set three years ago, but the comic kept setting it back.

William Morris office arranged the booking.

Tolle, Mills Team

Mildred Tolle, former troupe leader for the Int. London Group, has formed a vaude partnership with Jay Mills. Tolle opened Friday (27) at Loew's Gates, Brooklyn.

Miss Tolle is developing a comedy team, an ankle mishap having temporarily stopped her hoofing.

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15 YEARS AGO

(From VARIETY and Clippings)

Famous Players-Lasky bought \$15,000,000 worth of the Stanley Co. of Philadelphia, and Adolph Zukor was elected to the board of directors. Most important deal to that date.

Starting to talk of "The Miracle Man." Distributed on the percentage plan, and the reason for first employment of picture exploiters.

Gouldwyn films recapitalized into a \$20,000,000 corporation with the Shuberts and A. H. Woods interested. Woods was supposed to have been in a deal with Fox.

Acts in England desiring to return to America had to book passage eight weeks ahead.

Joe Schenck announced his retirement from the Loew circuit to make pictures.

Keith-Fractor neighborhood houses in N. Y. were dual billing to overcome hot weather inertia of patrons. Getting them out, too.

Professionals proved at the assumption by the Y.M.C.A. of all credit for overseas entertainment.

Theatre managers were discussing the advisability of cutting out intermissions. No longer profitable when they could not sell drinks.

Equity and Comstock & Gest in a jam over latter's refusal to use the Equity contract. Sought to enforce a strike, but actors wanted to work in "Chu Chin Chow."

Musicians and managers at peace again. Men got another raise.

50 YEARS AGO

(From Clippings)

Augustin Daly's London season was a knockout. Hailed as a revolution in acting and producing.

Galesburg, Mich. had four test shows in one week. Population was only 800.

Newport Casino refused a theatrical license because it contained a bar. Bar out. Show in.

Charles Frohman had a piece in the N. Y. run of John Hurst, magnetic girl. He landed her in Wall Street instead of the usual dime museum.

A. H. Sheldon, who managed Miner's Bowery theatre, was planning to substitute dramatic sketches for the usual comedy afterpieces. Wrote and staged them himself and also took the leads.

Almost every town had its season of opera bouffe; even the dime museums devoting their theatrons to Audran and Flanquette instead of melodramas.

Prof. Worth, who had a penchant for the gruesome, bought the body of a child weighing 11 ounces. Had it embalmed for his museum collection.

Paul Boynton was touring the parks giving exhibitions in his rubber suit in which he floated down the Mississippi, towing a small boat. Later he started the Chutes in Coney Island, which Thompson & Dundy took over for Luna Park.

Lithographic house had 27 sheets of paper for "Uncle Tom's Cabin" including double Marks and double Topseys. Ranged from half sheets to 12s.

Inside Stuff—Radio

Purnell Gould, commercial manager of WFBR, Baltimore, has inaugurated a new angle of soliciting accounts that, while it hasn't garnered any game as yet, represents a novel departure from standard methods of sales spels that might conceivably be successful elsewhere.

Used station's teletype outfit to contact all firms in town possessed of similar apparatus but which were not other advertisers. Same firms had been approached before by radio-time builders, but Gould's method seemed to find 'em more receptive, probably because of the unusual channel of getting through to 'em.

Costs but 20c for 5 mins., and when Gould inquired of Bell Telly the rates, the company jumped upon idea and is reported to be at present incorporating this service into its phone promotion plans.

WHBF, Rock Island, won a decisive victory in a broadcasting squabble with the Western League baseball team of Davenport, Iowa. Reviving a five-year-old rule, Davenport notified WHBF to cease broadcasting the games. A day later F. C. Elgin for the station delivered 7,800 protests from baseball fans.

Club ignored this but passage of time saw business fall off and protests increase. Finally Dale Gear, proxy of Western League, decided to patch up the quarrel. WHBF now has Russ Hodges in the park nightly play-by-play broadcasting. Fearless Daily sponsors the Rock Island games and Goodrich Three the Davenport (nearby) games. All played at night.

A. L. Alexander conducting a 'man in the street' interview session near Grand Central terminal, New York, ran into a situation concerning which WMCA hastened to give the public an apology. Question for the day, "What do you think of the Austrian war situation?" so excited an ex-serviceman who was quizzed that the vet in waxing heatedly anti-war used profanity.

Alexander quickly grabbed the mike, while a cop who was cooperating persuaded the man that his language was indecorous. Immediate explanation and apology was broadcast.

Norman Brokenshire missed the start of his new WOR, Newark, sustaining series by a week but got under way July 27. Inside on the first program is an amusing intra-studio situation. Both Merle Johnston, the conductor, and Joe Bolton, the announcer, were peeved at Brokenshire at the beginning of the program for causing dating back a week before. It looked like Brokenshire would have to straighten for himself, but Brokenshire kept up a semi-ad lib patter joshing the others and smoothed it over.

Wesley Edwards, program director of KGU, Honolulu, thinks that Al Sheehan's three hours of continuous broadcasting for WCCO, Minneapolis, has been topped. Edwards himself last year went from 8:30 a.m. to noon and will repeat the same feat of marathon gabbing this year.

Occasion is the annual Hawaiian inter-island canoe races, a deluxe event in that land. KGU has to use short wave equipment for the broadcast.

WEAL, Baltimore, member of NBC's blue network is reported as interfering drastically with WJZ, New York, reception in certain areas. WJZ is the originating key station of the blue web. When the two stations are not carrying the same program the resultant confliction is said to be strong.

NBC, however, is seemingly making no overtures to the radio authorities possibly not wishing to antagonize an affiliate. Situation is reported to have the engineers dizzy.

A change in wave length for CHNS, Halifax, N. S., from 1050 kilocycles to 930 kilocycles, is highly welcomed at CHNS. This station had been handicapped at 1050, because of conflict with WTIC, Hartford. There was also some interference from WHZ, Boston. The change will go into effect soon, but no definite date has been revealed by the commission.

When Al Johnson did a scene from "The Last Mile" a couple of weeks ago, NBC technicians went to some pains to give the dialog desired atmosphere. Being a prison scene the objective was to get a hollow ring in the voices to imply the lack of sound of blank walls.

This was finally achieved by the recording room working out a system of double microphones.

There is nothing new about George W. Trendle's Detroit Artists' Bureau, Inc., except the 'Incorporated'.

This artist bureau has been functioning in connection with WXYZ for some years but now, under separate corporate identity, is set up as an independent unit. It has no connection with Trendle's theatre.

Inside Stuff—Legit

'Love on an Island', which tried out at Westport, Conn., last week, did not shape up as a Broadway possibility, according to reports. However, it drew a flock of authors because the plot has to do with the writing of a play.

Sam Zolotow of the N. Y. Times drama department in the cast, and that too got attention. Sam played himself, on the job, having all of seven lines.

Zolotow accepted the job but refused to stand the expense of joining Equity, whereupon Lawrence Langner, operating the Westport spot, paid the initiation fee and first quarter's dues, an item of \$56. Hereafter, as a member cannot be barred from Equity's meetings. Later, however, if the show does not open on Broadway and Zolotow secures a withdrawal card he would not be admitted to meetings.

Bodie Craven, who jumps from his first stage hit, in 'Sally Beware', Lyceum, N. Y., to Hollywood, is a nephew of Frank Craven.

Young Craven's first Broadway job was as stage manager of 'Another Language'. His initial theatre experience was with the Hedgcock theatre; summer show spot near Philadelphia. His Coast contract is with Farmanout.

Craven graduated from the University of Pennsylvania in the same class as Johnny Shubert (son of J. J. Shubert) and John Reni, who starred in 'She Loves Me Not'.

It costs \$1.25 weekly to feed two hounds in 'Uncle Tom's Cabin', being shown gratis in New York's parks, institutions and school auditoriums, actors being paid out of public funds.

No preparations for such incidents as for transportation of property of costumes and other costs. Money comes from a special Drama

Inside Stuff—Pictures

In states where censorship does not exist by state law or local ordinance, exhibitors are taking care to remain as neutral as possible in the church-film situation. Why certain pictures should be played and not arouse too much community ill will becomes a delicate matter to theatre owners who must needs exercise vigilant individual censorship. In the states where censorship is law, theatres point to the censor boards, passing the buck in that direction.

Exhibitors are also taking care to maintain friendly booking relations with distributors. In one key exhibs have officially declared a certain major picture 'unfavorable', yet are looking to the maker of the film to show them an out. They want to play the particular picture but in doing so want to make themselves as little liable as possible for having to go through on the contract.

Howard S. Cullman, receiver for the Roxy theatre, N. Y., wants to determine the power of the Code Authority to either fine a violator or to prohibit said violator's participation in the NRA. Cullman brings his inquiry as a result of an allegation that certain practices which, upon his previous citation against a competitor theatre had been banned by the Code Authority, is alleged to be continued by the cited violating theatre.

The complaint concerns the alleged issuance of so-called 'service passes' by the Mayfair theatre, otherwise a 15c cut-rate proposition. It is Cullman's contention that after the Code Authority had ordered the Mayfair to desist from this practice, the practice was found to be continued. Walter Reade owns the Mayfair.

Henry K. Davis, referee in bankruptcy in the New York district, who died last week shortly after having returned from a month's vacation, sat through the majority of the Farmanout bankruptcy hearings. He was a tough referee in some respects and especially incurred the wrath of attorneys representing minority bondholder or other creditor interests, including Samuel Zirn who tried to have him taken off the Far bankruptcy. All moves against Davis were unsuccessful despite his refusal to permit certain attorneys to examine witnesses at length at Far hearings.

The new Corporate Bankruptcy Act, switching all referee matters to special masters, resulted in Davis' final withdrawal from the Far matter, with everything now brought before Special Master John E. Joyce.

Cloudy weather, animals that wouldn't take direction and the longshoremen's strike combined to set Columbia back a total of 25 days or two pictures. 'Captain Hates the Sea', with a 30-day schedule, has already been shooting 37 days and will take another seven to finish. Most of the delay was caused while company was aboard a steamer off the Coast. The California sun failed to shine and striking longshoremen and small boats couldn't be kept out of the cameras' range.

'Broadway Bill' is behind due to difficulty in filming horse race scenes at 'Uniontown track. With a 42-day schedule troupe has been working 34 days and is 11 behind.

No new rental deal nor theatre operating service deal has been negotiated as between RKO and the Radio City people, as yet on either the office space involved or the operation of Radio City Music Hall. It seems a certainty that in any new deal on the Music Hall, the Rockefeller people will insist on eliminating the current \$1,500 weekly service fee rendered to RKO. Present deal expires Sept. 1.

Far preview of 'Cleopatra' was upset last week when a main fuse blew out and it was an hour before it was replaced, with result everyone walked on the special screening at the Criterion, N. Y. Picture is to be shown again tomorrow (Wednesday), also at the C.R.T.

Recently following takeover of the house by John Cring, the Criterion fired out 306 operators in favor of Allied men in order to give money.

Some months ago the NRA in Washington announced it would consider signers of codes who are negligent, or attempt to evade payment of assessments, to be violating Eagle law and subject to prescribed penalties. The film Code Authority, as a matter of routine last week, made this an amendment to the film code and this week filed same with Washington.

John Flynn is taking no chances with Code Authority resolutions. Before saying anything about them officially, he is now shooting them to Washington for final disposition.

Once or twice the exec secretary released resolutions only to have Washington disapprove them. Exhib confusion resulted.

Regardless of his original agreement with Metro, Sol Lesser has decided to hold back release date on 'Peck's Bad Boy' until after MG has had good start plugging 'Treasure Island'.

Jackie Cooper appears in both pictures, being on loan for the Lesser talker.

That pooling deal between RKO and Warners in Cleveland hasn't yet been formally discussed. So far it's just an idea one of the Warners suggested to one of the RKO operators.

But it might happen if the two sides get serious.

Major advertising-publicity departments have been warned by the Hays office to go easy in treatment of pictures which in any way reflect crime or racketeering. Some companies are reported defying voluntarily against certain terms, such as 'bonded', etc.

Almost all the newsreels grabbed good footage on the Austrian troubles by dipping into their files. During the Austrian revolt, some months ago, newsreel stuff on it was left out by request. But with the newer headline last week the boys dug into the stuff they didn't use previously.

Myron C. Fagan on Coast rises to protect Lew Brown's taking 'Hollywood Be Thy Name' as title for a stage show. Fagan says he authorized a play under that title three years ago and that it was tried out in stock in the east.

Fund, mostly supported by professionals, at the suggestion of Equity's Emily Holt.

Deal for the engagement of 'Tobacco Road' at the 46th Street, N. Y., is not straight yet. Cost of operating show and theatre (the rental charge) is deducted from the gross takings, all sums in excess being divided equally between 'Road's owners and the Lohing estate, which owns the theatre.

As a further consideration the Public Service ticket office, in which the estate is interested, guarantees the show against loss.

Marc Lachmann, who is plotting Arthur Ripley, Jr.'s new 'Schindler's List' (from Will Morrissey's book), will endow the N.Y. St. Paul's with an annuity by billing Lachmann & A. Ripley, young Ripley's name reversed. Possible reason is parental objection to Lachmann's Broadway play 'You'.

Al Goodman Sighs for a Perfect Pit With Unseen Musicians but Knowing Producers He Isn't Very Sanguine

By CECILIA AGER

When any one asks Al Goodman if he doesn't think musical comedy orchestras play too loud, if he doesn't think they use too much brass, Mr. Goodman burns. He burns because he knows that no matter how fine the orchestration, how good the orchestra, there will always be certain parts of the theatre where the band will still sound too loud and brassy—and there's nothing he or any other conductor can do about it. It's all the fault of the theatres' old-fashioned orchestra-pits, and the only fellows who can remedy the situation are the producers and theatre owners—and they don't want to spend the money. They'll spend thousands of dollars on production but not one penny to give the orchestra a break. "Everything's changed," says Goodman bitterly. "We have automobiles instead of carriages, we have subways instead of horse-drawn cars, we have wireless telephone, radio, airways—but the old-fashioned orchestra pits go on forever. With all we know about sound today, our theatre orchestra pits are just as they were in the dark ages. Sixty years ago Wagner devised a perfect solution for the orchestra at Bayreuth—a shell facing the stage—but do you suppose we have anything like that here—hah!"

Destroys Illusion

"In the first place, the orchestra should be invisible. Seen, it's only a distraction to the audience. They see the leader giving the song cue, and right away the naturalness is destroyed. It's tough enough going into a song in a book show, without having to watch the conductor giving the get-ready, set, go. Or the musician move about in the pit—they're only human. Or there's the drummer on the brass on the right side, so the people down front sitting on the right side can't hear a note of the melody. With the present orchestra pit set-up, it's a physical impossibility for a good orchestra to sound good in all parts of the house. Those radio orchestras sound good because you hear them from one center—the mike. In the theatre, it all depends where you sit."

So Goodman keeps asking for an orchestra pit invisible to the audience, behind a shell facing the stage, not the audience—for he says the way they are now it's difficult for the singers to hear the orchestra also—but he doesn't feel much hope. He's conducted 150 musicals so far, and he knows those producers' attitude toward the music department. The pity of it is that the art of orchestration has so developed, it's not right that the audiences should not be able to hear them in their full beauty—but the way the pits are arranged now, and the resultant bad acoustics, the orchestras just have to sound to a large part of the house too loud and too heavily executed.

And then there's another point to the loud and brassy orchestra situation, sometimes, Goodman admits. Aside from the acoustics and against their better judgment, the orchestras actually play too loud and brassy. And why do they do that? "Because some of the dance directors force you to play loud to cover up their own shortcomings. When their routines aren't so hot, they'll say what's the matter with Al? He didn't bring the orchestra up for the finish. No wonder the girls didn't go! Well, with Al's men whispering there in the pit. So I play it loud for them, and it doesn't make any difference except to the audience's ears. It is not necessary to play loud for dancing, and I'll show you why."

Donahee Used Piano

"The greatest musical comedy dancer who ever lived, Jack Donahee, used only the piano and maybe a violin or flute for color for his routines. He used to finish with a plunk of the piano or a pizzicato—and he stopped shows. It wasn't brass that got them." Goodman, with 150 musicals behind him, the man who opened four

shows in one week and brought eight hits to town for eight different producers in the season 1931-32, has had all the biggies before him at one time or another and from his experience this is how he rates them: "Jolson and Richman are the hardest singers to conduct for because of the rhythmical liberties they take. They're the conductors' Waterloo because of their musical improvisations. They never give the same performance twice. That means dead following of the stick from the men and it takes a sixth sense, and maybe some more sense from the conductor, in order not to destroy the smoothness of the orchestration. Well, you figure they've got to take a breath sometime, so you catch up that way, and if you're lucky you all finish together."

Jolson and Richman are the only two who, singing against rhythm, don't lose the orchestration. Their sense of rhythm is so modern that they can do it. They're the only two who actually work to sell the lyric. Lyrics are usually a little stilted. If not in phraseology, then they suffer because the musical accent doesn't happen to fall in the normal place—but Jolson and Richman make a lyric sound natural, like they really meant it and like that's just the way they'd put it themselves. They get around that false accent, that unnatural wording, and further, they make you believe they're singing the melody, but they're really selling the lyric."

Goodman then burst into the opening strain of "Rockabye My Baby to a Dixie Melody," in his zeal to illustrate just what it is that Jolson does. Goodman has a very pleasant voice with a good range. He hit the "Baby" squarely and glissanded up to it with real emotion. "That's the way the melody goes," he said, "but this is the way Jolson did it," and Goodman was off again. When he finished he said, "You heard that pure counterpoint and harmonic and rhythmic accuracy. That's Jolson's art. He does it naturally. He improvises a beautiful counterpoint, picks his spots in the orchestration to fit it rhythmically, and does it with the talent and feeling of a great orchestrator. Those two, Jolson and Richman, demand that the orchestra be important and then they find the places in the orchestration for themselves. They sell with all the emotion that's in them."

Radio Simplicity

"The present day radio singers like Melton and Helick have acquired a style of selling with simplicity and unemotionalism, as suits their medium. They don't dramatize—like those operatic singers do on the radio; who sound so silly singing a simple little song as if it were a tragic aria. The kick in hearing the melody comes from the beauty and sincerity of their voices. The greatest reader of a lyric on the radio—his voice is nothing terrible, he's unemotional, he sings the straight melody without any frills—is Rudy Vallee. By some radio phenomenon his spellbinding. He gives you peace and satisfaction. That's even true of Vallee on the stage. He sang eight bars of "The Thrill Is Gone" following Everett Marshall's emotional fireworks delivery of the same song in the "Scandals"—and he was positively ethereal, he was so thrilling."

"You take Kate Smith. Her success—I had her in her first show—is the glorious, profound quality of her voice. Her style is ordinary, but her voice in grand opera it would be considered one of the great contraltos of the day—like Schumann-Helick in her youth."

Goodman, switched to the dancers, commented on: "The Astors receive applause not for their dancing nor their looks, but for their sheer humor. They're funny without trying. They don't wear funny clothes or make faces, but you want to smile all the time when they dance. Fred's difficult to conduct for. He does the same thing in dancing that Jolson does in songs—always leaves you with a beat up in the air, always improvising. You can tell by his voice, his look in his eye when he's going to try to catch you,"

(Continued on page 46)

College Tryout

San Francisco, July 30. Harold Heivenston, drama director at Stanford University, is producing an original play, "Doctor's Wife," by a suburban practicing physician writing under the pen name of Reid Lindsay. "Pieces will be done on the campus, Aug. 3, and will be Heivenston's only production during the summer quarter."

POP OPERA FITE DUE IN FALL

Although New York has been minus pop grand opera this summer after the brief engagement at the Hippodrome, two such outfits are slated to oppose each other early in the new season. Hipp is expected to re-starting Aug. 25, although differences between stagehands and musicians union have not been settled.

Manhattan, West 34th street, one time the home of grand opera under Oscar Hammerstein, is dated for the pop shows starting Sept. 3. Manhattan presentations will be under the management of Jerome Rosenberg, impresario being Colantoni.

