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64 PAGES

PASSING OF CONEY ISLAND

Hotels' Meller Splurge Has Frisco Showmen on Ropes; Reprisals

San Francisco, Sept. 3.

Theatre men here, both screen and legit, are biting their thumbs wondering what to do about sudden invasion of theatrical field by hotels. It started when the Palace hotel imported company to do 'Drunkard,' burlesque of old meller started with bang and begins 17th week tonight (3).

Other hotels and night clubs got green eyes and decided to dip their spoons in the gravy boat. Nut Club, Market street pop price club, joined with 'Widow's Sorrow.' Overhead in small and players take split on cash above certain top. Club charges no covert and admission is 75 cents. Gag is to sell ticket with three stubs, each good for two-bits. These exchangeable for victuals or drinks. Place gets good run every night.

Latest to go old-time is Fairmont, old and exclusive socialite hotel, with 'Father's Curse,' and after-show featuring Amazon chorus and takeoffs on old vaude acts.

Theatre men are now working to make hotels quit, trying to invoke old fire ordinance passed here after quake of '06, which prohibits use of footlights, scenery or stage in any but an inspected and approved theatre. Fire chief on vacation now.

(Continued on page 64)

GEORGIE PRICE BUYS SEAT ON EXCHANGE

George E. Price of Price, Fieldston & Co., a new stock brokerage firm occupying offices in the J. S. Bach & Co. suite in Radio City and trading through the Bach firm, is otherwise Georgie Price, comedian.

The vaude-radio single purchased a seat on the N. Y. Stock Exchange for \$95,000 a fortnight ago. Harold Fieldston of the firm becomes Price's partner and floor man. Deal was formally ratified by the governors of the exchange Sept. 1.

Recognizing the exchange's strict regard for conservatism and formalities, Price kept his stock exchange seat purchase quiet rather than risk possible censure through being labeled downtown as the 'bigging broker' or something like that. He will keep his stage identity separate from his Wall Street activities, nor does he plan quitting show biz.

GOOD DEED SOURS

Cheer-Up Mention Makes Child Listener Hysterical

Philadelphia, Sept. 3.

An attempted good deed by a WIP religionist produced almost dire results last week. Percy Crawford, conducting a Young People's Church service via WIP, was told by letter of the illness of a New York girl. So last week, while his sermon was being carried by WMCA, the preacher extended his condolences to the youngster and best wishes for her speedy recovery. Child, until then unaware of the severity of the sickness, heard her name mentioned and promptly became hysterical. A letter from the child's parents to the WIP execs was said to have been nothing less than scalding.

AIMEE EYEING SAWDUST TIME

Los Angeles, Sept. 3.

With Aimee MacPherson en route to Havana to get in shape for a series of one-niters, set for her by the William Morris office, reports are current here that she has about decided to forsake her Angelus Temple for the less troublesome county fair stands.

Sister Aimee has been away from her local lucrative pastures frequently. Understood that Rhea Crawford, subbing for Aimee for six months, will take over active control of the Temple.

Sally's 16 Daily

Chicago, Sept. 3.

Sally Rand, the ex-fan and current bubble dancer, is doing 14 and 16 shows a day in her double job between the Italian Village at the World's Fair and her loop Oriental date.

With mobs in town the loop grind spots are turning out six shows on Saturdays and Sundays, while the Village is presenting Miss Rand 10 times a day, running from 3 p. m. to 2:30 a. m.

BIG ATTENDANCE, BUT LITTLE COIN

Great Weather Break No Help—See This Summer as Beginning of the End for Amusement Resort—Boardwalk May Be Sole Reminder of Past Glories

MARDI GRAS NO OUT

By EPES W. SARGENT

Coney Island is going through with its annual Mardi Gras after the annual press gesture of whetting interest via the announcement that there would be none.

If the weather is good the concessionaires will perhaps grab get-away money. Otherwise they'll bid the sheriff as cheerful a goodbye as they can, and start for Florida and the other winter spots. Not that there's been much hope for the past couple of years. Florida is not what it used to be, either.

It may mark the beginning of the end for Coney Island as an amusement resort.

Getaway coin was the objective (Continued on page 62)

A Long Grudge

The reason the Capitol, N. Y., passed up all exploitation mention of Nijinsky last week, in connection with the booking there of the Fokine Ballet, was Fokine.

House wanted to take advantage of the current popularity of the biography on Nijinsky, by his wife, in that a couple of the ballets presented had originally included the famous dancer. But Fokine objected to any mention of Nijinsky in connection with his troupe.

Incident apparently traces back to the time Nijinsky began composing for the Russian Imperial Ballet for which Fokine was then the leading dance exponent. According to the biography the choreographic ambitions of Nijinsky were accepted as a slight by Fokine. Despite the intervening years, and fact that Nijinsky is now in Switzerland suffering from a weakened mentality, the feud is evidently still on—as far as Fokine is concerned.

Sinclair's Possible Election Starts Talk of More Production East

NEW KIND OF DUEL

Parisians Have a Way—Kicking Where it Hurts Most

Paris, Sept. 3.

Michel Duran, author of 'Provisional Liberty,' Saint-Georges hit which has been bought for Broadway, has challenged Augustin Martini, cabaret singer, to a duel. Weapon is to be the right foot, to be used by each ten times against a soft spot on the other.

Martini did not like a review by Duran in 'Marianne' weekly newspaper, of his act. So he wrote to the paper offering to kick Duran and tell him why afterwards. Duran replied he was willing to do it on a duelling basis, and offered Martini a handicap to compensate for the fact that the artist would offer a target three times as big.

SOCIETY LIKES 'EM UNKNOWN

Society patronesses of the Stratosphere, niterie on the 65th floor of the RCA building in Rockefeller Center, want a band that isn't familiar to radio fans, so the unit they've picked is Jolly Coburn's. When the combo helps unroll the skyscraper joy spot Oct. 5 it will constitute a first New York appearance. Coburn hails from a roadside dine and dance emporium in Smithtown, L. I.

Elements unknown to the Broadway bunch will serve to add to the swank of the Rockefeller-backed night club, the patronesses believe. Stratosphere's management was on the verge of giving the band assignment to Lud Gluskin when the society femmes came through with their nominee.

Dark Scotch

Paris, Sept. 3.

Montparnasse has a new wonder. A negro entertainer at Romano's bar who sings spirituals with a broad Scotch brogue.

George is about 70 and lived for 10 years in Edinburgh. He accompanies himself on the banjo.

Hollywood, Sept. 3.

Switching of much film production from California to New York is again being talked of here, but there are still a lot of ifs attached to the mutterings.

The ifs are whether Upton Sinclair, locally deemed a better than even-money bet following his big majority in the Democratic primaries, is elected governor in the fall.

Sinclair running on a soak-the-rich platform favors no taxation on homes assessed for less than \$3,000, seeks state income taxes up to 50% on corporation earnings over \$100,000 per year.

Producers and high bracketed Hollywood salary earners fear that under his scheme taxation would fall particularly heavy on the film capital.

Plenty of talk that such a set-up would give Hollywood a tough wallop so far as film production is concerned.

But it's still just talk, with the chief ifs being whether Sinclair is elected, and if he wins, whether he'll get enough of his party followers with him in the legislature.

Fox's New Newsreel Will 'Dramatize' News

When Fox Movietone newsreel comes out Oct. 1, it will be in new dress. The news will be 'dramatized,' according to Fox executives, as will the new 'March of Time' magazine reel, which Fox may also distrib, although another major company is also interested in handling its release.

Laurence Stallings, new Fox editor, is going to introduce the innovation in the new Fox reel. But no one around the plant right now seems able to completely define a 'dramatized' reel.

Paths for about three years has given considerable of its program to editorialized reelage. It still uses some human interest news subjects, gives them play, and at the same time provides its off-screen reporters with dialog vested with the semblance of story continuity.

But the Fox people scoff at the word 'editorialized.' Stallings will dramatize the new news, but won't editorialize. The 'March of Time' reel will probably be released once every two weeks due to the necessary production detail.

READY FOR RADIO
A New Phil Spitalny Show

PAGES
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More Squawking on 'Folies Bergere'

U. S. Rights; Both Sides Annoyed

Chicago, Sept. 3. Clifford C. Fischer of the Folies Bergere Producing Co., Inc., has instructed his New York lawyer, Julian T. Abelen, to institute injunctive proceedings against 20th Century Pictures for alleged unfair trade competition in connection with 20th's announced plan of filming 'Folies Bergere'. Chi stage revue of that name, currently at the French Casino, interprets it as unfair trade competition in that the revue, comprising imported talent, ultimately hopes to play picture theatres, etc. Film version of that name, it is contended, would thus militate against any stage show intended for vaudeville bookings.

Paris, Sept. 3. Paul Derval and Max Welsky, owners of the 'Folies Bergere', very heatedly protested that they have sold Cliff Fischer and J. C. Stein (Music Corp. of America) any film rights to 'Folies Bergere'. E. Ray Goetz, from the Riviera, protested to the local United Artists-20th Century office that a recent story in VARIETY was contrary to fact; that all Fischer bought from Derval were the American stage show rights for a Chicago company only and that U.A. 20th C. solely owns the world's rights.

In New York, Bertram S. Nuyack, who is related to Joseph M. (Continued on page 17)

Goldwyn Ties Miriam Hopkins on 4-Yr. Pact

Hollywood, Sept. 3. Samuel Goldwyn has signed a four-year exclusive contract with Miriam Hopkins, the first American star he has taken under his wing in several years. Producer is searching for an adequate yarn.

Miss Hopkins meantime goes to New York for a vacation, having sailed via the Canal yesterday (Sunday).

Chevalier Abroad

Hollywood, Sept. 3. Maurice Chevalier left here last night (Sunday) for New York to sail Sept. 4 for Paris.

Deal to do a picture with Alexander Korda in England is off. He returns here Nov. 15 to go into 20th Century's 'Red Cat' around Dec. 1.

Claude Rains' U Duo

Hollywood, Sept. 3. Carl Laemmle, Jr., has given Claude Rains top spot in Universal's forthcoming 'The Man Who Reclaimed His Head', to be followed by the lead role in 'Mystery of Edwin Drood'.

Rains is expected to arrive here Wednesday (5). His last for Universal was 'Invisible Man'.

'Head' will be directed by Edward Ludwig.

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400 GALS IDLE

That Many Answer WB Call for 150 'Goldiggers' Spots

Hollywood, Sept. 3. Warners has sent out a call for 150 chorines for the new version of 'Goldiggers'. First call brought 400.

Rusby Berkeley is trying to get a complete lineup of gals new to the screen.

FREAK MISHAP KILLS RUSS COLUMBO

Hollywood, Sept. 3. Russ Columbo, 26, was fatally wounded Sunday (2) by the accidental discharge of an old Civil War cap and ball pistol which he and Lansing V. Brown, Jr., Hollywood photographer, were examining in the trophy room in Brown's home. Brown told police he had been a boyhood friend of the actor and, when Columbo called at his home they talked with Browne. Rather and mother for a short time and then went to the trophy room.

Both Columbo and Brown were fingering old guns when Brown accidentally dropped a lighted match on the percussion cap on his gun, firing it. Old ball hit a table top and ricocheted into Columbo's head above left eye. Brown was not held.

Columbo was taken to the Police Hospital, but later transferred to Good Samaritan for a difficult operation to remove the bullet from his brain, and this failed. Columbo's mother is seriously ill in Santa Monica hospital and has not been told of the accident.

Started at 4

Columbo, christened Ruggiero Columbo, was born in San Francisco, Jan. 14, 1908, the youngest of 12 children. He was educated in Frisco and Los Angeles high schools, quitting in 1925 to tour as a violinist. He appeared on the stage in Atlantic City at the age of four, and later in Frisco.

After his concert tour he joined Gus Arnheim, remained a year, then organized his own orchestra and opened the Pyramid Club, Hollywood, where Con Conrad heard him and took him to New York and radio. His screen experience started in 1927 in 'Wolf Son', 'Wonders of Women' and 'Dynamite', and in 1933 he played in 'Broadway Through a Keyhole'.

He teamed with Conrad and wrote 'You Call It Madness and I Call It Love', and later with Leo Robin on 'Just Another Romance' and other songs. He recently finished his first starring picture, 'Wake Up and Dream', at Universal, which was previewed in Hollywood Friday night (31). He lived with his parents in Hollywood.

Crosby's Rival

Rivalry between Russ Columbo and Bing Crosby still holds the record for the amount of newspaper space received by radio as the result of a personal issue. Columbo was the first on the New York scene, with Con Conrad, the songsmith, responsible for the vaudeville migration from the west coast.

After spotting him for four weeks on a sustaining niche NEC decided that Columbo was not the man for it, but no sooner did the latter hear that CBS was bringing Crosby cast it rushed Conrad into an NEC management contract. Following a brief hiatus previewed Columbo with Maxwell House coffee for three broadcasts. Bridging Columbo's next advertiser contact, Lindbergh, was a long-sustaining interval. That 13 weeks for the mouthwash was the last commercial money he drew from radio.

From that point on Columbo's career was marked by frequent legal interludes with Conrad. He fore the crown in '22 dropped away from NEC the web's artist bureau organized a band around him and sent him on a tour of theatres and one-nighters.



WILL MAHONEY

Week Aug. 27, London Palladium. Evening Public Ledger said: "Will Mahoney's jovial wit graces the stage presentation. His repertoire of songs and his familiar act of playing the xylophone with his feet while dancing still furnish a high in entertainment." The hearty reception accorded him and his efforts are a tribute to his ability to always give the best."

Direction
WM. MORRIS AGENCY
Mayfair Theatre Bldg.
New York City

YELLEN EAST TO MULL 'SCANDALS' WITH WHITE

Hollywood, Sept. 3. Jack Yellen leaves here the end of the week for New York to work with George White on the new 'Scandals' for Fox Film.

Yellen's family meanwhile is coming west to live in Yellen's Beverly Hills home.

Fowler, Praskins Doing London's 'Call of Wild'

Hollywood, Sept. 3. Durrill Zanuck has assigned Gene Fowler and Leonard Praskins to write the screen play of Jack London's 'Call of the Wild'.

Picture is scheduled for production next spring, and Twentieth Century may send the company to Alaska to film.

Silent version of this story was made by Hal Roach in '23 and released through Pathé.

Mary Pickford Referees

Hollywood, Sept. 3. Mary Pickford and her manager, N. A. Mackay, flew from the Coast Thursday (30) for Cleveland, where the actress will attend the International Air Races as honorary referee.

Miss Pickford's divorce suit against Douglas Fairbanks, now in Hollywood, is slated for hearing this month.

Kingsley's 1 Metro Pic

Metro has signed Sidney Kingsley, author of 'Men in White', for one picture. Author left Friday (30) two days after signing.

Kingsley will get \$15,000 for the one picture with a maximum working time of six weeks. Assignment will be given him on reporting to the studio and he will be allowed \$2,000 a week extra for any overtime.

Frances Marion Hurt

Hollywood, Sept. 3. Frances Marion is recovering at the Good Samaritan from injuries sustained Aug. 29 in an auto accident near Los Angeles.

Accident happened when a tire on Miss Marion's car blew out, causing the car to swerve and hit a truck.

SADA COWAN TO COAST

Sada Cowan has done the adaptation and dialoging on Dashiell Hammett's 'The Woman in the Dark' for Select Productions, having previously done the original and script for 'Lavender and Old Lace' for the same outfit.

Headed for Hollywood, Sept. 1, and after chores there will go to England to work on a picture.

Elbow Soirees Cost Actors Plenty; 4 Pay Off Over \$25,000 to Studios

MUCH ADO ABOUT NOTHING

B. I. P. Wanted Burns and Allen, Who Just Couldn't Say Yes.

London, Aug. 25. Before sailing for America, Burns and Allen were offered \$50,000 to do a picture for British International. Team turned it down. Then B. I. P. offered them \$3,000 to do a bit in its 'Radio Callings of 1934', to which they also turned a deaf ear.

B. I. P. gradually advanced the offer a \$1,000 per raise to \$5,000, but wanted Americans to work from eight to eight; then were satisfied to have them work from nine to five; eventually not being in a position to raise the salary, company came down to \$10,000, which was finally agreed upon by the film company to be from nine to twelve.

But, on investigation it was found Burns and Allen have an exclusive contract with Paramount for two more years, so all effort was wasted.

'Circus Queen' for U.S., To Play Under Canvas; Maybe With Lil Harvey

Paris, Sept. 3. Billy Rose has bought the American rights to 'Circus Queen', current Budapest success, intending to produce it under canvas. He says he has a site for a big tent in the Broadway sector and the 50's which will seat 3,500.

Show is a legit play staged in a circus ring, which allows for considerable circus interludes. It's been a legit smash on the Continent.

Rose paid \$5,000 advance for the rights against a weekly percentage and gets 50% of the world film rights also.

His intentions on a star are not set yet. He may bring over Marika Rokk, Hungarian actress, who played the role and speaks good English, or may use Lilian Harvey. Miss Harvey had been mentioned for a local production of the piece some time this season.

Hollywood, Sept. 3. Miss Harvey is set with Paramount for one picture, 'The Glided Lily', based on the life of Gaby Deslys.

Powell Starts

Hollywood, Sept. 3. Dick Powell rushes through pick-up shots remaining on 'Flirtation Walk', so he can hop a plane tonight (Monday) for Indianapolis. He makes one appearance at the Indiana state fair, and then continues on to New York.

The player starts his p.a. tour at the Stanley, Pittsburgh, going into the latter house for a week, commencing Saturday (7). He follows with a week at the Earle houses in Philadelphia and Washington.

Bert Perkins, explorer in Warner's N. Y. office, will pick up Powell at Indianapolis for the tour.

Team Stanwyck-William

Hollywood, Sept. 3. Warners is teaming Barbara Stanwyck and Warren William for the first time in 'Condemned', unpublished by Max Leanderson.

Adaptation is by Tom Buckingham and F. Hugh Herbert. William Dieterle directs.

SAILINGS

Oct. 6 (London to New York) 'Conversation Piece' Co. (Carlintha).

Sept. 8 (New York to London) Norman Prescott, Clifford Whitely, Bob Stanton, Maurice Chevalier (de France).

Sept. 6 (Genoa to New York) Americo Aloni (Rex).

Sept. 1 (New York to Genoa) Phil Baker, Mrs. Rex Ingram (Alice Terry), Paul Stewart (Conte di Savoia).

Sept. 1 (Los Angeles to New York) Miriam Hopkins (California).

Aug. 31 (New York to London) Karl K. Kitchen (Deutschland).

Aug. 30 (New York to Paris) Constance Bennett, Eddie Darling, Vic Oliver, Hollywood Four, Jim Donohue (Paris).

Hollywood, Sept. 3. Hollywood's new deal in handling boys who drink too much during production is proving a heavy tax on the good time Charlies.

Charging them up to \$3,000 a day for the duration of the binge is the newest means to keep the elbow lifters on the straight and narrow while they're working.

Not so long ago producers coddled the boy who spilled over. If production was stopped because the lead went blotto it wasn't considered such a sin. Another producer would be ready to talk turkey to the actor when he sobered up, so the boss was afraid to chirp.

Not so now. Not with that urge for economy in production. Theory is that if an actor who drink during production at one studio, he'll do the same at the next.

Within the last few months four actors have been collectively doctored more than \$25,000 for stew stuff during production.

Player fails to show at the studio and investigation shows he's on a spree, it's one with the producer. He immediately stops production and waits for the sobering up. Meanwhile, auditors check up each day and total the amount of dough lost through the halting of the picture.

When the actor returns he is presented a bill for the loss. He either pays it or he loses his contract.

One player kicked in with around \$10,000 for his holiday.

1-Punch Caesar Goes 2 with Jim Tully in Hollywood Nitery

Hollywood, Sept. 3. In an uncheduled battle at the opening of the Club Madrid, Slugger Jim Tully won by a knockout over One-Punch Arthur Caesar, the resin-loving scribe. With Joe Cunningham in town, Hollywood has become ribonaceous. Tully and Arthur, the Near Great, indulged in some sarcastic sallies as is their wont. The actor took a week at the frame of the Mighty Caesar who went down. Here he proved himself a sucker, for instead of staying down for a nine-count he bounced up, took another sock, this time stayed down. His ring name will now be changed to 'Two Punch Arthur'.

In fighting at a club, particularly an opening, the two boys lost their amateur standing. So did the club for that matter, because the violent gendarmes, attracted by the fracas, stormed the spot and pinched the manager, James Tully, for violating the state liquor laws. Now he's mad at both boys and it is doubtful if they will ever again grace the resort with their beligerent personalities.

Present at the ringside were Joan Bennett, Gene Markey, Evelyn Venable, Hal Mohr, Sally Blane and other film names. Following the battle, Alan Mowbray tried to patch things up by singing 'Wearin' of the Green.' Frank Moran, one-time heavyweight, stepped in between the two battlers and stopped any further physical encounter.

Kath Brown's Leave

Katherine Brown, Radio Pictures story editor in New York, expects another family addition shortly and hence goes on an indefinite leave of absence in the next two weeks. Department will be in charge of Richard A. Rowland, pro tem, latter coming from the Coast.

Anne Renova Sues Zanft Seeking Alleged Commish

Los Angeles, Sept. 3. Anne Renova has filed suit against John Zanft, Ltd., alleging Zanft failed to pay her commission on a booking agency compact. (Claims agreement calls for her to get one-third of 10% of all money received by the firm on contracts she negotiates.)

Miss Renova received playing Lon Brock with Zanft on his two-year tour at \$1,000 a week and Jay Torney at Fox for one year at \$500 weekly.

LEGIT THRU--REINHARDT

Kaufman-Hart to Produce Indie Films on Hecht-MacArthur Plan

George S. Kaufman and Moss Hart plan to enter the picture field as independent producers, operating in the east along the lines of Ben Hecht and Charles MacArthur. Playwrights duo who started collaborating with 'Once in a Lifetime' and who authored the forthcoming 'Merriely We Roll Along,' propose to film plays written by themselves. Sam H. Harris, producer of the Kaufman-Hart plays, will also be in on the picture activity.

Collaborators will supply the scenarios but will engage a director for the film versions, authors acting as supervisors. Both have ducked Hollywood offers from the major companies, being among the few standout playwrights unsuited by the film moguls.

It is possible that the Basic Minimum Agreement will be amended, in the form of a stipulation exempting plays pictured by authors. There is no provision in the contract covering such film projects such as the Kaufman-Hart plan. Agreement provides that the all-produced plays must be sold to the highest bidder. Fact that the only interested parties—authors and manager—are in accord and agreed to sell the rights to themselves, complicates the present regulations, which were framed to protect playwrights from sharp practices by producers. Arbitrator receives a percentage of the picture money, which is deducted from the play broker's slice. There is, however, no agent for the Kaufman-Hart play, deal being direct with Harris.

Basic agreement may only be changed by a joint meeting of managers and the Dramatists Guild, of which Kaufman is a v. p. Agreement does not apply to unproduced plays filmed and therefore the Hecht-MacArthur pictures are not similarly involved.

Goldwyn Switches Sten, Cooper to 'Broken Soil'

Hollywood, Sept. 3. Samuel Goldwyn has switched his production plans and will co-star Gary Cooper and Anna Sten in 'Broken Soil.' King Vidor directed. Original plan was to play the pair in 'Barbary Coast' which was shelved. Goldwyn then planned to have Cooper and Miriam Hopkins in 'Dark Angel.'

'Soil' starts as soon as Cooper completes 'Bengal Lancer' at Paramount.

Tracy-Fox Makeup

Hollywood, Sept. 3. Forgiving, but not forgetting, his disappearance which held up production on 'Marie Galante' for 10 days, Fox has put Spencer Tracy back on the payroll to resume in his part in the picture.

Dove of peace settled after a lengthy session. Edmund Lowe, who had been substituted, was switched to another picture.

Metro Re-Signs Healy

Ted Healy, who came east last week for vaude, bounced right back to the Coast Thursday (30) when Metro signed him to a new ticket.

New contract is for one year at \$1,500 weekly. Metro paying his stooges salaries. Last pact gave Healy \$1,250 weekly.

Sandrich-Kern Parley 'Roberta' Before Filming

Hollywood, Sept. 3. Mark Sandrich will confer with Jerome Kern, in New York, before starting on 'Roberta' for Radio.

Parley with composer is the first of Sandrich's series of six weeks' vacation in the East.

THE POOR FISH

Or Maybe It's a Break—Winslow Returns, Sidney-Friedman Go Up

Max Winslow returns to New York from the Thousand Islands this week, much to the black bass' regret. However, the fish up there will get another break as Louie Sidney and Lep Friedman, of Loew's, are due up that way shortly.

Winslow, an exec at Columbia's Coast studio, returns for the opening of that firm's 'One Night of Love' at the Music Hall this week, after which he and Mrs. Winslow will immediately return west.

Sidney, Friedman and a group will wait until after the Ross-McLarnin fight before wasting most of the bait the St. Lawrence affords. They're not exactly bound for the Islands. They'll be up river away at Cape Vincent for a week's jousting with rod and reel.

Arty Coast Pic Group Planning 10G Pet Films

Hollywood, Sept. 3. Another attempt will be made to organize a film group here similar to the Theatre Guild. New idea is being fostered by Seymour Stern, Louis Jacobs and Moe Wax. Former two are owners and editors of the arty Experimental Cinema mag which took up the cause of Eisenstein, Russian megger, when he ran afoul of the immigration authorities. Paramount and Upton Sinclair.

New organization, which calls itself the American Film Group, plan to make pictures on a production budget of \$10,000. Figure allows little or no salaries for the average indie picture, studio rental, lab and sound would cut that sum wholly. Group plans to invite actors and directors to work in their pictures unhampered by studio regulations. Directors will be given an opportunity to work out their pet theories.

Company plans four pictures during the first year. Group will headquarter at one of the rental studios, Stern and Jacobs remaining on the Coast to handle production and Wax in New York on distribution and finance.

Jim Barton's Indie Pic

Jim Barton, now starring in 'Tobacco Road,' has been signed to top the cast in an independent picture to be produced at the Biograph studio, Bronx. 'Crime of Dr. Crespi,' going into production Sept. 10, is an original by John H. Auer, who will produce and direct. Adaptation has been done by Lewis Graham (Lou Goldberg) and Ed Olmstead.

A few years ago Barton made a series of shorts for Par. He has never done feature pictures before.

Davey Holt Couldn't Take It; Overrears, Skips Date

San Francisco, Sept. 3. David Holt, kid signed by Paramount this week. Kid was brought here with Max Baer (two will be in pie together soon) for personal appearance. But kid spent day in bed and theatre manager was hot. Youngster packed away a train breakfast that would have done for Baer, and then youngster found ice water cooler which pleased him. Combination put kid in bed, with doctor called on. Arrived.

FROTHY STORIES OK IN PIX, BUT--

World Too Tragic to React Favorably to Serious Theatre—Prof. Max Reinhardt, Now in America, En Route to Hollywood, Prophesies Cycle of Festivals in the World's Capitals

MAY TRY PICTURES

By WOLFE KAUFMAN

Legit is washed up. In New York, London, Berlin, Vienna or any other part of the world, legit is dead. Maybe it's temporary. Legit may come back in a few years, but with the world what it is today, that is the situation as seen by Max Reinhardt.

The world is a bit too close to tragedy these days to enjoy theatre, Reinhardt feels. The times are too dramatic.

'Your newspapers every day,' he points out, 'are too dramatic. How can the average audience be expected to sit quietly through a long evening of Shakespeare or Ibsen or Wedekind? While Shylock on the stage is demanding his pound of flesh the little man in the 20th row is worrying about what answer to give his landlord.'

The world is not mentally attuned to the theatre, except, of course, in the matter of light, frothy items that come and go, and leave one not much bothered nor much disturbed—or, for that matter, not much anything except temporarily amused.

And that, feels Professor Reinhardt, is the chance the films have. Films can do it. Films can be frothy and light. They can come and go and mean pleasant temporary interludes.

'And does that mean,' the Professor was asked, 'that you are going into films?'

'Why not?' he answered. 'I should like to try it some day. I feel much can be done with films. But it is unfortunately difficult for me. I must find something that completely satisfies me artistically before I start. I must be convinced first. That's not a pose, you understand. It's a misfortune. I'm sorry it is so because it limits me. But there you are.'

Several news photographers from the dailies were posing him in several ways while he was talking. He didn't mind. They spoke English, which he doesn't yet understand, and he was conducting his interview in German.

Started talking about films, he expressed some startling opinions.

A Plug for W. B. Cole. 'America doesn't have to import anyone from Europe for film purposes,' he feels. 'America has all the talent it needs. Good talent. Any country that can turn out pictures like '42nd Street' or 'It Happened One Night' doesn't need any help from Europe. Both those films are good examples of what I mean. They are realistic, natural, down to earth and true to the moment. That's America's strength and that's what American producers must keep pointing to. Historical things are done better abroad. Henry the Eighth couldn't have been as good if done in Hollywood. But it happened. One Night couldn't have been done in Europe.'

But to go back to theatre, his theatre:

'There will be room, I think, for a world tour of art theatre for festival purposes,' he said. 'During the past year I produced shows at the Venice Festival, the Salzburg Fest, and so forth. Now I'm going to Hollywood. All around the world a regular tour of festivals can be arranged, I think, for once-a-year presentation of fine things.'

Stebbins-Marin Auto Tragedy Stuns Colony as Both Mothers And Two Children Are Killed

It Does Happen

Hollywood, Sept. 3. Sunny Ingram, head waitress in the Fox Westwood cafe, is now under grease paint. Jesse Mesky took her out of the dining room to give her a fair-sized part in 'White Parade,' being directed by Irving Cummings.

SQUAWK TO FOX ON SHIRLEY'S STORIES

Hollywood, Sept. 3. Decency drive has gone further than expected with Fox. During the last few weeks, despite official whitewash insignia on pictures, fans and women's organizations are protesting against the story material used in Shirley Temple pictures. Two of the pictures so resented, 'Little Miss Marker' and 'Now and Forever,' were produced by Paramount with the youngster on loan. But they also squawk on 'Baby, Take a Bow.'

After looking over the squawks, Fox has instructed writers to get away from the crook angle; to allow the child to associate with people above reproach in future pictures. At present there are half a dozen stories being considered for the youngster, none of which have received official okay. Material is being laid in the agency, in the hope that a hotter yarn may come along. Meanwhile, everyone is on the lookout for a Temple story. Studio hopes that something can be secured and produced in time for Christmas release.

BROOK'S BRITISH DUO

Due for Toeplitz's 'Dictator,' Then One for B. & D.

Clive Brook, freelancing since his Paramount contract gave out, is going to England this fall to make two pictures, deals arranged by G. O. Gurney who returned Thursday (30) from London and who yesterday (Monday) left for the Coast. Gurney is of the Schulberg-Feldman-Gurney agency, Hollywood. Brook is to star in 'The Dictator,' a Toeplitz production to be made in England with Madeleine Carroll opposite, Alfred Santell directing. Other picture will be 'The Marquis' original by Yves Mirande, to be turned out by British & Dominion.

Beyond that, I feel, it is hopeless to hope.

And the ordinary commercial theatre?

'That, of course, will remain, as it always has, a matter of gamble. You throw out the dice and sometimes you win and sometimes you don't, and at all times it means nothing much, none of it important. At least for a few years. I may come back. After all, you can't just over night lose one of the oldest art forms. But it looks to me as though for a long time we must resign ourselves to a total eclipse.'

His immediate plans? A production of 'Midsummer Night's Dream' in the Hollywood Bowl and in San Francisco. Then back to London for a production of 'Fiedemann.' Maybe one or two other items in Europe. Next fall to New York for the world premiere of a new play by Franz Werfel which is based entirely on the First Testament.

Hollywood, Sept. 3.

Mrs. Belle Stebbins, wife of Artie Stebbins, Hollywood agent, her two children, Lila, 11, and Jerry, 15, and Mrs. Katherine (Kitty) Seaman-Marin, wife of Ned Marin, Metro producer, were killed near Bakersfield last Thursday (30) in an automobile accident. Crash occurred 110 miles north of here when a truck collided with the car in which the two women and children were returning from Yosemite.

Ann Marin, 12, daughter of the Marins, also in the car, suffered a fractured skull and other injuries. She is at the San Joaquin hospital and reported to have a strong chance for recovery, as her condition has improved. She also has a broken arm. The Marins' boy, John, 9, was to have also made the trip, but remained at home. Jeanette MacDonald also was to have accompanied the party, but studio duties held her in Hollywood.

Mrs. Marin was driving her light car, which was carried 50 yards and completely demolished when struck by the truck, driver of which is said

(Continued on page 17)

Biz Bureau Probes Players Studio on Ad Placing Ideas

Los Angeles, Sept. 3.

Investigation into activities of Hollywood Players Studio which is purportedly conducting tryout of film talent and attempting to place classified advertising in daily newspapers throughout the country to line up applicants, is being conducted here by the Better Business Bureau. Probe was launched when more than a dozen BBB organizations from coast to coast queried the local BBB as to reliability of Hollywood Players Studio.

Investigation reveals studio is giving tryouts and then follows up with training for which it charges the student \$3 per week. If position is secured as a result of this training, student agrees to pay 10% of his earnings to the studio.

Inquiries have been received from New York, Washington, Kansas City, Minneapolis, Cincinnati and numerous other cities.

200 SHOW UP AT PARTY FOR MAX BAER

Hollywood, Sept. 3.

Leo Morrison sent out 250 invitations to a banquet he was giving for Max Baer at the Roosevelt hotel last Wednesday (29). Some 200 showed up.

Though Eddie Cantor, Benny Rubin, Bert Wheeler and Leo Carrillo made the affair, top honors went to Joe Cunningham, who let Baer have it. He started out by saying it was a sad commentary on Hollywood society when 200 people would leave their homes to pay tribute to a prize fighter. Everybody who preceded Cunningham referred to Max as a California product. Cunningham took pains to point out that the scrapper was born in Omaha, a fugitive from Nebraska.

Maxie Rosenbloom, who recently had his ear retreated so that he might enter pictures, was introduced. Cantor remarked that instead of having his ear lifted for pictures, he should have had his arms lifted for fighting. Tom Terricola, hooded; Howard, Fine and Howard stoged and Penny Rubin and Bert Wheeler went through some carefully rehearsed ad libbing which went wrong.

Loew's Heavy Product Buys Force RKO Into Extended Vaudfilming

Loew's film buys this year, loading up on as much product as available from majors and restricting RKO on supply is a tussle for Greater New York control, has provoked RKO into using more vaudeville in its theatres in support of pictures than it has in several seasons.

RKO has taken half of the Warner product away from Loew's, which previously had it 100%. But while RKO was mulling whether to close with Fox, Columbia or Universal, Loew tied up, all of these. Additionally, Loew's has its own (Metro), all of United Artists and one-half of Par.

This has left RKO with its own (Radio) program; half of Warners and half of Par. RKO is dualing in only six houses.

At present four-act shows are on trial in five houses. Fifth is Capitol, Union City, N. J., which started Saturday (1). Other four, Coliseum, Chester, 14th Street (New York) and Madison, Brooklyn, are in their second weeks.

While vaude isn't set for other spots as yet, it is being considered for the Alden, Jamaica, N. or about Sept. 15. House, closed, is one of a dozen recently acquired by RKO.

Against RKO's half dozen of dinars, Loew is top-heavy on this policy, particularly in neighborhoods. If the circuit is to utilize all of the product it has contracted for this coming year, double billing will have to increase in Loew's, it is held. Circuit has around 275 pictures from seven distributors tied up.

RKO figures it has enough product for three months now on the basis of pictures that are in. In other RKO spots Syracuse and Rochester pool with Paramount, and in Los Angeles an arrangement with Warner Bros. takes care of that. Under latter, the RKO Hillcrest and WB Hollywood are to play the big pictures of both Radio and WB day and date, while the Warners' Downtown will take second choice. Here again it's likely stage shows will figure as a bolsterer for weaker product, plan being to use acts at the WB Downtown.

MRS. KOHL LOSES LAST CHI THEATRE PROPERTY

Chicago, Sept. 3. With the loss of the Academy to ex-Judge Fenimore Cooper by default of mortgage, Mrs. Catherine Kohl is now without any theatre. The Academy was last ownership of a string.

In her two preceding houses, the Victoria also went by foreclosure, now one of the Essance line; and the Majestic was lost on expiration of lease.

Geo. Schenck to Retire

George Schenck, eldest of the Schenck brothers, probably will retire due to poor health.

More than a month ago he was given a 30 days' leave of absence to go to California for a rest but on returning after three weeks has been unable to return to work as a Loew division manager.

His territory of theatres in Brooklyn has been divided up among other div heads.

Fox Player Deals

Hollywood, Sept. 3. Fox took up options for additional six-month periods on John Bradford, Ruth Peterson and Mona Barrie.

Studio took a hitch on the contract of Mitchell and Durant for another year. Deal calls for not less than two or more than three pictures during that period.

McCarthy-Flinn Relax

Jeff McCarthy vacations this week on Long Island. It's his first rest session since joining the Hays organization. He's due back at the office next Monday (10).

Chances are that John C. Flinn, of the Code Authority, will accompany McCarthy.

J. D. Williams Dies

James D. (Jaydee) Williams, founder of the First National Exhibitors' Circuit, of British International Pictures, and organizer of the chain of Australian picture houses, now forming the basis of Union Theatres, died in New York Aug. 28 of a complication of complaints, following a nervous breakdown.

A more complete account will be found in the obituary columns of this issue.

M-G HITS TOP IN LOANING PLAYERS

Hollywood, Sept. 3. Although Metro has always yelled the loudest against the producers' agreement for the Interchanges of contract players, studio has at present 11 of its actors on loan to other major plants. That's about the all-time high in farming for any one studio at one time.

Players who are currently "farmed" are Cecilia Parker, Franchot Tone and Jean Parker at Paramount; Frank Morgan, Mary Carlisle, Karen Morley, Martha Sleeper, May Robson and Betty Furness, at Radio. Latter was recently dropped as a Radio contract player and picked up by Metro. This is her first assignment on her Metro ticket.

Russell Hardie and Loretta Young of M-G are at Fox. Miss Young's home studio is 20th Century. She was loaned by that company to Metro for three pictures. Studio in turn farmed her to Fox.

Metro has always claimed that in loaning contract player to other studios the deal was usually detrimental to the player's best interests and that studios split their success on the playing of their contracted players. For this reason the studio has always balked at loan-outs.

Radio Pix Renews Film Printing Deal with Con. Labs; Notes Extended

Herbert Yates, president of Consolidated Film Laboratories, and RKO have reached an understanding whereby Radio Pictures renews its film printing contract with Consolidated for an additional year, no changes in the outstanding \$1,500,000 RKO notes as held by RKO for a term of additional years and also reduce the required monthly payments.

Talk is that the extension on the notes, which Consolidated purchased three months ago from Chemical Bank and Commercial Investment Trust, former holders, will run for three or five years. This phase of the matter is not settled as yet.

On a three-year basis it would mean that the required payment to be made by RKO would be reduced from \$300,000 monthly, as presently stipulated, to around \$50,000 monthly.

RKO was required to meet a \$300,000 payment on Sept. 1, but the payment will come under the adjustments as discussed. Under the original terms of the notes there were still to be had five monthly payments, of \$300,000 each for final liquidation of same.

Most of RKO's assets are collateral for the amounts due, under the original terms of the notes.

Zeidman's New Pact

Hollywood, Sept. 3. Bennie Zeidman has signed a new four picture production contract with Universal.

First for the producer under the new deal will be 'I've Been Around.' Kurt Neumann directs with Chester Morris starred.

'Rothschild' Second Run in L.A. Causes Kick to Biz Bureau

Los Angeles, Sept. 3. Opening of 'Rothschild' at Grauman's United Artists (downtown) Saturday (1), after Sid Grauman, during run of the pic at the Chinese several months ago had advertised picture under no circumstances would be shown elsewhere in Southern California during 1934, has drawn a protest with the Better Business Bureau.

Trolley line employees, who works nights, complained to the bureau that on his recommendation several of his fellow-workers lost their much-needed day sleep, and paid the high tariff at the Chinese, solely because they believed the Grauman advertising, and wanted to see pic before next year.

JOHN G. VON HERBERGS DIVORCED IN SEATTLE

Seattle, Sept. 3. Mrs. Mary E. von Herberg has been granted an interlocutory decree of divorce from John G. von Herberg, northwest show tycoon. Suit first filed March 29 charged incompatibility.

The wife is to have custody of the six children, the family mansion and \$750 per month to support herself and two children, the only ones under 16 years of age.

Showman is of Jensen & von Herberg.

BLONDELL SUBS MACMAHON

Hollywood, Sept. 3. Joan Blondell, instead of Arline MacMahon as previously announced, will have the top spot with Guy Kibbee in Warners' 'Social Pirates.' Tale is an original by Ralph Spence. No further cast or starting date as yet.

GOV'T QUIZ ON ERPI?

No Denial or Confirmation Excepting a Few Let-Outs

Reports cropping up again that ERPI is set for Federal quiz as to its activity in film production drew neither confirmation nor direct denial from Electrical Research Products, Inc., executives Monday (3).

The electric, however, did confirm parts of the report that one of its subsidiaries had unloaded part of its industrial stock Sept. 1. This is Audio Productions, makers of industrial films. The electric men said there were not more than five or six in the let-outs and that the exodus was officially due to slack business. So far as they knew the electric has no intention, however, of dissolving Audio.

Further, anent the Government investigation reports, the same spokesmen said that so far as they knew at the time none as yet is directed at ERPI.

Seagoing Show Bunch

Big show mob gets in from Europe today (Tuesday).

Billy Rose comes in with several European contracts under his wing. Also Fanny Hurst, Virgil Thomson, Carroll Gibbons, Minor and Root, Jack Connolly of Pathe News, Mrs. Leon Leonidoff and Peggy Joyce.

G-B's American Expansion Program To Be Set Before End of This Week

Marxes Huddle for 1 Pic

Hollywood, Sept. 3. Groucho Marx arrives from the east Tuesday (4), with Harpo at the end of the week, when the three brothers will get together to close a deal for one picture.

Indications are that Paramount will get them, but propositions are also being made by United Artists and other company.

NRA Wants Film Producers to Pay Up Dues, or Else

With exhibitors paid up on the first half of their dues and now facing a second assessment, the NRA is putting its foot down and refusing to hold the NRA cost bag. All indications now are, whether they like it or not, that producers will have to pay a sufficient percentage of their gross to equalize their joint share of \$180,000 per annum.

This decision is expected to be announced following the Thursday (6) meeting of the Code Authority.

While producers have already kicked over one method of flat assessment on the ground many of them weren't getting a break, NRA-ites are confident there will be no angles for further stalling with the new plan.

On the gross basis, against which the chief protest was that companies didn't want their takings to be known, the Eagle is preparing to register a state of strictest confidentiality.

Price, Waterhouse, accountancy firm for virtually all the majors, is to be elected the confidential check between the producers and the Government on what each company should pay.

Little indie producers, with a fluctuating gross and no certainty as to income, will probably be allowed to file an affidavit, subject to investigation in cases where the C.A. feels this is necessary.

'Hell's Paradise' Initial Pic for Internat. Prod.

Hollywood, Sept. 3. 'Hell's Paradise,' an original by Oliver Drake, is slated as the first of a series of productions to be made by American International Productions, new independent company which expects to secure distribution via one of the majors. Organization also holds option on a Rupert Hughes story, 'The Houstabout,' which will be produced as a musical, with arrangements calling for Hughes to prepare the musical numbers. Roy Fitzgerald heads American International, with Drake vice-president, and Willard Dittmars production supervisor.

WURTZEL ADDS TWO

Hollywood, Sept. 3. Sol Wurtzel, who has added two major productions to his schedule at Fox's Western avenue studio, will have Harry Lachman direct 'Dante's Inferno' and John Ford m'k Will Rogers in 'Life Begins at 40.'

AUDREY FERRIS BACK

Hollywood, Sept. 3. Audrey Ferris, out of pictures since the early talker days at Warners, is on Metro contract list for a comeback.

She has recently been a stenographer in the L. A. District Attorney's office.

JENKINS-DONNELLY SHORT

Hollywood, Sept. 3. Warners is co-starring Alton Jenkins and Ruth Donnelly in a two-reeler, 'Vacation Daze.' Ralph Traub is directing.

Gaumont-British will have its American expansion program laid out by Thursday or Friday of this week. Details not yet set except that it is known that Fox will be involved for principal distribution and no theatres will be used by the company, as originally planned, for showcases.

Necessity for showcases, it is believed, has been done away with by the conclusion of product deals with the RKO, New York, and several other key houses. Contracts on the RKO or other houses have not, however, been signed, with G-B execs hesitant on discussing them as yet.

Mark Ostler, member of the company's board, and Jeffrey Bernard, company's g.m., have been in close conference all last week, ever since the arrival in New York of Ostler, interviewing a number of prospects for executive positions in the new American setup. Among those will be a general sales manager, choice of whom has been especially difficult.

DE FOREST LOSES DEL. PATENTS DECISION

Wilmington, Sept. 3. Decree authorizing a patent for making photophonomograms by an early recording process issued against DeForest Phonoflms and Lee DeForest, defendants, by Judge John F. Nields in U. S. District court. Plaintiffs obtaining the decree are American Tri-Bron Corp., Tri-Ergon Holding, A. G., Josef Engl, Joseph Massolle and Hans Vogt.

Decree follows decision of the Canadian courts that the DeForest patent on the process is not valid. Judge Nields ruled the patent issued in granting DeForest the patents. Not yet known here just how far the decree will modify the DeForest equipment business.

Samuel Darby, DeForest attorney, based his chief contentions on a sketch which it was testified DeForest made aboard a liner in mid-Atlantic, Oct. 12, 1918, and which he forgot in a book of poetry for several years. The DeForest patent application was made in 1919.

First Big Balto Censor Breach Is Harlow Pic

Baltimore, Sept. 3. Metro is experiencing some trouble here with 'Girl from Missouri!' Deeming the nicks in real-age too drastic for showing of film, state board is being asked to reconsider the eliminations at another preview. Film is slated to open at the Loew's Century next Friday (7). Instance represents first abrogation between exchanges and censor since early spring. No pic have been banned and, but few clipped since the inception of the church campaign.

'Widow' B'way Run Held Up; Releasing 'Barretts'

Due to holdup of 'Merry Widow' for recasting, Broadway trouble, picture will not arrive at the Astor, N. Y., for a two-day \$2 run until the end of September. It was slated to have reopened the Astor last Friday (31).

'Barretts of Wimpole Street' (Shearer), in mind for a two-day run after 'Widow,' is not being held back but goes out on general release towards the end of September.

WARNER PARTY BACK EAST

Hollywood, Sept. 3. Harry M. Warner, accompanied by his wife, Mr. and Mrs. Harry Charnas, Major Albert Warner and Mr. and Mrs. David Robbins, and possibly his father, Benjamin Warner, fly east Wednesday (5) in the special Douglas plane they chartered to come to the city at the time of their mother's death. Plane has been here since the Warner's arrived and will cost around \$7,500 for the round trip.

EXHIBS FORCE ZONING IN

Upheaval Due in Chi. Release System As Code Bd. Readies New Hearings On B&K Suit for Added Clearance

Chicago, Sept. 3. With the national code authority refusing to throw out all present clearance and zoning schedules in order to speed up the selling season, the local code board will again attack the Balaban & Katz appeal case in order to get set on the season's schedule in Chicago. Original B. & K. request for additional protection was rejected by the local board, and B. & K. sent the case to higher authority in New York. But the eastern headquarters last week suggested that the Chicago board hold another hearing on the case.

This second hearing will be held on Thursday (6) and local trade men are on edge. Exhibitors and distributors are anxious to get going with the business to get set on next season's product. So much so that some even think the board may decide to okay the B. & K. appeal in order to start the selling season.

Adding Dead Week
B. & K. is asking for an additional week of protection for 'C' of pre-release against the first week of general release. And also that the protection of the loop over 'A' pre-release be cut one week. If okayed, the release system would mean that 'A' houses would follow 14 instead of 21 days after the loop. At present 'C' pre-release falls on the ninth week after the loop. Under the B. & K. request, it would be only eight weeks after the loop. First week of general release is 10 weeks after the loop at present, and follows immediately upon 'C' week. B. & K. is asking for a dead week between 'C' and first week.

Move will affect about 115 theatres in the city; 37 of which are at present in 'C' week classification, and 78 of which are in first week. Should the additional protection be voted to 'C' week it will, without question, mean an upheaval in the ranks of the 'C' and first week houses, with a good many of the first week spots moving up to 'C' week in order to get that extra clearance. Twice admissions on 'C' houses are 20c matinee, and 30c at nights, while the first week houses must charge 15c and 25c. Primarily affected by the case are the large B. & K. nabes and the best of the Essaness and Warner houses, besides some 10 or 12 top indie houses.

HAYS SAYS CLEAN PIX WILL ANSWER N.Y. DRIVE

New York Catholic Archdiocese, via Mr. Michael J. Lavelle as spokesman, announced Sunday (2) that the drive in this territory for clean pictures will commence late this month or early in October. The news was no surprise to Will Hays, actually the only picture executive at his desk early Monday morning (3).

"We'll say it with pictures," Hays stated, expressing the same time confidence that New York will stay away from what it deems unclean pictures, and that it will have a difficult time finding any in such category.

The Church's 'League of Decency' drive in the N. Y. sector has never been started.

Loew 'Round World

Arthur Loew leaves on another world trip on Sept. 14, to be gone about three months.

Loew will take a new route, going down to South America for a look-see of that territory. From there he will go to Europe, which he will cover completely before returning to New York.

But he won't use planes to fly down to South America.

7:30-8 A.M. TOO EARLY

Chorus Equity Protests to C.A. Over M. H. Chorines

Charging that the Radio City Music Hall has been violating the picture code by calling ensemble singers for rehearsal at 7:30 and 8 a. m., Dorothy Bryant of Chorus Equity filed complaint last week with John C. Pinn of the Code Authority. Stipulation in the code sets the earliest rehearsal call at nine in the morning.

Pinn advised Miss Bryant that her protest would be investigated. Immediately thereafter the call notice was removed from the bulletin board, but it is claimed the girls were told verbally to report at 7:45. Check-up on the stage last Thursday (31) showed the choristers had answered the director's early call and Pinn was so informed.

RADIO SETS 6 FOR SEPT. PROD

Hollywood, Sept. 3. Six pictures will be produced at Radio during September. With six knocked out during August, company is keeping ahead of schedule.

Sextet to get started this month are 'Silver Streak,' minus cast and director so far; 'Sea Girl,' with Stella Dunn, directed, Wallace Fox directing; 'Romance of Manhattan,' Francis Lederer and Ginger Rogers, Steve Roberts directing; 'Little Minister' with Katharine Hepburn, Richard Wallace directing; 'West of the Pecos,' special western, no cast or megger, and 'Portrait of Miss Laura Latham,' with May Robson borrowed from Metro.

NIX NO PIX ON NEW CHI DECENCY LISTING

Chicago, Sept. 3. No banned pictures marred the white and pink lists of motion pictures issued by the Chicago council of the League of Decency last week. 'Belle of the Nineties' (Mae West) got by with a simple 'objectionable in spots and for adults only' tag. Okayed for all patronage were 'Among the Missing,' 'City Park,' 'Human Side,' 'Man from Hell,' 'Romance in the Rain,' and 'You Belong to Me.' Objectionable in spots were 'Before Morning,' 'Pursued,' 'Belle of the Nineties,' 'Blind Date,' 'British Agent,' 'Crime Without Passion,' 'Dames,' 'Down to Their Last Yacht,' 'Dragon Murder Case,' 'Hide-out,' 'Man They Couldn't Arrest,' and 'Straight is the Way.'

4 MORE BY RELIANCE FOR U.A. THIS SEASON

United Artists stands to receive four pictures this coming season from Reliance, the Harry Goetz-Edward Small unit. Accounted that a new deal is about set calling for Reliance's continuation with U. A. Reliance's latest picture is 'Monte Cristo.' It also made 'I Cover the Waterfront.'

U.-Henigson Huddle

Hollywood, Sept. 3. Universal and Henry Henigson negotiating a new deal, whereby the studio's m. m. stays on two more years.

NRA REVERSES AS INDIES PROTEST

Code Authority Must Undertake to Zone the Country by Jan. 1, 1935, Recognizing the Yeoman Task Before It, Especially as Regards the Big City Areas

DISTRIB ADVANTAGES

The Eagle had to back-water at the behest of the indie exhibs. Their concerted drive for the inauguration of a zoning schedule for all territories reversed the Code Authority's arbitrary attitude to out-law any such moves.

Exhibs have demanded that zoning be adhered to, and for the first time the small independent exhibitor—despite the lack of general organization and limitation of leadership—made himself heard to such an impressive degree that the C.A. had to respond.

The boomerangs of the thwarted attempt to lay zoning schedules low with a single move, in the secrecy of an executive meeting, now shape up as many. Great city territories, dormant on the subject of schedules and more or less willing to let relations with competitors and distributors ride along as in the past, are awakening. In some of the largest cities there is talk of mass meetings now to force the C.A. to follow the NRA law and put schedules into such territories into work by January 1, next.

New York, always regarded as the greatest problem in zoning and in the city category where trade lines and formal terms has for years been considered by industry leaders as a physically and psychologically impossible, is among the cities now determined to demand an NRA mapping.

Exhibitor leaders in Greater New York refuse to be stalled further. Rental of film; admission charged; and creation of exhibitor exhibitors are the three factors which enter into deciding the geography of any large areas, the leaders will contend.

The demand will be made that zoning boards get to work no later than November 1. Even members of the C.A. maintain sufficient ground work during the first eight months of the NRA has been laid for final touches to schedules being completed in time for the new year deadline.

Another Emergency Session

A plan of decentralization of zoning activity was virtually adopted by the Code Authority, although it is holding another emergency session on zoning this Thursday (5). This does not increase the authority of zoning boards in drafting schedules but places upon them the responsibility of solving their own box office territorial problems. In this they are to be aided by a special rules committee of the C.A., headed by George J. Schaefer instead of simply writing their (Continued on page 23)

Shortage of Bronc Picts Causes Col., WB to Unshelve 9

Hollywood, Sept. 3. With a shortage of westerns for deals and subsequent runs, both Columbia and Warners are re-issuing a number of horse operas and action films for fall release. This week Columbia took eight off the shelf and sent them through the ten screen purity mill for okay. Warners had one with more to come.

NRA Notes Few Intra-Haysite Producer Squabbles; But No Such Accord Exists Among Exhibs

Rosy Appoints Hicks

As Coast Advisor

Hollywood, Sept. 3. Harry Hicks, vice-president of Associated Exhibitors of Southern California, has been appointed by Sol. Rosenblatt as theatrical advisor to Charles Cunningham. Latter is NRA administrator on labor hearings now being conducted into charges of underpayment of projectionists in 137 indie houses.

Hearings will be resumed tomorrow (Tuesday) with representatives of Projectionists Union 150 sitting in with Hicks in an advisory capacity.

PURITY SEALS STICK ALL OVER U.S.

The purity seal is going to stick, regardless. Hays office in making this emphatic statement, also holds that the emblem is going to stand for everything in all-American communities which take their pictures seriously.

The seal mandate gets on the record as the result of various pro and cons on the signature throughout the industry, especially exhib comment designed to belittle its usage.

At the same time it is revealed there is no penalty for exhibs who don't flash the seal, such as the \$25,000 fine for producers who have agreed to industry self-censorship and then attempt to slip in deleted matter.

As distributors have to conform to the seal, exhibs point out no special penalty for them is necessary since there is a clause in most of their contracts prohibiting them from eliminating or tampering with film when they receive it.

PAR GOING ABROAD FOR 'B'DCAST' STARS

Hollywood, Sept. 3.

In order to get boxoffice appeal for European audiences into 'Big Broadcast of 1935,' Paramount will use several sequences in the picture with numbers by English and continental radio talent.

J. Theodore Reed, production aide to Benjamin Glazer, Paramount producer, leaves early in October for Europe to secure the shots of radio artists for the picture. Reed will spend about six weeks on the other side gathering the necessary footage.

Squaring Rosy

High codists are exonerating Divisional Administrator Sol A. Rosenblatt of any overt move to hurt the exhibitor. Formal announcements of the Code Authority's intention to kill zoning schedules, as quickly washed up during the past week, credited Rosy with the idea.

The codist, however, now maintains Rosy fell for a theory advanced by a distrib-producer C.A. member. It was without zoning schedules the C.A. could render quicker service to the exhibitors of the country.

Of the hundreds of cases filed with grievance and zoning boards during the past seven months not one, the Code Authority record today shows, has been filed by one Hays member against another Hays member. The Hays disputes have all been settled outside the NRA court.

The significance of this to some film leaders is that if the entire industry were Haysian there would be no need for the Blue Eagle and the Code Authority other than for official assent to hours and wages. In all other respects the H.O. would be the C.A.

With Monogram ready for induction into the Hays office on Sept. 15, and with Pathe taking under its wing Chesterfield and Invinible, lesser but none the less ranking indie producers, the Hays situation production-wise is fairly clear sailing from now on under the NRA.

In exhibitor circles there is a different situation. Various heads of important exhibitor units now affiliated with the MPTOA have, even during the past week, stated privately they would gladly break ties with a national body including producer-controlled theatres if there was another strong national organization.

Looking for a Hybrid
Such exhib chieftains, however, refuse to break with the MPTOA for a joiner with Allied Exhibs. What they are looking for is a cross between Allied and the MPTOA, an outfit that as yet hasn't divulged itself.

NRA aides, confirming the absence of any Hays vs. Hays case on any of the Eagle's trial calendars throughout the country observe:

"The Hays Organization was taken into consideration when the code was drafted. It was understood from the start that Hays was to look after the activities of his members among themselves.

Some of the indie leaders, however, look askance at the absence of major circuits, with their heavy battles in various areas for product, such as New York, in not resorting to the NRA court. They cannot understand how battles so openly fought can escape the Eagle courtroom. They were among the first to note that in all cases to date majors are either plaintiff or defendant, with an independent always on the other side.

COOPER ADVISING ONLY ON JOCK WHITNEY PIX

Hollywood, Sept. 3.

Morgan C. Cooper's connection with Jack Whitney's Pioneer Pictures will be in an advisory capacity minus production activity. Production head of the company for the first picture at least will be Kenneth Macgowan, on loan from Radio.

Cooper's activities will be as a radio producer with 10 pictures on his schedule, first of which is 'Last Days of Pompeii.' First for Pioneer is 'Becky Sharp.'

Par's Prod. Hustle

Hollywood, Sept. 3.

Paramount goes into its heaviest production peak in the history of the studio tomorrow (4) starting the W. C. Fields 'Black Porthole.' Next Monday (10) two more go before commencing a schedule calling for 24 pictures, almost half the year's product, in three months.

With six currently in production studio plans for a like amount of activity during the month, 10 in October and eight in November.

Double Features Plus Giveaways For 5c in Essaness Chicago Nabe

Chicago, Sept. 3.

Essaness circuit went to a new low, admission last week for this town when it changed its nabe Victoria from a 15c minimum to a 5c policy. Rate for two children or one adult for 5c, the lowest that any local picture house has charged since talkers.

Circuit went to 5c lower than its indie competitors which are charging 10c, and in addition instituted giveaways. Each person also gets an ice cream cone, a hamburger sandwich or a slice of watermelon on rotating days. The bill is two indie features.

Harry Lubliner's nabe Wilson, in a different and poor district, went into a two-day-a-week 5-10c admission, 5c for children and 10c for adults. Regular policy is 15c minimum for major product. On Thursdays and Fridays there is a change to indie features.

Pantages, Seattle, May Go to John Hamrick

Portland, Ore., Sept. 3.

Offer by John Hamrick of Seattle to lease the Pantages has been received by the bondholders' committee and will be submitted soon to the federal court here for approval.

Alexander Pantages, foreclosed out of the property by holders of second mortgage bonds some \$500,000, will not have a say in the proceedings here in federal court.

Hamrick now operates five theatres in Portland, the Music Box, Oriental, Adler, Blue Mouse and Playhouse.

Gets 5-40 Years for \$500 Mpls. Theatre Stickup

Minneapolis, Sept. 3.

For robbing the Homewood theatre, local nabe, Nelsie Blumenthal, alleged Chicago gunman, was sentenced to serve from five to 40 years in Stillwater prison.

Blumenthal, who held up the assistant manager in his office, got away with approximately \$500, but later was apprehended, tried and found guilty.

Seattle, Sept. 3.

Three robbers held up the Paramount theatre Saturday night escaping with \$1,600.

Triple Shift in Prov.

Within two weeks Loew's is taking one of its houses through one policy into another and then into a third. This fast ride on a change to eventual double features is the remedy figured for the State, Providence, one of the important eastern first runs of the circuit.

House, which has been a combination, getting pick of Metro product, dropped vaudeville Thursday (30) to go into straight pictures with 'Chained' for one week. On Friday (6) the theatre dips to duals with 'Hide Out' and 'Have A Heart', with no change in prices except in the balcony.

\$158,000 Rent Suit

Louisville, Sept. 3.

Suit has been filed to enforce payment of rent totaling \$158,000, principal and interest, alleged due on lease of the Rialto theatre property, by the Majestic Theatre Co. against the United Theatres Co., an Ohio corporation.

Petition alleges the Ohio concern guaranteed a yearly rental payment of \$110,000 when the Majestic company agreed to a transfer of the lease to the Fourth Avenue Amus. Co., operators of the Rialto.

N. Y. to L. A.

Sada Cowan.

Al Green.

G. O. Gurney.

Ted Henly.

Sidney Kingsley.

Joe Monkowitz.

J. P. McEvoy.

Groucho Marx.

Harpo Marx.

Bowen Sisters.

Chiff Wolf.

Mr. and Mrs. Max Winslow.

Rocky Mt. FWC Conv.

Denver, Sept. 3.

Annual convention of International division of Fox West Coast, to be held Sept. 11-13, at Broadmoor hotel, Colorado Springs, Colo.

Subjects to be discussed include bank night, advertising and exploitation, new film deals, League of Decency, theatre management, admission prices, etc.

Spyros and Charles Skouras have been invited to attend. Rick Ricketson, manager of the division, will preside. About 40 will attend.

Ex-Warner Mgrs. Form 3-House Wis. Circuit

Chicago, Sept. 3.

Three-theatre indie circuit has been organized in Wisconsin by Harry Corbett, L. B. Oswald and Charles Hogan. Corbett was former district supervisor in Chicago for Warners, Grand was recently district manager for Warners in Wisconsin, while Hogan is vaude booker, handling Warner time in the Midwest.

Three houses are the Hay in Green Bay, the Strand in Oshkosh, taken over from WB, and the Gateway in Kenosha, taken over from Fox Midwestco. All will play vaude on week-ends.

SUES FEMME MAYOR

N. J. Exhibit in Row Over Admitting Minors Charge

Atlantic City, Sept. 3.

Suit for \$50,000 damages was filed last Thursday (29) in United States District Court by Assemblyman William C. Hunt of Cape May Court House, against Mayor Doris W. Bradway, of Wildwood. Hunt, owner of a Wildwood theatre, charges acts of the Mayor damaged his business and reputation. Hunt is under \$250 bail for the grand jury on a charge of permitting children under 14 to attend his theatre, under state law regarded as a misdemeanor.

Assemblyman said his arrest was due to 'politics'.

In addition, Hunt said, Mayor Bradway injured his business and reputation by causing his arrest and that of his son, Guy, on a charge of Boardwalk 'barking'.

Milwaukee's Theatre Battle

Factional Feuding Starts with Price Cutting —See Duals, Triples Next

Milwaukee, Sept. 3.

Predictions are that the biggest theatre war the town has ever known is about to be launched. First gun in the "war" was fired last Friday (31) when Warner announced cut admissions. The top of 15c has been slashed to 40c for the deluxe. Fox-Skouras retaliated with cutting the admission at its Wisconsin to the same level and dropped the opening price at the Alhambra (combo house) from 35c to 25c.

Fox also then took the lead in cracking the prices in the deluxe neighborhoods by announcing a 15c and 30c scale, with two days of the week set aside with a straight 15c policy.

Fox chain also is the first to go for double featuring in the nabe since the NRA went into effect. It is expected Saxe and Warners, chief competitors of Fox, will also slash the nabe admissions.

At the same time, the Garden, second run house, following the Wisconsin in pic cut its opening price from a quarter to 15c and replaced its 35c top to 25c.

Price cutting is only the first step in the fight for business; double and triple features, stage attractions and what not are planned in the drive.

Already the district attorney's office is busy drawing up notices to the film houses that they cannot go in for give-aways, country store or

1st Runs on Broadway (Subject to Change)

Week of Sept. 7

Paramount—'She Loves Me Not' (Par).
Capitol—'Chained' (MG) (2d wk.).

Strand—'Dames' (WB) (4th wk.).

Rialto—'You Belong to Me' (Par).

Roxy—'Romance in the Ruin' (U).

Music Hall—'One Night of Love' (Col) (6).

Rivoli—'Affairs of Cellini' (UA) (5).

Mayfair—'Their Big Moment' (Radio) (5).

Week of Sept. 14

Paramount—'She Loves Me Not' (Par) (2d wk.).
Capitol—'The Wandering Jew' (MG).

Strand—'British Agent' (WB).

Roxy—'Human Side' (U).

Music Hall—'One Night of Love' (Col) (2d wk.).

Rivoli—'Affairs of Cellini' (UA) (2d wk.).

COAST DISTRIES BASE PACTS ON LOW ADMISSION

Los Angeles, Sept. 3.

Selling season is under way on the Coast with major distries basing feature contracts for the new season on a minimum admission basis, subject to the NRA zoning-clearance schedule, if and when adopted for this territory.

Meantime, as a matter of protection in the event adoption of z-c schedule is delayed, protection sheet similar to that in effect here for past two years has been drafted by Fox-West Coast.

Attempt by Metro to penalize 15c and 20c admission houses here by pulling out feature dates already set on remainder of this season's product, when pic is played in comparable houses at 25c, is encountering stiff opposition from indies. Exhibs take the stand that while this type of protection generally is to be commended, Metro, by acting individually, is prohibiting them from advancing their admissions, as they are receiving no protection on this year's pics from other major distries.

Protest by the ITO has been forwarded to Metro exchange here, with exhibs on record as stating they will insist on any playdates already set, regardless of what M-G exes may desire.

Stock Market Dressy Affair Last Wk., Amusement Group Down With Others

INCORPORATIONS

NEW YORK

Roy Products of America, Inc.; general radio and phonograph business; capital stock, 100 shares, no par value. William Karlin, Nathan Karlin and George Silber, all of 1001 Bedford avenue, Brooklyn.

American Kings Productions, Inc.; operate theatre of all kinds; capital stock, 100 shares, no par value. Mildred Lebon, 1791 Walton avenue, Bronx; Dorothy Weinberger, 1155 Simpson street, Bronx; and Theresa Powers, 470 Third street, Brooklyn.

National 14MM Film Exchange, Inc.; pictures; capital stock, 200 shares, no par value. Anne Kahn, 1154 President street, Brooklyn; Jos. A. Lieberman, 4119 Broadway, New York, and Harold J. Sherman, 644 Ralph avenue, Brooklyn.

New Deal Producing Corp.; plays musical compositions, etc.; capital stock, \$2,000. Louis Goldstein, 31 East Seventh street, New York; and Ida Roberts, 160 East 15th street, New York.

Golden Eagle Theatre Corp.; operate theatres of all kinds; capital stock, \$5,000. Donald E. Brown, Ralph M. Sacks and Paul Politis, all of 1475 Broadway, New York.

Gundare-Haasenstein, Inc.; pictures, plays, etc.; capital stock, 100 shares, no par value. Martha Fomer, Max H. Galt and Leonard S. Ficker, all of 1475 Broadway, New York.

Spectrum Pictures Corp.; pictures; capital stock, 200 shares, no par value. Anne Kahn, 1154 President street; New York; and Harold J. Sherman, 644 Ralph avenue, all of Brooklyn.

Levaco Amusement Co., Inc.; theatrical enterprise; capital stock, 100 shares, no par value. Joseph L. Magg, 243 Ryeon street, Brooklyn; Herman H. Bolint, 1119 55th street, Brooklyn; G. Gertrude Bolint, 1407 Shakespeare avenue, Bronx.

Vickerman Film Productions, Inc.; pictures; capital stock, 100 shares, no par value. Mary E. Conney and Dorothy Kaye, 36 West 44th street, and Marjorie L. Conney, 431 Fifth street, all of New York.

Levaco Productions, Inc.; operate motion pictures, etc.; capital stock, 60 shares, no par value. Herman Shumlin, 243 Ryeon street, Brooklyn; and 11 John street, and W. Herbert Adams, 7 West 44th street, all of New York.

Emerson Theatre Corp.; pictures; capital stock, \$600. Rhel Pavai, Rose Brown and William H. Hill, all of 1441 Broadway, New York.

Change of Capital
Columbia Concerts Corp., \$1,600 to 10 cents, changed to 16,200 shares, 10 cents each, 100 and 200 preferred, no par value. William H. Hill, 1441 Broadway and C. Collin, 165 Broadway, New York.

Dissolutions
Pauline Cine-Theatrical Enterprises, Inc., New York, dissolved by Julius Kender, 1540 Broadway, New York.

First National Productions Corp.; First National Distributing Corp., and the Telephone Distributing Corp., all filed by Warner Brothers Pictures, Inc., 221 West 44th street, New York.

OKLAHOMA

Howell Amusement Club, Howell, Okla.; capital stock, none. Incorporators: J. R. Howell, Zolie Vickers and Lee W. Davis, all of Howell.

Armore, Okla.; capital stock, none. Incorporators: Albert Breen, A. S. Grubley, John D. Culver, John R. Pollock and J. R. Dexter, all of Armore.

BAMFORD ADDS HOUSES

Assumes Bristol, Tenn., With No Red in Asheville

Arrangements are being completed by Paramount to expand the operations of one of its southern partners, Carl Bamford, who up to now has restricted himself to Asheville, N. C. Plan is to shift operation of Bristol, Tenn., to Bamford, who has been handling four houses in Asheville, all open and well in the black.

Bristol is so situated that it will be easier for Bamford to operate than Bob Willy, who has been taking care of the town. Report that Johnson City would also go to Bamford is declared incorrect, as Far has a partner there now, George Keyes.

L. A. to N. Y.

Binnie Barnes.
Constance Bennett.
N. H. (Jack) Brower.
Harry Charnas.
Maurice Chevalier.
Jeanne Cohen.
Tex Cole.
Sol Dolgin.
Jack Farrow.
Tyron Gray.
Erwin Gelsky.
O. P. Heggie.
Lola Lane.
John S. Martin.
Helen Menken.
Grace Moore.
Dan O'Shea.
Sigmond Romberg.
David Rolfe.
Ninna Wallis.
Major Albert Warner.
Harry M. Warner.
Helen Westley.
Dwight Wrigley.
Jack Yellen.
Major John Zant.

Last week stock market for most part was a dull affair. Best that could be said was that market was consolidating its gains of preceding week. Action was so dispirited last few days that few changes could hardly be rated as representative. Dow-Jones Industrial averages closed at \$244, or down 3.07 points from close of \$247.1 the previous Saturday.

Amusement group also felt back with general trend, 12 representative issues closing down 7.05 points at 20%. Group again reached 21%, the same as it had done in previous week. It again reached its low ebb at 24%, another application of preceding week. Even though the close was more than a point below that of previous week the closing figure was above that of the week ending Aug. 18. What might be considered a good sign was the vastly decreased volume on the decline in the amusement group.

After four weeks of advancing prices for this group, some decline or consolidation might have been expected, particularly since whole market was following this course.

Columbia Pictures, Consolidated Film Industries preferred, and Eastman Kodak each dropped exactly 1 1/4 points net. Loew's slipped practically the same amount, after two weeks of advancing prices. The preferred stock of this company, however, rose two points, the sales at the high of 94 being for cash. Others to lose a point or more included Pathe A, off 2 1/2 points; Radio preferred B, off 3 points; Universal preferred, off 4 points, and Warner preferred, off 3 points.

Expect Excitement

Some fireworks may be expected in Loew's during coming week, providing for a hold anywhere near firm. Directors are supposed to meet on dividend action, and many are hopeful that dividend rate may be raised from present \$1 annual basis. The company is reported to be earning from \$3.50 to \$4 at present, with full outlook even better than at this time last year.

It also appears that Loew's, after four straight weeks of sharply advancing prices, it managed to get above 29, but after that fell back most of week. Warner Brothers common appeared to be consolidating its recent gains around the 4 1/2-point mark, where it closed the week. The same might be said of Fox A, although strength early in week nearly put stock above 13 for first time in many weeks. Paramount certificates acted well in face of the indifferent market, and never dropped below 3%. At one time it nearly hit high of previous week and wound up at 3%, unchanged from previous week's close.

Although there was considerable weakness in Paramount's liens on bond market, close firmed up. In fact most amusement bonds did well considering general weakness of market. Loew 6s went up to a new 1934 high at 102 1/2, which was close for week. At this level these bonds were up 1 1/2 points. Keith 6s also advanced fractionally and Pathe 5s went up to its former 1934 high at 100, and then closed at 99, for a net advance of half a point. RKO debentures scored a 4-point gain on a few trades.

Warner Brothers 6s were weak most of the week and wound up at bottom with net loss of 3 1/2 points. General Theatrical Equipment liens, Paramount-Broadway 5 1/2s and Paramount-Public 5 1/2s each lost a point. Paramount-Famous-Lasky 6s dropped back 1 1/2 points, while certificates of the same lost a fraction. Paramount-Public 5 1/2 certificates were off 2 points at 46.

Of five amusement stocks, Fox A, Loew's, Pathe A, RKO and Warner Brothers common, only Pathe A (unchanged) failed to score a net advance during August. These five stocks appreciated 35% during past month; or a total of \$15,299,130 for the five issues.

Unfavorable Reports

Trade reports were largely unfavorable aside from advancing retail ticket prices. Bright spot was power output which continued higher than in 1933. Week ended Aug. 25 was 1.1% ahead of same week last year but 1.5% less than preceding week. Steel operations for week starting Aug. 27 were set at 19.1% of capacity, according

(Continued on page 23)

NRA Stepping In On Year-Old Battle of Operators vs. Exhibs; Committee to Set Standard Scale

Peace looms on the theatre front after a full year's feud between projectionists and exhibitors in New York. At the same time NIRA conciliators hope this will provide a cure-all for similar situations which pop up throughout the show nation.

Within two weeks an NRA committee, including union representatives, hopes to fix a standard booth scale. In the meantime an armistice has been effected between unionism and exhibitors whose contracts with projectionists expired Sept. 1. This provides new contracts will not have to be signed until the committee has announced its hoped-for Utopia in scales, with the theatre owner's promise not to dislodge present incumbents in booths during that interim.