EQUITY SUSPENDS NINE ON COAST REVUE FLOP

Equity, at its last Council meeting, suspended five regular members and four of Chorus Equity for appearing in "Shim Sham Revue" on the coast this spring, after being advised that the cast was not fully Equity as required by the rules. Some players were provisionally suspended at the time of the alleged breach.

Those set down are: Jack Osterman, Murray Bernie, Wini Shaw, Charles Bruins and Herbert Hall. Chorists suspended are Peggy Carroll, Jack Gorgan, George King and Hermes Pan.

There was no term of suspension set. Understood it is up to those banned to apply to Equity for reinstatement, at which time a fine or definite suspension period may be fixed. In the interim the players named are barred from legit shows. Management of the revue in which they appeared did not require non-members to apply for Equity membership, suspended players taking a chance that the situation would clear, and sticking so that the show would not fold.

Alice Fischer Loses Arbitration on 'Decent'

Arbitration of the claim of Alice Fischer for a percentage of the gross of "Are You Decent," Ambassador, N. Y., was decided against the actress, three arbiters being unanimous. Very little money was involved. Miss Fischer, who had a run of the play contract, rehearsed, but did not appear in, "Decent." Contract called for salary and 3% of the gross if takings exceeded \$3,000 weekly.

At the time she was replaced in the arrangements was made whereby Miss Fischer received two weeks' salary and agreed to take 2% of the gross as long as the show played. Agreement was kept but, when Albert Bannister, who produced the show with George Lefty Miller, signed the paper, he inserted a clause that it only applied for the season of 1933-34. Contending that the season ended June 2, he claimed the contract was voided after that and the arbiters agreed.

A small grosser paying code minimum salaries, "Decent" was not expected to stick more than briefly but in its 16th week. Average grosses have been around \$2,000 weekly.

Film Agitation Helps Legit

'Green Pastures' Off on 4th Road Tour Gets
Pic House Dates as Result

Westchester Columnist Squawks on New Play

New Rochelle, N. Y., July 30. Elizabeth Cushman, columnist and woman reporter for the Westchester newspaper chain of dailies, went after an offering of the Ernest Truex Players at White Plains. Play was "The O'Neill Woman," by Sam Forrest, presented in initial performances for a week and which brought Mary Ryan back to the stage.

Mrs. Cushman objected to the play on "decency" grounds. Her squawk is the first that has been heard about summer theatres in the section.

AGAIN DELAY LEGIT CODE

Revised legit code, which has been in the hands of Deputy Administrator William P. Farnsworth in Washington since early summer, may not be received in New York until Aug. 15. Understood the Code Authority suggested to Farnsworth that, because most managers are busy with tryouts and casting, there is no pressure to hurry its submission.

Delay in finishing the code is ascribed to tightening rules concerning ticket sales by agencies.

All Original Leads Out of 'Sailor' Cast As Craven Departs

Eddie Craven withdrew from the cast of "Sailor Beware" Saturday and will go on the Paramount payroll early in September. Young actor who made his first stage hit in the job show is under a term contract, optional over a five-year period; his starting salary is \$350 weekly.

Craven's is the fifth withdrawal from the "Sailor" cast, three original leads being out by Bruce MacFarlane and Audrey Christie leaving the previous week. "Sailor" cast attracted no little attention in professional circles when it banded together and handed in a blanket notice after the management first sought to cut salaries.

Show's continuance this week was in doubt until Saturday's performance (28) was nearly over. Management asked all hands to accept the \$40 code minimum salary. Five refused, but a tie of closing was rescinded anyway. Few members receive more than the minimum.

Spirit shown by the players is credited with inspiring the young group of liberals within Equity, with resultant changes in the constitution and by-laws. During the spring management claimed the show could not operate to a profit at less than \$3,000, and a cut was agreed on should the figure fall below that amount. Later the gross mark was put at \$7,000. Actors feeling they should be the shown' have devised rules for cutting salaries. Such regulations will be part of standard contracts next season, Equity being arbiters.

Early in the summer another arrangement was made whereby the players have been on percentage. Understood that with the gross less than \$5,000 the cast has more recently been approximating code minimum salaries. Leads under run of the play contracts agreed to cut to hold the cast intact, but with the pay envelopes steadily dropping, players started to drift away.

George Heller of the younger group, who succeeds Craven, was elected to Equity's Council at the general meeting June 1.

"The Green Pastures," which will have its fifth anniversary on Feb. 16 next, will start for its fourth season of touring Sept. 28 at Norfolk, Va. Season of small stands has been booked up into March, during which month the Negro cast classic will return to Broadway for a repeat engagement.

In routing "Pastures," difficulties were encountered filling in dates, but it is claimed now that since the campaign to clean up pictures started, film house chain managements which heretofore refused to consider legit bookings have communicated with bookers stating they had reconsidered. By accepting such dates, the "Pastures" tour has been booked with few open dates, show management contending that this drama is sought to contract in some measure the feeling stirred up by several church factions. "Pastures" is probably the first show to benefit by the picture agitation. During its long New York run the play headed the Catholic "White List."

Included in the "Pastures" bookings are 20 dates booked in college auditoriums. All such bookings are either guarantees or "first money" arrangements. Despite such listings, however, there appeared no way of filling in dates until the present picture situation arose.

BELASCO PASSES TO MRS. RICE

Wednesday (1) title to the Belasco theatre will pass to the Helen L. Rice Realty Co., terms of the purchase unrevealed. Although his wife's name features the new ownership, Elmer Rice, author-manager, is stated not to be personally interested in the transaction. Later, however, already announced he would present "Last Judgment" at the house in September.

Belasco is technically owned by the Stuyvesant Realty Co., which is part of the David Belasco estate. Mrs. Helen Belasco Cost, to whom is bequeathed the residuary estate, is protected by a trust fund, said to be of limited proportions. It is known that for some time she desired to dispose of the property, also the Belasco, Washington, D. C., having lost all interest in the theatre since the passing of her noted father.

LAWRENCE MORRIS JOINS LEGIT C. A.

Washington, July 30. Lawrence Morris, New York lawyer and formerly American Ambassador to Belgium, has been appointed administration member of the code authority for the full length dramatic and musical industry.

He succeeds Robert K. Straus, resigned.

Helen Broderick Back

Helen Broderick returned to the cast of "As Thousands Cheer," Music Box, N. Y., Monday (30), after being out three weeks because of illness. Comedienne hid away in Scituate, Mass., and quickly recuperated.

Clifton Webb, another of "Cheer's" featured players, is due back in the revue Aug. 13 after four weeks' vacation. Dorothy Stone, who replaced Marilyn Miller, and Ethel Waters are the other featured people in "Cheer."

Shubert Takes 'Guile'

"Without Guile," tried out at the summer theatre in Sea Cliff, L. I., is reported having been secured for regular production by J. J. Shubert. In return for showing the play, Charles Carey, operating the spot, will receive a percentage of the royalties when it reaches Broadway. "Guile" was written by Edward Crandall and John Gearson.

FREE SHOW EXPANSION SET

Test of Younger Equity Group's Radicalism Coming in September

Whether the younger group, which aroused more interest within Equity than any occurrence or factor within recent years, is conservatively liberal or completely radical, will probably be indicated at the association's next general meeting in September. In addition to the changes in the constitution and by-laws worked out by the group, there are proposed additional moves of an even more striking nature.

Among the proposals is job insurance for legit actors and expense money during rehearsals. Both ideas have not won favor with older Equity heads, on the grounds that the unemployment situation is such that to place further burdens on managers would react by causing fewer shows to be produced rather than encouraging more production.

In the meantime the group's amendment to the constitution whereby members who are delinquent for not more than one year have the privilege of attending meetings and full power of voting, has been sent to the general membership on a referendum decided on after the June 1 general meeting. Amendment was first declared defeated on a rising vote and, upon recount, by ballot, resulted in a tie of 121 for and against. Usual procedure on amendments is a vote by members attending meetings only. Because of the contest the issue has been placed before the entire paid-up membership.

Ballots Out

Ballots were mailed out Monday (30) and must be returned to Equity by Aug. 21. As received by mail, ballots will be deposited in a locked box by keeper of the accounts, ballots being handed in personally going into the box by hand of the voter.

There is a sharp difference of opinion over the arrears amendment. Proponents' principal point is that there is a considerable number of actors of some standing who are unable to secure enough engagements in recent seasons to afford dues, but who, because of that, should not be shut out of meetings but should, for a reasonable time, be entitled to vote.

One year seems a reasonable period to backers of the amendments but not to older Equity heads. Latter point out the period of 'legal arrangement' may be made more extended, tending to increase the number of delinquents. Following the same line of thought, if the amendment is voted in, there may come a time when Equity will be run by dues delinquents, they point out, feeling that that class of members may then even control the treasury and assets of the association.

First Time

It is claimed that if the amendment gets into the constitution it will be the first time for any organization to give delinquents the right to vote. Estimates are that such an amendment would enfranchise 1,000 actors and actresses—one-third as many as Equity's 2,100 paid up membership. Equity claims that had a representative percentage of that membership attended the annual meeting, there would not have been a tie and the vote in favor would not have even been close. There were less than 750 senior paid up members present at the meeting.

Amendment does not apply to junior members, players of less than two years' experience or less than 21 years of age.

Understood that the proposed rule covering rehearsals would permit one week's rehearsal without cost to the manager, with the latter thereafter paying each player expense money at the rate of \$2 per day during the balance of the rehearsal period. If and when ever adopted that would constitute a handicap which managers have

Kettering as Liquor Code Exec in Midwest

Chicago, July 30. Ralph Kettering has been appointed executive secretary to the Code Authority of the 10th district for the Wholesale Alcohol and Beverage industry.

Kettering was formerly a Chicago legit operator and producer, for many years being associated with the Adelphi theatre.

IATSE NODS TO \$ LEGIT CIRCUIT

Favorable outlook on the proposed dollar top legit circuit which Broadway managers would sponsor and produce for is reported by the showmen's committee. Following a conference with George Brown, newly elected head of the stagehands' body, he expressed himself as being thoroughly in accord with the plan to 'open up the road.'

Brown is due to discuss the pop-price circuit idea with the other unions, first probable contact to be with Frank Gillmore of Equity. Circuit idea was first placed before the latter, with Equity not especially receptive to the idea. Managers were told to get the reaction from stagehands and musicians.

Equity took the position that concessions from the actors alone would not be sufficient to make the circuit feasible. Managers proposed to tour replicas of Broadway successes, shortly after they are established as such, sending shows out to stands of fairly large population, in a sort of date and dating with New York. Equity replied it would first want to know how stagehands accepted the plan. It was pointed out that should that union make an exception to its 'yellow-card' system, as applied to the pop circuit, the plan might be workable.

From Brown's attitude such exception appears likely. Possible that the dollar circuit will be classed with stock, which calls for a crew of six. Yellow card stipulates the same number of men used from the original show must be employed with the road show.

Since such a circuit would further employment of actors and others and revive shows out of town, managers asked Equity to make a special rule permitting two performances daily. Equity refused to get hot about the plan, feeling it might be a wedge to weaken its stand for eight performances weekly (nine in the west) although 10 performances are allowed stock companies.

Equity says such concession in part or whole can only be decided by the members at a general meeting. Next scheduled gathering will be held in September.

hoped against ever since Equity won the 1919 strike. Equity heads are against the proposal and agree with the idea that such a move would be anticipatory to full rehearsal pay.

More radically minded members of the group are said to have proposed closed shop. During and after the strike Equity declared that would never happen. When the initiation was raised to \$50 about a year ago, move was figured a protective measure to keep out of Equity all new members save legitimate aspirants. Hebrew Actors' Union used closed shop with distinctly questionable purpose, but recently the entrance rules were modified.

SEVERAL VAUDE UNITS INCLUDED

Okay Addition of 300 Actors to New York Project —May Become National With Several Middle Atlantic States to Benefit

EQUITY GETS CREDIT

Final okay has been given on the employment of 300 more actors for the presentation of free shows. It is a long hoped-for extension of the drama project begun by the Federal Civil Works Administration and now continued by New York State and City Public Welfare and Relief administrations. It will triple the number of professionals who have been thus engaged since last January.

Expansion of the free drama project is credited to Equity, which has endeavored continuously to aid unemployed actors and particularly Emily Holt of its legal staff. While the current 12 shows will continue to operate indefinitely in the city's parks, Civilian Concentration Camps within the state, institutions and schools, the new set-up will send shows into CCC camps in other states.

Shows which will be sent to the camps are not to be confined to legit plays but several vaudeville troupes will be recruited. That includes this type of professional for the first time, just as last week the city's roster of shows inaugurated a colored cast legit unit, for the first time.

How many units of the vaude type are to be cast is yet to be determined. General idea is to include a musical act or angle, so the theatrical feature may be taken care of. Not in the present plans to send pit musicians along with the vaude troupes. Likely the vaude units will be along the lines of those sent

(Continued on page 47)

REINHARDT'S 3 CALIF. STANDS

Max Reinhardt's production of 'Midsummer Night's Dream' in California will play three stands, it has now been decided. Will open Sept. 19 at the Shrine Auditorium, Los Angeles, for five performances, go on for two days at the Greek Theatre, Berkeley, and then play five more days at the War Memorial Opera House, San Francisco.

It will be Reinhardt's first production in the English language. California State Chamber of Commerce is sponsoring it. Nini Theilade, Danish dancer, and Phillip Arnold, English actor, will be imported for the show. Felix Weingarten, Reinhardt's technical director, is already in California making preliminary arrangements.

Kaufman-Ryskind Play Due in Morosco Nov. 9

'Bring on the Girls,' the George S. Kaufman-Morris Ryskind play which Sam H. Harris is producing, is booked to open the Morosco, N.Y., Nov. 9. Jack Benny will be the male lead.

'Girls' is the second production on the Harris schedule for the new season. First to reach the boards will be 'Merrily We Roll Along,' authored by Kaufman and Moss Hart. It will go into the Music Box Sept. 29.

Who Gets Excess Coin on Picture Commish? Brokers, Mgrs., Huddling

COAST 'MARY' READIED

Play Opens Next Friday at Lobero, Santa Barbara

Hollywood, July 30. Having rehearsed here for the past three weeks, 'Mary of Scotland' troupe leaves next Thursday for opening Friday (31) at the Lobero, Santa Barbara. Company thence moves into 'Frisco' for a run, starting Aug. 6. Troupe opens fall season at Belasco here, Sept. 3.

Cast has Helen Gahagan, Ian Keith and Violet Kemble Cooper. Tom Wilk's production of 'Mourning Becomes Electra' is to follow 'Mary.'

WINTER GARDEN TO MOSS AS CAFE SITE

Winter Garden, N. Y., is to be transformed into a cafe and show place. Former prominent legit revue spot on Broadway has been leased for a 10-year period, according to reports.

House will pass to Joe Moss, who operates the Hollywood restaurant, N. Y., and an associate said to be Harry Cannon, oil magnate, possession being dated for Jan. 1, 1935. Garden, however, will be tenanted with what may be its final revue, 'Life Begins at 8:40,' slated to debut there Aug. 15. Show opens in Boston next week.

Warners operated the Winter Garden as an exploitation house when talkers started to revolutionize picture business. During a five-year period they paid \$300,000 yearly, plus \$15,000 annually, for the sign space. When the lease expired in the spring of last year Warners offered to renew the rental for \$100,000 less, which was refused. However, understood that the lease to Moss calls for rent of less than half the original figure to Warners.

Garden is regarded as one of the most valuable parcels in New York. Lee and J. J. Shubert control the property under a 99-year lease. They, or the Tribuna Realty Co., which they control, leased the house to the Shubert Theatre Corporation, now defunct after receivership. Rent paid by Warners helped carry on the receivership, which ended much deeper in the red than when it started.

Pic Juves Deliver

Hollywood, July 30. Oliver Hissindell's thes-peens from Metro uncorked a fizzer at Music Box in their first public appearance; all proceeds went to charity. Studio gave it a premiere flare with floodlights and big names, and classy audience, filling house, was tickled pink by laughs the juves nifted in 'Perlmans' 'All Good Americans.' Performance was creditable, ditto singing.

Martha Sleeper was good in femme lead. Robert Taylor as hero looks like screen stuff. Mary Carlisle, Betty Furness and Elise Cavanna tossed in talent. Leon Connell, loan from Pasadena Playhouse, polished his bit.

Stall Chi 'Follies'

Chicago, July 30. Start of the fall theatrical season has been shunted back from Aug. 12 to Aug. 26. That's the opening date of the 'Ziegfeld Follies' at the Grand Opera House here.

Follies' postponement was necessary, due to some film studio dates of several of the principals.

Broadway managers and a committee of play brokers will huddle this week to confirm a three-year agreement disposing of the annual jack-pot, residue of picture rights commissions. There was \$10,000 surplus after Joseph P. Bickerton Jr., the film rights arbiter, was paid his salary for the season ending June 2.

Managers and Authors (Dramatists Guild) expected to split the coin 50-50, after a series of sessions. Suddenly the agents who represent authors individually and place with producers stepped into the situation, declaring that if there is any money remaining from picture commissions it belongs to them.

Authors quickly saw the point, agreeing with the brokers and relinquishing any right to the coin. But the managers were plenty surprised. When the agents proved point, a compromise was arranged, with the managers accepting \$2,500 annually for three years, or one-half of what they expected. Money will go to the upkeep of the Theatre League.

Last summer managers started asking questions, wanting to know what became of the excess money paid the Bickerton office. It was revealed that the arbiter had averaged over \$30,000 annually. Basic Minimum Agreement between the Guild and the managers stipulated that whatever residue coin there was should be split between them. As there never had been any specific sum set for Bickerton's fees and expenses, no attempt was made for an adjustment. Then arbiter's annual salary was put at \$20,000, that to include expenses.

Knock On the Door

Recently when the matter of splitting up the 10's found to be surplus came up, the brokers knocked on the door and showed contracts with managers, numbers of such agreements having rider clauses in which it was set forth that three and one-half % of the brokers' percentage (10%) of picture rights shall go to paying Bickerton, up to the \$20,000 mark.

Brokers then argued that since the arbiter's share came out of their end of the rights, any balance belongs to them. That argument was too hot for the Guild, and it stepped aside, authors preferring to favor the brokers, anyhow, since the latter principally market their product and act as business representatives in the matter of other rights, such as stock and radio.

Managers argued that despite the brokers' contention, and after admitting the picture money percentage came from the agents' share of the rights, the contract riders were contradictory to the Basic Agreement, which clearly states the surplus shall be split between authors and managers. Brokers then agreed on the 25% compromise share.

LaMARR SERVES BURR IN CONTRACT CLAIM

Richard LaMarr, legit agent, has served a complaint in a \$25,000 contract claim on Courtney Burr and the Burr-Court Productions, Inc., over 'Sailor Beware,' Burr's comedy hit at the Lyceum, N. Y. LaMarr alleges a 5% interest in the production for aiding and assisting in the production thereof, and estimates his 25% damage on a \$50,000 alleged net profit to Burr. The claim oral contract covers May 15, 1933, to April 2, 1934.

Julius Kendler, Burr's attorney, denies LaMarr has any proprietary interest; that Burr acquired the script from another source, and only through friendship did Burr permit LaMarr to cast the show, for which he (LaMarr) collected commissions as agent from the actors.

Plays Abroad

MY LADY

London, July 19
in three acts by the

Historical comedy in three acts by Ronald Glasco, produced by Henry Oscar at the Embassy theatre. July 25.	
The Hostess.....	Nellie Bowman
The Captain.....	James Parish
The Man.....	Alan Webb
The Lady.....	Isobel Elsom
The Maid.....	Dorothy Dunkels
The Prince.....	Henry Oscar
The Statesman.....	Charles Carson
The Officer.....	Anthony Gussile

This play has several things to command it, among them one scene and a cast of eight. Question whether it has unfaded success.

pen to be classed as commercial. As a dainty little comedy bordering on the farcical, plentifully supplied with good fun, amusement, and admirable acting by nearly all the actors of the cast, it provides a pleasant evening's amusement, however.

For the second time, the plot to bring Bonnie Prince Charlie back to the throne at a time when he is past middle age, blasé, disillusioned and preferring to live on the continent, is presented. More than a martial candidate to the English throne. In spite of himself, he is dragged and brought to England by a cunning, scheming, ambitious, Jacobite woman, whose husband is a leader of the Whig party and a member of the English cabinet.

Henry Oscar, who staged the piece, played Prince Charlie in a manner to illustrate to a nicety the character of the man who had lived, lost and is tired. Isabel Plsom makes an excellent foil as the ambitious immoral wife of the

asthmatic cabinet minister are well nigh superfluous. "Three such portrayals would lent life into a manuscript written by a schoolboy. That this one was written by a schoolmaster, and is just that much better, *Jolo.*

quately as the Queen and sang her lines "Shaw-fully."

Playlet will not add much to the reputation of the be-whiskered Shavian author. *Jolo.*

UA in Paris

(Continued from page 11)

ing about \$70,000 on the job. House is just off the Champs Elysees, and will make the second U.A. first-run house in that quarter.

Aubert Palace, on the Grande

51% of stock is owned by M. Dervaux, owner of the Folles Bergere. Umanasky has made his deal to lease the house with Dervaux. It will be used by Umanasky for second-runs of English version plays. Lease begins Sept. 15 and runs for three years. Umanasky's exploitation of Avenue will begin at the same time.

"Typing up of three theatres in this area is of course a certain thing," says Umanasky. "It is of course a thing in American film business, but the number of suitable showhouses available is necessarily limited, and that means just so many that the other theatres can't get their productions."

Summer Lull

Summer lull catches U.A. with only one picture out in the Paris first-runs—'Broadway Through a Keyhole'—which is in its third week at Universel, and seems good for a couple more. Lacy Kastner, company's continental chief, plans to put out virtually the entire release

the best for dubbing
am of dubbed pic

arranged for release in 1934-35 includes 'Bowery,' 'I Cover the Waterfront,' 'Sorrel and Son,' 'Catherine the Great,' 'Moulin Rouge,' 'Roman Scandals,' 'Gallant Lady,' 'Buildup Drummond' and 'Benvenuto Cellini.' These have already been dubbed and 'Sorrel' is already released. Balance will go out in the fall.

charge of all Europe. Means that Kastner will report to London in the future instead of to New York. Kastner remains in exclusive charge of continental distribution, however.

He has just returned to Paris following convention of U.E. Eastern European reps at Budapest, where the authorities made so much fuss over Joe Schenck that he seemed like visiting royalty. First time any American major had convened in the town, and they showed their

UA in Paris

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(Continued from page 11)

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Aubert Palace, on the Grande Boulevard, is now on Gaumont, but 51% of the stock is owned by M. Derval, of the Folies Bergere. Umanovsky made his deal to lease the house with Derval. It will be used by U.A. for second-runs of English versions. Lease begins Sept. 1 and runs for three years. Umanovsky's exploitation of Avenue will begin at the same time.

Tying up of three theatres in this way by U.A. is of certain importance in American film biz here, for the number of suitable showcases is very limited, and that means just so many theats.

Summer Lull
Summer lull catches U.A. with

PARAMOUNT. L. A.

PARAMOUNT. L. A.

Summer lull catches U.A. with only one picture out in the Paris market. The picture is "The Keyhole"—which is in its third week at Universal, and seems good for a couple more. Lacy Kasten, company's continental chief, plans to put out virtually the entire release schedule for the next two seasons, selecting the best for dubbing.

Program of dubbed pictures so far arranged for release in 1934-35 includes "Bowery," "I Cover the Waterfront," "Sorrel and Son," "Catherine the Great," "Moulin Rouge," "Roman Scandals," "Gallant Lady," "Buildup," "Drums and Snare," and "The Great Dictator." These have already been dubbed, and "Sorrel" is already released. Balance will go out in the fall.

Slight change in U.A. setup here has followed the arrival of Murrin Silverstone in London to take

charge of all Europe. Means that Kastner will report to London in the future instead of to New York. Kastner remains in exclusive charge of continental distribution, however.

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b. appreciation.

4 Out of 18 Tryouts Oke for B'way; High Average; Heat Again K.O.'s Stem

KEMP
551 Fifth Ave., New York City
Phones Murray: THU 2-7838-7839

Roulette Brings Deauville Back As Popular Resort, Riviera Off

Paris, July 19.

Deauville is back on the map. After a season or so of being relatively eclipsed, the traditional French hotcha resort is open for a season in which it appears to be coming into its own again. Le Touquet, which once gave it a big run; Biarritz, where the season is normally a little later, and the Riviera resorts, which in past years have copied a lot of the summer trade, so far seem to be way behind the flower-decked coastal beach city.

Hottest of the spiffy crowd, American, French and international, is already appearing on society lists from Deauville. Aga Khan, the American embassy crowd, lots of lords and ladies, and artists.

Fact that London is putting Paris in the shade this year as Mecca of visiting Americans is counter-balanced for Deauville by inauguration of direct airplane service from London across the Channel to the beach. Passengers of first plane of summer included two Americans, four English, a Chinese, a Bulgarian, a Frenchman and a Swedish woman. All came to play roulette, which is having its first summer season in the French casino, putting a crimp into Monte Carlo, which previously had monopoly.

Josephine Baker and Lois Fuller, dancers, are among the early-season performers at the Casino. "Adam," men's fashion magazine, pulled a novel one Sunday (18) in shape of a male fashion show, in which puffed Al Brown, Neude and Young Peres, as well as Roland Toutain, film actor, served as mannequins.

PAYNE FROM CHICAGO TO STRATFORD-ON-AVON

London, July 21.

Governors of the Shakespearean Memorial theatre at Stratford-on-Avon have appointed B. Iden Payne to succeed W. Bridges Adams as director. Present incumbent retires at the end of the current year.

Payne, who is at present in Chicago directing the Shakespearean plays in the replica of an Elizabethan theatre at the World's Fair, has spent the majority of the past 20 years in the U. S., where he has built up a reputation as an authority on Shakespearean production.

President Coward

London, July 21.

With the death of Sir Gerald du Maurier, Noel Coward was elected to take his place as president of the Actors Benevolent Fund. For the last three weeks of the run of "Concentration Piece," he prevailed upon Pierre Fresnay, who was playing the lead, to permit him to replace the Frenchman, with Coward agreeing to turn over the three weeks' salary to the Fund.

At the end of one week, Coward was seized with a serious attack of appendicitis and rushed off for an immediate operation with Fresnay back in the cast.

Bl. Yurka in London

London, July 21.

Blanche Yurka is here taking in all the West End shows. Shortly leaving for Moscow to look new plays over, with idea of getting a suitable vehicle for herself.

Seriously considering staging "Spring in Autumn" in London, with herself in original role, providing she can recruit a local cast, and has already opened negotiations for a West End theatre.

Merger?

London, July 21.

National Players' Club, established five years ago with membership of over 3,000, has approached the recently formed Players' Ticket Club, another name for cut-rate office, formed by Claude Beer-bohm, to amalgamate.

Joint efforts will bring membership up to 6,000, which is expected to hit 10,000 before the year. All tend to show the cut-rate ticket office has come to stay, despite opposition.

Theatre Antoine Creds. Can't Get Their Coin

Paris, July 21.

Creditors of Theatre Antoine, famous old-time legit house now in bankruptcy, are up against it to get their coin. Some months ago an attempt to auction theatre failed for lack of bidders. Creditors then decided to try to auction off the little Theatre Antoine, without the building, setting \$700 as upset price.

Andre Antoine, old-timer, who put the spot on the map in the 19th century, immediately kicked that he had never sold his name, and the Authors' League issued a protest backing him up. Thursday (19), when auction was to have taken place in the office of Me. Videcoq, notary, auctioneer announced that the sale was off. Next move is up to creditors.

MEX. CITY SANS THEATRES SOON

Mexico City, July 27.

A world capital without a stage theatre is the more than prospective status of Mexico City for the near future.

Only five of the flock of playhouses that functioned here a decade ago are doing stage biz exclusively; all the others have gone cinema, even the old Teatro Principal which was a theatre for 250 years. Stage show biz here is shot, and the owners and managers know it, even if the actors don't.

Of the quintette of hanging-on playhouses, three are closing cinema; one is to become new headquarters for the federal senate, and the other will be torn down and an apartment house erected on its site. Teatro Iris bids a permanent farewell to stage shows next month and becomes a cinema, while the Teatro Politeama, last stand of revues here, goes pictures in September. Both will be followed to the discard by the Teatro Arbu, a high-brow thespian temple, in the fall.

Teatro Fabregas, name house of Virginia Fabregas, Mexico's "Sarah Bernhardt," is slated to accommodate the upper branch of the national legislature. Many a gay old dog is wagging his head and sighing about the news that the Teatro Lirico, where Luis Velez first came into notice, long the town's most popular burlesque stand, is to be razed and an apartment house constructed on its site.

Roman Amphitheatres in France

New Trend for Outdoor Spectacles Noted— Where Romans Once Played

Paris, July 19.

Theatres in which the Romans gave shows a couple of thousand years ago are coming back this summer in France. As the regular Paris theatrical season wanes, season for outdoor performances in Roman amphitheatres, particularly in the South of France, is opening.

Little town of Orange, on the Rhone, has fixed up its relic of Gallo-Roman times so that performances can be given annually which attract mobs from all parts of the country. This year's program includes performances of Cornelle's "Edipus the King" by a troupe from the Comedie Francaise, Massenet's "Thais" and "Tristan and Isolde." Dates are July 28-30. Saintes, not far from Bordeaux, will use its Roman arena for a production of Chekhov's "Antar" on Aug. 12.

A Comedie Francaise troupe, including some of the best players, will put on "Tuy-Bias," "Belshazzar" and "There Was a Shepherdess," all of the regular repertoire, in the

Arthur in London

London, July 21.

A new version of "Tell Me the Truth," under the title "Elizabeth Sleeps Out," by Leslie Howard, was produced at the Whitehall July 19. It was presented by George K. Arthur, who plays the leading role.

About half a dozen years ago under its original title it had its London premiere at the Ambassadors. Press opinions are divided on the acting, but seemed to agree generally that the piece is definitely dated and unlikely to enjoy any prolonged popular appeal.

'Happiness' Folds, \$20,000 in Hole; Heat Wave Hurts

London, July 21.

"Pursuit of Happiness," produced by Edward Laurillard six and half weeks ago, folded at the Vaudeville theatre July 14, finishing in red to extent of \$20,000.

Show grabbed good notices, with management having faith in it. But climatic conditions killed it. Original company sailed back to New York July 19.

New company is being recruited for tour on the road, opening early August.

Heat Damage

Local heat wave, which has continued almost without cessation for the past fortnight, has practically ruined the business of every show with the exception of "Escape Me Never," which is sold out solidly in advance.

Variety and picture houses are doing ghastly business. This is most apparent over the weekends.

Theatrical Family

Latest theatrical family to form itself into a company is Dorothy Dickson and her daughter, Dorothy Hyson, with registered capital of \$500.

Object is to produce plays, run concert companies and everything appertaining to show business.

Cochran Cast

Among those who can be definitely announced as contracted to appear in Charles Cochran's 21st revue, "Streamline," which opens in London end of September, are Florence Desmond, Ward Mackenzie, Desmond Knight, Meg Lemonnier, Naumet Wayne, La Belle Jans, Nora Howard, Sherkot and the French can-can dancers from Bal Tabarin, Paris.

He is still hopeful he will get Tilly Losch, who has promised to let him know by the end of the month.

Paree Ain't Paree Any More!

Even 14th of July Street Dancing and Free Shows Off This Year

FRENCH BALL-THROWING American Shills for Paris Street Fair Concessions

Paris, July 21.

Ball-throwing game in which sucker gets six balls to knock a pyramid of tin cans off a shelf is the star attraction in street fair, now set up all over the Montmartre boulevards. Prize is usually a bottle of sparkling wine.

Profits are good because French, never having played baseball, leave like girls and miss the cans by a mile. But they love to try. Three out-of-work Americans in Paris have jobs as shills to show Frenchmen it can be done.

NEW LONDON VAUD CIRCUIT

London, July 21.

Stanley Wootton, former champion jockey and now trainer and owner of race horses, is latest to become theatre owner. Has joined hands with George Barclay, old-time agent, to acquire Stoke Newington Palace, where they intend to operate variety.

This is the nucleus of a new circuit, with another three spots in the suburbs and provinces to form part of the circuit.

Stoke Newington Palace is being reconstructed, with show, headed by Kate Carnoy, wife of Barclay, scheduled to open early in August.

FOLIES, CASINO BOTH BECKON HOFFMAN GALS

Paris, July 21.

Gertrude Hoffman is flirting with both the Folies Bergere and Casino de Paris for next season. Both shows have bid for her to put on next year's version personally, with her girls headlining. It's a result of revival in Casino's b.o. since Hoffman girls joined cast.

Miss Hoffman is also dickering with a London producer, reported to be Cochran, for next season. Doesn't know yet which way she'll jump.

KORDA BACKING PLAY STARRING MARY ELLIS

London, July 19.

First time in English theatrical history a picture company is producing a play which will eventually be filmed. Show is "Josephine," which London Film Productions is sponsoring, and will be produced by Professor Robert, a German exiled producer.

Show goes to His Majesty's theatre around middle of September, and will star Mary Ellis.

Moe Sackin Spanishers

Hollywood, July 30.

Universal has optioned Moe Sackin for five Spanish dialogues in his current production, "Lucky Accident," clicks.

Folies Cuts

Paris, July 19.

Folies Bergere knocked down price for July 14 holiday to 30 francs (\$2) top and 5 francs (50c) standing room, and now it looks as if the new prices will remain all summer. Cut was partly to meet competition of Casino de Paris.

Folies, however, will go on all summer, whereas Casino is closing next month.

Waning French enthusiasm for public whoopee was shown in celebrations of Bastille Day (14) this year, which was but a shadow of its former self. On Montmartre boulevards and in certain favored spots such as Place de la Bastille itself and the Place de la Bourne the crowds were big for the all night dancing on the pavements, but they were just there to have a good time in an ordinary way, and the old-fashioned with patriotic excitement was missing.

Free matinees at the state theatres, long a tradition of the holiday, also dwindled. In the old days block long lines used to form early in the morning outside Comedie Francaise, Odeon, Trocadero, Opera and Opera Comique, waiting for first come first served principle to be put into effect. Then, when show started, people who know every line of the classic repertory used to burst into frantic applause, unguided by claque, at all opportunities, and would tear roof from house when the "Marsellaise," always part of Bastille Day program, was sung.

This year only Opera and Comedie Francaise remained open for the traditional free shows. Opera played "Hamlet" and the "Marsellaise," amid very moderate enthusiasm, and Comedie played "Le Cid" and "Le Medecin Malgre Lui," plus, of course, the "Marsellaise."

'BEAN' FOLDS, MILLER HAS ONLY 'MEN' LEFT

London, July 21.

"Christopher Bean" closes tonight (21) and Cedric Hardwicke immediately starts work on the filming of a play by the late Alfred Savoir. Dialog was provided by John van Druten. British & Dominions will make the picture, in which the leading lady will be Marie Glory, who has been a featured player for Ufa, Pathe-Natan and other continental film organizations. This will be her British film debut.

At the conclusion of this picture, Hardwicke joins the provincial tour of "Christopher Bean." Next fall Gilbert Miller has a new play for him.

With the fold-up, Miller has but one show left in the West End, "Men in White."

Tri-Lingual Star

Vienna, July 19.

After starring in Ferenc Molnar's new play "The Girl of Trieste" in Hungarian in Budapest, Lili Darvas will star in the same part in German in Vienna and later in English in London.

Lili Darvas, who is the wife of Molnar, speaks all three languages equally well.

Sammett's 'Pot-Pourri

London, July 21.

Ludien Sammet has leased the Fortune theatre from A. E. Abrahams to produce a pot-pourri show originally done at the Farody theatre under title of "Light and Shade," written by Simon Carme. Show, which will be titled "One of Those Things," opens July 27, with Ivy Tremmond and Kitty Hedy and rest of cast unknown. It's in for eight weeks, with cast under a co-operative arrangement and Abrahams getting 20% of net takings after Sammet deducts \$500 for cast's salaries and other incidentals.

If show, which is claimed to be very original, hits public taste, it will be transferred to another house.

Casting 'Hour'

London, July 19.

Gladys Cooper and Raymond Massey have begun casting "Shining Hour," which is scheduled to open at St. James' theatre end of August. Miss Cooper and Massey play their original N. Y. roles.

Noel Coward has a share in the play, held by him personally, but not on behalf of his recently failed corporation.

Lait's Dillinger Break

The ace police court reporter never loses his stuff, so Jack Lait, out in his old stamping grounds inadvertently, covered the Dillinger case, proving outstanding in his stories when the bank-robbing killer was snuffed out by U. S. policemen. The Hearst papers banner-lined Lait's Dillinger stories in the New York dailies, a distinction only given one other Hearst special reporter this year—H. R. Knickerbocker for his Nazi German stories.

Lait happened to be in Chicago for a weekend visit with his daughter, Evelyn. The day of arrest (22) Dillinger was riddled. Lait didn't stand on ceremony. He caught up with the police patrol on its way to the morgue and trailed the wagon in a taxi going 50 miles an hour.

In the morgue he hit upon the idea of identifying the federal man who got Dillinger. Asking each of the 26 Government operatives to show his gun, only one refused. By that process of elimination, Lait decided that Samuel A. Cowley turned the trick. Melvin Purvis, chief of the Department of Justice in Chicago, refused to affirm or deny Lait's conclusion.

Lait hadn't had a kick from a reportorial job since he took time out from his editorial desk with King Features to cover the trial of Ruth Snyder and interview her in Sing Sing. He interviewed Dillinger not long ago in the jail at Crown Point, Ind., before the killer escaped.

Nathan On Life

George Jean Nathan will review Broadway drama for Life during the coming season, starting in October. His critical comment will be exclusive with that mag, although it is understood Nathan will continue with Vanity Fair, with general stories about the theatre.

Early deadline required by the monthly frequently had review appearing after shows folded. Nathan is also due to contribute stage comment for the American Spectator, for which he is associate editor. Don Herold, who covered drama for Life, remains on the staff, switching to picture reviewing, also continuing as cartoonist.

Publishing Banned Book

"The Backwash of the War," by Ellen M. LaMotte, was first published during the World War and, at that time, banned by England and France. United States, though not banning it, asked the publishers to please suppress it. Publishers did.

Now, after 16 years, Putnam's are bringing it out again. It's dated for Aug. 24.

New Pulp Firm

Louis H. Silberkleit, who has been interested in a number of popular mags, has formed a new organization to issue a string of pulps under the title of Double Action. Silberkleit calls his new firm Winford Publications.

First of the new series is Double Action Western Stories, with probably Double Action Detective to follow.

Radio Guide Back to Chi

Radio Guide is moving its publication offices back to Chicago after a four-month trip in New York.

Either fan mag has undergone a change in personnel. Capt. Robert Wood replacing Mo Koenigsberg, who resigned. Going into Chicago as top men are Wood, Charles Rubino, Harry Keller and Arthur Kent.

From Sex to Sports

Joe Burten, who used to issue a number of sexy mags, is back in the publishing biz with a weekly sports mag, Calls It Every Week Sports.

Concerns itself mostly with the turf, but also treats of other sports and personalities. Burten editing it himself.

McCann Gets Rice's Play

Coward McCann has publication rights for Elmer Rice's new play, "Judgment Day." It will be released immediately after the opening of the play at the Belasco, New York. Same house published Rice's "We, the People" last year.

Producing Reporter's Play

Dick Kirk, of the Albany Evening News staff, is the author of a play, "A Dollar Down," a satire. It will be given its premiere soon by the Grease-Painters of Albany, which will present a season of plays at Luzerne, N. Y.

Best Sellers

Best Sellers for the week ending July 26, as reported by the American News Co., Inc.