The NRA scale for New York, hoped to be a model for other war-torn operator-exhib sectors in the country—if it succeeds—will be a tremendous work. It requires careful study of questionnaires in which exhibitors detail all information concerning their booths, from the number of men employed to salaries, house admission, etc.

Questionnaire System
Some 500 questionnaires have already been filled out by theatre owners for as many houses. This information must be collated before a maximum and a minimum booth pay can be achieved. In the end operators are expected to hear from the Government what their pay will be in New York and exhibitors will learn what is a fair booth wage, according to their classification.

The NRA committee engaged in this work includes L. E. Thompson, chairman; C. C. Moskowitz, Harry Brandt, Charles O'Reilly, also George Browne of the IATSE and J. Blatt, Empire State M.P.O. Union.

Suits Continue, However
Meantime, creeping up on its A. F. of L. competitor, New York Operators No. 306, the Allied Operators, State-chartered union, now has a representative number of the areas using its men and a tussle for eventual complete control is threatened. This appears all the more certain as Allied, faced with allegedly severe opposition tactics by 306, today (Tuesday) files a number of affidavits in support of an effort to permanently restrain 306 from picketing its houses.

Attorneys for four houses which charge they have been subjected to unprecedented injury by the picketing and other practices of Allied's rival, are planning to put in affidavits today to substantiate what's being going on. Theatres are the Rugby, Brooklyn, and Ritz, Star and Art, Bronx, all of which employ Allied men in their booths.

During the past week, after presenting their case to N. Y. Supreme Justice Aaron S. Sauer, Allied got a temporary restraining order against picketing of Allied houses by 306. This was granted pending argument and submission of affidavits for an injunction to permanently stop 306's picketing and other practices. Argument was held Thursday (30) and a permanent restraining order remains to be granted after Justice Edgar Lauer has studied affidavits and other papers. Allied has been taking houses away from 306, notably among them being the Criterion on Broadway, which switched in order to reduce overhead.

The Allied offensive right now against 306 to stop picketing practices is predicated mostly on the fact that Mayor LaGuardia had denied Allied police protection and on acts of violence. Members of Allied have been threatened and a photographer who tried to take pictures of what was going on received a beating, it is charged, his camera also getting smashed.

Allied houses also charge that meanwhile the city was affording full police protection to Loew's and RKO in the Greater New York area. The cops drove off all Allied pickets trying to march in front of houses of these circuits, it is alleged in affidavits.

Just before Allied tried for injunctive powers against its stronger

Jewish Holiday Shows

Broadway showhouses are trying to avoid taking a loss next week with the coming of the high Jewish holidays. Two houses, Roxy and Capitol, have special shows figured to get Jewish trade.

Capitol will have 'Wandering Jew', a British film, while Roxy will devote the stage show to 'Romance of a People', tab version of the spectacle which was staged in a New York armory as a special attraction last year.

PAR TO RECLAIM SOME THEATRES

A new balance sheet for the Paramount Detroit group shows a favorable profit in view of the condition existing in that key; also a turn into black in the Denver territory, among others. Circuit is also returning to certain towns which it abandoned when Par went into bankruptcy.

Notable is the Ohio territory, where plans are set to get back into Middletown and Hamilton. The Southbolic Theatre Corp. has been formed to re-take the towns. Just how far Par may go in reclaiming houses it formerly operated but lost or abandoned through bankruptcy, when leases were broken or turned back to landlords were made, is not indicated but stated by officials that no determined plan has been agreed upon.

Trustee quarters express cognizance of considerable loss of operating strength through abandonment of theatres in various parts of the country.

WB AND RKO POOL PRODUCT FOR 3 IN L.A.

Los Angeles, Sept. 3. Warners and RKO are set on a product pool for their houses in Los Angeles and Hollywood. Theatres affected are the RKO Hillstreet and the Warner Hollywood and Downtown theatres. Houses to be operated by a committee of four, two members for each company.

Cliff Work, RKO's division manager, it has been learned, had left his Frisco headquarters last week, on summons from the New York office, for purposes of closing the negotiations with Moe Silver of WB. Deal had been on around six weeks.

Pool does not affect the RKO Golden Gate in Frisco. Cream of WB and Radio product goes into the WB Hollywood and the RKO Hillstreet day-and-date. The WB Downtown takes the second choicest.

Coast continues to hear reports dribbling in from New York that deal is being worked out in New York whereby Fox-West Coast will take over operation of all Warner houses out here, excepting the Hollywood, Downtown in L.A. and the house in Santa-Barbara.

Understood negotiations will be resumed when Harry and Albert Warner return to New York.

Houses that would pass to F-WC operation include the Beverly Hills, Forum, here; Huntington Park, San Pedro, Fresno, and two San Bernardino houses, all in California.

rival, 306, considerable stench bombing took place, including several Broadway houses employing Allied operators.

Temporary restraining order against 306 will be sought also on the ground that 306 has been cluttering up entrances to certain Allied neighborhood houses by having 16 men and as high as 40 picket the premises. Taxpayers in zones affected have complained to the Police Department, demanding that the streets be cleared of pickets and soap-box orators.

READE'S SQUAWKS

Against M. J. Dog Tracks Fetches Some Results

Newark, Sept. 3. After apparently paying no attention to Walter Reade's protest against dog tracks, the N. J. State Racing Commission adopted most of the reforms Reade was standing for. It has abolished all daily free passes to the tracks and declared that season passes may be abrogated by the commission at any time. No one under 21 years of age is to be employed on the tracks or admitted as patron. No person or corporation may be interested in more than one dog track directly or indirectly at a time. No dog races may be run after 11:30 p.m. Betting by unlicensed messenger, said to be a practice at Atlantic City, is prohibited.

Reade's charge that there was \$7,500 breakage at the four tracks a day was taken under advisement. Reade's demand that dog racing at night be stopped altogether was refused. His charge that the tracks were managed by racketeers was not acted on. The commission stated that Reade's visit to the commission was disappointing, as he presented no evidence or data. But they said every one of his charges was being thoroughly investigated.

The commission also refused applications for tracks at Totowa and Troy Hills.

4,000 ATTEND CHI GEO. BROWNE DINNER

Chicago, Sept. 3. Over 4,000 people jammed into the grand ballroom and overflowed into the foyer of the Stevens hotel last week to attend the testimonial banquet to George E. Browne, international president of the IATSE and MPMO of the U. S. and Canada. William Green, president of the American Federation of Labor, and Mathew Woll, v.p., and President Roosevelt's theatrical administrator Sol Rosenblatt made the jaunt into town for the occasion.

Gov. Henry Horner of Illinois and Mayor Edward Kelly of Chicago joined in the testimonial to the new international president of the IATSE.

JIM CLEMMER RESIGNS

Seattle, Sept. 3. Jim Clemmer, pioneer northwest showman and manager of the Fifth Avenue theatre since the house opened, has resigned, with Ronald Harrington, formerly assistant manager, remaining as house manager. Clemmer has not announced future plans.

B&K Product Deals Up in Air as WB, Metro Each Ask 13 Percentage Pix

Chicago, Sept. 3. More smoke than usual in the film deals between the exchanges and Balaban & Katz this year. Plenty of crossfire, caused primarily by repeated requests for percentage dates and preferred playing time on the part of the distributors. Conferences are shuttling back and forth with no settlement in sight as yet.

Particularly difficult at present are the Warner and Metro deals for B. & K. Town is hot with report regarding a possible split between B. & K. and Warner pictures. Understood that Warners is asking for 13 pictures on percentage in the top neighborhood B. & K. theatres, and at percentages of 25% and 35%, besides guaranteed percentage weekend and Sunday playing time. Demand for 13 pictures on percentage in the nabes is unusual for WB.

Also asking for 13 pictures on percentage is Metro, and also for preferred dates. This would mean that B. & K. would guarantee 26 weekends out of 52 to only two distributors. Other companies are yelling against the possibility.

All companies have upped their requests for percentage rates among the exhibitors. Fox, it is understood, selling local accounts on a basis of six at 30% and 15 at 25%. Exhibs are howling about the percentage contracts and are again threatening to get together to resist any percentage bookings at all.

To Dual or Not to Double-Bill Has Pix Biz Cuh-razy; Maybe Entire Industry Will Two-Pix 'Em Dizzy

C.A. Not Kiddin'

No matter what name an exhibitor calls a giveaway or lottery, it's still a violation of the code.

The Code Authority, in a flock of decisions affecting various areas, flatly holds in each that "Screeno," "Bank night" and the like are out; unless exhibs want to pay that \$500 fine.

B'WAY HOUSES RESIGNED TO PICKETING

Theatre operators employing Allied operators because 'we can't afford to pay the scales of 306,' yesterday (Monday) stated there was little hope of doing anything about mass demonstrations in front of their houses, a new wrinkle in the New York boothmen's war.

On Saturday night (1) the police arrested 28 men who tied up traffic in front of the Mayfair, on Broadway, where first assembling, and then visited the Globe, Liberty, Times Square and other houses that have gone Allied. They were held on disorderly conduct charges which will be heard Friday (7), but operators fear that they may continue to have this kind of annoyance as well as stench bombs. Theatre men say that in New York they cannot expect the kind of relief against union trouble that they could get in smaller towns or communities and are resigning themselves to the situation.

Claim is made that 306, setting up a Fact Finding Committee, has approached theatre operators with a view to readjustments on scale but never actually get further than discussing such plans.

JOE SHEA'S VISIT

Joe Shea, publicity disciple for Fox, is due in from the Coast Sept. 12 for a visit.

Shea will undertake to find out all that New York has to offer in a week, after which he'll fly back.

B&K To Reopen Big Paradise, Straight Pix

Chicago, Sept. 3. Balaban & Katz has decided to reopen the west side Paradise, Sept. 15. House has been shuttered for more than two years. Previously ran vaudeville policy as a nabe key theatre, having 4,000 seats.

No policy will be straight pictures at 20c and 30c. House is right around the corner from the B. & K. vaudeville Marbro.

WILBY-KINCEY IN N. Y. FOR PAR H.O. CONFABS

Bob Wilby and H. C. Kincey, Par's southern theatre partners, are in New York on film deals for the coming year. They will probably stick around a week at least.

In New York most of last week to confer with h.o. executives and discuss film contracts. Harney Balaban left Friday (31) to return to Chicago for the holidays. He is expected to make frequent trips to New York now, following his appointment by Adolph Zukor as chairman of an executive committee recently created with general duties.

In-again, out-again double feature game in flimdom, at first putting all departments in a turmoil, is now, while conceded as serious a menace as during the past five years, winning for itself a veritable crazy-quilt category in the business.

Indie leaders are still shouting wolf. An NRA check shows some 4,000 theatres today dualling and trebling. The Code Authority's hand-off-doubles stand is effective only when zoning schedules are in operation, and the C.A. has not authorized a schedule to date.

C.A. members who voted no-harm-to-doubles are now spreading the gospel: Doubles are ruinous to the business and must be stopped. Major producers who figured on 1934-35 continuing as a single feature season, and who, when the C.A. oked doubles, got all excited about doubling their schedules, now seem calmer. Right now they calculate their original plans will hold, and they won't have to work Hollywood nights.

Shorts or Extra Pix?

Some of the leading short subject producers are hopeful one day and glum the next. Some of them state they have conducted public sentiment campaigns. The head of one such company avers he started by questioning his servants, then his friends, his wife, and finally his bankers. All told him the same thing: 'They favor shorts. Not running into any who want doubles, this shorts' executive, nevertheless, has a question ready to shoot at any who say they like doubles. It is:

'Would you still go to pictures if all the theatres in your neighborhood showed only one feature?'

The worst is yet to come, some of the indie savants inform their flocks. They see as the latest step to kill doubles a move among the majors to gobble up all the product, and double intensively until the indie lads get down on their knees and repent ever having welcomed and fought for dualism.

Just how it is all going to come out no one—in major or indie spheres—knows. And some of them don't seem to care, any more.

W.B. SCRATCHES OFF A FEW CORPS. FROM LIST

To simplify tax returns among other reasons, Warners have filed papers in Albany seeking the dissolution of certain of the company's subsidiary firms. Firms to be dissolved are considered inactive.

These are First National Producing Corp., First National Distributing Corp., and the Vitaphone Distributing Corp. Dissolution of these three subsids in no wise affects the First National setup under Warners, as to trade name or otherwise.

Pitt, Ptsbg., Gets Its Product Set, Reopens

Pittsburgh, Sept. 3. Possible shortage of film product, all that's been holding up reopening of Pitt, has been finally eliminated with George Shafer pulling down the shutters Friday (31) after three-month shutdown. Policy remains same as last year, eight acts of vaudeville picture, with one replacing vaude when available. Top 40c last year, has been lowered to 35c.

Pitt's picture line-up includes second 15 from Columbia—Warners get first—Universal stuff, occasional United Artists that neither Penn nor Fulton wants, and pick of First Division.

Need Their Celluloid

Minneapolis, Sept. 3. So that the town won't go without a film theatre, businessmen of Sharon, N. D., have organized a 'Boosters' club to take over and operate the Sharon theatre. American Legion post, which had been operating the house, was to close it.

L.A. Loosens Up for Dames,' \$37,500 In 2 Spots; 'Cat's Paw' \$16,000

Los Angeles, Sept. 3.

The Scotchmen, the Iowans, and the Kansans are opening up their pocketbooks for the Hollywood week which is giving the first run picture houses an unusually heavy play. Of course, the houses had to have something, but what it takes they've evidently got.

Warner houses are top with 'Dames,' Pic opened to 2 premiere at the Hollywood house on Thursday (30) and got around \$37,500 on the night. Holding spots, pace which makes it good for two to three weeks. At the Downtown film started following day on matinee, and is ahead of 'Wonder Bar' business.

State also doing well with 'Cat's Paw,' and Paramount, holding over 'Now and Forever' for second week, will hit around \$14,000. RKO also is in the holdover stage with 'Last Yacht.'

The United Artists opened Saturday with second but in the top priced run of Rothschild; looks like a \$13,000 week, okay.

Estimates for This Week
Downtown (WB) (1,800; 25-35-40-55)—'Dames' (WB). Headed for plenty of profit on easy \$15,500. Last week 'Circus Clown' (F.N) wound up eight-day stay with \$6,300, weak.

Hollywood (WB) (2,756; 25-35-40-55)—'Dames' (WB). Looks like an easy \$20,000. Last week 'Circus Clown' (F.N) had a hard job hitting \$5,600.

Los Angeles (Wm. Fox) (2,800; 15-25)—'Dick Turpin' (Gaumont) and 'Sin of Nora Moran' (Majestic) split. Turpin picture plenty b.o. here and close to \$5,000, something to brag about. Last week 'City Park' (Chesterfield) and 'No Ransom' (Liberty) up to expectations with profit at \$4,300.

Pantages (F.N) (2,700; 25-40)—'Million Dollar Ransom' (U) and 'Bachelor But' (Radio) split. A good combination for this house which will bring the week to around \$4,800. Last week 'The Human Side' (U) and 'Paris Interlude' (MG) not so forte around \$3,000.

Paramount (Circuit) (3,580; 30-40-55)—'Now and Forever' (Par) (2nd final week) and stage show. Trade holding steady for the holdover week. Last week 'The Love of Love' (F.N) drew \$14,000 will be the answer for eighth-day trek. Last week, initial stanza for this picture, wound up with gross of \$19,600.

RKO (2,950; 25-35-40)—'Last Yacht' (Radio) (2nd week). An extra five days and a preview today (3) may come home with around \$2,500. Last week film got surprisingly good \$6,000.

State (Loew-Fox) (2,024; 30-40-55)—'Cat's Paw' (Fox). Harold Lloyd, with corking good campaign, close to \$14,500. Last week 'Treasure Island' (MG) for second and final stanza, \$11,000.

United Artists (2,100; 30-40-55)—'Rothschild' (UA). Off to smart start and should be around \$13,000 this week. Stays three weeks.

LINCOLN'S SUNDAY PIX SHOULD UP B.O.'S

Lincoln, Sept. 3.

With the State Fair kicking all week and the added crowds it'll bring to town, combined with the lack of things to show at the big agile expo, theatre takes this week with the first open Sunday should aim upwards.

Concentration at present is on the Stuart with 'Now and Forever' which is getting most of the play. However, with the Lincoln opening Sunday on Harold Lloyd, the Nebraska lad, 'Cat's Paw' will pull a lot of next week's trade.

Theatre men are torn between theories as to whether the open Sundays will mean much at first or not. Some say people have been used to staying home and they will have to be schooled in the habit of coming out, while others believe they'll be so glad to get out, they'll descend on the b.o.'s in a body. Latter portent would be welcome.

Rains and cool weather has changed this area into a decent place to live at last. High temperatures during the last few days have been at 93-95 which is very decent. Nights cool to 70 or less by show time.

Estimates for This Week
Colonial (LTC) (750; 10-15)—'Savage Gold' (Col) and 'Tusard' (Fox), dualled. Fair \$700. Last week 'Hat, Coat and Glove' (Radio) and 'Wild Gold' (U) split, took all right \$600.

Kiva (Cornhusker-TI) (500; 10-15-25)—'Party's Over' (Col). Should gather \$700, big here. Last week 'Name the Woman' (Col), hobbled by rain \$450.

Lincoln (LTC) (1,600; 10-15-25)—'Cat's Paw' (Fox). Will be a wallop considering Harold Lloyd a Nebraska lad and prime favorite here, \$2,200. Last

week 'Scarlet Empress' (Par) did well enough for \$1,900. Orpheum (LTC) (1,200; 10-15-25)—'Crime Without Passion' (Par). Doubtful one on the slump half week, about \$600. Last week 'Veru Rich Again' (Radio) and 'Paris Interlude' (MG) with vaude in its first week, split, good for \$1,800.

Stuart (LTC) (1,900; 10-15-40)—'Now and Forever' (Par). Hitting a neat pace and looking for a very good \$2,300. Last week 'Man With Two Faces' (WB) only stayed three days and out with a fair \$1,200.

'Night' \$20,000, 'Ever' \$24,000; Frisco Bright

San Francisco, Sept. 3.

Theatre men here all smiles with the city suddenly picture conscious. Long box lines make it look like old times and the up in prices is being reflected in the balance sheets with the fans seemingly willing to pay new tariffs.

All theaters here are now offering better pictures than during summer. This week the Paramount with 'Scarlet Empress,' United Artists with 'Bulldog Drummond' and Orpheum with 'Night of Love' start the ball rolling. First two named doing nicely, but Orpheum, with trainload of stars headed by Grace Moore and Clark Gable, pulled 'em for a peek at 'One Night of Love.'

Holiday today (3) helping to swell all grosses.

Estimates for This Week
Fox (Leo) (5,000; 30-35-40)—'Hideout' (MG) and 'Charlie Chan' (Par). Looks like fair \$6,000. Last week 'The King of Kings' (U.S.A.) (Mono), split with 'Woman Who Dared' (Berke), \$4,000.

Golden Gate (RKO) (2,844; 30-35-40)—'Last Yacht' (Radio) and stage show. Drawing in nice \$13,500. Last week good at \$12,200 on 'Lady Is Willing' (Col).

Orpheum (F&M) (2,440; 30-35-40)—'One Night of Love' (Col). House reopened with special train of Hollywood celebs present for film. Should do fine \$24,000.

Paramount (FWC) (2,400; 30-40-55)—'Scarlet Empress' (Par). Likely to do good \$15,000. Last week good at lower prices with 'Man With Two Faces' (WB), split, with 'You King to Me' (F.N), \$12,000. St. Francis (FWC) (1,487; 30-40-55)—'Treasure Island' (MG). Welcome \$13,000 in sight. Last week good \$5,000, at lower prices, for carryover 'Warfield of 'She Loves Me Not' (Par).

United Artists (UA) (1,200; 30-40-55)—'Bulldog Drummond' (UA). Prospects neat \$14,000. Last week fourth and final of 'Rothschild' (UA) okay at \$7,500.

Warfield (FWC) (2,700; 35-40-65)—'Now and Forever' (Par) and stage show. Outlook to day's show at \$24,000. Last week 'Cat's Paw' (Fox) also \$22,000.

'Empress' \$8,500, 'Chained' \$25,000, and 'Not' \$10,500 as Baltimore Romps

Baltimore, Sept. 3.

No holding 'em this week. Coolish weather credited with having much to do with the sudden bonanza. Kept a slow in town who would have headed rearward for holiday.

Century is in front, 'Chained,' looking for week with extra shows. Set a neat \$25,000 seems sure on rest of field helped. If pace continues \$5,500 will be cached and ho, ho, ho.

The Stanley is up from the pit in which it has so long been caught with 'Loves Me Not.' Whammed in relentless advance campaign and house will see light again for first time since last Crosby pic, at an indicated \$10,500.

Estimates for This Week
Century (Loew-UA) (3,000; 15-25-35-40-55-65)—'Chained' (MG) and

'DRUMMOND' \$3,000

Roxy, Tacoma, Tifts, Castle, 'Villa' Sees \$4,000

Tacoma, Sept. 3.

Jensen-von Herberg Roxy has its summer season this week by upping to 35c top and held back 'Villa' to back up the tilt. Likewise 'Sadie McKee' (MGM) has been held back in its first run Tacoma showing, to follow 'Villa,' and thus hold hopes for two smash weeks to keep the Roxy-habit intact, in the face of prices going from 15-25 to 15-35-35.

Musie Box offers real competition for 'Villa' in Ronald Colman in 'Bulldog Drummond' Strick Black. School starting brings some folks back to town.

Estimates for This Week
Music Box (Hamrick) (1,400; 25-35)—'Bulldog Drummond' (UA). Should amass \$3,000, substantial. Last week, 'Old Fashioned Way' (Par) with 'Casanova Revue' on stage, got \$3,650.

Roxy (J-VH) (1,300; 15-25-35)—'Villa' (MGM). So far, campaign and belated showing here to start off higher price for ducaats, making this one look like \$4,000, which is a lot of market in Tacoma. Last week 'She Was a Lady' (Fox) with Harry Clark's 'Penthouse Follies' on stage, three days, okay \$1,800, and 'Sleepers East' (Fox) and 'Most Freely' (Col) dual, last half, made total \$3,200. Okay.

Blue Mouse (Hamrick) (650-15-25)—'Dragon Murder' (F.N) and 'No Ransom' (F.N). Dual split with 'Adventure Girl' (Radio) and 'Sophie Lang' (Par) dual. Anticipations for moment \$1,600. Last week 'The Big Moment' (Radio) and 'I'll Give My Love' (U) dual with 'Kiss Me and Make Up' (Par) and 'Side Streets' (WB), dual, for \$1,700.

Montreal Better, Too; 'Not' and 'Lang' \$9,500, Temple Spritely \$9,000

Montreal, Sept. 3.

Longest holiday of the year, with good weather, took plenty out-of-town, but also brought plenty in. On the whole, grosses were good and look like giving the town the first really good week in four months.

Palace has one of the likeliest programs some time with 'Now and Forever' a sure hit with Shirley Temple, with a fine \$9,000 gross at least. Capitol, with a Bing Crosby opus, 'The Loved One,' and 'Notorious Sophie Lang' should run the Palace close and maybe top the town with a possible \$9,500.

Loew's has 'Elmer and Elsie' and 'Crime Without Passion' neither of them likely to bring in much.

Princess has another pic that should gross well in 'Affairs of Cellini' with 'Ninth Guest' a good runner-up. This should be good for at least \$5,000.

Estimates for This Week
Palace (FP) (2,700; 50)—'Now and Forever' (Par) and 'Kiss and Make Up' (Par). Much above average at \$9,000. Last week 'Cat's Paw' (Fox) and 'Treasure Island' (MG) not quite so good as hoped at \$7,600.

Loew's (F&M) (3,200; 50)—'Elmer and Elsie' (Par) and 'Crime Without Passion' (Par). Not likely to exceed \$4,000, n.h. Last week 'Paris Interlude' (MG) and 'His

vaude. Hereabouts, Gable is adjudged biggest b.o. lift among male players, and Crawford ranks near peak among females. So \$25,000 and a terrific slow start, with 'Follies of 1934,' unit, sock \$22,000.

Hippodrome (Rappaport) (2,200; 15-25-35-40-55-65)—'Fountain' (Radio) and vaude. At \$18,000 plenty sugary. Last week 'Whom Gods Destroy' (Col) nifty \$17,500.

Keith's (Schanberger) (2,800; 15-25-35-40)—'Scarlet Empress' (Par). Hitting the pace, and drawing and reassuring itself. Strong \$5,600. Last week 'Belong to Me' (Par) lowly \$3,500.

New (Mechanic) (1,800; 15-25-35-40-50)—'Servants' (Berke) (Fox). Sufficiently despite opposition to corner good \$4,500. Last week, second of 'Cat's Paw' (Fox), \$4,000. Fortnite total, \$9,800.

Stanley (WB) (2,450; 15-25-35-40-55)—'Loves Me Not' (Par). Bing-bang as house title weekend nite prices a dime. Oke \$10,500. Last week 'Man With Two Faces' (F.N), dismal \$5,000.

Pitt in High, Flock of Reopenings, Cometish Stiff; 'Dames,' 'Baby Best

Greatest Gamble' (Radio) \$3,000.

Imperial (Ind) (1,900; 40)—'Cimarron' (Radio) and vaude. May gross \$3,000. Last week 'Cockeyed Cavaliers' (Radio) and vaude, \$2,500.

Princess (LTC) (1,900; 50)—'Cellini' (UA) and 'Ninth Guest' (Col). May gross better than \$5,000. Last week, second of 'Bulldog Drummond' (UA) and 'Greatest Gamble' (Radio) took \$6,000 after a \$10,000 first week.

Cinema de Paris (France-Film) (600; 50)—'La Porteuse de Pain' (F.N). Last week, second of 'La Dactyle de Marie' \$1,000.

Vode Boosts KC Mainst't \$11,000 Over Prev. Wk.

Kansas City, Sept. 3.

With the newly established 40-cent price for the first run, the first runs will reap the benefit of the Labor Day holiday and the grosses will go up.

Mainstreet, with the 'World's Fair Scandals' added to its picture bill, opened strong Friday and will get the out-of-towners, who do not get fresh shows on their local stage.

Uptown clipped 'Handy Andy' in two days in advance of the regular opening day, and is cleaning up, with the picture very likely to stick for an extra week.

Estimates for This Week
Mainstreet (RKO) (3,200; 25-35-50)—'Hat, Glove and Coat' (Radio) and 'World's Fair Scandals' unit. Opened big Friday, it being the first stage show of the regular season, and the regulars at this house certainly go for their flesh acts. Should hit \$18,000. Big. Last week, 'Dragon Murder' (F.N) pretty light with \$5,000.

Midland (Loew) (4,000; 25-40)—'Opening mat heavy and the customers say it strong play over the week end, which indicates close to \$16,000. Last week 'Treasure Island' (MG) held steadily for six days, and for the first time, the season eased up on the final day, but turned in \$19,000.

Newman (Par) (1,800; 25-40)—'Now and Forever' (Par). Management building great hopes on the women and children play and are expecting to chalk up close to \$9,000. Last week 'She Loves Me Not' (Par). Regular nature of the house and Bing Crosby can be credited with the best week for the house in months, \$14,000.

Tower (Hewitt) (2,400; 25)—'Wild Gold' (Fox) and stage show with Art Frank and company, Emerson and Baldwin, Moroni and Coralle, and Harding. Having a regular house dancers. Clicking along nicely and is slated to get near \$6,000. Last week 'Blind Date' (Col) and stage show, \$4,500.

Uptown (F.N) (2,840; 25-40)—'Handy Andy' (Fox). Opened Thursday to big crowds and is keeping the house has had for some time, and will probably repeat. Looks like close to \$5,500. Last week 'World's Fair Scandals' (F.N) only five days, \$2,500, pretty good.

IND. LIKES BING
'Loves Me Not' Reopens Indiana to Hotcha \$7,500

Indianapolis, Sept. 3.

State Fair week and its attendant influx of Hoosiers from the towns and villages is helping downtown grosses. Indiana, reopening after about ten weeks of darkness, is leading the pack with a sweet \$7,500 on 'She Loves Me Not.' Running a close second is the smaller Lyric, which goes from its summer stage to slight pictures to a combination stage and screen to this week. Take will reach \$7,000 on the Summerville-Pitts flicker.

Uptown, with 'Big Moment,' which shares program space with the all-colored stage unit, 'Harlem Rhapsody'.

Estimates for This Week
Apollo (Fourth Ave) (1,100; 25-40)—'Cat's Paw' (Fox). (2nd week). While holdover pace doesn't compare, business is profitable at \$3,700. Last week picture opened excellently to a tally of \$7,000.

Circle (Katz-Feld) (2,400; 25-40)—'Now and Forever' (Par). Shirley Temple's name emphasized in campaign more than Gary Cooper's and Carole Lombard's, but big very mild at \$3,750.

Indiana (Katz-Feld) (3,100; 25-40)—'Loves Me Not' (Par). Heavily advertised to reopen this house at-

Pittsburgh, Sept. 3.

The old bug hasn't seen anything like this week in years. The throttle's wide open, the eruption is on and six first-run sites downtown shooting the works, as against only three during the past few months. Right now only one of them, the Pitt, has any flesh but three more are expected to swing to presentations shortly when the real explosion is due.

Opening of Alvin with 'Baby Take a Bow' is the big news and impetus of inaugural should shoot takings to a substantial \$11,000. After that, however, it'll be a tight down the stretch. Suffering chiefly from Alvin's getaways is Fulton, two sites, which will have to hustle to doors away. House currently has 'World Moves On' and not a sturdy entry against such stiff competition. Will be lucky to wind up with \$3,300, pretty terrible.

Real dough of the abundant season going to 'Dames' at Stanley where the musical shoved in day after day scheduled. Proved a smart move, house getting close to \$4,000 on opener, and in seven days should click off \$18,000, which is neat goings these days. 'Chained' got away slowly, but Penn, but with weekend excitement, has faded should build nicely to a \$14,000 session at least.

Job getting away, after three months, is 'Born to Be Bad' and seven acts of vaude. Only house in town with flesh and to boot the city's lowest ticket, \$1.00, will have to hustle to get anywhere this season at that scale. They were lined up for blocks at the opening and sans stage competition should click off an impressive \$11,000. In fact, of all this, Warner, despite a strong dual in 'Dragon Murder Case' and 'Elmer and Elsie' slipping a bit and not more than \$4,700 in prospect.

Estimates for This Week
Alvin (Harris) (2,000; 25-30-40)—'Baby Take a Bow' (Fox). Shirley Temple b.o. and with additional impetus of an opening for a new theatre should be a pushover for a \$11,000. This is in prelude to an inaugural invitation premiere at \$1 a show.

Fulton (Shea-Hyde) (7,750; 15-20-24)—'World Moves On' (Fox). Only two doors from the season getting hit hardest by new house's getaways. Opening day, Thursday, went so bad but following day, Friday, was a good opening, but where in years. Doubtful if Fulton can count on more than \$3,300, plenty terrible. Last week 'She Loves Me Not' (Par) took \$4,400.

Penn (Loew's-UA) (3,300; 25-35-40)—'Chained' (MG). Start a bit distant, as was to be expected with prewar picture. Crawford-Gable b.o. draft should result in a steady building and a clinch to hit \$14,000, all right. Last week 'She Loves Me Not' (Par) took \$11,000, a sell off to \$13,000 after sell start.

Pitt (Shaffer) (1,600; 15-25-35)—'Born to Be Bad' (UA) and vaude. Since Alvin's opening for summer, three months ago, house has been on a scale a nickel. With small seating capacity, low scale and plenty of stage competition likely to follow show, 'Chained' will have its one shot. This week, however, should be gravy, with \$5,500 or better in sight.

Stanley (WB) (3,600; 25-35-50)—'Dames' (WB). First musical of season a natural and should have no trouble clocking great \$18,000 in seven days. 'Crackerjack' exploitation campaign sent their one shot to flying start and got the jump on the field by pushing it in day ahead of regular opening day. Smart move, and opening on a high note.

Dick Powell, local fave who follows flicker in person Friday (7) getting plenty of credit for this one's lively show. Last week 'One More River' (U) in five days around \$6,500.

Warner (WB) (2,000; 25-40)—'Dragon Murder Case' (WB) and 'Elmer and Elsie' (WB). Feeling the pinch somewhat from stiff competition and while an even break at \$4,700, that's considerably below scale. Last week 'Chained' (MG) took \$4,400.

Loew's (Loew's-UA) (2,800; 25-40)—'Chained' (MG). Doing about average at \$5,000. Last week 'Lide Out' (MG) weak at \$3,500.

or summer shutdown, and the results are plenty okay for a starter, with a gross of \$7,500 indicated.

Lyric (Gross) (2,000; 25-30-40)—'Big Moment' (Radio) and 'Harlem Rhapsody' (U). Opening day, vaude bill of season clicked neatly and business will reach a dandy \$5,500 with the aid of five stage shows in the weekend.

Loew's (Loew's-UA) (2,800; 25-40)—'Chained' (MG). Doing about average at \$5,000. Last week 'Lide Out' (MG) weak at \$3,500.

B'way Films Still Doing Biz; \$95,000 for 'Fountain,' and 'Chained' \$45,000, 'Crime' 18G's

Metro has acquired Clements Ripley's 'Cosmopolitan' story, 'School-Aboy.'

**'CAT'S PAW,' 'CELLINI,'
'CLEO' ALL OK. DENVER**

snapped up the house some and did around \$2,500 in this deluxe first run. House now has the lowest tariff of any first run here.

Doc Lee's Back and B'klyn Knows It, Par Big \$25,000 on 'Cleo' and a H. O.

vaude. Second week for this flicker aiming at \$19,000.

House now has the lowest tariff of any first run here.

boy's Cosmopolitan story, 'Sho-
Ahoy.'

MG TAKES 'SEHOY AHoy'

MPLS. BIZ UP; 'EMPRESS' HOT

\$6,000

Minneapolis, Sept. 3.—Double holiday and cooler weather mean plenty to the box office currently. It's State Fair week, and, perhaps that helps, although there are nowhere near the transients of former years.

So-so line-up of attractions, with the Orpheum bolstered by the Duncan Sisters in person, out in front, and almost certain to capture first honors for a change. 'Topsy and Eva' pair haven't much screen ad from Down to Their Last Yacht, but they possess pulling power.

Shirley Temple, Gary Cooper and Carole Lombard give the State plenty strong box office assets. Pic opened well, Little Miss Temple's vague hasn't won a particle yet, apparently, despite the frequency of her recent screen appearances here.

In 'The Scarlet Empress' the Century has its best card in recent weeks and Manager Harold Kaplan has made the most of it with a fine selling campaign. As a result, film is clicking first rate.

It's Paramount Week and, in honor thereof, the Lyric, as well as the Century and State, has a Paramount picture, 'The Notorious Ben Hur'.

Time, new sure-seater, heralded as 'the modern theatre,' with translux projection and many other features new to Minneapolis, is off to an auspicious start with 'The Lost Patrol'.

Estimates for This Week

Century (Publix) (1,600; 25-35-40) 'Scarlet Empress' (Par), Marlene Dietrich no big box-office shot here any more and costume-historical pictures not so forte, either, but this one exploited in big-league fashion and well liked. Likely to breeze through to good \$6,000. Last week, 'Housewife' (WB), \$4,200, fair.

Orpheum (Publix) (2,890; 25-35-50) 'Last Yacht' (Radio) and Duncan Sisters in person. Stage talent the draw here; picture a nonkicker. Opened well and should hold up. Around \$11,000 indicated, good. Last week, 'Dragon Murder Case' (FN), \$4,000, oke.

State (Publix) (2,400; 25-35-40) 'Now and Forever' (Par). Shirley Temple the b.o. bait in this instance, although presence of Gary Cooper and Carole Lombard doesn't hurt. No great enthusiasm for picture, but they'll pay to see it. Looks good for neat \$10,000. Last week, 'Treasure Island' (MG), \$12,000, big.

World (Steffens) (250; 25-35-50-75) 'Revelry week,' with daily change. Should reach fair \$1,000. Last week, second week of 'Halsinger,' Swedish, \$500, mediocre.

Time (Johnson) (300; 25-35) 'Lost Patrol' (Radio). Fine picture but appeal limited. Novelty of new theatre, however, drawing 'em in and should click to good \$1,500.

Uptown (Publix) (1,200; 25-35) 'Baby, Take a Bow' (Fox). Made to order for this house and breezing along at \$3,500 clip, big. Last week, 'Here Comes Navy' (WB), \$2,000, oke.

Lyric (Publix) (1,300; 20-25) 'Sophie Lang' (Par). No cast names and too many crook dramas lately. Will be lucky to top \$1,500, mild. Last week, 'Beyond Bengal' (Showman), \$1,200, light.

Grand (Public) (1,100; 15-25) 'Little Man, What Now?' (U) and 'Ladies Should Listen' (Par), former second-run and latter first-run, split. Around \$900 indicated. Light. Last week, 'Little Miss Marker' (Par), second run, \$1,500, oke.

Aster (Publix) (900; 15-25) 'Runan Bonanza' (Radio). 'Bottoms Up' (Fox) and Elmer and Elsie' (Par) first two second-runs, last named first-run, split. Maybe \$1,000, light.

Winter Garden (New) 'I'll Tell' (Fox) and 'Manhattan Melodrama' (MG), \$1,100, good.

U's 'Musketeers' Switches Whitney to Thackeray

Hollywood, Sept. 3.—Join Hay Whitney's Pioneer Pictures has called off production, for Radio, of 'Three Musketeers' in favor of 'Vanity Fair,' the Thackeray novel. It will be named after the central character of that story, 'Becky Sharp' and be made in Technicolor.

Whitney will finance the picture with production at the Radio studio under supervision of Kenneth MacGowan.

'Musketeers' was called off because Universal is considering making a musical around the operetta adaptation of the story William Anthony McGuire wrote a few seasons back for Ziegfeld.

Comparative Grosses for August

Total grosses during August for towns and houses listed as previously reported weekly. Dates given are the closing days of the week.

NEW YORK

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|---|---|---|-----------------------------------|---------------------------------------|
| CAPITOL (3,400; 25-35-55-110) High. \$110,400 Low. 10,000 | Stamboul \$20,000 (Stage Show) | Min. Bill \$10,000 (New Low) (Revival) | Paria Interlude \$19,000 | Girl From Missouri \$35,000 |
| PARA-MOUNT (3,364; 25-35-75-90-145) High. \$95,000 Low. 10,000 | Old Fashioned \$20,000 (Stage Show) | Sophie Lang \$19,000 | Ladies Should Listen \$14,400 | Elmer, Elsie \$10,800 (New Low) |
| MUSIC HALL (5,045; 40-60-85-90-145) High. \$118,000 Low. 44,000 | Gods Destroy \$60,000 (Stage Show) | Grand Canary \$65,000 | Hat, Coat and Glove \$60,000 | World Moves \$70,000 |
| ROXY (6,200; 25-35-55-65) High. \$173,600 Low. 5,200 | Take Bow \$21,400 (3d wk) (Stage Show) | Bow \$18,100 (4th wk) | Learned About Sailors \$22,000 | Handy Andy \$29,700 |
| RIALTO (2,000; 40-60-75-85) High. \$72,000 Low. 5,200 | Terror \$12,000 | Greatest Gamble \$7,800 | Cavaliers \$8,000 | Personality Kid \$8,500 |
| STRAND (2,000; 35-55-65) High. \$81,200 Low. 6,500 | Two Faces \$12,900 | Comes Navy \$33,100 | Navy \$23,300 (2d wk) | Navy \$17,300 (3d wk) |

CHICAGO

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|--|---|---------------------------|--------------------------------------|---|
| CHICAGO (3,900; 25-35-75) High. \$75,000 Low. 18,500 | Stamboul \$41,800 (Goldbergs) (Stage Show) | Old Fashioned \$42,200 | Handy Andy \$41,800 (Max Baer) | Love Me Not \$59,000 (Fred Warner) |
| PALACE (2,600; 25-35-55-65) High. \$32,700 Low. 7,000 | Rich Again \$15,300 (Vaude) | Bondage \$24,900 | Bondage \$20,100 | Bachelor Bait \$18,200 (Ted Florig) |
| UNITED ARTISTS (1,700; 35-45-55) High. \$43,500 Low. \$3,300 | Operator \$8,900 (4th wk) | Drummond \$19,000 | Drummond \$13,800 (2d wk) | Drummond \$9,800 (3d wk) |

LOS ANGELES

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|--|--|--|---|-------------------------------|
| DOWN-TOWN (1,800; 25-35-40-55) High. \$38,500 Low. 1,700 | Personality Kid \$5,000 | Monica \$6,200 | Sweeney \$3,300 | Comes Navy \$9,200 |
| HOLLYWOOD (2,736; 25-35-40-55) High. \$37,800 Low. \$3,100 | Personality Kid \$3,300 | Monica \$6,300 | Sweeney \$5,600 | Comes Navy \$5,700 |
| PARA-MOUNT (3,500; 30-40-55) High. \$57,800 Low. 5,600 | Sophie Lang \$8,900 (Stage Show) | Elmer, Elsie \$11,000 (5 days) (Joe Penner) | Ladies Should Listen \$8,000 (8 days) | Leaves Me Not \$19,000 |
| STATE (2,024; 30-40-55) High. \$48,000 Low. 4,900 | Thin Man \$14,800 | Man \$9,000 (2 wks-5 days) | Handy Andy \$12,100 | Girl From Missouri \$8,500 |

BROOKLYN

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|--|--------------------------------------|---|--|------------------------------------|
| FOX (4,000; 25-35-55-65) High. \$48,000 Low. 9,900 | Take Bow \$20,000 (Stage Show) | Bow \$19,000 (2d wk) | Bow \$12,000 (3d wk) | Greatest Gamble \$11,500 |
| ALBEE (3,500; 25-35-50) High. \$45,000 Low. 9,000 | Bondage \$16,000 (Vaude) | Gods Destroy \$12,000 | Grand Canary \$13,000 (2d Chas' (Rev.) | Greatest Gamble \$11,500 |
| STRAND (2,000; 25-35-50) High. \$28,500 Low. \$3,000 | Two Faces \$7,000 | Made Me Love and Midnight \$3,000 | Sweeney and Terror \$4,500 | Greatest Gamble \$11,500 |
| METRO-POLITAN (3,000; 25-35-50) High. \$39,000 Low. 13,000 | Stamboul \$14,000 (Vaude) | Shoot Works \$13,000 (Will Mahoney) | Paria Interlude \$14,000 | Comes Navy \$14,000 (9 days) |

PHILADELPHIA

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|---|--|-----------------------------------|--|------------------------------------|
| EARLE (2,000; 40-65-65) High. \$33,000 Low. 5,500 | Cavaliers \$11,700 (Vaude) | Kiss, Make Up \$11,500 | Old Fashioned \$12,900 | Greatest Gamble \$11,500 |
| FOX (3,000; 30-40-60) High. \$41,000 Low. 10,500 | Grand Canary \$13,500 (Stage Show) | Was a Lady \$7,000 (5 days) | Handy Andy \$25,000 | Andy \$15,000 (2d wk) |
| STANLEY (3,000; 25-35-55) High. \$48,000 Low. 3,750 | Stamboul \$5,500 | Drummond \$10,500 | Drummond \$14,000 (4 days-2d wk) | Comes Navy \$14,000 (9 days) |

BOSTON

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|---|---------|--------|---------------------------------------|--------------------------------------|
| KEITH'S (2,000; 25-40-55) High. \$43,000 Low. 4,000 | | | Grand Canary \$10,500 (10 days) | Greatest Gamble \$7,500 |
| ORPHEUM (2,000; 30-40-55) High. \$23,000 Low. 4,000 | | | Drummond \$12,200 (Vaude) | Stamboul \$6,700 |
| METRO-POLITAN (4,500; 35-50-65) High. \$69,000 Low. 2,500 | | | Sophie Lang \$16,400 (Vaude) | Two Faces \$25,400 (Goldbergs) |

ST. LOUIS

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|--|---|--|--------|--|
| AMBASSADOR (3,000; 25-35-55) High. \$48,800 Low. 7,000 | Old Fashioned \$9,000 | | | |
| FOX (5,000; 25-35-55) High. Low. | Chan's Courage and Cavaliers \$12,000 | Learned About Sailors and Grand Canary \$15,000 | | Rich Again and Precious Thing \$8,000 |
| STATE (3,400; 25-35-55) High. \$31,500 Low. 8,000 | Drummond \$10,000 | Stamboul \$13,000 | | Girl From Missouri \$15,000 |
| MISSOURI (3,500; 25-35-55) High. \$29,500 Low. 6,000 | Embarrassing Moments and Stolen Sweets \$6,000 | | | |

BUFFALO

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|--|--|---|---------------------------------------|--|
| BUFFALO (3,000; 30-45-55) High. \$42,000 Low. 9,000 | Midnight Alibi \$10,500 (Stage Show) | Stamboul \$11,000 | Handy Andy \$17,000 | Bondage \$16,000 |
| CENTURY (3,400; 25) High. \$21,000 Low. 3,200 | Earth Turns and Day Princess \$7,600 | Chan's Courage and Women Are Dangerous \$6,100 | Trumpet Blows and Dynamite \$6,200 | Wives of Reno and Double Door \$5,600 |
| HIPPO-DROME (2,400; 25-40) High. \$22,000 Low. 3,600 | Key \$14,400 | Comes Navy \$7,800 | Stingaree \$5,300 | Grand Canary \$5,900 |

DETROIT

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|--|---|--|--------|---------|
| MICHIGAN (4,045; 15-25-35-40-55) High. \$58,100 Low. 5,600 | Stamboul \$17,000 (Stage Show) | Shoot Works \$20,000 (Goldbergs) | | |
| FOX (5,100; 15-25-35-40-55) High. \$58,100 Low. 5,600 | Learned About Sailors \$15,000 (Stage Show) | Greatest Gamble \$19,000 | | |
| FISHER (2,750; 25-35-40) High. \$29,000 Low. 3,000 | Key \$3,500 | Old Fashioned \$5,000 | | |

SAN FRANCISCO

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|--|---------|--|--|----------------------------------|
| PARA-MOUNT (2,900; 25-35-40) High. \$37,500 Low. 5,000 | DARK | Chan's Courage and Kiss \$9,000 | Grand Canary and Comes Groom \$11,000 | Stamboul and Sweeney \$11,500 |
| GOLDEN GATE (2,844; 30-35-40-50) High. \$22,500 Low. 5,400 | DARK | Bondage \$18,000 (Vaude) | Bondage \$24,000 (2d wk) | Gods Destroy \$12,000 |
| WARFIELD (2,500; 25-35-40-50) High. \$57,400 Low. 8,200 | DARK | Handy Andy \$21,000 (Stage Show) | Take Bow \$24,000 | Comes Navy \$24,000 |

PITTSBURGH

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|---|--|--|-------------------------------------|---------------------------------------|
| PENN (3,300; 25-35-50) High. \$41,000 Low. 3,750 | Kiss, Make Up \$5,500 (Stage Show) | Old Fashioned \$19,000 (Vincent Lopez) | Drummond \$15,000 | Girl From Missouri \$9,500 |
| WARNER (2,000; 25-40) High. \$29,000 Low. 2,000 | Comes Groom and Whirlpool \$4,800 | Terror and Give My Love \$5,300 | Gods Destroy and Sweeney \$5,000 | Smarty and Greatest Gamble \$6,000 |
| STANLEY (3,600; 25-35-50) High. \$48,000 Low. 3,750 | Circus Clown \$10,000 | Comes Navy \$11,000 | Midnight Alibi \$5,000 | Bondage \$11,000 |

DENVER

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|---|--|---|---|---|
| DENHAM (1,500; 25-35-50) High. \$16,000 Low. 2,000 | Old Fashioned \$3,000 | Sophie Lang \$2,500 | Elmer, Elsie \$1,800 (New Low) | Love Me Not \$7,000 |
| DENVER (2,500; 25-35-50) High. \$27,700 Low. 3,000 | Take Bow \$6,500 | Monica \$5,500 | Handy Andy \$10,000 | Drummond \$7,500 |
| ORPHEUM (2,000; 25-35-50) High. \$20,000 Low. 3,750 | Key \$4,500 | Upper World \$5,000 | Stamboul \$6,000 | Com's Navy \$9,000 |
| PARA-MOUNT (2,000; 25-40) High. \$22,000 Low. 1,200 | Born Bad, Affairs of Gent and Success, Any Price \$12,500 (Split-Dual) | Greater Glory and Was Her Man \$1,200 (New Low) | Was Her Man and Talk It Over \$2,000 | Talk It Over, Private Car and Hell Cat \$3,000 |

NEW HAVEN

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|---|---|-------------------------------------|--------------------------------------|--|
| PARA-MOUNT (2,348; 35-50) High. \$21,000 Low. 2,500 | Old Fashioned and City Parks \$4,600 | Sophie Lang \$3,600 | Elmer, Elsie \$3,200 | Can't Escape and Ladies Should Listen \$3,200 |
| POLIS (3,000; 35-50) High. \$20,000 Low. 4,200 | Winters and Gods Destroy \$8,600 | Take Bow and Private Car \$8,200 | Handy Andy and Blind Date \$7,500 | Girl From Missouri and Defense Rests \$8,400 |
| SHERMAN (2,300; 35-50) High. \$16,000 Low. 1,500 | Midnight Alibi and Cavaliers \$3,800 | Monica and Circus Clown \$4,500 | Bondage and Sweeney \$5,000 | Rich Again and Two Faces \$3,500 (6 days) |

(Continued on page 11)

Comparative Grosses for August

(Continued from page 10)

WASHINGTON

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|--|---|--|---------------------------------------|---|
| EARLE (2,424; 25-35-10-00) High. \$27,000 Low. 6,000 | Over Frisco \$14,500 (Vaude) (Leo Carillo) | Key \$16,500 | Midnight Alibi \$12,500 | Comes Navy \$16,000 (Patricia Bowman) |
| FOX (3,541; 25-35-00) High. \$41,500 Low. 11,000 | Stamboul \$22,000 (Vaude) (Vincent Lopez) | Kiss \$18,500 Make Up (24 wk) | Take Bow \$21,500 (Phil Harris) | Grand Canary \$20,500 (Dorrah Minevitch) |
| KEITH'S (1,850; 25-35-00) High. \$21,000 Low. 3,500 | Bondage \$14,000 | Bondage \$7,000 (24 wk) | Gods Destroy \$5,000 | Cimarron \$6,000 (Revival) |
| PALACE (2,300; 25-35-00) High. \$32,000 Low. 6,000 | Thin Man \$9,000 (3d wk) | Drummond \$17,500 | Drummond \$7,500 (24 wk) | Handy Andy \$17,000 |
| COLUMBIA (1,300; 25-40) High. \$19,000 Low. 1,100 | Marker \$4,000 (Repeat) | Wild Cargo \$1,800 | Murder in Trinidad \$2,000 | Learned About Sailors \$2,800 |

CINCINNATI

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|--|--|---|------------------------------------|----------------------------|
| ALBEE (2,300; 25-41) High. \$33,500 Low. 5,800 | Stamboul \$19,500 | Drummond \$14,000 | Gods Destroy \$7,500 | Bondage \$11,000 |
| ACE (2,000; 25-41) High. \$29,100 Low. 4,500 | Private Car \$4,000 | Old Fashioned \$6,000 (6 days) | Handy Andy \$14,000 (8 days) | Grand Canary \$9,000 |
| LYRIC (1,300; 25-41) High. \$27,900 Low. 2,900 | Vergie Winters and Learned About Sailors \$5,000 (2d wk-spill) | Greatest Gamble \$5,000 | Drummond \$15,000 (Repeat) | Handy Andy \$5,000 |
| KEITH'S (1,500; 30-10) High. \$22,100 Low. 3,200 | Over Frisco \$1,500 | Midnight Alibi \$5,000 | Comes Navy \$3,000 | Navy \$1,500 (24 wk) |

MINNEAPOLIS

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|---|------------------------|----------------------------|---|------------------------|
| STATE (2,100; 25-35-10) High. \$23,000 Low. 2,500 | Operator \$9,000 | Comes Navy \$5,000 | Old Fashioned \$22,000 (Fred Warner) | Handy Andy \$9,000 |
| ORPHEUM (2,300; 25-35-15) High. \$25,000 Low. 2,000 | Bondage \$7,000 | Gods Destroy \$2,500 | Midnight Alibi \$2,500 | Two Faces \$3,800 |
| LYRIC (1,300; 25-35) High. \$17,000 Low. 1,200 | Comes Groom \$1,500 | Kiss Make Up \$2,000 | Personality Kid \$1,800 | Was Her Man \$5,000 |

KANSAS CITY

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|---|---|---|--|--|
| MIDLAND (1,500; 25) High. \$35,000 Low. 5,100 | Drummond \$12,200 | Stamboul \$5,500 | Paris Interlude \$5,100 | Girl From Missouri \$1,400 |
| MAIN-STREET (3,500; 25) High. \$35,000 Low. 3,300 | Strictly Dynamite and Bondage \$7,500 (9 days) | Rich Again and Greatest Gamble \$10,000 | Gods Destroy and Over Frisco \$5,000 | Frinks and Midnight Alibi \$5,000 |
| NEWMAN (1,000; 25) High. \$33,000 Low. 4,000 | Monica and Flintstone \$5,500 | Old Fashioned and Comes Navy \$10,500 | Kiss Make Up and Murder in Trinidad \$1,500 | Springtime for Henry and Embarrassing Moments \$2,500 |
| UPTOWN (2,000; 25) High. \$9,000 Low. 1,500 | Chan's Courage \$3,400 | Jane Eyre \$3,000 | Grand Canary \$3,400 | One More River \$1,700 |

MONTREAL

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|--|---|---|--|--|
| PALACE (2,500; 50) High. \$19,000 Low. 4,500 | Shoot Works and Friday 13th \$5,000 | Terror Circus Clown \$1,500 (New Low) | Handy Andy \$5,000 | Chan's Courage and Grand Canary \$5,500 |
| CAPITOL (2,700; 50) High. \$30,000 Low. 5,000 | Take Bow and Let's Be Ritz \$6,500 | Comes Groom and Jane Eyre \$5,000 | Scarlet Empress and Old Fashioned \$7,000 | Scarlet and Fashioned \$9,000 (24 wk) |
| LOEW'S (3,200; 50) High. \$18,000 Low. 3,500 | Over Frisco and Affairs of Strictly Dynamite \$4,000 | Murder on Blackboard and Strictly Dynamite \$3,500 | Learned About Sailors and Call It Luck \$4,000 | Personality Kid and Modern Hero \$5,500 |
| PRINCESS (1,000; 50) High. \$25,000 Low. 3,500 | Born Bad and Party's Over \$1,500 | Cavaliers and Success, Any Price \$1,000 | Rothschild and Precious Thing \$4,500 | Constant Nymph and Ever After \$5,000 |

SEATTLE

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|---|---|---|---|--|
| FIFTH AVE. (2,100; 25-30) High. \$29,000 Low. 2,500 | Thin Man \$9,500 | Man \$5,500 (24 wk) | Operator \$9,900 | Handy Andy \$13,400 |
| PARA-MOUNT (2,100; 25-35) High. \$21,000 Low. 1,600 | Private Car \$1,800 | Take Bow \$7,500 (Vaude) | Circus Clown \$5,100 | Shoot Works \$7,300 (Chicago Folies) |
| LIBERTY (1,000; 15-15-25) High. \$12,000 Low. 2,100 | Fighting Ranger and Over Frisco \$2,600 | Party's Over and Votes in Night \$3,100 | City Limits and Land of Vikings \$3,900 | One Is Guilty and Trail Drive \$5,300 |
| MUSIC BOX (1,000; 25-35) High. \$12,000 Low. 2,000 | Vergie Winters \$3,000 | Key \$3,800 | Two Faces \$3,900 | Bondage \$2,600 |

(Continued on page 23)

Duo Universals, \$8,000; 'Cellini,' \$15,000, Best In Fairish St. Louis

St. Louis, Sept. 3.—Shubert seems to be enjoying the biggest prosperity. The only thing that prevents business there from being tremendous is the small capacity of the house where Bing Crosby and Mirlam Hopkins are in a second week and still going strong. Capacity audiences are the rule, but 2,000 is capacity.

Loew's State is sharing the prosperity stuff with the March-Bennett combo and is likewise playing to large audiences. The week's records are certain to be written in black. Ambassador, Missouri and Fox are splitting the leftover business about evenly.

Estimates for This Week
Ambassador (P&M) (3,000; 25-35-55)—"Romance in Italy" (U) and "Human Side" (U). Expect \$8,000. Last week "Of Human Bondage" (Radio) was \$1,000.
Fox (P&M) (3,000; 25-35-55)—"World Moves On" (Fox) and "Ghost Train" (Gaumont-British). Forecast \$7,000. Last week "Of Human Bondage" (Radio) day-and-nighting with Ambassador earned \$9,000.
State (Loews) (3,000; 25-35-55)—"Affairs of Cellini" (U). Sporty \$15,000 sighted. Last week "Hildegarde" (MG) week—\$1,000.
Missouri (P&M) (3,500; 25-40)—"Let's Try Again" (Radio) and "Campus Mystery" (Chesterfield). Forecast \$5,000. Last week "Murder on the Blackboard" (Radio) and "No Greater Glory" (Col) also limped, \$5,000.
Shubert (Warners) (2,000; 25-33-55)—"She Loves Me Not" (Par) and "Housewife" (WB) (2nd week). Holding near capacity. Dandy \$12,000 with holiday support. Got about same first week.

'DAMES' \$18,000 LEADS NEWARK

Newark, Sept. 3.—Cool but clear weather sent the usual throng out of the city for the weekend despite the three big hits and opening business was spotty. There is no telling what the vacation mob will do as they return after Labor Day so estimates won't mean much.

On opening 'Dames', however, at the Branford, did beautiful biz. If it holds, 'Dames' should run close to \$18,000. 'Cleopatra' at the Newark, at a higher scale, was more irregular in its draw but with a preview extra should get close to \$16,000. 'Cat's Paw' at the Victor seems weakest, but will probably be okay after \$9,000.

After a tremendous week of \$22,000 Loew's held 'Rothschild' over, preferring to bring in 'Treasure Island' next week with little competition.

Estimates for This Week
Branford (WB) (2,500; 15-35)—'Dames' (WB). Steadily leading and if it holds should come around \$18,000. Will hold over if it does. Last week 'Housewife' (WB) and 'Personality Kid' (WB), okay at \$3,000.
Capitol (WB) (1,200; 15-25-35-40)—'Smarty' (WB) and 'Paris Interlude' (MG). Bill is interesting them. (Continued on page 36)

'Romance in Rain,' Radio Acts, \$16,000; 'Cellini' Lights Aldine, Phila., \$9,000

Philadelphia, Sept. 3.—Aldine's opening Saturday should provide Philly with its brightest spot in downtown picture-house business this week. Later Argents have the house again this year and first picture is 'Affairs of Cellini'. Hard to get a real line on strength from Saturday trade which was so good owing to general exodus from town for Labor Day week-end, but pic should have a good week with management hoping for \$9,000.

Otherwise from this, biz in town should be okay without anything sensational. Two houses have hold-overs which will bring down rental figures to general exodus from town. Fox figures for \$15,000 or a little better and \$9,000 is indicated for 'Dames' at the Stanley.

Estimates for This Week
Aldine (1,200; 40-55-65)—'Cellini' (U). Opened Saturday night and expects \$951 \$9,000 week and a fair-sized run.
Arcadia (600; 25-40-50)—'Blind Date' (Col). Dances look very hot, \$1,700 indicated. Last week 'Sophie Lang' (Par). Very bad and almost removed after four days; \$1,400.

Prov. Feels Better; 'Chained' Sock \$15,000; 'Dames' 9C, Best in Months

PORTLAND ON UPBEAT; 'CELLINI,' NICE \$5,500

Portland, Ore., Sept. 3.—Evergreen Theatres took over the big 3,000 seat Paramount this week from FWC. John Hamrick to get the Pan from bondholders who were operating it as indie.

Biggest break for the pic biz was folding of the dog races, which had a gate of 15,000 to 20,000 nightly. J. J. Parker timed his Greater Show Season to synchronize with dog race folding, and both Parker houses ran up holdover pix. Broadway held 'Bulldog Drummond' for two winning weeks, and could have held 'Treasure Island' a third except for crowded bookings.

'Handy Andy' at the Par held nine days to good biz in spite of other attractions. Music Box failed to click with stage unit. 'Chicago Folies', reported at \$1,000 for the week for this unit, but doubtful if house grossed that much extra. Pic was 'Big Moment'.

Two winners this week are 'Affairs of Cellini', almost certain to hold at the UA, and 'Hide Out' which may top the burg's grosses at the Broadway. Music Box is in line for some extra biz with 'Dames' but that type of pic has been about washed up in this burg.

Estimates for This Week
Broadway (Parker) (2,000; 25-40)—'Hide Out' (MG). Well exploited as second pic of Parker's Greater Show Season, registered big and may hit close to \$5,000. Last week 'Bulldog Drummond' (UA) went big second week \$4,000, first, \$6,400.
United Artists (Parker) (1,000; 25-40)—'Cellini' (UA). Hitting another high spot for the house and should get big \$5,500, probably holding. Last week 'Treasure Island' (MG) topped the burg's grosses first week for great \$7,200, second week strong \$4,400.
Paramount (Evergreen) (3,000; 25-40)—'She Loves Me Not' (Par) and 'Hell Cat' (Col). Combo doing okay for \$4,000. Last nine days 'Handy Andy' (Fox) and 'Ladies Should Listen' (Par) put this house over nicely for \$5,200 for nine days.
Music Box (Hamrick) (1,400; 25-35)—'Dames' (WB). Hoped this house feel the general uptrend of b.o. biz and going for good enough \$4,000. Last week 'Big Moment' (Radio) with 'Chicago Folies' stage unit only fairly for average \$2,800.
Oriental (Hamrick) (2,500; 25-35)—'Cockeyed Cavaliers' (Radio). Brought back for second week after first at Music Box, connecting for only fairly for average \$2,800.
House Wife (WB) and 'Adventure Girl' (Radio) did better than average at \$2,500.

For 'Adeline' Spots

Hollywood, Sept. 3.—Oliver Jones hit town from New York by plane yesterday (Sunday) for a feature role in singing role in Warner's 'Sweet Adeline', slated to go to the cameras tomorrow (Tuesday) under Mervyn LeRoy's direction.

Weekend also brought in from New York for the same picture Phil Regan and Donald Woods, co-featured with Irene Dunne and Hugh Herbert.

Providence, Sept. 3.—Wrinkles are slowly disappearing from exhibitors' worried countenances. Things are looking up. Fairly good product and favorable weather have pepped up business at most stands.

Plenty of changes have come to pass this stanza. The RKO Albee cut prices to 35c, but change in scale caused no marked difference in box office takings. Things are lukewarm as usual.

Loew's State is on a straight pic policy after more than a year of vaude and films. First week has house doing a fair good biz with 'Chained' as the attraction. Since Crawford and Gable are both big pullers here, this week's biz is no real criterion of what house may expect with a straight pic policy. Judging from the opening, house should garner close to \$15,000 on current stanza.

Pay's reopened for the season with a combo policy. Fact that house is the only spot in town with vaudeville should help it along. Hard to figure week, inasmuch as picture, 'World Moves On', seemed altogether too ritzzy for the spot. Yet, gross shouldn't be far from \$7,500, indicating swell pace.

'Dames' at the Majestic is doing keen biz. Strand is not as strong with 'You Belong to Me', but plenty more for the taking.

Estimates for This Week
Loew's State (3,200; 15-25-40)—'Chained' (MG). First week of no-vaude finds house in nice spot. What it will be when house will have weaker picture, is hard to tell. This week, however, takings should be close to \$15,000; plenty strong. House plans to show double features every week starting with the next stanza. Last week 'Affairs of Cellini' (UA) and vaudeville was tepid at \$9,200.

Majestic (Pay) (2,500; 15-25-40)—'Dames' (WB) and 'Sweet Adeline' (Fox); first pic okay with the rabble; weather just suitable to pep things up around \$9,000; swell. Gross highest this summer. Last week 'Here Comes the Navy' (WB) and 'She Was a Lady' (Fox) was also nice at \$8,100.

Pay's (2,000; 15-25-40)—'World Moves On' (Fox) and vaude. Although picture is not the rabble, plenty of raves from the critics, it appears a trifle too ritzzy, but pace seems to be nice. Looks like a nifty \$7,500.

RKO-Albee (2,000; 15-25-35)—'Last Yacht' (Radio) and 'Cheaters' (Invincible). Cut in prices doesn't seem to have made much of an impression with the masses. Product at this stand has been awful and the customers just don't seem to want to pay for what they don't want. Will be a miracle if gross touches \$4,000. Last week 'Lucky Week' 'Black Moon' (Col) and 'Name the Woman' (Col) very poor at \$2,900.
RKO Victory (1,500; 10-15-25)—'Bachelors' (Col) and 'Last Tango in Paris' (WB). Last week 'Sweet Adeline' should come close to \$1,000. Last week 'Uncertain Lady' (U) and 'Greatest Gamble' (Radio) on split week, too, so some \$900.

Strand (2,200; 15-25-40)—'You Belong to Me' (Par) and 'Fugitive Road' (Hoffman); nice bill, pace even, and 'Fugitive Road' (Hoffman) things should be close to \$5,500; o.k. Last week 'Loves Me Not' (Par) and 'Here Comes Groom' (Par) grabbed \$4,800 on 2d week, bringing total gross for engagement to more than \$15,000; plenty of coin.

3 in B'ham Wham

Birmingham, Sept. 3.—Three pictures are getting clean this week. This is unusual in view of the fact that ordinarily never more than one is outstanding in this Dixie key.

Today (Labor Day) there are so many picnics and other outdoor events that business may be held below what it otherwise would be.

Estimates for This Week
Ritz (Wilby) (2,300; 30-35-40)—'Now and Forever' (WB) and 'Temple of the Moon' (Radio). Gary Cooper for the gals and Carole Lombard for the shelles—that's a combination that's bound to click, \$4,900. Last week 'Lucky Andy' (Fox) got \$9,000, excellent.
Strand (Wilby) (2,000; 25-35-40)—'Cockeyed Cavaliers' (Radio). Wheeler and Woolsey doing a little better than anticipated, and perhaps \$1,500. Last week 'Trumpet Blows' (Par), only \$1,000.
Empire (Acme) (1,100; 25)—'Circus Clown' (WB) and 'Brown Nuckles' (WB). One of the three outstanding pictures of the week, \$2,200. Last week 'Half a Sinner' (U), \$1,700.

Costly Anzac Pic Probe Over; Industry Straightening House

By ERIC GORRICK

Sydney, Aug. 5.

With the final report of film probe commission presented to Premier of New South Wales ends one of the most expensive governmental delves into the pic business.

With the exception of an Australian quota, it is now felt, the whole unpleasant situation could more easily have been thrashed out in a get-together of exhibitors and distributors.

Commissioner Marks recommended that the government not introduce any legislative measures to interfere with the present conduct of pic trade in New South Wales—and this seems practically for the whole of Australia.

He suggested that distributors might consider removing certain conditions from their contracts, which, as he said, were deserving of some censure. Marks hinted that for a common sense way would be for a committee from within the industry itself to arrange a standard form of contract which, while affording safeguards to distributors, would not bring upon the distributors criticism, as was now the case in regard to certain contracts in use.

Certain exhibitors had suggested that the government introduce a board to control film business here, but the commissioner advised strongly against this step. Trade in general regards this as a sound judgment because it is definitely figured here that those in charge of both distributing and exhibiting can manage their affairs without coming under the control of a Board. To maintain an office and staff would be entirely too costly, and the industry can get along okay without such a unit, is the general opinion.

Trade has been waiting months for the Commissioner's report to be issued and the recommendations came as no great surprise to anybody. Although many hard things were said about General Theatres, the position today is that, with the exception of MGM, all of the leading distributors are doing business with this organization. Threats to build theatres and so forth have really come to naught, and the distributors are all settling down to sell their pics to G. T. which, in turn, is concentrating on pulling the public to its theatres.

Personal bias has been thrown overboard and a united effort is being made to rebuild the industry. Today, Australian pic moguls are interested solely in putting their house in order.

PROPOSE MEX BOYCOTT VS. MUSSOLINI SPEAKS

Mexico City, Sept. 1.
Boycott against exhibit here of 'Mussolini Speaks' (Col.) voted by local cinematographic workers union on ground that pic spreads propaganda unsuited to Mexican proletariat.

Local workers and peasants federation is backing film employees' boycott.

Believed that action will bar pic from showing in this city and similar action may be instituted throughout Mexico.

Russ Ballet from

S. Afr. to England

Capetown, Aug. 5.

Russian Ballet has concluded its South African tour.

Principal dancers, Mme. Vera Nemchinova, Nicholas Zvereff and Anatole Oboukhoff, sailed back to England.

U Shelves 'Sergei'

Hollywood, Sept. 3.

Universal has abandoned plans for immediate production of 'Father Sergei', the Tolstoy classic, because of censorship apprehensions.

Dr. Eugene Frenke, who has been writing on an adaptation for two months, has been assigned instead to direct 'Life Returns', a tale of clinical resurrection. Production on latter begins Sept. 5.

Honor Pallenberg

Prague, Aug. 22.

In honor of the late Max Pallenberg, ace German comedian who was killed a few months ago in an aviation accident while landing in Carlsbad, a memorial tablet has been put up at the airfield.

Fritz Wrede, Berlin agent and impresario, Dr. L. Beer, director of Vienna, and Max Hansen, German actor, led in the movement.

VAUD REVIVAL IN AUSTRALIA?

Sydney, Aug. 5.

Frank Neil, indie manager, is due here shortly with a bunch of attractions for the Melbourne Centenary.

Neil will endeavor to revive vaude in Melbourne, Sydney and Adelaide within a few weeks following his arrival.

Understood that he has arranged American acts to come this way between now and next Yuletide.

Gov't Forces Peace Between Guerrero And Spanish Unions

Madrid, Aug. 23.

Dispute between Jacinto Guerrero, ace composer, and the Musicians' Union, temporarily ended. Minister of Interior ordered the Union to lift its boycott on Guerrero's compositions and simultaneously advised the Dramatic Authors Society and Lyric Authors Society to lift their orders prohibiting staging of any shows in theatres where union musicians were employed.

Both sides obeyed the governmental command.

Controversy arose when Guerrero made some remarks about musicians joining unions and the latter felt insulted and boycotted his music. Dramatic and Lyric Authors backed up their colleague and the government intervened in the nick of time to prevent an all-round show closing.

Columbia Dual Bill Into Plaza, Sydney

Sydney, Aug. 5.

An all-Columbia bill comes into the Plaza this week with 'It Happened One Night' and 'Sisters Under the Skin'. Joe McCurdy arranged the booking on straight percentage.

'Night' is now in its fourth week in Melbourne.

Seiler to Mexico

Hollywood, Sept. 2.

Low Seiler leaves here Sept. 21 for Mexico City to arrange distribution for a Spanish version of his independent production, 'Eat 'Em Alive'.

Picture, filmed in Death Valley, and already shown in this country through state rights, features death battles between animals, insects and reptiles.

Actor Becomes Script Critic

Walks Out of Film Because Chopin Character Is Changed by Author

Paris, Aug. 25.

Film writer taking liberties with the life of Chopin has caused a lawsuit between Pierre Blanchard, local ace male lead, and Boston Film German producing co.

Blanchard signed June 26 to do Chopin in a French version of film with that title, scenario by Jacques Thery, directed by Gesa von Boverly. Was to get \$10,000 for the job.

Producer changed mind about who was to do the script, giving it to a writer named Mariska, instead of Thery. Mariska did a piece in which, according to Blanchard, Cho-

pin appears in character of a piano player in a honky-tonk, which does not agree with the actor's conception of the part. Mariska's script is an operetta, not a biographical film, such as he agreed to make, according to Blanchard.

Actor appealed for aid to Prez Edouard Gauche of the Societe Frederic Chopin, who said he should not play the part. His legal conception is that contract is broken by change of writer.

Film biz is watching carefully to see if this is a valid legal case for an actor to renig under the circumstances.

Youth Play About Boy Scouts Written by 84-Year-Old Scribe

COSTLY IMPORT

F. & S. Paying Plenty to Bring Over
Original 'Conversation Piece'

London, Aug. 25.

Entire original cast of Cochran's 'Conversation Piece' sails for New York Oct. 6, with cost of transport about \$20,000 for the round trip.

Scenery, which is practically new, will be imported also, costing Franklin & Selwyn around \$35,000 before curtain goes up.

Piece opens end of October, with Charles Cochran expected to be in New York for the opening.

SIR BEN BACK SANS SYDNEY LEGIT SITE

Sydney, Aug. 5.

Sir Ben Fuller is enroute here and expected at the end of the month with a shipload of attractions for the Melbourne Centenary. Knight is all set for theatres down South but is reported as a little worried over a Sydney location.

Fuller's principal theatre, the St. James, is now solely under the control of M-G-M having been leased out by John Fuller soon after the Fuller brothers' splitup. Not known whether Sir Ben figured on being in a position to play his opera season in this house by an arrangement with his brother, but the M-G-M take-over prevents any legit move now coming into force.

W. J. Douglas, Fuller's g.m., is reported trying to set a theatre for Sydney before his boss returns.

2 Metro Exchange Men Chinese Bandit Captives

Two Metro foreign representatives were held captive by Chinese bandits for three days, but released Sunday (2), according to cabled advice to New York. A third Metro rep was reported to have barely escaped being captured.

Men are E. F. Johansen, in charge of Metro's Osaka branch in Japan, and Robert M. Lury, who only a few weeks ago was appointed to the Manchukuo exchange but had not yet taken charge. Man who escaped, H. H. Russell, is unknown to Metro's New York office, probably being a minor exchange employee.

According to New York advice three men were on the Harbin-Hankin express when bandits wrecked it, killed five persons and took several score prisoner. Manchukuan and Japanese troops rescued them.

Recast 'Business'

'That Certain Business', slated to open on Broadway last week, has been further postponed. Show will be entirely recast before presentation. Players who appeared in the show at Jackson Heights received two weeks' salary.

Bookings into the Barrymore, N. Y., has been canceled, house now slated to get 'Divided by Three', Oct. 2.

Tone in 'Lancers'

Hollywood, Sept. 3.

Following the dropping of Henry Wilcoxon, British import from Paramount's 'Bengal Lancers', Franchoe Tane has been borrowed from Metro as a replacement.

Wilcoxon has been dissatisfied with his part from the start of the picture two weeks ago. Switch will necessitate about four days retakes.