Fiction		
'Lamb in His Bosom' (\$2.50)	By Caroline Miller	
'Anthony Adverse' (\$3.00)	By Hervey Allen	
'Years Are So Long' (\$2.50)	By Josephine Lawrence	
'River Supreme' (\$2.50)	By Alice Tiedale Hobart	
'And Quiet Flows the Don' (\$3.00)	By Mikhail Sholokhov	
'I Claudius' (\$3.00)	By Robert Graves	
Non-Fiction		
'While Rome Burns' (\$2.75)	By Alexander Woolcott	
'Stars Fell on Alabama' (\$3.00)	By Carl Carmer	
'Life Begins at Forty' (\$1.50)	By Walter B. Pitkin	
'New Careers for Youth' (\$1.50)	By Walter B. Pitkin	
'You Must Hold' (\$1.50)	By Edmund Jacobson, M. D.	
'Escape From the Soviets' (\$2.50)	By Tatiana Tshernavin	

Austrian Rumpus Boosts Circs

From a newspaper standpoint the most remarkable part of the general handling of Austrian news last week was the abundance of good art work. I. N. S. is especially credited in newspaper circles with having flashed over some exceptionally good photographs. Several hours after Dollfus was killed a photograph of his body was in New York for use by the dailies. Next morning's execution was photographed and shot over by radio, also.

It's the first event of world import during which photographs could be sent around the world by radio without censor interference, and the newspapers took advantage of it.

Story, incidentally, of the Austrian trouble is credited in New York newspaper circles as having been responsible for a greater jump in circulation than any other running story in several years. This is believed due to the fact that people were anxious to read how near it came to a World War repetition.

Second Gibson Fan Mag

Stanley V. Gibson, film fan mag publisher, has been expanding his activities of late, has put out a second new screen mag in as many months.

This one is Golden Screen.

Chatter

Charles Brackett in Hollywood. Newest edition to Modern Library is 'Jurgin'.

The Stanley Rinehart's are fishing in Canada.

Greene Vernon ed of reorganized Lat Press.

Myra Furst no longer play agenting on her own.

Ripley has sailed to get some more of those 'Believe It's'.

Arnold Gingrich, editor of Esquire, has written a novel.

Margaret MacLaren sent her first 'Bachelor's Canal' to a Hollywood studio.

John Mason Brown, drama critic, doing another book for fall publication.

John Rhode, author of 'The Robothome Mystery,' is really Cecil G. S. Sackett.

Michael Arlen's new novel, 'Hell, Said the Duchess,' a best-seller in England.

Fortune's story on the New Yorker this month won't do either mag any harm.

Walter Shaw rewriting novel on two days off weekly from Bronx Home News.

Samuel Rogers in Rhode Island with the proceeds of that \$10,000 prize novel award.

'Harvest in the North' will be published by Knopf in September. Instead of August.

Valerie Barry, who is Mrs. Courtney Savage, has finished a novel, 'Hanging and Winking'.

Rae D. Henkle publishing 'Hettie Buckmaster's first novel, 'Tomorrow Is Another Day'.

An anthology of female humor has been compiled by Martha Bensley Bruere and Mary Beard.

Richard Le Gallienne is an American citizen. Will be visited by Eva in south of France this summer.

Chris Morley to South America with Mrs. Morley and the kids. Hopes to do a new book there.

Instead of 'Her Own Affairs,' Beatrice Kean Seymour's new novel will be known as 'Interlude for Sally'.

Cincinnati now has a high-brow mag, seven times yearly. Called 'The Outsider. Magazine for the Civilized Minority. Northwest Chate-

berlin, ed., calls it 'Journal for Literature.'

American Play company, most of staff vacationing, very empty. Miss Rumsey now play reading for her father.

Reuben Castang, the wild animal man, has had his life story written by R. W. Thompson, and Morris will publish.

Edward Dear Sullivan resigning from editorial staff of Boston Evening American for another turn at film writing.

Fifteen years of publishing by Harcourt, Brace. When the firm began, in 1919, it was Harcourt, Brace & Howe.

John Wildhack has written a play, 'Far From Normal.' Looking for a producer to ask him to re-write it.

Raymond Everitt, who speaks to Breadloaf Conference, is head of Curtis Brown, Ltd., lit agents. Gets authors coming up.

William Corcoran left editing Adventure 'cause he sold a serial to (Continued on page 53)

Book Reviews

English Humorist Clicks

Occasionally it happens that a British humorist turns out to be good—and when that happens, he's generally exceptionally good. H. S. Hoff is in that class. His book, 'It Happened in PRK' (Coward-McCann; 32), is thoroughly readable and enjoyable.

It's an adult story about a tennis salesman who went to the heart of Jugoslavia and tried to sell rackets. Not enough story for film purposes, but book readers ought to go for it.

Land Cruise

Lewis Gennette's 'Sweet Land' (Doubleday, Doran; 32) is more or less a family affair. The Herald Tribune's book editor has expanded his last summer's vacation articles, Mrs. Gennette drew the chapter heads and tail pieces and his 14-year-old son, Michael, has devised a jacket that is striking and appropriate.

Greasy story of a trip west and back, informative without suggesting the guide book, and plenty of helpful advice. If the author could get a commission on monies spent by persons who will be induced to take the land trip, he could afford to make his next adventure in a Rolls-Royce motorcade. It's a glorified guidebook with a personality.

Tapers Off

In his 'Never Without You' (Farrar & Rinehart; 32), Achmed Abdullah gets off to a splendid start with a deftly woven pattern of intricate design, introducing a variety of characters, from minor German royalty to plain Americans. He keeps the story well in hand until he leads it into the World War and then, like many other writer, goes off the deep end in the supposition that impersonal war can be made more gripping than his interestingly intimate characters. Interest, falls in the last quarter and cannot be revived by a momentary return to the earlier types at the close.

Even without this handicap it's scarcely picture material.

Hollywood Floporeo

Richard Henry Lee is supposed to be a scenario writer on the coast. He has written 'Nights and Days in Hollywood' (Macaulay; 32).

It's the story of a pretty blonde who is left \$50,000, goes to Hollywood and gets taken by a mob of crooks. But a sweetheart of hers from the country arrives, makes good, marries her and saves the piece.

Story is told entirely in letters, all of them painfully strained for humor. It's not likely to make much of a ripple.

News From the Dailies

This department contains rewritten theatrical news items of published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. VARIETY takes no credit for these news items; each has been rewritten from a daily paper.

East

May Irwin will briefly return to the stage in one-act play at Clayton, N. Y.

Earle McGill has placed 'City Called Heaven' in rehearsal. Comedy will break in at the Brooklyn Little theatre August 6.

A bill for stricter censorship has been placed before the New York State Assembly. Bill calls for more stringent censorship on all films to be shown before children under 16.

A typhoid epidemic struck Barnum and Bailey show in Detroit. More than 70 laid low where circus is playing. Some 77 cases brought into the Detroit hospital, 60 of which the doctors are definitely diagnosed as typhoid. Federal investigator sent from Washington to cooperate with state officials in determining the source.

Laurence Schwab has announced 'The Dance of the Gods,' new play on voodoo, will be the fourth on his production schedule. Cast will be back and

U. S. Department of Commerce is trying to sell idea of intermediate way set to gas station owners for motorist repair work.

Radio sets would pick up same forecasts as broadcasts for fliers.

Official report from Radio City says that floor space now rented is 80% of total, bringing R.C. out of the red. This despite that rentals are higher here than practically any other place in New York.

Tiffany Twins added to show atop the St. Moritz Roof.

Earl Carroll theatre leased by the 'Theatre of the Air' Programs will be broadcast from the stage. Pictures and a variety stage show will also be shown in conjunction with the broadcasts. Opening in September.

Commissioner of Parks Moses serves notice on five yacht clubs, located on public land at Pelham Bay Park and Rodman's Neck, to evacuate. Clubs have over \$2,000,000 sunk in buildings and equipment.

Cast of 'Pursuit of Happiness' returned from London July 27.

Court denied motion for NVA fund receiver. Judge refused to interfere with benevolent fund.

Somebody phoned Rudy Vallee for funds for relief work. In speaking to secretary man said he was covered. Vallee kicked in with some dough, that he would straighten out any of Vallee's future legal difficulties.

Hyman Bushel, counsel for Vallee, smelled something and informed police who arrested Rabbi Jacob Dienenfeld, of the Downtown Synagogue, and his son, on charge of conspiracy to obstruct money under false pretenses. Rabbi pleaded not guilty.

Of 10,000 unemployed actors in New York, only 100 have received work through the efforts of relief projects, according to Actors' Emergency Ass'n.

Pathe Film Co. will exchange all of present stock for a new class of common. Stock is now in three classes.

Phone quintuplets will not be able to keep their 'No More Fun' because of Ontario court which has appointed guardian to see quintet is not moved. Removal would mean death, court says.

Beatrice Lillie out of hospital Thursday (26) to broadcast on Vallee program.

Arch Selwyn and H. B. Franklin will manage Eva Le Gallienne's Civic Repertory. Company will be installed in 46 Strand theatre for limited engagement due to Miss Le Gallienne's contract for another road tour.

Hopi Indian ritual dancers began en masse in the Balcones Amusement Park Friday (27).

Ruth Weston will play her original role in 'No More Ladies' at the Beach Theatre, West Falmouth, Mass., July 30.

American Federation of Actors called on Mayor La Guardia to ask for an extension of the Drama Division of the N.Y.A. Mayor promised he would do everything possible.

Bar Association considering abolition of alienation of affection and breach of promise suits. Barristers claim most suits of this kind amount to extortion by designing lawyers rather than protection for those for whom the laws were designed.

'Max Gordon's 'Waltzes in Vienna' will be 'The Great Waltz' instead.

Members of Maude Adams' 'Twelfth Night' company will use jail for dressing rooms in spite of Camden (Me.) mayor who insisted that it was a very nice jail.

Very poor entertainment for Shakespearean actors' group laid.

Ballet, impresario of the 'Chalet-Souris,' will bring over a condensed vaude version of the show.

'Strevellor' theme of the Embassy, London, in October. Paul

Robeson will have leading role. Texas girl claims being only one of her kind. She doubles as evangelist and wrestler.

Manhattan Melodramat 'already being billed in Washington as the picture that captured Dillinger.

With hard liquor consumption down dries are taking the credit claiming habit of abstinence during prohibition made not been broken.

Statistics show that liquor consumption will be only half of what it was in 1916 last normal pre-prohibition year.

E. Phillips Oppenheim reported to have broken the bank at Juan les Pins casino, France, and won 13,000 dollars.

Frank Sinatra will appear in Max Gordon's new show, 'Spring Song,' at the Ridgeway Theatre, White Plains, soon.

All Parisians opened at the Red Barn theatre, Locust Valley, L. I., Greta Maren, German actress, made her American stage debut.

Elmer Rice will present 'Judgment Day,' the first of a series of three new plays written and directed by himself. Play will open Sept. 12 at the Belasco theatre.

Virginia Madsen, leg actress, was divorced from Karl Godwin because she couldn't stand his love tantrums.

'Madden Wives,' new play by Clair Booth Brokaw, will have its premiere at the Beechwood theatre, Scarborough, N. Y., July 31. 'There's Wisdom in Women,' another new one will try the Broadway Playhouse, New London, Conn., week July 30.

The late Fatty Arbuckle's estate, which belongs to his widow, Addie McPhail, totals \$400.

Glen Island Casino offering sailing in small skiffs between dances.

Richard Hilder and band will tour local dance houses.

Women's Golf Assn. taboos shorts for links.

Dell Lampe appointed musical director for 'Kee Mooving.' Opening scheduled Aug. 5.

Ivan E. Cedar will try new comedy, tentatively titled 'Julie,' at Woodmere, L. I.

Norman Krasna will be in 'Spring Song' which Ernest Truex is trying out for Max Gordon.

Raymond Hackett will appear in 'The Great Waltz' at the Bristol play which the Mayfair Players will break in the week of July 30.

Beatrice Lillie had sufficiently recovered from her illness to leave hospital Thursday (26).

Doris Dawson Knox divorced Feb 3d in Reno.

Time slot locker box in the Times square district was found to be the dope depot for a ring in the city.

One of Lillian Russell's most famous jewels, an emerald, was returned to her only child, Mrs. Dorothy Russell Calvit. The ring, valued at \$50,000, is now for sale, proceeds for the support of Mrs. Calvit, now crippled.

Philly is, at present, without any theatrical attractions. The only entertainment, new William F. Bristol play which the Mayfair Players will break in the week of July 30.

City is a Chinese style theatre which will present plays but without scenery.

'Lipping will be against the law in Key West, Fla., after Sept. 1.

Vivienne Regal returns to Broadway this fall. Considering a play with her husband, who has asked her to leave the theatre for as long as an hour at a time thus enabling her to keep broadcast engagements.

Governor plans a new fight against bootleggers. Will augment force to combat their activities.

Elmer Rice has signed Josephine Victor for his first production, 'Judgment Day.' She has not been seen here in more than 10 years.

Supreme court Justice Personius, in giving his ruling on three motions in the suit of Mrs. Minerva Brown against Paramount, rising from the production of 'An American Tragedy' which she claims licks her.

Reported that what's left of the Dillinger family's going on the stage if a show is made.

'Bools Rush In,' Leonard Sillman's barge revue, will remain at Port Washington, L. I., for another week.

Helen Jerome Kravich returned to east of 'A Thousand Cheers' after a three weeks' illness.

Bobby Sanford will produce three revues for Ben Ural's entertainment center. Three orchestras and stage will be used.

Jay Adler, younger brother of Lillian and Stella, will be in 'City Called Heaven,' play written by Cafe Royale on Second Ave. Earle McGill, producer, says actual waiters will be drafted.

Edna Dowling will be star, producer, composer and author of the first of his four planned productions, 'Merry Go Round,' to open at the Strand theatre.

Molly Picon will begin her Second Ave. season with 'Here Run the Birds.' No date set.

Gordon Sweeny will direct Laurence Schwab's 'Hide and Seek' (Continued on page 54)

Going Places

By Cecelia Ager

Phone Girl's Dream

A telephone operator's dream come true—"Ladies Should Listen." Heroine—a telephone operator; her post, a gaudy Parisian apartment house; her listening-in glorified; her salary considerate of her love for nice things; her hero, Cary Grant—and he marries her, and she herself typified by Frances Drake, who is a good looking, slim, young, resourceful and very refined.

Miss Drake has a seductive telephone voice, large brown eyes with heavy lids, curves, lots of softly-waved brown hair, and an extensive wardrobe full of sleekly fitted one-piece dresses whose white lingerie collars and cuffs are always crisp and fresh, and whose simple design enlivened with imaginative detail establish her good taste and at the same time indicate that when she's a millionaire's wife she'll know how to look it. Further, Miss Drake has learned how to use makeup to accentuate her better points and skip lightly by those which should stay in the background, the result of a smooth mask capable of pleasant animation.

Rosita Moreno, playing a Chilean menace, wear spectacular costumes luxurious with great sweeps of white and silver fox, lots of large pearls, a memorial hat whose brim swoops down upon her neck in back and is pinned flat to the crown in front the better to show her flashing eyes, and a white evening gown embellished with huge silver bead polka dots. This dress also shows the grace inherent in a long scarf that continues over the shoulders from a crossed bodice in front and ends up as two separate trains on the floor. Nydia Westman is supposed to be unattractive because she wears steel-rimmed spectacles, and so she's dressed in hordes of little ruffles which prove what the Paramount costume department thinks of them.

Worldly But Pure

Though Alice Faye plays a lass who croons in a Shanghai honky-tonk, in "She Learned About Soliloquy" she is down to earth, definitely not. Though Miss Faye's frocks are conscientiously fitted in the Mae West school, though her hair is of a blondest seldom granted by God, though her eyelines pack more than a goodly quantity of diamonds, though her lips shine with that stuff the gals apply to indicate ripe allure, you're still wrong. Shame on you.

Sailors, too, watching Miss Faye's delivery of the number wherein she distributes a handful of keys from her swaying bag, are apt to get an impression of "Ladies Should Listen" as a "Ladies Should Listen" to Miss Faye's learned how to handle them. Miss Faye lives in an ivory tower, and whatever the odds, she's going to keep it clean.

Thus sometimes Miss Faye talks like a dear girl, looks properly wonderful and sentimental, patters about her kitchen with a delicate organly apron tied round her waist, and yet other times she'll give the answers with a heartiness and ease with the phraseology that bespeaks long practice. Quite the little paradox, Miss Faye. No wonder she's misunderstood.

However, in "She Learned About Sailors" Miss Faye shows increasing self-confidence and naturalness before the camera, proves herself a decorative acquisition to the screen who can stay that way even singing a song, and models clothes—simple, cape-collared things worn with tiny hats perched way at the side of her head—that will interest the younger set of the Middle West.

Confusing Film

It is hard enough, what with all their fancy talk and studiously light way of carrying on, to make head or tail of the characters themselves in "Tiat, Coara and Glove"—without Miss Barbara Robbins' strange way with hats further to confuse things.

Miss Robbins. It starts out, is impulsive. Since she is rich, she is frivolous. That much anybody who goes to pictures knows from screen experience. Then what is Miss Robbins doing—rich, therefore frivolous, therefore flighty—replacing a hat that she'd lost with its exact duplicate, insisting to the saleswoman that she fit its exact duplicate? That's downright steadiness, utter fidelity to a style, that's

what it is, and not such a good style either. Even poor girls, when they buy a new hat, buy one as different from their last hat as it can be. And again what's Miss Robbins doing, wearing a hat whose replica is in sale in all sizes in a department store? Rich girls are destined, in pictures, to wear the kind of hats whose creators never dare repeat for fear of stoning. Miss Robbins' black antelope triangular beret, worn with one peak ascending in back, another dipping over her eye, and the third turning near her ear, reveals unusual courage on the part of its maker. It's odd enough looking, but it gains no chic from that.

Otherwise Miss Robbins is quite conventional, with a pleasant demeanor and likeable personality that makes itself felt despite her obvious dependence. In this first picture, on direction, Dorothy Burgess and Margaret Hamilton escape, for their part, the direction that holds the rest of the cast in a pall, Miss Burgess as a drunken had "un given to melodramatics, Miss Hamilton as solid, sure, comedy relief.

Comics' Romance

Thelma Todd possesses a certain amiability, along with her lush blonde beauty, that makes her peculiarly suited to love amongst the comers. There is about her a willingness to compete, a freedom from small inhibitions. In "Cockeyed Cavaliers" Miss Todd's loveliness—and excellent back—are fetchingly arrayed in period costumes designed for warm climates. Miss Todd, it seems, would feel stifled were she compelled to wear her shoulders. She does wear hair in a series of important coiffures bedecked with flowers, jewels and feathers that would swamp anyone less Junoesque, but which she carries off with becoming ease, and every now and then she lifts her bouffant skirts to reassure her admirers that her legs are as good as ever. Dorothy Lee contributes her contemporary flap charm, dances, too, but that's not such a good idea.

Hellish Display

Hell, at the Music Hall, is a lovely place, frightfully chic and oh, very gay. They have the nicest dancing down there, good singing, an occasional violin solo, and the Rockettes are as apt as not to drop in for an evening—in short red satin pleated skirts, orange satin cape-sleeved bodices and the dearest curled horns on their heads—for a bit of a go at their favorite double-time taps.

Satan himself lives in a house with a ballroom and a drawing room done rather Directorio, with ceiling high-attain-padded doors, one pair lighted green, the other red, which provide such flattering entrances for the Rockettes that it's easy to see why they like to call, Judy and Cole like to call, too, for the ballroom has a red satin dress, long-sleeved, high-necked, which bells out madly at the hem when she whirls, and she looks terribly interesting when she's at it in this particular room.

Later at Satan's soirees, the company becomes so large—augmented now by the Ballet Corps—that the host and his guests retire to the outdoors, where there is a silvered turntable and plenty of stairs for "Bachanals," plenty of space and effectively flaming setting for the entire company's wild leaping and arm wavings, though at that there seems to be a pattern in their abandon. Everybody changes costumes for the big shindig, the girls returning all garbed alike in peacock skirts waving away from flesh leotards, with flame-colored wisps of chiffon attached to their wrists that look, when they ripple their arms, like gueses what. The men wear red tuxedos with black lapels. Everybody has a swell time playing tag, until at last the whole scene disappears behind the Music Hall's ascending stair curtain, but not before the whole set has broken into flame silk fanned fire.

Few Girls

Content with just a smattering of gals on its bill this week, the State puts it up to the lady of Bellet and Lamb, and the ladies of Shepard, Carltons and Pritchard, to make a good showing for their side.

Well, they do work hard. The lady of Bellet and Lamb has put a lot of thought in her costume, for that kind of dress doesn't just

happen willy-nilly. Somebody figured out the lighter purple center panel and the deeper purple crepe rest of it, somebody decided that the skirt should be shorter in front and then dip as it widens at the side, somebody thought up the short capelet sleeves—and that somebody could only be the wearor. Other people would be too selfish to think up so many little things for somebody else. The lady, a tearing whirlwind at one-handed spinning handspindles, wears purple shoes, too.

The ladies of Shepard, Carltons and Pritchard, too, toward trousers for their dancing, as soon as they've established their entrance, in red short jackets and white flannel skirts buttoning down the front with red buttons, and unbuttoning toward the hem the better to shim sham shimmy. Thereafter one of them returns in a bright blue double breasted flannel suit and does some knockabout slapstick in dance tempo, and then the other appears in turquoise blue satin pyjamas with white satin collar, short tiered cape sleeves, and to satisfy some inner yearning, short white gloves. This one also sings before she mounts a staircase for taps. By now the flannel suit has made her change, and returns for acrobatics in white satin bras, trunks and miniature skirt, all trimmed with rhinestones. They conclude in a frenzy of activity, each member of the act performing his special specialty at one and the same time.

Radio Directory

(Continued from page 12)

Edward Barry, Production Mgr.
Carl Myers, Chief Engineer
Frank Schreiber, Publicity Dir.

WGES

128 N. Crawford
Van Duren, 1900
Gene Dyer, Station Mgr.
Charles Lamphear, Production Mgr.
Joseph Brubaker, Chief Engineer
John Van, Musical Dir.
Don Cramer, Chief Announcer.

WIND

201 North Wells
State 5416
W. A. Richards, Program Director.
John Muri, Musical Director
C. McMurtry, Chief Engineer
Art Jones, Chief Announcer.

San Francisco

NBC
(Stations KGO-KPO-KYA)

Western Division
1111 Sutter St.
Don E. Gilman, V.P. and Western Div. Mgr.
L. McCarthy, Asst. Div. Mgr.
Low Frost, Prog. Dir.
Harry Anderson, Sales Mgr.
Cecil Underwood, Chief of Plant Operations and Engineering.
Lloyd E. Yarnall, Press Dir.
William Andrews, Chief Announcer.
Cecil Underwood, Chief Engineer.
Roy Frothingham, Sales Promotion Mgr.
Meredit Wilson, Musical Dir.

988 Market St.
Prospect 3436
Edward McCullum, Station Mgr.
Paul Chubb, Chief Engineer.
Harry Bechtel, Chief Announcer.

KFRC

(Don Lee Radio outlet)
1000 Van Ness Ave.
Prospect 6100
Fred Paley, Station Mgr.
Harold Halliday, Station Mgr.
William Wright, Prog. Dir.
Arthur Kemp, Asst. Prog. Dir.
Al Cornack, Technical Dir.
Claude Sweeten, Chief Engineer.

KJBS

(Julius Brunton & Sons, owners)
1280 Bush St.
Orday 4114
Ralph Brunton, Station Mgr.
Ralph Smith, Prog. Dir.

KTAB

115 O'Farrell St.
Garfield 4700
M. E. Roberts, Mgr.
Frank N. Galvin, Prog. Dir.

Los Angeles

KHU
Columbia Broadcasting System,
1070 West 7th Street
Yandke 7111

Don Lee, Pres.-President
Thomas Lee, Vice-President
Raymond Paine, Mgr.
Raymond Paine, Musical Dir.
Paul Rickenbacker, Production Mgr.
Kenneth Jones, Asst. Prog. Dir.
Herbert Witherspoon, Traffic Mgr.
Arthur J. Kemp, Asst. Adv. Mgr. (KHJ)
David Heenan, Musical Dir.
Thomas Lee Artist Bureau, Peter DeLama, Mgr.

KFI and KECA

(NHC outlets)
E. A. Farle C. Anthony, Inc.
100 So. 11th Street
Richmond 6111
E. A. Farle C. Anthony, President
Charles C. Anthony, Chief Engineer
Don Gullberg, Program Dir.

KFWB

Warner Bros. Pictures Corp.
Warner Theater Building
Hollywood 6316
Gerald King, Gen. Mgr.
Chester Mordenson, Commercial Mgr.
Jack Joy, Program Mgr.
Johnnie Murray, Charge Variety Programs
Ray Van Riper, Charge Dramatic Prog.
Lee Hewitt, Chief Engineer
Frank M. Sullivan, Chief Engineer
George Fischer, Publicity.

KNX

Western Broadcasting Co.
Otto K. Gorman Station, Hollywood

Among the Women

By The Skirt

Best dressed woman of the week:

FRANCES LANGFORD
(Palace)

Women at the Palace

Buck and Bubbles pepped up the Palace vaudeville and it did need pepping. Opening with the four Trojans, a rather noisy act followed Joe and Jane McKenna. Miss McKenna wore a white dress of indifferent material with red trimming and did a comedy adagio in a short blue taffeta.

Frances Langford of the radio sang her numbers in a charming frock of white crepe. Made very plain with off-the-shoulder sleeves, the waist was confined with a cord and tassels. Miss Langford is carrying a nice tan.

The miss of Enrica and Novello was in a blue frock of many shades. Diamond trimming was used and she wore silver slippers.

The Ever-Debonair Claire Trevor

Atmosphere abounds aplenty in the picture now showing at the Mayfair. Starting in a swanky night club the scene shifts to the gold country where Claire Trevor does her bits dressed in the nicest of clothes. In the night club her gown was of solid crystals made with no trimming. It needed none. The neck was cut square with a tie around the throat ending in two long ends down the back. Her hair slicked down in front abounded in curls at the back. Perched high was a diamond tiara and many bracelets were on the wrists. Miss Trevor leaves the night club in a hurry and takes a long automobile drive in a plain cloth dress under a plaid coat and semi-large hat.

Although dusty was the way she arrives at her destination without one speck of dirt and not a hair out of place. A simple frock of a striped material had a scarf of black around the neck and was trimmed with buttons. Buttons again trimmed a white satin pajama outfit. A sort of a suspender dress of white had a black blouse and plaid shoulder straps. Ruffles of mule were the motif of another frock. And in a singing sequence Miss Trevor wore a nicely made frock of a dotted satin with a cape, edged with a deep ruche.

Ruth Gillette of the Mae West type was nice in a black sequin gown.

Capitol's Femmes

"Paris Interlude" at the Capitol, from the Hope Williams play of last winter, proved altogether entertaining. Some tampering has been done but it gave Otto Kruger a part for which all are duly thankful.

Madge Evans is again her pretty self although she did look a bit hard-balled in some of the shots. Miss Evans was stranded in Paris in a black and white satin frock but soon finds herself in several good-looking outfits. Most of them ran to suits with becoming blouses and one evening gown of white satin was worn with a short white cape lined in black velvet. At an artists' ball she was again in white with plenty white fox.

A fashion show was rung into the film and three exquisite gowns were shown, all of the bizarre type. Especially so was a leopard bodice worn with a black satin skirt. Then a solid crystal gown was full skirted as well as sleeved and was worn with a huge white fox cut in a perfect circle. And a metallic gown carried the same full lines. Una Merkel was a nice Cosette and showed no attempt at dressing.

The stage show had two Chester Hale numbers. First the girls were in very short diamond-studded dresses with green belts. Monkey fur was around the armbands and also on the tiny caps.

On their toes they were in with chiffon in sort of butterfly fashion with but one wing. The Saxon Sisters were in apple green satin with but a brooch of diamonds as trimming. Frances Hunt wore a plain white satin with the low corsage edged with diamonds. Florence (and Alvarez) was in midnight blue satin made very full in the skirt and the shoulders draped in many melina ruffles in the same shade.

INCORPORATIONS

(Continued from page 10)

Van C. Newark production manager.
Willard Hatch, Musical Dir.
Roy Mackinney, Publicity.

KMPC

(Beverly Hills)

Max-Millan Petroleum Corp.
901 Wilshire Blvd.
Crestview 1101
Hugh Fennel, Jr., Gen. Mgr.
John Peterson, Asst. Mgr.
Barro Von Egaly, production manager.

KMTR

KMTR Radio Corp.
915 No. Hollywood
Hillside 1111
Ruel E. Callister, President
J. L. Hinton, General Manager
Silvestre Santaella, Musical Dir.

KGFJ

1117 So. Figueroa Street
Prospect 7780
Don S. McGlashan, owner.
Duke Hancock, Mgr.

KFRD

Pinnacle Broadcasting Co.
511 South Spring Street
Crestview 1176

Frank Boherty, President
V. G. Pretag, Gen. Mgr.
121 Loam, Sales Manager.

KTM

Pinnacle Broadcasting Co.
219 So. Vermont
Exposition 1241

Charles Wren, Pres.
George Martinson, Mgr.

KFAF-KFVZ
Los Angeles Broadcasting Co.
645 Mariposa Ave.
Filmy 1231

E. L. Cook, President
George Muskhov, commercial manager.
Gladys Smith, station manager.
Dorothy Bennett, program director.
Chamney Himes, Jr., musical director.
Tom Glickman, charge dramatics.

Pine Valley Amusement Co., Pine Valley, Okla. Capital \$500. Incorporators H. J. Adams, A. Woodhill and W. R. Vahla, all of Pine Valley.

Million Dollar Club, Tulsa, Okla. Capital \$100. Incorporators J. H. Porter, O. H. Crew and E. M. Connor, all of Tulsa.

Manhattan Playhouses, Inc. and Benjamin Sherman, W. F. Mathews, Jr. et al.; \$217.

Ned Wayburn, C. Sargent, \$119.

Inc. theatres, etc. Daniel O. Griffin, T. Victor Howes and Emanuel Brooks, all of 17 East 42nd street, New York City.

The 1236 South Avenue Corp., plays, concerts, etc.; capital stock, \$150,000. W. S. Savage, 222 Stewart avenue, Garden City, N. Y. 11530. H. Frank, 12 West 41st street, New York, and Gordon K. Fungman, 19 East 85th street, New York.

Commonwealth Radio Distribution Corp.; 1101 Herbert Ascher, 475 Fifth avenue, New York.

Authors' Motion Picture & Radio Bureau, Inc.; filed by Reynolds, Goodwin & Wilson, 35 West 14th street, New York.

California

Adams, A. Woodhill and W. R. Vahla, all of Pine Valley.

California Amusement Co., capital stock, \$100,000. Incorporators, M. C. Evans, Harold Laron.

Kine Theatres, Inc. capital stock, \$1,000. No. subscribers. Directors: J. H. Hanes, Morris C. Schrage.

Benet Company, Inc. capital stock, \$1,000. No. subscribers. Directors: J. H. Hanes, Morris C. Schrage.

Corporation of Fox West Coast Theatres Corp., City of Dover, Delaware, filed.

OKLAHOMA

OKLAHOMA CITY

Western States Theatres, Inc., Delaware corp., Oklahoma City, Okla. Capital, \$100,000. Incorporators, J. H. Hanes, Morris C. Schrage.

Adams, A. Woodhill and W. R. Vahla, all of Pine Valley.

Million Dollar Club, Tulsa, Okla. Capital, \$100. Incorporators J. H. Porter, O. H. Crew and E. M. Connor, all of Tulsa.

Manhattan Playhouses, Inc. and Benjamin Sherman, W. F. Mathews, Jr. et al.; \$217.

Ned Wayburn, C. Sargent, \$119.

16 Weeks for B. & C.

'Century' Fair Unit

Chicago, July 30.

Barnes & Carruthers' "Show of the Century" booked up to a record order for 16 weeks.

Fairs include Texas, Iowa, Wisconsin, Kansas, Oklahoma, Louisiana and Minnesota.

JUDGMENTS

Manhattan Playhouses, Inc. and Benjamin Sherman, W. F. Mathews, Jr. et al.; \$217.

Ned Wayburn, C. Sargent, \$119.

At Indicated Pace, Rose's Music Hall Can Gross \$1,500,000 in First Year

Only known class honky-tonk, called Billy Rose's Music Hall, spotted on Broadway in a former legit house, is priming for a clean-up. From the improved pace and the expected increase during fall and winter, it is estimated the place will sell considerably more than \$500,000 in booze within a year and the total gross may reach \$1,500,000.

Recent gross approximated \$26,000, a jump from the two previous weeks of \$21,000 and \$19,000, respectively. Expectation is for a pace of \$35,000 when the show season gets into stride.

Average intake is \$2.50 per person, minimum charge for diners and others at tables being \$1.50 each. No show on Broadway approaches the take of the Music Hall, run on grind from 4 in the afternoon until 4 a.m. Showmen who looked askance at the new type of attraction at the Music Hall and Casino de France close by, now rate projects as stimulus to show business.

Turnaway

Early night attendance is a turn-away, especially from 6 o'clock until 1 a.m. Tables on both floors accommodate 900 persons at one sitting. With the show at 7:45 and 11:30 capacity and the two a.m. performance about half filled, average present daily draw is close to 2,300 persons. That does not include the Barbary Coast bar in the basement which draws from the other floors, with late drop-ins also feeding the cash register.

If playing to capacity at all three shows the expected gross will be \$35,000 and at that figure the estimated profit would be \$10,000 weekly. Some nights the total for drinks bettered \$2,000, mostly from the service bar, located in the vaulted mosaic foyer of the theatre built by Arthur Hammerstein and taken over by the Manufacturers' Trust in foreclosure of the \$1,200,000 first mortgage.

What to do with the house was the bank's worry and when Rose and his associates propositioned on the Music Hall they were welcomed. Its all on percentage. Rose guarantees a minimum rent but the bank is in on the take with a sliding percentage. That even applies to the check room privileges, revenue from that source being estimated at \$20,000 a year.

Success of the Music Hall is considered the more unusual from the fact that the house has not paid coin on much spot advertising since the space bought in the dailies prior to opening. These ads were paid by merchants and supply dealers with whom the place does business.

300 Employed

Music Hall employs 300 people. There are 168 in the show or back stage, including stage hands. In addition there are waiters, gigolos, lonely hearts (hostesses), etc.

Parce re-opened Wednesday (18) with a new show. That spot is designed for spenders, with the minimum higher and the show along class lines, while the Hall affords an evening for the visitors with modest bankroll. Parce shut down recently after seven months of sensational business.

Both spots are equipped with cooling plants.

Carny Concessionaire Gets 2 Yr. for Shoplifting

Burlington, Vt., July 30. Raymond Bell, Newark, N. J., concession operator with the Curtis L. Rokus Shows, will be out of the carnival business for the next two years.

On the closing night of the carnival, just outside the city line, Bell went into a local store and helped himself to nine dresses. He was arrested and sentenced to two years in the State prison at Windsor.

MARRIAGES

Walt Van Camp, manager of the Tower, St. Paul, to Kathleen Quinn, non-pro, in St. Paul, July 3.

George Aurelius, asst. mgr. of the Paramount, St. Paul, to Laura Carr, non-pro, in St. Paul, July 3.

Audita Page to Ned Herl Brown at Tia Juana, Mexico, Thursday (26).

Sun and Surf Booking Week-End Guest Stars

Sam Salvin is booking week-end guest stars for his Sun and Surf club at Long Beach to augment the regular Bobby Sanford revue.

Roger Wolfe Kahn orchestra has decided to remain after first intended to quit. Ritz Bros. have bowed out as headliners of the floor show.

Jack Bertell has Milton Berle, Irene Bordon, Jimmy Savo and Belle Baker booked for successive week-ends. Regular show holds Fritz and Jean Hubert, Levey Kids, Martha Ray, Nick Long, Jr., Eunice Healy, Mildred and Maurice and a line of 16.

BURLESQUE CODE AUTHORITY TO MEET IN N. Y.

A meeting of the newly organized burlesque Code Authority will be held sometime next week for suggestions and amendments. Also to be taken up at this meeting will be interpretations of the code with special reference to the Burlesque Artists' Association.

Previous to the final establishment of the burly C.A. of July 16 in Washington, all of its functions and labor and practice disputes were handled by the Regional Labor Board of the N.Y. N.Y. Establishment of the C.A. eliminates this.

I. H. Herk, chairman and executive secretary of the Code, will appoint individual committees to treat with all disputes, forwarding a permanent arbitration board. Other members of the Code are Warren B. Irons, of Cleveland, vice-chairman; Paul Weintraub, of N. Y., counsel; Jack Berger, of Chicago; Joseph Weinstein, of N. Y.; Vic Towers, of Detroit; and Max Rudnick, of N. Y. Headquarters of the burly C.A. are in Herk's office in the Strand theatre building, N. Y.

Fox-Met

(Continued from page 5)

be buyers, before concluding their deal.

The petition to examine the participants in the Loew-Warner negotiations was instituted by Attorney Palmer, acting for the independent bondholders, with a view to ascertaining the nature and conditions behind the Loew-Warner move.

Independent bondholders apparently view the situation as one which could be worked out from within and along lines similar to the original reorganization plan submitted by the bondholders' committee before the Loew-Warner bid, with a view of protecting stockholders also. Under the Loew-Warner deal the stockholders would get nothing.

From the trade angle it looks like Fox Film holds the key to the situation. If Fox films swing to Loew-Warner outfit, KAO circuit would find itself in a secondary position. On the other hand, Fox could make a deal with RKO, and thus handicap the proposed domination aim of Loew.

With the Fox franchise, as presently held by Fox-Met, Loew's could have enough product to make about every one of its houses double-feature, if necessary, according to accounts. Under the original reorganization plan, which has been tabled, the Fox company was to have continued to supply Fox-Met with films for a number of years.

In view of all these conditions, it appears probable, according to observation, that Sid Kent, president of Fox Film, may be invited both by RKO and Loew to fit in and iron out the thing equitably while ever way the present negotiations may go.

RKO, meantime, isn't standing still in the face of the Loew-Warner deal. RKO, through KAO, is in the market for additional theatres to bolster its position in any event.

Star and Garter, Chi

Chicago, July 27. Burlesque has had a tough time of it, but it's burlesque's own fault. Burlesque can be made to pay off in the right amount. But it must be handled not like ordinary-out-of-the-book burlesque, but as a distinct entertainment.

At no time or place in the action or advertising of the Star and Garter theatre does the word 'burlesque' appear. Through the showmanship of N. S. Barker, the name of the theatre, 'Star and Garter,' has replaced the burlesque tag. And not only the name of the theatre has turned the trick, but Barker has also invented a new tag which is being accepted by the public. The word is 'Shambles.' Barker started the use of this label to designate his Saturday midnight performance.

Besides the elimination of the burlesque tag, the Star and Garter has established with women by the clean-up of diaphragms. The old hand-book gags of plain fifth are out in the alley. The dialog is still tinged with double entendre stuff, but nothing to cause any shouting for the police. However, the stilt and posing stuff is still going full blast, but the women are finding no objection to the art poses.

In the first place, it isn't run like other burly houses. Barker dumped \$75,000 into the remodeling job of this house when he took it over. Since then, he has a couple of millions ahead of any burlesque show, either wheel or stock. Leo Stevens, the Star and Garter producer, is the Ziegfeld of the burly world. He has maintained this reputation for many years now, and the example of this current show is evidence that Stevens is still far in advance of all other burly producers.

Mary Sunde is the top stripper, and ballyhooed draw. And what Barker can do with ballyhoo is exemplified in Mary Sunde. Not at all a top stripper, or even a looker as compared with other strutters, she is nevertheless a name. And a name only because Barker went out and did a terrific show, either he crashed the Fair to placard her name all over the busses within the grounds. So such a name that the two months ago Barker and Katz started negotiating with Barker for Miss Sunde at the top Oriental.

She is the star and prima donna

Peggy's Century of Progress

Chicago, July 28.

My Dear Benjamin:

I am writing to you to let you know that I am well and happy. And to ask that nothing is down in the old Danville. It seems such a long time since I have seen the old town. How I would like to walk down that funny little Main street again. Some day I may be able to get away for a little trip to my old home town. I shall never forget you, no matter how big a star I become. You know, Benjamin, I am not the type to hit my old friends no matter how much better I am than them. Oh yes, there is that little item of \$40 that I owe you and which I will send as soon as I think of it.