READY COAST 'CIRCLE'

Hollywood, Sept. 3.

E. E. Cive's revival of 'The Circle', starring Mrs. Leslie Carter in her original role, has been set ahead from Sept. 24 to Sept. 13, at the Hollywood Playhouse.

Ann Tewksbury and Charlotte Winters are also in cast.

'Journey's End', current at the Playhouse, closes after this week.

London, Aug. 25.

Newcomer to show business, Walter Reynolds, is sponsoring a new production at the Victoria Palace. Production titled 'Young England', deals with Boy Scouts and girl guides' meetings in England.

Show has a big cast, numbering around 60, with no names.

Due to open around Sept. 10 for three weeks and, if a success, will be transferred to the London Coliseum, the promoters figure.

Walter Nicholas, a playwright who amassed a sufficient amount of profit out of his writings to purchase two large legit provincial theatres, which he has run for many years, wrote the play (this fortnight).

He is now 84 years old.

Mystery Play

Musical that is lingering about in the West-End, with show people surprised how it survived so long, is the Tomson Brothers 'Why Not Tonight?' Just transferred from the Palace to the Vandemere. Changes in cast are Weire Brothers, Hermione Baddeley, and Peggy Hamilton.

Cast is now under 50% cut, which is the reason Gina Male and the Diamond Brothers walked. Show is understood to have dropped around \$75,000 thus far.

'James' Coming

Rehearsals for Little Jessica James are on, with cast of principals including Leslie Henson, June Clyde, Sydney Fairbrother and Aetha Orr. Latter is a Canadian who has been given her first break in a West-End show.

'James', presented under management of Henson & Shepherd, opens out of town end of September for a fortnight and then comes to the Strand theatre.

Sour Play

Vincent Lawrence's play, 'Sour Grapes', filmed under title of 'The Marriage of Figaro', was produced by Walter Hackett at the Apollo, Aug. 5, with a remarkably effective cast, headed by Constance Cummings and Nicholas Hanneil. It was cordially received.

Despite this, there is considerable doubt about its success, with newspapers also skeptical in the reviews.

CINEMA DURING DAY AND LEGIT AT NIGHT

The Hague, Aug. 23.

Princess theatre, at the Hague, permanent home of Fritz Hirsch operetta, is being turned into a cinema, but stage is kept for musical comedies. Idea is matinee cinema performances and operetta for evenings.

Company has been reorganized and hopes, in this way, to keep its head above water.

During operetta performances, intermissions will be filled by newsreels, which is a novelty for Holland in a legit theatre.

FOREIGN REVIEW

FAMILY AFFAIRS

London, Aug. 23.

Comedy in three acts by Gertrude Jennings, presented by Sydney W. Carroll at the Ambassador theatre, Aug. 22. Play produced by August Lee. Lady Marchmont.....Lillian Brathwaite
Sydney.....Gyles Isham
Herbert.....Charles Lacey
Harvey.....Jack Lively
Nanah.....Mary Hinton
Amy Wilmott.....Athens Boyler
Nevill.....Robert Edmondson
Mrs. Hilda Marchmont.....Clare Harris
Mrs. Nevill Marchmont.....Lesley Wareing
Margaret Hamilton.....Margaret Lockwood
Helena.....Margaret Murray
Hannah.....Margaret Murray

Exactly as was to be expected most of the daily newspaper critics think 'Family Affairs' a good play. It is not a good play at all. But, as enacted by a generally competent cast, it provides good entertainment.

Programmed as a comedy, piece includes plentiful supplies of drama, a very farcical character which is entirely out of the picture, and a series of happenings in the life of a family that is of little interest to the world at large.

Played by a few talented company and produced by a less gifted director, it might be better to a marked degree. In its present form, the audience is well entertained.

Judo.

SYDNEY PLANS TARIFF ON BRIT. PIX

Sydney, Aug. 5.
British film magnates may soon have to pay duty on pics imported here. For years British pics have come in entirely duty free while Americans have to pay as high as 16c per foot.

With Australia now finding a firm foothold in the production field and the British buying local-made, it is disclosed that under the British tariff laws local pics are forced to pay two-thirds of a penny (2c) a foot on positive prints before being allowed into England. Cost on negative prints is 62-3c. per foot.

Australian producers are now asking why the British pics should come in free while they must pay duty to get their product into England. It now looks as though the government will seek to tighten up the Australian tariff so that the British won't in the future secure free entry.

NEW RUMANIAN TAXES TO AID NATIVE IND.

Bucharest, Aug. 22.
Rumanian Council of Ministers has decreed a new tax of 10c. per meter on each film passed by the censors. Tax is to be paid at the office of the President of the Cabinet, Bureau of Cinemas, and will constitute a nucleus for the creation of a Rumanian national film industry.

Educational films and newsreels are exempt from this law. No permit for exhibition will be granted by the Board of Censors before the tax is paid.

Likewise an additional tax of 1c. was placed on each admission ticket, proceeds going to the same fund. According to statements made by the officials to the local press it is hoped to obtain from these new taxes a sum of about \$200,000 a year.

Kelly's Golf Lessons

Sydney, Aug. 12.
Arthur Kelly, U. A. foreign chief, is still located in Sydney. Said that complete deal with G. T. has not yet reached consummation and that Kelly will remain until deal swings one way or the other.

Several trips on the golf course with G. T. men have not helped the U. A. rep, much, except, perhaps, to improve his play.

New Brazil Agreement A Break for Films

Washington, Sept. 3.
Possible stimulus to foreign picture sales was seen here this week as State Department speeded up bargaining negotiations and announced its intention of working out a new trade agreement with Brazil.

Announcing affected industries may file written statements up to Oct. 16, and present views orally up to Oct. 22, State Department revealed that several dozen commodities may be affected by the pending U.-S. Brazil treaty.

Film exports to Brazil have been cut in half the past four years. Government figures show that in 1929 U. S. exporters sent 13,432,812 feet of film, worth \$118,482, to Brazil, while in 1932 volume was 9,408,765 feet, with value of \$160,985.

'Glory' Off in Sydney

Sydney, Aug. 12.
'Morning Glory' (Radio) started off splendidly but dropped suddenly and will be withdrawn after only two weeks. Just one of those things nobody can figure.

'Stand Up and Cheer' (Fox) will replace.

ABOAF COMING IN

Rome, Sept. 3.
Americo Aboaf, Paramount manager in Italy, is sailing for New York Sept. 6, for a home office o. o. He will remain about two weeks.

FILM TESTS TO ORDER

British Co. Formed to Prepare Tests For Actors with Pic Hopes

London, Aug. 27.
Newest company dabbling in films is tentatively titled Photo Reel, Ltd. Object is to form a film test library which will consist of qualified actors and actresses and film aspirants ready to submit character parts to film companies.

Company directorate consists of the Earl of Kinnoull, Rex Wilson, film producer; H. M. Darcy, A. Maxted and Sidney Burns, the agent.

'Blackbirds' Big in London; Venuti Clicks

London, Sept. 3.
Low Leslie's 'Blackbirds' revue opened for Sir Oswald Stoll at the Coliseum to highly promising prospects. Off to a fast start and looks big.

Biz has been exceptionally strong. Nights are capacity and daily matinees excellent.

Another visiting American attraction, Joe Venuti's band, at the Palladium for two weeks, with options for three more, likewise registered with their unique jazzique.

AUSTRALIAN FILMERS LAY OUT SCHEDULES

Sydney, Aug. 12.
Stuart F. Doyle, director of Cinesound, says that his organization plans to make between eight and ten films annually.

Doyle says that although he was not in favor of a quota, nevertheless he believed that such a move would assist local producers. He feels that Cinesound has been turning out pics for some time with success, but with a quota coming into force expansion will be easier.

Melbourne, Aug. 12.
F. W. Thring, director of Eftice, is all ready to recommence production activities. Believed that Eftice will produce six or seven pics annually.

Work has been completed on 'Clara Gibbins' and Thring is debating whether he will do 'Colt's Inn,' his current legit offering, in film form.

Korda's 'Joseph'

London, Aug. 25.
Picture rights to Thomas Mann's novel, 'Joseph and His Brethren' have been secured by Alexander Korda for London Film Productions. It goes on the schedule for late November.

Majors Demand Castilian in Pictures, But Spain Buys Under 20% of Product

Hollywood, Sept. 3.
Although producers of Spanish pictures have been insistent on the use of pure Castilian in the production of Latin films, Spain itself is an outlet for less than 20% of the territory where such pictures are sold. Largest consumer is Argentina, which is approximately 25% of the total. Mexico trails along, tabbing 15%; Chile and Brazil each consume 8%. Cuba, the Philippines, Central America and the Southwest States, Texas, New Mexico, Arizona and southern California account for the remaining 25%.

Only in Spain is pure Spanish spoken, the other countries using dialects. However, while one country may not understand the dialect of another, all understand pure Spanish.

Production costs on Spanish pictures differ. Major companies rarely get a profitable return from such a feature, using them mostly for prestige and in selling their other produce. Paramount, Fox and First National are the only major

HICKS, REISMAN BOTH FEEL EUROPE'S FILM PROSPECTS BETTER THAN EVER

PRINTEMPS FINDS OUT

Boat Capsizes During Filming of 'Lady of Camellias'

Paris, Aug. 25.
Yvonne Printemps, Sasha Guitry's ex, making her first talk, 'Lady of the Camellias,' found out you have to know how to swim sometimes, as well as act, to make a film career. She was doing a love scene with Pierre Fresnay in a boat on the Seine at Bougival, with camera and mike being worked from a raft. Swift current snapped mooring lines of raft, which capsized, easing cameramen and apparatus into the drink. Resulting wave heaved the boat so that Miss Printemps also fell overboard, and had to be pulled out by Fresnay.

HEPBURN INFLUENCES NEW FRENCH STYLES

Paris, Sept. 3.
Katharine Hepburn's way of fixing her hair as well as her 1860 costumes in 'Little Women' are having an influence on Paris styles, which are being introduced to American and other buyers at winter showings now.

All the mannequins at Molynieux's opening wore forsaken bands and curls at the back of the neck, like Kath. Second Empire motifs—contemporary with American Civil War—are figuring largely in the new fashion displays, due chiefly to encouragement given them by the 'Little Women,' which is a smash hit at the Edouard VII.

'Alibi' to B. L.

London, Aug. 25.
British Lion has acquired film rights to 'Ten Minute Alibi,' which has enjoyed the longest stage run of any London production in years. Play was seen in New York last season also.

Steamroller Accident Fatal to Film Extra

Prague, Aug. 25.
Accident during the filming of a feature at the Barrandow studio here resulted in the death of Adolf Heidrich-Marek, former theatre director, recently reduced by circumstances to doing extra work. Film in production was 'We Want to Live,' a comedy, and one scene had a steam-roller mowing people and things down, ostensibly as a passing over the body of an actor. Real steam-roller was used, and accidentally Heidrich-Marek got his foot caught in its path and was dragged under before the machine could be stopped.

Paramount Foreign Chief Sees Danger of War, Politics Lessening—Biz Up All Around—Radio Boss Has Expansion Ideas

By BOB STERN

Paris, Aug. 23.
Optimism for immediate future of film biz in Europe and hopeful plans for expansion of activities are keystones of the attitudes of two American export chiefs now on the ground in Paris—John W. Hicks, Jr., of Paramount, and Phil Reisman, of Radio.

Hicks has just completed a swing around most of the European circle and is happy about what he saw, both in the Paramount organization and in the prospect for calm and good business. This is in strict contrast with his last trip to Europe, six months ago, when he tore the organization to pieces and went home with the idea that the Continent was one big powder barrel.

Reisman is only at the beginning of his stay, which will probably last several months. He is pepped up at the startling gain, however, by the success of Radio's experiment in releasing English language pictures in France, and will consider how the company can dig in deeper here and elsewhere on the Continent.

Most important feature of Hicks' impressions is that he thinks there is a reasonable chance of the political situation in various countries keeping calm enough to permit business to be done. He doesn't believe the war talk, he says, and while there may be a little rioting here and there, he hopes and believes that it will not be sufficient to upset things.

'Used to it'
'We're used to rioting even in America now,' he says, 'and it didn't kill us. But a street fight in San Francisco, although it is three thousand miles away from New York, gets us upset in New York because it is in the same country. On the other hand, rioting in Vienna doesn't do Paris any particular harm. Fact that the continent, small as it is, is split up into a lot of countries means that trouble in one of them, while it is likely to be serious locally, doesn't cross the border in its effect.'

Hicks swung around the circle starting in the north, going from England to the Scandinavian countries and then through Central Europe, coming to Paris subsequently by way of Italy.

Paramount's distribution in Germany, he said, was still going on normally. Offices remain open there, in spite of fact that control now is in Paris.

For French distribution this year Hicks thinks Par has a number of good bets particularly 'Cleopatra' and 'Murder in the Vanities.' He is inaugurating a new departure in the handling of American films here by his system of releasing dubbed versions, where any are to be made, before letting the original versions get into the showcases. 'Scarlet Empress,' dubbed, will thus go into the Paramount theatre before English talker is sent out.

First Time

This is the first time dubbed films have preceded originals here since Metro got rid of the last of its Hollywood dubbed versions several years ago—and that time the English versions never came. Hicks' theory is that by putting original talkers into the showcases companies are hurting the broader, popular market. They can always pick up the elite English language market later, he contends, and it's wrong to subordinate the real moviegoing version to the one that amounts in this country to an art picture, because its in a foreign language—thus making the actual release only a second run.

Hicks intends to take a run down to Spain to complete his tour, and will sail for America on August 30.

Reisman intends to make this trip amount to a thorough look-over and pepping-up of Radio's European distribution. He will cover all the continent from Paris, working closely with Harry Leasim, local chief.

Reisman's idea
He is now calling in his Paris representatives to look over the

product and discuss sales policies. Among those who are now here or will be in shortly for conferences and screenings are R. Armour, of Calcutta; Doug Leishman, on his way from New York to the Far East; W. Linsemeier, of Berlin; Jack Kennedy, of London; Bo Dowling, European general manager; Carl Wallman, of the Scandinavian countries, and Bob Trillo, of Panama.

French language (dubbed) rights to Radio's 1933-34 production have been granted to the French Tobis company, which will distribute in the coming season such of the films as it sees fit—probably five or six. Should any other decision be made on the handling of the coming year's product, Tobis' contract will not conflict, but the new films could, if necessary, be released here simultaneously with those made in '33-'34. Reisman doesn't know yet how his expansion plans will be put into effect if at all in France, but he has hopes.

I think we have found the formula for pictures that will go over here—real moving pictures that move, and do not depend on dialogue, said Reisman. Incidentally, that's the kind they want in America, too. Since we have them on our new program, we're going to make a special effort to get over in foreign markets, which Radio considers more important than ever before.

MONTGOMERY, FARRELL WANTED FOR BRIT. PIC

London, Aug. 25.
'Wyndhams Films, Ltd. is to produce biggest film of its career, tentatively titled 'Portrait of Paris,' it's an adaptation by John Huston, son of Walter Huston, from Yves Mirande's 'Arpete.' Picture will be directed by Bob Wyler. Wires are burning up to get either Robert Montgomery or Charles Farrell for male lead and the local Heather Angel for femme lead. Shooting starts end of October at Associated Talking Pictures studio, at Ealing, with pic scheduled to cost around \$150,000.

Pic Jerked Same Day

London, Sept. 3.
'Elmer and Elsie' (Par) rang up a new kind of record at the Paramount Plaza theatre here. Film opened Monday (27) for its first run showing in England and was withdrawn the same day. First time that's ever happened in London.

MUNRO TO NEW YORK

Australian Pic Man Coming to Straighten Out Film Tangles

Sydney, Aug. 12.
Charles Munro, co-director of General Theatres, is due in New York in September to confer with the film boys. F. J. Smith, financial adviser to G. T., who is at present in London, will go to New York to meet Munro.

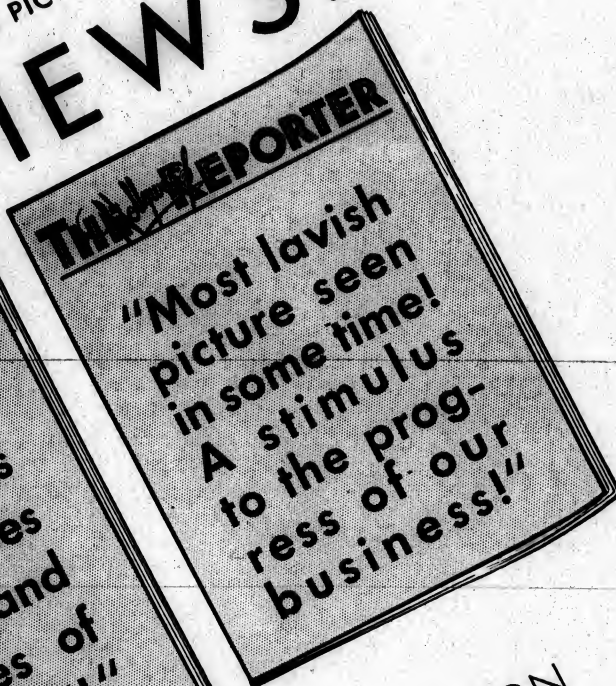
Expected that with Munro's visit a complete review of the Australian situation will be placed before film-doms' big men, and that many points hitherto bewildering to the overseas men will be entirely cleared up.

Brown Walks

London, Aug. 25.
During the filming of 'The Scarlet Pimpernel' at Elstree, with Leslie Howard starred, Rowland Brown, who was directing the picture, walked off the set. Later Alexander Korda stated he and Brown failed to agree on how the picture should be produced.

THE FIRST FOUR REVIEWS OF THE BIG PICTURE OF 1934 ARE

RAVE-VIEWS!

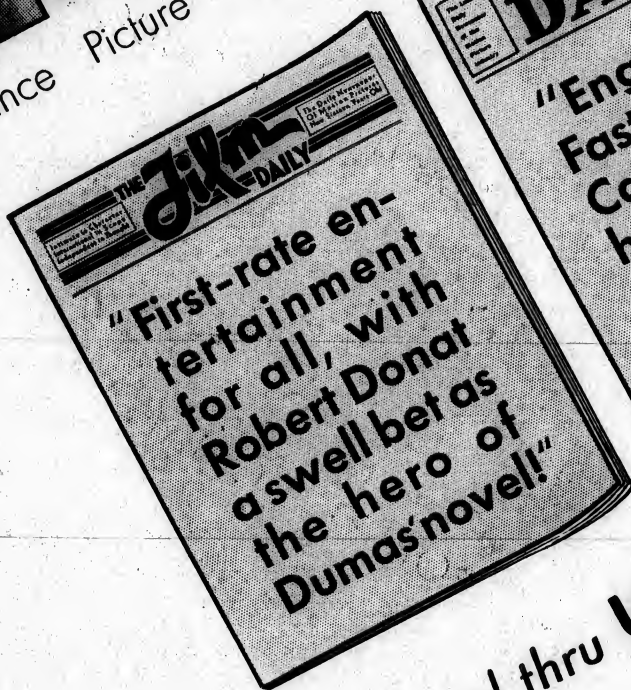


EDWARD SMALL'S PRODUCTION OF

THE COUNT OF

with ROBERT DONAT • ELISSA LANDI

Alexandre Dumas' **MONTY CRISTO** IMMORTAL CLASSIC
a Reliance Picture Directed by ROWLAND V. LEE



Released thru **UNITED ARTISTS**

NEWSREELS

Closer to Barney Rapp and his New Englanders, Rapp runs a fast show with Sunny Fuller moppin' with her contortion work, and a good singer as well as a couple of good dancers. The show is not for the specialists nor yet the phlegm, but the showmanly manner in which Rapp keeps things going, ripples right along and he was even better than he pretended to be. The number before the last was the closer. They got him back without his having to pull curtains himself. Anyhow, the crowd knew it was the finish, for the specialists had not come out, and the show was over.

Phil feature was "Blind Date (Colin), the inevitable Shirley Temple short and the equally invariable Pathe news running up Shaw rue.

Pathe news running up Shaw rue, and the business side of the close to this hour. Business also Friday night.

CAPITOL, N. Y.

Comedy is conspicuous by its absence here this week and the show is shorter but analyzed as it stands, not hard to take. Unit runs 52 minutes, a little longer than the weight of the talent would be expected to carry. In Phil Spitalny's all-girl show and in for two weeks with 'Chain'd' (Gable-Crawford), the feature.

Three dance stars are among the variety acts which lead the room for anything else and may explain why there's no comedy. Hoofery comes from Lucille Page, Eleanor Powell and Vivien Fay. Only other act is Sheila Barrett.

When the Misses Page, Powell and Fay are put together and the two dance routines of the Hale girls are considered, it is a show almost strictly for the too-and-here fans and virtually none at all for comedy enthusiasts. Big attraction is Phil Spitalny and his 24-piece girl orchestra, who make music with vocalists spotted conveniently, double for chorus work.

Girls are used to announce each act, a novelty idea that works out.

Miss Powell is the hit of the proceedings in her slam-home tap routines. She tied a sailor's knot to the show, for a night, and it couldn't go along for a while.

Another dancer who's no slouch in one all by herself in Lucille Page, acrobatic specialist Vivien Fay, announced as just being from abroad, as her just toe ballet, fairly good, with the line girls. A pretty but not sensational number, this.

Miss Barrett is spotted about middle with her clever impressions of stars, and one of the highlights of the performance.

Phil Spitalny and his band comes, bringing forth a talented group of musicians, some of whom double for stars. Violin number stands out sharply. The band ladies dispense sweet melodies, and croon their softest harmony for important effect. "That Certain Thing" as the chorus number is done very sweetly. Tableaux to bring out the chore women have played in history, sports, etc. Lucille Page, in long, wavy splash, the Statue of Liberty, the last female to get notice. Some newsworthy shots are also used in this number.

The Spitalny outfit is spotted on the Cap stage for agreeable eye effect and in their various numbers are also grouped smartly, a trio at one point, a duo at another, more intimate harmonies, effect. Members of the singing choir are so set among the girls with instruments as to seem a part of the band itself. "Love Come Back to Me" is one of the numbers receiving chord attention. The highlight of the performance. Altogether it is a well-organized, musician organization and not just a stage freak or a flash girl band act. "Chain'd" (MG), Crawford-Gable star, is on stage on Friday night was drawing good business, close to capacity. Color shot, "Discontented Canary" (MG), first of a new series, and the usual newsworthy fill out the bill. *Chr.*

PITT, PITTSBURGH

Pittsburgh, Sept. 1. Last year George Shafer, a shrewd operator from Wheeling, W. Va., took over the Pitt. Enclosed floppo legit and stock house for vaudeville. They told him he was screwy. When Shafer closed the house for the summer last June he had rolled up a net profit of something like \$30,000.

That was 1933-34, however, when Pittsburgh had been without a stage show for a long time. The vaude didn't turn the trick. It took those nameless units. This is 1934-35 and things are certain to be different. For one thing, the Duke Penn and Stanley have had occasional presentations. For another, Shafer will have the Harris interests bidding against him for those units at the Alvin. He won't be able to get the all-gravy terms he landed last year.

No doubt Shafer realizes he's bound to have a struggle on his hands. His first salvo is to get others swing into action, is a reduction in scale. It's 15 cents from until 6 p. m., then two-bits and a dime. With Pitt's small capacity, 1,600, that'll have to mean an almost constant turnover to get any where. When the manager can stack up against the best of the competition, sandwiched as it is on the same block between Penn and Stanley, remains to be seen. Shafer has announced that his new unit shows as soon as they get started, but whether he can afford to pay for them, once the Alvin, Penn and Stanley likewise start bidding, also remains to be seen.

Pitt's opening vaude bill of seven acts nothing to write home about, that 15-cent opening mob ate it up, which is a good sign. Shafer on what sort of entertainment to dish out to his none-too-discerning clientele. Jay Mills, who once scored a lengthy engagement here at the Alvin, is being lured in addition to offering his own act, in which he's assisted by attractive Mildred Tolle, of the Dumb Dora variety. Mills handles

the m.c. duties nicely and registers neatly in his own turn, which he splits up in two sections. He and straight, with Miss Tolle a perfect foil.

Opener has France and LaFell in Mary O'Keefe perky stuff, followed by a song, and male plant in audience. Miss Marvin is a robust vet who calls her turn 'Odities of Yesteryear and Today.' From way back that's the case for her material and the older and staler it got, the more this afternoon's mob seemed to eat it up. Dixie Four, announced as formerly with Ted Lewis and billed as dancing four-some, come on for too-lengthy harmony session before they go into say hooping. Too much of former, not enough of latter, which almost nullified their chances.

Mills brings on Miss Tolle at this point and later brings her back again, following Nellie Arnet and her two brothers. Trio clicks happily with their trick legology while doing a fiddling threesome, and then with the familiar Arnet bird-humming. Tolle, Tolle and George, Two Butter and Egg Men, next-to-closing with some chatting, which is only moderately amusing, with Jack-Lynna revving, closing with an expert tear flourish.

Joe Falvo's band back in pit, contributing an opening overture. Picture is 'Born to Be Happy.' *Cohen.*

CENTURY, BALTO

Baltimore, Aug. 31. Some time after noon, the show went into discard old opening. This 3,000 seater started standing 'em and long about one o'clock, when the vaude devotees sidled in to peek at the discovered themselves vying for raftor room or locked out in the lobby.

The crushing crowd had come to see Crawford-Gable in 'Chain'd' (MG), cheered lustily, and continued displaying a surging proclivity to applause right through the Metro clips, wherein the President was shown in a row-riding about through the Harvey Hammond organ, and right down the ladder of acts.

The acts, running 50 mins., in the main earned the plaudits plucked, and, oddly, each turn was accorded about an equal allotment of applause. It seemed as though the joyous crowd (35,000) thought it politely proper to await resoundingly for everything, but to wait equitably for all. Herbert Ross and Perle, jaw act, opened. Ross, in its 6 mins. as thorough a brand and high a grade of work as burg has banded to self in seeming alone. Man (Herbert) and Perle, with a couple of boys, from his jaw thing while hanging by the knees, then after some relative breathers, concludes by supporting a girl on his shoulders while pal spins around. Top turn of type as vaude vouchsafements go in this town.

John Fogarty from the radio radio, in a 10-minute act, took time to remind of his Irish tenor voice, no doubt, he strides through a stint of pop and operetta tunes that could easily be his. He intro's his male accompanist for a how each time he himself takes one.

Samuel Bros, three. Three lads who formerly formed one of those vaudeville troupes, but who have, since that vogue vended itself into vacuity, added knockabout antics to their old vaude style. They are trouped identical turn in troupe about four times now without material change, and it is beginning to wear thin, especially as it never was much, and so obvious. The vaude act might always encounter choppy weather in the third socket. There may be some who consider the vaude act the funnest thing intro'd into vaude since way back when comedians took to wearing linen spats in summer as a snappy sartorial touch, but it's more likely the pair of unbilled girls do most of the lugging of the act across the hurdle into that happy land of audience approval. Leastwise the girls have always turned the trick here, and so they do, with a second, second with rhythm taps. Boys take first bows at end, but storm never springs till girls follow, and so they do. The crowd, Daphne Pollard pranced through next-to-close and delighted all. Vaude vet, she's trouping intact an act, tried astonishingly after a decade and half ago. It might have been even identical with what she herself trouped back in that lost, happy time. She was, however, as she was standard. Scored decisively, but then the material is ageless. It all depending on the adeptness of the artist to mine it properly and punch it over. Her travesties, by cratter, song and dance, of Cockney housegirl on day off, beat contestant who's a good looker, but who, on the subject, all snapped up the audience. Man stooges—pardon, assistants—would be the more proper term in an act like this—in one of the bits of the show, Daphne Pollard, but by and with—punctually.

Wm. and Joe Mandel shut servilely with hoked and fancy hand-to-hand balancing.

ALHAMBRA, LONDON

London, Aug. 29.

Bill looks better in theory than it works out in practice. Badly arranged program, badly acting.

Opening act, two American boys, comedy, one with white pan. Best part of offering is burlesque boxing bit.

Glenn Elynn and Doris, former American and latter English, Act is a pot-pourri comprising dancing, some singing and original comedy. Has been doing well on the continent and this is London appearance. Encountered some difficulty with band, on which offering relies quite a lot. But as a whole is a welcome addition over the old and with a little acclimatizing should be in demand.

Harold Turner and Mary Honer, latter very often in demand in days when Mangan staged flash shows for Paramount, Paris, have novelty dance, disguised as pelicans. House gals support in similar attire, all making their appearance from the pelican schenosis. Intriguing stuff.

Jeanne De Casalis, legit actress and now a personality on the air, encountered 'mike' trouble. As a whole she proved a disappointing headliner.

The Great Carmo, once a prominent magician, has not moved with the times. Stuff is antiquated, with all the paraphernalia totally unsuited to modern vaudeville.

Three Admirals harmonize well and are gradually building up a radio reputation. Their act is around quite a while and are just beginning to be noticed.

Houston Sisters, last minute substitute for Julian Rose, are not at their best. Seemingly they were gotten together in a hurry.

Hilbert, Bird and Ready, nice dancing act, with the boys looking up against lethargy. The variety of class dancing here, final offering being some clever waitz trio made popular here by Lowe, Bernoff and Wensley.

Brahm, Love Song Waltzes are holdover from last week.

Holla Brothers, neat looking gymnasts, close.

FOX, BROOKLYN

Billy Snyder new m.c.'ing. Personable and breezy. Otherwise, although 51 Fabian now operates this spot, no change of pace is apparent in show values. The same under-lyingly serious business numbers are offered. As has been stated previously hereabouts, the absence of showmanlike craftsmanship continues. It's hardly first rate when the show is so good.

But the Fox continues its curious way, and the cheapness of the numbers and the lack of variety on the stage are only accentuated by the unchanging centre pieces utilized. The drapes shift and the furniture is somewhat transposed from number to number, but otherwise it's the same setting throughout.

Maybe the Fox customers are easy. The management should know, or back to the observation that the males number about equal if not more numerous than female customers. There must be a reason for this. Smacks lots like the spot has taken a drop in value. Whether it's the stage shows, the films, or the prices, or the combination of the three that has effected this transformation from a hitherto family place to a place where the male is the main attraction.

Currently the theatre is screening 'Chan's Courage' (Fox) and it's helping the house. On the stage it's a different story. Ross and Edwards should be fairly well known in Brooklyn by this time, and at the Fox, especially, as they played the house not so many months ago. Matter of fact it's noticeable from all last few hours here that they repeat frequently here. There should be a reason for this, too.

The R. & B. pair knock 'em for a loop and back to the whoover with the familiar comedy line, and according to all principles they should be the closing turn, but they are not. A production number of gals takes the closing, and with the line for an Apache dance number. However, if the blonde in this turn falls into the pit regularly, maybe the house judgment should be upheld. It's a fairly well expected twist, but it happened when caught. If it's one of those accidental occurrences, the blonde rates honorable mention for her quick turn back to the stage.

Authenticity of motif for the production numbers never has been a strong point with the stage handler at the Fox. Thus they have Gelska girls in a Chinese costume, additionally this number, supposedly a prolog for the 'Chan' picture, overlooks the fact that 'Chan' is an Hawaiian title. Just one of those curious admixture of acts, but to Fox and never mentioning. It's in this Chinese background that the French Apache number also is staged.

Ref to this the girls get a chance to offer a peacock ensemble specialty. That number looks like slow motion account of a two-head bird race.

There are a couple of other acts besides Ross and Edwards. One is the Three Brown Buddies, colored hoofers. They open the show introduced with the line, and the first thoughts would be that maybe the Fox has gone black and tan for the week. But it doesn't work that way. After one number or so with the line in full, Snyder cuts in, hat and cane in the familiar swagger routine employed by so many others. That's when the customers get the first inkling as to who the colored lady may be. The drop down in 'one' and the colored trio clad in not too attractive red uniforms tom-tom a parody on their hooding styles. They don't need the vocal explanations and could get better reaction without them.

The familiar unit routines are eclectically mixed with the current shows and the acts appear between line numbers, with Snyder bumping in for announcements and a special act or two. Nothing wrong with this kind of arrangement except what's offered.

A trio that looks like Jackson and Gardner and their girl assistant take the middle for some low-down comedy. First stuff is rather an unbecoming Salome number, but here at the Fox it's a slammer, even when the good looking blonde in the act sings. Her first appearance is as a funny trick m.c. and a coach.

Universal newswall and a Mickey Mouse supported the feature on the screen when caught Saturday (1). With Fabian also operating the number, amount, a couple of blocks away, the Fox is now trailblazing that spot, besides its own. Show runs around 70 minutes as caught and could be tightened. *Shon.*

ROXY, N. Y.

Roxy customers were aroused to enthusiasm only on three occasions Friday night during the stage show. It was a short score for an hour's running.

First response came from Ray Saxe. He used his backbone to form an arch, and perched in this artistic cantilever manner from his neck and shoes he caused music to proceed from two starlets, and the audience broke into applause. He's a gifted gent, and prior to the use of his vertebrae for this odd purpose danced, twirled, lariat and did other fol-de-rol while playing instruments.

Bradna Brothers worked up to some leaping acrobatic antics that elicited recognition. That's number two. The first number was a three and the show's getaway was a holdover from last week, the military parade of the Gae Fosterites on stilts. Nobody'll complain about the show, but the lack of variety and sympathetic realization of what rehearsals must have been like the gals should get a second week out of it.

Show ran practically as straight wide with no minimum production, nothing in the way of scenery, and only a couple of chorus numbers, the first two of which seemed less than the best at this house. The first act, in fact, was the one titled, 'Manhattan Moonlight.' It was pretty draggy.

Benny Ross and Maxine Stone and another comedy team, Morosco and LaFell, had a bit of a ruffled composure of the bourgeoisie, but were both heavily on the minus side on the bends. Latter turn seemed working up to a socko finish with a couple of boys, but they broke pace just before the end and lost the tempo. The expected cloud-burst didn't unload.

Radio's 'We're Rich Again' on the screen. *Land.*

Stebbins Tragedy

(Continued from page 3)

to have been attempting to pass another vehicle.

Mrs. Marin was killed instantly. Mrs. Stebbins died as an ambulance reached the scene, and her two children, aged six and four, were taken to the Bakersfield hospital.

Coroner's jury at Bakersfield, Aug. 31, returned a verdict of accidental death and released Thomas Williams, truck driver, who had been held.

Ned Marin and his two brothers, Ed and Mack, have a room at the hospital to care for Mrs. Stebbins and Bill Seeman has been using a plane between Bakersfield and here.

A single service for the four victims will be held at 10 o'clock this morning (Monday) from D'nal Brith Temple. After simple service the four bodies are to be taken to Forest Lawn cemetery, Glendale, and placed in the crypts to await final decision of families as to whether interment shall be made here or in New York.

Rube Goldberg, husband of Irma Seeman, and Phyllis Haver, wife of Bill Seeman arrived from New York in time for the services, coming by plane.

Tragedy stunned Hollywood, as

RIALTO, CHICAGO

Chicago, Aug. 31.

Some years ago this was a top-notch vaude theatre, playing the best in the business. Later it slipped into a burlesque policy when the hub of show business in this town was a better public than the north end of the loop, which occurred with the opening of the State-Lake theatre.

"Two years ago Aaron Jones reinstated vaude into the house on a high and noble basis. The name to the Loop-End theatre and with much bally and beating of drums tried to stir up some trade. The attempt brooded.

On Friday, the house returned to a vaudeville policy at the low ticket of \$1,000 or so on a split-week arrangement. Tariff carries 13c, 20c and 25c. There was no beating of drums and the house opened without a better public than the north end of the loop, which occurred with the opening of the State-Lake theatre. Today it is getting up and brushing itself off. Aaron Jones has a big vaudeville winner in the State-Lake; the Chicago, Oriental and Palace are all using flesh, besides the number of outlying theatres which have returned to tale talent.

And it appears that the type of variety that's clicking is the show that gives the plenty of show for little money. The State-Lake and Oriental have both caught on with that angle. There's no reason why the Rialto cannot do the same.

Only retarding factor for the Rialto is its location. Spotted on the far southside of the loop, it is okay for day time trade, but the show is going to take plenty of bargain to bring 'em down from their usual Randolph street haunts. That 25c top as against the Oriental and State-Lake 13c and 20c may be enough to the public to get 'em into this house.

Once inside, the show will satisfy. Five acts of solid family-time vaude backed by pictures is a bargain. The show is a good one, and it will sooner or later become educated to that saving. The type of audience which will go for the 25c top will enjoy the shows on display.

Just within the code, and the trick is to get any kind of show whatever. First show not only had five acts, but they built up a good, solid family-time bill. One of the acts figured as a good opener with his acrobatics; Elcota and Byrne were okay in the deuce with xylophone and dancing comedy. In the tray spot, Elcota and Byrne were excellent family novelty on their ventriloquial work. Billy Farrell and Dad were a walloping next-to-closer with an act that was a good one. Elcota and Byrne finished the line-up with a standard flash act. Picture was 'Now I'll Tell' (Fox). *Gold.*

both Mrs. Marin and Mrs. Stebbins, although not prominent publicly, were exceptionally popular throughout the film colony.

Artie Stebbins himself has but recently recovered from a severe injury, while Ned Marin had just taken a new Beverly Hills home with his family.

Bergere Fight

(Continued from page 2)

and Nicholas Schenck, a member of Newgas, Naylack & Waldheim, attorneys for U.A.-29th Century, apprised attorney Ables that he could not comprehend Ables' legal interpretation that 20th's forthcoming film production was an infringement on the Chl stage show.

Ables states his people claim nothing concerning ownership in the film rights of 'Folles Bergere' but that through having created an American film, they have now set up a show property which now has value throughout all forms of the amusement business, and that 20th Century allegedly was capitalizing on their investment, and further threatening to undermine its continued value by means of a picture production.

When Fischer-Stein had heard that Earl Carroll at one time thought of doing a 'Folles Bergere' revue in America, Fischer claims he paid Derval and Welly, the Parisian showmen, a royalty and an advance to clear all rights.

In the meantime, 20th Century had decided to copy the show and the Chl 'Folles' for film purposes but, after extending several options, Barry Zanuck and Joe Schenck allegedly cut out the Chl venture and consummated a deal direct in Paris with Derval and Welly. This, too, is interpreted by Fischer-Stein as a violation.

Brilliantly to open the new picture season!

ANN HARDING



From the noted novel by Charles Morgan that has thrilled two million readers! . . .



THE FOUNTAIN

Once in years — a story too fine for superlatives . . . Once in years — a love too great for words . . . This is a picture from such a story . . . flooded with such a love . . . A picture that shows how brave and beautiful human life can be! . . .

. . . A woman's heart torn between love of one man and devotion to another!

**BRIAN AHERNE
PAUL LUKAS
JEAN HERSHOLT**

*A Pandro S. Berman Production
Directed by JOHN CROMWELL*

**RKO RADIO
PICTURE**



THE FOUNTAIN

to production and release. Starring Features Brian Aherne.

Music Directed by John Cromwell. From
 novel by Chas. Morgan; adapted by Jane
 Murlin; dialog, Samuel Hoffenstein. Phoe-
 be, Henry W. Gottard; music, Max Stei-
 ner. At Radio City Music Hall, N. Y.,
 week Aug. 30. Running time, 85 mins.
 Director, John Cromwell.....Ann Harding
 Miss Allison.....Brian Aherne
 Reporter.....Paul Lukas
 Editor, Von Leyden.....Joe Herriott
 Waller.....Ralph Forbes
 Foreman, Von Leyden, Violet Kemble Cooper
 Public.....Sara Haden

'The Fountain' is one of the talkiest talkers yet. For those who like Ann Harding in her most poignant romantics, and who can assimilate it as presented under a barrage of verbiage, 'The Fountain' will please, that means the femmes chiefly. It's

principally a woman's picture anyway. If that is so, it should insure for boxoffice.

Basically considered it's a well done job. Morgan fictional romance has been transmuited to the screen under the joint aegis of Director John Cromwell, adapter Jane Murnin and dialoger Samuel Hoffenstein. Matter's lines are replete with fine poetic passages, sometimes too fine, while the Cromwell-Murnin collaboration has done nothing to permit

Miss Harding, Brian Aberne and Paul Lukas are three sane people. She, an Englishwoman, is married to a Prussian officer, Lukas. In the quaint and quiet Dutch retreat where, an English officer, is interned for the duration of the war. When the war-shattered Lukas returns, Miss Harding does her best to explain, philosophically, that after

The story is just about that—a too obvious triangle in a peaceful Dutch setting against a remote war background. Its treatment and romantic embellishment endow the cinematic 'Fountain' with whatever distinction it possesses, just as it

Miss Harding here is unfortunately eclipsed by the slow motivation of the other characters. She

doesn't make her first appearance until 20 minutes after the first title. Brian Aherne is on an histrionic par with her throughout, and towards the end Paul Lukas' excellent performance smothers both Jean Hersholt, as the kindly uncle, and head of the Dutch baronetcy, likewise registers, as do Ralph Forbes, the English buddy, and Sara Haden as the captious Sophie, the teen-sister who first voices her con-

clusions of meretricious relations between Julie (Harding) and Allison (Aherne).
"The Fountain" will mainly have to call on the star's appeal for sustenance, while it doesn't figure to react much in her favor in return.

Abck

BLIND DATE

Columbia production and release, featuring Ann Southern, Neil Hamilton, Paul Kelly. Directed by Ray William. Neil Hamilton, Neil Hamilton, Neil Hamilton, Neil Hamilton. From a story by Vida Hurst; Ethel Hill, screen play; Art Black, asst. dir.; Al

week commencing Aug. 31, 1934. Running time, 71 mins.

| | |
|--------------------|----------------|
| Kitty Taylor..... | Ann Sothern |
| John Hartwell..... | Neil Hamilton |
| Bill..... | Paul Kelly |
| Freddy..... | Mickey Rooney |
| De Taylor..... | Quentin Craven |

Rather sticky home-life sentiment and comedy cast along those lines probably not a high grosser for the family trade. Overdone over the smarter spots and fails to hold

interest through obvious and often
offensive development of the plot. So
patently playing for domestic ap-
peal that it goes overboard on
length, with an unemployed father
who likes to bet on the races, the
poor girl child and the blatant small-
town mother, not to mention the am-
plified motherly mother who is
just too sweet. These are the es-
sentials of every home of working-
class people, not to mention the beautiful

The current toiler gets herself into a mess of trouble through falling in love with the wrong man, tossing him when he says he is not the

marrying kind and then moaning about the remainder of the foot-
age because in her peevish be-
comes engaged to the quick-ten-
for young game owner, who is
too full of himself to be satis-
fied with his best girl. Maybe there
are several in the line, but they are
more prevalent on the screen.
The picture in a nutshell
is pretty engaging to the skilful
times, gets a job as dress model
through the wealthy man she meets
when Bill walks on her. She en-
joys the life and the money, but
the benefit of clergy, gets her-
self re-engaged to Bill, and tears
her hair when Bob comes back
with an offer of marriage. Then
she goes back to Bill, and her
mother again so she can break with

him and go back to Bob, and there's
 hint that he consoles himself with
 the younger sister. He gets the
 rest of the deal at that for Miss
 (Continued on page 29)

La Cucaracha

**THE LITTLE FEATURE
THAT IS THE YEAR'S
BIG SENSATION!**

"Proof that it doesn't take seven reels of film to
make motion picture entertainment."
Regina Crewe, N. Y. American

"I think there has been nothing so lovely as
La Cucaracha."
John Chapman, N. Y. Daily News

**—JUST A FEW OF THE MILLION WORDS OF PRAISE
FOR TWENTY MINUTES OF ENTERTAINMENT!**

A Little Feature hailed as
a gem of music, drama
and the dance!

Scenes created in color by
ROBERT EDMOND JONES
World's Foremost Designer of Stage Settings

with **STEFFI DUNA**
DON ALVARADO • PAUL PORCASI
EDUARDO DURAND & His Orchestra
Produced by Kenneth Macgowan Directed by Lloyd Corrigan

**Produced in the Perfected
NEW TECHNICOLOR**

RKO-RADIO PICTURE

A PIONEER PICTURES PRODUCTION

EXPLOITATION

By Epes W. Sargent

Lobby Bally

Other day a Broadway house had been the scene of a mechanical man in a crowd. It wasn't even a very good mechanical man to those old timers who were raised on Phroso and Moto Girl. During the week an observer dropped in to report that he had clocked the crowd for 10 minutes. In that time nine persons had purchased tickets, only one of whom had been stopped by the ballyhoo. (Observer was of the opinion that such a bally was void, meaningless and unproductive.)

Looks a little that way, but we take it that the objective of a ballyhoo is not so much to drum up immediate ticket buyers as to impress the attention and the house on the minds of people against such time as they can afford to spend an hour or two in the show. Clocking was done around three o'clock. At that time most of the life show-shoppers have long since made their choices. Nothing to be picked up from them. Most who are going to see it at that time are going somewhere on more or less important business. They have no time to run in and sit through a two-hour show. Later in the day they may want to see a show, and that most forcefully impressed on their minds is the one having the bally.

Even in a transient house may not show any marked return on his pay and yet be responsible for upping the attendance to a worthwhile point. Such a bally can cause floating transients, but the most of the selling is done to those who pause a moment and come back later.

Even in a transient house to expect the bally to make immediate sales would be as unfeeling as to expect people to dash madly to a theatre on spying a bill truck.

Going Nautical

With numerous sailor titles forming almost a cycle, very little seems to have been done to create a nautical atmosphere other than costuming the service staff. Where a theatre is located close to base of supplies, a ship chandler can supply material for a naval dressing that will be attractive and selling, but proximity to salt water is not essential to good work.

Much can be done with the top of the marquee. An old tennis net, thickly painted with white, can be worked into a good imitation of the setting used in the movies. Preservers can be made from old solid Christmas wreaths, covered with cheesecloth. Auto spares have been used to make a large sign. Run a railing around the edge of the marquee, dress with life preservers, build a deck house of 2 x 4 and cloth, man the deck with a couple of authentic looking girls, and if possible add the red and green port lights.

For the lower floor use coiled cables, in out-of-the-way spot deck lamps; use a ship's bell on top of the box office. The box office itself can be labeled "Turret," with the main entrance to the theatre further dress the lobby with a Dick Daye type of sailor with a small disability as a comedian, that will help, but we must have a couple of recent stunt in which a much of putative gobs grabbed at the girls. That is apt to have a negative effect.

Far Afield

J. Paul Crasto, exploitation manager for Radio pictures Calcutta office, which serves India, Burma and Ceylon, sends in a copy of the eight page organ, Flash, which is sent to every exhibitor in the territory. It has a 16x13 inch page, slick paper, with the front and back in two colors, the issue at hand carrying a front page illustration of a large ape's head in connection with "Wild Cargo."

It is nicely gotten out, with at least two half-tones to the page and well written copy surrounding. A few years ago it was a very creditable effort for a home office. Now the outposts have class. It's only a few years ago that such examples of Indian advertising as drifted in were big laughs. Now the last comes off.

Selling 'River'

Selling "One More River" is going to take some showmanship. The title does not suggest anything in particular to those who do not know that it's the title of the last story written by the late John Galsworthy. The first step would seem to be to put the entire copy in the hands of the authorship. That in its turn, brings up the general belief that Galsworthy is highbrow, so the second step is to give emphasis to the fact that this is an intensely human story based primarily upon the difficulty of securing divorce in England. That again brings up the foreign locale, and the appeal of the story must be stressed to overcome this imaginary handicap. Stress should be laid on the femi-

nine appeal, for this story will make its strongest draw from the women, particularly those who like to feel they are clubwomen.

The libraries should be contacted for well in advance to secure rentals for the copies of the book the libraries may have, and the public library will probably be glad to use book markings supplied by the theatre if the entire list of (tabworthy) works on the shelves is printed.

Effort should be made to interest the exhibitor in showing the picture in editorial columns of the coming of the story with a preview, if possible. The picture is suitable material if it is handled properly, but being more or less of an unknown quantity to the average picture patron, it must be properly merchandized.

Exploitation Helped

Just how exploitation works was well demonstrated this summer at one of the lake resorts in New Jersey. Originally the place was owned by a descendant of the man who gave the lake its name. When the summer population grew, he put up a casino, installed a band of piano, violin and trap drummer and let it run.

That was all right in flush times, but since the sock of '29 the red had been amerced all over the place. There is another and later law prohibiting the use of child labor in it had him licked. Showman started off by putting in a small, but competent dance orchestra, and then he figured something to talk about every night. Monday and Thursday he runs a feature and a couple of shorts, followed by dancing. Tuesday is "Employees' Night," with the stunts contributed by the singing waiters, the barkeep baritone and the cashier contralto. On Friday there's a week and interesting because the regulars know them all. Wednesday are local talent night, with a week's engagement to the winner and \$500 for the runner-up. There's the further promise a N. Y. booking agent will be present to spot talent. That's the guy who spots in a cabaret show on Friday nights. Saturday is the result night left to care for itself, and Saturday does.

It's a bit bit tap every night, including the dancing, and the operator has done so well the owner bites the dust. The operator gets his rent. Just a case of having something to talk about and then talking his head off.

For the Folder

Here's one for the Labor Day folder for next year. It comes from Eugene, Ind., where the Little Moving Day. The turnout is printed: "Important! Everybody should do this on Labor Day." Opening up the sheet reveals the picture of a man in the Crawford picture with "Everyone should see this great show for an enjoyable Labor Day." Boxes stressed the fact that the picture would be shown in the afternoon instead of the usual three, and that the admission was 15c, all day with kids for a dime.

Checking the List

Managers using mailing lists should check thoroughly before the end of the month, but not much sooner than the last week. By that time most of the vacationists are home, and most persons who plan to change their mailing list. Oct. 1 will know what the new address is to be. Preferably the check should include those stencils received the last week. The return portion carries an impression of the stencil and lines for the new address and telephone number with a "Check here if the above stencil is correct."

The going section of the card carries some copy as "We are revising our mailing list. If you desire to receive our weekly programs, please check or correct the address as shown on the prepaid reply card. If you plan moving Oct. 1, please give the new address."

The return postage guarantee is no real check. The programs may not be sent, but it will interest anyone in that household. As an example a youngster filled in a request for programs. Two months later the card was returned. The theatre paid 40c. for postage on matter that was not even opened. It's a waste of money. Send out the check cards, and renew the stencil cards, and you do not pay.

Be extra careful, use a sealed cover and the letter will be forwarded.

Mind Was Elsewhere

Lincoln, Sept. 3.

A manager in this territory missed a swell chance to make a personal tieup with a picture he was playing.

He had met a gal and married her in the short space of three weeks. Pic, following marriage, was "Blind Date" (Col.).

Maybe an Out

Brooklyn exhibitor who had planned a Shirley Temple contest and quit when the police crashed down on the Prospect sees a ray of light ahead. Too late for him to profit on "Baby Take a Bow," but he is loaded for the next release by the youngster. Maybe he's mistaken, but it listens well.

Law originally was passed with the idea of saving stage children from appearances. Done at a time when children generally were employed in hazardous acts and even ballets and not always treated well. That section of the law specifically applies to children under 16 appearing on the stage.

There is another and later law prohibiting the use of child labor in

stores, but there seems to be nothing to prevent a store from holding a resemblance contest, and it is the exhibitor's idea to lay the contest off to a large store. Will not be an immediate productive of ticket sales, but there will be more advertising, for which the store will pay the major portion, and perhaps that will even it up.

Children will sit in the store's show window, each with a number, and vote will be by number. Store's legal advice is still trying to figure whether the store can safely confine these votes to purchasers, but does not think this can be done. But since the store does not hire the children, he argues that there is no violation of the labor law, and most assuredly they are not making stage appearances, so that's that.

Baby Bolster

Following the very general trend, David Seaman, of the Commodore, Philadelphia, made money by giving a Shirley Temple short about 40% of the advertising on a week later. He booked in "Pardon My Pups," one of her early shorts, advertised it with cutouts from the exchange paper for "Baby Take a Bow" and built up the b. o.

It's a good scheme when it is explicitly stated that it is a short release. Merely advertising the attaching without explaining the length is apt to create an unfavorable reaction. Seaman told what he had.

BEHIND the KEYS

Charlotte, N. C. Carolina and Baltimore theatres, Lambert, operating under separate management until Sept. 1, both taken over by the Anderson Theatre Company, Cheraw, S. C., already operating in four Carolina towns.

North Carolina Theatres, Inc., chain operators with Charlotte headquarters, has purchased the operating properties of the Queen Theatre, Hendersonville for a price understood to be \$10,000.

Lancaster, Pa. After dark all summer, Capitol (Warner Bros.) reopened Saturday on three day vaudeville basis. House now under management of Ray O'Connell, formerly at Grand.

Sam Goodman, asst. mgr. of College. Walter Kessler switched to Goodman's old stand as asst., Poli, Springfield.

Philadelphia. Stanley-Warner opened its newest nabe house, Yorktown, in elite Elkins Park section Labor Day with "Here Comes the Navy." House of de luxe type is \$500.00 project.

Dubuque, Ia. Uptown, Ind., reopened by Sam Ruffinon, 10, 15 and two for 25, second run. To operate nightly with Sat. and Sun. mat.

Los Angeles. Viola Rogers has subleased the Moor Park (suburban) from M. E. Cue, renamed house Egyptian.

Bronx, N. Y. Loff-Myers Circuit, which acquired the Freeman theatre from Loew, reopening the house on Friday (Sept. 7). Louis Gans will manage, movie over from the Oris Centre theatre. Loew had to take the Freeman from Joe Weinstein as part of the deal for the acquisition of the Embassy, on Broadway.

Albany. Openings starting off the fall season include Warner's Avon, Utica; Warner's Lincoln, Troy, and Regent, Albany. All shuttered for the summer.

Buckley's Harmanus Blecker Hall has gone back to single feature after duals during the summer.

Joan Lowell in person and on the screen in "Adventure Girl" at Buckley's Leland this week.

Ottawa. H. Berlin organized Carleton Amus. Co., and started construction of another new theatre in the West End where it will compete with Mayor Paddy Nolan's Columbia. Will seat 600. This is the first new house for Ottawa since 1932.

Portland. Evergreen State Theatre corporation has taken over the Paramount from Port West Coast. Evergreen, with headquarters in Seattle, already operates the Liberty and Hollywood in Portland. Frank Newman, Al Rosenberg and Al Finkelshtein are the principal officers of the company.

Frank Newman, Jr., will be manager of the Paramount while Mike Newman will continue to manage the Hollywood and Moury Foldard will stay at the Liberty as manager. Gerald T. Gallagher, who has been

managing the Paramount for Fox, will go to California.

Understood John Hamrick of Seattle will operate the Pantages beginning Sept. 15. Hamrick now operates five, opening the downtown theatre in Portland.

Allied Theatres of Oregon at its convention in Portland Aug. 8 elected to the following officers: President, Bob White; vice president, M. Matthecheck, and secretary-treasurer, William Cutts.

Slats Wilson, well known to the motion picture fraternity of the Pacific northwest, and for many years Fox's ace salesman in the Portland trade area, is now a full-fledged exhibitor in Lewiston, Idaho.

Camden, N. J. Broadway theatre, 1,100-seat, almost totally destroyed by fire, has been entirely rebuilt. Now H. B. Ellison managing.

Oklahoma City. Closings: Royal at Minco; Tiltz, Carter; Rex, Duncan. Openings: Yukon, Yukon.

Albany, N. Y. Cliff Carroll new p.a. for Capitol theatres.

Albany, N. Y. Andrew Roy, Jr., has taken over operation of Warner Bros. Strand, Albany. Roy had been in charge of Syracuse for Paramount. A pooling deal up there was recently effected with IKKO.

Freehold, N. J. Walter Reade's Strand theatre here getting a complete renovation at an estimated cost of \$40,000.

Los Angeles. R. D. (Bob) Whitson leased the Marquee in Sherman, suburb, from Mark Hansen.

Roy Cummings has reopened the Watts, at Watts, Cal., after shuttering six weeks ago.

Lou Bard's Colorado, in Pasadena, has abandoned partial first run policy and goes straight subsequent run. Stage of first run product responsible.

Airdome at Coronado Beach, Calif., folds tonight (Labor Day) after being in operation for past 10 weeks.

Dark since the first of the year. Norwalk, at Norwalk, Calif., reopened last Saturday (1) under management of O. A. Olson, who leased house from Principal Theatres.

Millon Dollar, downtown subsequent run grind, has switched temporarily to a daily change of single features. Expects to resume stage shows and second run of major pic in about two weeks.

Canton, O. David Schuman, Cleveland theatre operator, has taken over the Past from H. M. Smith, and has reopened it with films. Sol Schuman, Cleveland, is manager. Seventy-five additional seats brings capacity to 400.

Russell theatre at Marysville has returned to white schedule, with four changes weekly.

Hokay Theatres company, T. L. Houghton and P. V. McKay, officials will reopen the Park at Franklin, Pa., shortly.

George Otte, who last season managed the Pitt in Pittsburgh, will manage the Pitt in Pittsburgh.

(Continued on page 25)

Just Kidding Them

This stunt costs a bit too late for the straw hat season this year, but it's a good one to stick in the folder for next year. It is along a different line, and that helps plenty.

September 1 a hatter put in his window a straw hat, the dirtiest he could get. Framed in a heavy gilt frame set at an angle and backed with a light blue velvet drape. On a large card was "Learn about our prize contest at the Imperial theatre. It's on the screen."

At the same time the theatre staged a hand made card sent to the display and announcing that a \$10 bill would be awarded the person offering the correct title for the picture. It added that the proper title was on deposit with the local bank.

That gave a window display for the bank of an envelope in which the title of the picture was enclosed and mention of the contest at the theatre. It was not necessary to attend the theatre to obtain an entry blank, but the theatre screen offered the only explanation of what it was all about.

Contest set to close Sept. 15, with the decision being made at the theatre, with the bank cashier bringing over the sealed envelope with the title. No one has the right answer, the award will be made for the best substitute title, but if anyone offers "September Mourn," he's in the money.

Portrait Lobby Displays

Recently a big picture came into town for a run. It was to start off the season, and a big splash was made both for the front and in the outer lobby. And the display was not worth 10c per dollar of cost.

Trouble was that the display was made in its color tones and depended almost wholly on a series of pictures of the many stars for its appeal. And those pictures were in the worst style of campaign banner portraiture. They were gross caricatures and offered no attraction whatever.

Where so much money had been spent on the display, it seemed odd that the art work was not based on tinted photographic enlargements, plain or colored, instead of free hand work. Very few scene or sign made any sense to do even passable portraiture, and in such circumstances a neatly lettered announcement of the name is of great value than a hideous face.

It is no longer a rare thing to see solar enlargements, though the price is rather prohibitive to small houses or for short runs, but if the house artist or the nearby signshop cannot give good results it will be profitable to cut up lithos or go without. Nothing can be gained by bluffing where bluff will not work.

Sometimes a good result can be obtained with a common stereoscopic and a slide throwing on a white paper screen and tracing in the lines, but even those call for certain skill. Better to use a slide than to let some incompetent dab.

Metro's Colored Ads

Metro has 24 sheets posted in around 1,000 cities for "Chained," Crawford-Gable picture, according to Donahue & Coe, company's advertising counsel. As an added promotion Metro is putting a copy of its newspaper advertising in some of its newspaper advertising.

Metro used the color medium last June, in a test campaign on "Thin Man." This advertising appeared in Indianapolis, Houston, Columbus and Dayton. On "Chained," a more elaborate campaign is being prepared with 1,100-line ads slated for release in the near future. Facilities in newspapers is available.

Stated to be probably the first time a picture company has attempted color advertising in newspapers on a national scale.

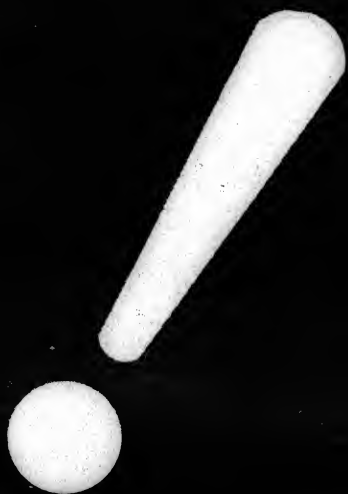
Using Lloyd

Some fast thinking on the part of Gene Rodney, Poll mgr., netted the house good exploitation bit on "Cat's Paw" by promoting a personal visit of Harpo Lloyd, picture actor, for film's opening. Lloyd, originally scheduled for sandwiches and tea at Rodney's country house, found himself the center of a civic demonstration when he hit town.

With practically no time to work it out, Rodney put together a program that included a R.R. station reception with band and a floral presentation at the hotel. A local girl who hit N. Y. "Follies," greeted by her biggies, Lloyd rode parade-fashion to City Hall for keys to city and then was honor guest at a hotel cocktail party, a meal at the Rodney farm topped off festivities.

Taken with nuts over the coming of the picture, the house of hotel in on some grand unexpected publicity.

IF IT'S A
PARAMOUNT
PICTURE
*...it's the best
Show in Town*



Stock Market

(Continued from page 6)

to American Iron & Steel Institute. Representative steel surveys, however, were optimistic of future operations for early fall. Business failures went up to 218, according to Dun & Bradstreet, Inc. records, but this compares favorably with 326 for same week in 1933.

Hank clearings were 7% below the same week of last year. New York City clearings went down 16.6%, and represented the controlling factor in the total slump, for about 15 cities throughout the country. Rated key communities, reported notable gains as against the same week in 1933. Wholesale food prices index ended week of Aug. 28 at \$2.39 or up 5c over preceding week and comparing with \$1.91 for Aug. 28 week of 1933, according to Dun & Bradstreet. Bureau of Labor statistics showed retail food prices at 111.8% for week of Aug. 14 compared with week of Aug. 15, 1933, stood at 106.7%.

Carloadings for week increased 0.8% over preceding week, but were 4.1% below same week in 1933. Favorable point was that at this time last year loadings were decreasing whereas they went up this year.

Railroad stocks failed to reflect plea made to I.C.C. for higher freight rates. Recent rise of these issues evidently discounting this expected action. Application for high rates, if granted, is expected to add about \$170,000,000 to annual rail revenues. Even most pessimistic expect at least a few higher rates to be granted.

Some Pickup

Earnings and dividend statements continued to reflect pickup in business. Warren Foundry & Pipe Corp. earned \$2 a share for six months

compared with 4c per share for same period in 1933. Keystone Steel & Wire company reported annual income of \$1,152,640 or \$5.35 per share, compared with 30c a share earned in 1933. Claude Neon Electrical Products earned 76c a share for six months compared with 56c in 1933. Studebaker receivers reported a profit of \$32,306 compared with a loss of \$329,633 for first quarter. Coca-Cola company, a firm that was supposed to suffer from repeal, had earnings of \$3.80 a share on common in last quarter, and earned \$5.50 a share for first half of year compared with \$4.15 per share in same period of 1933. American Ship Building company declared a \$7 dividend on preferred stock, first payment since Aug. 1, 1932. Jewel Tea company, including Jewel Food Stores, declared a 5% special "wage extra" to its employees in the employ of company from Dec. 31, 1933, to July 14 of present year. A fund of \$75,000 will be divided proportionately among its 2,250 employees.

With government announcing that it would do its refinancing the middle of this month in the usual way the conservatives, who dreaded possibility of inflation, were reassured. Refinancing amounts to nearly two billion dollars but exact terms will not be announced until Sept. 10.

With market seemingly in better shape after its consolidating work and slight reaction of past week, better things are expected. While current figures do not indicate much on which to base optimistic hopes, and the threat of numerous strikes may act as a hindrance, early fall prospects in many lines are expected to be discounted with higher stock prices.

Summary for Week Ending Saturday, Sept. 1:

STOCK EXCHANGE

| High. | Low. | Sales. | Issue and rate. | High. | Low. | Last. | Net chg. |
|--------|--------|--------|-------------------------------|--------|--------|--------|----------|
| 7 1/2 | 2 1/2 | 200 | American Steel..... | 3 1/2 | 3 | 3 | -1/4 |
| 3 1/2 | 2 1/2 | 700 | Consol. Film..... | 3 1/2 | 3 | 3 | -1/4 |
| 2 1/2 | 2 1/2 | 3,300 | Columbia P. Wc..... | 2 1/2 | 2 1/2 | 2 1/2 | -1/4 |
| 10 1/2 | 10 1/2 | 900 | Consol. Film pfd. (1933)..... | 14 1/2 | 13 1/2 | 13 1/2 | -1/4 |
| 7 1/2 | 7 1/2 | 1,600 | Kodak (4)..... | 10 1/2 | 9 1/2 | 9 1/2 | -1/4 |
| 17 1/2 | 8 1/2 | 3,600 | Gen. Elec. (4)..... | 19 1/2 | 18 1/2 | 18 1/2 | -1/4 |
| 25 1/2 | 16 1/2 | 18,000 | Gen. Elec. (80c)..... | 19 1/2 | 18 1/2 | 18 1/2 | -1/4 |
| 20 1/2 | 14 1/2 | 14,400 | Levitt (4)..... | 19 1/2 | 18 1/2 | 18 1/2 | -1/4 |
| 9 1/2 | 7 1/2 | 500 | Do prof. (65c)..... | 9 1/2 | 9 1/2 | 9 1/2 | -1/4 |
| 25 1/2 | 21 1/2 | 200 | Madison Sq. Garden..... | 25 1/2 | 24 1/2 | 24 1/2 | -1/4 |
| 6 1/2 | 3 1/2 | 12,400 | Paramount cfs..... | 4 1/2 | 3 1/2 | 3 1/2 | -1/4 |
| 4 1/2 | 3 1/2 | 15,200 | Paramount cfs..... | 4 1/2 | 3 1/2 | 3 1/2 | -1/4 |
| 24 1/2 | 11 1/2 | 7,600 | Pathé, Class A..... | 13 1/2 | 13 | 13 | -1/4 |
| 9 1/2 | 1 1/2 | 8,100 | Radio Corp..... | 5 1/2 | 5 1/2 | 5 1/2 | -1/4 |
| 9 1/2 | 1 1/2 | 1,800 | RKO..... | 5 1/2 | 5 1/2 | 5 1/2 | -1/4 |
| 35 1/2 | 10 1/2 | 6,300 | Radio, pfd. B..... | 20 1/2 | 20 1/2 | 20 1/2 | -1/4 |
| 14 1/2 | 10 1/2 | 940 | Universal pref..... | 27 1/2 | 27 1/2 | 27 1/2 | -1/4 |
| 8 1/2 | 5 1/2 | 11,900 | Warner Bros..... | 4 1/2 | 4 1/2 | 4 1/2 | -1/4 |
| 21 1/2 | 17 1/2 | 100 | Do pfd..... | 17 1/2 | 17 1/2 | 17 1/2 | -1/4 |
| 47 1/2 | 27 1/2 | 21,900 | Westinghouse..... | 34 1/2 | 34 1/2 | 34 1/2 | -1/4 |

* Plus stock extras. * Paid this year on account of accumulations. * Cash sale.
* Ten-share trading stock. * New 1934 low.

CURB

| | | | | | | | |
|--------|--------|-------|--------------------------|--------|--------|--------|------|
| 32 1/2 | 22 1/2 | 200 | Columbia Picts. (1)..... | 31 1/2 | 30 1/2 | 31 1/2 | +1/4 |
| 14 1/2 | 7 1/2 | 2,400 | Technicolor..... | 13 1/2 | 12 1/2 | 12 1/2 | -1/4 |
| 3 1/2 | 1 1/2 | 600 | Trans Lux (30c)..... | 2 1/2 | 2 1/2 | 2 1/2 | -1/4 |

BONDS

| | | | | | | | |
|---------|--------|---------|----------------------------------|---------|---------|---------|------|
| 13 | 3 1/2 | 439,000 | Gen. Theo. Eq. '40..... | 7 | 5 1/2 | 5 1/2 | -1/4 |
| 72 | 51 | 2,000 | Keith G's, '40..... | 61 | 61 | 61 | +1/4 |
| 102 1/2 | 85 | 55,000 | Low 6's, '41..... | 102 1/2 | 102 1/2 | 102 1/2 | +1/4 |
| 85 | 85 | 15,000 | Pathé 7's, '37..... | 100 | 100 | 100 | +1/4 |
| 47 | 30 | 4,000 | Par-Broadway 5 1/2's, '51..... | 30 1/2 | 30 1/2 | 30 1/2 | +1/4 |
| 102 1/2 | 29 1/2 | 18,000 | Par-Pam-Lanby 6's, '47..... | 48 | 48 | 48 | +1/4 |
| 54 1/2 | 29 1/2 | 4,000 | Par-Pam-Lanby cfs, 6's, '26..... | 47 1/2 | 47 1/2 | 47 1/2 | +1/4 |
| 55 1/2 | 29 1/2 | 21,000 | Par-Pub 5 1/2's, '50..... | 48 1/2 | 48 1/2 | 48 1/2 | +1/4 |
| 54 1/2 | 29 | 15,000 | Par-Pub cfs, 5 1/2's, '50..... | 48 | 48 | 48 | +1/4 |
| 41 | 18 1/2 | 1,000 | RKO deb's 6's, '30..... | 28 | 28 | 28 | +1/4 |
| 67 | 40 1/2 | 30,000 | Warner Bros. 6's, '30..... | 53 | 53 | 53 | +1/4 |

OVER THE COUNTER, N. Y.

| | | | | | | | |
|-----|-------|-------|----------------------|----|----|----|----|
| Bid | Asked | | Roxy, Class A..... | .. | .. | .. | .. |
| .. | .. | | Do, Forest Thmo..... | .. | .. | .. | .. |

PRODUCE EXCHANGE, N. Y.

| | | | | | | | |
|----|----|-------|--------------|---|-------|-------|------|
| .. | .. | 1,400 | Par-Pub..... | 4 | 3 1/2 | 3 1/2 | -1/4 |
|----|----|-------|--------------|---|-------|-------|------|

* Plus stock extras. * Paid this year. * New 1934 high.

TASKER MAY HEAD SMPPE

H. G. Tasker has been nominated for the post of president of the Society of Motion Picture Engineers, to succeed Dr. Alfred N. Goldsmith. Election will be held at the organization's fall convention next month.

Emery Huse draws the nomination of executive v. p., which will automatically place him at the head of the Pacific Coast section. Other v. p.'s nominated by committee include O. M. Glunt, W. C. Kunzman, J. I. Crabtree and L. A. Jones.

Zoning

(Continued from page 9)
scheduled and immediately appealing it to the C.A. they must now first present it to this group for analysis, so that when the committee deems the schedule is in shape for presentation to the general body, there will be little chance of short-circuiting because of any legal technicalities.

Even though work on schedules may be stepped up by this means, NRA aides are extremely doubtful that the entire picture country, even with the Eagle's aid and approval, can successfully zone itself. They figure that it will be at least a year before flimdom will know whether it can be zoned, and also whether it really wants zoning.

The exhibitor mind must be given more time to comprehend that just as schedules give theatre owners certain rights, so do they also keep the distributor's welfare in mind. It is no secret, however, that major distributors from the inception of the code have frowned upon schedules, despite the fact that in Washington they were among industry departments which voted they should be provided for in the NRA formula. At open sessions of the C.A. more than one distributive representative has broadly inferred that schedules cramp the style of any good film salesman.

By its latest action the C.A. is also seen as turning an ear to other rumblings from the field. These have been that 10 men sitting in New York can never hope to know the intimate geographical conditions in far away areas. That the Authority has this in mind, in what is called its decentralization program, is admitted by NRA spokesmen who concede this lack of geographical detail on the part of the C.A., and who now describe it as being better informed as to the principles of zoning.

Code Authority's about-face was made at one of its shortest general sessions on record. Convinced in less than a week that the country's theatre owners were in an earnest mood and might revolt against the entire NRA if deprived of zoning laws, the C.A. quickly backed water on a schedule-less administration of zoning.

Although still faced with the original task of ironing out schedules, one which they offered as an excuse for protecting the senseless policy of a week ago, there was quite suddenly a change of heart that schedules will tie up sales. The new viewpoint is that sales contracts can be made between distributors and exhibitors without schedules interfering, the only condition being that protection specified in contracts is effective until a schedule goes into operation when its terms are contingent upon the general law of zone territory.

New phase of the C.A.'s attitude toward zoning is that a special committee will analyze all of the appeals, of which there are now about 35. Instead of calling representatives in from a territory to explain an appeal, this committee will eye it for NRA details and return it via mail for specific revisions. When it is returned, with editing complete, the C.A. as a general body will then give its final consideration.

This angle is expected to save the C.A. not only a lot of time but the industry out in the field thousands of dollars in legal fees and traveling expense.

The schedule inspection unit includes George J. Schaefer as chairman, Charles O'Reilly, R. H. Cochran and Harold S. Bareford.

CONTRACTS

Hollywood, Sept. 3.
Metro has signed Vicki Baum to a 40-week pact.
Fox has signed Edmund Lowe on 40-week exclusive pact. One pic commitments with Par, Col and U will be made during layoff periods from Fox.
Columbia took up six months' options on Walter Connolly, Shelia Munnors and Arthur Rankin.
Henry Stephenson garnered term covenant at Metro.

Comparative Grosses for August

(Continued from page 11)

BIRMINGHAM

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|-------------------------------|--|-----------------------------------|-----------------------------------|---|
| ALABAMA (2,800; 30-35-40) | MARKER \$3,500 | Million Sweethearts \$9,000 | Thin Man \$5,000 | Comes Navy \$6,300 |
| High. \$29,000 Low.. 3,500 | | | | |
| STRAND (1,000; 25) | Stingaree and Cross Country \$1,700 | Strictly Dynamite \$1,200 | Catherine \$1,000 | Three on Honeymoon and H'wood Party \$1,400 |
| High. \$5,100 Low.. 800 | | | | |
| EMPIRE (1,100; 25) | Harold Teen and Personality Kid \$1,700 (Split) | Beggars in Ermine \$1,600 | Manhattan Love Song \$1,900 | Greatest Gambles \$2,000 |
| High. \$12,000 Low.. 800 | | | | |

PORTLAND, ORE.