I have been so busy lately rushing to teas, dinners, lunches, my special art sittings and breakfasts. Mr. Robinson says he has been keeping me running around. But it has been a lot of fun and I have not done so bad for myself either.

Mr. Robinson, you remember, is the big old growler from Texas, who has that two million dollar (\$2,000,000) all Village next to my art exhibit. He hollered to the Fair officials that everybody is paying to come to my place and staying out of his even though his place is free. But he is really a fine gentleman because I proved to him that my place brings people because talent is what he wants.

And he admitted that he was going to complain about me to the big bosses of the Fair and he also says that what I am doing is art and even that my art is too good for the masses. He says my art deserves an art patron, as Mr. Robinson calls him. Oscar, who is Mr. Robinson in person, says he has been a patronizer of opera and symphonies and galleries and he says he's never enjoyed patronizing so much. That galleries think though, I don't understand that for such a high class man. But I should worry where he wants to sit in a fine gentleman. Benny, he is a fine gentleman. Benny, and he has arranged for private art sittings at five thousand dollars (\$5,000) per sitting. Mr. Robinson said he would pay me as much for one sitting as I make in a whole week. I told him I was making \$750 a week at the exhibit but I would charge only \$500 if he would let me double, as they say in show business. I didn't want to walk out on my public.

Oscar didn't like the idea of me

New Supreme Burlesk Circuit Chiefly Concerned If to Use 1 or 2 Strippers or None at All

of the show and makes her appearance 'next-to-closing.' Okay on buildup, which aids her to sell her clothes-removing turn easily. Four other strippers, and all tops in their class, are Ma Leonard, who looks like one of the classiest debbs on any fashion page; Marion Morgan, Veda Leslie and Madge Carmille. There are blondes, brunets and redheads to suit every taste.

Comics continue on the down beat in burlesque. They are still around only to fill up space. Charles Country held the major duties in the few blackouts and crossfire bits. House using a quartet, listed as the four Monitors, to vocally accompany the posing scenes, of which there are plenty.

NRA TO ACT ON UNIFORM BURLY WAGE SCALE

At the suggestion of Deputy Administrator Sol A. Rosenblatt, Mrs. E. W. Herrick, vice-chairman of the Regional Labor Board in N. Y., will call a meeting of the burlesque biz in the next two weeks with the idea of establishing a uniform wage scale for burly performers, musicians and stagehands.

Intended to do away with the many burly labor disputes the past few months.

doubling but I proved to him that my public art exhibits would not take anything away from the value of my private art sittings. After all, Benny, there is a screen in my public exhibit.

But, Benjamin, isn't Oscar a fine gentleman? Five thousand dollars (\$5,000) for one art sitting. Oh dear, and think of the days I spent down in Danville. And besides, Ben, that \$5,000 is clear money. It's all very high class, top.

Mr. Robinson seems very satisfied with our deal. He has given up complaining about the lack of visitors to his oil growing exhibit at the Fair. People are still staying away, but it doesn't seem to worry him any more. That shows what an interest in art can do. Big men all need a hobby.

Really, Benny, I am a very important person. So important that even Mr. Robinson says I am too big a star to be seen in public with a unimportant person like himself. That's why he never feels that he should go with me to any of the clubs on the grounds. He is a pretty modest person because I get a lot of invitations from a bunch of stooges who don't mean nothing at all, and who are condescended and want to be seen in public with a big star like I. But Mr. Robinson always wants to sit in the background.

Talking about background, that's where most of those phony dancers belong who are trying to cop some of my publicity. You probably don't know it, but all that stuff you read in the papers is made up by guys they call press agents. Take that Morning Lezley with her stooge husband jumping into the river because he was jealous of her pet lizard. Imagine a real man being jealous of a lizard. And there was that Princess Yoo-hoo who tried to ring in my prop pink pillow by getting lost in the loop and asking for somebody to bring her a pillow. It's not the pillow, Benny; it's how you sell it, as they say in show business. They've got all kinds of crazy dances with apples, bananas, balloons, bubbles, fans, feathers, umbrellas, hats, shawls, sleeves, scarves, tulips, paniers, buttercups, powder puffs, wigs, crumfs, hands, pig heads, tassels, telephones, paint, etc. But it doesn't mean anything, Benny. Talent is what the public wants. Luck at no. Just me and my pillow.

Regards,

Peggy

A new burlesque circuit is reportedly in formation in New York. Will be known as the Supreme Burlesque Circuit, Inc., and plans to get started around Labor Day with eight houses in as many key cities.

Tied in with the project are I. H. Herk, Joseph Weinstein-Herbert K. Minsky, Max Rudnick-Ed Madden, and Paul Weintraub, latter the counsel. Officers of the new corporation have already been elected, with Weinstein the president, Madden v.p., Minsky secretary, Rudnick treasurer, and Herk chairman of the board. Headquarters will be temporarily in the Republic theatre on 42d street.

Besides New York, the cities to be included at the start will be Boston, Brooklyn, Newark, Philadelphia, Albany, Washington and Baltimore. Group behind the circuit has decided not to buy from one booking office, but to allow for competition from all.

According to one of the impending circuit's heads, cleanliness will be striven for and they will go into the vaude and nite club fields for talent, especially comedy, in an attempt to bring burlesque back. One thing in debate, however, is the stripper question.

Not yet decided whether Supreme shows will contain but one or two underdresses, or none at all.

L. A. BIKE FLOP 4G HEADACHE

Hollywood, July 30.

The \$4,000 dropped by the promoters of the six-day bike race at the Winter Garden can't be called a total flop. It might be charged off to education for the M. S. Carlton and Malwick learned that the handlebar athletes are no box office smashes in this clearing.

It was no fault of the entrepreneurs that the thing dove, as was the case with the Gilmore Stadium frost of a few weeks previous. They bailed it hard and often, even going so far as to have it a night club thing by interspersing vaude through the lull between sprints. Also it was a far better show than the other and got a stronger play from the picture crowd.

The tariff scale didn't help matters any. A tap of \$2.20 for an infield table was way beyond its worth. General admish was 50c. The show on night before the window was \$108, which gives a general idea of how the thing must have suffered before the Warner crew moved in to shoot scenes for 'Six Day Bike Rider.' Columbia takes over the saucer two weeks hence for 'The Girl Friend,' which has Jack Haley doing tricks on the pine boards. The picture crowd, which is holding back on paper, which is as good a reason as any, for it's an old custom hereabouts to file in on openings without making a stop at the wicker cage. When the event failed to build, as befits such a novelty, the sack holders began to hold their heads. Nor was it an idle gesture, for one can get a first-rate headache nowadays on much less than four grand.

ALL OF THE BURLY C.A. OFFICERS OF N. B. A.

National Burlesque Association, at its annual meeting yesterday (Monday) in I. H. Herk's office, New York, elected all members of the newly organized Burlesque Code Authority as its officers and directors.

I. H. Herk, chairman and executive secretary of the CA, was elected president, Warren B. Irons, v.p. Paul Weintraub, counsel; Jack Barker, v.p. Max Rudnick and Joseph Weinstein, board of directors.

NBA originally submitted the burlesque code adopted by the NRA last April.

Broadway

At Jones off to 12th Ave.

Joe Smith remembers when zero was below.

Al Goodman still laid up at his Rockaway retreat.

Bobbie Fisher (Mrs. Harold Kemp) in 21. Final bow for an op. Joe Keith and Abe Kraskauer back from a cruise to South America.

Philadelphia Tommy Larum placing Million Dollar Pier, Atlantic City.

Freida Fishbein out of breath romping from one summer theatre to another.

Harden Church, who composed music of 'Cavaler', aimed for Hollywood scoring.

Alfred E. Simon, piano player and songwriter, is a brother of Richard Simon, book publisher.

Jim O'Connor, getting out of motor car in Albany, who game leg, fell and fractured an arm.

Bill Fields, the 'Pastures' p.a., quaffs as a hillbilly after four weeks at Hillsboro, Texas.

Tracy Hodge gained 15 pounds on eight-month world cruise, while Nick dropped four pounds net.

Leo Michel found out that cheese and fish didn't make wed for him. So he called in another doctor.

Saul Grauman is spotted in one of the vaude shorts Warner Bros. is experimenting with.

Udella had a man in Verne Porter's title, judging from the zillion Lincoln dates he tells about.

Bob Weisman, Paramount's manager, is spending the summer at Humbleville, N. Y., with the family.

Divo Gardiner out of the Cafe Chantant atop the Montclair; bankers decided to keep down the overhead.

Florence (Fowler and) Tamara reaping from smashed toolies when beer bottles fell out of the icebox on her.

Lyons & Lyons agency is now A. & S. Lyons, Inc., a new corporation, since the original L&L went into bankruptcy.

Harry Arthur meandered to St. Louis for the first half of the week.

Hunter Perry visiting the big town for a few days.

Al Quadeck, Jimmy Gillespie and John Fogarty motored in from Chicago last week and are liable to go right back.

Hugh O'Connell here by plane at a quick Hollywood filming. Motoring back, however, being under coast terms.

Helen Kane and Max Hoffman, Jr., into the 300 Club, Atlantic City, after remaining a week at the Walton Hotel, Philly.

Ken Maynard washing up personal appearances to report to Mascot on the Coast for a dude ranch picture assignment.

Jack McInerney dusted off the old golf clubs the other day and played the big total of nine holes on his first day out this year.

TWA new plane schedule gets you to Coast in 17 hours. Leaves here late in afternoon and lands in Los Angeles 7 a.m. following morning.

John Beal, East on a vacation, is now revealed as having picked Priy, the 13th, to marry Helen Craig, with whom he worked in legit in Philadelphia.

While Whitney Bolton is taking two weeks vacation at home in West Neck, his new writing has been in the Broadway column in Morning Telegraph.

George M. Cohan, unattended, watching the double-header between the Giants and the Phillies from the rear of the first base grandstand at the Polo grounds.

Coston Bell in town for few days from Woodstock, N. Y., where he has recently written an operetta, 'Romany Romance', in collaboration with Lily Strickland (Mrs. Courtney Anderson).

Those 'Ask Mr. Foster' guide tours through Radio City are topping Empire State Bldg. for summer tourist trade. For a huck the hucksters get a load of everything in the Rockefeller project.

Alderman Murray Stand's brother, Bert, who is sec. of the N. Y. State Housing Commission, \$100,000 a year, and has just been appointed sec. of Tammany Hall (no salary), is w.k. in Times Sq. sector. Both Bert and Murray Stand operated midtown nitty restaurants.

Seattle

By Dave Trepp

Back strike is ended and Times whistle blown.

Mayor Smith appoints new and enlarged censor board.

Arlie Barlowe calls his new Tacoma theatre.

P. J. Coyle, Liberty manager, in hospital due to heart attack.

Jim Farley in town, meets some of the big guns in Reno ranks.

Joe Koeber in town from Twin Falls, Idaho, reputed to be an old-timer in pix biz, owning theatre north of Edmonton, Canada, in 1908.

Henry Reifel, millionaire Vancouver, B. C., distiller, being tried for alleged smuggling of liquor in the U. S. past few years, government seeking some \$17,000,000 in income taxes.

London

Westminster Theatre to house repertory Sept. 8.

Rex Evans parading in sandals around arty Chelsea.

Charlie Raymond back from Paris, with Montparnasse accent.

Bessie Hay (Tracy and Hay) in hospital with eye trouble.

Harley Knoles being exorated for suspected gallstones trouble.

Peggy O'Neill emulating Elsie Janis and now film scripting.

Charles Woolf, after many serious illnesses, now fully recovered.

Edward Laurillard negotiating for British rights for 'Moonlight'.

Jack Curtin in conference with George Black and Val Parnell.

Carl Laemmle, Sr., long-distance David Bader from Caribbad.

Auril Lee off to New York in September to produce on Broadway.

Reilly and Comfort doing last English broadcast before going home.

Monogram's '16 Pithoma Deep', at Leicester Square theatre, getting raised.

Egerton Killick is behind the Charlotte Walker-Newbitt revue venture.

H. Bradbury-Pratt very confident about his Garrick theatre policy being a hit.

Mervyn Douglas just in, trying to recapture with British film producing company.

Clifford Whitley sporting new Rolls Royce, which is the envy of his friends.

Jeffrey Bernard's wife much improved, now located in English nursing home.

Joe Friedman, Columbia's London chief, off July 28 for Mediterranean cruise.

William Brenner of National Screen Service flying to Paris to celebrate July 14.

A lot of alleged picture producers around, all claiming to be looking for talent for Elstree.

Gracie Fields off to Italy for vacation, following completion of her film, 'Sing As We Go'.

Frank Zellin in Paris to talk to Puer Kenyon about a film for London indie company.

New play by J. B. Priestly, 'Eden End', succeeds his 'Laburnum Grove' at the Duchess Sept. 13.

'The Pursuit of Happiness' folded without notice at the Vaudeville, July 14, after six and a half weeks.

Ralph Reader to stage the dances for TWA new plane schedule.

Howes show, due at Hippodrome in fall.

Revival of Sir Edward German's 'Merrie England' comic opera, slated to re-open Princes theatre in September.

Dave Bader long distancing Glenn Flynn in Milano to come over and be tested for 'Universal with picture offer in view'.

Now that his wife has gone back to America, Jack Curtin is seriously thinking of taking a trip to Russia to search for novelties.

Robin Johnston, former executive of Metro in South Africa, here looking for film for Metro-Bobby the African Film Art Guild.

B.I.P. have signed Richard Tauber to make another picture. Debut upon immediately after the trading of 'Blossom Time'.

'Elizabeth Sleeps Out' ends 11 days' run at the Whitehall, July 21. New production will be new Walter Hackett-Mat comedy.

Society Routed convention with bare legs at the gala Russian Ballet performance at Covent Garden, while male escorts went hatless.

Clarice Mayne and Teddie Knox (Nerve and Knox) announce approaching nuptials. Bride is widow of Amy Page, long stage partner.

Sophie Tucker first American to pass through the first American Tour, built at cost of \$35,000,000. Was in procession following the King and Queen.

Gaumont-British Newsreel will be regular feature at the London Pavilion when house opens under United Artists management in September.

'Jessie James' rehearsals starting in couple days, with Harry Archer, who wrote the music, sailing from New York Aug. 1 to supervise the production.

Hermione Baddeley replacing Florence Desmond in 'Why Not Tonight' at the Palace Theatre.

Hearing for Cochran's 'revue, 'Streamline'.

Thomas P. Drury, Western Electric rep., coming, wanting to take up job with the General Electric Corporation of New York, and sailing shortly.

Francine Lawrence has bought American rights of 'Private Road' current at Comedy theatre. Will produce and play lead when show hits Broadway.

Colinet van der's car involved in terrible smash in Belgium, but Miller was not in it. Miller's in

Budapest for three weeks, looking over the showa.

As anticipated, Walter Hackett has leased the Apollo theatre from Associated Theatre Properties for three years, and opens with own show in the fall.

'Ladies' Night', former Sidney Howard vehicle, being musicalized by Douglas Furber and starts provincial tour end of July.

Clarence Derwent to stage the provincial production of 'Christopher Bean' for Gilbert Miller, with Eric Messier to play the lead, until Hardwicke finishes a film.

Henry Hall wanting Forsythe, Seamon and Farrell to broadcast on guest night program at Palladium week of July 28, but team unable to comply owing to engagement at Aberdeen.

Albert Coates has received offer from the Moscow Philharmonic Society to conduct for them, and will accept. Conducts two weeks at Moscow and two weeks at Petrograd in month of December.

Paris

By Bob Stern

David Sarnoff in town.

Conrad Veidt on Riviera.

Pierre Brasseur to Berlin.

Dr. Joseph Collina to London.

'Sorrell and Son' now at Rex.

Mileys, acrobats, playing same.

Carl Freybe sailing for New York.

Felix Oudart signed with Palais Royal.

Evelyn Dove at Sheherazade nitty.

Flitton Sheehan ducking back to U. S.

Paul Labbe picked to run 1937 Paris-Expo.

Dolly Davis winning Paris-Houl-are auto rally.

Nicheleys, comedy acrobats, at Gaumont Palace.

Ray of Tunis visiting Pathe studio at Juvisy and Jardy.

'Densim Mimosa' is title of next Jacques Feyder film.

Casino de Paris revue due to fold for second time.

Henri Varna's 1900 revue at Alcazar still doing good biz.

Elsa Maxwell guest of Sir Charles and Lady Mendl at Versailles.

Charles Kell and his sister still in town, despite heat.

Herbert Hazeltine back at rue Raffet, before going to Mallorca.

Gilbert Vautel returned, a Bath Carolina Colonel and sore at Tugwell.

Nine Clevers to replace Mistin-guet during summer at Folies Bergere.

Janet Gayne and mother in town for few days before leaving for the Midl.

Danielle Parola back, after acting in 'Merry Widow for Metro in Hollywood.

Ganna Walska attending reception given by Lady Rothermere at her country home.

Jack Doory, through with France, planning to rest from gay Paris on Montana ranch.

George Vautel and Gracie Allen at Venice before trip to London for radio engagement.

Tramont vacationing at Le Touquet, with Cap d'Antilles with Suzette O'Neill later.

Sid Horner leaving at end of month. Plans to enter show biz in Midwest next season.

Clement Vautel, backing in his column about screen classes, apropos of morality drive.

Lynne Edwards signed up for femme lead in Henri Duvernois operetta at Bouffes Parisiens next season.

Roger Ribiche megering 'Minuit, Place Pigalle', based on Maurice Béchard's novel, at Pathe studio.

Rip's 'Napoleon' to follow Hortensia Sisters' at Nouveautes, instead of being played at Michel.

Andre Messager's operetta, 'Fais-moi l'Amour' (Fassionately) being taken on tour of seaside resorts.

Crown Prince of Morocco, aged 4, getting big kick out of Luxembourg Gardens' Punch and Judy show.

Leon Volterra off to his chateau near St. Tropez. He's reported returning to active show biz next season.

Louis Lumiere, French inventor of cinema, working on stereoscopic projection problem. He'll be 70 in October.

Danielle Parola reporting she may make a film in Berlin this summer and will surely be back in Hollywood in January.

Gaby Morlay to tour North Africa and the French provinces early next season and then to appear in Paris in Henri Duvernois piece.

Ede Norena reporting she will sing at Metropolitan again next season (Jan. and Feb.). Also concerts and radio in the U.S., she says.

Mivire Toposco and Louis Verbits signed with Odeon for short series of head-on-faces of 'Fille on Face' (Head or Tail) beginning Oct. 10.

Vienna

Alexander Molist in town.

London offer for Iola Lapinska.

Ulrich Bellet expected home from Rio in August.

Tilly Losch here on way to Austrian summer resort.

Ezra Pina referred to as the ideal Dan Juan on the stage.

Scala management negotiating to affiliate the Ronacher and the Renz houses.

Fritz Rotter dashing to London and describing his stay there as incognito.

Kurt Kassner, son of Austrian ink-keeper, getting sign-up from British Film Corporation.

In lieu of Werner Kraus, Albert Lasserer will star in 'The Regent' at the Josefstadt.

Hebrew Ohel troupe at present hailed in London, due here on forthcoming continental tour.

Bus-Pokete's 'Circus Star' under consideration for production under Scala management at the Renz.

Chinese composer Wei Ning Lee here, preparing Mee. Erica Kokyia to sing his composition over radio.

Alex Steim's Winger troupe re-appearing at the Stephanie theatre in Scholom Ach' play 'Rabbi Silber'.

Oxford University Dramatic Society to present 'Richard III' in Leontine Sagan's mise-en-scene at Salzburg.

Italian Film Co. 'Consortina vis' directed by Werner Kraus to star as Napoleon in Mussolini-Fornano's 'Campo di Maggio'.

Spanish University Santander Inviting Max Reinhardt to hold lectures on the modern theatre. Doubtful whether he can accept.

Play-broker Hans Bartsch and author Bela Jenbach at loggerheads and fighting it out in open letters to each other in the press.

Dr. Hans Penner, director in chief of Austrian Federal Theatres, receiving great gold honorary medal in recognition for his activities.

'The Singing Dream', by Ernst Marischka, with score by the tenor, Richard Tauber, to be launched at the Theatre an der Wien on Aug. 10.

Memorials here for German writer Erich Muehsam, who was in a German concentration camp since March, 1933, and is reported officially from Berlin, committed suicide there on July 11.

Mexico City

By D. L. Grabe

Gasoline up 1 1/2 cents a gallon.

Uter-Garner argument pie packing 'em in.

Every revue company here featuring the carload.

'Alice in Wonderland' (Lar) cleaning up on second runs.

Indecent every Sunday mat in the biggest local bill ring.

Radio technicians are the latest to organize a national union here.

John Kriston, American blues singer, giving concerts in the high-brow 'Teatro de la Opera'.

Diego Rivera commissioned to execute a mural fresco in the Palace of Fine Arts (National theatre).

Lucas Arango, of the Trio Garibay-Ascencio, Mexican girl singers, known in American vaude, dead of heart trouble.

Large number and large number of tourists inquired government to set up pullmans at stations here to house tourists unable to find shells.

National Railways of Mexico has put into service on its main lines de luxe pullman palace cars featuring gym, cinema, dance floor and library.

Minneapolis

By Les Ross

Al Rosen, manager of Loew's State, N. Y., here on his vacation.

Capt. Billy Pawcett turning part of Hickey Point resort into night club.

Pantages brought back 'Cavalade' this week for return engagements.

Gardner's 'Punch and Judy show'.

Carl Laemmle has Twin City district court judge relative, Gustave Leveenger.

Clare Johnson, Star sports editor, spending vacation in Canadian Rockies.

Rudy Merriman, night club and radio personality, formerly with Publix, a benedict.

W. A. Stefes will present 'The Drummer' in West Hotel Moorish Room, Aug. 20.

Lower loop grind houses still offering double features and a two-reel comedy for a dime for adults and nickel for kids.

Marital law, resulting from failure to settle teamsters' strike compels theatres, night clubs and other entertainment places to close at midnight.

Local zoning and clearance board's request for extension of time to file protests has been received by John C. Flynn to Code Authority.

Hollywood

Royd Irwin getting a welcome.

Norman Foster in from Tahiti.

Elissa Landi okay after tonsillitis.

Isabel Jewell home from Manhattan.

Joe Morrison vacationing in Chicago.

Irving Strouss opening publicity offices here.

Hugh Walpole honor guest at University Club.

Minna Gombell back from her Honolulu trip.

Helen Warner host to her ma from Montreal.

Jack Barnstyn given a party by the Sol Leasars.

Harry Green giving his Mrs. a birthday party.

William Watson out at U in salary squabble.

Eddie Welch bidding mother and sister good-bye.

Hugh O'Connell in New York for several weeks stay at U.

Pili Regan to New York for three weeks' vacation.

Jean Harlow resting up at Arrowhead with her mother.

Levi Stone, dramatic drill-feasting at Breakfast Club.

Wallace Beery flies alone to Idaho to fish and hunt.

Richard Dix and bride home from their honeymoon cruise.

Henry Wilcox taking to the sea in his new 45-ft. yacht.

Julius White and Al Rogell enjoying the High Sierras.

Alice White sporting red sailor hat crocheted by herself.

Frank Dix and Chi to begin personal appearances.

Harry Mines picking up the news again for Eleanor Barnes.

Maurice Schwartz being given all the heavy cost by Metro.

Johnny Mack Brown back for re-takes on Mae West's opus.

Cliff Webster boosted to business agent of the musicians union.

Violet Fleming spending six weeks on her Newport, Conn., farm.

Jack Warner entertaining Attorney General Homer Cummings.

Jack Boland zoomed by Fox from assistant director to unit manager.

Mary Brian lends Dick Powell a hand at planning his Toluca Lake house.

Bing Crosby's twins get first airing, but return to incubator for five weeks.

Nicholson hosting film folk at his Santa Monica home every Sunday.

Billy Milton screen-tested as he sailed on route from Australia to England.

F. W. McManus moved here from 'Prisco by Allied as exchange manager.

C. W. Sloman, director of Hoyt theatres in Australia, making the studio rounds.

William Goy making bankruptcy claim for assets at \$150 and debts at \$6125.

Maureen O'Sullivan farrowed as she goes to Seattle, thence to New York for 'The Sign of the Cross'.

Pat Shanley got into show biz for one night by enacting a girl revue at the Elks club.

Al Rosen tossed a barbecue for the Columbia press gang at his San Fernando ranch.

Orpheum, downtown, celebrates 75th anniversary under current management today.

Pauline Brooks, Joan Crawford's stand-in, getting break in local shorts. Grandfather's Clock.

St

Pittsburgh

By Hal Cohen

Frances Knight (Mrs. Joe Cappel) ill in an Atlantic City hospital.

Bill Green, the night club impresario, used to be an engineer. Doctor has ordered Dorothy (Mrs. Joe) Feldman to put on 40 pounds.

Jerry Mayhall directing head of big choir festival set here for next month.

George Tysons in from St. Louis and out again to spend a week at the seashore.

Samford Bickart off to Westford, Mass., to summer with the Lake Shore Players.

Oscar Levant in and out of town in the same day for a brief visit with his family.

Grace White, of Harris Amusement Company, off to Atlantic City for a vacation.

Eugene Connelly, veteran theatre man, pulling out of a sick spell at the Mercy Hospital.

Vincent Lopez had a busy time of it last week, being honored nightly at different spots.

Ed Dannenborg, WB publicity director, Cleveland, here for conferences with Pittsburgh office.

Souvenir hunters copped four radiator caps from Morton Downey's big car in last few days.

Wen Vaughan, once a crooning favorite here with Dewey Bergman, now with Freddy Martin's St. Regis hotel crew.

Sylvia Manners, former stock ingenue here, with Francine Larrimore at White Plains in Spewacks' "Spring Song".

Cliff Jerome in town scouting around for a dance studio site, planning to divide time between here and New York.

W. C. Caldwell, booker for Ross Federal Checking Service here, transferred to Los Angeles, with Bill Gruner replacing him.

J. Bwing (Sack) Kennedy, who played in "Good News", will direct amateur shows next season for Penn State college extension department.

Local hostility, after inviting flock of newspapermen to a party for visiting celebrity, presented them with checks for all the booze they consumed. Claimed only cats were on the cuff.

Baltimore

By Albert Scharper, Jr.

Dan Goldberg due in Aug.-30 on vacation.

Bill Saxton to Long Island for dad's funeral.

Gladys Beck back home at conclusion of string of vaudeuses.

Bill Sisk stopped off briefly after visiting folks on Eastern Shore.

Carlton Clark enlivening midway with three freely viewed circus acts.

Carlton and Juliette: ballroomologists, in fourth week on Southern Roof.

Carter Barron in town from Washington over week-end to handle Loew's affairs.

Morton Downey paw paw traveling with him during his one-nerk trek through these parts.

Herman Weinberg scattered to New York Monday to spend month corralling foreign-tongue product against the arty Little's fall reopening.

A summer stock outfit, Roadside Players, reported camped at Hainpue, Md., but neither queries nor peeks at large-scale state maps reveal location of Hainpue.

Izzy Haysport throwing a gala reopening night at his Hipp Thurst. (2). Squad of Radio and Columbia execs due in, including Harry Cohn, Ned Demnitz, Jules Levy, Bob Sisk, E. L. McEvoy, Al Mertz, Abe Montague and Rubie Jackter.

LETTERS

When Sending for Mail to VARIETY Address Mail Check. POSTCARDS, ADVERTISING or CIRCULAR LETTERS WILL NOT BE ANSWERED.

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Barlow Charles	Rom George
Blake Ray B	Walden Roger
Fields Joe	

DOROTHEA ANTEL

226 W. 72d St. New York City
New Season of GREASE-7140
CARDIS is Now Ready. 21 Beautiful
CARDIS and FOLDERS. Boxed, Post-
paid, for

One Dollar

I. MILLER

INSTITUTION OF INTERNATIONALS

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP-1552 BROADWAY

Chicago

Mae Thelie vacationing—Chaseley Siever was in for a couple of days.

Eddie Garr shifted to Asbury Park, N. J.

Norma Talmadge came in from New York.

Ital Chamberlain popped in and out of town.

Mollie Goldstein taking a two weeks' vacation.

William Cooper writes the scripts in "Lights Out".

Jack Laik made Loop gasp with his Dillinger stories.

Robert Hickey is head of the World's Fair Beauties.

Ruben Gruber, carney owner, in town and seeing the Fair.

Al Williamson returned from countrying in Bloomington.

State-Lake theatre setting a new record with its anniversary show.

Marshall Field estate spending 750 on rebuilding LaSalle theatre.

Tom Phillips, prexie of the Burlesque Artists Union, was in town.

Molly Milligan is back smiling after a trip to K. C. and a spell of flu.

Kon Frye making his annual vacation trip to Culver Military School.

French Casino having its own trouble between strikes and cooling system.

Al Rubens, the Great Stater, spending week ends at his new farm in Plainfield.

Veloz and Yolanda drew an editorial in a daily on the cleanliness of the dancing.

Thoda Crocort back from Los Angeles and will run the American Theatre Society.

Marvin Nelson, winner of the Herald-Examiner 15-mile swim, may be booked in a local theatre.

Phil Baker in for honors at the Fair, Black Horse troop and all the rest of the trimmings.

Harriet Cruise, who used to sing over WBBM, is warbling with the Glen Lee band in Colorado.

Sam Roberts taking off weight by using the stairs instead of the elevator in the Woods building.

Lilyan Rosa, theatrical stenog, changed location from City Hall Square to the Woods Building.

Sylvia Sidney sampled Chi heat between trains on way to the Coast.

Likewise Hazel Forbes and David Manners.

Col. Richard Patterson, NBC's exec. v. p. of sales, in from New York and occupying Sen Kane's office while latter is in country residence.

Fuzzy Knight, Warner manager at Fairmont, W. Va., stricken with ptomaine in Chi en route to coast to visit his brother, Fuzzy Knight, film actor. Had to abandon trip, returning to Johns Hopkins hospital, Baltimore, for treatment.

Okay now.

Stroudsburg, Pa.

Alfred Chikl concerting in the Casino at Pocomo Hotel.

Lucy Hill Brannette Club will present "The Ghost of the St. James".

Ruth Carhart, of the Philadelphia Opera Co., appeared at the Manor.

The Dimmock Inn Casino opened with music by Dinty Moore's Boys.

Tom Hudgins, MGM trick shot artist, exhibited at Skytop Club.

Channing Barron's Ambassadors played for the Garment Workers' ball.

Lew Stanley's California Night-hawks now featured at the Indian Queen.

The Highlanders, under Ben Ludlow, again playing at Buck Hill Tennis Club.

Jack Hoxie and Downie Brothers Circus drew larger crowd here than in the last 50 communities played.

Pocono Players, in the Stroud theatre, advertising for local amateurs to fill-in, and it looks like it's about all over.

Jesse and Duke, from the Cotton Club, and Monkus Schandt and band presented on Glen Frooks' Summer Service.

Pauline Shawnee Summer theatre presented "Saturday's Children" and next will show the press

ent English success, "Hop o' My Thumb".

Roy Hainter's "What's New?" newspaper drama, premiered by the Pine Grove Players at the Unity House, with Benson Inge's "Shape of Things" to follow.

Literati

(Continued from page 49)

Cosmopolitan, and signed up for three more. Westerns.

After eight years of steady work, Lewis Corey has finally put the finishing touches to his "Decline of American Capitalism".

Joseph Ivers Lawrence and Richard Barry free lancing from Mamaroneck, N. Y. First named now calls himself J. L. Lawrence.

Harold Montague and family have a bungalow at Pinks Pond, near Schuylkill, N. Y. Wood-pulp six hours daily. Fishing three.

A. H. Bittner, once of Argosy, now at Standard Magazine, getting scripts for thrilling western and others in the thrilling list.

The Frisco strike business prompted Viking to release Louis Adam's "Dynamite", with some new pages to bring the book up to date.

Don Moore left editorship of Argosy to take a job on Cosmopolitan, contacting authors and agents. Job Bill Lengel had before switching to Liberty.

Don Skene, sports scrivener, has written a novel about a ham pug, titled "The Red Tiger". To be published this summer with a foreword by Damon Runyon.

Professor Einstein's new book, "The World As I See It" will be published by Covell Friede in September. Alan Harris translated it. Published by John Lane in London simultaneously with New York.

PHILADELPHIA

(Continued from page 10)

the Karlton; \$2,000 will be big. Arcadia's "Here Comes the Groom" will heat that figure at the Arcadia.

Most satisfactory showing last week, as mentioned, was "Drummond", with just over \$10,500 at the Stanley. Actual leader was the Earl, with \$11,500 for "Kiss and Make Up", plus usual vaudeville.

"She Was a Lady" got pitiful \$7,000 in four days at the Fox and was withdrawn after second private sale.

Estimates for "This Week and a Half" (1900, 30-40-50)—"Here Comes Groom" (Par). Second run, \$2,000 possible. Last week, "Thin Man" (MG) good week, \$2,200.

Earle (2000, 40-55-65)—"Old-Fashioned Wedding" (Par) and vaude. Owen McGivney heads bill. Good notices for Fields film, \$13,500 indicated. Last week, "Kiss and Make Up" (Par) and vaude, \$11,500, which wasn't so forte.

Fox (3,000, 30-40-50)—"Handy Andy" (Fox) and stage show. Rogers' picture being groomed for second week. It opened two days ahead of schedule; \$19,000 indicated. Last week, "She Was a Lady" (Fox) and stage show, \$7,000 in four days.

Karlton (1,000, 30-40-50)—"Jane Byrne" (Mono). Indie doesn't look so hot; \$2,000 will be top. Last week, "Let's Try Again" (Radio) \$2,200, dismal.

Stacy (3,700, 40-55-65)—"Bull-dog Drummond" (UA) (2d week). Not likely to complete it; if so, \$7,000 indicated. Last week, a very good \$10,500.

Stanton (1,700, 30-40-55)—"So-phie Lang" (Par). Looks weak; \$3,500. "Murder in Private Car" (MG). Last week got just under \$6,000.

50 YEARS AGO

(Continued from page 43)

boat. Later he started the Chutes in Coney Island, which Thompson & Dundy took over for Luna Park.

Lithographic house had 27 styles of paper for "Uncle Tom's Cabin" including double Marks and double Toppys. Rained from half sheet to 128.

Almost every town had his season of opera, melodrama, even the dime museums devoting their theatrons to Audran and Flanquette instead of melodramas.

Pief Worth, who had a penchant for the gruesome, bought the body of a child weighing 11 ounces. Had it embalmed for his museum collection.

San Francisco

By Harold Beck

Dick Arnold in for Robbins.

Dinty Doyle went Hollywood over the week end.

Eva Gruninger will sing several opera roles in November.

George Bole has taken the wife and family for a vacash at Coronado.

The frau and Ken Dalley are a full home after a sojourn at Lake Malibu.

Bole Beale reading a dance band for the Fairmont Hotel middle of next month.

Wilt Gutzendörfer takes a band back into the Lido, continuing as a 10-percenter.

E. G. Craney, of KGR, Butte, in town and passing around copper ceiling cards.

Paramount newsreel Senator Fishface (Elmore Vincent) garbled talk act.

Betty Marino has returned from a round-the-globe jaunt and glad to be home again.

Bob Hall, Call-Bulletin radio ed, spends his days off feeding bait to the Pacific fish.

Joe Perry is in with the Brunswick folio, and may do recordings of some new artists.

Tom Gerun will be back from Chi soon, returning to the dance music job in his own Hal Tabarin.

A son, weighing in at seven-11, was a Sunday night arrival at home of Gene Schnell, Examiner artist.

Handit got \$730 last Sunday night when he stuck up R. G. McKee, treasurer, and Florence Allen, cashier, of the Davies.

Montreal

Harold Banks here for a spot of golf.

B. M. Garfield back from vacation.

F. H. Bridget off to paint the Rockies.

George McNamee may have to get bigger offices.

Howard Knevels vacationing at Elkhart, Ind.

Ben Norrish back from F-P convention in Toronto.

Charlie Dornberger back on CKAC Thursday (26) and Adolf Ginsberg back Friday (27).

Clothing strike involving 5,000 men and labor to last next three months, another wallop to pic grocers here.

Phil Lalonde, director, CKAC, announces 17½ hour program from his station starting September 1, longest in Canada.

Gene Curtis, manager of Palace here, appointed eastern publicity and sales director in charge of present and newly organized departments, with headquarters at Toronto, for Famous Players Canadian Corporation, Ltd.

Long Island

By Joe Wagner

Gypsies at it again.

Bad money at the resorts.

Hans Klein again at Playland.

Adrian theatre in Jamaica closed.

Jesse Lowenthal is misad on the island.

Lavson Paynter making "the rounds again."

The Queens workless battling over legal ads.

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Stanton (1,700, 30-40-55)—"So-phie Lang" (Par). Looks weak; \$3,500. "Murder in Private Car" (MG). Last week got just under \$6,000.

Gene Sarazen limbering up at the Fresh Meadow Club.

Gus Klefer, of the Ridgewood Grove, was drowned in Conn.

Irving Daskin, manager of the Savoy, swings a mean golf stick.

Albert Thompson—still thinking about this hockey rink in Jamaica.

Locust Barn theatre charge brings out the swank of the island. Undressing in autos is the big problem with the local beach cops.

Three TEA plays in Queens are hitting all houses below the belt.

GFFA B'k't'ey

(Continued from page 11)

was increased from time to time for the same reasons.

American creditors of GFFA are not worried. Chief among them is Western Electric, which, although installation charges have not been paid up, is still servicing the theatre.

Film trade in general here is optimistic, feeling this is just another step to clean up the industry without much difference in the status of Gnumont, since the entire industry has realized for a long time that the company was in bad straits and couldn't continue forever as is.

Portland

By James T. Wyatt

Jack Bain's Club Victor band moved the whole shebang to the Multnomah hotel.

Sam Cohen, once a Variety tough, is now P. A. for State Senator Joe Dunne, who wants to be Governor.

Show his happy that dock strike is over. Show his unhappy because dog races started again. They quit during strike.

Gus "The Goat" Sonnenberg, wrestler, suspended by the Portland Boxing Commission for failing to appear in a scheduled match against Bob Krize.

Nabe exhibitor of the Hawthorne theatre had a tough break with a full house at the last night show. Sound equipment went kaffooey and all ducat money refunded at the b.o.

Howard Mathews, indie exhibitor of the Roxie in Ontario, Ore., was denied a complaint brought before the local NKA grievance board.

Mathews claimed that C. E. Fott and indie exhibitor of the Dreamland in the same little dorp, had violated the code by reducing admish. Case was dismissed.

Westport

By Humphrey Douless

Lee Shubert dropped up this week. Vernon Duke is the only celeb who dresses up.

Periwinkle showboat now playing local resorts.

Annual beauty contest under way at Koton Point.

The town will not stand for double features.

New stock troupe in Woman's Club in Stamford.

Leo Marsh vacationing from the drama desk of N. Y. American.

Kelley Allen and Hild Dudley got lost in Stamford last Wednesday.

Closing of "Sailor, Beware," gives Horace McMahon first crack at his own beach.

Mabel Miller Downs sings with the Sokoloff orchestra at Music Hall next Tuesday.

The new producing concern of Franklyn, Inc., Harold B. Franklin and Arch Franklin, have adjoining villas at Bell Island.

Alexander Clark, Jr., playing at Stony Brook, 70 miles up the shore, commuted between that port and White Plains last week for rehearsals.

New Haven

By Harold M. Bone

Bob Freedman now a free agent. Ben Cohen on edge for that Aug. 1 vacash.

George Reising and Fritz Scheff used to be buddies.

Louis Sobol in for sandwiches and booze with the boys.

Harry Berman will conduct Clive Orch's concert Aug. 7.

Gene Rodney drives which ever car matches his necktie.

Sherman Rellly directing summer group at Guilford Lakes.

Douglas Orr taking bows for his sets for Stony Creek theatre.

Lyric Area will bring Columbia Opera Co. here for "Carmen" Aug. 29.