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|-------------------------------------|--|---|---|--|
| B'WAY (2,000; 25-40) | Midnight Alibi \$4,600 | Terror and Disraeli \$4,000 | Side Streets and Frinks \$3,200 | Private Car and One More River \$3,500 |
| High. \$21,000 Low.. 2,500 | | | | |
| UNITED ARTISTS (1,000; 25-40) | Stamboul \$3,700 | Two Faces \$3,000 | Paris Interlude \$2,700 | Girl From Missouri \$4,700 |
| High. \$13,200 Low.. 1,200 | | | | |
| ORIENTAL (2,500; 25-35) | Sinners Meet and Personality Kid \$2,400 | Rich Again and Sea Killers \$1,700 | Key and Embarassing Moments \$2,200 | Try Again and Sweeney \$1,700 |
| High. \$24,000 Low.. 800 | | | | |

TACOMA

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|-------------------------------|--|--|--|--|
| MUSIC BOX (1,400; 25-35) | Marker \$4,100 | Stingaree and Rich Again \$4,100 (Split) | Vergie Winters \$3,350 | Bondage \$3,100 |
| High. \$10,500 Low.. 1,700 | | | | |
| ROXY (1,300; 15-25) | Women Are Dangerous, Call It Luck, Learned About Sailors and Murder in Trinidad \$3,200 (Split-Duals) | Mr. X, Chan's Courage and Believed in You \$3,800 (Split-Duals) | Party's Over Stamboul and Helen Stanley \$5,100 (Split-Duals) ("Chicago Follies") | Little Man and H'wood Party \$3,700 |
| High. \$7,000 Low.. 2,600 | | | | |

PROVIDENCE

| | July 26 | Aug. 2 | Aug. 9 | Aug. 16 |
|-------------------------------------|---|--|---|---|
| STATE (3,200; 15-25-40) | Drummond \$9,200 (Vaude) | Stamboul \$7,000 | Paris Interlude \$7,000 | Girl From Missouri \$10,200 |
| High. \$29,000 Low.. 2,500 | | | | |
| MAJESTIC (2,200; 15-25-40) | Personality Kid and Midnight Alibi \$3,300 | Terror and Call It Luck \$2,800 | Chan's Courage and Learned About Sailors \$2,800 | Grand Canary and Embarassing Moments \$3,200 |
| High. \$17,500 Low.. 2,500 | | | | |
| PARA- MOUNT (3,200; 15-25-40) | Flirtation and Green Eyes \$3,300 | Kiss, Make Up and Jane Eyre \$2,950 | Sophie Lang and Shock \$2,850 | Old Fashioned and Elme Elsie \$2,500 |
| High. \$18,000 Low.. 2,000 | | | | |
| ALBEE (3,000; 15-25-40) | Bondage and Can't Escape \$3,650 (9 days) | Greatest Gambles and Uncertain Lady \$3,300 | Gods Destroy \$2,550 | Lady Is Willing and Defence Rests \$3,000 |
| High. \$20,000 Low.. 1,800 | | | | |

ENTERTAINMENT

Experience • Service • Organization



F&M

STAGESHOWS

1560 Broadway New York City

A Subsidiary of
FANCHON & MARCO, Inc.

BEN BLUE
WARNER BROS. COMEDIES
Director
LEO MORRISON Agency

THIS WEEK
(August 31)
ROXY
NEW YORK

MAXINE STONE

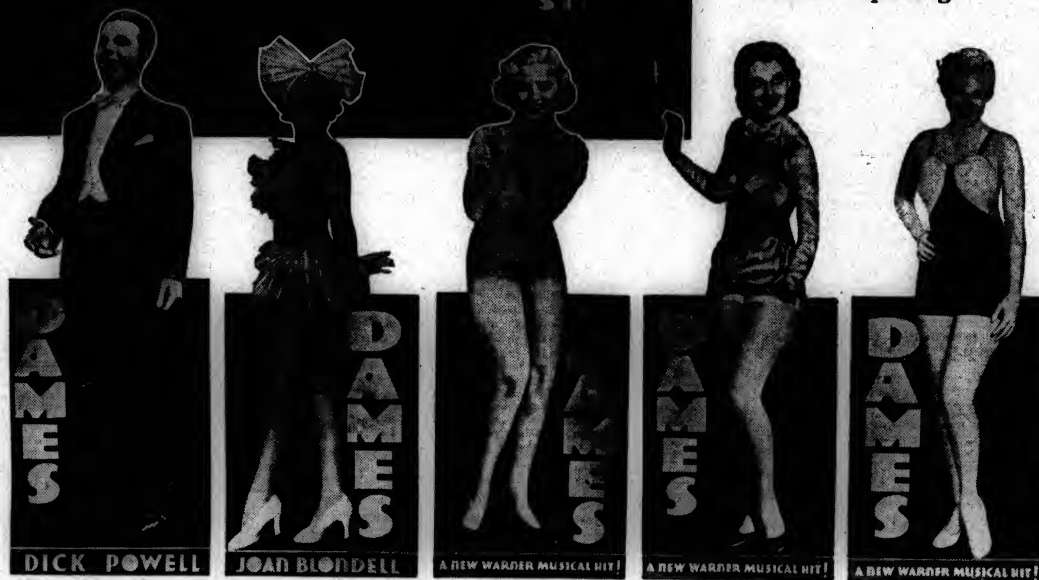
YOU, *too*, CAN MAKE A HIT WITH 'DAMES'!



THE WORLD'S
GREAT SHOW-
MEN ARE SHOW-
ING YOU HOW!

Here's Dave Weshner's lobby in the Warner Bros. Theatre, Milwaukee, 24 hours before a mob of 7000 crashed in for the "Dames" opening.

See the big campaign book for 118 other seat-selling sensations.



BIGGEST SHOW BUY OF THE SEASON!

6 Life-size Full Color Standees for \$15.00! (and worth 4 times the price)

62 inches high . . . Dye-cut from heavy compo-board . . . photographically reproduced in 9 brilliant colors . . . Weather-proofed . . . Easeled . . . All ready to stop the show in your lobby! Order a set from your Vitagraph exchange now.

IT'S JUST *Warnerful* THE WAY THOSE WARNER BOYS BACK UP THEIR SHOWS WITH BIG TIME IDEAS!

CALENDAR OF CURRENT RELEASES

Harold Auten Office: 1540 S.W. Way, N. V. C.
 End of the World ("Pin 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. 93 mins. Rel. Feb. 1. Rev. Feb. 6.
 Poi de Carotte (Red Head) (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 96 mins. Rel. Sept. 1. Rev. Dec. 30.

Chesterfield Office: 480 Broadway, New York, N. Y.
 City Park—3 Men and a Girl. Sally Blane, Henry B. Walthall. Dir. Richard Thorpe. 75 mins. Rel. May 1. Rev. Aug. 7.
 In Love with Life. Lila Lee, Onslow Stevens, Dickie Moore. Dir. Frank Strayer. 68 mins. Rel. April 13. 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 Fenton. Dir. Frank Strayer. Rel. July 1.
 Twin Husbands. "Cheating Cheaters" type of story. John Miljan, Shirley Grey. Dir. Frank Strayer. 65 mins. Rel. July 17.

Columbia Office: 729 Seventh Ave., New York, N. Y.
 Studio: Gower at Sunset.
 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 20. Rev. Aug. 13.
 Defense Rests. Story of a lawyer who defended gangsters. Jack Holt, Jean Arthur. Dir. Lambert Hillier. 70 mins. Rel. July 15. Rev. Aug. 21.
 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 H. Seitz. 60 mins. Rel. March 17. Rev. April 17.
 Hell Bent for Love. Young state policeman defeats his gang rival. Tim McCoy. Dir. D. Ross Lederman. 65 mins. Rel. May 19. Rev. July 31.
 Hell Cat. The newspaper man takes a socialist, with a twist. Robert Armstrong, Ann Southern. Dir. Al Rosgel. Rel. June 16. Rev. July 10.

DuWorld Office: 729 Seventh Ave., New York, N. Y.
 Lady is Willing. Investment victim kidnaps banker's wife. She falls in love with her captor. Leslie Howard, Dinna Barnes. Dir. Gilbert Miller. 68 mins. Rel. July 30.
 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 Hillier. 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 Hillier. Rel. May 13.

First Division Office: R.K.O. Bldg., New York, N. Y.
 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 30. Rev. May 8.
 Party's Over. The Bronx bachelors end 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 Southern, Arline Dodge. Dir. Walter Lang. Rel. May 15.
 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.
 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 11. Rev. May 8.
 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 shield his wife. Jack Holt, Jean Arthur. Dir. R. W. Neill. 74 mins. Rel. April 10. Rev. May 8.

Frederick Office: 729 Seventh Ave., New York, N. Y.
 Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Robert Young, Boris Kenyon. Dir. Walter Lang. 70 mins. Rel. June 29. Rev. July 17.
 Beast of Borneo. Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 15.
 Blue Light. (Austrian and Italian). Mountain romance among Italian Dolomites. Directed and cast by Leni Riefenstahl. Rel. not set.
 Bride of Samoa. South Sea featurette. Dir. Phil. Brown. 30 mins. Rel. March 1.
 Dawn to Dawn. Artistic rural story. July Hayden. Dir. Cameron McPherson. 35 mins. Rel. Jan. 1.
 Girl in the Castle. Comedy of the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Daring. Dir. Eugene Frenke. 60 mins. Rel. Sept. 1.
 Hollywood, City of Dreams (Sp.). Jose Bohr. Spaniard's impression of cinematown. 68 mins. Rel. March 30.
 Romance in Budapest (Hing). Franchiska Gasi. Musical. 70 mins. Rel. April 15.
 Sword of the Arab. Adventures of American cowboys in Arabia. George Durrell, Duncan Renaldo. Dir. Alfred Smalley. 30 mins. Rel. Sept. 1.
 Tell Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 16. Rev. June 19.

Releasers Also Aligned, Chesterfield and Monogram
 Beggars in Ermine. Lionel Atwill, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. May 1.
 City Limits. A millionaire, ailing and tiring of wealth, falls in with two hooligans and enjoys life. Frank Craven, Sally Blane, Ray Walker. Dir. Frank Lloyd. 70 mins. Rel. May 1. Rev. July 10.
 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. 70 mins. Rel. May 15. Rev. Aug. 7.
 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. 67 mins. Rel. July 1.
 Forgotten Men. Collection of uncensored war film, taken from government archives of 14 warring nations of Chatter route. 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. Frank Strayer. 70 mins. Rel. May 15.
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, is won over by a young son from her. Lila Lee, Claude Gillingwater, Dickie Moore. Dir. Frank Strayer. 68 mins. Rel. May 1.
Jane Eyre. Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Allen Tringle. 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 22.

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 their servants who go to "society." Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. July 30.
Money Means Nothing. Effects of a poor clerk to make a go of marriage with an heiress wife. Wallace Ford, Gloria Shea. Dir. Christy Cabanne. Rel. May 31.
Stolen Sweets. High pressure insurance salesman falls for heiress and wins her via dishonesty of chatter route. Charles Starrett, Sally Blane, Johnny Harron, Jameson Thomas. Dir. Richard Thorpe. 73 mins. Rel. May 1.
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 infamable story. John Halliday, Marguerita, de la Motte, Wallace Ford. Dir. Edward Ludwig. 68 mins.
Young Eagles. Boy Scout adventures in wilds of Central America. Twelve episode serial. Dir. Harry Hoyt. Rel. July 1.

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 times in the reviews as given in "Variety" carry the actual time clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, "Variety" will appreciate the co-operation of all managers who may note discrepancies.

Behind the Keys

(Continued from page 21)

remain in Wheeling this winter, and will supervise the Virginia.

Dave Bloom, who operates the Rex and Portage, has taken over the Diehl theatre in Claysburg, Pa., and will reopen soon.

Strand at Curwensville, Pa., recently badly damaged by fire, will open Oct. 1 under the name of the Rex.

Henry J. Pfeiffer, well known Kenton, O., theatre man, at the recent state primaries won the nomination for member of the House of Representatives.

Birmingham.
 Sam Suggs named manager of Alabama (Willy house) to succeed Rollin Stonebrook, transferred to Bristol as manager of Paramount.

Chicago.
 Albany Park Theatre Co. negotiated a 10-year lease on the former Capitol theatre, closed for the last five years and run as a billiard hall during that time.

Expect to open Oct. 10 after alterations.

Asbury Park.
 St. James theatre will be completely overhauled. Walter Reuther, owner, announces \$75,000 will be expended on project.

Pittsburgh.
 Personnel of Alvin, which opened Friday (31) under Harris Amus. Co. banner, follows: Managing director, George D. Tyson; house manager, William Zellor; director of production and publicity, Mayhail; associate producer, Ruth Miller; art director, Arthur Levick; staff artist, K. K. Coffman; chief electrician, Frederick Luman; chief carpenter, C. G. Collins; chief projectionist, J. Roger McKelvey and Roy A. Blakomere; chief of service, John G. Finley; hostess, Jettie Ditt.

Milt Smith, manager of WB's Belmar, resigned to join his father-in-law in the hardware business. Smith's post goes to Paul Shell, now at Ritz, while Ed (Hippo) Segal, present assistant manager at the Etna, moves up to the Ritz's management.

San Francisco.
 Casino, third run, taken over by Harvey Amus. Co. R. W. Harvey manager. First act was to raise price from 50c to 25c. Harvey group has houses in six California towns.

Sid Blumenthal has opened new Liberty Film Exchange. Formerly operated two exchanges under name of Amity in Dallas and El Paso.

Utica, N. Y.
 Warners' Avon opened, Clarence (Larry) Flint new manager. Flint resigned as musical director at Keith's, Boston, to accept the Utica management. He will be associated here with Bert Leighton, resident manager for WB.

Indianapolis.
 Opening of the 3,100-seat Indiana brings Henry Summers to the manager's desk. Summers, under the Katz banner at Lexington, Ky., comes to the Indiana by way of the Uptown in Chicago, and Albee in Cincinnati.

Donald Wright leaves the Circle theatre to become assistant manager at the Indiana.
 Jack Chesterfield leaves his post as doorman at the Lyric to take up interrupted college career at De-Pauw.

Studios: Burbank, Cal. First National Office: 321 W. 44th St., New York, N. Y.

Circus Clown. The. Roaring comedy under the big tent with a whimsical romance wound into hilarious situations. Joe L. Brown, Patricia Ellis, Gordon Westcott, Tom Luman. Dir. Ray Enright. Rel. June 26. Rev. July 2.

Dragon Murder Case. Philo Vance detective yarn. Warren William, Margaret Lindsay. Dir. Bruce Humphreys. 65 mins. Rel. Aug. 25. Rev. Aug. 29.

Fashions of 1934. Story of a style street set against a lavish background. Wm. Powell, Bette Davis, Verree Teasdale. Dir. Wm. Dieterle. 80 mins. Rel. Feb. 17. Rev. Jan. 2.

Fog Over France. Mystery melodrama set in San Francisco. Donald Woods, Bette Davis, Lyle Talbot, 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 sensibilities who kills an unscrupulous rival. Ruth Chatterton, Adolpha Menjou, Claire Dodd. Dir. William Keighley. 65 mins. Rel. March 10. Rev. 1.

Man with Two Faces. The. From the stage play, "Dark Tower." Edw. G. Robinson, Mary Astor. Dir. Archie Mayo. 75 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. Albee MacMahon, Allen Jenkins, Hugh Herbert. Dir. Al Green. Rel. May 26. Rev. June 19.

Midnight Alibi. A heart-thrilling melodrama from Damon Runyon's "Old Doll's Chaudier." Dir. Alan Crosland. 59 mins. Rel. July 21. Rev. July 10.

Registered Nurse. Drama of the romantic side of a nurse's life in a metropolitan hospital. Debe Daniels, Lyle Talbot, John Halliday. Dir. Robert Flaherty. 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. 65 mins. Rel. July 7. Rev. July 17.

Side Street. Love drama based on an original story by Ann Garrick and Ethel Hill. Albee MacMahon, Paul Kelly, Ann Dvorak, Patricia Ellis. Dir. Alfred A. Green. 63 mins. Rel. June 30. Rev. Aug. 21.

Twenty Million Sweethearts. Musical romance taking place behind scenes of a show who always kept his promises. Joe L. Brown, Alice White, Robert Barrat, Alan Dinehart, 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 kept his promises. Joe L. Brown, Alice White, Robert Barrat, Alan Dinehart, Irene Franklin. Dir. Lloyd Bacon. 62 mins. Rel. May 26. Rev. May 22.

Studio: Fox Mills, Hollywood, Cal. Fox Office: 444 West 66th 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 Take a Bow. Fox and her comes through again. Shirley Temple, Claire Trevor, James Dunn. Dir. Harry Lachman. Rel. June 22. Rev. July 2.

Call It Luck. Daughter of a London cabbie wins the Sweepstakes. Pat Patterson, Herbert Mundin. Dir. Chas. Tinlin. 65 mins. Rel. June 1. Rev. July 17.

Caravan. Romantic story based on "Gypsy Melody." Chas. Boyer, Loretta Young, Jean Parker, Louise Fazenda. Dir. Erik Charell. Rel. Sept. 28.

Cat's Paw. The. Comedy done from a story by Clarence Budington Kelland. Harold Lloyd, Una Merkel. Dir. Sam Taylor. 101 mins. Rel. Aug. 17. Rev. Aug. 21.

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 in London. Another detective yarn. Warner Oland, Druce Leyton, Mona Barrie. Dir. Eugene Forde. Rel. Sept. 14.

Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, Druce Leyton, Dir. Geo. Hadden. Rel. June 28.

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

Grand Canyons. Warner Baxter, Madge Evans. Dir. Irving Cummings. 73 mins. Rel. July 23. Rev. July 24.

Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. July 27. Rev. Aug. 7.

Heart Song. British-made with Lillian Harvey and Mady Christians in the cast. Erich Pommer production. Dir. Frederich Hollaender. 84 mins. Rel. April 27.

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

Justice Priest. Based on the Irvin Cobb stories of down south. H. B. Walthall, Monty Brown, Ann Brown. Dir. John Ford. Rel. Oct. 6.

Lovetime. Musical romantic story. Pat Patterson, Nick Asher, Herbert Mundin, Harry Green. Dir. Jas. Tinlin. Rel. Sept. 21.

Marie Gallante. Done from the novel of the same name. Spencer Tracy, Keith Gallatin, Helen Morgan. Dir. Henry King. Rel. Oct. 26.

Murder in Vanderbilt. Mystery from the novel by Lewis Ayres. Cecil Bruce, Heather Angel. Dir. Louis King. 74 mins. Rel. April 6. 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 12. Rev. May 15.

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

Pursued. Romantic drama. Original. Rosemary Ames, Victor Jory, Pert Kelton. Dir. Louis King. Rel. Aug. 21.

Servants Entrance. Comedy. Lewis Ayres decide to spend their honeymoon earning their own living. Both engaged in domestic service. All works to a happy ending. Dir. Frank Lloyd. Rel. Sept. 7.

She Learned About Sailors. Navy romance in Shanghai and Los Angeles. May 11. Rev. June 15.

She Was a Lady. Helen Twelvetrees, Robert Young. Dir. John Blystone. 63 mins. Rel. July 20. Rev. Aug. 23.

Springtime for Henry. Comedy stage play. Otto Kruger, Nancy Carroll, Nigel Bruce, Heather Angel. Dir. Frank Tuttle. (Lasky produced). Rel. May 25.

Stand Up and Cheer. Musical. Warner Baxter, Madge Evans, Sylvia Froos. Dir. Hamilton MacFadden. 80 mins. Rel. May 4. Rev. April 11.

State Versus Elmer Norton. The. Screen version of Mary Roberts Rinehart story. Claire Trevor, Norman Foster, Gilbert Roland. Dir. Hamilton MacFadden. Rel. Oct. 12.

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.

Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. 71 mins. Rel. June 8. Rev. July 31.

World Made for Me. The. Love story which covers a century. Madeline Carroll, Franchot Tone. Dir. John Ford. 101 mins. Rel. May 12. Rev. July 2.

Office: R.K.O. Bldg., New York, N. Y.
 Kiss of Araby. Original. Sahara story of British army and Riff, with love interest. Maria Aiba, Walter Byron, Clair Windsor. Dir. Phil Rosen. Rel. April 21.

Gaumont-British Office: 226 West 42nd St., New York, N. Y.
 Along Came Sally. Comedy musical. Cicely Courtneidge. Dir. Tim Whelan. 70 mins. Rel. June 15. Rev. June 19.

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

Friday the 13th. This crash and what led up to it. Jessie Matthews, Frank Mayne, 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. E. Horton, Leslie Hanson. Dir. Tim Whelan. 75 mins. Rel. July 1. Rev. June 12.

Just Smith. Mystery comedy by Londale. 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. 79 mins. Rel. May 12. Rev. May 6.

Prince of Wales. Newsreel compilation of British life. 60 mins. Rel. April 15. Rev. April 21.

Woman in Command. Backstage story with music. E. E. Horton, Cicely Courtneidge. 70 mins. Rel. May 15. Rev. June 1.

(Continued on page 27)

Erik Charell

THIS INDUSTRY OWES YOU A DEBT OF GRATITUDE . . . WHICH THE BOX OFFICE WILL COLLECT!



YOUR GENIUS
has blazed a new trail . . .
marked a new milestone.

YOUR DARING ORIGINALITY,
soaring imagination,
are reflected in every scene
of "CARAVAN".

YOU HAVE INSPIRED
a cast of many stars
to give the grandest
performances
of their lives.

YOU HAVE ASSEMBLED
mass effects
involving thousands
of people . . .
and infused them
with swinging,
colorful rhythm.

YOU HAVE GIVEN US MUSIC,
gay and exciting,
that fills the hearts
of the audience.

YOU HAVE CREATED SPECTACLE
of such sheer beauty
that nothing ever done
on the screen
can compare with it.

YOU HAVE DEPICTED ROMANCE
that fires the senses
like wine.

ABOVE ALL
You have given us something
in your first production
for FOX
definitely new
and significant
that will be studied
in every studio . . .
and welcomed by a public
that has been begging
for a newer, truer use
of the motion picture.



CALENDAR OF CURRENT RELEASES

(Continued from page 25)

Majestic Offices: RKO Bldg., Radio City, New York City
Scarlet Letter, The. Hawthorne's dramatic classic. First sound filming. Colleen Moore and Harlow Albright. Dir. Robert Vignola.
Studios: Culver City, Calif.
Girl from Missouri, The. Small town girl lands her millionaire. Jean Harlow. Franchot Tone, Lonnie Barrymore. Dir. Jack Conway. 69 mins. Rel. Aug. 3. Rev. July 7.
Hide Out, The. Gangster goes rural and reforms. Robt. Montgomery, Maureen O'Sullivan. Dir. W. S. Van Dyke. 89 mins. Rel. Aug. 24. Rev. Aug. 28.
Hollywood Party, All star musical film. 63 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. Rea. Faye Yelch. Dir. W. S. Van Dyke. 75 mins. Rel. May 20. Rev. May 15.
Manhattan Melodrama, Story of old and new New York. Clark Gable, Wm. Powell, Myrna Loy. Dir. W. S. Van Dyke. 83 mins. Rel. May 4. Rev. May 8.
Men in White, Picturization of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, Jean Harlow. Dir. R. Boleslavsky. 72 mins. Rel. April 6. Rev. April 2.
Murder in the Private Car, Mystery thriller with most of the action on a train. Chas. Hugues, Una Merkel. Dir. Harry Beaumont. 60 mins. Rel. June 23. Rev. July 13.
Operator, Based on the last novel of the late Robert W. Chambers. Marion Davies, Gary Cooper. Dir. Richard Boleslavsky. 45 mins. Rel. June 8. Rev. June 26.
Paris Interlude, Based on the play, "All Good Americans." Madge Evans, Una Merkel, Otto Kruger, Robt. Young. Dir. Edw. L. Marlin. 73 mins. Rel. July 7. Rev. July 13.
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. Dir. Edmund Goulding. 82 mins. Rel. May 22.
Sadie McKee, Based on the novel by Vina Delmar. Joan Crawford, Franchot Tone. 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. Reisner. 74 mins. Rel. March 9. Rev. March 20.
Stamboul Quest, Spy story. Myrna Loy, Geo. Brent, Dir. Sam Wood. 65 mins. Rel. July 13. Rev. July 17.
Tarzan and His Mate, Further adventures of the characters created by Edgar Rice Burroughs. John Wayne, Maureen O'Sullivan, Neil Hamilton. Dir. Cedric Gibbons. Rel. March 30. 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 23. Rev. July 7.
Treasure Island, The. Stevenson story. Wallace Beery, Jackie Cooper, Lionel Barrymore. Dir. Victor Fleming. 109 mins. Rel. Aug. 17. Rev. Aug. 21.
Viva Villa, Wallace Beery portrays the famous Mexican character. Pancho Villa. Suggestive of the real thing. Leo Carrillo. Dir. Jack Conway. 112 mins. Rel. April 7. Rev. April 17.
Studio: 6048 Sunset Blvd., Hollywood, Calif.
Beggars in Ermine, Bankrupt steel man organizes a mendicant trust. Lionel Atwill, 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. 51 mins. Rel. May 10.
City Limits, Ray W. Kenton, Sally Blane, Frank Craven. Story of breezy newspaper reporter who gets his story—and the girl. 70 mins. Rel. July 1. Rev. July 10.
Girl of the Limberlost, A. Gene Stratton-Porter story. Marian Marsh, Ralph Morgan, Louise Dresser. Dir. Christy Cabanne.
Happy Landing, Story of the U. S. air border patrol. Ray Walker, Jacqueline Wells. 65 mins. Rel. Sept. 1. Rev. Aug. 23.
Hesler, The. From novel by Robert Herrick. Dir. Reginald Barker.
House of Mystery, The. Verna Hillie, Ed Lowry. Dir. William Nigh. 62 mins. Rel. April 10. Rev. April 17.
Jane Eyre, Charlotte Brontë's classic. Colin Clive, Virginia Bruce. Dir. Christy. 65 mins. Rel. Aug. 15.
Loudspeaker, The. Radio comedy. Ray Walker, Jacqueline Wells. 67 mins. Rel. July 1. Rev. Aug. 5.
Man from Utah, The. Utah cowboy exposes rascal racket and wins the sheriff's daughter. John Wayne, Polly Ann Young. Dir. R. N. Bradbury. 66 mins. Rel. May 15.
Moonstone, The. Wilkie Collins story of disappearance of famous gem. David Noyes, Myrna Loy, Reginald Barker. Rel. Aug. 20.
Monte Carlo, Mary Brian, John Darrow. 62 mins. Rel. May 20.
Money Means Nothing, Wallace Ford, Gloria Shea. 70 mins. Rel. June 15. Rev. July 21.
Randy Rides Again, (Lone Star) John Wayne, Albert Vaughn. Dir. R. N. Bradbury. 61 mins. Rel. June 15.
Shock, Ralph Forbes, Gwelin Gill, Munroe Owsley. Shell-shock victim returns from World War, falls in love with the wife he had married just before going to the front. His unknown identity is re-established. Dir. Roy D'Amory. 66 mins. Rel. Aug. 1.
Star Packer, The. (Lone Star) John Wayne, Verna Hillie. Dir. R. N. Bradbury. 51 mins. Rel. July 30.
West of the Divide, Lone Star western. John Wayne, Virginia Brown Faire. Dir. R. N. Bradbury. 62 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.
Cleopatra, Egyptian spectacle with modern dialog. Claudette Colbert, Warren William, Henry Wilcoxon. Dir. Cecil De Mille. 192 mins. Rel. Aug. 18. Rev. July 21.
Come On Marines, Marine corps rescues a shipwrecked girls' seminary. Richard Arlen, Ida Lupino, Roscoe Karns. Dir. Henry Hathaway. 64 mins. Rel. March 27. Rev. March 27.
Death Takes a Holiday, Death takes a holiday to learn of life. From the stage play. Freddie March, Evelyn Venable. Dir. Mitchell Leisen. 79 mins. Rel. March 30. 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.
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, Irene Karna, Nella Walker. Dir. Gilbert Pratt. 70 mins. Rel. July 27. Rev. Aug. 7.
Great Firtat, 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 19.
His Double Life, (Dowling) Light comedy. Lillian Gish, Roland Young. Dir. Arthur Haddon. 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 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. Gary Grant, Genevieve Tobin, Helen Mack and the Wampas Baby Stars. Dir. Marian Thompson. John Nardo. Rel. July 13. Rev. July 2.
Ladies Should Listen, Parisian telephone girl helps a South American millionaire. Cary Grant, Frances Drake, Ed. Everett Horton. Dir. Frank Tuttle. 61 mins. Rel. Aug. 2. Rev. July 31.
Little Miss Marker, Stage play of a child who was pledged with a bookmaker. Adolphe Menjou, Dorothy Dell, Chas. Hickford, Shirley Temple. Dir. Alex. Hall. 110 mins. Rel. June 1. Rev. May 22.
Many Happy Returns, Burns and Allen at their dizziest. With Guy Lombardo and Joan Marsh. Dir. Norman MacLeod. 66 mins. Rel. June 8. Rev. June 12.
Melody in Spring, Italian singer at home and abroad. Lanny Ross, Chas. Ruggles, Mary Boland. Dir. Norman MacLeod. 75 mins. Rel. April 29. Rev. April 3.
Murder at the Vanities, From the Earl Carroll stage production. Murder backstage. Carl Brisson, Victor McLaglen, Jack Oakie, Kitty Carlisle. Dir. Mitchell Leisen. 96 mins. Rel. May 11. Rev. May 23.
Notorious Sophie Lang, Story of international jewel thief. Gertrude Michael, Paul Cavanagh. Dir. Ralph Murphy. 69 mins. Rel. July 27. Rev. July 21.
Old Fashioned Way, The. W. C. Fields, Joe Morrison, in a road show in the "Big Baby" Lillian, Judith Allen. Dir. Wm. Keatinge. 69 mins. Rel. July 6. Rev. July 17.
Private Scandal, Suicide which is decided to be a murder because none of the witnesses dare his own exposure to scandal. Zasu Pitta, Phillips Holmes, Ned Sparks, Mary Brian. Dir. Ralph Murphy. 64 mins. Rel. May 11. Rev. June 13.
She Made Her Bed, Show off 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 Huggess. Rel. June 29. Rev. July 10.
Thirty Days a Princess, Obscure actress plays at being a princess. Sylvia Sydney, Cary Grant. Dir. Marion Goring. 75 mins. Rel. May 13. Rev. May 15.
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, Burns and Allen, Ethel Merman, Leon Errol. Dir. Norman Taurog. 80 mins. Rel. April 27. Rev. May 1.
Withering Hour, The. Augustus Thomas play of a murder innocently caused by hypnosis. Sir Guy Standing, John Halliday, Judith Allen. Dir. Henry Hathaway. 65 mins. Rel. April 27. Rev. May 1.
Wharf Angel, Romance in San Francisco of 1907. Victor McLaglen, Dorothy Dell. Dir. W. C. Mendez. 66 mins. Rel. March 18. Rev. April 24.
You Belong to Me, State story with Helen Mack, Lee Tracy. Dir. A. L. Walker. Rel. July 27.
You're Telling Me, Fields as a small town garage man. W. C. Fields, Loan 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.
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. 50 mins. Rel. May.
Little Damozel, The. Anna Neagle and James Kenzie. The story of a 'night club queen' in a 'London hut spot'. 58 mins. Rel. June.
Studio: Hollywood, Calif.
R.K.O. Radio Office: R.K.O. Bldg., Radio City, N.Y.C.
Adventure Girl, Joan Lowell goes down to Guatemala in her 48-foot schooner, "The Black Hawk," and has a series of thrilling adventures trying to find a sacred emerald. Joan Lowell, Capt. Wagner, Bill Sawyer, Otto Sieglar, Capt. Jack the mascot. 75 mins. Rel. Aug. 11. Rev. Aug. 14.
Alien, Cora Reilly, a young musician under a series of disappointing love affairs that love and a career won't mix and chooses career. Ann Harding, John Boles, Margaret Hamilton, Arnold Korff. Dir. Edward H. Griffith. Rel. May 22.
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. Rel. July 27.
Cockney Cavaliers, A costume story with Bert Wheeler and Robert Woolsey, Thelma Todd, Dorothy Lee, Noah Beery. Dir. Mark Sandrich. 72 mins. Rel. June 23. Rev. July 31.
Crime Doctor, A famous detective, Otto Kruger, Karen Morley, Nils Asther, Judith Wood. Dir. John Robertson. Rel. April 27. Rev. May 16.
Down to Their Last Yacht, Impoverished millionaires take a party of pay-Clive Brook, Diana Wynyard, Irene Dunne, Mary Boland, John 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. Frank Tuttle and George Nichols. Jr. 70 mins. Rel. May 4. Rev. May 1.
Hot, Cost and Glove, A murder story of a husband who has to defend his wife's lover against an indictment of murder. Ricardo Cortez, John Hall, Barbara Robbins. Dir. Worthington Miner. 64 mins. Rel. Aug. 24. Rev. July 21.
His Greatest Gamble, A father, in prison for murder, escapes in order to save his daughter. John Hall, Irene Dunne, Dorothy Wilson. Dir. John Robertson. 70 mins. Rel. Aug. 4. 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. Eliza Landi, George Archainault, Irene Dunne, John Vinson. Dir. Worthington Miner. 67 mins. Rel. July 6. Rev. June 28.
Life of Vergie Winters, 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. 53 mins. Rel. June 22. Rev. June 19.
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. Rel. June 25.
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 30. Rev. July 2.
Sing and Like It, A gangster backs a Broadway show and makes sure of good reviews by furnishing special "escorts" for each reviewer. Zasu Pitta, Pert Kelton, Edward Everett Horton, Nat Pendleton, Ned Sparks. Dir. William Selig. 69 mins. Rel. April 20. Rev. April 17.
Stingaree, Notorious Australian bandit of the "Robin Hood" type with a flair for the esthetic things of life. Irene Dunne, Richard Dix, Conway Teele, Mary Boland. Dir. William Wellman. 76 mins. Rel. May 26. 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 Arnold. Rel. May 10. 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 teletext district. Douglas Fairbanks Jr., Colleen Moore, Genevieve Tobin, Frank Morgan. Dir. J. Walter Ruben. Rel. March 16.
Their Big Moment, A comedy drama with a supernatural twist and murder mystery. Zasu Pitta, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. James Cruze. Rel. Aug. 10.
This Man Is Mine, To preserve her marriage a young wife virtually hurls her husband into the arms of his first love. Irene Dunne, Constance Cummings, Robt. Benay, Kay Johnson. Dir. John Cromwell. 75 mins. Rel. April 13. Rev. April 17.
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, 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, Alan Mowbray, Gilbert Emery. Dir. J. Walter Ruben. 68 mins. Rel. May 18. Rev. May 29.
Wild Cargo, Frank Buck's expedition into the Asiatic jungles to capture wild animals. Frank Buck. Dir. Armand Denia. Rel. April 6.

United Artists Office: 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. Dir. Gregory La Cava. Rel. Aug. 24.
Born to Be Bad, Story of a woman apparently destined by circumstances to be a bad girl. Loretta Young, Gary Grant, Paul Harvey. Dir. Lowell Sherman. Rel. May 13.
Buildup Drummond Strikes Back, Further adventures in crime solution. Ronald Colman, Loretta Young, Warner Oland, Charles Butterworth, Una Merkel. Dir. Roy Del Ruth. 69 mins. Rel. July 29. Rev. Aug. 2.
Count of Monte Cristo, The. The famous Dumas' classic about the man who found a fabulous fortune and used it to revenge a great wrong. Robert Donat, Elissa Landi, Louis Calhern, Sidney Blackmer. Dir. Rowland V. Lee. Rel. Sept. 7.
House of Rothschild, (The 20th Cent.). Strong drama of the great financial house. George Arliss, Boris Karloff, Loretta Young. Dir. Alfred Werker. 81 mins. Rel. April 6. Rev. March 29.
Last Gentleman, The. Shrewd and elderly millionaire cleverly foils the plans of his son to chisel his money away. George Arliss, Eliza May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Landell. Rel. Oct. 1.
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. Win. Wellman. 71 mins. Rel. March 9. Rev. April 7.
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. Sept. 1.
Private Life of Don Juan, Don Juan plays a trick of his name and reputation, he's no greater lover than the next fellow. Douglas Fairbanks, Merle Oberon, Honita Huma. Dir. Alex. Korda. Oct. 19.
Sorrell and Son, An epic of the fight between father and son. H. B. Warner, Peter Pennington, Hugh Williams, Winifred Shaw. Dir. Jack Raymond. Rel. April 20.

(Continued on page 31)



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YOU CAN KICK ME

for having failed to predict that
"Thin Man" was going to be
one of the year's biggest hits—



BUT YOU'LL KISS ME

for tipping you off about another
"Thin Man"—Yes sir, it's

ROBT. MONTGOMERY—MAUREEN O'SULLIVAN

in HIDE-OUT

Directed
by
**W. S.
VAN DYKE**
Produced by
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We told you that this delightful entertainment by the writers and director of "Thin Man" was going to be a surprise sensation! Look what's happening!

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NEW YORK. Beats "Thin Man"!

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CANTON. Excellent!

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EVANSVILLE. Excellent!

LOUISVILLE. Beats "Thin Man" by miles!

ST. LOUIS. Exceptional!

WILMINGTON. Tops "Thin Man" and recent hits!

Get going!

Film Reviews

BLIND DATE

(Continued from page 19)

Sothern makes her shopgirl very irritating.

Nothing in the story to run a temperature for more than 70 minutes. Paul Kelly and Neil Hamilton are both stencils, as is Mickey Rooney, but Joan Gale now and then acts human, but not often. To help with the heat Kitty enters a marathon to keep the family from starvation, and this, also, is too overdrawn to grip. By and large the story never gets out of low gear.

Vida Hurst is credited with the basic story, but a lot of others wrote it before her. Used to be a favorite with Corinne Griffith.

(Chic.)

I CAN'T ESCAPE

Isaacson production and syndicate release. Features Onslow Stevens, Lila Lee, Russell Gibson. Associate producer, Peter A. Kasler. Directed by Otto Brower. Story by Jerry Seckheim and Nathan Asch; continuity, Faith Thomas; photography, Jerome Ash; edited by Lou Secklin and Fred Knudsen. At Stanley, N. Y., two days, Sept. 1-2, as half double bill. Running time, 24 mins.

Follows a familiar pattern but high enough above the independent average to rate moderate attention and results. In secluded spots picture may strike exhibs as a single. 'I Can't Escape' as title suggests, deals with an ex-convict who can't dodge the stigma of a prison term served for a crime of which he is innocent. It follows the usual channels: man bitter because his prison record stands in the way of jobs though, in this case, not happiness. The twist is not so much regeneration nor vindication, but in frustrating a phony stock transaction for which he was unknowingly being framed. Scenario indicates that this good work and honesty of purpose will bring a pardon.

Suspense is carefully sustained and interest at times runs moderately high on the love angle. A man out to get Steve Nichols, now Steve Cummings, who supposedly robbed his father of all his savings through

worthless stock transactions, is engineered into the story by a novel route. He is taken in as a payless boarder by the ex-con as a means of softening his murdering instincts. Script picks at further trouble by having the boarder fall in love with the girl, but all's forgiven in the end.

Story carries conviction and is performed capably by Onslow Stevens, Lila Lee and Russell Gibson. Stevens is especially good.

(Chic.)

MARRYING WIDOWS

Tower production and release. Features Judith Allen, Minna Gombell, Lucien Littlefield, John Mack Brown. Directed by Sam Newfield. Adapted from story and screen play, Leslie Simmonds, asst. dir.; Harry E. Rice, camera. Cast: Bert Roach, Sarah Padden, Virginia Sales, Nat Carr, Arthur Hoyt, Otto Hoffman, Syd Saylor, Gladys Blake, George Grandee. At the Stanley theatre two days, Aug. 27-28, on a double bill. Running time, 47 mins.

There are several bits of capital character acting in this production, but they are not close enough together to materially prop up a thin and tediously told story. Beat on a double bill, but the top layer will need to be attractive.

The ostensible leads do little to help along. John Mack Brown acts as though it were his day off, and Judith Allen doesn't try very hard, either. Outlander is Minna Gombell, who now and then gets something she can go places with, notably the first four minutes of the final five. She's shaking down Lucien Littlefield on behalf of her friend, and it's a splendidly played bit. Flashes in other spots, but not many. Littlefield contributes what he can, but there is not much given him to do. Sarah Padden and Arthur Hoyt help the atmosphere in the opening sequence, but after that they disappear. Bert Roach does a standard bit.

All are handicapped by the story, which has neither substance nor sympathy, and is dragged out in the telling. The heroine is a listless gold digger who never does win sympathy and apparently is not trying to. That gives Miss Gombell her chance, and she takes every opening. Without her the story would be a pretty poor mess, with its sordid chisel angles.

Production fairly well mounted, but the photography is frequently below standard.

(Chic.)

Unfinished Symphony

(Austrian-Made)

London, Aug. 24.

Geumont-British production, adapted from the Alliance production, released through Geumont-British. Directed by Willy Forst. British version production supervised by Anthony Asquith. In cast: Maxine Audley, Hans Jara, Helen Chandler. Running time 90 mins. Reviewed Prince Edward theatre, London, Aug. 24.

This is the story of the B Minor Symphony by Franz Schubert, which has achieved immortality in the history of music under the title 'The Unfinished Symphony.' It was made in Vienna with a number of players sent over for the English speaking version.

This is one of the most artistic pictures ever made anywhere. It is an absolute certainty with West End and big city audiences. Whether it is suitable for popular priced houses is a matter to be determined and not easy to prognosticate.

Story revolves around the struggles of Schubert before he became famous. In this instance he is loved by the daughter of the local pawnbroker but falls heavily for the daughter of Count Esterhazy, who has her father engage him as her music master. He doesn't presume to pay her court, but she follows him to a peasants' festival, attired in native costume, and dances the national czardas. She runs out of the place through the cornfields and he follows with her shawl. They embrace.

Count Esterhazy hears of the incident and, when his daughter says she intends to marry the music teacher, he doesn't offer any violent objection but sends Franz back to Vienna on some pretext. There Franz is given a year's salary and informed he must not return.

Schubert mopes for months, but one day receives a letter signed by his titled sweetheart, telling him to come at once. He rushes to her and arrives on the day of her wedding. Bride's younger sister tells him she has written the letter and announces after the wedding ceremony that Herr Schubert is passing through and desires to pay his respects to his former pupil. He comes forward and offers her the manuscript of his unfinished symphony. Bride and Franz take a sad farewell and as she departs, Franz destroys the pages of his symphony. As he walks through the fields of waving corn once more he comes to a wayside shrine. Looking up at the Madonna, the inspiration comes to him to write 'Ave Maria.'

Hans Jara and Marta Eggerth are the leading characters. They are a couple of trouperers of the highest grade. He makes a handsome Franz and Marta looks sufficiently distinguished to play a girl of noble birth. Incidentally she can sing and is one of the few really operatic singers who can pour forth golden notes without distorting her face. If anything, she is prettier when singing than in repose.

No stinting was displayed in the selection of the supporting cast. Ronald Squire has but two scenes and Cecil Humphreys not very much more.

But it is the romantic atmosphere that gets you. Besides local outdoor shots there is the Vienna Philharmonic Orchestra, the Wiener Sängerknaben, the chorus of the State Opera, Vienna, and the Gypsy Band Gyula Hovari.

(Chic.)

WE'RE RICH AGAIN

Itala production and release. Directed by William A. Seiter. Story, Allen Nash and Ray Harris; camera, Nick Muccia. At Loxy, N. Y., week Aug. 31. Running time, 70 mins.

Edna May Oliver, Billie Burke, Marilyn Nash, Reginald Denny, Carolyn Jones, Joan Marsh, Epp, Larry (Buster) Crabbe, Wilbur, Grant Mitchell, Victoria, Gloria Sheen, Healy, Elmer Kennedy, Paul, Otto Yamaoka, Charmion, Lenita Lane.

Dramatic license amounting to anarchy is the writing keynote of 'We're Rich Again,' a film that obtains moderate laugh results due to the presence of experienced farceurs in the cast. Humor is achieved at the expense of credibility and the whole enterprise flounders because even a faintly critical mentality cannot possibly believe in what is happening. On cast names, production values and giggles it may suffice. It is not a good motion picture.

Edna May Oliver takes first billing, but has a role of relative insignificance. She is a polo-playing grandmother, part of what the company publicity calls a 'blithe romantic comedy of impoverished aristocrats.' More exactly they are a scatter-brained, synthetic crew and their poverty which in a pinch is capable of raising \$25,000 for stock market margin-gambling purposes is as far-fetched as a polo player in a family depicted to be literally without food in the ice box with which to provide dinner for a guest. Breaking up a marriage at the

Manhattan Love Song

(With Song)

From Carr-Manhattan production and First Division release. Stars Robert Armstrong, and features Dixie Lee. Directed by Leonard Fields. Screen play, David Silverstein and Fields from novel by Cornell Woolrich; camera, Robert Flanagan; music, Bernie Grossman; Edward W. and David Silverstein. At the Trioth. New York, as half of double feature bill, Aug. 31, one day. Running time, 70 mins.

Williams, Robert Armstrong, Jerry Stewart, Dixie Lee, J. J. (Carol) Stewart, Helen Hunt, Janet Webber, Franklin Pangborn, Annette, Sylvia Westman, Frances Jones, Harold Waldridge, Pancho Annas, Cecile Cunningham, Joe Thomas, Harrison Green, Gustave.

There's an extra strong cast in this indie, and a zippy story, but the brutal direction and poor story adaptation K.O. it for serious consideration. Film is relatively important to the trade only because of the people and talent involved. But film shows the potential value of Dixie Lee and Helen Flint, both of whom can go places if properly handled, especially Miss Flint.

Bob Armstrong is miscast as a chauffeur in a ritzy family which includes two society debs. Story has to do with the ups and downs of the Stewart sisters. They're wealthy and happy-go-lucky, but are suddenly left penniless by a financial advisor who uses up the coin and suicides. Chauffeur (Armstrong) and maid (Nydia Westman) have back wages coming so they move in and take it out in rent, the sisters taking over the housework. Not too credible a premise but with many funny twists and more possibilities. It was given an elephantine pace here and wears itself out long before going anywhere.

Miss Lee and Miss Flint dominate as the sisters and could have done much better. Miss Westman, too, impresses nicely and there is some nice comedy by Franklin Pangborn and Harold Waldridge. There's some continuously up and down work by Cecile Cunningham in a comedy role. She probably, too, can do important work in films, although she doesn't do it here. Harrison Green in a bit is satisfactory.

One song, reprised by Miss Lee twice, isn't bad but won't mean anything. Photography is fine.

(Kew.)

altar, in the name of comedy, and for no good reason, is hardly the casual matter represented. Again the question of incredibility. And because of that the unsatisfactory quality of the entertainment. It's laughter without persuasion. Land.

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ATLANTIC CITY
Doubled "The House
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Opened bigger
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"Second week
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Imagine! Bigger
than "Rothschild"
in its first two pre-
release engage-
ments! Hit No. 3!

"Socks
BALTIMORE
for powerful
\$20,000!"
— VARIETY

"Galloping
along in
CHICAGO!
Three week
session!"
— VARIETY

"CINCINNATI
critics raked through
the superlatives!
Sparkling! \$12,500!"
— VARIETY

And that's the way
it's clicking every-
where! Hit No. 2
in 20th Century's
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O!"
RIETY

From coast to coast
... 20th Century
flies high with its Hit
No. 1!

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UNITED ARTISTS

WLS Hands NBC Quitting Notice; May Build Transmitter as Indie Or Go Hearst; NBC in Tuff Chi Jam

Chicago, Sept. 3. Big blow-up in the radio situation occurred in town last week when WLS served notice on NBC that it plans to sever affiliation with the network on March 1. Under the terms of the contract either party may break the alliance on specified six months' notice.

Negotiations are under way between the network and the Prairie Farmer 50,000-watt station and there is still a possibility that the alliance will be continued. But continued under vastly different terms than are now in the contract. WLS, the former station, is now in a position, trade believes, to secure many concessions which it was not able to get originally.

If no deal is settled, WLS is in a position to remain entirely independent on its own score, being practically sold out commercially, or to affiliate with other webs. The George Storer ABS network has made strong offer for the station affiliation. Much more likely is that the station will pass into an alliance with William Randolph Hearst stations, now anxious to secure a Chicago outlet to replace KYW, which moves to Philadelphia.

NBC on Spot
However, NBC fears the split with WLS, since that station carries a great bulk of the network commercial shows, sharing time with the NBC-owned and operated WGN. WLS has been using the WENR transmitter and President Butler, of WLS, is understood to be plenty burned over the amount of money that the network has been charging him as rent for the transmitter's use. According to the deal, WLS is paying \$104,000 yearly rental for the use of the wire. However, NBC has been collecting that \$2,000 weekly in WLS time, taking two hours nightly as payment.

Should WLS leave the web NBC will be left with only WMAQ as a full time station, and WENR on split time. KYW, an old WGN affiliate, quits the town this fall. WCFL, an occasional ally, is moving in on its own network and likely to join the Storer web. Which leaves only WGN, the home indie Chicago Tribune station, as a possibility, and there is no question that WGN will ask plenty from the network before signifying a deal.

LEGAL TANGLE HALTS WSUI-WOI MERGER

Iowa City, Sept. 3. There will be no combine of WSUI, state university station, and WOI, Ames state college station, too many difficulties and legal technicalities having presented themselves. No hookup of police broadcast stations with the college stations will be made, according to Ed L. O'Connor, attorney general, because of technical difficulties.

During August it was proposed to combine the two state-owned stations and allocate \$15,000 for a state police short wave outfit. As a result of decision both schools will continue on the air as usual. A short wave police station is being constructed at Waterloo in the WMT building. The new short wave station will be located in Storm Lake, Denison, Carroll, or Cherokee.

Operetta Discs as Bally For Ft. Wayne Airport

Ft. Wayne, Sept. 3. City airport borrows from the legit and ether to get bigger crowds out during week and over Sundays, by instituting a series of Gilbert and Sullivan operetta disc broadcasts. First is "Trial By Jury," presented in its entirety by an English company.

Chairs are arranged in front of the airport office and several loud speakers are set up along the main road leading to the airport, getting the entire countryside operetta-conscious. In between breaks one of the airport officials comes forward and talks on aviation, the patrons will not forget the purpose of stunt.

Annette Hanshaw Leaps From \$250 to \$1,400 Wkly

Annette Hanshaw leaves Maxwell House Show Boat to make her debut with the Casa Loma band for Camel on Columbia Oct. 2. Her salary with the big account is \$1,400 a week, covering two programs. She started for the coffee canner two years ago at \$250.

WSM SIFTING PREFERENCE DATA

Birmingham, Sept. 3. WSM, Nashville, survey made by 3,000 representatives of the National Life and Accident Insurance Co., owners of the station, is complete, although final results will not be known until about Oct. 1. The survey is taking in 21 states and is covering two divisions, a general radio survey with no references to any particular station or network and then a survey of WSM programs.

Preliminary reports indicate a variety of preferences. Depend on Birmingham to vote for hill-billy music and the survey included Bessemer, a suburb of Birmingham. Preferences for minstrels appeared to be general from Chicago, Kentucky and as far west as Brownsville, Texas.

Coughlan's Airing May Be Extended to West Coast

Hollywood, Sept. 3. Chas. airing Father Coughlan's blasts at national affairs may be extended to the coast in October if sufficient interest is manifested by KXFF listeners.

Line charge for the contemplated 26 broadcasts would amount to \$30,000, which would be assumed at the Detroit end. Western terminal of the Coughlan network has been in Kansas City.

Considerable interest has been evinced by supporters of Upton Sinclair, Democratic nominee for governor, whose views are shared by Coughlan. They feel that the priest's lampooning of national and civic affairs would build a stronger following for their candidate, and that the two could be tied in together to advance the impression that the Detroit aler was a stumper for the Socialist-author.

WHAM Off Politics

Rochester, Sept. 3. Station WHAM, Rochester, is passing up some ready coin this fall by a strict edict against political broadcasts. Letters have been sent to Thomas A. Broderick, Republican county chairman, and Harlan W. Rippey, Democratic chieftain, stating the station's new policy.

Decision by WHAM officials is outgrowth of a scabbling last year in which State Senator Fred J. Slater accused the station of playing favorites when one of his intended radio speeches was turned down. Station officials declared the speech was submitted too late for consideration. Senator Slater said it was an answer to a Democratic blast and charged it was turned down because it was a slap at Roosevelt.

Easy Aces' WB Shorts

Goodman and Jane Ace returned Friday (31) from vacationing in Saratoga and will make a couple of film shorts for Warner in Flatbush during Sept. They resume for Ted Sals on night schedules in October.

Paley's Share

William S. Paley, as proxy of CBS, presumably garnered around \$140,000 from the web for the first six months of 1934. Web's net income for that period, covering the sale of network time, profits from CBS-owned and operated stations and gravy turned in by the artists bureau, came to something over \$2,500,000.

In reporting its payroll to the Federal Trade Commission last April, the network stated that Paley's contract, as president, called for a guarantee of \$50,000 a year plus 2 1/2% of the profits up to \$600,000 and 5% of the web's earnings above \$600,000.

With the network time business that CBS has on its books for the last four months of 1934, and heap of spot broadcasting orders in store for at least four of the Columbia-owned outlets, the web is expected to show a heavy profit on the year.

Gilbert-Sullivan Co.

May Air for NBC in
Cash-Publicity Deal

NBC may devote the 8-9 p.m. E.D.S.T. stretch on the blue (WJZ) loop to tab versions of Gilbert and Sullivan Operettas, with the cast composed of the D'Oyly Carte Opera Co. from the Savoy theatre in London.

Troupe is over here for a run at the Martin Beck theatre, with a tour of the country to follow. Broadcasts would bring a stipend for the company from the web and also serve as a ballyhoo for the contemplated tour.

30 SECONDS OF SONG

Tax Applies for Broadcast Over That Time

London, Aug. 24. Annual Radio show is now on at Olympia. Among other novelties it was arranged that Richard Tauber, the continental tenor, should wax in Vienna and have same relayed to Olympia for a five minutes' entertainment.

Excise Department notified the management that if such a show was given it would exact entertainment tax on everybody present. No tax is exacted when the entertainment lasts half a minute so Tauber will speak for 4 1/2 minutes and sing one chorus of "You Are My Heart's Delight."

Leonard Freeman is in charge of radio for Scheck agency, New York.

Dill Addresses L.A. Broadcasters; Denies Self Tie-Up with Air News

Los Angeles, Sept. 3. There'll be no throttling of radio by the press in the matter of news broadcasts, if Senator C. C. Dill, of Washington, has anything to say about it. And he probably will, for, as father of the Dill-Rayburn act, which abolished the Federal Radio Commission and set up in its place the Communications Commission, he'll be active in any legislation that tends to make more against the airing of news events.

Current setup of news broadcasts, under the influence of the dailies, is derided by the solon as a backward step in public service. At a luncheon tendered in his honor, and attended by every station owner in the L. A. area, except Earl C. Anthony, operator of the NBC affiliate, KFI-KECA, Dill promised a campaign calculated to remove the gag from miked news.

At Chicago The Senator will also make a plea for freedom of the radio press at a Labor Day gathering in Chicago. He will continue his blast at newspaper domination of radio news dispatching on a country-wide tour up to the annual meet of the National Association of Broadcasters, which gets under way in Cincinnati, Sept. 16. At that confab he will give the air moguls both barrels and, if fail-

Parade of Petitioners for 640 Wave Lists CBS, Shepard, Kunskey-Trendle, Cleveland Plain Dealer, Storer, WJAY

Jack Davidson at

Young-Rubicam, N.Y.

Jack Davidson last week joined the radio department of Young and Rubicam in a general capacity.

Davidson's previous agency connections have been Ruthrauff and Ryan and the Federal Advertising Co. He is a cousin of M. H. Aylesworth.

UNSPONSORED CBS TALENT DROPPED

Columbia has started to let out its sustaining talent. Four names were struck off the list last week and as the schedules fill up with debuting commercials others will be given similar shrift. With the network's new daytime policy calling for sustaining shows of 'big time' calibre, the indications are that very few of the warbling acts currently left will be retained for matinee spotting.

Web will usher in its new idea of building up the commercial value of afternoon periods Sept. 12 with an hour's show headed by Kate Smith. In addition to warbling she will m.c. the event, using as guest artists Hollywood and legit names, and femme notables culled from various fields of public and business achievement. CBS is figuring on including Shirley Temple in the initial Wednesday frame. If the latter program clicks similar 60-minute frames will be put together for other afternoons of the week.

Those dropped from Columbia's sustaining payroll last week were Edith Murray, Charles Carille, Bill Huggins and the Beale Street Boys. Also tagged for elimination is the web's Tuesday evening dramatic affair, "Wayside Cottage." Payroll shakeout leaves untouched so far Betty Barthell, Vera Van, Fats Waller, Gertrude Niesen, Nick Larcas and Sylvia Froos.

Ligon Smith, orchestra director and baritone, has joined WFAA's staff at Dallas.

Slated to come up for solution Sept. 26 before the radio division of the Federal Communications Commission is the five-sided scramble involving the clear channel, 640 kilocycles. Mixed up in the contest are political and other implications of no minor importance. Included as parties to the bid for the wave-length are an influential midwestern newspaper, a national web and two regional networks.

As the split-up of the band now stands Earle C. Anthony's KFI, Los Angeles, has a 50,000-watt franchise, while WAUI, Columbus, is licensed to operate at 500 watts and the Iowa State College of Agriculture and Mechanical Arts at 5,000 watts. The channel on the eastern end has no incumbents.

In WAUI are interested both the Cleveland Plain Dealer and the Wolff Bros., whose financial and mercantile affiliations in Columbus are heavy, wide and varied. Wolff Bros. have in the same town WJNS and the banker-merchants agree with the newspaper that the transfer of WAUI to Cleveland would be of double benefit. It would help clarify the Columbus radio situation and it would give the Plain Dealer the other half of the sheet that has always wanted for its home town.

Regional network contenders for a slice of 640 k.c. are John Shepard, 3rd, head of the Yankee link, and George Trendle, prez of the Michigan loop. Shepard would like to have his WAAAB, Boston, moved over to that channel and granted a boost in power, while Trendle has owned and hawked his own involving 640 k.c.

CBS Ambitions
Another quarter that seeks a partnership in this same channel is Columbia, with the franchise allocation also New England. CBS is anxious that WHDH, Boston, be permitted to go full time in its strength, which event would immediately and automatically give WHDH full-time operating authority. Columbia recently entered into a contract with WHDH. This agreement is to take effect two and a half years hence, or upon the expiration of CBS' contract with Shepard. WHDH's going full time is of major significance to Columbia. If it does CBS will be in a position to do without the Shepard station in Boston. If the part-time situation still prevails for WHDH when the CBS-Shepard covenant approaches, the expiration point the national web will have to try the best renewal terms possible with Shepard. Latter avers that when that time comes it will be the full local rate.

In broadcast circles the impression is that Shepard has little chance of cutting in on 640 k.c. Scheduled to move over to 630 k.c. from 1210 k.c. next Monday (10) is WPHO, Providence. As anticipated, the objection will be based on the fact that the wavelengths would be too close for two transmitters in so close an area.

Others that have had bids in for a piece of 640 k.c. but are not out of the running are George Storer, head of the American Broadcasting System, and the Cleveland Broadcasting Co., which operates WJAY.

Nanette Kutner's Job

Latest move in the reorganization of Columbia's commercial program division is the induction of Nanette Kutner as a builder of daytime shows. Until recently she had been working with J. P. McEvoy on the preparation of the Hollywood Hotel series which Campbell soup unveils Oct. 6.

Her previous contact with radio had been Ed Wynna's short-lived network, the Amalgamated Broadcasting System. Prior to that she was a freelance p.a.

WGN SPORTS TO BUICK

Chicago, Sept. 3. WGN Sports review has been taken over by the Buick Motor Company for one year, with regular clause for cancellations. Berghoff Beer Company was the previous sponsor.

BALM FOR NBC STATIONS

Look For NBC-WLW Break

Ad agency circles see WLW, Cincinnati, and NBC arriving at a complete parting of their ways by the end of October. The break, as ad men have figured it, may follow the announcement by WLW, WGN, Chicago, and WOR, Newark, that they have actually formed a network of their own with a central sales organization set up for the project. The near final details of the venture were gone over at a meeting of reps from the three stations in Chicago last week.

Reported strongly advocating an open break with WLW are major execs within NBC. These officials are said to aver that they are tired of engaging in frequent tiffs with WLW over web program clearances and that with practically all the evening time sold NBC is in a solid enough position to call it quits with Powel Crosley's 500,000-watter. In the event of a split WCKY would be depended upon to carry the burden of NBC programs in the Cincy district.

For years WLW has been the main fly in the NBC ointment. This outlet has demanded the full local card rate from network customers and all NBC has been able to do about it is let its clients pay it. NBC sales department this summer went into a vehement burnup when WLW refused to grant network clients protection against imminent boosts in WLW rates unless these accounts signed 52-week non-cancellable contracts with the station. If NBC clients agreed to the latter stipulation they could escape the third 10% increase WLW contemplated putting into effect Jan. 1, 1935, or any subsequent rate tilts.

At last week's get-together on the new network proposition in Chicago were John Clark of WLW, Theodore C. Streibert of WOR and George Macfarland of WGN.

WEB'S PRE-NAB PEACE OFFER

Announcement of New Station Compensation Scale Timed Just Ahead of Cincinnati Convention

ALTERNATIVES

NBC has picked what it deems a strategic occasion on which to make known to its affiliates the web's new scale of station compensation for network commercial time. News will be broken just before the indie operators involved leave for the annual convention of the National Association of Broadcasters in Cincinnati. Letters advising each station the rate it has been allotted by NBC will go out Sept. 14, while the Cincinnati event opens Sept. 17.

Network hopes that the revised plan of compensation will have a favorable effect upon the convening broadcasters and that the good-will offerings will serve to stem any anti-NBC outbursts which disgruntled affiliates might have contemplated making on the convention floor or in committee meetings. Web does not anticipate a unanimous paean of joy will follow the rate allocation announcement. Many affiliates are expected to react bitterly and burn up the wires with expressions of disappointment, resentment and charges of inequitable appreciation of the particular station's worth. Network also has hopes that the affiliates won't get together in informal groups at the convention and compare notes on the compensation issue.

By-Products

Repercussion from the compensation drive are expected to have an important effect on the fortunes of George Storer's American Broadcasting System. Several NBC affiliates have deferred giving serious thought to the new New York to Chicago network proposition until they have been informed of what NBC was going to do about their request for a better share of the network intake for local time. Trade also understands that George S. McClelland, former NBC executive v.p., playing sphinx this past year, is waiting for the compensation announcement to help spur his network formation idea. McClelland figures that the resulting insurgency will produce enough breakaway stations with which to start a loop of his own.

NBC started paving the way for the revamping of its station pay-off system over a year and a half ago by having its own engineers conduct signal surveys of all affiliated outlets. This coverage data formed the basis of the web's determination of what each station should get as against the current method of remuneration, which, with the exception of four spots, is \$50 for an hour's program, \$25 for a half hour's show, and \$12.50 for a 15-minute session. Of the exceptions WLW, Cincinnati, collects its full local rate, while WJR, Detroit, garners \$150 an hour.

Joe Cook Extends

Joe Cook last week put his signature to a contract which insures Colgate toothpaste of his services on the NBC Monday night show until the end of 1934. New deal involves 17 weeks. Cook debuted for the dentifrice 17 weeks ago.

Kolynos Spreads

Chicago, Sept. 3. Kolynos Tooth Paste goes on CBS and WGN locally Sept. 24 for 15 minutes daily, except Saturday and Sunday, featuring Just Plain Bill Davidson.

Agency is Blackett-Sample-Hummert.

WOR Buys Off Cormier's Contract; Theodore Streibert May Get Job

Network Premieres

Week of Sept. 3.
Sept. 3—Buck Rogers serial. (Coomall, WABC, 8 p.m.).
Sept. 4—Mrs. Franklin D. Roosevelt (Simmons Beds, WJZ, 9:30-10 p.m.).
Sept. 5. True Detective-series. (Macfadden Pubs, WABC, 10:30 p.m.).
Sept. 6—Ralph Kirby, Martha Lee Cole, James McElhan, Harold Levey's Orchestra (Mohawk Carpets, WEA, 12-12:15 p.m.).
Sept. 8—Guy Bates Post, Charles Webster, Porter Hall, Percy Kilbride, Helen Claire, Reed Brown, Jr., John Griggs in "Roses and Drums" (Union Central Life, WJZ, 5-5:30 p.m.).
Sept. 9. Smiling Ed McConnell. (Acme White Lead, WABC, 6:30 p.m.).

Albert Cormier leaves his post as general manager of WOR, Newark, this Saturday (3), after effecting a settlement on his contract which had until next February to go. Theodore C. Streibert, who was brought in last October from the administrative staff of the Harvard School of Business by the Macy department store interests, owners of the station, will possibly assume Cormier's title.

Cormier, who joined WOR as salesman seven years ago, is rated in spot broadcasting circles as one of radio's outstanding developers of this type of business. He was also brought in the first in the trade to sell local advertisers on the idea of using full hour programs with live talent known to network audiences. Indications are that Cormier will join George Storer's American Broadcasting System. Meanwhile, he will vacation at sea and establish an office at 1440 Broadway on his return.

Contract of A. J. McCosker, pres. of WOR, runs until 1936. Both Cormier and McCosker received large bonuses in addition to salaries from WOR.

Streibert's previous contact with show business was as assistant to the executive v.p. of Pathe during Joseph P. Kennedy's regime.

HOLD TALBOT ON EXTORTION CHARGE

Denver, Sept. 3. Freeman H. Talbot, 50, manager of NBC station KOA here from the opening in 1924 until April, this year, was arrested last week and pleaded not guilty to a charge of sending a threatening letter through the mails.

The letter, alleged to have been written on a typewriter in Talbot's office in the headquarters of the Music Week Association, of which he is the head, was sent to John T. Fitzell, an intimate friend and prominent business man. The letter demanded that \$4,000 in small bills be placed where the writer could secure it without police interference.

Talbot was arrested after two femme bath-parlor attendants told police he had asked one of them to take a taxi to the city park zoo, get a package hid there, and then drive out east of Denver to deliver the parcel to him (Talbot).

Talbot told the police that two men drove up to his house one evening as he was sprinkling the lawn and, threatening death to him and his two baby daughters, persuaded him to promise to help them get the \$4,000 from Fitzell. Talbot says they took his keys and must have secured entrance to his office to write the letter on his typewriter.

Police and friends have established that Talbot did not need the money. Although relieved at KOA in April, his salary did not stop until July 15, and even then he had a chance to go into the Chicago offices of NBC, which offer he turned down. Talbot has a bank account and numerous stock securities.

Sick Since Resignation

His doctors say he is suffering from a paranoic condition, and appeared to be as a man who "walked in a dream." His wife and friends say the loss of the managership at KOA was a severe blow, and believe the illness was brought on by this. He was made KOA manager because of his work as head of the Denver Music Week Association, and stayed in that job 10 years, resigning in April of this year immediately after the arrival of a vice-president of NBC. It was announced he would take a leave of absence for three months, going to California for a rest before going into the Chicago NBC offices, but he never left Denver.

Because of his Music Week and KOA connections, Talbot is probably one of the best known men in Denver.

He was released on \$2,000 bond

Don Lee Death Sends Pickard On Coast Trip

Sam Pickard, CBS v.p. in charge of station relations, left last Friday (31) on an itinerary that will wind up for a stay on the Pacific coast. He had arranged weeks before to make the trip but the sudden death of Don Lee made the western jaunt an imperative one for CBS. Pickard will stay around Los Angeles for at least two weeks to oversee CBS' program interests as far as the Don Lee link is concerned.

Death of Lee, avowed Pickard just before he left New York, would not affect Columbia's relations with the Pacific network affiliate, New York broadcast circles is of the impression that Tommy Lee, the deceased son, will leave the supervision of the Lee radio interests to H. C. Gleason, comptroller for the regional network. Gleason in recent years served as Don Lee's close financial adviser and "no man."

While on the Coast, Pickard will also make the round of Columbia's affiliates in the northwest regions.

Don Lee, 53, died suddenly of acute indigestion in the Ambassador Hotel, Los Angeles, Aug. 30. An extended account appears in the obituary department.

SWITCH PRODUCTION MEN

J. Walter Thompson agency has taken Gordon Thompson off the Fleischmann show production job, supplanting him with Albert Spencer. Thompson will work on a couple of new shows for the agency this season.

Spencer was the Chase & Sanborn program producer last season.

after pleading not guilty to charges of extortion and sending a threatening letter through the mails. Fitzell, the man threatened in the letter, wanted to put up the bond, but was turned down by the U. S. Commissioner. The penalty, if convicted, is 20 years' imprisonment and a fine of \$5,000 under the new Lindbergh crime law. Trial will probably be this fall.

Hearst's Radio Policy Finally Set; Orders Doubling of Sunday Space

Chicago, Sept. 3.

William Randolph Hearst has apparently finally made up his mind how he's going to stand on the radio question; whether he's going to fight radio or embrace it. For some years now the industry has awaited some decision on the part of the Hearst papers, but the Hearst rags have consistently straddled the issue. But it now appears that Hearst has decided to jump into radio with both feet. He has issued orders that all Hearst papers on Sunday carry a full two-page spread of radio news.

In most cases this order means the doubling of space devoted to radio. This ruling goes into effect Sept. 9 (Sunday).

Industry is now awaiting the establishment by Hearst of a national columnist for radio, much in the manner in which Louella Parsons is syndicated as Hearst chatter for the picture biz.

NRA Heads Fight For Radio Control; Rosy Asks For It

Washington, Sept. 3.

Fight is raging inside National Recovery Administration over final hearing place of radio broadcast code as reorganization plans are hurried into operation. One of first results was paring of division five, headed by Sol A. Rosenblatt.

Outcome of reorganization on commissions remains matter of conjecture, but move to separate film, legit, radio and burley pacts from miscellaneous and unrelated subjects was taken several days ago when textile and apparel codes, formerly under Rosy's supervision, went to a new industrial division.

New ninth division, headed by Acting Divisional Administrator Leighton H. Peebles, is fighting to acquire broadcasting, but meeting stubborn resistance from Rosy and Deputy William P. Farnsworth. Rosy, et al, insist that while there may be arguments about broadcasting being primarily a form of entertainment, it most certainly does not come under the head of communication, which has been assigned to Peebles, along with public utilities and transportation. Transport formerly was another of Rosy's babies.

United Drug Sponsors Kansas City Symphony

United Drug Co., which heretofore has confined itself to spot broadcasting of the disc category, goes network for the first time Oct. 14. It will be a Sunday afternoon half hour on NBC's blue (WJZ) link and the Kansas City Symphony Orchestra will furnish the entertainment.

Coast to coast hookup calls for 39 stations. Street and Finney is the agency. Walter Craig negotiated for the symphony.

BEARDS SPROUT BY OFFICIAL ORDINANCE

Seattle, Sept. 3.

Bearded men and sunbonnet women, a delegation from Centralia, Washington's annual Pioneer Day celebration this month, crowded the KOMO-KJR studios for a typical western half-hour program.

As a sample of the big way the Centralians go in for the celebration, the delegation of 50 paraded along Seattle streets drawing a large crowd right into the radio studios.

Centralia is famous for this annual affair, when, by a city ordinance strictly enforced, all men must forget about shaving for over a month prior to the celebration.

McCullough Gravely Ill After Hurry Operation

Lancaster, Pa., Sept. 3.

Clair R. McCullough, general manager of the Mason Dixon Radio Group, is in a critical condition in the Lancaster General Hospital after undergoing an emergency appendicitis operation Wednesday (29).

Seriousness of illness not immediately detected and the case had developed into peritonitis before operation was performed.

Crystal Competish Anew

Carlsbad Crystals, handled by the Kiewit agency, New York, is with a Sunday afternoon half hour on NBC starting Oct. 5. Program is not set. A radio adventure last season on four Midwestern stations went floppo after a month's try with Gene Dennis, the mentalist.

Product, similar to Crazy Crystals, a big radio advertiser, may use a philosopher with music program.

Radio Chatter

New York

Johnny Green, the bandsman, turned actor to appear in an autobiographical skit in the CBS novelty program, "Care and Feeding of Hobbs' Horses."

WMCA "Sports Review" for Penn Tobacco is simultaneously broadcast but with entirely separate talent and from a different studio as a sustaining program for the AHS web.

Bradley Kincaid, WGY's Kentucky Mountain singer, is playing a string of dates in Vermont and New Hampshire, including a one-day stand at the Manchester, N. H., Fair.

Robert Wiedoff, who as R. W. was one of the two announcer-entertainers—the other was K. H. Kohn Hager, now studio manager—holding the fort for WGY when the General Electric Company station went on the air in 1922, ducked at Schenectady in his own-built yacht, renewed acquaintances and took the staff out for a non-day sail on the Mohawk River. Vacationing with his wife on Long Island Sound, where he is p.a. for the Connecticut Power & Light Company.

England, which likes to pick up an American slant, has invented a new one. Girls who sing on the radio over there are now called crooners.

Mexican-U. S. A. polo matches will be broadcast by WMCA Sept. 19-23-26, with an army officer doing a hoof-by-hoof description.

Tom Noonan's "Haintown Mission" back on WJCL Sept. 9.

Rod Arkell, WOR, about set for a sponsor.

Gus Edwards proteges (newest) will do 45 minutes on one-time sustainer over WOR Sept. 13.

Nat Brussloff Express is the billing for a weekly sustainer over WOR just starting, with Elaine Jordan, Ray Gold and Jeff Sparks assisting.

Donald Bryant took over the supervision of the Federal agency's radio department following the departure of Jack Davidson.

Landt Trio and White last week celebrated the sixth anniversary of their first program over NBC.

Annette Hubbard will take a two week vacation prior to making her bow for Camel Oct. 2.

Jaques Fry back from Europe on the same boat with Burns and Allen.

Pennsylvania

Rear Admiral Richard Pearson Hobson, U.S.N., retired, spoke over WCAL, Lancaster, Wednesday (30) while on a visit to this city. He spoke in the interest of World Narcotic Defense Assn. of which he is president.

Marvella Tanner O'Connell, featured artist on number of WCAL programs, has returned to Lancaster after spending a six weeks vacation in Salt Lake City with parents.

Home football games of Franklin and Marshall colleges will now be aired over WGAL with customary sponsors, Diehl Bottling Works getting the plugs. Bob Posey set to do spelling.

Simmons Elvieside Trio, sustaining over WGAL, returns to air after vacation of several weeks.

WEPN in a return ball game with Adelphia hostelry band.

Cecil B. De Mille in town for "Cleopatra" and interviewed via WIP.

Borrah Minneville, at the Fox, doing two shows at the Gimbel station.

Two Philly stations skirting another commercial for Hobe (Phila. Record) Morrison's column of nitery chatter.

WDAS moves studio quarters into WEPN's Radio Centre this week to begin the double station tie-in in foreign language accounts.

Several local stations viewing WAT's "Manhattan Moods" show with Paul King.

Ken Stowman, WCAU publicity chief, back from vacation.

NBC studio stage review with Jimmy Wallington's 3 X Sisters, Sisters of the Skillet and the Poet Prince at the Earle.

Harold Davis, WDAS program chief, mixing business with pleasure these days.

All the local sports announcing aspirants are besieging WIP for that job with the rumor that Andy Stanton vacates.

WCAU's Warwick Sisters and Pete Wollery hooked into the Atlantic City Ritz last week-end by Ralph Wondolowski.

Hunk O'Hare back at Beyerly Crost for a return engagement and airing over KQV, Pittsburgh.

Red Kennedy, baritone, and Lois Miller, organist, teamed up in a new series over KDKA, Pittsburgh.

Dick Powell will hit all five Pittsburgh stations when he comes to the Stanley Friday for a personal appearance.

Marty Gregor's band, formerly heard regularly over KDKA, Pitts-

burgh, hitting back for town after a successful tour in New England.

Rumors have it that Nancy Martin, KDKA, Pittsburgh, songstress, will soon say "I do" to a bank clerk.

Avril Wetzell, continuity writer, WCAE, Pittsburgh, off for the coast by boat and will visit home town of Walnut, Calif., Wash. She'll be gone a month.

WJAS, Pittsburgh, carried 46-minute broadcast of Alvin's opening with Normie Prescott and Royce Rowwell doubling as m. c.'s.

Dick Ridgely, xylophonist formerly at WCAE, Pittsburgh, now on WJAS, New York.

Van Ventek, singer from WWSW, Pittsburgh, vacationing in Detroit and airing daily there over WWJ.

WWSW, Pittsburgh, snared Duke Ellington for a short talk before his one-night stand at Syria Mosque.

Minnesota

Wigwam Walkathon continues over WDDY, Minneapolis, with an increase in time.

Kelly Smith, of WHIM, Chicago, very coy this week and doesn't look more than \$750. Last week Germans hid out and Trenk (Phoebus) and Frau Lehman's Tochter (Alfa) on six days for \$400.

Lowell St. (2,780: 15-25) "Rotheild" (UA) (2d week) and vaude. Going okay and may get \$13,000. Last week was nice enough for a new film. Last week gorgeous at almost \$22,000.

Paramount-Newark (Adams-Par) (2,248: 20-29) "Cleopatra" (Par) and vaude. "Find up" and down getting started but seemingly has much underlying strength and with a preview and the highest scale in town should approach \$16,000. Re-

turning the film has brought vaude with it, but it's film that counts.

Proctor's (RKO) (2,300: 15-55) "Cat's Paw" (RKO). "Fruitful" (over \$100,000) Lloyd should have meant a lot more than that. It may build, however. Last week "Bachelor Ball" (Radio) and "Hat, Coat and Glove" (Radio), okay at over \$200.

Terminal (Skouras) (1,900: 15-25-40) "Whom Gods Destroy" (Col) and "Name the Woman" (Col) in "Danger" (Col), split. Opening with no eclat and with competition pretty hot, so will have to be satisfied with \$3,500 or less.

"Handy Andy" (Fox) and "Great-Great Gable" (Fox), with "Charlie Chan's Courage" (Fox) and "Grand Canary" (Fox), split, fazed after a fine start, to \$3,500.

WCCO honored Ulysses Grant Pursell, Twin Cities weatherman for the past 27 years, by putting on a special 15-minute program of "retired" songs when the old boy retired from government service last Friday (31).

John M. Sherman, northwest inspector for the Federal Communications Commission, was one of seven persons rescued from a boat in Lake of the Woods Sunday (25) night when the gasoline supply ran out after the boat had battled high winds and waves.

WCCO's new live power program, "The World Moves On," is rolling in \$3,000. RKO is again operating all of its local de-luxers. Same management, however, has post-poned the local de-luxer pop house, indefinitely. Stand was to resume vaudeville, but hit came with demands for boost by union musicians.

Estimates for This Week
Albee (RKO) (3,300: 35-44) "Chained" (MG). Crawford-Gable blasting \$19,000, swell. Last week "Cellini" (UA), \$12,000 and everybody happy.

Palace (RKO) (2,600: 35-44) "Down to Their Last Yacht" (Radio). Maybe \$9,000, fair. Last week "Hush" (UA) built to town's top, \$12,500.

Capitol (RKO) (2,000: 35-44) "World Moves On" (Fox). Heavy ads for reopening of house. Looks like nice \$9,000.

Lyric (RKO) (1,400: 35-44) "Cat's Paw" (Fox). Encoring to \$5,500, okay, after a strong \$13,000 on initial showing. Palace week before last. Last week "Treasure Island" (MG), second week \$5,500, all right, following \$14,000 in bow at Albee.

Fanny (RKO) (1,000: 15-25) "Dance of the Hours" (Lew). Final week. Catching \$4,000, good enough. Last week \$7,000, making \$25,500 for the 21-day run. Lots of biz.

Beyond Bengal (Ind) and Pursued (Fox), split; \$1,900, no complaint. Former film flashed on rental at legit Shubert last season for \$1,000 and returns at \$1,000.

Defense Rests (Col) and "Call It Luck" (Fox) divided \$1,900.

Strand (Ind) (1,200: 15-25) "I Can't Escape" (Beacon). Light menu and returns at \$1,000.

Where Sinners Meet (Radio), \$2,100, good.

Milo Reno, president, National Farm Holiday Association, to have

15 minutes over WOC-WIHO weekly in interests of the association.

WOC-WIHO barn dance moving into studio winter quarters after a summer at Riverview park. Studio plans to secure a local theatre for the three-hour Saturday night program, start Oct. 5. Waiting list of sponsors for the program would take it from three hours to five hours.

Okite, cleaning powder, sponsoring a new local program over WOC-WIHO, of musical nature and with contests—Linnette Evers handling microphone.

K80 has a special race in the midwest automobile section at the Iowa state fair. Jack Stillwell represented the sales department. Gordon Hittman, the announcer, and Reid Harper, m.c. for the studio orchestra. Hittman won.

NEWARK

(Continued from page 11)

and should get \$4,500 or over. Last week, "Stamboul" (Par) (MG) and "Sophie Lang" (Par), drew \$3,500, fair.

Little (Franklin) (299: 55-110) "Ireland's Destiny" (Kappel) and Moore's Players, Back to Erin again and \$1,100 top. Irish, however, seem very coy this week and doesn't look more than \$750. Last week Germans hid out and Trenk (Phoebus) and Frau Lehman's Tochter (Alfa) on six days for \$400.

Lowell St. (2,780: 15-25) "Rotheild" (UA) (2d week) and vaude. Going okay and may get \$13,000. Last week was nice enough for a new film. Last week gorgeous at almost \$22,000.

Paramount-Newark (Adams-Par) (2,248: 20-29) "Cleopatra" (Par) and vaude. "Find up" and down getting started but seemingly has much underlying strength and with a preview and the highest scale in town should approach \$16,000. Re-

turning the film has brought vaude with it, but it's film that counts.

Proctor's (RKO) (2,300: 15-55) "Cat's Paw" (RKO). "Fruitful" (over \$100,000) Lloyd should have meant a lot more than that. It may build, however. Last week "Bachelor Ball" (Radio) and "Hat, Coat and Glove" (Radio), okay at over \$200.

Terminal (Skouras) (1,900: 15-25-40) "Whom Gods Destroy" (Col) and "Name the Woman" (Col) in "Danger" (Col), split. Opening with no eclat and with competition pretty hot, so will have to be satisfied with \$3,500 or less.

"Handy Andy" (Fox) and "Great-Great Gable" (Fox), with "Charlie Chan's Courage" (Fox) and "Grand Canary" (Fox), split, fazed after a fine start, to \$3,500.

WCCO honored Ulysses Grant Pursell, Twin Cities weatherman for the past 27 years, by putting on a special 15-minute program of "retired" songs when the old boy retired from government service last Friday (31).

John M. Sherman, northwest inspector for the Federal Communications Commission, was one of seven persons rescued from a boat in Lake of the Woods Sunday (25) night when the gasoline supply ran out after the boat had battled high winds and waves.

WCCO's new live power program, "The World Moves On," is rolling in \$3,000. RKO is again operating all of its local de-luxers. Same management, however, has post-poned the local de-luxer pop house, indefinitely. Stand was to resume vaudeville, but hit came with demands for boost by union musicians.

Estimates for This Week
Albee (RKO) (3,300: 35-44) "Chained" (MG). Crawford-Gable blasting \$19,000, swell. Last week "Cellini" (UA), \$12,000 and everybody happy.

Palace (RKO) (2,600: 35-44) "Down to Their Last Yacht" (Radio). Maybe \$9,000, fair. Last week "Hush" (UA) built to town's top, \$12,500.

Capitol (RKO) (2,000: 35-44) "World Moves On" (Fox). Heavy ads for reopening of house. Looks like nice \$9,000.

Lyric (RKO) (1,400: 35-44) "Cat's Paw" (Fox). Encoring to \$5,500, okay, after a strong \$13,000 on initial showing. Palace week before last. Last week "Treasure Island" (MG), second week \$5,500, all right, following \$14,000 in bow at Albee.

Fanny (RKO) (1,000: 15-25) "Dance of the Hours" (Lew). Final week. Catching \$4,000, good enough. Last week \$7,000, making \$25,500 for the 21-day run. Lots of biz.

Beyond Bengal (Ind) and Pursued (Fox), split; \$1,900, no complaint. Former film flashed on rental at legit Shubert last season for \$1,000 and returns at \$1,000.

Defense Rests (Col) and "Call It Luck" (Fox) divided \$1,900.

Strand (Ind) (1,200: 15-25) "I Can't Escape" (Beacon). Light menu and returns at \$1,000.

Where Sinners Meet (Radio), \$2,100, good.

Milo Reno, president, National Farm Holiday Association, to have

15 minutes over WOC-WIHO weekly in interests of the association.

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New Business

CHICAGO

Olson Radio Company, 15 minutes three times weekly for 13 weeks and 13-week option. (Philip O. Palmer and Company.) WGN.

Libbey Owen-Ford Glass Company, time signal announcements daily for three weeks daytime and five weeks at night, except Sunday. (United States Adv. Co.) WGN.

Schulze Baking Company, 15 minutes three times weekly for 13 weeks. (R. J. Potts Company, Chicago.) WHIM.

Kondor Shaving Cream, 15-minute broadcasts twice weekly for 13 weeks. (Earl, Ludwig Company.) WHIM.

Shulte Optical Company, three times weekly, 15 minutes. (Schwimmer and Scott Company.) WHIM.

American Bird Seed Company, 15 minutes every Sunday. (Weston-Barnett Company.) WHIM.

NEWARK, N. J.

French Lick Springs Co. (Pluto Water), 89 five-minute recordings, starting Sept. 4. Through N. W. Kantor & Sons. WOR.

Justice MacFarlane Co. (bird food), quarter-hour recordings for 26 weeks, Sunday matinee. Gustave Marx Ad Agency. WOR.

Knock Co. (Cysart), 15-minute recordings, Wednesday, 26 weeks. Dillon & Kirk agency. WNEV.

People's Credit Clothing Corp., three 15-minute musical programs a week, 13 weeks. WNEV.

BOSTON

Eaton Paper Co., 13 15-minute programs, starting Sept. 19. Through May 13, Jones Agency, New York. WNAC.

Johnson Educator Food Co., weather report daily except Sunday for one year, starting Aug. 27. Through John Queens Agency, Boston. WNAC.

Gentles Baking Co., 165 announcements, starting Sept. 3. Through John D. Sullivan. WNAC.

John Irving Shoe Co., 11 15-minute programs, started Aug. 24. Through Brennick & Solomon, Boston. WNAC. WOR. WMAS.

Johnson Products Co., weather reports daily except Sunday for one year, started Sept. 3. Through Broadnet Advertising, Boston. WNAC.

Prince Macaroni Mfg. Co., 312 hour-program, started Aug. 27. WNAC.

Stock & Bond Loan Corp., 24 announcements, started Aug. 24. Through Harry M. Frost Co., Boston. WNAC.

Batchelder, Whitcomb Coal Co., 448 announcements, starting Oct. 1. Through Broadcast Advertising, Boston. WNAC.

Michaelson, Inc., 2,912 announcements, starting Sept. 28, and 128 announcements starting Sept. 23. WEAN.

Bernstein, Inc., eight 15-minute programs, started Sept. 5. Through Weston Advertising Agency, Providence, WEAN.

Ross Travel Bureau, 52 weekly announcements, starting Oct. 3. WICC.

Brockett Fair, 28 announcements, started Aug. 26. Through Ingalls Advertising Agency, Boston. WNAC.

CHARLOTTE, N. C.

Vadetera Cleaners, 15 weeks. WSOC.

Macklenburg Laundry, 15 weeks. WSOC.

Reids Better Food Stores, 15 weeks. WSOC.

Procter and Gamble, 15 weeks. WSOC.

Royal Purple Grape Juice, 15 weeks. WSOC.

Kirkwood Dairies, 15 weeks. WSOC.

LINCOLN

Ben Gregory's Airplane Rides, announcements on an airplane trip. KFOR.

Modern Method Shoe Repair, three months of daily participation in noon organ program. KFOR.

B & B Drug Co., 158 spot announcements. KFOR.

Mangels, 25 announcements regarding opening of new branch store here. KFOR. 10 announcements of like nature on KFAB.

State Fair, announcements five or six times daily on both KFOR and KFAB.

Vera's Hat Shop, two months' participation in Times & Tunes, morning program. KFAB.

Cushman Motors, announcements. KFAB.

OMAHA, NEBRASKA

Bickel School of Advertising, announcement at days per week; began Aug. 27 for one month. WOW.

Chocolate Products Co., Sillicious, confection, announcement daily except Sundays, July 20 through Aug. 29. Placed through J. L. Sledge & Co., Chicago. WOW.

Council Bluffs Coal & Ice Co., one announcement daily; began Aug. 6; runs till forbid. WOW.

Father Coughlin, one hour program Sundays, 3 p.m., begins Oct. 28, running through April 21. Placed through E. W. Hellwig, New York. WOW.

St. Joseph's, Council Bluffs, breakfast hour announcement twice daily for one year, also 15-minute

program daily except Saturday and Sunday at 5:30 p.m. WOW.

Harding Cream Co., renewal, 15-minute program Mondays, Wednesdays and Fridays, 10:45 a.m.; announcement once Sundays, Tuesdays, Thursdays. Through Beaumont-Hobbs, Inc., Opa. WOW.

Iowa Fruit Produce Co., one announcement daily except Sunday, began September 1, runs till forbid. WOW.

Iowa Soap Co., Cedar Rapids, 74 E.T. announcements. Placed through R. J. Potts & Co., Kansas City, Mo. WOW.

Row, latent medicine, one E.T. announcement daily, begins Oct. 1, and runs till March 31, 1935. Placed through Joseph Katz Co., Baltimore, Md. WOW.

Omaha Zoric Cleaners, five minute program Wednesday, Sundays, begins Oct. 3, runs through December 30. Placed through Earl Allen Co., Omaha. WOW.

Omar Baking Co., renewal, 15-minute program daily except Saturday and Sunday till forbid.

Union Outfitting Co., department store, 40 spot announcements on Mohawk Treasure Chest chain program, begins Sept. 6 till forbid. WOW.

PHILADELPHIA

Scott Tissue, daily participation in Women's Club of the Air for two weeks, commencing in October. J. Walter Thompson. WCAU.

Libbey-Owens-Ford Glass Company, 42 spot announcements. U. S. Advertising Agency. WCAU.

French Lick Springs Hotel Co. (Pluto Water), 74 spot announcements. H. W. Kantor and Sons. WCAU.

Scott's Emulsion, 39 one-minute disc announcements in the daytime, March 1st and 2nd. WCAU.

Stacy and Company, 15-minute weekly transcriptions, for one year. Placed direct. WIP.

Procter and Gamble (Ivory Soap), three transcriptions of Tim Healy weekly, three weeks. Blumson Company. WIP.

Select Shopping, dresses, twenty announcements per week for 26 weeks. Placed direct. WIP.

Lefcoe, Inc. (jewelry), two announcements daily for 13 weeks. Placed direct. WIP.

Norfolk Broad St., religious program, one-hour weekly on Sunday evenings. Placed direct for 39 weeks. WIP.

PITTSBURGH

American Oil Co., 16 announcements, placed direct. WCAE.

Alta Life Insurance Co., four announcements. Placed by Jos. Katz. WCAE.

Watkins' Co., Dr. Lyons Tooth Paste, disc 11 times placed by Blackett - Sample - Hummert. WCAE.

U. S. School of Music, 26 announcements. Placed by Rose-Martin, Inc. WCAE.

Maryland Pharmaceutical Co., one announcement daily for 26 weeks. Placed by Jos. Katz. WCAE.

Brown and Wadsworth Tobacco Corp., 26 announcements. Placed by Batten, Barton, Durstine and Osborn. WCAE.

W. C. Oakes Co., talent two afternoons. Placed by Fletcher and Ellis. WCAE.

Mac Asen, 100 announcements as ordered. Placed direct. WCAE.

Natural Gas, one evening announcement 100 times. Placed by Kethrum, MacLeid and Groves. WCAE.

Marzani Baking Co., serial dramatization 27 times. Placed direct. WCAE.

R. E. Loughney, automobiles, 13 announcements as ordered. Placed direct. WCAE.

Dodge Bros. Corp., five evening announcements. Placed by Ruthrauff and Iyan. WCAE.

Scott Paper Co., 42 announcements. Placed by J. Walter Thompson Co. WCAE.

Rival Dog Food, quarter-hour evening transcriptions 26 times. Placed by Charles Silver. WCAE.

PORTLAND, OREGON

Proctor's, Inc., Ladies Ready to Wear, Portland, 26 50-word announcements each month, daytime, one year. KGW.

Procter & Gamble, 15 minute transcription daytime, three times weekly, 3

REGIONAL WEBS SPROUT

Squawked to Death

'Going to Town,' Although Popular, Thru—Talent Battles, Agency Complaint

Ed Lowry has been dropped by NBC and the web's Sunday night sustaining flash, 'Going to Town,' is no more. Internal squabbling among the acts, plus pressure from the J. Walter Thompson agency, brought about the program's retirement.

Thompson agency thought the sustainer was attracting listeners from the Chase & Sanborn whirl on WEAF and so started to advise the NBC sales department several weeks ago. When the cast in 'Town' took to quarreling over billing and relative amount of continuity, the network decided to discard the whole stanza and stack something other than a variety gettogether against the coffee account. 'Going to Town' had been on the air 22 weeks.

Ryan and Nobilet retain their Tuesday night inning, while Leopold Spitalny will be given a half hour on some office evening to build a musical sustaining program of his own. Grace Hayes was another 'Going to Town' name.

Erector's Annual Whirl

A. C. Gilbert Co., maker of erector toys, returns to NBC Oct. 19 for its annual pre-Christmas campaign on NBC. It's using an early Friday evening spot.

Show the account has picked for the kids is a dramatic affair tagged 'Thrills of Tomorrow.' Last season it used Frank Buck.

Rockwell-O'Keefe Place Boswells on Woodbury

Boswell Sisters have been set for a 13-week run with the Bing Crosby-Woodbury Soap stanza, which starts on NBC Sept. 18. Engagement of the femme team eliminates the guest star policy previously planned for the spot. Also out is the idea of interspersing the program with dramatic bits.

Georgie Stoll has the band assignment. Entire show will originate from Hollywood. Boswell Sisters entrained for that point last Thursday (30). All bookings for the Woodbury half-hour were through the Rockwell-O'Keefe office.

Sponsors

Pabst Blue Ribbon passes from Matteson-Fogarty-Jordan agency along with Account exec Phil Morris to the brand-new agency, Morris, Windmiller and Enzinger. Robert Windmiller is from O'Ceard Mop and Enzinger from United States advertising agency. Main office of new agency in Chicago.

William Root Beer (Hartford, Conn.) new air advertiser on small scale. Remington Agency, Springfield, Mass., is agency.

Barnsdall Oil may do some radio advertising this semester.

PETRY LINKS

4 IN TEXAS

WOAI, KPRC, WFAA, WBAP Make Telephone Tolls Commissionable to Agencies—Quality Group Active

A TREND?

Chicago, Sept. 3. Regional networks send down more roots this month with the establishment of two indie webs. One is the Texas network containing WOAI in San Antonio, KPRC in Houston, WFAA at Dallas and WBAP at Fort Worth. The other is the signaturing of WGN, WOR, WLW and WXYZ in a co-operative network. This latter web has been discussed in print from time to time but it becomes increasingly a reality. Lord & Thomas agency, Chicago, has okayed four stations for the Horlick program.

New Texas web is the work of the Edward Petry special representative outfit. Representing a combination strength of 151,000 watts, the web is using regular telephone lines despite early reports that the network would be tied in by Western Union or Postal Telegraph lines.

Line charges setup for the Texas group represent a radical departure from all previous network arrangements on line charges. The cost on the Texas web is far below usual (Continued on page 43)

NRA Hypo Peps Texas-Tennessee Area; Radio Stations Reap Benefits

Name Watson Humphrey Prog. Dir. of KEX-KGW

Portland, Ore., Sept. 3. Watson Humphrey, formerly continuity writer of KEX and KGW, Portland, succeeds Archie Presby to the post of program director of the two stations. Humphrey has been with KGW about a year, coming from Boise, Idaho.

Presby remains with the organization in the capacity of director of special events, a newly created department which will handle these broadcasts for local and NBC outlet.

KYW MAY REMAIN IN CHICAGO UNTIL JAN. 1

Chicago, Sept. 3. There is a growing possibility that KYW, the Hearst Herald-and-Examiner station, will not quit Chicago for Philadelphia on the appointed day of Oct. 23. Due to reported building delay in the eastern town, KYW may not switch locations until Jan. 1.

At any rate, KYW salesmen here are informing all clients of the delayed switch to Philadelphia, stating that the reason is that the Philly studio and transmitter will not be ready until the first of the year.

Count Morner, one of Peggy Hopkins' ex's, is agenting radio acts.

Chicago, Sept. 3. Radio stations in the Southwest are enjoying a special boom all to themselves. And it's all due to the government and the federal building and reconstruction projects in that part of the country. With government money flowing easily, the would-be national radio advertisers are finding the southwest a ripe spot for testing programs and products on the ether.

Some 17 new programs have been, are being tested in the Texas to Tennessee territory at present, and the advertisers are reporting themselves as satisfied with the response. Particularly the results are good in the Tennessee Valley project territory.

Among the programs tested in that territory recently have been Montgomery Ward, Boyer, Red Heart, Col-Aspirin, Pathfinder and Willard tablet.

Particularly has it boosted stations of known strength as WSM, Nashville; FWAA, Dallas; the St. Louis stations, WREC and WMC, Memphis; KGRS in Amarillo, and the New Orleans, Texas and Little Rock outlets.

ON MAYBELLINE AIREE

Hollywood, Sept. 3. Jimmy Fidler has spotted Bebe Daniels for his first Maybelline broadcast over NBC, Sept. 16. Gloria Stuart is guested the following Sunday.

Harry Jackson's combo will dish out the sharps and flats.

Phil Spitalny has a fine New Act FOR RADIO

To men who want something different and "Special" in a program!

This act is playing at the Capitol, New York, this week and next.

Seeing it is better than an audition, because you can measure AUDIENCE RESPONSE.

You'll see, without an audition, that it's also GOOD RADIO.

It offers opportunity for exceptional continuity through a long series of programs every one with A SMASH OF SHOWMANSHIP.



READ ON

N.Y. Stations Start Sales Race; WMCA Boosts Rates; WHN App'ts Sales Mgr.

Harry W. Melton, for the past four years St. Louis representative of Scott Howe Bowen, has been appointed sales manager of WHN, New York. He takes office today (4).

This marks a first move on WHN's part to set up on a competitive commercial basis. Station has not had a sales manager. Last May the Loew interests combined several small stations with WHN and now operates full time at 1,000 watts. A Brooklyn studio in Loew's Metropolitan theatre is due to open in a fortnight.

Major Edward Bowes is nursing WHN along and is strengthening the program schedule, with the ultimate intention of placing WHN in a position to fight for advertising along with WOR, WMCA, WINS and WNEW.

WMCA Rates

That the metropolitan New York stations will become increasingly competitive seems clearly indicated. Station WMCA last week announced to the advertising agencies a boost in rates effective Sept. 6, sending the night rate from \$335 an hour to \$500 and fixing the day rate at \$250 an hour. WMCA explains the boost as justifiable in the light of strengthened staff and programs and that the station has become the key of the ABS regional web.

WINS has lately stepped up its sales tempo under the overcareship of Jesse Kaufman, Hearst g.m., and the station management of R. M. Ferguson. WNEW is struggling for a foothold, while WOR generally classed as one of the metropolitan area 'Big Four,' seems set for a drastic revamping of policy.

Johnny Miller, announcer with WFSB, Winston-Salem, for past three years, has resigned to accept a post as announcer for WBIG at Greensboro. Took over his new duties Sept. 1.

Cantor Starts Oct. 7

Eddie Cantor's on again off again Chase & Sanborn return is on again, this time for keeps, and he goes on the C&S Sunday night spot for eight weeks commencing Oct. 7. Succeeds Jimmy Durante on that date.

Eight C&S spots will terminate Cantor's contract with the coffee show, after which he starts on Pebecco for a run lasting the balance of the season. Pebecco is a half-hour program, as against the C&S full hour.

Cantor completes his work in 'Kid Millions' for Goldwyn on the Coast next week and is due in New York a week or so later.

Lou Holtz with Vallee

From L.A. After Oct. 5

During his stay in Hollywood Rudy Vallee will have with him on the Fleischmann show Lou Holtz and the latter's stooges. Program at that end will be handled by Cal Kuhl, producer in J. Walter Thompson's Los Angeles office.

Vallee is scheduled to arrive in the picture colony Oct. 5 to start his production for Warner Bros.

Tidewater WBBM Sports

Chicago, Sept. 3. Tidewater Oil Company has taken over sponsorship of the sports review on WBBM.

Program rides six times a week from 6:15 to 6:30 p.m., with Pat Flanagan.

Sig Rombert Back East

Hollywood, Sept. 3. Sigmund Rombert leaves here tomorrow night (Tuesday) to prepare for New York for his NBC program.

He was here on a one-picture deal on Metro's 'The Night Is Young.'

Girard Ellis Set

Chicago, Sept. 3.

Setup of the new Brunswick-Columbia recording outfit here was established last week with Girard Ellis, formerly with Brunswick Recording, going in as chief of the local B-C office.

Brunswick-Columbia studio now located in the former Columbia phonograph lab, with the new Decca company having taken over the former Brunswick recording studio. Ellis is intimately acquainted with spot broadcasting, having formerly been a general station representative.

Coin Turnstiles on Radio Programs Can't Get Anywhere in N.Y.

Proposition to convert the Casino, formerly the Earl Carroll, into a 'Theatre of the Air' has blown up. Behind the idea had been a real estate promoter and an advertising man. What they intended doing was obtain commercial business for local stations, broadcast the programs from the theatre and charge an admission of 25c to these events. For two months prior to the foldup this pair held auditions of talent that they hoped to sell to advertisers.

Crosby Gaige earlier in the year announced a similar project for the Selwyn, another Broadway legit spot, but the thing never got beyond the announcement stage.

Repeat 'Goldbergs' Within Month at A.C. Pier

Gertrude Berg and her company presenting 'The Goldbergs' played over the Labor Day week-end at the Steel Pier, Atlantic City. It's a repeat within a month at the Pier and first time on record for so quick a return at this spot.

Publix picks up 'The Goldbergs' for an additional four weeks of picture house date starting Sept. 7 at Baltimore.

Gov't Action Surprises Webs

Equally surprised by the Government's filing of its suit against ASCAP were the major broadcasting interests. With the turn of the current year, spokesmen for the National Association of Broadcasters, as well as NBC and CBS, had assumed a conciliatory attitude toward music and entered into negotiations with the society for a rewriting of the present license contract on the basis of a five-year term. These came to a halt early in the summer, when the radio coterie suggested that better progress could be made if ASCAP first obtained from its membership an extension of the present contract, which expires at the end of 1935. ASCAP's agreements with radio run out Aug. 31 of the same year.

Immediately following the signing of a three-year covenant between broadcasting and music in September of 1932, indie station operators charged that the negotiators had sold them down the river to the networks and demanded that something be done by their trade body, the National Association about having the terms of the three-year deal set aside and a new contract devised. Into the controversy the NAB brought Oswald Schuette, who because of a suit he had helped win against the Radio Corp. of America, had garnered for himself the reputation of being a trust-buster. NAB retained Schuette to prevail upon ASCAP through the propaganda routine to revise the contract.

Schuette succeeded in stirring up and co-ordinating the resentment in radio's indie ranks, but made no headway in getting a reconsideration from ASCAP. Directors of the Society barred him from any further discussions on the matter because, in his diatribes addressed to stations, Schuette had referred to the ASCAP boardman as 'racketeers'. NAB's next move was to retain the law firm of Newton D. Baker to press the society. When an associate of Baker's failed in talks with E. C. Mills to arrive at any meeting ground upon which a rewriting of the contract could be founded, the broadcasters took their cry of monopoly against the Society to the Federal Trade Commission and asked that it be investigated. Evidence, cited by the Government in its complaint is largely based on the material turned over to it by Schuette.

At last October's NAB convention in White Sulphur Springs, W. Va., it was voted that subscriptions be collected from among the stations to carry on the fight against ASCAP. I. E. Levy, owner of WCAU, Philadelphia, and a CBS stockholder, was selected as custodian of the war chest. In the negotiations of last spring between radio and ASCAP, Levy was one of the participants.

Music trade is speculating whether the Government's suit wasn't forced through at this time with a particular purpose in view. The NAB holds its annual convention next week in Cincinnati and the guess is that the move was timed to anticipate any concerted query on the convention floor as to what had been accomplished in solving the license fee situation.

Mary Phillips, singing pianiste of Providence, who had several spots weekly on NBC before she was taken seriously ill at the start of the summer, is out of the hospital and ready for new assaults on the ether.

L. D. Fernald has quit as eastern v.-p. for Earnshaw-Young, Inc., to become manager of the marketing and media department of Fletcher & Ellis, Inc. He will be associated with E. S. Pratt, the F. & E. space buyer.

PHIL SPITALNY to BUYERS OF PROGRAMS FOR RADIO

Here's an act that can bring something new in showmanship to a radio sponsor—

It can win an audience almost unlimited in number—AND HOLD IT WEEK AFTER WEEK—

It is flexible enough in structure

to shape itself to almost any GOOD product—WITH NO SACRIFICE OF ITS NOVELTY—

It has the wallop EVERY MINUTE—

It has EVERYTHING for its EXPLOITATION—

It can be seen AND HEARD now at the Capitol, New York

READ ON

Jibe at Announcers

Philadelphia, Sept. 3.
Studio banquet thrown by WPEN resulted in a poem lauding the ether's poker-faced hero, the control man. Poem was written and delivered by Paul Alger, station p.a.:

TOAST TO THE FROZEN PANS

Distilled damnation, pour it out
In bumpers, high and wide;
To the grinders of gain, we'll drink the first,
To the engineers, the best and the worst,
The dead-pan guys with the awful thirst,
Who o'er the kilowatts preside.

So here's our toast to the silent host
Of radio engineers;
The birds who roost in their shells of glass,
Plotting and planning how best to harass,
To convince an announcer he's only an ass.
Despite the shape of his ears.

Oh, it's bottoms up to the engineers,
Sages of radioland;
The nugs who sit on the judgment seat,
Who wither you out of a vain conceit,
Then shrivel you up with a joy complete,
Announcers all understand.

Sir John Reith Will Pep Air In So. Africa

Cape Town, Aug. 10.

Sir John Reith, chairman of the British Broadcasting Co., arrives Sept. 24 in Cape Town. South African government asked him to come out and overhaul broadcasting and also to give expert advice to improve the whole system.

At present many complaints are heard around about poor reception and programs handed out by African Broadcasting Co.

Predicted the government may take over broadcasting.

Charles Bishop, KMTB announcer, moves over to KFI, Los Angeles, to replace Al Warner.

Blackett-Sample Agency, Chicago, Prepares Four Radio Shows for Oct. 1

Chicago, Sept. 3.

Local office of Blackett-Sample-Hummert agency gets into fast action on Oct. 1 with four shows shooting out over the networks for the start of the new season. Going on that date will be the return of the Jack Armstrong show on Columbia's eastern leg for Wheaties. Armstrong discs will also be made for additional spotting.

Judy and Jane program returns on Oct. 1 for Folger coffee on the western half of NBC red. Betty and Bob show for Blauvelt gets going also. Besides, the agency is reading a series of radio discs for individual spots.

Agency will continue with the College Inn program locally but will likely build a new show, with Pete Peterson, chief of the agency's radio department, now mulling new ideas.

BEDTIME SPONSORS MULTIPLY, PUSHING RADIO ADVERTISING CURFEW TO 11 P.M.

Shell Drops 'Pastures' Idea on Suit Threat

Hollywood, Sept. 3.

Shell Oil Co. was all set to put on a scene from 'Green Pastures,' with Clarence Muse reading the lines on the CBS Coast Shell show tonight (Monday), but threat of copyright prosecution quashed the idea. Muse working with the Frieda Shaw chorus instead.

HUNGER STRIKE FOR WAGES WINS

Mexico City, Sept. 1.

A hunger strike to obtain back wages was called by employees of station XEAL. There were about 80 actors, actresses, technicians and office workers involved in the desperate measure to force action. Some of the employees went foodless for 82 hours and had to be rushed to hospitals for treatment.

Bizarre case attracted wide attention and caused the Federal Department of Labor to step in. As a consequence \$5,000 to meet the deferred payroll was raised and the boys and girls were paid off.

WCCO, Minneapolis Columbia chain station, visited by W. J. Williamson of Radio Sales, and Kelly Smith, sales manager of WBBM, Chicago, and Jack Van Valkenburg, president, KMOX, St. Louis.

Stations Jammed Prior to Usual 10 p.m. Sponsorship Deadline So Added Hour Becomes Desirable— Apply Peak Rates Instead of Previous Day Scale

Chicago, Sept. 3.

In the past two weeks radio has shown a remarkable spurt in this territory with agencies and sponsors who have never before contacted radio, entering the other field. Agencies which nobody ever heard of are suddenly asking questions about time, stations and programs.

Stations are already solid in the evening, and many are sold straight from five in the afternoon to 10 at night. Sponsors and agencies are pretty well certain what stations they want, and those transmitters which have shown consistent popularity and showmanship are really jammed up with accounts in the evening.

It will mean the extension of the 10 p.m. limit on commercial shows to at least 10:45 and maybe 11 p.m. Indications are already around that sponsors are getting away from the old-time hesitancy about accepting any period later than 10:15 in the evening. This season the sponsors are not hesitating about taking the 10:15 period in the midwest following the Amos 'n' Andy ride, depending on a certain amount of carry-over listeners.

Boosting Rates

So obvious is it that the advertisers are willing to accept the late periods that stations are changing their rate schedules to include the 10-11 p.m. hour in the top rates. Previously, time past 10 o'clock at night was accepted at the cheaper day rate. Latest to issue the new schedule is KFI in Los Angeles, putting a new rate schedule into effect

on Sept. 1, which will call for the full night tariff on all shows up to 10:45 p.m.

Scramble continues between station representatives and NBC to sell the available periods first, in order not to be shut out from the possible revenue. With NBC piling up network shows the station representatives of NBC outlets are hustling around trying to get spot contracts signed as soon as possible. Spot station reps fear that they will lose big revenue possibilities.

Announcements Fade

Minute announcements are out in the alley as far as evening time is concerned, the stations being so cramped for time for regular 15-minute programs that they won't bother with the 60-second plug. Stations have never had much love from the minute-plug but in the past had to accept them for want of something better. The better has arrived and the stations wherever possible are losing no time in killing off the 60-second show.

Radio disc companies are not even bothering to try to sell minute platters to advertisers, realizing that these advertisers will only find extreme difficulty in getting the discs placed on desirable stations, causing such fretting among the sponsors that it would only react to the ultimate detriment of the radio saucer industry.

Campbell Joins CBS

Band division of the CBS Artists Bureau has added a fifth booker to its staff. He's Norman Campbell. Campbell formerly operated on his own in the same business.

A SHOW - Not Just an Orchestra



MUSICIANS - Not Just Girls

READ ON

New York Radio Parade

By Nellie Revell

In radio circles honeymoons and vacations go hand in hand. Four summer weddings are reported from CBS. Elizabeth Tucker of the engineering dept. wed John Blakemore on June 30. Howard Chinn and Mena Cayton left the engineers to vacation and wed on July 10. Edward C. Buddy and Judy Adams were married on August 18 and honeymooned in Canada. Gibson LaFoy and Marguerite Wright will unite on Sept. 8 and honeymoon in Vermont.

An Expensive Day Dream

Charlie Winninger was watching a fire at Hotel Gotham from his office at 515 Fifth ave., absentmindedly peeling the tinfoil from a candy bar when someone handed him a check. Still dreaming, he tossed the check out the window with the tinfoil. The white slip of paper awakened him. He dashed over three roofs searching for the payoff. Finally had the agency stop the check.

Wallington Again Ties Up

James Wallington, recently divorced by his first wife, a Russian dancer, in Reno last week, married Anita Furman, one of the dancers at the RKO Music Hall, in East Orange, New Jersey.

When Minds Are Changed

Richfield Oil auditioned two shows at CBS last week. Talent on each show included choir and orchestra. Price and talent were right and agent was sure he had made a sale. Friday they decided to use an electrical transcription, a script which had been used by Skelly Oil on the Coast, and use WOR and WMCA, not the chain.

Scrambled Notes

Ted Husing was resigned by CBS for four years, which makes a total of eight years for CBS and 11 on the air. Ward Wilson, Peter Van Steeden, and Landt Trio and White have built a program to be auditioned on Friday. Lola Lane, now the frau of Al (movie director) Hall, flew in from the Coast to visit with Rosemary and Priscilla Lane. Irv Rubine and Jay Faggan have split. Phil Cohan, former head of musical production at Par Eastern Studios, and later with Educational, now manager of program dept. at CBS under Henry Heywood. America's Cup races will be on the air for eight days starting Sept. 15. 15-minute shots, four times daily, using both NBC networks. Danny Malone is rehearsing well in advance of his broadcast these days, lest his rehearsing immediately before going on air tire his voice. Jerry Arlen, brother of Harold, heard over WMCA and WNEW. Barrie McKinley, of the Camay Soap show, used to call himself Maury Neuman. Freddie Wile, Young and Rubicam press man, to Chicago for week on business. CBS' new show, 'Care and Feeding of Hobby Horses', will stay indefinitely. Kay Reed, WNEW organist, does a Sunday commercial at CBS then shuffles it back to WNEW to grind the organ. Mrs. Pennyfeather, of the 'Cookoo' show, auditioned her own show for the NBC program board. Palmolive will repeat 'Vagabond King' on Sept. 11...first repeat for these operettas.

Short Shots

Two commercial shows will be on at NBC opposite Father Coughlin...From 4 to 4:30 WJZ will have United Drug Co., with a symphonic band...and WEAF Father John's Syrup with Carleton and Hovey...which is tip-off on how much evening time is sold since the sponsors

are going in for Sundays, even to bucking the padre...Leon Hoage, one of the better known private detectives (he was top man for Holmes Protection Service and a valuable undercover man for Center St.) is trying to sell talent at NBC...Joe Bissell, at one time eastern representative for RCA-Victor stationed in Shanghai, added to the engineering staff at WNEW...Messrs Campbell and Van Scramm, of KOA in Denver, in town at NBC last week...they were guest announcers on a couple of sustaining shows...Gene Kardos and ork move into Delmonico with a CBS wire on Sept. 20...Art Landry and Ann Butler have snared four stations within a week after their return to the air...Announcement of Annette Hanshaw's retirement from 'Showboat' had every manager of a girl singer swarming at Benton and Bowles' door...David Warfield was offered \$5,000 per performance for 13 weeks and refused...Al Smith was offered \$15,000 per week for 26 weeks and also said nay...He is waiting to see what his political chances are before deciding.

Gossip

Young & Rubicam Agency wanted Mae Questel to do 'Betty Boop' imitations on Borden show last Thursday...offered \$100...her manager wanted \$200 and wound up with a no sale...Ozzie Nelson at the New Yorker hotel on Oct. 5 with a CBS wire...Andy of 'Amos 'n' Andy' returns two days earlier than expected...comes in on the Aquitana Sept. 7...Marley Sheris, on the last Vallee show, worked for NBC traffic dept. last year...Hal Moore, of Miami, Fla., is new announcer at CBS...Hank Senber, dramatist and columnist of the Morning Telegraph, doing a weekly drama talk at WJLN...later he will switch to a midnight show review...The new Log Cabin show may come on the air two or three weeks later...Client had plenty of grief piping Lanny Ross from Coast for Maxwell show...rather delay premiere to wait for Lanny's return, than open and have to pipe him in from the Coast.

Stand By

The new one-hour dramatic program for Lux has signed Claude Rains, Frieda Inescourt, Guda Matzo and Victor Beercraft as the nucleus of an acting group for these shows...Little Jack Little returns to the Silver Grill at the Lexington hotel on Oct. 13...Richard Gordon, who originated the 'Sherlock Holmes' character, joins the 'Chic Sale' show in Detroit...ABS will have the exclusive air rights to the Beauty Pageant at the Madison Square Garden on Oct. 3 and 4...Louis and Jacques Gruenberg auditioned again at NBC...this time had Jules Bledsoe singing for the show...also Edith Hayden and two actors to speak for the Gruenbergs...Alex Woolcott is to be on the show also...Vinnie Reguso, of the NBC pages, took a cornet on the early morning spots...Two years for Maxwell Showboat on Oct. 4...and henceforth all Showboat publicity will use the words 'make-believe' when mentioning playing any town...too many loyal friends have been at piers for the boat to come in...Tony Burger, a free lance actor on radio, sends in a sonnet of poetry when a production man or agent is too busy to see him...keeps him working...When CBS puts on the round the world orchestra tour, 'The Knights of the Gray Underwear', from Little America will join in with a harmonica, organ and makeshift drum.

Wax Works

Adlerika company, St. Paul, has signed for 39 10-minute electrical transcription programs, at the rate of two to three a week, over WCCO. Plans also are to use 17 other stations. Company went on air in na-

tional campaign for the first time last year and found results so good that this type of advertising is being extended.

Clopsy window shade is hanker-ing for the ether and last week plagiarized some one-minute discs at the RCA Victor studio, Chicago. Deal being set through Nate Caldwell of the local Ruthrauff and Ryan agency.

J. P. McEVROY OUT AS CAMPBELL AUTHOR

J. P. McEvoy is out as scriptist for the Campbell Soup round of the clock, which makes its bow on CBS in October. McEvoy and the agency on the account, the F. C. Armstrong Co. of Philadelphia, disagreed on how the 'Hollywood Hotel' idea should be handled and when they were convinced there could be no compromise it was decided to part friends. McEvoy turned over the continuities he had written for the first four shows, along with a batch of ideas for subsequent installments, and the agency gave him a check in full settlement thereof.

During the week before last McEvoy had several conferences with William S. Paley over the show and CBS proxy approved the literary tenor of the shows as the former had them laid out. After the break with the agency McEvoy averred that it would be tough enough writing for somebody with different notions without adding distance to the complications. McEvoy makes his permanent base of operations Hollywood and the agency intends to run the show from Philadelphia. Writer was afraid that most of his time would be consumed in writing explanatory wires.

Campbell is the account that put on a nationwide contest for a prima donna, preferably one new to loud-speaker fans, and wound up with a Minneapolis femme who's been around the medium for at least three years.

KWKH, Shreveport, 100th On Columbia Network

KWKH, Shreveport, La., joins the CBS list Sept. 15. Event will give the network an even lineup of 100 stations.

Columbia's latest affiliate operates full time and at 10,000 watts.

PHIL SPITALNY'S NEW ACT Capitol NEW YORK Now

a return engagement for the same group after 17 weeks of delighting showgoers here and on tour, earlier in the season.

Makers of two shorts (one Paramount, one Warner Bros.) now being released and to play FOUR THOUSAND THEATRES.

Has clicked on stage and screen—NOW READY FOR RADIO

ARMOUR PROGRAM (New)

Floyd Gibbons, Morton Downey
Irene Beasley, Roy Shields
Talk, Songs, Band
30 Mins.
COMMERCIAL
WJZ, New York

For his initial inning as six-pager sub for Phil Baker, Fl Gibbons last Friday (31) combi a eulogy on Mr. Schultz, the nat hood butcher, with a gory narr about an experience of his (Headline Hunter) in No M Land. In the latter tale, wh proved quite absorbing, Gibb told how he came to lose his or The bit of glorification for Schultz served to open the star Gibbons' cascade of praise m have made it a strain on the v

buttons of more than one button listening in. Down through history, even the Gibbons oration, the butnering guildemen have always come out as heroes and leaders, and around out his citations Gibbons pointed to George Washington, David Crockett, Daniel Boone, Buffalo Bill as among the Americans whose heroes who have made the town kills and dressed it.

As the occasion's great artist, program, and action Downey gave for a couple of ditties. Downey, still the 'Downey when it comes giving a love tune that distinctive melodic treatment. His interpretation

Irene Beasley also contributed to the vocal festivities, with her down south accent doing duty both on and in her assurance to the listeners at the fadeout that their patronage of Armour products will make her mighty happy. Roy Shilbated the studio combo for marching instructions.

'IN THE MODERN MANNER'
With Johnny Green and orchestra
Jerry Cooper
Music and Songs
Sustaining
30 Mins.
WIND, Gary

Once weekly Columbia Broadcasting ships Johnny Green and orchestra over the system for 30 minutes of orchestral and vocal arrangements, plugging tunes labeled "The last note in rhythm and harmony." It is a striking half-

Songs are all quite popular, although perhaps doped up a bit

trickier arrangements, are wholly understandable and saleable for the majority of radio listeners. 'Dames,' 'Marching Along Together,' 'Moon About Town' may be modern tunes, but certainly there is no concept about the tunes that would place them in the

of modernism in music. They are
to call them symbols of the point,
program is to be considered a stretch
from the musical angle. However,
with one ear to modernism and
other to the desires of the average
American listener, this program
may be listed as the average in
modern conception of music in
modern manner.

Green does a clean-cut job of
announcing the tunes, explaining
them and conducting the orchestra.
He comes over the ether nicely

he has arranged his program as a pleasant sense of variety. Joe Cooper is on for the vocal build-up warbling a couple of ditties — most acceptable style. All in all, the program with these creators — Green, Cooper and CBS. *Gold*

JOE REICHMAN ORCHESTRA
15 Min.
Sustaining
WABC, New York

Reichman emerges from Hotel New Yorker, N. Y., several times weekly via CBS-WABC, including two mats and four or five nightly sessions. He was caught last night around midnight putting out a new and snappy series of, disputation, most prominent

ture of which is Reichman's distinctive pianology.

He uses 'Holiday' as a theme whacks out a hey-hey set of dances that's highly impressive.

Being a radio and a N. Y. newcomer Reichman had to be exceedingly different to command any of attention. He's done that via Steinway. There's a pleasant fermata with the combo also.

Abc

CURSTONE REPORTER
Harry Flannery
Five Mins.
COMMERCIAL
WIND, Gary, Ind.

Now a daily feature and syndicated by the ready-to-wear store, all questions of current report are asked by Harry Flannery from location directly in front store, with Virginia Benoit, styling the fashions. All very lively and direct action, a part of all concerned. Method handling of course draws crowd etc., to the broadcast.

Twice a week the reporter is flanked by Dave Nowlinson, by quality pedestrians hesitate on sidewalk but occasionally some come along with a supply of

ning as six-pro-
it Baker, Floyd
y (31) combined
hultz, the nabor-
a gory narrative
ce of his (the
in No Man's
ter tale, which
orbing, Gibbons
to lose his optic.

ation for Mr. open the stanza of praise must ain on the vest- than one butcher through history, ation, the bute- ve always stood leaders, and to tations Gibbons Washington, Da- niel Boone, and long the Ameri- have made their ed it.

quest artist the
Morton Downey
titles. Downey is
when it comes to
that distinctive
His interpreta-
at, particularly,
of lyrical shad-
that helps sell
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that their pa-
products would
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o combo for the
Ode.

N MANNER'
n and orchestra,

Columbia Broadcast-
Green and orches-
m for 30 minutes
vocal arrange-
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rhythm and har-
striking half-hour

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them in the lead
sic. They are in
popular music, but
ols of modernity

the point, if the considered strictly angle. However, modernism and the res of the great , this program the average lis- of music in the

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unes, explaining
ng the orchestra,
ether nicely and
his program with
of variety. Jerry
e vocal build-up,
e- of ditties in
style. All in all,

does credit to
CBS. Gold.

ORCHESTRA

sizes from the
N. Y., several
CBS-WABC, in-
and four or five
He was caught
midnight air.

as a theme and they set of dance impressive.

ature and spon-
s ready-to-wea-
s of current im-
Harry Flannery
tly in front of
a Benoit, stylist,
s. All very fast
rt action on the
nd Methodist

the reporter is re-
Nowinson. Pres-
hesitate on the
tionally someone
peppy rejoinder.

• *Journal of the American Academy of Child and Adolescent Psychiatry*, 1999, 38(12):1321-1328

(Program-Building and Merchandizing)

Starting Third Season Aug. 27

Allowed his freedom the follow

Charlotte, N. C.

As a special service to a large Charlotte store, located in the same building with the studios of WBTV, the station installed a special line and loud speaker, fed off the regular station amplifier.

Hundreds of people had gathered in the store to hear a series of baseball games in which there was keen local interest. Electrical interference from static machines in a adjoining building ruined the party until the special line was installed, which took 15 minutes. The crowd cheered the generosity of the station.

b. is now 66 years old, has recently retired from politics after serving 16 years as Mayor, to go into private business.

WRITE GOLFER INTO SCRIPT

Appearance of Olin Dutra on the "Red Davis" show (NBC) in November will make the first instance that a name from the sports world has been written into a dramatic serial. Dutra, National open golf champion, will read his lines on the Nov. 26, 28 and 30 programs.

Rechnut Gum is the show's hooker and the tie-up with Dutra was arranged by David Brown of the McCann-Erickson agency.

3 More WBBM Accounts

Chicago, Sept. 3.

WBBM added three local accounts last week. Bristol Myers Co. starts Sept. 6 featuring Frances Ingram in the Hollywood Looking Glass for 13 weeks. Agency was Thompson-Koch Co.

Dr. Owens Tooth Powder takes three a week starting Oct. 15 with Mahraj in detective thrillers. Phelps, Engle, Phelps Co. were agency. Bond Electric Co. every Wednesday with radio platters starts Sept. 5 with the Treasure Adventures of Donald Dare, children's show for Bond flashlights, through O. S. Pyenson agency.

Church Rates Higher

Fort Wayne, Sept. 3.

With the fall season ready to swing into action, WOWO has issued its rates, which remain practically the same as compiled on Jan. 1 this year. However, the main change comes in broadcast charges for church programs on Sundays. Five different sets on air during the Sabbath which have all been at a rather low cost for some time up to now.

A rearrangement of rates for the hotels, night clubs and other entertainment spots may be made later on when the cool weather begins driving the people to these places more regularly.

ST. PAUL'S NBC LINK FINDS BIZ PERKING

St. Paul, Sept. 3.

Radio biz here is definitely on the up-beat. At one local station, KSTP, five new contracts were signed this week for business running well into next year.

Chief on the new programs is the platter series of Dick and Pat, blackface comedy stuff, which goes on the station as a half-hour show for 52 weeks, beginning Monday (27). Show ballyhooes Dick's tobacco and features Bonimus orchestra. McCann-Erickson agency.

On Sept. 10 the C. A. Peterson Co. comes into the KSTP fold on the basis of five broadcasts a week, making the third of the three largest Twin Cities' grocery concerns to be etherizing over this station. The St. Paul outlet for NBC. On Sept. 30, P. R. Juster, head of Juster Bros., men's clothing, who does his own splicing, goes on from 6:15 to 6:30 every Sunday night.

The Warden Lawes "20,000 Years in Sing Sing" program, which is new in this territory, goes on for 26 weeks over KSTP every Friday from 8 to 8:30, beginning Oct. 27. Account, which plugs Sloan's Liniment, was placed by Cecil-Warwick-Ceill.

So good is biz generally here that when a Boston advertising agency recently wired Phil Benson, production manager, for time on available station breaks, it was Phil's sad duty to reply that there just ain't no such animal. All breaks from 6 till 10 are taken. Latest sponsor on an erstwhile sustainer is Maurice L. Retschler, clothing, who have bought the 10 to 10:10 p.m. daily news period over KSTP.

Deans Audition

Omaha, Sept. 3.

Brother team of Jimmie and Eddie Dean were called up last week from WOW to audition at WLS. Contract made through Flemining Alien of NBC. Duo left here Tuesday (Aug. 28) to audition there Friday. Sponsored here by Crazy Crystals, but auditioning for a new account in Chi.

Renewals

Sterling Products (Phillips Milk of Magnesia), 13 weeks, effective Sept. 28, Friday evening half hour on NBC's red (WEAF) link, involving 20 stations, with Abe Lyman, Frank Munn, Vivienne Segal.

C. F. Mueller Co., 13 weeks, starting Oct. 15, three a.m. quarter hours a week, hookup of 11 CBS stations out of WCAU, Philadelphia, with Bill and Ginger. E. W. Hellwig Agency.

Emerson Drug Co., starting Sept. 5, seven CBS stations, three mornings a week, with Harold Sherman, psychologist. Agency, J. M. Mathes, Inc.

Welch Grape Juice Co., 13 weeks, effective Oct. 5, Friday evening quarter hour, 19 stations on NBC's blue (WJZ), with Irene Rich.

More Regionals

(Continued from page 37)

costs and for the first time these charges are commissionable to the advertising agencies.

Cost on the network will be the regular card rates plus \$15 for lines for 15-minute programs, \$25 for 30-minute shows and \$40 for full hour programs.

Already set on the new network are four remote control cafe spots: the Hollywood in Galveston, which has bought time for twice weekly shots, the Baker hotel in Dallas, Shadeland at San Antonio and the Coconut Grove in Houston. Regular commercial shows are sponsored by the Burrus Mills company, Bueley Mills company and Crazy Crystals.

No Web Jam-Up

It is expected that Petry will have a much easier time with this regional than the company had with the flopperoo Center of Population group which was to have comprised WCKY, Cincinnati, WSM in Nashville, WHAS in Louisville and WKB, Atlanta. All of these stations were on separate and rival webs; for instance, WCKY was on NBC blue, WSM on NBC supplementary, WHAS on Columbia, so that each station had individual shows carded. Stations found that they all couldn't clear at the same time, with the odds being four-to-one that one of the stations would have a network commercial. With the Texas network this difficulty is eliminated since all four stations are on the same supplementary arm of the NBC network.

Quality Group Threat

That the WGN-WOR-WLW-WXYZ setup, known as the Quality Group, is the first serious opposition to the national webs, is admitted throughout radio circles. While comprising only four stations, the web has intensified coverage in the bulk of United States population. WXYZ is the new addition to the web, which as a three-way hookup had previous accounts such as Pebecco toothpaste. WXYZ of Detroit was in on a three-way hookup with WGN here and WOR in Newark for the Gordon Baking company's "Lone Ranger" program.

It is understood that this quality group will operate without adding line charges to the bill, the stations splitting up the cost of the lines among themselves instead of passing it on to the advertiser.

Of the four stations only WLW is network affiliated.

Pastor Successfully Operates Allentown, Pa. Commercial Station

Allentown, Pa., Sept. 3.

Station WCEA-WSAN has just remodeled its studios by way of inaugurating its 10th year of broadcasting. Station is successful commercially although directed by a clergyman, Rev. E. Bryan Musselman. New non-local accounts include Bond Bread, Fels-Naptha, Kerr's Mason Jars, and Freihof's Bread.

Staff line-up for the coming season is: J. H. Musselman, general manager; Claude Haring, studio manager; Frank Bowers, Tiny May, Charles Petrie, announcers; George Snyder, program director; John McCullom, advertising manager.

Malerich's Broken Bones

Minneapolis, Sept. 3.

Jack Malerich, whose band plays over WCCO, local Columbia chain station, sustained two broken bones in his right foot while playing a theatre engagement in Sioux Falls, S. D.

Malerich says he doesn't know how it happened.

Mrs. H. C. Thorbahn gave birth to a son in the Lancaster (Pa.) General Hospital, Friday (30). Father is president of Thorbahn-Bowman Radio Productions.

Inside Stuff—Radio

After more than three years of pining away for ether space, the hard-to-handle Scotttissac account begins a two-week coastwise radio campaign with spot announcements next month. This test marks the product's initial broadcast attempt.

Situations with many local stations have proven embarrassing for the agency, J. Walter Thompson. In frequent instances, stations refused outright to handle the contract, while others made unusual stipulations. At WOR no censoring of copy was deemed necessary, but the account was required to surround the spot announcements with five-minute musical periods.

At WCAU, Philadelphia, Scotttissac was sold a daily participation in the station's stock show, the Women's Club of the Air. Studio believed handling of the advertising as a straight insertion could be accorded a better and more delicate service by mixing with a program that features a variety of sponsors. Several stations, although trying to avoid a direct refusal of the business, were forced to do so since they had no other program to offer in place of the spot announcement.

It is supposed that the two-week campaign is in the form of an agency feeler to determine the general reaction to this type of product, with a network attempt in view if the announcements produce business impetus and no unfavorable comment.

Final result of the publicity gag, mixup, which scheduled Andy (WIF) Stanton to replace Graham MacNamee as NBC sports announcer, may have cost Stanton his long held job. Circumstance abetting the exit of this spicer occurred when the ABS network refused to carry Stanton's description of the tennis matches in Philly last week.

Twin Cities (Minneapolis-St. Paul) rags are noticeably kidding themselves in their stubborn resolve not to give radio a clean break.

Most palpable slight in a long time was in the case of Governor Floyd B. Olson's address over KSTP Monday night (27). Talk, which was a detailed explanation of the state's side in the recent Minneapolis truck drivers' strike, was reported in the newspapers the next morning. But St. Paul Pioneer Press, operated by the Dispatch Printing Co. (one of the owners of KSTP's rival station, WTCN), failed to name KSTP in the front-page yarn given over to the speech. Also, the word "radio" was noticeably omitted. Yarn simply called it "a broadcast address".

Minneapolis Tribune, which is the other owner of WTCN, was more charitable, mentioning KSTP, but the rag buried the story on an inside page.

The Broadway radio p.a.'s apt the Hollywood studio publicists in turning certain of their more established clients to new owners. Thus, in New Client Joe Davies has an opening, the canny p.a. always rings in a flock of better known radio rebels as among those present, or considering offers for, or anything just to be the convincer for the radio editor.

Other chatterers are the fair-haired news outlets of the day, something comparable to the film chattering of former years.

"ELISHA WRIGHT"

Reads His Famous Wrightville Clarion



and New Englanders Plan Tomorrow's Purchases

No, you will not find the "Wrightville Clarion" listed in Standard Rate & Data. Yet it reaches over 1,500,000 people—and sells more merchandise than any "country newspaper" in America.

The Wrightville Clarion is WTIC's unique device for handling spot announcements. It is typical of WTIC's ability to create programs of outstanding merit—stage them with the finest talent—and manage all mechanical details with professional finesse.

In few other markets can intensive advertising be used so effectively as in the WTIC Communities. 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 a sales force can cover it quickly and economically.

Station WTIC offers the one way to reach this entire market at small cost. No other medium or group of media blanket it so thoroughly. A few choice hours are now available. Full particulars on request.

NEW YORK OFFICE
220 East 42nd Street
J. J. Weed, Manager

CHICAGO OFFICE
263 N. Wabash Avenue
C. C. Weed, Manager

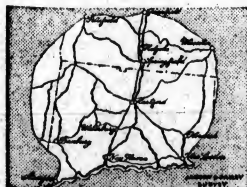
STATION WTIC

20,000 Watts
Hartford, Conn.

Owned by The Travlers Broadcasting Service Corporation

The WTIC Communities
A Prosperous Population in a Compact Market

Operated Daily
7:00 A. M. to 12:00 Midnight
Sundays: 9:30 A. M. to Midnight
Member New England and NBC-WEAF Networks



KATE SMITH

columbia broadcasting system . . .

monday
thursday
friday
8:00 p.m. e.d.s.t.
coast-to-coast

Management
TED COLLINS

COMMERCIALS

WEEK OF SEPT. 4

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); S (Saturday).

A. C. SPARKS PLUG
10-5a-WFAP
Cookson
Ray Knight
Kiddie Green
Dick Campbell
Campbell & B
ACME PAINT
6-30a-WFAP
Rudolph McConnell
Hendri, H. & M.C.
A & F
Harry Horlick
Frank Parker

*Paris & Pearl
ARMOUR
2-30a-WFAP
Floyd Gibbons
Irene Denney
Gage Jolly
Roy Shields Ore
Lord & Thomas
B. T. HAMMILL
1:30a-WFAP
Mary Small
Wm. Wines
BAUER & BLACK
Blue Jay
Corn Plaster

4:15-Tu-F-WJZ
Wade Jost
Horothy Day
*Needham, L. & B
BROOKLYN
8:30a-WFAP
Everett Marshall
Elizabeth Lennox
Olmstead & Arden
Victor Arden's Ore
Blackett

John Mitchell
Bill Mitchell
Parker Pickens
John Hattie
Ann Blaser
Kenneth Daigneau
Wm. Stryker
FIRESTONE
8:30a-WFAP
H. Firestone, Jr.
John Golden
Vocal Ensemble
Wm. Daily Orch.
*Sweeten-James

BORDEN
10-Tu-WFAP
"45 Min. in 15" W.D.
Mark Warnow
11:45a-WFAP
John Edmond
*Young & Rubicam
BOSCH
5:30a-WFAP
"Educat'g" P. o. gram
Col. Theo. Roosevelt
Capt. J. P. Barker
H. A. Adamson Ore
*Direct

FITZ
7:15a-WFAP
Wendell Hall
*K. W. Ramsey
FORD MOTOR
5:30a-WFAP
Fred Waring
"The Detective"
9-W-WFAP
Mickey Cochran
*W. Ayer
GEN. BAKING
5:30a-WFAP
Julia Sanderson
Herta Moore
Frank Crumit
*B. B. D. & O.
GENERAL FOODS
11:45a-WFAP
Frances Lee Harton
*Young & Rubicam

BRISTOL-MYERS
9-W-WFAP
(Sai Hepatica)
(Jana)
Fred Allen
Portland Hoffa
Jack Smart
Lionel Stander
Ellen Douglas
Irwin Dymally
Minerva Pious
James Milton
Lennie Hayton
*Benton & Bowles
CAMPANA
10-W-WFAP
"First Night"
June Meredith
Don Amiche
Carlton Brickert
Cliff Soubrier
H. Sagerquist Ore
*Audrey Moore
CARNATION MILK
10-W-WFAP
Gene Arnold
Lullaby Lady
M. L. Eastman
Jean Paul King
*Erwin Wasey
CHERRY
(Comet)
8-W-WFAP
Maxine Lash
String Quartet
*Gumbiner
CITIES SERVICE
8-W-WFAP
Jessica Dragonette
Romario Thurman
Quartet
*Lord & Thomas
COLGATE-PAINE
(Colgate Dentifrice)
10:30a-WFAP
"Clete Ho's Fry"
Joe Cook
Donald Novis
Frances Langford
Don Voorhees
*Young & Rubicam
10-Tu-WFAP
(Palmyra Soap)
W. A. Backer, Dir.
Gladys Swarthout
John Barclay
Nat Shilkret
*Horton-H

DR. MILLS LAB'S
10:30a-WFAP
WLB Barn Dance
Ridge Runners
Mae & Bob
Clarence Wheeler
*Wade
BENJ. MOORE
11:30a-WFAP
Lew White
MUELLER CO.
10:15a-WFAP
"Bill & Ginger"
Virginia Baker
Lynn Murray
*Hovis
NORTHWESTERN
YEAST
8-W-WFAP
Jan Garber
*Hays McFarland
OXOL
5:45a-WFAP
Dave Bunn & G
Bunny Coughlin
Rosa Graham
Gordon Graham
*B. B. D. & O.
10:30a-WFAP
(Procter & Gamble)
2:45-Daily Except
Sa & Su-WFAP
"Ma Perkins"
Virginia Dayne
*Gigery Hannon
Karl Hubel
Will Forum
Chas. Kallstrom
*Blackett
PACIFIC BORDAX
8-Tu-WFAP
"Death Valley Days"
Tim Frawley
Joseph Holt
Edwin W. Whitney
Loneliness Cowboy
Joseph Basimire Ore
*McCrick
PEPODET
7:45-Daily Except
Sa & Su-WFAP
"Jungle Adventures"
Frank Buck
PHILIP
7:45 daily ex. Sa-
Su-WFAP
Bake Carter
*Hutchins
PHILIP MORRIS
8-Tu-WFAP
Leo Roisman's Ore
Phil Duer
*Hutchins
PILLSBURY
10:30-Daily-WFAP
"Today's Children"
Irene Wicker
Walter Wicker
Dora Johnson
Irene Wicker
Lucy Gilman
Fred Van Arman
Jean McGowan
*Hutchinson
11-W-WFAP
"Cooking Close Up"
*Hutchinson
PLOUGH, INC.
10-W-WFAP
Guy Lombardo
"Loki-Schiro"
PETER & GEMILE
2:30-Daily ex. Sa-
Su-WFAP
"Home Sweet Home"
*Cecil Secrest
Harriet MacGibbon
Billy Hahn
REAL SILE
7:30a-WFAP
Chas. Trevis Ore
Charles Layton
*Erwin Wasey
RED STAR YEAST
11-Tu-WFAP
BNA Odell

GENERAL TIRE
10:30a-WFAP
Jack Denny
Mary Livingston
Don Foster
*Hays McFarland
GRIER & CO.
10:30a-WFAP
Mme. Schumann-B
*Erwin Wasey
GILLETTE
(Safety Razor)
7:15-Daily except
Sa-Su-WFAP
Gene and Glenn
*Hutchinson & H
GULF
9:30a-WFAP
Stoopnagle & Hudd
Al Goodman Ore
*Cecil Warwick
HECKER H-O
6:15-Daily-WFAP
"11-Bar-O Rangers"
Hobby Benson
Neil O'Malley
Florence Italian
Billy Halpin
John Barthe
*Erwin Wasey
HOOPER
5:30a-WFAP
Charles Sears
R. D. BAYN
(Cocumult)
6:30a-Tu-Th-WFAP
"Back Rogers"
Curtis Arnall
Adrian Roman
William Shelley
Elsie Melcher
Joseph Granby
Marion Allen
Fred Urell
Walter Teitley
Louis Hector
Paul Stewart
*Hutchinson & R
ENNA JETTICK
10-W-WFAP
Dennis King
Louis Kutzman Ore
6:30a-WFAP
Lud Gluskin
Henrietta Schumann
Georgie Price
*Katz
FEEN-A-MINT
9-Tu-WFAP
Bar N. Days and
Nights
Carson Robinson

4-Daily-WFAP
Betty Boop
Betty Churchill
Don Amiche
*Hays McFarland
Art Jacobson
Carl Brickert
Louis Grant
*Blackett
GENERAL TIRE
10:30a-WFAP
Jack Denny
Mary Livingston
Don Foster
*Hays McFarland
GRIER & CO.
10:30a-WFAP
Mme. Schumann-B
*Erwin Wasey
GILLETTE
(Safety Razor)
7:15-Daily except
Sa-Su-WFAP
Gene and Glenn
*Hutchinson & H
GULF
9:30a-WFAP
Stoopnagle & Hudd
Al Goodman Ore
*Cecil Warwick
HECKER H-O
6:15-Daily-WFAP
"11-Bar-O Rangers"
Hobby Benson
Neil O'Malley
Florence Italian
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John Barthe
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10-W-WFAP
Dennis King
Louis Kutzman Ore
6:30a-WFAP
Lud Gluskin
Henrietta Schumann
Georgie Price
*Katz
FEEN-A-MINT
9-Tu-WFAP
Bar N. Days and
Nights
Carson Robinson

THE GREEK AMBASSADOR
OF GOOD WILL
GEORGE GIVOT
Every Tuesday 10 P.M.
Coast-to-Coast
Columbia Broadcasting System
Personal Direction
HERMAN BERNIE
1010 Broadway, New York

CAUSING PLENTY OF TALK
THE
**SIZZ-
LERS**
and HELEN GORDON
For Further Information,
MAROEL KEMP, NBC Artist Bureau
Personal Direction, CHARLES A. SAYNA

The Original
Boop-Boop-a-Doop Girl
HELEN KANE

ROY FOX
AND HIS
BAND
ON TOUR
B.B.C. NETWORK

SYLVIA CLARK
Sponsored by
HYDROX ICE CREAM
Ft. 7:30 P.M., CST. WMAQ-NBC
Sat. 8 P.M., CST. KYY

"IN THE MODERN MANNER"
CONCERT PROGRAM CONDUCTED AND DIRECTED BY
JOHNNY GREEN
FRIDAY EVENING, SEPTEMBER 7, 9-9:30
WABC-CBS COAST-TO-COAST NETWORK, NEW YORK
COMPOSER OF "BODY AND SOUL," "EASY COME, EASY GO"

KRAFT-PIENIX
10-Tu-WFAP
P. Whiteman Ore
Heien Jensen
Peggy Healy
Jack Fulton
*J. Walt Thompson
LADY ESTHER
10:30a-M-WFAP
8:30a-Tu-WFAP
Wayne King
"Stack-Gobbe"
JOHN & FINK
(Lyral)
10:30a-WFAP
Enric Adalberto
*Hutchinson & R
LUXOR
8:30a-WFAP
"Talkie Pic Time"
June Meredith
John Golden
John Stanford
Gilbert Douglas
Murray Foshier
*Lord & Thomas
J. W. MARKOW
(Oli Shampoo)
11:45a-M-WFAP
John Marrow
Cateela Male &
*Placed direct
MACFADDEN
8:30a-WFAP
(True Story)
"Court of Human
Relations"
Percy Humes
Arnold Johnson's Ore
Eddie Hill
Ned Weaver
Lucille Wall
*H. J. Louby
Phil Stewart
*Erwin Wasey
10:30a-WFAP
"Crusade Against
Crime"
*Hutchinson & R
MALTESA
1:30a-WFAP
Dale Carnegie
Leonard Joy Ore
*Bain & Crot
M.T. LAYCO, CO.
6:45-Daily-WFAP
Arthur Bagley
DR. MILLS LAB'S
(Alka-Seltzer)
10:30a-WFAP
WLB Barn Dance
Ridge Runners
Mae & Bob
Clarence Wheeler
*Wade
BENJ. MOORE
11:30a-WFAP
Lew White
MUELLER CO.
10:15a-WFAP
"Bill & Ginger"
Virginia Baker
Lynn Murray
*Hovis
NORTHWESTERN
YEAST
8-W-WFAP
Jan Garber
*Hays McFarland
OXOL
5:45a-WFAP
Dave Bunn & G
Bunny Coughlin
Rosa Graham
Gordon Graham
*B. B. D. & O.
10:30a-WFAP
(Procter & Gamble)
2:45-Daily Except
Sa & Su-WFAP
"Ma Perkins"
Virginia Dayne
*Gigery Hannon
Karl Hubel
Will Forum
Chas. Kallstrom
*Blackett
PACIFIC BORDAX
8-Tu-WFAP
"Death Valley Days"
Tim Frawley
Joseph Holt
Edwin W. Whitney
Loneliness Cowboy
Joseph Basimire Ore
*McCrick
PEPODET
7:45-Daily Except
Sa & Su-WFAP
"Jungle Adventures"
Frank Buck
PHILIP
7:45 daily ex. Sa-
Su-WFAP
Bake Carter
*Hutchins
PHILIP MORRIS
8-Tu-WFAP
Leo Roisman's Ore
Phil Duer
*Hutchins
PILLSBURY
10:30-Daily-WFAP
"Today's Children"
Irene Wicker
Walter Wicker
Dora Johnson
Irene Wicker
Lucy Gilman
Fred Van Arman
Jean McGowan
*Hutchinson
11-W-WFAP
"Cooking Close Up"
*Hutchinson
PLOUGH, INC.
10-W-WFAP
Guy Lombardo
"Loki-Schiro"
PETER & GEMILE
2:30-Daily ex. Sa-
Su-WFAP
"Home Sweet Home"
*Cecil Secrest
Harriet MacGibbon
Billy Hahn
REAL SILE
7:30a-WFAP
Chas. Trevis Ore
Charles Layton
*Erwin Wasey
RED STAR YEAST
11-Tu-WFAP
BNA Odell

Phil Porterfield
Irene Glen
Earl Lawrence
SCHLITZ
10-F-WFAP
Everett Marshall
Victor Young Ore
Stoopnagle & Hudd
Frank Crumit
Carol Deis
Parker French
*B. B. D. & O.
SILVER DIET
7:30a-M-WFAP
Paul Keast
Hollis Hudson's Ore
*B. B. D. & O.
SINCLAIR
9-M-WFAP
Gene Arnold
Iul Childs
Mac McDonald
Joe Parsons
Cliff Soubrier
Harry Kosen
*Federal
STAND BRANDS
(Chas. S. Sorenson)
8:30a-WFAP
Jimmy Durante
Rubinoff
8-W-WFAP
(C & S Tea)
Cliff Soubrier
Peter Van Steeden
Kathleen Wells
6-Tu-WFAP
(Fleischmann's)
Rudy Vallee and
His Conn. Tanka
*J. Walt Thompson
STD. OIL (N. Y.)
9:30a-WFAP
Sonny Sketches
Arthur Brown
Parker Fennelly
Irene McCombs
Isabelle Winlocke
Ruth Russell
Robert Strauss
*J. S. Gatchell
STERLING PROD.
8-Tu-WFAP
(Bayer's Aspirin)
Frank Munn
*Horton-H
Gus Haenschman Ore
9:30a-WFAP
Frank Munn
Virginia Rea
Olmstead & Arden
Hert Hirsch
Gus Haenschman Ore
9-W-WFAP
(Phillips Max)
"Walt's Time"
Abe Lyman Ore
*Horton-H
Vivienne Segal
8:30a-Tu-WFAP
Abe Lyman
Vivienne Segal
Oliver Smith
*Blackett
STUDENBAKER
8-M-WFAP
Richard Himber
Joy Nash
*Horton-H
SUN OIL
6:45-Daily Except
Sa-Su-WFAP
Lowell Thomas
*Horton-H
TARTARATE
9:45a-WFAP
Dramatic Sketches
Tom Powers
Leona Hogarth
Hendrick-Harace
*Horton-H
UNION CENTRAL
(Insurance)
8:30a-WFAP
"Roses & Trumps"
*J. Walt Thompson
D. S. TORRAC
(Dill's Best)
9:30a-WFAP
"Our Night Stand"
Ed Malone
Pat Padgett
Joel Bonome
*McCrick
WANDER CO.
(Ovaltine)
6:45-Daily-WFAP
"Little Orphan A"
Allan Harris
Henrietta Tedro
Stanley Andrews
Shirley Peil
*Blackett
WARD BAKING
9:30a-WFAP
Duddy Rogers Ore
Janice Lang
3 Rascals
*Fletcher-Elita
B. L. WATKINS
8:30a-WFAP
Amida
David Percy
Ann Abbott Town
Jacques Renard
*Blackett
WELCH
(Grape Juice)
7:30a-WFAP
Frank Fox
*Katz
WHEATENA
6:45-Daily except
Sa-Su-WFAP
Dramatic Serial
Billy Bathelet
Ray Knight
Janet Freeman
Holly Jordan
Emily Vasa
Maurice Killa
Charles Straight
*McKee-Albright

HERE AND THERE
Anthony Russo, of WEAN, Providence, picks his music the second week in September for an NBC audition.
Agnes MacDonald, Providence winner of the recent auditions conducted by CBS's Hollywood hotel program, rewarded with a sustaining spot by WEAN.
CBS home office staff holds its first golf tournament Sept. 15, a Saturday. Metropolis Country Club in Westchester county will be the scene. When the NBC mob hold a similar event they pick a Wednesday afternoon. It doesn't interfere with the week-end.
Martha Lorber got a hearing from NBC, New York, last week.
Earle Ferris married his secretary, Kay McCarthy, last Thursday (30). When the officials at the Municipal Marriage Bureau insisted that the bride produce a birth certificate Mike Porter, New York journal radio columnist, straightened out the link by having a rabbi friend of his perform the ceremony.
Richard Gordon, who created the "Sherlock Holmes" character for G. Washington coffee, has turned his back on radio and joined the cast of Chic Sales new legit show, "Elephant Sheppard."
Don Higgins, CBS press assistant overseas, spent his vacation out in the drought country.
J. Frank Johns, formerly with several Chicago newspapers, now on sales staff of Free & Steingard.
Nathaniel H. Sperber, formerly advertising mgr. of Franco-American Corp., has joined Kasper-Gordon Studios, Boston.
Russell Woodward is leaving the advertising firm of Penner & Beane to join Free & Steingard's New York office as salesman.
Herbert Lefkowitz, St. Paul Dispatch-Pioneer Press editorial director, will do a series of weekly broadcasts over WTCN.
Freda Hagen, Minneapolis contralto, just back from Hollywood, has lined up with WTCN and the Midwest Broadcasting Co., makers of electrical transcriptions.
Herb Moore, Transradio editor, back from Asheville, N. C. whence he traveled for the hospitalization of a family member.
WADC, Akron, Ohio, expects to broadcast Akron University's five home football games this fall. Bob Wilson is probable mikenan.
New KNX tower will be tallest self-supporter in the world, rising 521 feet skyward from the L. A. soil.
J. H. DeWitt, Jr., chief engineer of WSM, Nashville, flew to Washington, D. C. to represent in an advisory capacity. WSMB, New Orleans, which is engaged in a wave-

length controversy with WADC of Akron, Ohio, Hummer, consulting engineer of Washington, represented the Ohio station.
Harry Shaw's WMT at Waterloo, Iowa, went on its increase in power (29) with a special dedicatory program, Governor Clyde Herring being the guest of honor. Increase gives station 2,500 watts by day and 1,000 watts at night as against 1,000 and 500.
James Pate of KTAT's sales staff has been appointed manager of Southwest network, Waco (Texas) outlet, WACO, succeeding Bud Carlington, who has been appointed to KLRA, Little Rock (Ark.).
Lila Lindhe, assistant to the director of programs, WFAA, Dallas, sailing from Galveston to New York to visit her sister, Vin Lindhe, now an NBC artist.
Katherine Detling, former director of the WDEL, Wilmington, Children's program and Edith Tressman, former announcer for the station were married in Hampton, Va.