Mrs. Erle Wright (Jane Morley) does psychic work in her spare time.

Arthur P. Hoyt will again direct N. H. Light Opera Guild next season.

They turned the Toll summer home into a wedding ground for Sidney Harmon.

Wonder when they're going to remove that "We show hits of 1932-33" sign from Public House.

Peggy O'Donnell, Shepard Strudwick and Barrymore Colt doing guest star stuff for Jitney Players.

New York Theatres

—Screen—
"PARIS INTERLUDE"
with MARGIE EVANS
ROBERT YOUNG
VINCENT LOPEZ
and Orchestra
CAPITOL
55c

LOEW'S
in "Shoot the Works"
Stage—LEO CARRILLO
Music—Frank & Milt Britton & Band
BEN and BERNIE BAND
GATE
55c

86" ST.
AT
LEICESTER
81" ST.
ON
BROADWAY
RKO THEATRES
"I GIVE MY LOVE"
with Paul Lukas
"TILK MOON"
with Jack Holt

OBITUARIES

MARIE DRESSLER

Marie Dressler, 62, died in Santa Barbara July 28 of cancer, from which she had been suffering for more than two years. Physicians then told her there was no hope, but her splendid vitality enabled her to appear in two more pictures before her final breakdown three months ago. Her death had been momentarily expected since then.

Funeral, private, will be held this morning (Tuesday) at 9 a. m. at Wee Kirk of the Heather Forest Lawn Memorial Park, Glendale. Casket was sealed by undertakers before being brought south from Santa Barbara.

Marie Dressler was born in Coburg, Can. Her father was Alexander Koerber, last surviving officer of the Crimcan war. Ann Henderson Koerber, her mother, was a musician.

She made her first public appearance as Cupid on a pedestal at the age of five in a church theatrical performance. She was laughed at in a theatrical show, amateur, at Lindsay, Can., when she was 14. It made her mad and she joined a roving light opera troupe. She played every possible part on the stage, from the chorus up.

Her first part on the professional stage was 'Clarette' in 'Under Two Flags' in the Nevada company. She went into chorus of the Robert Grau opera company at \$8 a week, and then got to understand 'Kathleen' in 'Mikado.' When the George Baker opera company she played Queen in 'Bohemian Girl,' Lady Alice in 'Frau Diavolo' and 'Barbara' in 'Black Robinson Crusoe.' She supported Lillian Russell in 'Lady Nicotine' and was Miss Russell's mother in 'Glorious Grief.' Played with Leo Dietrichstein in 'Stage Party.'

Made terrific hit as 'Flo Honeydew' in 'Lady Slavey,' and played it four years. Played in 'Higgledy-Piggledy,' as one of her Joe Weber shows. Did a Romeo and Juliet

tively in the struggle between the managers and the actors in 1919.

Wrote a book on her life titled 'The Life Story of an Ugly Duckling.'

On her first trip to London, lacking funds, she engaged third-class passage. Was transferred to the bridal suite with the compliments of the company.

She was perhaps best known for her work in musical comedy and was in demand for Broadway productions. One year she planned a tour in a comedy, 'Miss Print,' while Klaw & Erlanger sought her for one of their musicals. She refused to give up her own plans, because to do so would entail a financial loss to her backers. She was given a route, but the jumps were such that the railroad fares ate up the slim profits from the play. She made occasional excursions into vaudeville, once with a rowdy travesty on 'Tess of the D'Urbervilles,' in which her robust Tess was in delicious contrast to Mrs. Fiske's spiritual interpretation of the Hardy heroine. It was perhaps as much this as anything which gained her a place with the Weberfeld stock.

In spite of her prominent position she was always democratic and gentle to the lower members of her profession as to the stars among which she held high rank. It was this trait which led her to Chorus Equity at a time when most players were more concerned with the establishment and protection of their own interests.

She went into pictures for Mack Sennett and scored a great success in 'Tillie's Punctured Romance,' but the sudden popularity of Charles Chaplin presently reduced her to second place in the billing in favor of the newer star. Several attempts were made to repeat 'Tillie,' but not with success. Sennett flopped with 'Tillie's Nightmare' and Lubin's 'Tillie's Tomcat Surprise,' about the last of her film productions in that cycle, was cut from six reels to two and was still pretty bad. It was not until Metro discovered that she was a capable all-around actress that she was permitted to forget her early farcical adventures and take her rightful place in pictures.

BILLY MONTGOMERY

Billy Montgomery's career as a comedian, pianist and songwriter came to an end Tuesday (24) when his body was found in a vacant lot in Paterson, N. J. 28 years after he came on from the Coast to team with and marry Florence Moore and become one of vaudeville's best known headliners of the day. He was 49.

Identification of Montgomery was made possible through his fingerprints. The NVA, informed, arranged for his burial Friday (27) in Kensico Cemetery after service at the Park West Memorial Chapel, N. Y.

Montgomery, who was born Billy Clarkson, went from an orphanage to the stage, originally teaming with Harry Cantor in the West. Montgomery was the routine of the act and after they had reached top in that order they split with Cantor, in 1906, to come East. His partnership with Florence Moore, begun in 1907, met with almost instantaneous stage success. Miss Moore was originally of the Three Moores and sang to Montgomery's piano accompaniment. Many of the songs used in their act were of his authorship, and Miss Moore's rapid rise to stardom has often been attributed to Montgomery's accomplished pacing of her work.

First setback Montgomery received was in 1915, when he broke his hip in Detroit. It was following this accident that he acquired a narcotic habit, which directly resulted in Miss Moore divorcing him, in 1916, and eventually ending his stage career.

Montgomery's attempt as a shingle following Miss Moore's divorce met with little success, and he teamed with George Perry, now the newspaper contact-man for the New York Yankees. They remained together until 1914, when, after they had married the Allen Sisters, of the stage, Montgomery teamed with his wife, Minnie. This lasted until 1921, when they separated, both on and off the stage. They were never divorced. Mrs. Montgomery, now employed as a demonstrator in a Brooklyn department store, attended the funeral. She is his only known surviving relative.

Since 1921 Montgomery had tried

several stage comebacks but never could quite make it. His death was attributed to alcoholism.

Billy Montgomery should not be confused with the late Dave Montgomery, of Montgomery and Stone.

CHARLES GEYER

Charles Geyer, 69, died in Los Angeles, July 16.

He embarked in the show business in 1881, at which time he was a contortionist. He did a single act for many years but subsequently formed a partnership with Harding and Al Sid. The erstwhile trio, for a period of ten years, were noted headline minstrel and vaudeville artists.

Later, Mr. Geyer ceased performing and became the owner of several shows that traveled the Middle West exclusively. Among these various attractions were 'Geyer and Harding's Minstrels, Geyer and Griswold's 'Uncle Tom's Cabin'; Charles Geyer's All Star Dramatic Company.

Agnes Geyer, his only child—now a resident of Tulsa, Okla., from childhood to maturity played the leads in all of her father's attractions.

Albert Geyer, a surviving brother, now resides in Los Angeles.

KITTY BALDWIN

Kitty Baldwin, 81, died in Buffalo, June 27. She was the wife of Saml Baldwin, who called himself 'The White Mahatma,' and as such made five tours of the world with a magical show, including a thought transference act along the lines of the Anna Eva Fay stunt, with Mrs. Baldwin on the stage. Later on he wrote a book in which he exposed the act as part of a general discussion on magic. He was a magician above the ordinary and they were highly successful.

Following his death she went into motion pictures and played many comedy parts. She also did considerable stage work before age compelled her retirement.

CLAYTON LONG

Clayton Long, 30, theatre manager for Rick Rickelson in Ahlance, Neb., died July 23 in Los Angeles of tuberculosis. Had gone to coast several months ago for his health.

Long started as usher at Metropolitan, in L.A., rising in eight years to house manager, then to manage U.A. Downtown in L.A. when Paramount bought that theatre. Two years ago went to Nebraska.

Surviving are widow and two children. Burial in L.A.

HENRY IRVING DODGE

Henry Irving Dodge, 72, author and playwright, died in New York July 28. He was best known as the author of the 'Skinner' series of stories, many of which found their way to the screen, but his outstanding story was 'The Yellow Dog,' written during the war, which attracted more than national attention, but was more quickly forgotten than Skinner and his dress suit. Among his plays were 'Counsel for the Defense,' 'The Whirlpool,' 'The Recoll' and 'The Love Thought.'

His widow survives.

BOYD J. GILMOUR

Boyd J. Gilmour, outdoor showman for 45 years, died in South Carolina, where he was proprietor of a tent show. Gilmour, 61, is survived by his widow, Catherine, who formerly teamed with him in vaudeville under the name of Gilmour and La Tour. Gilmour is a brother-in-law of John Malloy, former stage manager at Shea's Court Street, Buffalo. He will be buried in Buffalo.

MME ELIZABETTA MENZELI

Mme. Elizabetta Menzeli, 84, former member of the Russian Imperial Ballet and a teacher of dancing for many years, died July 16 at the home of a daughter in Lakewood, Ohio. Mme. Menzeli was born in Breslau, Germany, went to Russia to study dancing when she was five and eventually became mistress of the ballet. Later established a dance school in New York.

ROGER D. ARMSTRONG

Roger Dale Armstrong, 53, pioneer film director, died July 24 in Sierra Madre, Cal. His wife was Melchandise, nee Burial was in Lakewood.

Surviving are widow, son and daughter.

HERBERT ROSS

Herbert Ross, 68, actor, died in an English provincial hospital July 18 following serious operation. De-

ceased had been member of Sir Frank Benson and Sir Herbert Tree's companies, and celebrated 50th stage anniversary while appearing in 'Music in the Air' at His Majesty's theatre last year.

FLORINE LA VELLE

Florine La Velle, trapeze performer, was found dead in bed in L. A. July 24, from injuries suffered three weeks ago when she tripped over pet dog and fell down flight of stairs. Formerly member of 'Flying Greers' troupe, but retired from stage several years ago.

R. DALE ARMSTRONG

R. Dale Armstrong, 54, motion picture cameraman, died July 24 at his home in Sierra Madre, Cal. Survived by widow, son and daughter.

FRANK R. TATE

Frank R. Tate, builder of the first moving picture theatre in St. Louis, died in Oklahoma City July 22 at the age of 74.

BLANCHE BURTON

Blanche Burton, actress, first wife of Sir Guy Standing, after a long illness, in New York.

CHARLES DILLON

Charles Dillon, 68, former music hall and pantomime comedian, died in London July 17 in poverty.

CHARLES E. STOWE

Rev. Charles Edward Stowe, 54, son of Harriet Beecher Stowe, author, died at his home in Santa Barbara, July 25.

THOMAS HOGAN

Thomas Hogan, builder of the Syracuse theatre, now the Civic, at Syracuse, N. Y., died July 28.

Mother of Nathan L. and Albert Robbins, theatre owners and operators, died at Syracuse, N. Y., July 29.

Mother of Louis Reinheimer, Illinois theatre operator, died in Chicago on July 23.

Wife, 32, of Donald Oswald, technician at UA studios, died July 23 in L. A.

Father of Bill Jacobs, of Sam Fox Music Co., died in Philadelphia, July 17, aged 88.

Father of William K. Saxton, Baltimore town manager for Loew's.

Father of Harry Lash, of Stuart and Lash, died July 19.

News From the Dailies

(Continued from page 49)

Tries out at Westport, Conn., week of Aug. 13.

Frank Merlino has leased the Fulton theatre. First play will be a farce tagged '49 Dogs in the Meat-house.'

'That Certain Business' went into rehearsal Monday (30). Frank McCormick directing.

Population increase on Manhattan Isle for first time in over a decade. It is believed due to commuters moving in town for economic reasons.

A trucking ramp will be completed under Radio City next month. Ramp is four lanes wide and ends in an area 34 feet under the sunken garden. Space is nearly 200 feet square.

Coast

Part of earnings of Rosetta and Vivian Duncan at Chi Fair is being set aside to pay creditors, according to testimony before L. A. Federal Judge William J. James, in hearing on the sisters' bankruptcy two years ago.

Samuel Riddle, owner of Man o' War, turned down studio offer to put the famous horse in a film. Riddle thought the idea too dangerous for steed's safety.

Bel. Lugosi, suffered sprained back in auto mishap on Lookout mountain while making scene for 'Return of Chandu.'

Charles Bell, United Artists employee, died of injuries caused by fall from scaffold in the studio.

Deputy City Attorney Bert McDonald at L. A. refused to issue battery complaint against Lynn Farnol on the charge of Mrs. Paul Cohen of Samuel Goldwyn's office when she appeared to urge her daughter, Sylvia, for a job in pictures.

Marriage intentions filed in San Bernardino by Alfred John Goulding, film director, and Dorothea Lillian Siglow, film actress.

Rumor that he is planning to wed a San Francisco society girl is denied by Jack Hlat.

At San Francisco Mrs. Estelle Havens-Montague has taken court steps to annul Mexican marriage of

her daughter Joanne to John R. Maschio, film agent.

Mrs. Ann Wayne, Tingle Tangle theatre cashier at Hollywood, was robbed of \$19 by a band of Ingelberg Hansen, nine years old, awarded \$10,000 verdict by jury in L. A. Superior court in auto injury suit against her, Beverly Oldfield, mother of Jack Oakie.

Raid on a club catering to firm employees in Universal City netted two arrests and gambling paraphernalia, police say.

Frances J. Oakman, in L. A. court, won divorce from Wheeler Oakman, star of silent films. Wife said hubby criticized her, bridge playing and often stayed away from home nights.

Alfred Jarvis, 75-year old witness, dropped dead during hearing in case of Sally Foster, 18-year-old fan dancer, in municipal court at L. A.

Leonard Juniper, film technician, filed suit for \$100,000 against Douglas H. Taylor, Broadway New York broker, in L. A. court, charging his wife, Ruby Hortense Juniper, was about to be alienated by defendant.

Harry A. Pollard, film director, willled the estate of \$100,000 estate to widow, Margarita Fischer Pollard. It was revealed with filing for probate at L. A.

Clarence D. Bricker, film production manager, in cross-complaint for divorce at L. A., charged wife's temper caused their separation.

Mrs. Edna G. Bancroft, in suit filed at L. A., said she was never divorced from George Bancroft, though he later married Octavia Broske, by whom he has a daughter, Georgette. Plaintiff claims Bancroft deserted her.

By court ruling at L. A., Mrs. Valerie M. von Stroheim, wife of Eric von Stroheim, failed to set aside the incorporation of Heasty Sign, Inc., action growing out of wife's suit for \$125,000 for alleged head burns.

Arthur Shirley, Australian film actor, lost long fight against deportation in New York.

Roberta Baronides says she may wed Anthony Mattess, N.Y. advertising man, before end of the year.

Midwest

Guests and cast of the 'Folies Bergere,' at the French Casino, Chicago, were routed to the outside when ammonia fumes from the refrigerating plant broke out of a loose pipe.

When papers failed to arrive from Los Angeles, Harry V. Volter, charged with complicity in the \$15,000 robbery of cash and jewels from Mae West, was granted a 10th continuance. Volter, arrested December 4, 1933, but at liberty on bond.

Over 1,200 Catholic girls met in the Grand Opera House, Chicago, as vanguard for 300,000 Catholic women expected to be enrolled in film campaign.

Chicago's loop has a sidewalk cafe for the first time in its history outside the foyer of McVickers theatre, closed for the summer.

Barkers turn concessions at Century of Progress stage finals of the second annual barkers' contest.

Oriental Institute of University of Chicago's eight-reel flicker about mankind's rise from savagery to civilization will see distribution throughout the country.

Mrs. Rogers Hornsby filed suit for divorce. She asks \$100,000 in alimony and custody of son.

Dillinger

(Continued from page 1)

events prior to the agreement, circulations would not have jumped as markedly.

Broadcast Influence

Restriction on news broadcasts does not extend to detailed coverage of prize fights. There is a distinct result when a fight goes on the air and when it is not broadcast. One New York paper reaching the streets immediately after fights, increases its circulation between 70,000 and 80,000, if the event is not broadcast. Such a result goes on the air the increase is only about 10,000.

Movement to restrict news broadcasts by radio started with the Lindbergh case. At that time Columbia established quarters near the Lindbergh home, broadcast from planes and did all manner of stunts.

But when the infant's body was found the Jersey owned station WOAI was slipped the information 30 minutes before it was given to the Associated Press.

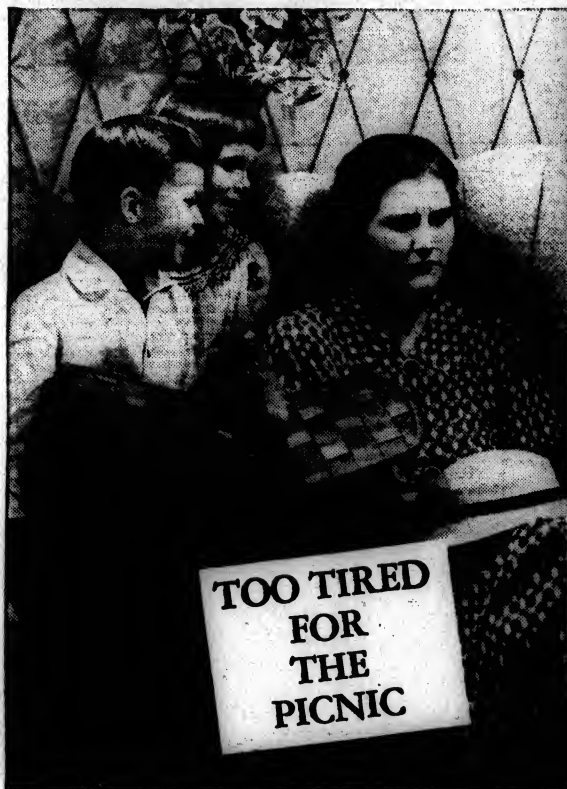
Transradio Press Service, independent outfit with aspirations to give radio stations not signing the newspaper publishers' agreement full news coverage on important current events, claims to have hit the air at 12:45 a. m. just a few minutes after Dillinger died.

Transradio claims that two Boston dailies telephoned its local subscriber, WNAC (Yankee network), to find out details.

Fair Exhibs Organize; Threaten Shutdown If 4-Way Adjustment To Save Investments Is Ignored

... was kicked out.

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Thousands of smokers have adopted this way of combating low energy and low spirits: when their energy sags down they smoke a Camel!

Their experience shows that smoking a Camel definitely increases your available energy, and does it quickly! And science has fully confirmed this wholesome "lift."

What happens is that Camels, through their "energizing effect," help the body to help itself. They are actually "turning on" your own natural energy, while you enjoy Camel's matchless blend

of costlier tobaccos. So, whenever you want to drive away fatigue or "the blues," just remember to "get a lift with a Camel."

Soon you are yourself again, comforted and refreshed, with all the vim and vigor that are naturally yours!

No Jangled Nerves! You can enjoy the "snap-back" in energy that Camels offer as often as you want. For the finer, MORE EXPENSIVE TOBACCOS in Camels *never* get on the nerves!



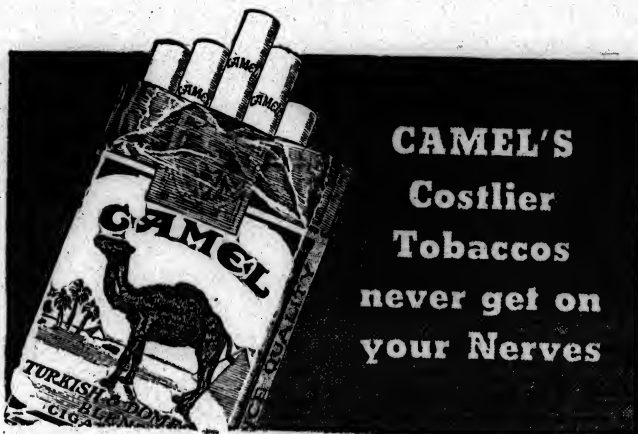
"When I think I can't go another step—then I call a halt and smoke a Camel. A Camel picks me up and gives me the energy to push on."

Miss GEORGIA ENGELHARD

Champion woman mountain climber

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

"Get a LIFT with a Camel!"



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