ABE LYMAN
AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
(Phillips Dental)
WEAF-Friday, 9 to 9:30 P.M., DST
(Phillips Milk)

EDDIE PEABODY
The Instrumental Rhytmist
WEEK SEPT. 2ND
STATE-LAKE THEATRE
CHICAGO, ILL.
Personal Direction
HAROLD F. KEMP
NBC ARTISTS' SERVICE

Safe at First Base
Mildred Toile, partner of the late Richie Craig, with her new vaude partner, Jay Mills, successfully auditioned at Columbia last week (28).
Team make radio debut on the CBS Borden Show Thursday, Sept. 13.
KPO-KGO Exchange
San Francisco, Sept. 3.
NBC stations here switch places effective Sept. 30. KGO becomes local station and KPO becomes key station for Coast network.
KGO has hitherto carried all big transcontinentals.
Groom Violet Love
Philadelphia, Sept. 3.
Violet Love, a San Francisco gal, who came to Philly several months ago as a nitery warbler, has been signed by CBS for a fall build-up. Deal was arranged by Marnie Sacks, WCAU artist bureau, on a split with Ralph Wonders, New York office chief.
Gal, whose singing at the Adelphi roofery caused comment, is understood to replace one of Columbia's sustaining contractees. Debuts late this month.

WKBK's HORSE RACE
Indianapolis, Sept. 3.
During the Indiana State Fair WKBK will broadcast the first horse race ever carried in the state.
A remote pick-up will be installed in the judge's stand and the chatter will go on the line from that point.

fred allen's
HOUR OF SMILES
WITH
PORTLAND HOFFA
JACK JARVIS
IRVIN DELMORE
JANET STANER
MINNIE POTT
KILLEN DOUGLAS
LENNIE HAYTON SPANA
TROUBADOURS
Material by Fred Allen and Harry Tugend
Management: Walter Datchelor
Wednesday, 9-10 P. M., D. S. T.
WEAF

Mme. ERNESTINE SCHUMANN-HEINK
Sponsored by
GERBER'S BABY FOOD
WENR, NBC, Sat., 9 P.M., DST

RADIO-MUSIC SHOWDOWN

Music Biz Unworried

Government's action against the pop music industry seems to have aroused little concern in Tin Pan Alley. Sentiment prevailing is, that if the suit serves to accomplish anything, it will be to stop the factional squabbling that's been going on in the Society and bring the component parts together for a united front. Also, that it will for all time clarify the issue as to whether performing rights can, under present usage conditions, be marketed properly, efficiently and economically for all concerned in any way other than through central channels, such as ASCAP.

Being investigated is nothing new to the performing phase of the industry. It's been the object of Washington's attention every time it has sought to collect a license fee from some new class of music user. But this action is the first that has ever been brought against the industry organization by either state or federal authorities. Music business has been aware for the past year that its affairs were under the scrutiny of the Federal Trade Commission. Only three months ago the standard publishers' organization sent out to its membership a circular letter advising that the FTC was making inquiries and collecting data around the field. Until the suit broke last week the pop camp was under the impression that Washington had completed its investigation of both ASCAP and the MPPA and decided that there was nothing to litigate about.

Attorneys who specialize in music cases are of the opinion that the Department of Justice did not bring suit because it thought it had a strong case, but because it felt that the only way to settle the constant bombardment of complaints from users against the industry would be to toss the whole thing into the courts and let the latter solve the issues involved. These lawyers say that should the courts hold that ASCAP is illegal, the consequences would be far-reaching. Such decision would not only throw the American field of music into turmoil, but bar foreign societies from seeking to collect fees due them through a central agency in this country. This impediment would develop international complications that the State Department itself would have to step in and straighten out.

Inclusion of the MPPA and the MDS in the Government's action has for its origin the \$1,125,000 anti-trust suit which Max Mayer, of the Richmond-Mayer Music Co., brought against some 20 publishers in the fall of 1932, or shortly after the MDS was organized. This suit was tried before Judge Bryant in the N. Y. Federal Court last April and the decision handed down declared that the evidence produced by Mayer had not proved the charge that the MDS was an illegal operation.

While the case was pending, Mayer's counsel asked the Federal Trade Commission to investigate the distributing combine, turning over at the same time a mass of data purporting to show an interlocking of interest between the direction of the MPPA, ASCAP and the MDS, and how all this tied up with the formation and operation of the MDS. Settlements that Mayer obtained from nine publishers while the trial of the case was on forced the disbanding of MDS, but as yet no certificate of dissolution has been filed for the organization.

Fox Suit, Following Gov't Action, To Lay Open All ASCAP Books By N. Y. Supreme Court Decree

On top of the Government's action against the American Society of Composers, Authors and Publishers, and others, the most sweeping court order yet in the annals of ASCAP has been granted and signed by New York Supreme Court Justice Louis A. Valentine in the suit of Sam Fox and Harry Fox, doing business under the firm name of the Sam Fox Publishing Co.

It is a decree by the court ordering ASCAP to produce all papers, books and records in Special Term, Part II, of N. Y. Supreme Court, which would virtually lay open on the public records all the inner workings, operations, collections, finances, disbursements, distributions and every other organization secrets of the 'B' Status.

Reopens 'B' Status
This suit by the Fox Music Pub. Co., a member of ASCAP, against the society, devolves from a disaffection by the Fox brothers with the society's treatment of them and their business. Rated in the publishers' classifications in 'B', the Fox concern has made repeated plea to ASCAP for a higher bracketing which would carry with it an increased royalty dividend.

Getting no satisfaction, Fox retained Julian T. Abeles for the express purpose of laying the society wide open and the legal proceedings in the course of court events has brought this order which grants answers on how the society functions and how much it collects and pays out were to have been returned. (Continued on page 50)

GOV'T SUIT PUTS FIGHT IN COURT

U. S. Charges ASCAP, MPPA and MDS Violate Anti-Trust Laws—138 Publisher-Writer-Defendants Have 20 Days to Answer—Gov't Asks Pending Infringement Suits Held in Abeyance

MISSES NOTHING

Controversy between radio and music was brought to an anti-climax last Wednesday (23) when the U. S. Department of Justice filed suit in the New York Federal Court under the Sherman Anti-Trust Law against the American Society of Composers, Authors and Publishers, the Music Publishers' Protective Association and the Music Dealers' Service. The Government's action asks that all three organizations be declared illegal, that all agreements involving the trio be ordered void, and the members of ASCAP, the MPPA and the MDS be enjoined from joining similar organizations. Defendants, numbering 138 publishers and writers, have 20 days in which to file an answer to the allegations.

To prevent the Society from moving against copyright infringers while the Government's action is pending, the complaint asks that such suits be ordered non-permissible, providing the user puts up a bond to secure the payment of a reasonable royalty. Amount of the bond is to be fixed by the court.

Over 90% of the Government's complaint is devoted to the wrongs radio is alleged to have suffered and is suffering at the hands of ASCAP. ASCAP is declared as holding a monopoly of the right to license performing rights of music; that it has created this monopoly by preventing its members from competing for the sales of these usages, and enhanced the conspiracy by refusing to furnish the license with a list of the compositions that the Society has the right to license.

Radio, avers the complaint, has become the principal medium for the transmission of music to the public, and that ASCAP, through its alleged monopoly, has acquired control of radio broadcasting as far as the public's hearing this music is concerned. Tied up with these allegations is a statement on the part of the Government that radio has become the most important source of revenue to the music industry.

MPPA, MDS, ASCAP Interlocked
Interlocking of the Society, the MPPA and the MDS is effected by the assertion that practically the same names appear on each organization's board of directors. Government charges that the MPPA and ASCAP co-operate in enforcing payment of royalties by users. MPPA is accused of subjecting broadcasting to double payment for a song's use by collecting a fee from electrical transcription makers.

Suits laid by the complaint on the fact that the Society in taxing the commercial income of a station also taxes the payments derived from programs not using music. (Continued on page 50)

Jimmy Grier's Part

Los Angeles, Sept. 3. Contract calling for exclusive services of the Jimmy Grier orchestra to furnish musical accompaniments for all Brunswick recordings made on the Coast during the next year has just been signed. Grier also contracted to make a minimum of 48 band recordings during the year.

First accompaniment music was for four Ruth Etting discs, made last week.

ASCAP's Gen. Mgr. Characterizes Suit as Endeavor to Evade Paying Music Fees; Not to Test Legality

ASCAP's Discussion

Government's dissolution suit will come up for detailed discussion at a special meeting of the ASCAP directorate called for tomorrow (Wednesday).

Matter is expected to address the attendance of every board member, with the exception of those detained in Hollywood. Sigmund Romberg, president of the Songwriters' Protective Association, is en route to New York.

FULL ROSTER OF CO-DEFENDANTS

Title of the action is 'The President of the United States of America' versus the following, and is captioned with the formal 'Greetings.' It's filed in Equity, volume No. 78, page 358, begun in the U. S. District Court, for the Southern District of New York, on Aug. 30, 1934. All the defendants named are either publisher or board members of one or both of the two active organizations.

The Music Dealers Service, Inc., of course, is no longer existent, having been dissolved following litigation. Those named in the Government action:

American Society of Composers, Authors and Publishers; Music Publishers Protective Association; Music Dealers Service, Inc.; A. B. C. Standard Music Publications, Inc.; Maurice Abrahams, Inc.; Ager, Yelken & Dorman, Inc.; Alfred Music Company, Inc.; Thornton W. Allen, trading as Thornton W. Allen Co.; Emil Ascher, Inc.; Austin, Inc.; Belwin, Inc.; Irving Berlin, Inc.; Bibb-Lang, Inc.; C. C. Birchard & Co.; Harry Bloom, Inc.; Boston Music Co.; Broadway Music Corp.; Ted Browne Music Co.; Century Music Pub. Co.; Chaney-Harris, Inc.; John Church Co.; Composers' Music Corp.; Con Conrad, Inc.; Joe Davis, Inc.; Denton & Haskins Music Pub. Co.; Ed. J. Edwards, Inc.; Oliver H. Evans Co., Inc.; Donaldson, Douglas & Gumble, Inc.; Famous Music Corp.; Leo Feist, Inc.; Filmmore Bros. Co., trading as Filmmore Bros. Music Corp.; Geo. F. Fischer & Co.; Harold Flammer, Inc.; Forster Music Publishing, Inc.; L. B. Curtis; Sam Fox Pub. Co.; Galaxy Music Corp.; Gamble Hinged Music Co.; Goodman Music Co., Inc.; Hamilton, G. Gordon, Inc.; H. W. Gray Co.; Green & White, Inc.; Handy Music Co.; Harry Harlow, Inc.; T. B. Harms Co.; F. B. Hayland Publishing Co.; H. L. Huntlinger, Inc.; Walter Jacobs, Inc.; Jerome Kern, Inc.; Lewy Music Corp.; Jungerick, Inc.; E. F. Kalmus, Inc.; Kay & Kalmus, Inc.; Keith-Engel, Inc.; Kendle Music Corp.; Kornheiser-Schuster, Inc.; Edgar Leslie, Inc.; Lewis Music Pub. Co.; E. S. Loren and Edward K. Loren, trading as Lorenz Pub. Co.; Edw. B. Marks Music Corp.; Mario Music Corp.; McKinley Music Co.; Melrose Music Corp., Inc.; Miller Music, Inc.; Mills Music, Inc.; Joe Morris Music Co.; New World Music Corp.; Olman Music Corp.; Pull-Flower Music Co.; Photo Play Music Co., Inc.; Theodore Power & Co.; Rensselaer Music Co.; G. R. G. & Co., Inc.; of New York; Robbins Music Corp.; Will Rosette; Rohlfink, Inc.; Sonty, Inc.; J. C. S. Schermer, Inc.; Schroeder & Gunther, Inc.; Shapiro, Bernstein & Co., Inc.; Shuman, Inc.; Shuster Music Pub. Corp.; Skidmore Music Co., Inc.; Sonneman Music Co., Inc.; Southern Music Pub. Co.; Vesta Music, Inc.; Harry Von Tilzer Music Co.; Milton West Music Co., Inc.; White-Smith Music Pub. Co.; Williams Music Pub. Co.; Willis Music Co.; M. Wyman & Sons; F. W. Young, Inc.; G. G. Schermer, Ltd.; Davis, Cohen & Kappel; Hatch Music Co.; Mann Music Co.; George F. Bristol, Inc.; Edward J. Breen; Joseph Young; Robert Crawford; Saul H. Bernstein; Sigmund Romberg; E. Charles Miller; E. B. Blum; Irving Caesar; Walter Donaldson; Walter G. Douglas; Max Yerkow; George Pfeiffer; Walter Fischer; Otto A. Harbach; Raymond Hubbard; Edna Leslie; George W. Meyer; Jack Mills; E. H. Morley; Gustave Schirmer; Gey Speaks; Joseph Deane Taylor; Will Von Tilzer; Harry Warren; Don Swenson; Jerome R. Kell; Max Yerkow; John G. Payne; Lester Santley; Larry Spier; Henry Spitzer; Maurice Richmond.

JACK ROBBINS ILL

Jack Robbins is again confined to his home. Has a day and night nurse. He had his tonsils taken out, a fortnight ago and fought the matter, which has had a relieving effect on his stomach.

In a telephone statement from his home on Fire Island, N. Y., E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, served notice on the broadcasters that by pressing the Government to bring a dissolution suit against ASCAP they have anything but succeeded in forcing music to grant them a revision of their license contracts. The Society will fight the issue of its legality to a finish and thereby obtain affirmation from the courts of the principle that the owners of music copyrights have as much right to organize for their mutual protection as any other group of property proprietors, states Mills.

ASCAP, avers Mills, has for 20 years protected the property rights of writers and composers and it will continue to do so until the organization has been declared illegal. When the music user resorts to the law, opined Mills, his concern isn't one of having the courts determine whether the copyright owners are exercising his rights in a legal way as it is to find a means of not having to pay at all. Until ASCAP came into existence music users habitually and willfully pirated these copyrighted works, and since the day they have been made to pay they have sought to have the courts help them deprive the writers and composers of their property rights. These users, said Mills, have also done everything possible to prevent the copyright owners from organizing or continuing to maintain central licensing agencies.

Scores Baker and N. A. B.

Newton D. Baker, declared Mills, has repeatedly said that he would have the Society dissolved if it didn't yield to his demands as counsel for the National Association of Broadcasters. As for the Government attorneys' looking up the directorates of ASCAP, the Music Publishers' Protective Ass'n. and the Music Dealers' Service, Inc., the whole thing, avers Mills, stacks up as so much bosh. What if the same men happen to be among the directors of the three organizations? The connections are none but logical since they happen to be the leaders in the business.

Until that day that the country's highest court declares the Society illegal, stated Mills, the users will be expected to live up to their contracts and continue to obtain licenses for the use of music owned by ASCAP members. He said he hoped that it wouldn't have to take a dissolution of ASCAP for the law to realize how well off he is with a service organization of this type. Available to him now is a place where he can get a license for practically every piece of music in popular use. With ASCAP out of the way he would find himself faced with the necessity of dealing with over 1,500 copyright owners individually, with these spread all over the United States and Europe. Through this method the user would spend in telegrams alone what he now pays the Society annually. And even then he wouldn't be protected from slip-ups that would make him subject to one infringement suit after another.

Decca's Classier Disks

American Decca Co. has started to develop a semi-classical catalog. So far the recordings of this description have been confined to operettas, with the series including albums on 'The Merry Widow,' 'Vagabond King,' 'New Moon' and 'The Desert Song.' Albums will contain 15 or 16 double-sided discs, and sell for \$15 or \$16 an album.

Operettas are being mastered by Leopold Stokowski, with the vocalists including Bernice Claire and Marie Cuzz.

U.S. Complaint vs. ASCAP, MPPA, MDS Detailed in Simplified Language

Herewith is reprinted the essence of the U. S. conspiracy suit against the American Society of Composers, Authors and Publishers; the Music Publishers' Protective Association; the Music Dealers' Service, Inc., and some 135 co-defendants. Each paragraph has been stripped of its legal verbiage and whereas, and otherwise chronologically is a true simplification of the Federal complaint filed in the U. S. District Court.

The full list of co-defendants will be found elsewhere in this issue.

Action was instituted by Harold M. Stephens, Assistant Attorney General, and Andrew W. Bennett and George F. Alt, Special Assistant Attorney General.

The allegations are as follows:

1. ASCAP is an unincorporated association.
2. MPPA is an unincorporated association.
3. MDS is a corporation.
4. List of members of the defendants.

5. Gives names of persons engaged in active management of defendant companies.

6. Alleges that there are others (too numerous to mention) who are also members of the above companies.

Jurisdiction

7. The action was brought under the Act of July 2, 1890, to protect trade and commerce against unlawful restraint. — Anti-Sherman Trust Law.

8. Defendants are in the Southern District of New York.

9. Recites purposes for which society was formed, that is, to grant licenses, collect royalties, etc. It consists of 97 publishers and 969 composers, has a self-perpetuating board of directors (24), who have exclusive and absolute control and management of the company. It is necessary, before any one can become a member, to sign a license agreement, a copy of which is annexed to the complaint, Exhibit A.

10. The society grants only blanket licenses upon payment of such royalties as are demanded. It refuses to grant a license for the public rendition of any single song.

The forms of license issued by it

are attached to the complaint marked Exhibit B, which is one to radio broadcasting stations not owned 51% by newspapers. Exhibit C is one which is owned 51% by newspapers. Exhibit D, license to theatres; Exhibit E, general license.

11. The radio is now the most important source of revenue to the music industry.

12. The society maintains agents throughout the United States to enforce the demands of the society.

The Association

13. The Music Publishers' Protective Association is composed of 40 leading publishers, consisting of approximately 70% of the popular music publishing industry (popular), indicating that which appeals to the greater mass of people, not standard, church, educational, classical or others). John G. Paine acts as agent and trustee in issuing licenses for the association, a copy of which is attached to the complaint marked Exhibit F.

14. Electrical transcription is the means used to record musical compositions and then used in broadcasting. The electrical transcription manufacturers are required to pay 25c. for musical compositions, with the exception of three minutes, 37½c. for musical compositions lasting from three to four and a half minutes, and 50c. for musical compositions lasting four and a half to six minutes. It is also required that separate transcriptions be made for each broadcast. This license right does not include the right to broadcast which an additional fee must be paid.

15. There are 10 members of the board, the majority of whom are directors of the society. The president of the association is also V.-P. and a director of the society. There exists close co-operation between ASCAP and MPPA to enforce royalty demands of members, using John G. Paine as agent.

Music Dealers' Service, Inc.

16. This is composed of 13 popular sheet music publishers, who are members of society, and who, but for the existence of the association. The majority of the board of directors of the Service company are or have been directors of the society and are also members of the board of governors of the association.

Radio

17. The purpose of the Service company is to act as exclusive sales agent in distributing the sheet music of the publishers. Twenty-seven other music publishers subsequently appointed the Service company as their exclusive distributing agent.

18. Prior to the formation of the Service company the publishers sold their music through jobbers. The purpose of the organization of this company was to eliminate the jobbers.

Interstate Commerce

19. Five hundred and ninety-three stations are required to broadcast for a minimum period of time each day. Music is the principal form of entertainment, in fact, it constitutes about 70% of the broadcasts. The only source of income to the radio stations for the use of its facilities, A from business concerns who want to advertise their products, etc. Most of the expense of operating the station is borne by the owner of the broadcasting station.

In re. radio broadcasting:

(a) 21 Radio broadcasting stations are engaged in interstate commerce. The success or failure of the station depends upon its ability to obtain permission to broadcast musical compositions. Any interference therewith constitutes restraint of interstate commerce. By means of combination and conspiracy among the various defendants, competition in the sale of licenses for use of musical compositions over the radio has been eliminated, and there has been created a pool or consolidation of individual copyright monopolies in the Society, by virtue of which the Society has the power to dictate the manner in which the radio stations may be operated.

In sheet music:

(b) 21 Each publisher-member of the Society prints and publishes musical compositions. Such compositions are sold in interstate commerce. The sale of musical compositions broadcast by radio stations is performed by entertainers located in the studios of the stations, and the musical scores which are transported across state boundaries.

(c) The use of radio as a means of developing sales of sheet music.

20. The essential element in the sale of musical compositions

3 Points

ASCAP suit is labeled by

T. H. Allen, Attorney General

1. A score by the radio interests.

2. Deemed certain of defeat upon trial, the issues of copyright having been threshed out before.

3. Only rushed into the activity to offset reported similar action by the exhibitors, who in view of expiration of contracts on Oct. 1, 1934, have been protesting seat tax increases. Latter negotiations must continue, however, until the issues are decided. Only effect of the government suit is that the exhibitors' proposed "war chest" for similar (but a civil) action is no longer necessary.

is the transmission of them to the public's ear. Radio is the principal means of such transmission. It thus creates a demand for the printed score. By means of combinations and conspiracy the Society has acquired control of radio broadcasting as a means of appraising the public of musical compositions. Thereby, owners who are not members of the Society are deprived of the right to transmit their musical compositions in a similar manner, thus affecting the sales of the non-members in interstate commerce. But as a means of appraising the public of musical compositions, in competition with each other and with the non-members in effecting sales to radio broadcasting stations of licenses to perform, and but for such combination and conspiracy the facilities of the radio broadcasting stations would be available to non-members as well as to members as a means of transmitting to the public's ear musical compositions of members and non-members.

The Conspiracy

24. Several years prior to September 1, 1932, and since that date the defendants have been engaged in a combination and conspiracy in restraint of commerce, in violation of the Sherman Anti-Trust Law.

(a) 25. Every member has created and maintained the Society as an instrument to promote a combination and conspiracy. The Society has a self-perpetuating board, consisting of 24 persons, who have the exclusive control and operation of the Society. It has restricted membership to those approved by the directors. All the members of the Society have transferred and pooled the sale and exclusive right to perform musical compositions owned by them (See Exhibit A) until Dec. 31, 1935, and intend to continue the same by a new similar agreement.

26. The Society has a monopoly of the right to license the use of musical compositions, and refuses to furnish to the licensee a list of the musical compositions that it has the right to license. Also, competition among members in the sale of the right to use their compositions is eliminated by the said combination and conspiracy. Radio stations, advertisers, orchestras, theatres and others, desiring to use the numbers of the Society's compositions, have been obliged to negotiate for purchase of the right to such use from the members separately and individually, but have been obliged to do so at the price arbitrarily fixed by it.

(b) 27. Competition between members has been eliminated, and because of the combination maintained through pooling of their interests, have concerted refused through the Society to license the public performance of their compositions, except on a basis of a general license covering any and all musical compositions of all of the members, and except upon a basis of arbitrary royalty for such license fixed and determined by the Board of Directors of the Society. By reason of the fact that the Society has acquired control over the public performance by so great a number of copyrighted musical compositions, it has been possible for the radio broadcasting stations to operate without at the same time using the material of the Society. Radio broadcasting stations must either accept the license to use copyrighted compositions owned by the Society on the terms and conditions imposed by the Society, or else subject themselves to numerous infringement suits.

28. Each year members of the Society have concerted demanded and have received from radio broadcasting stations increased amounts of royalty for the license of their compositions. On April 11, 1932, the Society notified radio broadcasting stations that it would thereafter issue only general licenses covering all musical compositions of its members. It required the payment of annual royalties in approximately equal amounts to royalties theretofore paid, plus 5% of the gross income of radio broadcasting stations from whatever source derived. This was a 400% increase in the amount theretofore paid. Because of protest, the Society has made no further broadcasting stations and attempts

London's Falling Nite Life Sends Gibbons to U.S. for New Faces

London, Aug. 29.

A serious shortage of orchestra leaders in London's night rendezvous, especially the hotels, is causing a grave falling-off in attendance which is perturbing the managers. Insiders state the regular habitués are staying away primarily through being tired of dancing to the same outfit night after night and year after year.

Shortage is by no means confined to band leaders. It is just as acute where entire aggregations are concerned, due to lack of sufficient musicians with the right kind of personality for that type of work.

The Savoy hotel management, which also controls the Berkeley and Claridge's hotels, are sending over Carroll Gibbons, an American band leader, who has been with this management for several seasons, to try and formulate a scheme, in conjunction with the American Musicians Union, whereby interchange of bands between American and English hotels could be arranged.

It is understood if such an arrangement is agreeable to the American Musicians Union, the English Musicians Union would in turn prevail upon the ministry of labor, who at present are definitely opposed to the idea of importing foreign bands for English hotels, the desirability of such a movement with the ministry most likely to adopt a more favorable attitude. Such permits would probably be for six months with options.

Carroll Gibbons sailed for America today (Wednesday).

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Long Beach Sked In Cal. Keeping Bands at Labor

Los Angeles, Sept. 3.

With night spots at the nearby, California beaches staying open throughout September, month later than usual, three Music Corporation of America bands will stick hereabouts until early October, at least. Jay Whidden orch at the Deauville club, Kay Kayser combo at the Miramar, and Don Cave's band at the Casa del Mar, all in Santa Monica, are the outfit affected.

Gus Arnheim's engagement at the Hotel Ambassador Coconut Grove terminates Sept. 23, with Ted Fio Rito moving in. Arnheim combo will do six weeks of one-nighters in the Pacific northwest in houses operated by Frank Newman. Late in November combo goes into the Coconut Grove, Houston, Texas, job, remaining until Feb. 1, and then moves on to New Orleans for a run at Club Forrest during Mardi Gras.

Orville Knapp orch has been set for the Club Victor, Seattle, by MCA, opening Sept. 11. This is a Tommy Lee Artists' Bureau combo which MCA is currently taking care of on bookings.

Dick Jergens opens at the St. Francis, Frisco, Sept. 18, in conjunction with the new floor show. Earl and Josephine Leach are already set for the engagement.

Fig Rito's opening date on the Campbell and Shuman show at the Columbia Broadcasting Corporation's net is set for Oct. 5.

A musical thrill from

Connecticut

NORMAN CLOUTIER

and his "Merry Madcaps"

Listeners happy with WTIC, Hartford.

Hear them play

"I SAW STARS"

"A NEW MOON IS OVER MY SHOULDERS"

"WHAT ABOUT ME?"

"LOST IN A FOG"

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Meyer Davis BOBBY SANFORD

President Production Supervisor

The two outstanding revues of 1934, Bobby Sanford's "Show Boat" and the Sun and Surf Club productions in their entirety, will be available September 8 for engagements in theatres, night clubs and hotels.

Plan Year-Round Operation of Chi. Fair's Nite Spots With Heating Plants

Chicago, Sept. 3

They are installing heating plants in a number of the main villages and night spots at the World's Fair. Questioned on the reason for the hot-water pipes the usual answer will be that the villages are getting ready for possible cold weather this month and in October. But despite these replies, the real reason for the heaters is no October or September cold, but November, December, January and the rest of the winter months. The villages at the World's Fair are getting ready for year-round operation as night clubs. Villages which are going ahead on these plans are Italian Village, Streets of Paris, Hollywood, Old Mexico, Canadian Club, Belgium, Merrie England, Spanish Village and the Casino.

Besides the heating plants, the various outdoor spots are figuring on roofs and stronger walls for the wintry winds. Villages are expecting a ruling to be okayed by the South Park Board which will allow them to operate right through the year as nite club concessions.

Concession owners figure that with the World Fair built-up, there is no reason why they should fold on Oct. 31 with the closing of the exposition season. They feel that a good portion of their trade at present is strictly composed of Chicagoans, who are the real spenders at the Fair nite spots. The out-towners are mostly nine o'clock curfewites, who may drop two-bits for an admission fee, but no coin at the tables.

24-Hour Run

What started the heating plant and year-round idea was the recent authorization from Fair officials permitting the villages to operate 24 hours daily instead of closing at one a. m. This means that the village will be permitted to keep going until dawn, which is as much as the loop and city niteries can offer. What's more, the concessionaire figure that the lake-front location gives them leeway to make as much noise as they want without worrying about neighbors.

Roulette and other gambling will be strictly out, according to present plans. The villages, however, figure that they can use the sidewalks and gain joints as spots for the extra revenue, besides that the joints lend a touch of novelty and color which all local niteries are striving for. Villages feel that they're in a position to corral the nite club business. They are prepared to spend big money for names, particularly such big spenders as Streets of Paris, Italian Village and the Canadian Club.

Expected that the villages will all close with the Fair, but will start reopening around Nov. 15 with plenty of national bally. Will cooperate on national plugging for the World's Fair of Nite Clubs. Understood they are raising a \$500,000 advertising fund for this purpose.

Inside Stuff—Music

The Sam Fox Music Pub. company civil suit against the American Society of Composers, Authors & Publishers coincides with the sweeping charges made by the Federal Government in its U. S. District Court suit against ASCAP, although it is generally understood that the U. S. action was "inspired" by the National Association of Broadcasters, rather than any dissatisfied or disgruntled music publisher.

The common attitude in the trade is that while intra-ASCAP wrangles exist and may crop up regularly, all would unite in the common cause of protecting the society against any concerted adverse onslaughts from "foreign" interests, meaning, basically, such as large landholders, hotel associations, motion picture exhibitors and other large users of copyrighted music whose best economic interests would be served if they could dispense with paying any music license fees.

On the other hand it is generally conceded that while the government may not succeed in breaking up ASCAP it might force the society into some sort of compromise which is what its adversaries want. Feeling of the exhibitors, radio, et al., is that some more or less fixed basis of computation be established, rather than be subject to possible further increases after the 3-4-5% (as in radio) expire. Or the large hit film theatre seat taxes, as regards the exhibitors, where delinquents like the Music Hall or Paramount, New York, may find themselves subject to \$1 per seat per year as against the last standard fee of a 10c seat only.

R. S. Peer of Southern Music is 51% owner and brother of Konheiser-Schuster, Inc., and for this reason alone, says Ira Schuster, they are not entertaining any sentiment to Famous Music or anybody else.

If and when Famous is interested in a bid for Phil Konheiser, that's something else apart from the K-S firm, over the songwriter-publisher, who states that in the eight months of Konheiser-Schuster's existence it has been doing fairly well, meeting all bills, etc.

Frisco's 85-Yr.-Old Cabin Reverts to Hoopla Spot

San Francisco, Sept. 3.

Uncle Tom's Cabin, 85-year-old play spot on highway south of Frisco, has reopened as night club with Herb Meyerling's orchestra. Spot has been everything from hot roadhouse in days when Frisco nabobs were spending the gold from them that hills, to fried chicken joint for Sunday drivers.

New owner is Bob Grison, former, asst. manager of Bal Tabarin, S.F.'s ace night club.

3 CASINOS MAY COMPETE IN CHI

Chicago, Sept. 3.

Despite the failures of Andy Rebori to establish a Chicago Casino de Patee at the old Auditorium, there are other impresarios around who believe that they have the secret, and they are all out in the field dickering for theatres and striving to be the first to open with the new season's Casino de Patee in the loop. Three groups are now angling for as many theatres.

N. S. Barger, who operates the burlesque Star and Garter, last week took over the former vaudeville Majestic and plans to open by Oct. 15 with a dine and dance spot patterned after the dine-and-dance theatres of New York.

Olsen and Johnson are also hot for such an idea and have been dickering for either of two theatres. At first tried to grab off the Klinger, but couldn't get together. Now understood that the vaude performers have secured an option of the legit Cort and will remodel to Nov. 1.

Elanges has been mentioned for the Casino policy quite often and

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 in this instance on a Saturday-through-Thursday week.

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 |
|------------------------|------|-----|------|
| I Saw Stars | 29 | | |
| Pardon Southern Accent | 25 | | |
| Moon Over Shoulder | 23 | | |
| Only Have Eyes for You | 20 | | |
| Very Thought of You | 20 | | |
| Cigarettes in Dark | 20 | | |
| Take Lesson from Lark | 20 | | |
| I'll Close My Eyes | 19 | | |
| Love in Bloom | 16 | | |
| Moonglow | 16 | | |
| All I Do Is Dream | 15 | | |
| Quack, Quack | 15 | | |
| Never Had a Chance | 15 | | |
| Say It | 15 | | |
| Lonesome for Caroline | 15 | | |
| Then I'll Be Tired | 14 | | |
| Touch of Your Hand | 14 | | |
| I'm in Love | 13 | | |
| Och You Miser | 13 | | |
| Parade | 13 | | |
| Lites Low, Music Sweet | 13 | | |
| I Still Do | 12 | | |
| Dames | 12 | | |
| Once in a Lifetime | 12 | | |
| With Eyes Wide Open | 12 | | |
| All Forgotten Now | 12 | | |

No Tears to Be Shed—When Worst Dance Season Ends in Conn.

Bridgeport, Sept. 3.

Connecticut summer danceries next week-end say good-bye to one of the saddest seasons in years.

Off to a bright start, business took a dive early in July and never came back. Principal reason, according to promoters, is that the public hasn't got it. Another angle is a change in attitude of dance fans toward radio name bands, customers no longer being ready to pay increased ante merely to see wireless troupes in action.

From now on, ballroom impresarios figure, it's going to be a case of popular-price, no-name dancing, with an occasional surface \$1 attraction to stimulate. Time when public made a beaten path to the box office just to satisfy curiosity is now believed past.

Ranked as best one-night bands introduced in Connecticut this season were the Dorsey Bros., currently at Sands Point, L. I., and Jimmy Lunceford's septets.

ANCHORAGE

Philadelphia, Aug. 26.

Situated on the River Drive in Philly's leafy Fairmount Park, this niterie has held top sway for more than a year as the local suburban place to go. Spot was released from the remnants of an elite barge club, famous during the Colonial days, by Arthur Padula, the 24-year-old niterie wizard of the Quaker town.

Policy of the Anchorage had stood mainly on the attractiveness of the place and its neat cuisine. However, the press of competition has forced Padula to institute better floor shows. This week's offering bills the Three Roberts Brothers, Violet Love, who drew nicely from the Adelphi, Marion Kingston and Jerry Blanchard as new talent, and the two teams of Shepard and Coates and Duprez and Treese as hold-overs.

Spot, although picturesque, presents many tough problems for show production. Place is outdoor and indoor, with the skytop section faced by glass-enclosed bandstand. Night reviewed, copious rain forced festivities under roof protection, so that the dance floor, which is the older part of the club, although near the floor, had the disadvantage of a poor p. a. system arrangement, while the cocktail sippers, off-floor under the temporary roof, heard all, but saw little. Entire club seats a comfortable 650 in a peculiar L-shape fashion, which leaves most performers and the general public, who, incidentally, is a 14x affair that obscures the entertainers' faces completely.

Jerry Blanchard, a lissom blond, m. c.'s the show, while Treese with a ballroom tango by Duprez and Treese, curing a novel and interactive (and appropriate) rain dance by the local realties, Richard and Coates. Violet Love, debuting, secured a complete show-stop, leading into a nicely estimated tap from Marion Kingston, who, like Treese, is hidden by elegant face and figure. The Roberts trio, doing a home engagement, score heavily. The dance team regulars, Duprez and Treese making the over-enthusiastic Carica something better than usual. Jerry Blanchard's m. c. chore leaves much to be desired. Her intro's are weak and carry little significance. Uses the next-to-closing spot for several well re-

New Disk Reviews Plenty Okay; Brunswick-Decca Record Feud Stimulates Phonograph Interest

Writers' Angle

What the ASCAP means to the never-to-prosperous songwriter was fully evidenced with the first news of the government suit.

Those who have been depicting derisively on the Society's revenue as a source of income—and others whose bounty has come from ASCAP—are wearing long faces.

Lindy's and other Tin Pan Alley haunts are dizzy with ASCAP's suit palaver.

there is still the chance that the deal will go through. A syndicate has been working on this theatre, and as soon as the question of the American Theatre Society season is settled, it will be known whether or not the Casino policy will go in. Even Balaban & Katz has discussed the possibility of going into that type of show biz, either on their own or in partnership. They have the ideally located Apollo in their mitt and several promoters have been contacting B. & K. with just such an idea.

New Schnoz Trio to Open at Paradise

Eddie Jackson, who's been doing a single since Clayton, Jackson and Duranto dissolved, is going trio again, this time with Val Irving and Billy Reed.

They open Sept. 13 at the Paradise restaurant, New York.

Enoch Light from the Shellburne hotel, Atlantic City, follows herde Grofe's orchestra into the Claremont, N. Y., Sept. 6.

NIGHT CLUB REVIEWS

colored dancin' ditties of the off-color genre.

Show's routine can stand brushing up, but the general quality of it is such that this niterie will do business. Spot ad in the dailies are being used to plug these Philly favorites, while the manifold airings of Milton Kellern's smooth saxophone outfit helps, too. Latter plays the show cannily, something most rooms in the town lack. Prices are low at one and one-half dollars, and one dollar. Sprites are among the best in Philly and food is top. So is the service.

Gusck.

SKY RENDEZVOUS

Philadelphia, Aug. 22.

This niterie opened with a fanfare two months ago by a Broadway crowd, divided after its commencement to little short of a fizzle. However, a short time later, under the new management of Adolph Marks, former owner of the Chez Samarkan, the room picked up. Today it is among the leaders for the late trade.

Floor shows are still produced by Tony Shayne, with John Pierce more successful than Wallace Milum in the staging. Food is okay, prices a fair level at \$1.50 minimum. Paul Mason's ark unit remains from the opening and offers much improved designation.

Show features Roy Soley's fast-paced quipping as m. c., starting with a prediction of a "dick" girl line on the trouty side. Fems are plenty comely and display unusual versatility. Second spot goes to the nudgy face of Bernard and Edith, who, twist about fairly in a rather antique turn, but come back at closing with a better hit. Ensemble, minute follows, which takes into a lot routine, ending the next piano-vocal patter of Kane and Kanner. Two potential young fellows, Neddy takes a next-to-closing spot and triumphs. Final for a goodly share of laughs. Final shows lots of pudity in the chorus, which the yekis seem to enjoy. Big objection in the show is Roy Soley's leaning toward vulgarity, although to clean his pants would leave him with nothing.

Major reason Sky Rendezvous is a dud is its m. c., Adolph Marks, whose following in Philly has been building for the past twenty years. Gusck.

By ABEL GREEN

Phonograph recording artists who have been more or less jaded about their disks in the last two years are taking more and more interest in the perfection of their wax impressions, having an eye primarily on the anticipated sales stimulus in the disk buying field. The Brunswick-Decca catynism, and because it's been proven that the phonograph record has more than passing virtues for the artists, are two prime causes for this renewed interest.

In former years, to be a disk artist was a tribute to the artistry and unusualness of the band or singer, but with the banks having nite sales in recent years many disk artists either continued keeping the phonograph dates for prestige purposes or because of some contractual or personal equation. Some later on figured it wasn't worth the effort to get up for an early morning phonograph date, especially in the case of dance bands having nite club, late hotel or evening radio commercial engagements.

In the case of radio artists, some even took the position that "canning" for the disks had its negative reflexes through the many small stations utilizing the records for commercial spot broadcastings to the detriment of their own more elaborately sponsored commercials.

However the recent crop of records show a more intense application to their chores. Some of the artists, particularly those who are commercially sponsored on the air, realize that a good disk is their best selling argument for radio purposes—the advertisers can judge artistry of talent and also technically gauge his or her organization's qualifications for radio microphonic transmission.

Casa Loma Orchestra

Of the new crop of disks: Glen Gray and Casa Loma have turned out a flock of their unusual designations for Brunswick. "Moon Glow" and "You Ain't Been Living Right" (No. 6373), "No. 6322 with that jazz classic, "Milenberg Joys" is the most recent assortment of Casa Loma. All are in that spirited tempo which are distinctive of the band, all with the dance-mad youngsters. Per usual Kenneth Sargent and "Pea Wee" Hunt still the billing on the vocal interludes.

Leo Reisman

Reisman's style had to have inspired the new talk-aloud Ray Noble technique which that

(Continued on page 51)

Berg OO's Coast Talent For His China Clubs

Los Angeles, Sept. 3.

Marty Berk, operator of the Little Club in Shanghai, is in town engaging talent for his fall season. So far he has signed the Grillins, dance team; Flora Washington, colored blues singer, and is organizing a 10-piece band. Players go to China on a 10-week basis with option. Return fare is posted in an L. A. bank.

Berk plans to open a second club in the Chinese city shortly after the first of next year and will return here at that time for additional acts.

With the exception of Miss Washington, all talent engaged will be right acts. Franchise of the cafe is mostly foreign. Berk claims that his business has been tops for the past six months with no sign of depression.

Elanache Calloway wending up screen next Sunday at Pleasure Beach, Bridgeport. Operators of room, McCormick & Barry, open their litz next week. Guy Lombardo set for Sept. 16 and Casa Loma for Oct. 14.

Jack Ward's Carolinians returned to the Wayman ballroom, Build Lake, N. J., after a week at the Lewestown, Pa. Fair. Band is set for a southern tour, with the opening date Sept. 15 at the Carolina Dance Clubhouse, Raleigh.

Jane Knight will do six records for Brunswick.

NEW ACTS

FOWLER and TAMARA (5)
Dancers, Songs, Piano
18 Mins.
Orpheum, N. Y.

Addison Fowler and Florenz Tamara have been one of the foremost ballroom dance teams in the business, equally established in smart niteries, valettes and review on both sides of the Atlantic. After their Folies Bergeres, Paris, and Cochran revue, London, engagements, they have been at smart hotel spots in Chi. El Paso, Galveston and also New York (Waldorf) which has kept them out of vaude for several seasons.

They are thus fresh for stage work, and in presenting their new terp routine they have kept abreast of the times in switching considerably away from their established Spanish and tango stuff into more orthodox ballroomness including the new ultra-modern precision dancing. There's also some highly effective comedy for the topper-offer.

In keeping with the general 1934 tempo they have the Dale Sisters, a Saxons-like type of hotcha rhythmic team, plugging one wait while Noel Cravath at the piano contributes a sophisticated salon air to the presentation.

Opens in full (special), a drawing room idea, with Miss Tamara descending the French-door flight of steps for a modern ballroom waltz, straight. Then the Dale Sisters who encoored with the Saxons' arrangement (by Al Siegal and by permission) of "Got the Jitters."

Then a very pashy rhythmic "Temptation" dance to the air of the "Vanities" number of that title, which is contained in a highly sophisticated manner. Cravath's piano solo and then into a modern fox-trot, straight, and then a comedy travesty on the Westchester style of bender-outer clinching for the comedy topoff to strong returns.

Can play anywhere. Aef.

JOS. E. HOWARD (4)
Songs
12 Mins.; Three (Drapes)
Franklin, N. Y.

This new act by the vet song-writer, Jos. E. Howard, is new insofar as the routine and supporting company are concerned, but the material included is practically unchanged. No reason why this one shouldn't do as well as the last Howard act, and the one before that, etc.

Act consists mostly of the singing of Howard's old songs by the composer himself and the three young ladies who assist him. The assistants are the Three Happiness Girls, grouped about the piano, which one of them plays. Another steps out for a brief buck dance early in the act.

The girls are capable harmonists, but their combined voices are not very powerful and they should by all means use a mike.

Turn proper is preceded by a short film trailer that introduces Howard and gives the titles of his past works. Trailer is poorly made and Howard should get another one, or dispense with it entirely and depend on his own stage announcements. Bigs.

YASCHA BUNCHUK
Musical
8 Mins.; Two (Special)
Loew's State, N. Y.

From the Capitol, Loew's "Pity deluxer" where he built up quite a reputation as a picture house symphony ork leader, Yascha Bunchuk is now on tour of the better vaude houses on the Loew circuit. As a guest conductor he's probably okay in those spots where he might be known, but as a vaudeville act he can't mean much to the pace of a layout.

At this spot Bunchuk played two solos on a cello, with piano accompaniment, and then, assisted by three violinists from Ruby Zwerling's pit combo, delivered a concert arrangement of "Smoke Gets in Your Eyes." There can be no question as to his ability as a musician, he stands too high in his field for that, but it is doubtful whether in the present form of his act, than he can add much to a show, or his own prestige. Main fault is slowness, but that's plenty.

It is Loew's plan to route Bunchuk with the Ruby Hysteria girl-band. At the State Bunchuk leads the pit ork and the Melodars through a medley of Gypsy airs for the show's finale. It's a good musical flash. But, considering Bunchuk's own stint in No. 3 and the girl-band's 20 minutes as a jazz combo, it's entirely too much music one stage show for anywhere, but the Lewisohn Stadium.

Bunchuk's own act is especially well mounted with an olio on which is painted a giant grand piano. Loew's is neat in an all-white ensemble. Scho.

FUTURE STARS (5)
Flash
15 Mins.; Full (Special)
Franklin, New York

Five clever kids, all described in an opening announcement as being "under 17," in a towed-together affair that far from does justice to their ability. Members are a cute whirlwind acrobatic dancing girl, a juvenile Nick Lucas, a toe dancing comedienne, and a boy and girl buck dancing team. All nice looking, youthful in appearance and capable in their own way.

But the producer just slapped it on the stage with no regard for production enhancement. Only help rendered is a grubby backdrop, and a painted flatcap that somebody must have been playing pinchole on. That the act gets over is due to the individual and collective efforts of the kids.

As long as the turn goes out of its way to impress upon the audience that all the members are "under 17," it wouldn't be a bad idea for the 17-and-under girl members to wear brasiers under their transparent dresses in the opening number. Bigs.

Vauders in Pix

Hollywood, Sept. 3.
Homer Dickinson, of Dickinson and Gracie Deagon, from vaude, gets his pic break in WB's "Sweet Adeline."

Pat West, another vauder, gets his in Radio's "Sea Girl."

66-HOUR GRIND ON A. C.'S STEEL PIER

Atlantic City, Sept. 3.
Some 66 hours of consecutive entertainment are being offered to Atlantic City's Labor Day weekend crowds at Frank Gravatt's Steel Pier here. From 8 a.m. Saturday morning until 2 a.m. tomorrow (Tuesday) morning, five theatres and four dance bands and many of the other 50 attractions on the program are going full blast.

Many family groups came with baskets and spread their meals on the picnic tables. One admission, 75c, covers all attractions.

Visitors to the pier, which extends almost a half mile out to sea, have their choice of any one of the three picture world premieres, "Belle of the Nineties" (Mae West), "Young and Beautiful" (William Haines and Judith Allen), or "The Convention Girl," filmed here at this pier during the early summer.

Out in the ballroom there is matinee and all night dancing to orchestras under the baton of Ozzie Nelson, Mal Hallett, Frank Dailey, and Alex Bartha.

Seven acts of vaudeville, headed by the Goldberg skit of radio, are among the program features, which include a juvenile revue in the Children's theatre; Hastings' Marl-onettes, Nelson's Boxing Cats, Alexander the Magician, and in the open air stadium, 10 water circus acts.

For the "ultra" guests there are operatic performances of "Carmen," in English, and for the less sophisticated, the Steel Pier Minstrels, featuring William O'Neal. Countless exhibits run throughout the pier and the wild animal nursery is drawing children and adults at all times of the day and night, as also the giant sea elephant.

Seven box-offices are busy for a crowd estimated above the 150,000 record established by the pier on last year's Labor Day weekend.

TOM, DICK and HARRY
Knockabout
7 Mins.; N. Y.
Franklin, N. Y.

Tom, Dick and Harry are three boys—what else could they be? who mop up the stage with themselves and each other for seven minutes and no stops. Surprisingly ineffectual, considering all the strenuous effort they put into their work, but the answer is that it isn't always what one does, but how one does it.

In form, and as the turn now rates, Tom, Dick and Harry is a small-time version of similar knock-about acts, such as the Runaway Four, Melis, Kirk and Howard, etc., that have made the higher grade.

The boys might improve themselves by eliminating the dirty cow pasture bit and the solo coach dances by one of them up against an entrance wing, with his back to the audience. At least then they could not be called objectionable.

There was a similarly titled act around about 10 years ago, but that was a flash act and there's no connection. Bigs.

Coast Vaude Gets a Breeze Up For 11 Weeks; \$900 Weekly Budgets

Broken Shoulder Forces Cyclist Out of Hipp, Balto

Baltimore, Sept. 3.
George Dormonde, bike turn, canceled out of the Hipp after final evening show last Friday (31). Was replaced by Calton and Emmy, dog act.

Dormonde broke his shoulder in a fall at the Erie, Washington, last Wednesday. Laid off next day and thought he could open o.k. at the Hipp and play the week, but incessant pain forced him out.

Lawyer-Producer's Unit Goes Into Rehearsal

"So What?" is the title selected for the Jack Bonney-produced vaude unit, which went into rehearsal last week. Arthur and Morton Havel and Charles Kemper act for the comedy end. Peter Higgins may join unit contingent upon a radio deal with Moie shaving cream. Lina de Acosta, from "Folies Bergere," Paris, is coming over on cable call for femme topper. Jean DeMaid staging dance numbers, and Billy Creedon the sketches. Musical score by Ken Nichols.

Pincus Asks Divorce

Chicago, Sept. 3.
Phil R. Davis, lawyer, last week filed divorce proceedings for Bobby Pincus, vaude performer. Pincus is asking for divorce from Isabel Dawn on grounds of desertion. According to the bill filed by Attorney Davis, the couple married in Los Angeles on July 3, 1931, and separated on Aug. 1, 1932.

St. George Returns

St. George, Staten Island, resumes Sept. 26 after a summer of straight pictures. Arthur Fisher again booking the spot, a split-week, five-acter. Fisher last week also started booking the Strand, Stamford, Conn., on a three-day, five-act Conn., on a three-day, five-act basis.

LOEW ROUTES FOGARTY

Loew has routed John Fogarty, radio tenor, over the whole vaude book, consisting of nine weeks in all. Fogarty starts this week in Baltimore. His manager, Jimmy Gillespie, handled the Loew deal.

Jimmie Jefferies, radiocinator at WFAP, Dallas, has returned from a 30-day vacation trip to points in California and Colorado.

Los Angeles, Sept. 3.
Annual revival of vaude on the Coast gets under way around Sept. 15. A little late this year, but it's here nevertheless. At that time about 11 weeks will be available, mostly controlled by the Bert Levey office. Paradoxically enough, Levey's heart route when RKO had the coast vaude by the ears. Now RKO has closed its office and Levey is on top again.

Houses going for vaude are the Orpheum, Portland; Paramount, Seattle; Orpheum, Spokane; Golden Gate and Warfield, San Francisco, all full weeks. Split weeks will be in effect at the Mt. Baker, Klamath Falls, Ore.; Pelican, Billingham; Capitol, Yakima; Liberty, Whatcom; Columbia, Pittsburgh, Cal; Strand, Modesto; Capitol, Antioch, and Strand, San Rafael. In addition to these houses, Levey office also has the Orpheum, L. A., and the Hippodrome, L. A. Former is a full week, latter split.

With the exception of the Golden Gate and Warfield, having a band policy, all are using five acts. Ken Dailey and Johnny Dollinger are handling the "Frisco office for Levey, who makes his headquarters in L. A.

Levey will bring out about three acts weekly from the east during the winter. Fillers on the bill will be made up by Coast defenders or acts picked up around Los Angeles and Hollywood.

Though none of the budgets are heavy, some of acts looks a little better for the coming year than was paid last season. Estimated that the average week's budget will run around \$900. Last year it averaged around \$700.

Loew's 2 Girl Bands At Capitol and State

Loew's has two girl bands competing on Broadway this week at the State and Capitol. The Ray Hutton and her Melodars are at the State and Phil Spitalny, with his all-girl band revue including Eleanor Powell, at the Cap. Spitalny will stay two weeks and possibly three at the house.

Innovation for the Hutton femme band will be Yascha Bunchuk, who will tour with them and maestro the combined regular pit band with the traveling Hutton Melodars in a routine encore.

Nat Sobel in Hosp

Nat Sobel, veteran Keith and RKO agent, is seriously ill at Strydenham hospital, New York. Sobel was removed to the hospital last week.

WE GLADLY THANK YOU

YOU WANTED US FOR FOUR WEEKS
AND AFTER FIVE MONTHS YOU STILL WANT US
THANKS TO GEORGE BLACK AND VAL FARNELL

Archibald Haddon, "Sunday Referee"—

An American comedy trio, FORSYTHE, SEAMON and FARRELL, were gorgeously amusing in a way that is difficult to describe. Miss Farrell, a homely Sophie Tucker-like person, bounced about on top of a piano, while the others derided her adroptly. Forsythe leavened the fooling with bursts of song, astonishing us with a rendition of "Ole Man River" (bass) and "When Irish Eyes Are Smiling" (tenor) of a quality that Paul Robeson and John McCormack might have envied. Miss Seamon, a pretty shapely girl, was amazingly versatile, her top-like gyrations won an ovation, and her grotesque facial expressions caused fits of laughter. The turn was novel and original enough to reach the distinction of a ROYAL VARIETY PERFORMANCE.

TROCADERO THEATRE, LONDON (England's largest Theatre (Seating 6,000).

ROGER, VARIETY (London Office):

Following everything on the bill (9 acts) are FORSYTHE, SEAMON and FARRELL, ordinarily a tough spot, but did not matter much to this trio, they soon got them interested and departed to a reception which proved this about the best blended combo now in vaudeville.

ROGER, VARIETY (London office): FORSYTHE, SEAMON and FARRELL here on their third visit and given a good spot proved this type of an act can stand repetition. They have some new tricks, but got most laughs on the old ones. ONE OF THE HITS OF THE EVENING.

Beverly Goodgame, THE LONDON ERA:

It is good to have FORSYTHE, SEAMON and FARRELL back at the Palladium, they are the type who make themselves so thoroughly mately that to see them again is to meet friends, their delicious ensemble of song from Chas. Forsythe, the magnificent dancing by Adeline Seamon and general whoopees by the—er, nicely plump Ellmore Farrell is a gem of sure joy and a sure hit. I just adore Ellmore, she is immense.

FORSYTHE, SEAMON and FARRELL

New York:
Curtis & Allen and Dick Henry
Nat Kalcheim
William Morris Office

Chicago:
Jack Kalcheim

London:
Foster's Agency

COMING HOME SOON

FINDING ACTS A PROBLEM

American Act's Salary at Scala

Reported Confiscated by Nazis

William Morris office is attempting to locate Lowe, Burnett and Wensley to ascertain the truth in a report that the American dancing act's \$2,700 salary for the month of August at the Scala, Berlin, has been confiscated by the German government. Booking was arranged by Morris through Cliff Fischer, its Paris rep.

The agency heard of the act's plight through a cable dispatch to the Chicago Tribune Press Service from its Berlin correspondent. Last word received by the Morris office from the act stated a labor permit had been obtained and they were ready to open. That was on Aug. 5. The asserted confiscation occurred three weeks later.

News report of the affair states the trio upon arrival in Berlin were informed by E. Dulenberg, the Scala's director, that they were required to sign a labor contract. Later they were said to have discovered that the 'labor contract' was in reality a release for the Scala manager, under which he was relieved of an obligation to aid the act in taking its salary out of Germany.

Balance of the trio's efforts to obtain their salary, as given by the Tribune report, were as follows:

'After the excitement of opening, they began to hear of the sad experiences of their American and other predecessors who had labored in Berlin only to find themselves almost penniless at the end of the month, because the Germans would not allow them to take their earnings along.

'The trio got busy. They went through all the red tape of applying for a permit to take the remainder of their salary out of Germany. They were told that they would be allowed to take out one-third.

'With a permit to this effect they went to the American Express Company. The company applied to the Reichsbank for foreign currency which the Americans could take along. The Reichsbank refused to permit them to take away money for checks.

Fined \$1,000

'The actors had brought 100 French francs (about \$6.70) and 300 registered marks (about \$120) with them when they came to Germany. They declared that they had lived on that money during the first days they were there. When the foreign currency control office heard they had used registered marks, which are meant for tourists, it declared they had violated Germany's currency regulations. The artists were fined \$1,000. They were told that they had no right to use registered marks while working in Germany.

'The office further told the actors they would have been allowed more than one-third of their salary if they had not spent their own American-earned registered marks. In the meantime, though, they did not even get the one-third, for which they received a permit.

'The actors complained to the American consulate, which communicated with the Reichsbank. The American Express company told them that they need not hope to get their money because this was the 14th case of this kind. The express company added that never before had anybody succeeded in getting money for which the representatives of German firms signed valid foreign contracts.

'The actors, besides being unable to take out the money they had earned, had to agree to a deduction of 22% for taxes and agency dues.

Others in Same Boat

'Other foreigners are in the same position at many German vaudeville theatres. Dorothy Crocker, American dancer, who has played in New York, Paris, and London, also is a headliner at the Scala. She, too, is unable to take away the money she has earned. Her predicament is

HELEN MORGAN'S \$2,250 FOR ONE CHICAGO WEEK

Helen Morgan, coming east for a month, will get \$2,250 for a week (?) at the Chicago, Chicago. She stays in that town for two more weeks at the Chez Paree, niter, where she opens Sept. 16.

Following the nite club engagement, Miss Morgan returns to the Coast for a Warner picture.

Interstate Chain Thinks Pictures Oke; No Vaude

Interstate, leading player of last season's units, will not adopt a permanent stage show policy for the new season, due to continued satisfactory picture bookings.

For the present the Hobbitsell-O'Donnell group will confine itself to occasional attractions, booked by Charles Freeman out of New York, on a strictly 40-40 percentage basis. First name act to play the time on this policy will be Cab Calloway, opening at the Majestic, Dallas, Sept. 21.

One Prodigal Son Comes Back; Bill Morris, Jr., in N. Y.

William Morris, Jr., is a repatriated Broadwayite, having gone native on New York again after first deciding that California was getting him 100%.

Abe Lastfogel, the Morris agency's general manager, and Morris, Jr., huddled in Hollywood a fortnight ago and the upshot was that the prez of the firm could do better operating out of New York than heading the Coast branch. Latter will continue with the same staff headed by Murry Fell.

Morris, Jr., concluded there's more new talent and more general show biz around Broadway than on the Coast.

Loew's Gates Dropping Vaude; Providence Out

Loew drops the vaudeville at the Gates, Brooklyn, neigh split week, the latter part of this month. House has been a vaude stronghold for years. Loss of this half week offsets a similar gain made by Loew's booking acquisition of the Academy, New York, under its 50% partnership buy with the Skouras Bros.

A full week fell off the Loew book Friday (31), when Providence went straight pictures, a week ahead of schedule.

even worse, because her mother and four-year-old daughter are with her. The three must live on the money they have saved until the dancer's British contract goes into effect in the middle of September.

The experience of Vivian Fay, another American who was a headliner at the Scala in June, was very similar. Those were still more prosperous days, according to the Reichsbank, which after much negotiating, allowed Miss Fay to take one-third of her salary along. The balance was transferred to her in monthly installments. They stopped in August, leaving \$265 of her salary frozen in Germany.

TALENT SHORTAGE FACES BOOKERS

Years of No Developing Now Taking Toll—Vaude Revival in View, but No Material—Only Flash Acts Are Plentiful

COMEDY DROUGHT

Vaudeville, on the road back, finds itself blocked by a lack of medium-priced talent, the fault of the circuits which now find themselves in need of stageshows. Consensus by major and indie bookers is that there are hardly sufficient good acts available at present for more than 15 consecutive weeks of entertaining shows.

Trouble lies not so much in a scarcity of cheap and expensive acts, but those turns in the middle-price class that form the nucleus of shows, especially next-to-closing acts of worthwhile calibre yet within the price range of the average neighborhood vaudeville. It's a problem that the bookers don't know how to get around and something they all admit will retard a vaude comeback of major proportions.

Loew is one circuit in point which finds intermediate-time talent hard to get, and it has but 1 1/4 weeks available, with only a little more than half of this using neighborhood vaudeville. Rest of the time is deluxe.

RKO is in a similar boat, and this is the circuit now experimenting with vaude previous to a big comeback try with stage shows later in the fall.

Agents' Denials

One booker stated that he has lists of acts handled by all the agents in the field, but couldn't get 15 really good medium-priced shows out of the entire lot. This despite the declarations of agents that there are plenty of playable acts around, but no available time for them.

Chief cause of the talent scarcity is the complete extinction of highly and brightly bred vaude in the past four years. Development of talent has been almost impossible because of this, although there is an abundance of song and dance specialists brought up through the cabarets and cafes for flash acts. The former school for comedians, burlesque, also passed out of existence as a talent-builder in that time, removing every stepping-stone to vaudeville.

Now things are in reverse. Where formerly an act went from vaudeville to legit, the musical comedy performers now come to vaudeville, but at salaries prohibitive to any theatre but a deluxer. Same applies to the radio interchange. The medium-priced act coming up through vaudeville to musical comedy is no more, resulting in the past four years policy of using the usual No. 2 acts for next to closing, usually hoovers with a knockabout comedy bent.

Paul Gascoigne Killed

San Francisco, Sept. 3. Paul Gascoigne, 62, head of the Royal Gascoignes, standard vaude act, was found dead at a street intersection here yesterday (Sunday), his skull crushed. Police believe him a victim of a hit-and-run driver.

Gascoigne was born Henry Smith in Australia, and has a wife and daughter in N. Y.

Avons As Was

Avon Comedy Four has reunited, headed by Joe Smith and Charlie Dale.

Eddie Miller and Ray Cole rejoined the original foursome for opening at the Casino de l'Arce, New York, last week.

Par Also Going Strong on Names For New Season; Many Now Booked

FOKINE BALLET'S QUICK REPEAT AT CAP, N. Y.

Fokine Ballet, classical dancing troupe, which played the Capitol, New York, last week, will be brought back by Loew for a return engagement at that Broadway house week of Sept. 14. Same salary, \$7,000, for the repeat, with dance troupe obliged to do all new numbers.

That same week the Capitol will depart from its regular picture booking policy to play 'The Wandering Jew,' British-made (Twickenham) film, which Metro has taken for release on this side.

Reported that Balaban & Katz, Fanchon and Marco are negotiating for the Fokine troupe.

PITTSBURGH'S STAGE SHOW REVIVAL

Pittsburgh, Sept. 3. With union difficulties settled, Pittsburgh this weekend swings into a revival of stage show activity which hasn't been witnessed around here since 1930. Tipoff of what's to come takes place Friday (7) when Dick Fowell plays Stanley in person against Ted Lewis at Penn.

In meantime, Pitt has reopened with pictures and eight acts of vaude, with house set to resume units once they start touring. Jay Mills, former m.c. at Enright, on initial bill and may stay for a run. Deluxers can look for some stiff competition from Pitt, where nite top has been slashed to 35c, lowest for a combo show around here in years. Penn and Stanley have a 60c tariff. Arthur Fisher booking the Pitt.

Fourth house, the Harris-Alvin, will swing into stage show policy, too, before month is up at 40c top. Harries will probably bid against George Shafer, of Pitt, for namesless units latter house played regularly last season.

Understood that union arrangements call for minimum weeks, with neither the Stanley nor Penn contemplating stage shows as regular thing but only when opportunity to snare a name arrives. Alvin may operate under similar plan although Pitt is to play flesh every week.

FRESCOTT FOR LONDON HOTEL, MAYBE REVUE

Pittsburgh, Sept. 3. Norman Frescott, here to m.c. opening of new Harris-Alvin, has just been signed by Clifford Whiteley for London producer's new show, opening at the Dorchester hotel, Oct. 1, booked in for four weeks, with options. He may stay over for revue Whiteley plans to do around the holiday season. Marty Sampter agented the deal.

Frescott sails Saturday (8) with Whiteley.

AFA Mass Meeting

First American Federation of Actors' mass meeting since it received the American Federation of Labor charter as a union last April will be held Wednesday night (5) at the Edison hotel, New York.

Meeting will be mainly for the purpose of reporting the AFA's progress in the past five months to the membership.

Paramount, following Loew's lead, is starting to sew up attractions in advance for the coming season, but confining itself to such name acts as have proved business-getters for the circuit in the past. With the Paramounts in New York and Brooklyn both in straight pictures, bookings are only for the out-of-town spots.

Abe Lyman opens at the Chicago, Chicago, Sept. 7, going from there to the State, Minneapolis. Helen Morgan opens at the Chicago, Chi., Sept. 7. Street Singer (Arthur Tracy) opens in Detroit the same week.

Mills Brothers start in Detroit Sept. 14 and go to the Chicago Sept. 21. Borrah Minevitch is set for four weeks, opening in Boston Sept. 21 and following into Buffalo, Chicago and Detroit, while Ted Lewis opens in Boston Oct. 5.

Gertrude Hoffman and Girls (18) opened a four-week run at the Michigan, Detroit, Friday (31). First time in months that the house has booked an outside ensemble other than a local group staged by its own producer there. The Hoffman troupe arrived from Europe Monday (27).

All of Par's name bookings are on a straight salary basis, no percentage.

JOHN SIMON, 30 YRS. AN AGENT, DEAD ON COAST

Hollywood, Sept. 3. John B. Simon, 53, for more than 30 years a vaudeville and picture agent, died at his home here Sept. 1 after an illness of several years.

Simon was first located in Chicago as an agent for the Orpheum circuit, later going to the Western Vaudeville Managers' Association. For the past six years he had been in Los Angeles, first in association with his brothers, Irving and Freddie, and the Harry-Herman Weber interests. Later he went on his own with his brothers handling his agency's studio work.

Irving was with him at the time of his death, and Freddie is due here tomorrow (Tuesday), flying in from New York. In addition to two brothers and a sister, Edna, Simon is survived by his widow, the former Edith Allen, of pictures.

Funeral services will be held Wednesday (6) followed by cremation at Hollywood cemetery.

Curtis' Foreign Novelty Acts for Rose's Music Halls

Four European vaude novelty acts were set by Jack Curtis (Curtis & Allen) for the three Yermi Stern-Billy Rose music halls, one of the latter, the International Casino, to be opened Nov. 1 in Brooklyn.

Acts Curtis set while in Europe with Rose are Théo Weire Bros., Griffiths Bros., Rolf Holbein and the Pierettes. They're due over in October and November on eight-week guarantees.

Curtis returned from London last week.

Mex. Ork Seeks Another X-U.S. Good Will Tour

Los Angeles, Sept. 3. Mexican orchestra, which toured the States some three or four years ago, is negotiating with Fanchon & Marco for another good-will, coast-to-coast tour. Band would open here at the FAM Paramount.

Stimulation of any possible contract is that outfit must be billed as the 'official typical orchestra of Mexico.'

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15 YEARS AGO

(From VARIETY and Clipper)

Cop and Lent circus outfit sold on for \$150. Local man got the big top and 8 smaller tents and equipment. Attached on a personal injury claim in St. Johnsbury, Vt.

First seagoing cabarets planned. White Star Line to use troupes on the Cedric and Baltic.

S. Rankin Drew Post formed; he was son of Sidney Drew.

Marcus Loew opened two new houses, Colonial, Detroit, and Liberty, Cleveland.

Booking office started giving out 40 weeks' contracts.

Harold Lloyd started to light a cigaret from what he thought was a prop bomb. It wasn't. Thumb and forefinger amputated.

Catholic Church started a pre-view service. Announced as not a censorship. Hailed as a lead to cleaner films.

Northwest Exhibit Circuit, indie exhibs around Seattle, announced it could give 300 days in its 125 houses. Jim Clemmer was prez. Covered four states.

Famous-Players-Lasky announced a chain of 300,000 theatres in Canada. Present Famous-Players Canadian.

Western exhibs had a new Yellow Peril. Japs were trying to buy Coast six houses. Headed by Sessue Hayakawa. Never got very far.

William Rock and Frances White ended their stage partnership.

50 Years Ago

(From Clipper)

Orrin Brothers, who had a circus in Mexico, went dime museum. Advertising for curios. Circus was a Mex institution.

Kohl & Middleton introduced an innovation in museum platforms. Each freak had a cubicle fitted up to suggest a parlor.

Detroit had a band named after the owner of a clothing store and largely composed of his salesman. Clerks had to double in pants and brass.

Arthur C. Moreland back as stage manager of London theatre, N. Y. One of the prominent N. Y. Elks.

Minnie Maddern (Flake) was such a hit in 'Caprice' that she abandoned her idea of a repertory.

Even in the 80's Memphis was regarded as a bad show town and Dorris' circus took credit for attempting a pitch there.

Jacobs & Proctor opened their Albany museum. One of the first entertainment places to use pre-cooled air for hot weather.

Although only open a year, the Met opera house was being re-eccelerated in warmer colors. Complained the house was too cold.

E. H. Sothern was playing farcical comedy, but soon to become a romance actor at the Lyceum.

Daniel Frohman was advertising for a playscript he had lost on his way to Manhattan Beach. Bore the title 'Terquinius Superbus.'

Austin & Stone's museum, Boston, was advertising liberally. Keith had them worried.

Inside Stuff—Pictures

Settlement of issues in the suit of the Paramount trustees against 12 banks on the \$13,000,000 film-hypothecation transaction is held to be likely in the hope of averting any more delay than is possible on a reorganization. When the suit was filed over a year ago, inside then was that it would never come to trial, although more recently it has appeared it might be fought out.

Suit is on the fall calendar, but delays and appeals could almost indefinitely hold up eventual restitution of Par to a non-bankruptcy basis. Justice Cox of the Federal bench is expected to return from vacation today (Tuesday) to set an early date at which technical points in connection with alleged creditor preference and examination before trial of officers of three Par-creditor banks are expected to be determined. Justice Hulbert during the past week referred the entire matter to Justice Cox at the request of Root lawyers.

Judge Leon R. Yankwich, of Los Angeles Superior Court, has ruled that the clause in current contracts between producers and players calling for discussion of salary differences by the Academy of Motion Picture Arts and Sciences, arbitration board holds water.

Issue was raised in a case brought by Lupe Velez who alleged Rowland Productions (William Rowland) refused to take to the Academy board her complaint that Rowland owed her \$7,500 on an asserted breach of contract.

Rowland sought to clear the case in court but Judge Yankwich ruled that the contract clause relative to the Academy arbitration must be considered. Rowland has given notice of appeal.

Among the incidents recalled by the death of J. D. Williams is that he was among the early producers to sign a performer to a \$1,000,000 picture contract. The first \$20,000 a week agreement, for 52 weeks, in films is generally believed to have been that between William Fox and Tom Mix, unheard of at the time and disbelieved by picture men for weeks after the signing.

In the case of Williams the contract was with Charlie Chaplin. First release in the series was such a success that a bonus arrangement was made, which finally wound up by Williams actually paying \$1,800,000 to Chaplin over the specified period.

In this issue will be found a record of the death of J. D. Williams and the dissolution of First National Exhibitors' Circuit, which he founded.

First National was taken over by Warner Brothers chiefly to obtain picture control of the Stanley theatres, which he acquired a majority interest in the once powerful production concern. It was used by WB as a secondary releasing title. Certificate of dissolution was filed by the Secretary of State's office last week, but the title is retained.

Influence of book sales on prospective pictures or stage shows may be exaggerated. Book sales on 'Nijinsky' are credited with having boosted interest in ballet to the extent, even, of making the Fokine ballet a sell-out at Lewisohn Stadium recently and then playing the Capitol, New York, as the stage show. Simon & Schuster, who published the book, while glad of the break, have sold only 20,673 copies of the book. That's as of Aug. 27.

'Nijinsky', with this sale, is a national best-seller, giving a notion how few people are actually reached by the best selling books.

First shot in the \$32,000 New York advertising campaign on 'One Night on the Moon' started last Thursday (30), a week ahead of the Music Hall opening, using \$523 in the form of a white panel within a frame of light rays against a darker ground.

Two-part copy announced that 'On Thursdays of next week, Sept. 6, Radio City Music Hall is privileged to present a new picture of importance.' Lower bank carried the endorsement of a star not engaged in the production.

One of the by-products of the purity seal in pictures is the heavy barrage of scripts arriving at the Hollywood Hays office. They're from the same would-be scenarists who formerly sent their brain children to the studios.

So much publicity has been given the Breen censorship of scripts and pictures that the amateurs see in the official a new medium for getting their yards on celluloid. Almost all letters accompanying the scripts carry a line that 'this is a clean picture'.

D. W. Griffith shares in the major portion of the \$50,000 paid a group for the talker rights to 'Way Down East'. Of this sum Griffith collects \$24,500. William A. Brady, who produced the dramatized version of the book, shares up to \$14,000. The remainder is equally split with Mrs. Joseph R. Grismer, widow of the playwright who dramatized Mrs. Parker's novel.

Rural Pictures, Inc., purchaser of these rights, is presumably a dummy for some major company, presumed to be Fox.

After one previous postponement, directors of Keith-Albee-Orpheum finally held their regular monthly session in New York Thursday (30), but not until after this meeting also was delayed. Business of the session was rushed through in such speed that some of the board, arriving late, merely heard the meeting break up.

Official comment was that it was just a routine session with the board merely okaying past business and accounts.

Because of the religious angle in 'Wandering Jew' (Twickenham) American companies were hesitant about taking it for release on this side. Most of the majors turned it down. One independent, however, was playing with the thought of taking it and changing the title.

While the indie was thinking it over, Metro bought it. It's gone into the Capitol, New York, week Sept. 14, figuring on the Jewish holidays to help.

The Rialto-Roxy pool on pictures in New York, splitting the pick of available product between the two houses, awaits the approval of the Roxy receiver and the Par trustees before being signed. That may occur some time this week. Two houses will split rejects of Columbia, Universal and Radio on which first call is held by the Music Hall and Warner Bros. after Strand has had his pick.

Chi Legion of Decency ran a full page ad in the Chicago Sunday Tribune listing 243 pictures reviewed by the motion picture council.

Simply classified the pictures in three groups: (1) as approved for both adults and children; (2) as banned for children and restricted to adults, though neither approved nor disapproved for adult attendance; (3) pictures entirely condemned.

New Jersey theatre operators close enough to dog racing tracks to be affected are celebrating a victory in the ruling of the racing commission against distribution of free tickets and other concessions to draw the crowds. Exhibitors, led by Walter Reada, complained that the poor racing was seriously injuring theatre business and that the tracks were unfairly competing against pictures.

There's still too much stalling in Hollywood, in the opinion of one ex-director. Trouble, according to this studioite, is that too many people on

Inside Stuff—Legit

Deal whereby the Shuberts may operate the Majestic and Masque theatres, N. Y., under a percentage of profits arrangement, fixed charges to be paid out of operating revenue, is expected to be consummated.

Those two houses, along with the Royale, all three occupying adjoining sites on 44th and 45th streets, were owned by the defunct Shubert Theatre Corp. During the receivership, the trio was abandoned. However, the possible equity in the properties is still owned by the Shuberts because foreclosure proceedings never went through. For the past year two of the theatres have been operated under receivership (Philip J. Dunn, attorney).

Present plan would end the receivership, property going to a committee of first mortgage bondholders, Continental Bank and Trust Co. trustees. Majestic, Masque and Royale (latter leased to John Golden until June, 1935) were built by the Chanins. In a deal the Shuberts exchanged the former Century theatre for these houses, Chanina paying \$1,800,000 in addition to the theatres. The Century was owned by the Shuberts personally.

The bank in its action on mortgage claims has a pending proceeding against the Theatre Zone Realty Co., apparently a Shubert subsidiary. Yet when the Majestic, Masque and Royale were listed among the Shubert Corporation properties they were grouped under the corporate title of the Royma Realty Co. Royma trio was scheduled as having a book value of \$3,355,888 with mortgages of \$2,657,000. Before the new deal concerning the theatres goes through receivers' certificates and fees must be taken care of, amount to be paid approximately \$30,000.

Gus Hill plans a revival of Neil Burgess' 'The County Fair', playing up the treadmill race which forms the climax of the story. This was the third production in which Burgess utilized treadmills, the first being 'Quincy Adams Sawyer' in which an entire act was played in a buggy running on the tread backed by an endless panorama. The second was 'Vim', an outright farce with the tread used in the scene in which Tryphena Puffy visioned herself as a circus rider.

There was a fourth play in the series 'The Year One' in which Burgess' character of a prim old New England woman found herself transported to Rome. He was so enthusiastic about its chances that he leased the old Star theatre, at 13th street and Broadway, for a year, remodeled the stage and even built a penthouse on the roof to permit a solid drop in one to be taken straight up. Show lasted less than a week and Burgess quit the stage. Since then he and his estate have drawn considerable in royalties from the treadmill device, notably from the long run of 'Ben Hur'.

Because another musical show had the title of 'Say When', the forthcoming Hay Henderson-Jack MacGowan show will probably be retitled, 'When' was presented at the Morosco, N. Y., by the late Elisabeth Marbury and Carl Reed in 1928. Show attracted attention because its top at \$3.50 was a change from the average musicals which were charging \$5.50. The then Mayor Jimmy Walker contributed the lyric of one song ('Cheerio').

Reed is handling the Marbury estate interests. He explained there was no special objection to the reuse of 'Say When', but that the picture rights were not sold and that was a reason why the Henderson-MacGowan musical should pick a new name.

Robert Willhach, surprise comedy click in 'Life Begins at 8:40', Winter Garden, N. Y., was formerly on the staff of the weekly, Life, as cartoonist and humorist. Monologist is better known in the show business of the Coast than Broadway. After spending some time on the desert he wrote picture shorts in Hollywood, also writing for radio and doing some mike appearances.

Some hard feeling reported between Max Meth, engaged to conduct this revue's orchestra, and Al Goodman who is now swinging the baton. Meth claims that Goodman stepped in after most of the hard work was finished. Meth had a contract for six weeks and is collecting salary.

Will Morrissey rates 4% of the gross of 'Saluta', one each as librettist and lyricist, and 2% as a director. Frank Merlino was called in on staging at Atlantic City.

Arthur Lipper, Jr. (R. A. Replil) is his billing as sponsor of 'Saluta', came into show biz via the financial end. His father heads the Arthur Lipper brokerage business. It was on a financial arrangement that Lipper, Jr., inherited the Morrissey book, and thus 'Saluta'.

Frank Smith operating the Shubert, Newark, for the Shuberts, is also booking the house independently of the United Booking Office. Latter has the house on its books but Smith, through personal contact, has secured a number of Broadway shows for the Jersey spot. He has been in charge since Morris Schlesinger's lease on the Shubert expired last season.

The Broad Street is dark with no legit bookings in sight.

Abbott-Dunning's 'Kill That Story', play about advertising agencies, had the admen in large numbers at the premiere. Since radio, the ether contingent from the agencies have become most Broadway-minded and practically every radio agency had an ad agency man in tow as a guest at the premiere.

Louis Lowenstein will be general manager for Vinton Freedley. Script of latter's untitled musical show, by Cole Porter and P. G. Wodehouse, is due from the authors this week.

Lowenstein has been managing the Majestic and Masque, N. Y., representing the receiver.

Sam Shipman, who hasn't been active in legit in some time, looks to have two shows current on Broadway this season. His 'Alley-Cat', written with Alan Dinehart, comes into the 48th St. about Sept. 17 and another play, 'Lady Detained', is now being cast by Wee & Leventhal. John Golden owns a sizable piece of the latter show.

Claudia Morgan is back in the cast of 'Are You Decent', Ambassador, N. Y. She left to marry, wedding being staged early this summer at her father's Beverly Hills home.

In rejoining 'Decent', Miss Morgan nullifies the impression that she had retired from the stage.

the lops cling to the past and believes that production shouldn't be speeded up.

Holding that it shouldn't take more than two weeks to shoot a picture, and not more than that time in preparation, except for big specials, this director points out that departments are now set up with specific functions to purposely avoid the old delay.

Despite fears over business outlook because of crop failures caused by the drought in many sections of the Minnesota territory, more theatres are operating and buying more film than at any time during depression, report local film exchanges who are doing their biggest business in years.

Over the weekend ERPI axes got a radio message from the Byrd Expedition. This boosted the sound equipment, revealing that even with a temperature of 66 below (outside) sound films still were able to function within. Temperature for the ship's theatre not included in message.

135 TRYOUTS--17 CHANCES

Equity Meet Sept. 28 Will Take Up 2 Constitutional Amendments And 12 Show Week for \$1 Road Circuit

Equity's next general meeting is dated for the afternoon of Sept. 28 at the Astor, N. Y. Two amendments to the constitution will be placed to a vote, and the matter of making concessions to the proposed new dollar top legit circuit will be placed before the membership.

Spokesmen for Equity say they are in accord with any movement that would increase employment in legit, but the Council feels that any deviation from the eight-performance-per-week rule should be voted on by the members themselves. Managers who plan to present 10 plays each for 12 weeks on the road, shows to play day and date with Broadway successes, asked Equity to amend the rule so that two performances daily (12 times weekly) would constitute a salary week.

That the twice daily plan will be okayed by Equity at the general meeting is not strongly indicated, but some concession is expected to be made. It is probable that 10 performances weekly will be offered the pop-priced enterprise, same as applies to stock companies.

There has been no specific concession from the other unions--stage hands and musicians--but officers of the latter organization have expressed willingness to discuss concessions. Equity recognizes the logic of the managerial idea, since the original casts would not be used on the proposed tours.

Amendment
One proposed amendment concerns additional special meetings. Change would require at least 10 members of Council to make a written request for such general meetings, or a petition with the signatures of 100 members. Heretofore 20 signatures were required, although it was generally believed that 30 names were necessary. It may be significant that the younger liberal group in Equity succeeded in electing six of its nominees to Council at the annual meeting in June. However, Equity leaders say that since four general meetings annually are now required, according to an amendment adopted at the June session, additional meetings do not seem necessary.

Other proposed amendment would require a two-thirds vote of senior resident members in order to adopt amendments to the constitution. That would replace the present rule, which permits such adoption by a mere majority vote. Understood the two-thirds amendment was suggested to make the rule conform to a similar requirement regarding amendments to the by-laws, also voted on at the June meeting.

Felix Ferry Plans Musical For B'way Around Jan. 1

Felix Ferry, who has imported American casts for the past two seasons for the musicals of "Monte Carlo Nights," which he presented in London and on the Riviera, plans to stage one of his musicals on Broadway.

Ferry is due back from Europe shortly to negotiate for a Broadway house for some time around Jan. 1.

Chi G. & S. Run Folds; Readying for Tour

Chicago, Sept. 3.
Gilbert and Sullivan revival at the Studebaker faded on Saturday (1) after four weeks. "Mikado" for two weeks and a week each for "Pirates of Penzance" and "I. M. S. Pinaflore." Troupe will lay-off two weeks and then head for a road tour through the midwest.

Victor Kitaly, who handled the local engagement, goes ahead.

Brady's Silent 'No'

William A. Brady, Sr., recently proposed the banding together of Broadway managers to present plays co-operatively this season. He went so far as to name eight producers, but upon reconsideration did not put the plan up to them. General idea was to pool the profits and losses of shows put on by the group.

Yet showman scrapped the idea without mention after attending several managerial meetings on other matters. He decided that managers are individualists and opined it would be impossible to work out his pooling plan.

EQUITY WILTS; ALLOWS SIX PREVIEWS

Equity's Council at last week's meeting revised its new rule covering rehearsals in New York. Instead of two 'previews' of dramatic shows and three for musicals, both types may now hold six dress rehearsals prior to the premiere. Additional performances given before invited audiences call for full salaries, as do all previews where audiences pay admission or tax.

Revision of the rule came after a meeting between representatives of the Theatre League and an Equity committee. Managers declared they could not afford to try plays out of town and stated the limitation might impair the chances of shows succeeding, also adding to the financial burden of producing.

It was agreed to try the newest dress rehearsal rule for six months. Equity reserving the right to reconsider the matter at that time.

Sues Fields for 5G Claim on Flop 'Chi-Chi'

Leon Spachner, company manager of 'Salute,' at the Imperial, N. Y., has started suit in the California courts for \$5,000 on promissory notes against Lew Fields. Latter now resides in Hollywood.

Claim arises from the run of the ill-fated 'Chi-Chi,' musical, which Fields produced a number of years ago. Julius Kandler represents Spachner.

'TOBACCO ROAD' MOVES

Leblang 'Ally Cat' Coming to Agency's 48th St. Theatre

'Tobacco Road,' currently at the 48th Street, N. Y., will move to another theatre. It will be succeeded by 'Ally Cat,' due to debut Sept. 17. 'Cat' is presented by Margaret Hewes with the backing of the Leblang estate, which also operates the 48th Street. Leblang's is also interested in the colored cast drama 'Potter's Field,' another presentation by Miss Hewes. That attraction is slated for the Court.

'Road' opened at the Masque, moving to the 48th Street under an arrangement whereby Leblang's and the theatre received a percentage of the profits. Deal expires when the show moves.

NEW PLAY LIST NOT TOO STRONG

Season in Barn Houses Bigger Than Ever but Not as Productive for Broadway as Years Ago--Picture Companies Also See Less Chances

NO FILM BUYS YET

This week ends the season in the sticks. Summer rural show shows were greater in number and more shows were tried out than before, but the results are so-so. Data, which is in the nature of approximation, indicates the country playhouses were not as productive for Broadway, nor did they turn out as many picture possibilities as last season.

There were 135 new plays presented before audiences, performances in most instances being experimental. From New Jersey to Maine the plays were shown, in about 60 theatres. About points to 17 of these attractions being Broadway possibilities.

Last season out of 87 tryouts 15 shows were rated having enough merit for regular legit presentation and virtually all candidates were so offered.

Of this season's hideaway crop, none have been bought for pictures, principally because of options held by summer showshop managers, but there are a dozen for which film deals are in the making and which may go through.

As to stage strength, this season's group appears not to measure up to last summer, from which three successes evolved for Broadway--'To the Ladies,' 'The Pursuit of Happiness' and 'Double Door.' 'Ladies,' first called 'Home, James,' was not among the leading possibilities.

Among this season's group which probably will come to town nearly all plays are regarded as being not more than 75% ready. That mostly applies to the writing end.

Possibilities
Plays picked from the field for a Broadway chance are:

'Bride of Toroska.'
'Fly Away Home.'
'Kill That Story' (already opened).

'Octagon.'
'Clap Hands.'
'Afternoon.'
'Alley Cat.'
'For Love or Money.'

'The More the Merrier.'
Titled--
'Right Britches.'
'Turn in the Afternoon.'
'Dream Child.'
'Spring Song.'
'Kid Lady.'
'To My Husband.'
'All Paris Knows.'

Not result of the rural rush of plays might seem disappointing, but the picture scouts do not figure it that way. That is explainable by the fact that a major picture studio with a schedule of 65 full-length films annually examines or considers about 10,000 stories, books and plays before picking the yarns wanted. Therefore, if any film company secures two of the summer try-outs, the hard work of scouting the woods for two months will have been well compensated.

However, last season 25% of the kick crop was considered by the film people more try-outs than being regarded as picture material than as likely stage fare.

Annual try-outs started week of June 3 with three shows, number gradually increased and week of July 23 there were 16 premieres in the woods. Same number were tried week of Aug. 6, these two being the peak weeks.

There was little taping off in the flock of aspirants until the current week, when six new plays are on the country roads.

Early in August there were 51

Revision Confabs Start This Wk., But Legit Code O.K. Not Seen Till Oct.; Few Changes In Ticket Plan

Too Smart-Alecky?

Legit managers and ticket brokers are burning over the manner in which the New York dramatic critics have been facetiously writing their notices on the first few shows of the new season.

Intra-trade opinion is that the drama scribes saved up their wisecracks and nifties all summer and have been letting off their pent-up hot weather emotions that way. Some of the language on the weaker shows is deemed unnecessarily rough.

The brokers' angle is that the metropolitan public is show-hungry and a more judicious manner of treating the no-clickers could have helped them and the attractions not a little. Instead, the notices scared 'em away completely.

SHUBERTS BAR ANOTHER N. Y. COLUMNIST

Shuberts have gone back to their old practice of barring 'unkind' newspaper scribes from Shubert shows. Latest instance is George Ross, drama columnist of the N. Y. World-Telegram, who has been stricken off the first night list.

Ross' banishment from Shubert shows comes as a result of a review he wrote last season on 'No More Ladies.' Ross covers shows that are not caught by Robert Garland, paper's first string critic. He didn't like the show and said so, disagreeing with several other of the dailies. The next day the Shubert chill started, but his banishment didn't come until this season, with the opening of the first Shubert show, 'Life Begins at 8:40.'

Ross used to be on the Shubert publicity staff prior to joining the World-Telegram.

May Merge Philly Little Theatres for All-Year Proposish

Pittsburgh, Sept. 3.
Move afoot here to merge number of leading little theatre movements into a community playhouse for regular productions during fall and winter. Understood sponsors have already approached Nixon, legit site, for house when there are no touring attractions, with management said to be agreeable.

Civic Playhouse, managed by Morry Fierst, leads local little theatre group, and would be nucleus of community enterprise if project goes through. Playhouse is winding up summer season at Arnold School this week with 'Dark Tower,' its ninth production.

Troupe believed to have made considerably better financial showing this year than last, chiefly through guest-starring appearances last month of Judith Anderson in 'Female of Species,' a new play by a young Pittsburgh author, A. L. Golden.

houses operating in the sticks. Others opened and closed earlier in the summer. Not all went in for try-outs, a number sticking to stock during most of the summer.

Washington, Sept. 3.

Early windup to legit code revision negotiations was seen this week, although National Recovery Administration does not expect pact can be approved for at least two weeks more.

Conference between NRA execs, Philip Wittenberg, and brokers' representatives speeded task of establishing harmony over controverted provisions, but absence from Washington of Deputy Administrator William P. Farnsworth will slow progress.

Dropping of clause limiting ticket plan to New York City is expected, and new provision designed to prevent imposition of outrageous bond requirements may be inserted, but otherwise it looks as though ticket plan will stay as is. NRA is entirely opposed to granting brokers right of resale, as demanded by agents, and will nix this proposition.

While 5,000,000 population limit will be ash-canned, ticket plan will not automatically apply to all legit centers, it was indicated. New provision will stipulate that regulations affect only cities specified by code authority with NRA approval. The plan can be applied with or without modifications, to Boston, Chicago, Philadelphia, or other cities as occasion arises.

Brokers were reassured that government will ride herd on code authority to prevent punitive bonding requirements, but NRA would not agree to write a specific limit on bond size into the pact. Brokers were gratified, but by no means entirely satisfied with this promise.

Government Nixes Resales
Although brokers are due to file brief supporting their claims to resale privilege, all signs point to jolting rejection of their pleas. Government attitude has been from the start that granting of resale privilege, no matter how restricted, opens way to pyramiding of service charge and kyping of public. Only possibility is that agents will be willing to split 75-cent premium, which is not regarded likely.

Squawks of managers about restrictions thrown around arbitration plan likewise will achieve little results. NRA attaches emphasis that formula for industrial relations boards was taken almost verbatim from model provision contained in NRA policy statement, issued early in the spring, and that this pattern has been followed religiously throughout entire Blue Eagle establishment. Employers have other means of redress if it was pointed out, and can propose code changes if situation becomes intolerable.

Kick over reduction of hours of house treasurers and company managers remains to be straightened out at future conferences, with indications that NRA Labor Advisory Board will have to be shown why 40-hour limit should be dropped or made more liberal.

Farnsworth due back next Monday (10) and final round conferences probably will begin then with effort to get pact in operation by October.

Coast Relightings

Los Angeles, Sept. 3.
Two downtown legit houses, dark for months, will unshutter during September. First to get going will be the Belasco, reopening Sept. 10 with Homer Curran's coast production of 'Mary of Scotland.' On Sept. 24 the Mayan relights with Lucille Ryman presenting 'Blood on the Moon,' by Claire and Paul Sutton.
E. E. Clive's next production at the Hollywood Playhouse will be a revival of 'The Circle,' featuring Meses Loebe Carter in her original role.

Gallo's Operatic Tour of Canadian Towns Will Test Road Chances

Toronto, Sept. 3.

Decision of Fortune Gallo to put the San Carlo Opera into Ottawa, Hamilton, Brantford and London for short engagements marks the temporary return of the road from the audience standpoint. Experiment will be carefully watched by theatre men here who have left the split-week and one-night legit stands alone for almost a decade.

Deal closed with J. J. Fitzgibbon, managing director of Famous Players, with Charles Burke and R. M. Rawley negotiating. San Carlo engagements are two nights and matinee at Capitol, Ottawa; same for Palace, Hamilton; one night at Capitol, Brantford; matinee and night at Grand, London. All houses are units in the F.P.-Can. chain.

Ottawa and Hamilton dates mark the first time films have given way to stage since houses were built 19 years ago.

San Carlo troupe opened here tonight (3) at Massey Hall for two weeks. After completion of other four Ontario dates, company goes to Chicago. Subsequent boundary jumps to Canadian points will include Winnipeg and Vancouver. Negotiations are now under way by Burke and Rawley for play-dates in Edmonton, Calgary, Saskatoon and Regina.

For his 25th season opening here, Gallo has a repertoire of 20 operas.

Company includes Mary McCormick, in *Bourgeoisie*; Leon Rothier, *Desire*; Dimitri Onofrei, *Blanca Soroja*; Francesca Curci, *Arnoldo Lodi*; Edward Molitore, *Stefan Kozakevich*; Mario Valle, *Natale Cerci* and Harold Kravitt.

C. B. DILLINGHAM SUCCEEDS AT 66

Charles B. Dillingham, who died last Thursday (30) at the Astor hotel, New York, from hardening of the arteries at the age of 66, was the last survivor of the Bringer, Dillingham and Ziegfeld trio.

He belonged to that era when the legitimate stage was at its peak.

Starting as a newspaperman in Hartford, Chicago and New York, Dillingham eventually reached the theatre. His first dramatic ventures were peopled by prominent artists of the stage. Turning to the musical comedy field by taking under his management Montgomery and Stone, Dillingham proved he could present first type shows as well as straight drama, being one of the few showmen to succeed in both fields.

With Howard Gould he built the Globe theatre at 46th and Broadway in 1910. For nearly 30 years it was a place of high, some of the most profitable musicals on record running there. It was there, too, that he proved it possible to present half a dozen names in the cast of the same show and make money. Other managers wondered how he could pay off, but he did. These Edwards, also a Hartford newspaperman, was general manager for Dillingham. He died several years ago.

Depression saw the start of Dillingham's decline physically and financially, and in 1922 the Globe was put into receivership. During his regime at the Globe and the nine years he presented spectacles at the Hippodrome, show business figured there was one manager who would never go broke. R. H. Burnside, general stage director of the Dillingham musicals and the Hippodrome, was longest associated with him and closest in the final years.

Dillingham's sense of humor, his liberality and his extravagance made him a standout among showmen. His good nature led him into difficulties, for although credited with a fortune of several millions, (Continued on page 69)

ENGAGEMENTS

Rex Ingram, *Georgette Harvey*, *Dance With Your Gods*; The Globe, *Irving, The Distasteful*; Mitchell Harris, *Too Many Boats*; Nana Bryant, *A Ship Comes In*; Joseph Spinia Calliella, *Small Miracles*; Guy Robertson, *The Great Waltz*.

Shows in Rehearsal

'Merrily We Roll Along' (Sam H. Harris) Imperial.
'Divided by Three' (Guthrie McClintic) Ritz.
'Yesterday's Orchids' (Mack Hillard) 110 E. 23rd street.
'First Episode' (Shuberts) Morosco.
'The Great Waltz' (Max Gordon) Center, Radio City.
'Alley Cat' (Margaret Hewes) Boulevard, Jackson Heights.
'Spring Song' (Max Gordon) New Amsterdam.
'Bride of Toroska' (Herman Shumlin) Miller.
'Spring Freshet' (Shuberts) Shubert.
'A Ship Comes In' (Richard Herndon) Vanderbilt.
'The Elephant Shepherd' (Shuberts) Ambassador.
'Judge's Day' (Elmer Rice) Belasco.
'Roberta' (Max Gordon) (road) New Amsterdam.
'Lady Jane' (Selwyn, Franklin, Hopkins) Westport, Conn.
'Red Cat' (A. H. Woods) Broadhurst.
'Tight Britches' (Laurence Rivers) Baltimore.
'Strangers at Home' (M. S. and G. S. Schlesinger) Longacre.
'Errand Lady' (Harry Albert) Fulton.

Anderson Says Unless To Those Shubert Boys

Unless the Shuberts supply him with the funds for an entire new production, John Murray Anderson declares he won't stage musical version of 'Cyrano de Bergerac' if that deal is off, Anderson may do Eddie Dowling's independent musical.

Shuberts want Anderson to work with and on the same production layout used in the flop 'Cyrano' musical a couple of years ago. 'Cyrano,' which will star Everett Marshall if it materializes, has a new score now.

BALTO SEASON STARTS WITH 'TIGHT BRITCHES'

Baltimore, Sept. 3. Legit makes its current-season bow into Balto tonight (Monday), when Rowland Stebbins unveils his production of 'Tight Britches,' hillbilly drama by John Taintor Foote and Hubert Haysa, at the Maryland. Good audience is reported at \$2.20 top.

Still no announcement forthcoming about the re-opening of Ford's UBO site. Mgr. Harry Henkel is still awaiting list of definitely pencilled-in shows from the United office in N. Y.

Raymond Moore's stock try is sketched to be uncorked at the Maryland starting in October and running for twelve weeks. Shut-down is then planned, with resumption for a short season of six weeks stemming onward from Easter Monday. Moore is currently in N. Y. corraling guest-stars and players for his attractions, though they haven't been announced yet.

Pollock's Legit Try

Joseph Pollock, former head of National Service, is going into legit production on his own. Has taken a play by Irving Kaye Davis, 'Life Needs Pudding,' to start with, and also owns a couple of foreign scripts.

Pollock, who holds the second mortgage on the Vanderbilt theatre, New York, figures on spotting his shows there.

Seven Broadway Plays For U of Iowa Season

Iowa City, Ia., Sept. 3. 'Yellow Jack,' by Sydney Howard, will be the first of the '34-'35 series of the University of Iowa plays this fall, which starts in October. Series will consist of seven productions in the university theatre.

Under consideration at the present time, but not finally picked are, 'Elizabeth the Queen,' 'After All,' 'Alison's House,' 'Five Star Inn,' 'The Wind and the Rain,' 'Night Over Toss,' 'Paris Bounds,' and 'Front Page.'

Adult Actors In Children's Plays Set At Cosmopolitan, N. Y., 1st Time in U.S.

Establishment of a theatre for children, first of its type on this side, is assured and performances by adults of plays especially written for kids will start late this month at the Cosmopolitan, Columbus Circle, N. Y.

Equity, fully in accord with any movement that will cultivate a liking for the stage among juveniles, has okayed the project and has assented to 10 performances weekly to constitute a week. Hereafter, Equity has permitted a limit of eight shows weekly for legit, save for stock. All performances over eight call for pro rata salaries, usually.

Shows for kids will be given at five in the afternoon and eight in

EASTERN DATES FOR CHI IRISH PAGEANT

Chicago, Sept. 3. Negotiations on locally for the booking of the Irish pageant, which ran for two nights at the huge Soldiers Field, into the key spots along the eastern seaboard. Plured that the 'Pageant of the Celts' is a natural for such cities as Boston, New York, Philadelphia and Baltimore.

Show, with a cast of 5,000, drew rave notices from the musical and dramatic critics and from the top showmen. Admitted to be the best pageant ever presented in the huge Soldiers Field, it is being angled for by the top Irish societies of the eastern cities.

Those responsible for the artistic click of the open-air show were Edward Scanlon, director; J. V. Ryan, producer, and Benedict Fitzgerald, who set the musical score.

With the weather chilling up at present, the deals for future bookings in the east call for Irish society sponsored dates in indoor stadia. Understood the New York date, if set, will be held in Madison Square Garden.

'Say When' Cast Set

Harry Richman and Bob Hope will split the male lead assignments in the new Jack McGowan-Ray Henderson musical, 'Say When,' which goes into rehearsal this week.

Cast so far includes Dorothy Mackall, Dennis Moore and Nick Long Jr.

Russell Markert will do the dances and Clark Robinson has been signed to design the scenery.

Louise Galperin, who has had considerable experience with such productions in Europe, heads the Cosmopolitan venture, there being a group of sponsors.

Expected that Chicago and other centers will later have theatres devoted to similar purposes.

Plays on Broadway

LIFE BEGINS AT 8:40

Revue in two parts presented at the Winter Garden Aug. 27 by the Shuberts under Harold Arlen; lyrics by Ira Gershwin and M. Y. Harburg; staged by John Murray Anderson. James MacCall, Alton and Charles Weidman; comedy scenes staged by Philip Dunne.

Featured: Bert Lahr, Ray Bolger, Luella Gear and Frances Williams. Cast: Dixie Dunbar, Brian Aherne, Vincent Metzner, Carl Oxford, Frances Conk, Herbert Stimmom, James MacCall, Esther Junger, Charles Fowler, Josephine Houston, Robert Willhack, Jack Starr, Winfield Harris, George Beckman, Josephine Schwartz, Orelia and Pimento, William Giehard, Regina Beck, Alton Bayle, Sam Draper, Robert Willhack, Jack Starr, Walter Dare Wahl, Emmett O'Hair.

What will be the season's first click was indicated at the Winter Garden when 'Life Begins at 8:40' made its debut. Actually it was \$8.80 the first night—but the class looker-oners appeared to have little to squawk about.

Revue may not be of smash rating but it seemed a full evening of entertainment, with but one really weak and first act the best. General report was surprising in light of so-so reports from Boston. There are raw moments, but little which could annoy the average playgoer.

'Life' is long on comedy, brilliantly costumed and lighted. It is different from the shows that occur in the lobby the way it has some semblance to the revue type but mostly the new show is along original lines. Lyrics are sophisticated, dance ensembles are exotic, though not so varied as at the picture. No less than seven designers are credited for the dress creations.

Premiere was in the Hollywood manner, with a WMCA microphone on the lobby the way it is at the lamps on the street. There is, too, Hollywood in the billing—'A John Murray Anderson Production'—with the same name unchanged in the same size type under the authorship and other directional credits.

Frances Williams was rather tepidly received upon entrance to sing 'Spring Fever,' a mild number, but the Charles Weidman dancers were so animated and bawdy that the show really started there. Performance in fact is dominated in a dance way by the Weidman style of ensemble. Same influence seemed to apply to the way the sort of impressionistic and mostly painted sets, mostly in miniature and spotted upon a circular, movable platform.

If the male contingent among the featured players which scored more surely and more often, Bert Lahr was given a great hand when he came on in a fair-aid skit. In 'Life' Lahr is more versatile than at any time since he entered legit. Only once did he use 'Gong Gong.' The Lahr mug was as much a part of him as his schmozz. But while still a low comedian he is more legitimate throughout the performance.

If the play is a success that makes 'Life' a diversion it is Lahr. Ray Bolger counted almost as strongly, and there is no conflict. 'Life' is happy in the possession of the pair and might be happier if having a stronger femme funster. Bolger and Dixie Dunbar put over the show's outstanding song, 'You're a Builder-Upper.' Its rhythm number and gave the punies a chance to go into action. Eight of those gals can step exceptionally well and only the Weidman group kept those kids from more attention. There are, too, eight show girls who should appease the tired business atmosphere of the evening.

'You're a Builder-Upper.' Its rhythm number and gave the punies a chance to go into action. Eight of those gals can step exceptionally well and only the Weidman group kept those kids from more attention. There are, too, eight show girls who should appease the tired business atmosphere of the evening.

Luella Gear, a bit maternally, started nervously, but when she warmed up in 'You're a Builder-Upper,' Rose she turned in a comic bit. Lyric tied to her liking, a kidding classic ancient the picture house ballerina who has to be a different kind of flower every week's party for Pantages and a cactus for Balaban-Katz.

When first part was well in high the comedy duo, Luella Gear, Metzner, fronted 'Shoin' the Mare,' which developed into a Cuban dance ensemble of apparently authentic atmosphere. Character ran riot, and so did a team billed as Orelia and Pimento. Team was imported from a Harlem hot spot, but at least the man knows the rhumba as done down in the roadhouses outside of Havana. Weidman dancers supplied the motion otherwise.

As to song contributions, Miss Williams had her lining with 'Fun to Be Foolish' by Luella Gear, Metzner, fronted 'Shoin' the Mare,' which developed into a Cuban dance ensemble of apparently authentic atmosphere. Character ran riot, and so did a team billed as Orelia and Pimento. Team was imported from a Harlem hot spot, but at least the man knows the rhumba as done down in the roadhouses outside of Havana. Weidman dancers supplied the motion otherwise.

'Things,' with Lahr appearing before a women's poetry club as a baritone, not so hot either, and spoiled by a high chair. 'Shoin' the Mare' got somewhere with Bolger, Harkin, Donley, James MacCall and Lahr, latter's tag line of 'Balzac turning the trick.'

Again Lahr stood out with a travesty on British actors called 'Cian l'p.' It required the rapid muttering of words in the English meter manner, and Lahr's impression was enjoyable. A Day at the Bruckers was his hardest work with Donley. Market crash is just old enough that audiences who got socked can take the shift and laugh.

Two specialists in the second act scored. Best came from Robert Willhack, whose 'Sound Phenomena' had both sexes laughing. Garbed in cap and gown, he gave an analytical dissertation on snoring with demonstrations. Types of snores were audibly identified by the wives out front. Jack Starr, who capers about with light and cigar secreted in his kisser was the other single. Walter Dare Wahl and Emmett Oldfield supplied more late laughs with their satiric quillistics, excellent routine on its own, but cleverly screened during 'It Was Long Ago,' led by Miss Houston.

Bolger, a frequent contributor, hit the heights in two specialty dance numbers. 'Tan Not Lather' had the ponies dressed like the hooding comic, going through one of his routines. His impression of the 'Carnegie-Bach' fight, 'Dance Me Down to Bed,' finale was added the present and located New York's city hall. Plenty kidding about Mayor La Guardia lyrically. Even the First Lady was brought into the picture. Also the missing Mr. and Mrs. Jimmy Walker. Mayor was rated a fellow 'who never carries favor nor Curry favor.'

'Life' is plenty show, and if there are enough people around able to spend \$4.40 per ticket it should land, Bee.

SALUTA

R. A. Reppel (Arthur Lipper, Jr.) presents two-act musical in 11 scenes. Presented at Midway Street in Frank Morley Book by Eugene Conrad and Maurice Marks, adapted from a book by Will Morrissey. Music by Frank Morley. Lyrics by Morrissey and Milton Berle; dances by Morrissey. Staged by Edwin Saulpaugh; costumes, by Edwin Saulpaugh. Production designed by Hugh W. Loughborough. Directed by Edwin Saulpaugh. Aug. 28 at Imperial, N. Y., \$3.30 top.

Principal cast: Milton Berle (featured), Eddie Lambert, Charles Morrissey, John Watson, Thelma White, Fritz and Jean Judy, who were introduced in the picture. William Edmunds, Cliff Whitehouse, Ralph Keady, Dudley Clements, L. O. Phillips, Wm. W. Davis, David L. Davis, Geo. Orlich, Frank Markey, Edwin Dehnbach. Twenty girls and 36 boys.

'Saluta' is just a fair musical. It could and should have been lots worse. In the hands of the lovely Orlich of Milton Berle can carry it into the black. If it lasts two months even the youthful Arthur Lipper, Jr. (who coaxed to run his name backwards as 'Eppel' in the picture) has expressed himself as such.

Shubert's best chance is the report that it's so economically booked up it can break at \$9,000. But in its history it's a wonder there's a show at all. The Atlantic City travails of the book 'Saluta' are unbelievable considering that Lipper, Jr. paid off—and how! That Morrissey, the original general tarcotum, never hit a dresser than the Rex and the A. C. first night—allegedly purposely rehearsing the show in four shifts—is the more to the credit of a not particularly creditable show as it premiered at the Imperial on Broadway.

Effect, therefore, is that it opened cold on Midway Street in Frank Morley Book by Eugene Conrad and Maurice Marks doing a yeoman job in a week to doctor Morrissey's book (so that the credits now read: 'Saluta' by Eugene Conrad and Maurice Marks, adapted from a book by Will Morrissey) while Berle pitched in with Morrissey on the lyrics to Frank D'Armond's basically unpalatable music.

Result is a hodgepodge libretto. It's a bit of everything—burlesque, vaude, musical, comedy, revue and farce. It all transpires Berle, nitermy me a dresser than the Rex and ultimately to Italy (Milano?) for the grand opera opportunities. Milton Watson, pseudo-melodist but actually in it is Berle's alter ego, is the romantic lead opposite the Marilyn Miller-ish Ann Barrie, opera singer. That Miller alter ego is a lathered-in fluttering, personable and talented Miss Barrie who, besides, while reminding of the musical comedy star, possesses low road, a dresser than the Rex and for future professional longevity.

Berle is Berle. He has developed his intra-show fix penchant for 'Saluta' by dressing the Rex and a funny degree in that he now credits Conard, Healy, Baker, Allen or who (Continued on page 57)

'Fields' Steady in Loop at \$8,000; 'Follies' Should Have Capacity Week

Chicago, Sept. 3. Legit business continues at a good, if not remarkable, pace locally. The Ziegfeld Follies arrives at the Grand tonight (3) to double the number of straight legit attractions in town. With 'Fresh Fields' two shows are running. The other two legit attractions belong to the revival class, the Gilbert and Sullivan rep at the Studebaker and the melodrama burlesque on the Dixiana showboat.

Gilbert and Sullivan revival will close this coming Saturday (8) with the repeat of 'Mikado' and 'Pinafore'. Originally the show was slated to fold last Saturday (1) but surprisingly good biz for 'Pinafore' indicated the holdover. Show will lay off for one week anyhow and then head for some dates in the midwest. 'No Mother to Guide Her' closes this week on the Showboat with a new meller going in.

'Follies' opened with a wow trade at the Grand and for two or three weeks should play to capacity. Been a year now since the town has had a standard revue.

Chic Sale arrives at the Selwyn Sept. 23 with a new play. Other bookings in 'Honeymoon' with Edith Talfierro, at the Cort on Sept. 10.

Estimates for Last Week

'Fresh Fields', Blackstone (1,200; \$2.50) (9th week). Several sellouts for benefits has held this show to an excellent pace. Continuing at \$8,000 and better. Should stick for some time.

'Honeymoon', Cort (1,000; \$2.20). Due Sept. 10.

Ziegfeld 'Follies', Grand (1,200; \$3.30). Opened tonight (3) with capacity indicated for the rest of this week. Brokers have very few tickets. Contingent being about the only one getting any at all.

Gilbert and Sullivan revival, Studebaker. Will make it five weeks. 'Mikado' and 'Pinafore' were winners but the 'Pinafore' brodie cost plenty.

Showboat Dixiana, 'No Mother to Guide Her'. Finding it tougher to draw to the northside.

\$6,500 FOR 'GOODBYE' IN L. A.; 'END' \$2,000

Hollywood, Sept. 3. Captain got away to a nice start with Henry Duffy's production of 'Goodbye, Again', co-starring Conrad Nagel and Sally Bates. Opening week estimated to have topped \$6,500.

'Journey's End' continues to fare mildly at the Playhouse with one more week to go. Fourth week garnered approximately \$2,000, oke. Belasco, downtown, dark for several months, relights Sept. 10 when Homer Curran brings in his 'Mary of Scotland'.

Ft. Wayne Starts

Ft. Wayne, Sept. 3. Old Fort Players are ready to stage first production on fall schedule under direction of Prof. Herbert Butterfield, extension instructor in dramatics for Indiana University. 'Biography' and 'The Shining Hour' are under consideration, with a guest star to be imported for opening attraction.

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PHILLY CENSORS MAY THUMB 'SAILOR BEWARE'

Philadelphia, Sept. 3. Considerable doubt whether 'Sailor Beware' will appear on a local stage.

Sam Nirdlinger, who has both the Broad and Erlanger as indie legit houses, is flurrying on the possibilities of booking the comedy. Right now Henry Starr Richardson, local newspaperman and also in politics, is reading the script. He is the unofficial stage censor here, representing Mayor Moore at City Hall.

Even if Richardson passes the script, it is not certain that the play will be booked. Idea is that, figured as a naughty piece, its appearance here might direct attention of the Church and reform bodies against the spoken drama as well as films.

Northwest Is Show Hungry, but Plays Demand Guarantees

San Francisco, Sept. 3. Only legit show in San Francisco is 'Mary of Scotland' (Curran & Belasco) at Curran theatre. Show, with Helen Gahagan, Ian Keith and Violet Kemble Cooper co-starred, starts fifth and closing stanza tonight (3) to around \$10,000. Henry Duffy follows Monday (10) with 'Men in White'. And that seems to be all, as Curran & Belasco have nothing else in sight.

Duffy may try 'Goodbye, Again' here. Show is now playing in L. A. with Conrad Nagel and Sally Bates, but Duffy has his fingers crossed on bringing Nagle to S. F., as actor flopped here few weeks ago in 'There's Always Juliet'. Duffy now talking using Osgood Perkins in his original role to replace Nagle when, as and if, show comes north. Impresario also dicker with Roland Young and Laura Hope Crews for 'His Master's Voice'.

In the meantime, Duffy trekked north in answer to plea from Pacific northwest to bring shows up there. Towns are show hungry, but producers want more than promises. Seattle and Portland now trying through Chamber of Commerce to get guarantee for Duffy, only condition on which he will tote flesh up towards Puget Sound.

Current Road Shows

Week of Sept. 3

'Alley Cat', Boulevard, Jackson Heights, L. I.
Gilbert & Sullivan, Studebaker, Chi.
'Follies', Grand Opera House, Boston.
'Mary of Scotland', Curran, San Francisco.
'Tight Britches', Maryland, Baltimore.

Ralph T. Kettering Bankrupt in Chicago

Chicago, Sept. 3. Notice has been published to the creditors of Ralph T. Kettering that he was adjudicated bankrupt in the Cook County District Court. First meeting of the creditors was held on July 13, with final date for filing claims set for Dec. 25.

Gus Hill's Revival Of Burgess' Piece

Gus Hill has engaged Harry Le Marr to star in a revival of 'The County Fair', which Nell Burgess produced and acted in for several years in the late 80's and early 90's, playing a long run at what is now Proctor's 23rd St. theatre. It was third in the Burgess string utilizing the horse treadmill, and the horse-race which forms the climax of the play will utilize six mags.

Opening will be in Albany, N. Y., some time next month.

Charlotte Expects Big Legit Season

Charlotte, N. C., Sept. 3. This city has unusually bright prospects for a road show season. Eugene Street, manager of the Carolina, has announced the booking of Walter Hampden for October; Helen Hayes, in 'Mary of Scotland'; and George M. Cohan, in 'Ah, Wilderness'.

City is also to have another performance of 'Green Pastures'.

Six Solid Weeks Of One-Nighters Set for Hedgerow

Philadelphia, Sept. 3.

Hedgerow Co. this week begins rehearsals of the four plays which it will take along in its repertory during the forthcoming tour of the west and southwest.

Tour will start sometime in October—probably late in the month instead of the first week, as first reported—and a number of extra dates will be played in Pennsylvania. Real tour, however, which is being handled by the Fryer Lecture Bureau, starts in Evanston, Ill., on the campus of Northwestern University.

From then on six solid weeks are booked, winding up in Texas. There is also a chance that the Hedgerow outfit will then dip into the South and play through the Gulf States and up the eastern seaboard, but this has not been definitely decided. Thirteen players will be taken along by Jasper Deeter, director of the Hedgerow theatre. They will travel in a bus and scenery will accompany them in a truck. One night stands will be the usual rule, but a number of the one-night engagements will be included.

Plays to be presented on tour are Milne's 'Romantic Age', O'Neill's 'Beyond the Horizon', Glaspell's 'The Inheritors' and Ervine's 'Mary, Mary Quite Contrary'.

Another unit will carry on at the Hedgerow theatre in Rose Valley during the absence of the touring group. Plays will be offered three or four times a week.

Lynchburg Gets Stock; First in Five Years

Lynchburg, Sept. 3.

First venture in stock here in five years will be made by Myron Calvin, leading man of the old Hull Players, who has organized the Lynchburg Players, to open at the Auditorium theatre Oct. 15.

Hull Players, directed by Jimmie Hull of Beaumont, Tex., set a local record in 1927-28 by playing 26 consecutive weeks. Andy Lightfoot and Myrtle Adell, who were with the Hull company, are to be associated with Calvin.

Others in the company come from Lewiston, Me., where they appeared with the Lewiston Players.

Philly's New Season Plans; Broad Leads Off With 'Alley Cat' Tryout

Philadelphia, Sept. 3.

Philly's 1934-35 legit season is at last beginning to take some form, but it's still pretty nebulous.

First house to bow in, according to present plans, is the Broad, independently booked by Sam Nirdlinger. Date is next Monday (10) and booking now announced is 'Alley Cat' by Sammy Shipman and Alan Dinkart, with later in leading role. This supplants 'Octagon', John Golden try-out previously mentioned.

'Pursuit of Happiness', with a cast quite different from that in the piece here last fall, may follow, with the Irish Players spoken of for later in the fall.

Nirdlinger also has the Erlanger, which he kept open for part of last season. A Shipman-Hyman play, 'Lady Is Detained' with Bruce Mc-

B'way Season Starts with Hit; 'Life' Sock \$42,000 First Week; 'Saluta' \$10,000 Despite Notices

Broadway's new legit season started off with a hit, with the first major production, 'Life Begins at 8:40'. Initial week (1) at the Winter Garden, the gross topped \$42,000, largest gross in several seasons.

Whether the revue is of the smash variety will be established later. Show had little musical opposition, with the exception of 'As Thousands Cheer', which is on the way out. First night at the Garden takings were around \$9,000, top price being \$8.80. Stands were in the second week. Broadway floor is regularly sealed at \$4.40, but side sections are \$3.30. Favorable notices distinctly counted in 'Life' register.

Last week's other premieres drew a reverse press. 'Saluta' at the Imperial was panned, but there is a difference of opinion as to its rating. Business first seven times was under \$10,000. 'Kill That Story', first straight comedy, was given so-so notices at its mid-week show. At its summer theatre try-out some expert opinion rated it a sure thing. Despite cool weather, one day setting a record August low at \$1 degree, business on Broadway generally tapered off. That was blamed on the exodus for the summer's final holiday (Labor Day) and the visit of 'As Thousands Cheer' slipped to about \$18,000. With 'Dods' worth' easing to \$17,000. Other attractions also shaded off.

Current week adds but two attractions to the list—'Too Many Boats', Playhouse and the D'Oyly Carte operatic troupe from England which opened Monday (3) at the Martin Beck with Gilbert and Sullivan repertory. There are at least six premieres carded for next week: 'Lady Jane', Plymouth; 'Judgment Day', Belasco; 'Tight Britches', Avon; 'Bride of Toroska', Miller; 'Strangers at Home', Longacre and 'The Red Cat', Broadhurst.

Estimates for Last Week

'Are You Decent, Ambassador' (21st week) (D-1,166-\$3.30). Sticking to light grosses, but so hooked up; business shaded off to \$2,000; still some profit earned.

'As Thousands Cheer', Music Box (49th week) (R-1,000-\$3.35). Final week; capacity at matinees, with night attendance somewhat eased off; around \$18,000. 'Mersey W. Roll Along' next attraction, due Sept. 29.

'Dods' worth', Shubert (21st week) (renewal engagement) (D-1,493-\$3.30). Second week of resumption not stay up to initial week; most shows affected last week despite record cool weather; \$17,000.

'Keep Moving', Forrest (3d week) (R-1,051-\$3.30). Little business except from cut rates; first full week \$4,000 or less. Indicates revue will not stick.

'Kill That Story', Booth (2d week) (CD-708-\$2.75). Opened middle of last week; drew unfavorable notices; attendance fair after premiere, however.

'Life Begins at 8:40', Winter Garden (2d week) (R-1,493-\$4.40). Started like real hit; capacity throughout first week with takings topping \$42,000.

'No More Ladies', Morosco (renewed engagement) (21st week) (C-961-\$3.30). With new cast resumed Monday (3); figured to play about four weeks—then goes on tour.

'Saluta', Imperial (2d week) (M-week) (C-923-\$3.30). Nearing year's

run mark; may hold over into autumn period; takings approximating \$5,000 weekly.

'Saluta', Imperial (2d week) (M-1,468-\$3.30). Drew facing from reviewers but rated fair entertainment; first week under \$10,000, light for musical.

'She Loves Me Not', (46th week) (C-1,433-\$2.75). Continuation after film version due next week not certain; still maintains profitable pace, though off last week; \$8,000 estimated.

'Tobacco Road', 48th St. (46th week) (C-1,113-\$2.75). Slated to hold over into new season, but will move to another house; last week about \$7,000.

'Too Many Boats', Playhouse (1st week) (D-863-\$3.30). Presented by William A. Brady, Jr.; written by Owen Davis; opens Friday (7) with well peopled cast.

Other Attractions
D'Oyly Carte, comic opera company; English import of Gilbert and Sullivan operettas for limited season at Martin Beck theatre; opened Monday (3).
'The Drunkard', revived meller plus beer still doing okay in old church.

CHIC SALE SHOW OPENS PITT'S DRAMA SEASON

Pittsburgh, Sept. 3.

Legit season gets under way here Sept. 17 when new Chic Sale show, 'Elephant Shepherd', comes to Nixon for tryout engagement. Inaugural wasn't expected before early October, but Shuberts decided to switch out-of-town opening from Detroit, where Sale show had been announced for that date.

Nothing so far set to follow although Nixon is pushing A.T.S. subscription tickets for series of six plays. Just named local subscription secretary is Tom Kenyon, for long time business manager of Pitt when that house was a legit site. He's brother of Elmer Kenyon, former Theatre Guild agent and present head of Carnegie Tech's drama school here.

Fox Buys 'Pampas Moon'

Hollywood, Sept. 3. 'Under the Pampas Moon', by Gordon Morris, has been bought by Fox.

It's aimed for Warner Baxter with Al Rockett producing.

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'LIFE BEGINS AT 8:40'

CURRENTLY AT THE

WINTER GARDEN

NEW YORK CITY

PERSONAL MANAGEMENT

IRVING SHERMAN

ED DAVIDOFF OFFICE

Little Mags Now Passe

Vogue of the so-called little magazine appears definitely over. Hardly a single new one in the past six months or more, in contrast to the period covered by the previous year, which saw them ushered in at the rate of nearly one a week.

Little magazines were the outlets for the left-wingers and the experimenters in literary forms. Every time two or more of the more serious literateurs got to hawking the mad state of letters in America, a new little magazine resulted. Since in almost every case the projects were started with little or no money, the little magazines took on odd forms and their publication were frequently under peculiar circumstances.

Where the boys were able to get credit from a printer, the little magazine appeared in type, and on paper ranging from letterheads to left-over magazine paper stock. When printing credit could not be promoted, the boys cut out their selves with the mimeograph. Publication headquarters ranged from residential addresses in the Bronx and Greenwich Village, to Wisconsin farms and Majors.

Little magazines could not pay for material and could not hope for advertising.

Their sole reliance for existence was based on sales. Few of them ever did sell and, accordingly, most of them lasted for but a single issue.

Their contents were the despair of the more rational reader. Editorial policy seemed based on the premise of: "Less is more, the better." Less sense the pieces made, the more they were hailed.

Decline of the little magazine vogue probably due to the fact that they got so screwy as to prove too much for even their own enthusiasts.

Ribbing the Telly

Lee Wood, m. e. of the World-Telegram, N. Y., burned plenty after engaging Vivian Shirley to conduct the p. m. daily's women's page, then discovering after several days that she is the wife of Harry Nason, Jr., managing editor of the Evening Post, N. Y. Miss Vivian was immediately given air and Wood had to stand plenty of riding from the Telly staff.

War between the Scripps-Howard paper and the Post has been bitter, Nason caustically alluding to Wood as a lackey for Mayor La Guardia. Mrs. Nason is not known generally under the Shirley pen name, and the reason for her name getting on the Telly payroll appears to be to steam up Wood.

Honor Toledo Reporter

A 320-acre woodland tract in Toledo, developed as a government project into a state park with picnic areas, ball diamonds and tennis courts, has been named after and dedicated to a newspaper reporter.

The reporter, George Pearson, of the Toledo Blade, has covered the "East Side" beat for 40 years. The park is on the east side. For years Pearson has been known as the "East Side" reporter. The idea of making this section into a park. He was surprised when it was announced the park was to be named "Pearson Park."

Ted Gale Joins Hearst

Ted Gale, political cartoonist on the Los Angeles Times for 25 years, has signed a three-year covenant with L. A. Examiner. Hearst has been after Gale for years, but he stuck to the Times with the exception of a period in 1915-16, when he joined the Wheeler syndicate in New York.

Reported that the forced pensioning of his brother, Knight, mechanical head of the Times, is said to have caused Gale to weaken and join the Hearst outfit. Knight Gale survived the Times explosion, but lost an eye. This is said to have made his retention mandatory, unless retired on a pension.

However, when a former Hearst efficiency man went into the Times to offer economy he figured Knight Gale should go.

Jack Lawrence's Next

J. B. L. (Jack) Lawrence of Paramount's studio publicity department is writing "Movie Mad Mothers" for Liberty. He authored, "Flying With Lawrence in Arabia," an earlier four-part yarn in the same mag.

Powers, Actor, Writing

Tom Powers, legit actor, in his spare time does some scribbling. Newest is a children's book, "Scotch Circus," which Houghton-Mifflin will publish.

Powers is correcting proofs on the book now.

Best Sellers

Best Sellers for the week ending Sept. 1, as reported by the American News Co., Inc.

Fiction

"So Red the Rose" (\$2.50) By Stark Young
"Lame in His Shoulder" (\$2.50) By Caroline Miller
"Anthony Adverse" (\$3.00) By Hervey Allen
"Goodbye Mr. Chips" (\$1.25) By James Hilton
"Crooked Lane" (\$2.50) By Frances Noyes Hart
"English Journey" (\$3.00) By J. B. Priestley

Non-Fiction

"Stars Fell on Alabama" (\$3.00) By Carl Carmer
"Coming American Boom" (\$1.50) By Major L. L. B. Angus
"While Rome Burns" (\$2.75) By Alexander Woolcott
"Nijinsky" (\$3.75) By Romya Nijinsky
"Life Begins at Forty" (\$1.50) By Walter B. Pitkin
"100,000,000 Guinea Pigs" (\$2.00) By Arthur Kallet and F. Schlink

Chi Trib's Modesty

Chicago Tribune last week refused to use the word "naked" in an ad for Muriel Page, who is doing the novelly spectacular flame dance at the Streets of Paris at the Fair. Tribune ordered the word cut out despite the fact that it is a quote from the book which stated: "Muriel Page will outdance Sally Rand at the Fair. Instead of using fans—she will dance naked covered by flames."

All other dailies in the city carried the quotation ad without any twinge of modesty.

K. C. Libel Suit Reduced

The \$12,000,000 damage suit against the Kansas City Star brought by Henry L. Doherty, of New York, has been reduced to a \$4,000,000 suit. Original petition contained six counts, alleging libel in articles printed by the Star concerning gas rates, and asking for \$2,000,000 damages on each count. Recently, on motion of the defense attorneys, Judge Brown Harris, of the C. M. circuit court, threw four of the counts out of court. Attorneys for Mr. Doherty immediately sought to have two of the counts reinstated, but their motion was overruled, leaving but two counts.

Answering the charges in the two remaining counts, the Kansas City Star has asked to be discharged, pleading that the statements in the case were the truth; that the paper was justified in publishing the articles, since the material used in one instance was from the report of proceedings pending in the United States district court in Kansas, and because the matters referred to in both articles were matters of public interest.

Gernsback Expanding

With the removal of his publishing headquarters, Hugo Gernsback is embarking on a program of expansion which will add at least three mags to his string within the next month.

First is a publication called Popular Medicine, scheduled to go on the newsstands this week. Claimed to be the first medical mag for the layman. Remaining two will be a couple of fiction periodicals, Pirate Stories and Sea Stories. First-named will make its initial appearance in a week or two. Sea Stories will follow in about two weeks.

Two fiction mags being edited by Margaret Jacobsen. Gernsback's specialty has hitherto been the pseudo-scientific story mag, and at the time of the technology craze he also had a number of publications on that subject. He now publishes Wonder Stories, Everyday Science and Mechanics.

New Locality Pub

Newest of the sectional book publishers, whose number has been rapidly growing of late, is William B. Eerdmans, who has established himself in Grand Rapids, Mich. Eerdmans' purpose is to publish fiction and fact by local authors, or having to do with the local scene.

Policy of the sectional publishers, in case something of theirs develops a national interest, is to turn it over to one of the national publishers for republication. Instance is the Cuckoo, which has been covered by Vardis Fisher and turned him over to Doubleday, Doran.

Issuing Lewis-Lewis Play

Doubleday-Doran has publication rights for "Jayhawker," play by Sinclair Lewis and Lloyd Lewis. Play is on the fall schedule for New York, starring Fred Stone, and D-D will publish it simultaneously with the Broadway showing.

Firm also has rights to "Ring of Truth," new Clemence Dane play, which opened in England this week, with Douglas Fairbanks, Jr., and Gertrude Lawrence starring.

Westport Politics

Theatrical and literary colony of Westport, Conn., that has already driven the Yankees out of their homesteads (to the latter's great profit), is now making a bid for political control of this town. Arthur James, New York newspaperman, for the post of first selectman on the democratic ticket.

James, formerly with the Morning Telegraph and with various trade publications, will oppose King Mansfield, Republican first selectman for three decades.

Most of the theatrical people vote the Republican ticket out here and keep it right with the Yankee machine. If they come out for James and Mansfield wins again, the Lambs and the freelance boys and girls will find things a little tough.

On the other hand, if James wins there will be nice patronage to distribute among Phil Dunning, Edna Ferber, E. W. Gallagher, Hy Daub, Leo Marsh, Mark Leischer, Jessie Busby, Moffat Johnston, Howard Bruckner, Harry Archer and Percy Stone. The first selectman makes most of the appointments, from dog catcher down.

On Technicolor

Technicolor gets what is hoped to be a break in the October "Fortune" when a history of the company and color photography will be published, authored by Lynn Root and Gertrude Sayre.

Authors of the piece are both screen writers. Miss Root is the wife of Wells Root. Both she and her husband have represented films on the Coast. Miss Sayre is the wife of Joel Sayre.

Though the piece will deal with Technicolor, Lynn Farnol, Goldwyn p. a., horned in for a good break on "Kid Millions," the new Cantor picture. Latter is the latest feature to use the new Tech three-color process, and as such comes in for a good pre-release break in the yarn. Considerable of the story will be written around Walt Disney's popularization of color through its use in his new series of Silly Symphonies.

Conn. Mugg's New Spot

Bridgeport Post continues to stud staff with editorial state of Nutmeg state. Most recent acquisitions are Ann Weiland, state of Bridgeport Herald and his summer p. a., of Lawrence Langner's Westport Country-Playhouse, to write politics, and Humphrey Doulsen, city editor of South Norwalk Sentinel and familiar figure among Connecticut theatrical colonists, to do Sunday editing and films. Doulsen is Vanuut mugg for Westport and vicinity.

Runes Going Scientific

Dagobert D. Runes, who has The Modern Thinker and The Modern Psychologist among other mags, forming the National Scientific Publications. Understood that Runes will start a couple of new periodicals under this classification, and acquire some others.

Runes coming along fast as a publisher. Starting with a philosophical monthly, the number of mags now issued by him is impressive. Is, incidentally, the only publisher with offices on Riverside Drive.

Deil Reviving Danger Trails

Danger Trails, one of the mags acquired by the Deil Publishing Co. from the defunct Clayton publishing concern, to be revived by Deil. Mag will reappear in a month or so, with publication monthly.

When taken by Deil, along with a number of other Clayton mags, Danger Trails was put out for a single issue under the new imprint and scrapped. Revived mag being edited by Kenneth Hutchinson, who has been taken by Deil from Tower for that purpose.

Modern Sets 9 Tomes

Nine more books are set for addition to the Modern Library, which will make a total of 24 titles. Three of the next nine will be 'glants.'

September's additions are 'Great Gatsby,' by Scott Fitzgerald, and 'Thornstein Veblen's Theory of the Leisure Class,' with a new foreword by Stuart Chase. October will see 'Porgy,' by DuBois Heyward. This book will be timed with production of the new George Gershwin opera by the Theatre Guild based on the novel.

In November M. L. will publish 'Maria Chardinelle,' by Louis Hefmon. In December 'Virgil's Works' will be put out in a one-volume edition of the J. W. Mackall translation. January will see publication of 'Anthology of Light Verse,' a new book by Louis Kronenberger, editor at Knopf's and ace fiction reviewer of the New York Times.

Three 'glants' undated are 'Don Quixote,' with Gustave Doré illustrations, 'Thomas Wolfe's Look Homeward, Angel,' and complete 'Poems and Plays of Robert Browning.'

Horn's New Job and Mag

With the replacement of Carl F. Hoppel as editorial director of the Two Ducks Magazines chain by Roy de S. Horn, a new mag has been added to his list. 'New Western Magazine,' a bi-monthly, the second western story mag in the string, the other being Big-Book Western Magazine.

Horn, who used to edit fiction mags for Doubleday, Doran and other publishers, a prolific scribbler as well. Frequently his own tales appear in the mags he edits, under pseudonyms.

Jewish Bulletin's Shakeup

Several changes have been made in the editorial staff of the Jewish Daily Bulletin, New York, daily, printed in English, with most of the editorial and switched around.

I Herman Bernstein is out as editor of the paper, having resigned to do more writing on his own. He will continue contributing a daily column, however. Harry Salpeter quit as book columnist and commentator, and Pat O'Grady, of the feature staff, has left. George Joel, who does film criticism for the paper, will take over the book column also. No new editor has been named to replace Bernstein as yet.

Hub's 1st Fem. Pub.

Boston has its first and only female book publisher in Ruth Hill. It's Miss Hill's idea that she can successfully publish fiction at \$1.50 a volume.

First attempt will be with 'The Grey Studio,' a novel by Antoinette Q. Scudder. If it works, there will be more books to follow.

Pubs Convene Sept. 26

Annual convention of the Periodical Publishers Institute, the country's organized mag publishers, is set for Sept. 26 at the Hotel Pennsylvania, New York. Besides the customary election of officers, publishers will consider the effect of the code on the publishing biz since adopted.

Chatter

W. Bern Wolfe to Mexico. Maude Meagher in San Francisco. Karl K. Kitchen to Europe again. Bradford Ropes has written a play.

Sixth printing for 'Goodbye, Mr. Chips.'

Frances Parkinson Keyes off to Hawaii.

Another Woodhouse-Jeeves novel due Oct. 15.

Frances Taylor Patterson to the MacDowell Colony.

'Maria Paluna' changed to 'God's Century' for England.

Paul Stewart of the World-Telegram, to the Riviera.

John Lane Co. has British rights to 'Lust for Life,' by Irving Stone.

Daie Warren, of Houghton-Mifflin, back after visiting scribblers abroad.

Bertha L. Guterman, of Longmans, Green, to Europe for most of the winter.

Fourth printing for 'Dusk at the Grove,' Atlantic Prize novel, three before publication.

Julian Huxley has edited the diary of his father, Thomas Huxley, for the Deil Publishing Co.

J. Leslie Mitchell and Lewis Grassie Gibbon, whose supposed collaboration, 'Earth Conquerors,' Simon & Schuster have set for fall publication, are one and the same person. Just a whimsy on the author's part.

Charles Woodyard back from (Continued on page 50)

Book Reviews

Prize Novelist Clicks

Very seldom that winners of big prize novel contests are any good in a literary sense. That seems surprising, especially since nearly has to be true, because publishers, laying out a large sum of coin for a prize must figure on getting some of it back, and really fine books are not likely to sell well enough for that kind of return—except, of course, when written by an established name author. That's what makes 'Dusk at the Grove' (Atlantic Press-Little-Brown; \$2.50) an unusual book. It won the \$10,000 Atlantic novel prize, and is a good book.

Incidentally, it probably won't be as successful as some other past Atlantic prize novels. And it holds some major faults as a book. But it is highly important for several reasons. It introduces a new writer, Samuel Rogers, who ought to be heard from seriously some day, and it indicates a trend towards better things in general fiction.

Book is the story of the gradual disintegration of a family, with the Grove, a summer home, acting as the central spot. Fault is that all action is wound around the Grove, making it a trick and allowing for a lot of unnecessary lapses so that the book is incomplete. Also Rogers chose the Joyce-Proust-Woolfs manner of telling the story, entirely via the mental realm, but didn't quite know how to do it 100%.

Book is more important as a trend than as a novel, but that's a trend. And incidentally, it could make a film.

One of Hughes' Best

Rupert Hughes contributes one of the outstanding novels which now and then punctuate the dreary flow of nondescript literature. His 'Love Song' (Harpers, \$2.50), should prove one of the season's best.

It's the story of a singer, told with a wealth of local color and intimate detail. The book is to be skimmed over, but to be read slowly, for its more than 500 pages are replete with vivid situations, keen analysis and a knowledge of the singing craft possessed by few authors. Not without its highly humorous passages, but mostly on an intimate dramatic note. It ranks with his best.

Brit. Tome Nil For U. S.

There is a distinct difference between English books and American books; and there is a further distinction in each class of books which could move over the line. Some English books can be brought to the U. S. safely, with readers aplenty; some can't. 'Wild Strawberries' (Smith and Haas; \$2) is a doubtful entry.

Too bad, because it's really quite a charming little novel that Angela Thirkell has written. It's funny, and has some splendid characterizations, but insufficient story for film or stage use. And too localized a viewpoint and outlook for appreciation by American book readers generally.

Tarzan Again

Tarzan of the Apes makes his 18th bow in 'Tarzan and the Lion Man' (Burroughs, \$2), in which the fertile Edgar Rice Burroughs takes a troupe to Africa to film a picture, with Tarzan intervening when the safari is disrupted by hostile savages.

Action and plenty of it, in the usual Burroughs vein, with some good-natured jibes at Hollywood. Interesting reading for picture people and the general public alike.

Just Like Eadie

Maude Parker has done a pretty fair job on 'Impersonation of a Lady,' (Houghton-Mifflin, \$2), in which a famous stage star marries a small town man and goes to grips with the local Mrs. Grundy. Eventually the older woman takes a trouncing after a vivid battle. Picture material, if the pattern is rowdier. The intricate design must be simplified.

Book is dedicated to George C. Tyler.

Mex Chiller

An extra good thriller is 'The Cat Screamers' (Crime Club; \$2), by Todd Downing. It's a series of baffling murders, laid in Mexico, and more thrilling than anything in this line for some time, plus a rattling good whodunit angle.

Locals is new for a mystery yarn and, with current wide-spreading interest in Mexico, ought to help. Could make a good film, too.

CHICAGO'S HOT POT OF GOLD

Broadway Reviews

SALUTA

(Continued from page 54)

ever may have been the original source for the particular gags.

Watson likewise impresses favorably as the singing juve with a nice voice and front. He's very likely for musicals. Fritz and Jean Hubert are themselves with their inebriated comedy routine, and Felicia Sorel and Demetrios Vilan are likewise themselves with their effective "ballo moderno." Thelma White as the soubrette has her light moments and avails herself of the opportunity. Eddie Lambert as the dialectic Signor Moe Ginsberg whammed 'em with his pianokey, proving a showstopper, and Chaz Chase's farcical consumption of inflammable substances amazed the non-vaudeville patronizing first-nighters.

Score is (unfurl) and replete with several fetching tunes which, regardless of the show's Broadway chances, should outlive the run of the musical. "Just Say the Word," "Night," "You Have Got to Be Incorporated" and "Tarantella Rhythm" are all at the mercy of the broadcasters for general popularity. Of the technical side, the production of McKenna's dance routines with the girls stand out most favorably. Chorus' terps are a general credit to their staging. And, everything down too much but had the second act maintained the promise of the initial stanza it all might have panned out much more favorably.

"Thus the structure of 'Saluta' resolves itself down to Berle's b. o. potency. That's not sufficient at \$3.50, of course, although he's the brightest sulkum of 'Saluta' and will amuse come one, come all—if they come. Abel.

KILL THAT STORY

Comedy in three acts presented at the Booth Aug. 29. Written by Harry Madden and Phil Dunning; staged by Phil Dunning.

First Bell Boy.....James Lane
Frank Martin.....Burland Ames
Second Bell Boy.....William Shea
Sam Gersten.....William Foran
Harvard Colton.....Lynn Webster
Spike Taylor.....Matt Briggs
Joe Blake.....Oliver Barbare
Dan T. Horton.....Alfred Webster
Paul Simpson.....Royal Dana Tracy
Agatha.....Claire Carleton
Duke Devlin.....James Bell
Walter.....Fred Kaufman
Margaret McGuire.....Emily Layley
Millie.....Eleanor Audley

"Story," first play tried out in the summer theatres to reach Broadway, is doubtfully far.

There are laughs in "Story," evidently written into the original script of Harry Madden's play by Phil Dunning, who is again teamed with George Brown and Chester Condon, latter handling direction.

Second and third acts are diverting, yet the impression was that the action was too much confined. It may be that its performance within one set limited its playing possibilities. However it is strongly cast and the actors get the most out of the material.

"Kill That Story" is told within the living room of a hotel suite, an advertising convention being in session. Newspapermen, agency salesmen and two convincing publishers are among the characters. Spike Taylor and Paul Simpson are undercover chain paper operators, present to grab off the Herald, a daily that has been riding the local politician boss.

Scheme is nipped by Duke Devlin, crossed by Taylor and fired from a Pittsburgh paper by him. Duke drew a tough break when Margaret Maguire, his attractive bride, thought he got a stenographer into trouble. In return Duke agrees to kill the story of the Taylor-Simpson would-be grab of the Herald, editor of which is Margaret's father, who succeeds in buying the paper himself, a life-line to the publishers.

People of the play are more interesting than the story. Convention's good-limers and the several additional girls in the going supply most of the diversion. Some of the laughs

come with the mention of ad agencies with quintette and sextette partners.

James Bell makes Duke a regular gag. Matt Briggs is perhaps a bit too legit for Taylor. William Foran amuses as an agency man on for a good time. William Lynn ditto in a sap type part. Also counting are Burland Ames and James Lane. Gloria Grafton is decorative as the politician's sweetie and attracts attention by warbling "Two Cigarettes in the Park," by Lew Pollock and Paul Francis Webster. Emily Lowry excellent as Margaret and Claire Carleton another good choice as a fresh stenog.

"Kill That Story" is pretty good theatre, but a limited engagement is indicated. *Ibec.*

OUT OF TOWN REVIEW

FOR LOVE OR MONEY

Westport, Sept. 1.

New comedy by Lawrence Langner and Arnold Marchant. Featuring Charles Foster with cast including William Harrison, Carol Stone, Percy Kilbride, Percival Vivian, Jeanie O'Flynn, Claire Woodbury, William David, Alfred Delbrimble, and Ethel Broadley. Staged by Worthington Miller. Opening at the Country Playhouse, week Aug. 27.

A year ago Mr. and Mrs. Langner authored and successfully presented "The Pursuit of Happiness" in their own theatre. They followed up the colonial comedy of bundling with one on the current practice of banking.

It is the first comedy to seriously take the present banking class for a ride. Not the rich and powerful metropolitan banker, but the middle-class, small city autocrat who controls the destinies of so many Americans. And the satire is not directed so much against the banking system as against the banking personality.

As it now stands, the plot is almost too absurd. A normal, intelligent young man throws suspicion on his banker father for a \$1,000,000 note to save a teller from a jail sentence. 'Tis too long to show that the more you steal the less likely you are to stand trial.

Notwithstanding the unbalanced theme, Langners have brought up an amusing background and have studied the play with a series of familiar characterizations that are interesting. They intend to work on the story itself and will probably have a more logical conclusion in a few weeks.

Phoebe Foster, in her first comedy attempt, has the leading role. A handsome, well-dressed and gifted actress, she still has much to learn about broad comedy and under the hands of Worthington Miller she comes off a fair imitation of Zasu Pitts, for though the role suggests more of a Dulcy, Miss Foster invests it with Hollywood mannerisms.

Play is well presented, with William Harrison, Carol Stone and Jeanie O'Flynn dividing trouping honors, verifying reports of great talent and O'Flynn impressing as a capable and personable juvenile.

Expect 50,000 to See Barney Ross, McLarnin Fight

Although attendance for the Barney Ross-Jimmy McLarnin match Thursday (6) at the Garden Bowl, Long Island, is not expected to be capacity, mounting interest in the fight might attract more than 50,000 persons. Up to last week ticket sale was comparatively light, but over the week-end interest in betting odds provided a natural box-office build-up.

Ross was favored to retain the welterweight title he won from Baby Face at 8 to 5. But the odds may drop towards even money. Experts are divided in opinion, some setting up an argument that champions have invariably lost at the Bowl, that McLarnin is in better condition than at the first encounter and that Jimmy, while defeated before, has always beaten such opponents at the second meeting.

Other observers are of the opinion that Ross, who, too, is lightweight champ, is more confident than at the first meeting, and is faster. Boxing show is a benefit for Mrs. Heart's Free Milk Fund for Babies. *Heart's price is 75c.*

\$22,500,000 IN SINGLE PAYROLL

School Employees' 7 Months Wages in Lump Sum Unleashes Prosperity Wave—Coin's Immediate Circulation by 17,000 Teachers Booms Theatres, Stores and Restaurants—\$100,000,000 Turnover

EXPO TAKE ADDED

Chicago, Sept. 3.

One of the wildest spending orgies in the history of this town occurred last week with the disbursement of \$22,500,000 in cash to some 17,000 school teachers. Mountain of money had been due the teachers for seven months back pay. The coin didn't remain in anybody's hands long, passing down the line so rapidly that the city zoomed up into walloping prosperity.

Every facet of the city and the Midwest vicinity was pleasantly affected by the rush of money in one lump sum. From shop business to the smallest shop, it was good times in Dixie once more.

Money from the school employees was added to the heavy coin being let in town by the increasingly numerous mobs in for the World's Fair. Exposition has picked up remarkably since the Fair officials changed their attitude towards the show business angles of the Fair and permitted the concessionaires to step out and bally. Fair is now playing to 1,500,000 people weekly, with each visitor dropping almost \$10 apiece, which means an additional \$15,000,000 weekly for Chicago's prosperity.

Impetus of the school teachers' money last week sent practically every theatre in town to new high grosses. Downtown the sidewalk holdout was again in view, a slight which hasn't been seen in more than a year. Oriental and State-Lake are breaking all attendance records; the Palace established a new high for its present policy.

Under-Seated

Houses are now running five shows week-days and six shows on Saturdays and Sundays, but they still can't turn 'em over fast enough. Despite the fact that there are more picture theatres operating in the loop at present than at any time in its history, the theatres are suddenly finding themselves under-seated.

It is estimated that the \$22,500,000 from the school teachers turned over more than \$100,000,000 in one week, the 22 million in many cases being used as deposits and cash for more expensive articles. Department stores reported the biggest week since the boom days; restaurants and cafes were jammed with city workers celebrating their first glimpse at greenbacks in more than seven months. Dress and clothes shops stated that the earliest fall clothes selling season is underway, with the women rushing to get their fall ensembles while they still have coin.

BASEBALL PLAYOFF

Final game for the championship of the Motion Picture Baseball League will be played by NBC and Erpl at the George Washington high school field, Sept. 8.

Erpl is in the playoff through knocking off RKO 6-3, and NBC is there by squeezing Warners into a 9-8 defeat.

New Casino de Paris, N. Y., show headed by Smith and Dale (preceding Howard Bron), with the Avon Comedy Four back again (Eddie Miller and Ray Cole), Sheila Barrett, J. Harold Murray, Paul Draper, Gracie Barrie, Peggy Tay-

Among the Women

By The Skirt

Best dressed woman of the week:

JOAN CRAWFORD

('Chained'—Film)

"Chained," the picture at the Capitol, will delight the Crawford-Gable fans. Miss Crawford is showing what the well dressed women will wear this winter. That is if they have enough money.

Miss Crawford, in a motorboat, is in a sport camels' hair coat. She boards a ship in a black velvet ensemble, the last word in sumptuousness. The coat is cut full and round with the entire hem and sleeves edged with silver fox. On the ship Miss Crawford is seen in white bathing suit, white trousers with matching coat. A dinner frock of a thin material was ruffled at the hem and around the neck and shoulders.

A dance finds her in a chiffon frock made with long flowing sleeves. A white ensemble is trimmed at the neck and cuffs with a material in wide stripes. She is seen in white jodphurs and also in a black velvet ensemble with a dress underneath carrying two enormous diamond clips. There are shots of Miss Crawford in boxes at the opera, horse show and Music Hall in which only the bodices of the gowns are seen, but enough to be assured the gowns are gorgeous—especially one of white sequins. There was a smart house gown of black taffeta dotted with white. A flat caracul jacket was worn with plain black skirt and a huge fox muff. A metallic blouse was worn with this outfit. A monk-like morning frock was of plain white cloth. All hats were small.

Marjorie Gateason, in for one scene, wears a baby lamb trimmed coat and tricorn hat.

The stage show gets off to fine start with the girls in coral velvet pants, white blouses with sequin trimmings. Shoes and caps match. Lucille Page does her acrobatics in rose satin trousers with petals at the throat and wrists. Vivian Faye is given a beautiful set for her too work. The entire stage is enclosed in a cye of chiffon, in pastel shades, with silver borders. Miss Faye wears a long white lace dress with the skirt slit in two places. The hem is encrusted with brilliants. The girls behind her wear trains of white satin, spangled trunks and all carry white feather fans. Sheila Barrett wears a black velvet skirt with white blouse and green sash. Eleanor Powell is wearing the familiar blue and silver-headed costume. The Spitalny girl band is in white with red trimmings.

Good Looking Show

The Shuberts won't have to worry over "Life Begins at 8:40" at the Winter Garden. It is too long but it would be difficult to say just what to eliminate.

Frances Williams and Luella Gear wear some lovely clothes. Miss Williams is seen first in a periwinkle blue velvet coat over a white satin slip. The coat is held together at the throat and waist with a diamond buckle. A flaming red cloth dress had kimono sleeves made with the high front and low back. A white gown worn under a long white satin cape, was trimmed with feathers, and for the finale Miss Williams was in white and black.

Miss Gear did a radio bit in a white cloth gown made severely plain, and a black velvet skirt carried a metallic blouse of green and gold. A coral colored cloth dress wore of the familiar model of high front and no back. A blue cloth ensemble served for the finale.

The opening had the girls in pale green-satin-skirts with meline-pleated high around the necks. Hats were of the tricorn shape in black velvet. Outstanding were the Wedman dancers in all their numbers. Costumes, for the first item, wore of cerise and purple, and some of the girls in blue taffeta over white petticoats. Gold capes and touches of red added to this picture. Fish net was used profusely in a Cuban number and here a dancer above the ordinary was shown. Esther Junger is the girl who uses her arms in an unusual manner. The predominating colors in this number were cerise, yellow and black.

A small revolving stage was used to good purpose with many effects. Six of the taller girls announced several numbers beautifully gowned, once in black velvet with square cut necker and tiny shoulder straps. Gun metal satin gowns were made with no trimmings and the gray satins were fashioned with high collars and revers of white. Dixie Dunbar was at her best in a white mule frock having no lining and trimmed with flowers. With girls behind her in orange skirts brown puffed sleeves and yellow gloves and hats, Miss Dunbar herself in opposite coloring, was another bit.

Finale tops all the costumes. Show girls were in black slips with overdresses of black and white in huge design. Other girls were in white with metallic capes.

Slow Week at M. H.

Radio City Music Hall is doing a repeat as far as the stage show is concerned this week. The "Dance of the Seasons" is too well remembered to draw comment. Slowness of the picture, "The Fountain," is paralleled by the show. Altogether it's rather tiresome entertainment this week.

As a book "The Fountain" was an interesting character study but it does not come across on the screen. Settings are beautiful, however.

Ann Harding wore several changes of costume, all of the dinner and garden type. A plain cloth dress was worn with a cord at the waistline. At a tennis meet an organdie-frock was inserted with narrow lace. White chiffon full skirted was a dinner frock, also a white lace was modeled with a sort of cape effect. There was a fur-trimmed house gown.

Violet Kemble Cooper was happily cast as Miss Harding's mother. There is a likeness between the two women. Miss Cooper was becomingly gowned with a black velvet for dinner and in the garden frocks of figured lace. Sarah Haden, Barbara Baroness and Betty Alden, as sisters, were also well dressed.

Good Looking Leader

Whoever put the Ina Ray Hutton Melodrama together showed good taste in picking Miss Hutton for a leader. Of unusual beauty this platinum blonde not only leads but dances as well, and shows a stunning figure at the State this week.

The girls of the band are in blue velvet trousers worn with bandana bodices of red. Miss Hutton makes three changes. Two dresses differed only in color and material. One was seafoam green and the other burgundy red. They followed the more closely and were high in front

(Continued on page 61)

REDUCE SAFELY
MILK—SUNSHINE—REST
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Broadway

Labor Day exodus started Friday noon.

Mrs. Dave Beeher back from Europe this week.

Dave Gould, the hoofing professor, in from Hollywood.

Mrs. Slaney, Piermont's Saranac vacans ends next week.

Seven kinds of herring on breakfast menu at Grossingers.

Harry Kaufman planned to Chicago for road opening of 'Follies.'

RKO theatres taking the Ross-McLarnin fight pic exclusively first run.

That Jake Lubin-Leo Cohen Klatsch tournament is a dead heat.

Bertram Mayer (& Feltson) back from a quickie biz trip to London and Paris.

Lou Goldberg and Ed Olmstead shaping the framework for another novel together.

Gus Eyssell taking a three week's vacation out in Kansas City, the ole home town.

The Harry Pucks have traded in their great neck house for a spot in Darien, Conn. on latter's farm.

Dick Maney's comedy program notes for 'Kill That Story' at the Booth unusual in their line.

Extra laughs at NBC studio when Joe Cook broadcast while balanced on a 22-inch sphere last week.

Doug Fairbanks' British accent in those homecoming newscast shots is drawing titters in the theatres.

Bunch of agents trying to nab Mickey Cochrane for vaude after the series, but Mickey won't talk.

Charlie Moskowitz tossed a party for his brother, Harry, on latter's return from a world tour for Loew's.

Ruth Geri continuing her vacation at Atlantic Beach, L. I., for another month, writing for the mags.

Ed Lenihan and Danny Collins up to Rhode Island in the latter's Aliver to pick up the Lenihan clan.

Coretta Denilson's departure Saturday (1) for the Chicago 'Follies' edition thins Bway's red-head ranks.

Joe Frankenstein Plasky, the stooge, has retired from show business and is back at his old job—a Bayonne baker.

Jim Donahue, sec. of the American Club, Paris, in town for a quickie and sailed back to France. Due in again around Xmas.

Although not yet a mathematical certainty, plenty of bets are already being laid on the outcome of a Detroit-Giants world series.

A. J. Balaban, back last week from 11 weeks in northern Europe, stuck around for two days and then hopped a rattler for Chicago.

The whole flock of mugs from the William Morris office went up to disrupt the parade and quiet of Saranac Lake over Labor Day.

Elizabeth Lonergan, New York representative for several British papers and mags, is back in town for home Aug. 28 from Southampton.

(Miss) Gerry Oldak, Sam Dembow, Jr., sec. laid up with a broken gam—horseback spill caused by auto running into her nag which threw her.

Henry Busse breezed in from Chi for a few days, looking like two other fellers—lost 20 pounds and his mustache and no longer a ringier even for Whiteman.

Eddie Pardo's house at Annapolis, Md., burned down in 35 minutes, with Pardo watching and waiting for the firemen, who arrived just in time to sweep up the ashes.

Jack Dempsey hugs Hannah Williams right after loud at opening, etc. Recent mother of the Dempsey heiress is just out and about. They may settle on the Coast, which she prefers; presently at the Hotel Navarre, but if deciding to remain in N. Y., it'll probably be the Century.

Honolulu

By Mabel Thomas

Kathleen Williams house guest of the J. J. Kellys.

Johnny Noble and his family returned on the Lurline.

Walt Disney arrived with Mrs. Disney and B. B. Kahane.

J. J. Franklyn's family arrived and have leased a home in Kahala.

Phillips S. Pizze, music and dance impresario, trying out local talent.

Betty Compson will make a personal appearance here on her world tour at the Princess.

Locations here are being considered by Metro for 'Mutiny on the Bounty,' in preference to Tahiti.

Eddie Russell and his bride, the former Sara Clark, are due this week for a two weeks' honeymoon.

E. K. Fernandez fully recovered from his recent major operation, and is bringing a new horse here for the Maul Fair in October.

Mr. and Mrs. V. Milner, Mr. and Mrs. George Mitchell, and their sailing party arrived here from the South Seas. Mr. and Mrs. Mitchell back to Paramount, and left on the Lurline.

London

Senator Murphy to broadcast.

Jimmy Hyson being sued by Consolidated Film.

Alec Rea recovering from appendicitis operation.

George Black back from seaside tour to find new female talent.

Do Wolfe, Metcalf and Ford back from their continental itinerary.

Ashley Dukes adapting an Abdul Hamid story for British International.

Cyril Lawrence again managing the 'Blackbirds' show for Lew Leslie.

Rosa Pinkerton off to Australia for series of broadcasting engagements.

Bradbury-Pratt talking of bringing over Walter Huston in 'Doddsworth.'

Marion Harris and Michael Carr collaborating on new vehicle for former.

Shaun Glenville joins cast of 'The Private Road' at the Comedy.

Captain Harold Auten off to Copenhagen, and goes to New York from there.

Eric Wolheim having his office cable the Test Match scores to him at Deauville.

Teddy Joyce and band signed with British International for their 'Radio Parade of 1934.'

Max Berny and Charles Cochran cannot agree on the price of costuming a revue.

British Lion dicker with Eddie Poiz to film his 'American Calling' vaudeville offer in America.

Jack Curtis suddenly made up his mind to sail on getting an S.O.S. from his home office.

Allied Films, formerly Vogue Films, subsidized by group of Lloyds Underwriters.

Dave Apollon doing 75 minutes at the Hibernia Empire, and audience asking for more.

Frank Barnard, Jack Hyton's manager, off on fortnight's vacation, first in five years.

Charles Tucker handling the Mayfair hotel cabaret bookings while Clifford Whiteley is in America.

Universal's 'Black Cat' retitled 'House of Doom' for English release. Title changed at instigation of censor.

'Men in White' company playing male members of 'Admirals All' from the Shaftesbury at cricket match.

'The Private Road' reached its hundredth performance, giving away 'privilege tickets'—a sort of two-for-one.

Lady Hindlip and Harold Huth married Aug. 22. Groom formerly film actor, now on the executive end of film business.

Desmond Jeans, monocoed boxing brother of Ursula Jeans, announces intention of coming to London.

Livsey, daughter of Sam Livsey, actor.

Tom Arnold and Lew Lake both producing all-female revues for the Palace, both calling it 'Ladies Only,' and both claiming priority to title.

Julian Wyllie has rights to foreign musicals, will cost \$100,000 to produce. Turned down by Stoll for Coliseum and by Drury Lane theatre management.

Twin daughters born to Leslie Maxine Elliott having in charity at Cannes hotel.

Of thirteen operating Nice cinemas, six show U. S. pic.

Mistiguno staying at her Juan les Pins home for annual rest.

Newest film on this horizon is 'Broadway Thru Keyhole' (U.A.).

Twelve bankrupt petitions one single day in tiny Nice last week.

Chevalier, who has a villa here, expects home for vacation soon.

Fixing up Gould's Mediterranean for grand winter opening as super-nostalgic roulette joint.

Maxine Elliott having Winston Churchill as house guest at her Golfe Juan villa L'Horizon.

Newshounds bothering Lady Ashley, ex Sylvia Law, at Monte Carlo Beach since Doug left.

Mrs. Jules Brulotter (Hope Hampton) giving publicity to local cause by having herself elected beauty queen.

Cannes police having occasion to check up on identity of a dozen fashionable diners found seven fake coins in one bogus bar.

Morris Gilbert, Paris chief of Scripps-Howard picture service, va-

Riviera

By George Axelsson

George K. Arthur in Cannes.

Sophie Tucker in charity at Cannes hotel.

Not a single leg or legit show on entire Riviera since Aug. 22.

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CHATTER

catloning on coast with "Red," his wife, and Joan, their 4-year-old.

Burton Hughes, Philly socialite, attending Nice basket college. Last night's victim, Burton has to work for living and chose hair dressing.

One-Eyed Connolly would never have achieved fame in this neck of the woods. Gate crashers here call themselves newspaper men and have easy sailing.

Prohibition about to end in France. Government needs all kinds of tax money and is seriously considering reinstating country's only prohibited drink.

Panama

By Bea Drew

Colon cabarets must stop all music at 3 a.m.

Joan Lowell was a visitor. It was her second time.

Foreign War Vet's Annual Frolic at Colon theatre.

Over the Ton, nitery, closed. Too much competition.

South Parker (radio) shot last episodes of a pirate picture here.

Mrs. White of the Cecilia cinema left suddenly for the States, his only daughter very ill.

Bebé Connors just 'out' of Panama hospital. Some time before she can return to work.

Fort Davis staging a vaudeville show monthly. Harry Cornell, local artist, painting the scenery.

Last floor show sent down for Kelley's Ritz in Colon did not please Miss Kelly, so back it went.

Vera Darling left for New York. Her sister, Lorraine, now Mrs. Smart, just returned from vacation.

Vaudeville Aladdin's two floors with a different show on each. Gertrude Fisher, fan dancer, featured.

Cecilia, Variedades and Colon theatres gave benefit shows for the earthquake sufferers in the interior of Panama.

Bea Drew sailing for New York Aug. 27. Will go to Fair and motor to Calif. and back to N.Y. before returning to Panama.

Vienna

Leo Slezak to

Rose Walter in Salsburg.

Oscar Roemer reopening Ronacher's.

Total of 12 theatres to light up here in fall.

Dr. Lothar Wallenstein back from Buenos Aires.

Talk of affiliating Theatre an der Wien with Staatstheater.

Miksa Preger arranging 'Gluditta' tour through Switzerland.

Local interest for Maurice Rostand's 'The Girl and the Oscar Wilde.'

Excerpts of Stephen Zweig's new book 'Erasmus of Rotterdam' serialized.

Louise Halmer signed till end of year with Kammerapelle, then off to Hollywood.

Brodsky's 'Blue Lantern' starring Glitta Alpar under way for Stadt Theatre.

B. Schwarzk's Russian comedy, 'The Strange Child,' signed for production at Scala.

Toscanini to conduct three concerts here in October and Mengelberg on Nov. 4.

Louis Dreyfus said to have secured 'The Blue and Tauher's 'Singing Dream' for London.

Austrian 'Fruehling's Stimmen' talker banned in Germany because of political content.

Harold Brett here negotiating for Burg Theatre production of his new comedy, 'Beyond Worries.'

Ernst Werner approaching Edmund Eysler, Lehar and Kaimann to direct their works in Amsterdam.

Josefstadt management sending 'Torozko Bride' costumes to U. S. for production in the Henry Miller.

Somerset Maugham, Sholom Asch, Roda-Roda, Fritz Kreisler and Paul Weingarten holidaying in Bad Gastein.

Talk of Andre Charlot directing Nicholas Brodsky's operetta starring Glitta Alpar at the Scala here.

Salzburg's 'Faust' presentation in open, first time protected by specially constructed roof. Which was good thing, as it poured on first night.

Mexico City

By D. L. Grahame

Education ministry's little theatre presenting 'Lilium' in Spanish; 25c top.

Construction of four large hotels here being rushed to accommodate tourists.

Symphony org. of Mexico opened its concert season, Carlos Chavez conducting.

Mexico state is drafting a new divorce law which it figures will be an improvement on present statute.

Monte Carlo Ballet Russe due here Sept. 28 for a ten-day engagement at the 'Palace of Fine Arts' (National Theatre).

Paris

By Bob Stern

Beatrice Wanger in Nice.

Film benefit picnic Sept. 2 at Orly. Gaumont Palace closed two weeks.

Mrs. George Patullo here for a moment.

Hildegarda playing Casino at Le Touquet.

Buster Keaton's local film to cutting room.

Cine Opera to open Sept. 1 with 'Black Cat.'

Max D. Steuer back from Cannes, on way home.

Mrs. Mabel Connelly, Marc's mother, staying here.

Champs-Elysees version of 'As You Like It' to open Oct. 1.

Rudolph Black (Bruno Lessing) back from Italian tour.

Jeanque Nourissier over for fifth week at Elysee-Gaumont.

Olga Petrova here prior to sailing to U.S. for radio lectures.

Irvin Mark, week-ending with Rute Lemaire in Dancery.

Ogden Reid and Mrs. Reid back in Paris after London hop.

Swiss named Dubois has a new stereoscopic lens inention.

Erva Gallienne and Anton Knight and his family off to N.Y.

Newspaper kicking because Paris theatres are dark while London gets to be.

Gifford A. Cochran (Krimsky) passing through on way to his Munich home.

Warner putting 'I've Got Your Number' and 'Man with Two Faces' into Apollo.

Alexandra Danilova, Barbara Vadja and Mabel Sinclair all sailing for America.

Louis Verneuil writing costume play on French restoration period for Elvire Popesco.

'It Happened One Night' closing at Ermitage after long run. 'Search for the Lost Paradise' next.

Baron Collier and family passing through on way to Baden Baden. Will be back here later.

Metro putting 'Viva Villa' into Apollon, finally replacing Laurel-Hardy pic, 'Sons of Desert.'

Al Lackey arriving to join Sophie Tucker at Cannes. He'll be able to get to London this trip, later.

Jules Brulotter, Peggy Joyce, and Henri Garat among Van Dongen's guests at cocktail party at Maxim's, Nice.

Corinne Harris starting rehearsals of 'Merry Widow,' with which Gaite Lyrique will open season, with her as star.

Rosa Film to dub 'Constantin' with Paul Faim, who has bought continental rights from Gaumont-British.

Mile. Parysis, star of coming trip revue at Michel, slightly hurt when her car overturned near Arles, in South of France.

Pathe to make 'Antonia's Hungarian Romance,' in French and English versions. Frances Day to star in English edition.

Vittorio Podrecca, Italian marionette king, dropping in at Luxembourg Garden's 'Punch and Judy' show during his Paris visit.

'Nu come Ven' ('Naked as a Worm') with French comic, Georges Milton, first French talker to run in Austria in original version.

Paul Dervy buying rights to new patent floral decoration stunt which he'll use in new Folies Bergere for scene titled 'Isle of Mimosas.'

'Vergie Winters' (Radio) booked for Paris opening next month at Studio Caumartin, house where 'Back Street' broke world record.

Niels Rasmussen and Lise Pehrson, Metro's prize dancers, dancing back in Paris on way to Copenhagen, enthusiastic about Hollywood.

Nina Virchinnina of Russian Ballet starting American tour with two weeks in Mexico City, to be followed by six months in the United States.

Sophie Tucker over from London with Jack Harvey, on way to Cannes. She dined at Biarritz with Irvin Marks on her first evening here.

Somerset Maugham's 'The Letter' to be filmed for reopening of Sarah Bernhardt theatre. Limited engagement of 30 days, to be followed by Cecile Sorel.

Erik Charrell here to engage talent for impromptu production of 'White Horse' and possibly at Hollywood, where he'll make another pic for Fox in fall.

Barbara La May, acrobatic dancer, to break into London and singing part in French when she opens in the lead of 'Rose-Marie' at the Varieties theatre, Marseilles, in October.

Yvonne Printemps starting shooting of 'La Dame aux Camellias' at Paramount Joinville studio, megged by Fernand Rivers under Al Gance's supervision. Pierre Fresnay in Marseilles.

New theatre, called Nouvelle Comedie, to open Oct. 1 on the Rue des Martyrs, Montmartre. Will attract to young authors, but not avant-garde. Natanson's 'Ete' ('Summer') opener.

Madrid

Dog racing popular here now.

Bullfighters following the fair. Luisita Esteso, vaude artist, thinking about Mexico.

Pedro Lagrava of the UP transferred to Buenos Aires.

Rex Smith getting set for a vacation in the summer.

Paulina Slingerland due over this winter from Buenos Aires with her stock co.

Pierre de Beneducci, Walt Disney rep in Portugal, Spain and Italy, makes a minor tour.

Amparito Miguel Angel, dancer, and Maestro Obradors, composer, back from New York.

Twenty G's lost on nine bullfights at Valencia fair. Ring filled only once, when no bull was fought.

Emilio Thuillier, veteran actor, named assistant director of the National Conservatory of Music and Declamation.

Government contributing \$16,000 for a monument to Juan Ponce de Leon, crack dramatist and one-time Nobel literary prize-winner.

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Hollywood

Frank Borzages to Honolulu.
Ben Englander in from N.Y.
Patry Kelly in from the East.
George Folsiey east by motor.
Frank Lawton in from Gotham.
Jackie Cooper back from Panama.
Ben Markson went for a gondola.
Holand Young back to work at Metro.
Col. Jack Moss has dropped 40 pounds.
Jack Buchanan starting as Col. Fother.
Lucien Hubbard sails from Europe this week.
Harry Martin, editor of Time, on the Coast.
Jack Holt fed east and crew of his picture.
Dixie Wilson here to interview Shirley Temple.
Will has redubbed Wini Shaw.
Winifred Shaw.
Max Baer banqueting at Roosevelt by Leo Morrison.
Bill Hendricks (Warners) of Memphis.
Tizla Berman back from several weeks in Honolulu.
Gene Fowler in town for 'Barnum' chore at 20th Cent.
Florence Reed east for vacation at Belgrade Lake, Me.
Jesse H. Martin has joined-Millman-Horwin agency.
Murray Bolthoff, asst. to Regina Cavell, ogling students at St. Louis.
I. E. Chadwick received broken digit when struck by a soft ball.
Les Hite's all-colored revue goes into the downtown Orpheum Sept. 5.
Gordon Egan returns from St. Louis for confabs with Charlie Skouras.
Gordon, and Revel will now play their numbers without anyone asking.
Charles Lamont back from Manhattan, where he directed 'Gigollette'.
Stanley S. Bergersmann east to meet Carl Laemmle when Leviathan docks.
Irene Wallace, drum critique of the Cleveland Plain Dealer, o.o.-ing celbs.
The Al Jolson have bought a Bel Air home and a new motor for Miss Kiefer.
Don Piazza planning a trip to Fresno as soon as crabs are in season.
Clarence Clark returns to U as comptroller, succeeding Maury Weiner.
Alice Faye to do week with Rudy Vallee in Chi after finishing current tour.
Special trainload of Columbia celbs up to Frisco for opening 'One Night of Love'.
Gary Cooper took his guns on the Arizona desert location; got nothing but practice.
Carole Lombard, finishing her fifth and last pic on Col pact, away on six-week vacation.
Alice Miles, ex-wife of Robert Fairbanks at U.A., resigning to get married. Sister of Johnny Mills.
Maxie Rosenbloom got a razz when he stepped in the Olympic ring with his newly wedded ears.
Sir Guy Standing has gone for a house at Malibu Lake. Spot is beginning to attract picture people.
Mevlins-lamford-sues Virginia Lee Corbin for \$750, alleging she broke dishes, etc., in the home he rented.
Charles Caballero east for confabs with Harry Arthur on policies of Cal-art theatres for the new season.
Four new members of directors' branch of the Acad: Richard Boleslavsky, Louis King, Victor Fleming, Kurt Newman.
Louis Calhern and his wife sued in many courts for alleged unpaid apartment rent in New York, amounting to \$268.51.
'Carolina' Brunson, Yuma, Ariz., columnist and manager for Principal Theatres there, has been transferred to the Alhambra and El Ray in Alhambra.
Victor Milner, par photog, back from the South Seas, says Tahiti is a bust. With George Mitchell for company, he went there for atmosphere shots, but the dud 'paradise' used up only 7,000 of the 50,000 feet of raw stock he took along.
H. Bernard Kieselmann, impartial govt. observer on the I.A. grievance board, and W. C. Mathes, holding similar post on the zoning-clearance tribunal, have gone east. Mathes to attend the American Bar Assn. convention in Baltimore.

Stroudsburg

Magnuson Trio returns to Buck Hill.
Hull-Johnson Choir at Unity House.
The Aristocrats playing at Onawa Lodge.
Club Sterling features Ted Baxter's band.
Largest crowd on record attended West End Fair.
Hoot Gibson and June Gail once-filmed at Dorkey Park.
Dorothy Lister-Jones and Fred Gillett spotted for Sept. on WGBI.
Ensemble Art Trio in final appearance at Pocono Manor.
With few exceptions, resorts had successful summer season.
Oscar Langman and Vadim Hrenoff concert at Hawthorne Inn.
Local shows 'The Lottery' at Paul Shays' Shawnee summer theatre.
Harriet Schenk and H. A. Barnes

staged 'The Glorious Gift' at Luthersland.
Pocuno Mt. horse show and charity ball had Al Jenico and baid in the Casino.
Newspapermen's Assn. of North-western Penna. conventioned at Buckwood Inn.
John Mulholland and Mr. and Mrs. Arthur Murray added to cast of 'Dance of the Polles'.
Cold evenings killing night baseball, so season's biggest game, Nat. League Phillies vs. Poconos, for afternoon.
Hazel Childs, Dutch Jordan, Sammy Sanford, Three Dusky Kadeets, and Charles Keating & Co. part of Indian Queen's floor show.

Portland, Ore.

By James T. Wyatt

'Tinto' Calvig on the Walt Disney studio visiting relations here.
General survey of the best big spots in the burg; The beer joints.
Frank Newman here from Seattle to hoist the Evergreen banner on the Paramount.
Bill McCurdy still dickering with Duane to bring Lew Cowi's 'Shining Hour' to the bur.
M. H. Hoffman, Jr., son of Liberty Pictures president, visited with an eye to Northwest distribution.
Radio talent getting starvation salaries in this burg, and as a result local productions get lower in quality.
Zasu Pitts in from L. A. Visited here with her husband, John E. Woodall, and they left later for Seattle.
Max Baer booked in by local boxing commission to referee fights in the Northwest. Baer will make a two weeks' tour.
Max Gehlar, state fair manager, getting patted on the back for his big show. Best for several years and more showmanship in it.
Dog races have folded for the season. Looks as though they be replaced by night horse racing. Another worry to the local pic biz are the dart game joints, which draw a big date of dart throwing gamblers nightly.

Minneapolis

By Les Rees

On-slate liquor license fee reduced from \$1,200 to \$1,000.
Locomotive collision one of State Fair features.
Harold Johnson of Warner sales staff spent Labor Day in Chicago.
Royal American Shows on State Fair Midway.
Public using 'Prosperity Night' cash giveaway stunt.
Gordie Greene, Publix Sioux Falls, S. D., manager, in town.
Archle Zacherl new addition to Universal sales staff here.
R. A. Hoff, new Radisson manager, to play name bands in Flame room.
Silver King, Hollywood canine, performing for 'Safety Week' committee.
Everett Sodahl of Jack Malerich's band took unto himself a bride, non-pro.
Gilbert Lamb, localite, sailing for London for 12 weeks' vaudeville engagement.
Joe Jacobs, Columbia salesman, escaped injury, but car was smashed in auto accident.
Nick Kahler, promoter of amateur boxing, planning to sponsor indoor rounds here in October.
Sol Frank host to Barbara Robbins when she stopped over here en route east from Hollywood.
Lee Kleeszy, RKO secretary, returned from her vacation at World's Fair minus her tonsils.
Finkelstein charged with 15 Iowa theatre tickets held by managers' convention at Carroll, Ia., Sept. 17.
For grand opening of new \$100,000 Edina theatre, Ben Friedman had Jack Malerich's orchestra on stage.
Sam Zuckman, owner of Mounds theatre, neighborhood house, passing cigars and candy in celebration of baby boy's arrival.
Harold Danicison, assistant manager, in charge at Orpheum while Emil Franke took vacation trip to Milwaukee and Chicago.
Carl Engstrom of Pontiacs drove to Milwaukee and back, 800 miles, in his new car at a maximum 35-miles an hour speed without any stalling.
Theatres and radio stations tying up with Civic & Commerce association and American Legion for big Constitution Day celebration here Sept. 17.
Pantages, loop 15e third and fourth run house, bringing back 'Arrowsmith' and other old out-staged pictures for return engagements.
Gene Meredith, Warner cashier, back on job after 4,500 miles' drive home shows 'The Lottery' at Paul Shays' Shawnee summer theatre.
Harriet Schenk and H. A. Barnes

Chicago

Sidney Belmont in town from St. Louis.
Elsie Harge has organized an all-around tour out of Chi.
Frank McGrann in town ahead of 'Follies'.
Sharpe Carrouthers back from Canada.
Goldie Davidson back from the Southland.
Abe Lastofel in town on his way back to New York.
Ben Bloomfield managing the Apollo for B. & K.
Gilbert and Sullivan revivals getting big newspaper play.
Guy Phillips and Paul Ash organizing the Chicago Pageant.
Walter Hawley directing shows for relief units out of Chi.
Harry Rogers producing 'Shuffle Along' to open in New York.
Henri Keates back to the Oriental for song slides and the organ.
Ben O. Ross writing scripts for Barker Paris Peggy to go on the radio.
Al Borde and Leo Salkin in and out of town between performances of their unit on the road.
Al Jolson received most applause at the Soldier Field singfest.
Earl Bronson interviewing Muriel Pearl on WGBI, and Ben Kanter interviewing the flame dancer on WJJD.

Frank Baker to continue as Edge-water Beach hotel announcer when Herlihy replaces Harry Rosenli orchestra.

Philadelphia

By Arthur B. Waters

'A' reopening Aldine with Charlie Terry and same staff.
Harold Lloyd also in town, but making no public appearance.
Ceel DeMille in town, speaking at Penn A.C. under flossy auspices.
Mrs. Alfred (Connie Cann) Wolf again managing Garrick this season.
Tommy Labrum, p.a.-ing for Million Dollar Pier at Atlantic City, in town.
Eric Knight, film critic on E.L., on his vacation and finishing second novel.
Harry Murdock, ex. d. and film columnist writer of Evening Ledger, back from vacation.
Nary a sign of a Labor Day legit opening. Date used to call for a flock of new shows.
George Keenan, formerly in S-W press department, now assistant manager at Circle, nabe house.
Old times recalled when Shubbe Park turned away those to see De-troit-A's double-header with Rowe pitching.
Lawrence Shubert Lawrence, general manager for the Shuberts here, in town briefly after vacation in Connecticut.
Plenty of rumors in newspaper ranks. One has Scripps.
Howard and Hearst coming in. Another calls for resurrection of P.L.
Samuel F. Nixon-Nirdlinger, planning to open Broad on the 10th—indie again—in New York. Most of the time booking shows and the changing the bookings.

San Francisco

By Cal.

Bud McDonald, booker for Warner P.N., in the mountains fishing.
E. H. Emmlek, president Golden State circuit, on vacash in Canada.
Bill Noonan, owner of Turlock theatre, Turlock, seeing the sights in town.
She's a girl at the home of H. W. Shorburn, theatrical ad pluggar for Cali-Bulletin.
R. A. McNeill, general manager for Golden State, back from boat tour to Seattle.
Another movie big shot here is Blanche Lederman, secretary of Kansas City Symphony.
Roy Fox, of Fox-West Coast, in hospital with broken leg, result of being thrown from a horse.
Austin Peterson, KPRC producer, hopped to Reno and said 'I do' to Audrey Marks, KPRC singer.
Charles McAllister, NBC character actor, back at the station after trio of weeks in hospital with bad pump.
Charles Chatterton, gen. mgr. KQW and KEX, Portland, ankle into town to check up on the local stations.
Basil Cameron, who swings the stick over the Seattle Symphony, heading homeward after visit to Eugene, Ore.
Mel Klein and his better half motoring through the Northwest on

annual leave. Mel will visit Pocatello, Idaho, his old home puddle.
H. Switzer, former P. A. for F. & M. Orpheum, now sitting in manager's chair as that house reopens.
Bill Murphy, former newshound, doing P.A.
Morty Fisher, music clerk of the News, got patent papers for new combination chin rest and shoulder pad. Local fiddlers all writing recommendations.
Bill O'Neill says goodbye to pals here, being transferred from accessory sales manager's job here with RKO to assistant booker with RKO's Seattle exchange. Sam Stry, formerly with National Supply Co., replaces O'Neill.
L. A. visitors of the week included Tom Baily, par, publicity chief; Joe Roddy, looking after Harold Lloyd's interests; Earle Hampton, exploiting Columbia's new Grace Moore pic, and Roger De Lapp, par, publicity dept., helping Tom Baily.
Lloyd Thompson, Examiner dram-matic crack, and the missis back from vacash. Pair auto-camped to Montana and back. Fred Johnson, Call-Bulletin drama ed., and frau also back from trip. Fred and frau went to Chicago and gandered the Century of Progress.
Lou Marks of the Rialto, Sacramento, calling with the boys. Also back from Sacramento are vacash and John Distasio, manager of the Liberty, and Juan Esteves, owner of the Lyric. With Esteves seeing the tall buildings are his two young sons from Mexico City.

New Haven

By Harold M. Bone

New York-Gulford players fold this week.
Roy Ward becoming a wow on a golf course.
Jimmy Mahon has started knitting on little things.
Jack Brassili is a nifty pencil sketcher as a hobby.
Frances Butler, back to Stony Creek for brief visit.
Harry Bergman enjoying a summer cold in the head.
Francis Jameson, busman holidays it at Sunday pictures.
Andy Sette's vacation dough being spent in Edgemere, L.I.
Ranulf Compton threw a cocktail party for his friends.
Henry Busse oiling up the baton for a week of stagefare.
Gene Rodney will bake out aches and pains at Yeh Springs.
Ethel Barrymore Colt did 'There's Always Juliet' at Stony Creek.
Charles Atkin and Ellen Love, Jitney Players, vacationing in N.Y.
Mack McBride claiming the day window slowly but surely reducing. They're working on relief plan for local musicians to include free concerts.
Jack Samson back to early love, swinging baton on Roger Sherman Ridge.
Alvin Fagan brings in Thela Brel for Stony Creek tryout of 'Just One More'.
Maie Riley belongs to the carry-around-a-picture-of-your-offspring brigade.
Lew Schaefer bringing Kearney Walton all the way from Coast for Par m.c.-ing.

Milwaukee

Milwaukee again has stock burlesque with the Gayety reopened by Charles Fox. Top cut to 50c with pictures thrown in.
Davidson will play the Gilbert and Sullivan revivals here, the Studebaker (Chicago) company moving in early in October.
Hilton twins played here and used same wedding dress stunt. Were turned down on license, as expected.
Tercentennial celebration ran \$2,500 in the red. Otto Hauser, secretary to the mayor, announced. Festival was expected to be self-sustaining.
Show houses were hard hit Saturday (1) when the Blitz Post American Legion band returned here after winning international championship in Geneva. Big musical program in auditorium drew 15,000.
Wisconsin state fair closed Friday (31) with bigger attendance total than last year, but with the take only a little better than half that of 1933 because of lowered admissions.
Al Buettner, former chief announcer on WISN, and Gladys Brock, former film chatter, on same station, now selling special newspaper advertising for Harold Burke, who opened office after station shake-up gave his general manager's job to Gordon Grison.
Don Hohl, ex-publicity man for night clubs, new film editor of Wisconsin News, succeeding Cole Klenovsky. Writes under pseudonym of 'Petty Boy'. Buck Herzog has taken similar post on Sentinel.

Pittsburgh

By Hal Cohen

Art Levick, formerly with Warners, will head the Alvin's sign shop.
Jackie Heller's sis, sister, Sarah, developing into a crack tramp soloist.
Ted Black and his ark pencilled into the Sky Club for a fortnight's stay.
Louise Clark, prexy of Columbus, O., Variety Club, on for Alvin's opening.
Harvey Gaul writing the music for opera's Falls peasant Labor Day week.
Howard Baer, local artist, here from New York for short visit with his family.
Alfred L. Golden, local playwright, had name shortened legally from Goldenberg.
Bill Swartz, veteran musician who gave Dave Rubinoff his first lesson, dead.
Kap Monahan, de. Press, back on the job after two weeks at Geneva on the Falls.
Both Kennenwood and West View Park will install roller-skating rinks this fall.
Ray Miller, former m. c. at Enright, back in town on Pitt's opening vaude bill.
Jerry Mayhall's local land garnered a \$100,000 prime plum, William Penn hotel job.
Duquesne University football team has made Joe Penner's duck its official mascot.
The George Tysons have taken a home in Mt. Lebanon, their old stamping grounds.
Les Leonard, who once had a band of his own here, now soloist with Jan Garber.
Herman Liveright in New York and just about set for an assistant stage manager job.
Mrs. John Maloney, wife of MGM exchange manager, rearing up in Cambridge Springs.
Pittsburgh Civic Playhouse doing Keith Winter's 'Shining Hour' this week at Arnold School.
Karl Krug, creek and theatrical columnist for Sun-Telegraph, had half dozen molars pulled.
W. U. Christman, managing editor Post-Gazette, back on job after eyeing the World's Fair.
Ann Bulet, of burlesque, turned up at the Variety with a new dance and a new name, Ann Castle.
Eddie Klein going back into nite club business after six months when he takes over the Tent Club.
More than 200 outside reservations already received for annual Variety Club August 14-15.
Norman Henderson has chucked the show business to become sales representative for shaving gadget.
Marlin, messenger boy in the WB publicity office, spent his vacation getting all of his teeth yanked.
Norman Prescott lining up a passport for that London voyage. He opens Sept. 1 at Dorchester hotel.
Irene Cowan directing and also playing part in Civic Playhouse's final summer show, 'Dark Tower'.
Karl Krug, Sun-Tele creek and theatrical columnist, in hospital clearing up eye and teeth infections.
Ken Coffman, who used to be Warners' publicity artist, 14, goes with Harris interests in similar capacity.
Jack Jones new Pitt manager. He ended his career for nine years and is almost a dead-ringer for the magician.
Jack Moffitt, Kansas City Star creek, looked up friends here when stormy weather plane down en route to New York.
Jimmy Balmer and Johnny Harris suspect Dick Powell of naming those two song-women in 'Dance' feature.
New wrinkle in theatre management produced by Alvin with an official hostess, pretty Jettie Drew, picked from hundreds of Pittsburgh gals.
Crowds of outsiders were getting so big that Warners have eliminated those who come for the night screenings. Got so even the execs couldn't find seats.
Christy Wilbert, recently divorced from Ruthie Miller, marrying again, this time Rosemary Dunn, another Pittsburgh girl. Miss Miller, who staged chorus numbers at Ambassador, St. Louis, last season, is back home and will direct Alvin ensemble.

Westport

By Humphrey Douless

Country Playhouse closed.
Lawrence Schwab here for a day. Posters out for the Danbury Fair.
Mrs. Gordon joins 'No More Ladies'.
Mrs. Henry B. Harris here for a few days.
Most of the colony will remain through the season.
Westport Country Playhouse fetes actors and stagehands.
Irene Purcell, Mme. Nazimova and Hunter Gardner about.
June Blossom dances at Fairfield County Hunt club picnic.
Jo McIncham, Raymond Sevey and Lee Simmonson, here together, looking like a convention.
Alvin's general manager of Public Empire, South Norwalk, recovering from his recent illness.
Fred and Alene Gater Stone became at first thought, and all through the opening of 'For Love or Money'.

East

Charles F. Robinson, radio singer, collided in his car with a taxi, hurled and crashed into the entrance of the Ted Mill Ice Skating Rink, Tuesday (28). Robinson, member of the Morris Orchestra, was charged with drunken driving.

Dorothy Dilley flew to her estranged and dying husband, L. G. Kaufman, in Michigan. He died of pneumonia.

Wm. Morris office is suing the Marx Brothers for \$20,000 which it claims due as commission for 'Monkey Business,' the Marx' last picture. Brothers claim that their last picture was not shown in their contract with the Morris office.

Clyde Beatty thought that he had been injured by Saunay, a huge lion in his act, but discovered he had only shot himself not seriously.

Some 32 unions have offered aid to Local 306, Moving Picture Operators Union, which is striking in protest of company unions, and are offering support for a mostly railroad and transport organizations.

Actors' Dinner Club announces that it has served more than 300,000 meals. Organization will be three years old in December.

Alex. Aarons, formerly of Aarons and Freedley, announced his intention to produce plays in New York this fall and will return from Hollywood in three weeks to start casting.

Lily Damita confirmed rumors that she would marry Hugo Brasseur, English millionaire, and added that her engagement was still unofficial.

Henry Model will produce 'Any Sport in A Storm' in early November.

Cora Witherspoon will make her musical comedy debut with John MacGowan-Ray Henderson opus, 'Say When,' which comes to town early in November.

Max Eliehnardt stopped in New York on his way to the Coast, where he will produce 'Midsummer's Night Dream.'

Eve Le Gallienne arrived in New York from Europe Tuesday (28) six hours late due to rough weather. She will start work on 'L'Aligion,' her first of the season for Selwyn Franklin.

Atlantic Beach Club staged a Reaux Arts Ball for charity in which the def. appearing as Joan of Arc appeared in the latest streamlined bathing suit. Hospital for the benefit it was being staged was affiliated with a church and would not accept the money. Some of the costumes worn, as picture in N. Y. tabs, made the event look like a Broadway strip floor show.

Jack Benny has arrived in New York after a vacation at the Catskills. He starts work in 'Bring on the Girls' immediately. This is the George Kaufman-Morris Riskind farce to be produced by Sam Harris in November.

A newsreel of last March's taxi rioting saved three policemen from being demoted and possibly dismissed from the force. Officers were charged with neglect of duty but the picture proved wasn't so.

The 600 remaining Indians in New York will hold a howl on Sept. 6 on the alleged spot where Manhattan was sold for \$24. Inwood Hill is the spot.

Savation Army is considering perking up the girls' outfits. Snappy new headgear would replace the old bonnet and silk stockings would be worn. They will, however, remain true to the traditional red and blue.

Edith M. Fitzgerald, film scribe and author, and Elmer J. Griffin will be in Greenwich, Conn., this week.

First noisless mink, Wagon went out on a trial spin with rubber tires and the horse with rubber shoes.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

her tires and the horse with rubber shoes.

Charles Collins will fly to his home in Oklahoma before rehearsals start on 'Say When.'

Paisiades Amusement Park faces taxation for taxes which the management claims it cannot pay. Taxes amount to \$31,000.

Nantucket Theatre closes its third season Aug. 31.

Orchestra of 600, believed to be the largest ever assembled in the city, will play for 'The Night of Stars.' All musicians are volunteering their services.

Jenny Goldstein, Yiddish actress look from Los Angeles, has denied reports she would wed a wealthy chain store magnate.

Connie Bennett sailed for Europe Aug. 30, the coldest Aug. 30 the city has ever experienced. The ship hit 52. She denied that she was seeking a divorce from her husband.

Research at Hamilton University has proven that, on the average, flute players and crooners have a larger chest expansion than athletes.

R. W. Vizay, instructor of the dance, says that bunny hug dancing is being replaced by dignity. Vizay, who has been teaching dancing at West Point for 52 years, also claims that the saxophone is on its way out. In fact, he claims, there probably won't be a sax in the city by Christmas.

September will be Highway Safety Month. Governor Lehman announced Thursday (30). Accidents in the state and total economic loss has reached \$2,000,000.

Bert Lahr injured his knee while carrying about a Waterbury Garden stage during the matinee performance Thursday (30). Lahr went on at night but Ray Bolger doubled for him in the more strenuous parts.

Equity will negotiate permit six public dress rehearsals in a play's final week of preparation, instead of two for dramas and three for musicals.

Mitzi Mayfair slipped a \$10 bill to a rural constable who let her off on a speeding charge, and the limb of a tree was broken by an attempted extortion. Dancer was on her way to play an engagement in Washington.

'A Sleeping Clergyman' will be the Theatre Guild's first this season. James Birdie the author.

Home Owners Loan Corp. gives Fritz Scheff the coin to liquidate the mortgage on her Hitchcock Lake cottage near Waterbury, Conn.

Margaret N. Taylor, who uses Juanna Arliss for a pen name when she writes songs, has entered suit against Robbins Music Corp. Arliss alleges her 'I'm in Fog' was taken by Robbins for 'Lost in a Fog,' which was sold to MGM and Ben Marden.

John Players, truck trowers, Madison, Conn., go busto. Ethel Colt Barrymore among the unpaid actors, but she won't have to walk home.

From Monte Carlo comes the announcement that Woolworth Donahue, one of the heirs of the chain store magnate, will marry Wendy Haine, British film player. He says 'tain't so.

Eva LeGallienne's Civic Repertory spotted into the 46th Street theatre, amount wins a change of venue in New York. Brown's suit for defamation of character through use of 'American Tragedy.' Removed from Chenango to Chemung, Tompkins or Schuyler counties.

Owen and Donald Davis touching up 'Ethan Frome' for Jed Harris. Latter has started casting.

Vera Murray—preparing to put on winter shows. Had a summer spot at Dobbs Ferry.

Reported Jeritza has bought 'An-nina,' and will bring it back to Broadway on her own.

Lester Meyer now steering the Empire theatre. Nephew of the late Al Hayman.

'Manhattan Medley,' renamed 'Ladies Money,' will be brought back by Courtney Boyd. All that's left of the old play is the double deck scenery.

Group of actors planning a single performance of 'Father of Lies' in the hope some manager will like it. Max Gordon says Walter Huston will get a chance to show his 'Othello' to New York around April.

That Shubert musical version of 'Cyrano' is being staged.

It snowed in New England Aug. 31. Two inches were recorded in Vermont and Maine. Forewarning of frost and severe winter.

Mitzi Mayfair retraced the complaint that a Maryland constable had tried to extort money from her and said that she voluntarily gave it to him. The constable had previously arrested her on a charge of speeding. She had claimed that he was threatening her and attempting to extort money from her.

Upon her arrival here Dame Sybil Threlkeld, noted British actress, stated that the next generation

would save the theatre. She expects a huge revival in the next era.

A Board of Education discovered in a recent survey that high school boys and girls read books after a picture had been made of the story. If the picture was good the book would be read.

'Are You Decent?' Saturday (1) to appear for Hollywood Sept. 15 to appear in a Universal picture.

New York expected to collect approximately \$50,000 in taxes from sidewalk cafes. They didn't get \$5,000. Reason is that there are less than 25 in the city, whereas 1,000 were expected to spring up.

Eva LeGallienne will build herself up four inches for her role in 'L'Aligion.' She is supposed to be six feet, but the last three inches will have to be illusion, as she is only five feet, five.

Burglars fished \$250 worth of jewelry and clothing from the home of Phillip Reed, picture actor, at Malibu.

Sir Guy Standing is recovering from a splinter bite received while on location at Malibu Lake.

Pending trial of a suit wherein Dorothy Devore is accused by her husband of miscegenation with another man. Superior Judge Yankwick in L.A. issued an injunction forbidding her to dispose of property given her under the couple's property agreement.

It took six hours for William VanRensselaer-Smith to describe in a deposition what happened in 15 minutes one night three weeks ago when Robert Rogell assertedly broke into Smith's home in Beverly Hills and found his wife, Elna Gregory Rogell, there. Rogell is suing for divorce, and in another complaint seeks \$100,000 from Smith, charging alienation of affections. Smith has countered with a \$500,000 suit seeking damages from Rogell and his attorneys, Milton Cohen, Sr., and Milton Cohen, Jr.

Will of George William Hill, drawn two days before he ended his life, Aug. 29, disposed of an estate valued at \$250,000, has been admitted to probate in Los Angeles.

Frances Marion, his divorced wife, receives one-seventh of the estate.

Col. Roscoe Turner and Clyde Pangborn, have entered the London-to-Melbourne 11,000-mile race starting in Oct.

Clyde Beatty is planning a trip into the interior of China when he completes his present Warners picture.

Frank Capra and J. Farrell Macdonald will lecture at the University of Southern California when school opens.

Bliss Land has filed suit in L.A. Superior Court seeking \$182 from Joyce Payne, L. E. Lampton, county clerk, and the New Amsterdam Casualty Co., based on an asserted unlawful attachment issued against the actress' property in connection with another suit brought by Miss Payne for agent's fees.

Otto Kruger and Helen Twelvetrees have secured the California amateur golf championships in Del Monte. Miss Twelvetrees' husband, Jack Woody, also is playing in the men's tournament.

Bing, who has Hollywood's most obliging standee, Bing was supposed to have his appendix removed, but doctors put him on a diet and nixed the op. So Bing's stand-in, Leo Lynn, had an appendectomy instead.

Mae West has gathered all the members of her family in Los Angeles and is making California her permanent home. Her father and her brother are settling on a ranch in San Fernando valley. Mae is sticking to an apartment, while her sister, her brother-in-law are living in Hollywood.

Mrs. Hal Forrest, who for 39 years appeared on the stage as Madame Mignon, and her daughter, Halma Forrest, played in 'A Character Interlude' at a Community theatre at Laguna Beach, Cal.

Nini Theiside, European danseuse, is in Hollywood to appear in Max Reinhardt's 'Midsummer Night's Dream.' Afterwards she will go on concert tour.

Jose Torres y Fernandez's suit against Alexander Dantagos for \$10,000, because the latter allegedly lent Fernandez's settings to a film company, was settled out of court for \$200.

A year ago Alberta Vaughn, Wampas baby star, sued Joe Egan, director, for \$5,750 as a result of an auto accident. This week she dismissed the suit in Los Angeles. She is now Mrs. J. Egan.

Joe Egan, Robert's manager, and a waitress at Hollywood's Brasserie

were convicted in the L.A. Municipal Court on charges of violating the liquor law for selling hard liquor by the drink.

Vera Steadman has filed a voluntary bankruptcy petition in Los Angeles Federal Court.

Radio broadcasting equipment valued at \$4,000 was stolen from XEOK at Altamira, Mex.

Contending he is entitled to 20% of the profits of 'Front Page' (film), Lewis Milestone has filed a cross-complaint in L.A. for an accounting against Howard Hughes, Caddo Co., and United Artists Corp.

Less than 50 people visited the Hollywood mausoleum, containing the body of Rudolph Valentino on the eighth anniversary of his death.

Ruth Clifford has filed suit for divorce in L.A. from James A. Cornelius, charging misconduct.

Anne Shirley's contract with Radio studios has been approved by Superior Court Judge McComb in Los Angeles. Salary ranges from \$225 to \$750 a week over a seven-year period.

Mrs. Winifred Cole Brimmer, divorced wife of Richard Dix, has filed action in Los Angeles to have herself made guardian of the couple's 18-month-old daughter.

Mid-West

Mary Pickford came through Chicago on way to the air races at Cleveland.

Dr. Max Reinhardt visited the World's Fair.

Erie deLamarter, conductor of the Chicago Symphony, and Victor Kolar, conductor of the Detroit Symphony, swapped with each other for a night as guest conductors at the Fair.

Maurice Zeskin, sometimes a press agent around club spots, was shot at the 2nd club on N. Chicago street in Chicago where there was an attempted robbery at the spot.

One World's Fair concession was fined and several others being investigated for employment of minors in violation of state labor law.

Clyde Beatty shot himself in the left leg above the knee while performing in a cage at Ann Arbor, Mich. The accident happened when a lion rushed him.

Peggy Leonard of the Bowery Cafe, Chicago, filed suit against Nita Lee, another girl in the cafe, following an altercation.

Cleo W. Thatcher, NBC technical engineer, denied to the court that he is married to Elsie R. Thatcher, who is suing for divorce.

Dorothy Dilley won a plane-train auto race to Marquette, Mich., where her husband, Louis Graevest, Kaufman, Jr., died some hours later.

Officers in Omaha now bars all entertainment in cabarets and dancehalls from continuing after 1 a.m. or reopening before 7 a.m.

Some \$100,000 worth of furniture being used in 'The Drama of Chicago on Parade.'

Dillingham

(Continued from page 5)

his willingness to accommodate the late A. L. Erlanger in his endorsement realty commitments, resulted in his bankruptcy last year for more than \$7,000,000. Only the endorsements on Erlanger paper could explain the liability total. Like Ziegfeld, he had nothing at death, while the Erlanger estate saw vast shrinkage also.

Dillingham was rarely known to have an argument with an actor and only once did he consent to arbitrating salary differences. When such occasions arose he would telephone Equity, refuse to arbitrate, and would ask how much he should pay the actor and let it go at that.

Illness, principally, kept him away from active production for several years. Last season he planned a come-back, only to realize that all his managerial friends were deceased or out of the show field.

Early in his career Elsie Janis, one of his former stars, promoted 'New Faces,' an intimate revue at the Fulton, and declared him in on it.

Detailed account of Dillingham's career appears in the obituary department of this issue.

Literati

(Continued from page 56)

Africa and nearly froze during New York's last heat wave.

Publication of James Boyd's new novel, 'The Dark Shore,' postponed until the spring.

Howard Wolf, book critic of the Akron Beacon-Journal, in New York making the rounds.

Robert Milward Kennedy, author of 'Corpse in Cold Storage,' is Robert Milward Kennedy Burge.

Title of Glenn Frank's new book on the New Deal changed to 'America's Hour of Decision.'

James Norman Hall in Hollywood helping on production of his 'Mystery on the Bounty' by Metro.

Keith Fowler's 'All the Skeletons in All the Closets,' the biggest thing Macaulay has had in years.

Peter Fleming, drama critic for the London Spectator, has placed his book on his recent Chinese journey for American publication.

Jack London getting a play again, Macmillan republishing two of his best known novels, and 20th Century Pictures to film still another.

Writing program laid out by Isabel Ross for herself is a novel a year. She's maintained it thus far, with three novels in as many years.

Maxwell Alley, Longmans, Green editor, went to Bread Loaf, Vt., to address the Writers' Conference on 'Writing From an Editor's Point of View.'

Eden and Cedar Paul, the most industrious of the translators, putting Jack Wassermann's last novel, 'Kerkhoven's Third Existence,' into English.

Stark Young recovered quickly from that knee injury when informed his novel, 'So Red the Rose,' is heading most of the best-seller lists.

Albert Halper to London just prior to the publication of his 'The Foundry,' which is raising more pre-publication hoopla than any book in several years.

Scriving to release John Galsworthy's short story, 'The Apple Tree,' as a book, to sell for around \$2.50 the copy. Will make up in typography and binding what it lacks in length.

MARRIAGES

Lotus Grant Carew to Frederick Feltsians, Aug. 31, in Hollywood. Miss Carew is a stage and screen actress.

John Gohlman to Michael McGrail, Aug. 23, in Los Angeles. McGrail was secretary to Howard Hawks, and groom is head of the Warners camera department in Burbank, Cal.

Heather Angel to Ralph Forbes, Aug. 29, in Yuma, Ariz. Forbes formerly was wed to Ruth Chatterton.

Kathryn Plimmer to William Eugene O'Brien, of Louisville, Ky., in New York, Sept. 3. Bride is daughter of Walter Plimmer.

BIRTHS

Mr. and Mrs. Harry Joe Brown, son, Hollywood, Sept. 1. Mother is Sally Ellers. Father is producer at Warners.

Mr. and Mrs. George Holland, son, Aug. 27, in Boston, their fourth child. Father was formerly a press agent and is now on a Boston newspaper.

Mr. and Mrs. William Wellman, daughter, in Los Angeles, Aug. 29. Father is picture director.

Mr. and Mrs. John J. Murdock, Jr., son, in Los Angeles, Aug. 29.

Mr. and Mrs. Edward Mock, daughter, in Los Angeles, Aug. 27. Father is mgr. of accessory dept. of the L.A. Warners exchange.

Mr. and Mrs. Dave Greenwald, son, in Hempstead, L. I., Aug. 31. Father is chief accountant of Paramount International.

Mr. and Mrs. Clarence Hamilton, son, Los Angeles, Aug. 31. Father is an announcer at KLM, L. A.

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CLARK GABLE
in "CHAINED"
Stages: BOB HOPKINS
and All Girl Revue
Extra! ELEANOR POWELL

LOEW'S 45th St. 25th Mon-Fri.
JACK COOPER
in "TREASURE ISLAND"

WALLACE BERRY
in "TREASURE ISLAND"

Stage: Les Ray Hutton & Girl Band
Medley & Dupee Kt. Yasha Bunchuk

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OBITUARIES

CHARLES B. DILLINGHAM

Charles Bancroft Dillingham, 66, for many years one of the foremost figures in managerial circles, died Aug. 30 in his room at the Hotel Astor, New York. Arterio-sclerosis, complicating a general breakdown, was the cause of his death. He had been failing for some time but it was not until the Sunday before his death that his condition became critical. He appeared to rally shortly before his death, but this was quickly followed by a relapse.

C. B. Dillingham started as a newspaper man, first in Hartford, his birthplace, then going to Washington and later Chicago. He came to New York to connect with the Evening Sun at \$15 a week, and presently was advanced to dramatic critic, his first real contact with the stage. He was married to the late Jennie Yeamans, and she was generally credited with materially helping him in his reviewing.

In 1896 he wrote "Ten, P. M." which was produced at the old Bijou, but was not favorably received, but it brought him into contact with the late Charles Frohman and was the start of a friendship which endured until the death of the latter on the Lusitania. He went to work for Frohman as an advertising man. Later he became interested with Klaw & Erlanger and the firm of C. B. Dillingham, Klaw & Erlanger had many successes to their credit. When K & E came to a parting of the ways, he went with Erlanger and with Florence Ziegfeld formed with Erlanger the triumvirate in the A. L. Erlanger Amusement Enterprises, Inc. He also had his own Dillingham Theatre Corp. for individual ventures.

Before entering the production field he served as manager of many of the Frohman stars and contributed importantly to the artistic advancement of Montgomery and Stone, Maxine Elliott, Henry Miller, Margaret Anglin, Frank Daniels, Fritz Schell, John Anderson, Beatrice Lillie, the Duncan Sisters, Marilyn Miller, Elsie Janis, Kyle Bellew, Bessie McCoy and Irene Castle. Most of them were under his personal management and he gave many of them their stardoms.

In 1910 he opened the Globe theatre with Montgomery and Stone in "The Old Town," and followed this with a succession of musicals, Fred Stone becoming a solo star following the death of Dave Montgomery. He also gave considerable of his time to smart comedy, but never tolerated the bedroom farces which presently became rampant. He was the first to make the plays of Frederick Lonsdale known in America, producing "The High Road," "The Last of Mrs. Cheney" and "Aren't We All." The second featuring Ina Claire and Cyril Maude made the latter memorable.

In 1910 he took over the Hippodrome, which he ran until the end of the 1923 season, producing with R. H. Burnside as his stage manager, some of the vast spectacles for which the building was then famous.

He brought Gaby Deslys over in 1916 for "Stop, Look and Listen," after the Shuberts had introduced her to New York in 1912.

Death of the road and his operations with the Erlanger company brought a change in his work fortunes and in July, 1932, the Globe went into a receivership. A year later he went into bankruptcy with liabilities of \$737,703 to balance \$168,063 in assets. Most of his indebtedness was to the Ziegfeld and Erlanger estates. He went into retirement, but last season made a production of "New Faces" which met with fair success. This was done in association with Leonard Sillman, with whom he had planned to make several productions the coming season.

Dillingham excelled in the production of smart musical comedies, beautifully dressed, nicely tuned and with clean and clever dialogue. He led his field in this phase of theatricals, but refused to snout up his shows to meet the growing trend toward the risqué. He was foremost in the production of Victor Herbert's musicals, and other composers owe much to the manner in which he introduced them to the stage.

He was married in 1913 to Ellen Kenney, who divorced him in 1924. He is survived only by a sister and three Mrs. Louis Newton and her daughter, Mrs. John Nelson.

JAMES D. WILLIAMS

James Dixon Williams, 57, at one time one of the leaders of the motion picture industry, and for years a dominant factor, died in the Emergency hospital, New York, Aug. 28, of a nervous breakdown following a complication of ailments. He suffered a first attack about 10 days previously and on the advice of his physicians sought hospitalization, following a second attack on his way to a specialist. He is survived by his widow, Mrs. Ethel Hope Williams, and three sisters.

"Jaydee" Williams, as he was almost universally known, was born in Corrodo, Va., and on leaving school became treasurer of a local theatre. He later switched to an amusement house-organ and then was among the first to troupe the pictures in a tent, using a black top.

He went to Vancouver, B. C., where he opened and operated four theatres, which he sold to remove to Spokane, where he opened two houses. He went to Australia in 1909, where he founded the Greater

IN MEMORIAM

Marcus Loew

September 5th, 1927

J. D. Williams Amusement Co. and introduced the continuous program, which was a merger with West's, Ltd., he formed the Union Theatres, still a large and important component of Union Theatres, the name still existing and still prominent.

He returned to the States, and with W. W. Hodgkinson came to New York and formed a national distribution company which was later one of the units of Paramount.

In 1916 he started the First National Exhibitors' Circuit, which was based on the idea of production of pictures by exhibitors for their own benefit, the franchise holders being assessed the cost of each picture.

He started the amusement world by acquiring Norma and Constance Talmadge, Olga Petrova (who never made good in pictures), and later Charlie Chaplin for eight productions, the negatives of which were subsequently sold to the Pathe Exchange for release at a price close to their original cost. But his crowning stunt was the engagement of Mary Pickford, who made, among others "Daddy Longlegs" for the company.

The instant success of the idea so radically opposed to the general methods of merchandising pictures alarmed the old line companies and resulted in a second round of the franchisees lest the spread of the idea do away with old methods. Eventually the company wound up as an appendage of Warner Bros. Had Williams been more of an executive and less the promoter he might have revolutionized the industry's set-up.

It was while he was with First National that Williams introduced the German-made picture, and Pola Negri to the American public in "Passion," about the first of the duRoi pictures and still the best production with that Polish star.

Internal friction, part of it over "Passion," resulted in Williams' retirement after some six years of service, and he organized the Ritz Carlton pictures, with the late Rudolph Valentino as its first star. The venture was not successful and he went to England, where he organized British International and built the first of its studies at Elstree. Later, with John Maxwell, of B. I., and E. W. Hammonds, of Educational, he made the World-Wide pictures, releasing through Educational, but never very important.

This gave him a black eye in production circles and he never regained his lost ground. He made several valiant efforts to stage a comeback. He was importantly concerned in the professional advancement of such men as Louis B. Mayer (then a Boston exhibitor-exchange man), Jos. Schenck and Thomas H. Ince.

He is probably the only operator ever to have established major companies on three continents, all of which are still going concerns. And yet it is to be presumed that it

was financial worries which resulted in his breakdown.

RUSS COLUMBO

Russ Columbo, 26, radio singer and screen player, died in a Hollywood hospital Sept. 2 after he had been accidentally shot through the head by a friend. His full name was Ruggiero Colombo, which was shortened to Russ for air and screen use.

His father had been a musician in Naples and the boy early had the advantage of a musical training but he was preparing to be a violinist. His adult voice suggested that his forte would be vocal music.

He sang and played in orchestras in the Los Angeles hotels and also did minor screen work. He came to New York and the air in 1931 with Con Conrad as his manager. He filed a year's contract with NBC and then went back to Hollywood and the pictures.

He had a good screen personality and had appeared in many shorts as well as full length features. He only recently finished what was destined to be his last feature, "Wake Up and Dream."

He was a disc best seller and had written several songs of note.

DON LEE

Don Lee, 53, owner of KJLH, Los Angeles and operator of the Don

Lee CBS network on the coast, died suddenly Aug. 30 in the suite at the Ambassador Hotel, Los Angeles, of acute indigestion.

Lee, also L. A. distributor of Cadillac and La Salle cars, had operated KJLH since 1927 when he bought the station from the L. A. Times. He later developed the Don Lee Broadcasting system, with 12 coast stations, the largest outside of the KJLH being KRCR of San Francisco. He obtained the first television permit west of Chicago and his Los Angeles station has been televising two-one-hour programs daily for a year.

He is survived by a widow, Geraldine May Jessup Timmons, to whom he was married last June; a son, Thomas Lee, who operates the Thomas Lee Artists Bureau, and two daughters by adoption.

He had been married twice previously.

JOHN B. SIMON

John B. Simon, 55, vaudeville and studio agent in Hollywood, died there Sept. 1 following a prolonged illness. He is survived by his widow, the former Edith Allen, two brothers and a sister.

McCutcheon had been in newspaper and publicity work in Chicago, for many years after he graduated from Purdue University, being associated with Sam Gerson in the firm of McCutcheon-Gerson. In recent years he had been working with his son on general publicity.

He was a brother of John T. McCutcheon, cartoonist, and George Barr McCutcheon, novelist.

His son and widow survive. Burial in Lafayette, Ind.

EDWARD R. NIEMAN

Edward R. Nieman, the "Clark" of the former vaudeville team of "Clark and Weston," died Tuesday, Aug. 28, at his home, Overbrook, near Pittsburgh, Pa. Mrs. Mae Nieman, the Weston of the act, died Aug. 8.

In 1909 Nieman exchanged his place on the stage for a job as elevator operator in a bank building in Pittsburgh.

He leaves two daughters, Lillian and Violet, and two brothers. Burial was made in Uniondale cemetery, Columbus, O., beside his wife.

M. S. RICKEL

M. S. Rickel, 67, formerly in vaudeville and Chautauqua, widely known, died August 25, at his home in Shelby, O., following a lengthy illness. He began his career as church organist at the age of 13. He had organized four Shelby church choirs and taught

music in the Shelby schools. In 1918 he and three blind musicians from West Salem, O., organized a quartette which for 14 years appeared in many states in vaudeville, but mostly on Chautauqua platforms. Burial was at Amherst, O.

IGNACIO MEJIAS

Ignacio Sanchez Mejias, playwright, writer, theatrical producer, and ace bullfighter died yesterday, Aug. 13, in Madrid, after being gored in the right thigh by a bull at Manzanares, Saturday (11). Death was attributed to blood poisoning.

Sanchez Mejias wrote, among other dramas, "Sin Razon" ("Without Reason"), which was a memorable hit. He was one of the most valiant bullfighters in the pastime's history and was staging a comeback this year after seven years' retirement.

THOMAS LEWIS

Thomas Lewis, 70, who began his stage career here with Al G. Fields' Minstrels and afterwards entered vaudeville with Elvira Franceli, whom he married, died Monday, Aug. 27, in Roselle, N. J., where he had made his home with his wife since his retirement from vaudeville.

Besides his wife he is survived by a sister and two brothers. Burial was made in Roselle.

MRS. BELLE STEBBINS

Mrs. Belle Stebbins, 38, wife of Arthur Stebbins, partner in the agency firm of Berg, Allenberg & agency firm of Berg, Allenberg, Stebbins & Blum, died Aug. 30 at Bakersfield, Cal., the result of an automobile accident. Her two children, Lida, 11, and Jerry, 16, were also killed in the same accident.

Mrs. Stebbins was born in New York, the daughter of Mrs. Belle Schenck Berger, the sister of Joseph and Nicholas Schenck.

Further details in a news story in this issue.

MRS. NED MARIN

Mrs. Katherine Seeman Marin, 37, wife of Ned Marin, Metro producer, was instantly killed Aug. 30 near Bakersfield, Cal., when the automobile she was driving was in collision with a truck.

She was the sister of Billy Seeman and sister of Irma Goldberg, the wife of Rubie Goldberg.

Further details in a news story in this issue.

PAUL GASCOIGNE

Paul Gascoigne, 62, was found dead on a San Francisco street Sept. 2, evidently the victim of a hit and run driver. His real name was Henry Smith but it was as Gascoigne he was known to vaudeville patrons of an earlier day.

Reputed to have wife and daughter in New York.

ODELL S. HATHAWAY

Odell S. Hathaway, 42, former owner of a large chain of theatres

in New York State and the mid-west, died Aug. 28 at Middletown, N. Y.

For many years he was a leader in the International Theatre Managers' Association and a pioneer in the development of post-substituting. In addition, he was an author, playwright, actor and publisher.

BASIL OSBOURNE

Basil Osbourne, 48, of the Waltzes from Vienna company, died July 26, in the Durban hospital, Capetown, S. A., after a short illness. Was well-known there. Arrived 1913 from England with the Henry Herbert Shakespeare company and then joined the late theatrical manager, Leonard Rayne, until 1928. Was an actor of many versatile parts. He was a bachelor.

LOUIS SCHNEIDER

Louis Schneider, for many years music critic of the Paris Herald, died Aug. 20 of acute uremia in a hospital at Grenoble, in the French Alps, where he was on vacation after covering the music festival at Vichy. He was 73. He had already won a reputation as a critic when James Gordon Bennett called him to the Herald.

MOE LASKER

Moe Lasker, 50, veteran theatre man, died August 31 in Chicago due to heart failure.

For many years he was a member of the L. Lasker & Sons Circuit. Jacob Lasker, his father, Ben and Harry, his brothers, and three children and a wife survive.

Burial in Chicago.

Mrs. Jane Brunton, wife of John Brunton, convention hall decorator, died Aug. 30 at Atlantic City, following an illness of four months.

Mrs. Brunton was the former Jane Lovell, an actress, appearing with McIntyre and Heath, with Christy MacDonald, and a number of Klaw & Erlanger productions.

She is survived by her husband and two sons, Walter and Robert.

R. P. Malone, 31, manager of the Ringling-Barnum and Bailey advertising brigade, was killed Aug. 28 in Los Angeles in an auto accident. Malone's home was in Boston, and his wife went to Costa to make funeral arrangements.

Margaret Weigel, sister and associate of Charles Weigel, in the operation of the Madison theatre, died recently at her home in Madisonville, O., following a brief illness. Burial was made there.

Daughter of George Libbey, Dorothy, 22, died August 29 in Roslyn Dale, Mass. Libbey is of the former vaude producing firm, Libbey & Sparrow.

Mme. Claude Debussy, widow of the French composer, died at her home in Paris Aug. 21 after a long illness. She was the former Emma Moise.

Among the Women

(Continued from page 57)

with low back. For a tap dance a no-lining black net was chosen. Two girls sang in gold colored dresses. Bare toes showed through sandals. Not pretty.

In an act called "The Yellow Jackets," two girls did some dancing, one in a gold spangled frock the other in brown and white brassiere and trunks. Together they appeared in blue and white long sleeved costumes consisting of the brassiere and trunk model. Miss Dupree is still wearing the pale blue frock.

New Floor Show

Ben Ueberrall's Boulevard restaurant, Broadway, has opened with the first floor devoted to a cocktail room done in red. Up a flight of stairs is the dining room with a dance floor. If it had a sliding roof it would be a replica of Berlin's Eden roof garden. Art Landry is both band leader and m.c.

Floor show opens with the Murray Trio, two young girls and a boy. They do nicely, the girls being in full skirted frocks of green and white chiffon. The second number has the girls in coral cloth dresses with small hats. Ann Butler sings in a black sequin gown. The Cordova Trio has two of the girls in a raspberry shade of gowns with one in a peach dress with lace ruffles.

Poor Palace Film

A picture sneaked up onto the Palace this week called "Blind Date." It's pretty bad. Poor Ann Sothern, what a terrible time she has. She is tenement poor but manages a nice looking wardrobe. First a telephone girl, she becomes a model and then appears in the real article. Poor ma stands in the kitchen and turns pancakes. They're always having breakfast and Ann is hustling off to work when she isn't meeting the boy friends. There are two of 'em. As a dress model a lovely crystal dress was worn by Miss Sothern with a feather cap. Then a plaid summer dress was distinctive. The rest of her clothes ran to dresses with three-quarter length coats. Different materials but all made similar. Ann Sothern deserves a better picture.

Vaudeville at the Palace has Ramona of Paul Whiteman's band. Her gown was decollete affair of blue sequins. In Barney Rapp's act a girl did taps in a black net dress with no lining. The bodice was of velvet. Another girl did a number in blue taffeta with blue ruffles.

Passing of Coney

(Continued from page 1)

of the first Mardi Gras. The opening of the season had been brutal, with winter lingering in the lap of spring. Somebody among the newly acquired showmen had the idea of a Mardi Gras to prolong the season by a gilt-edged six days. It worked then and with one exception it has been an annual event ever since, but at no time has it been more sorely needed than at the close of the present season.

From one angle the Island got the breaks this summer. The weather brought a number of days of record-breaking attendance, one always a highbrow, was mostly clear on Saturdays and Sundays. Crowds estimated as high as 1,000,000, during a two-week hot spell, taxed all avenues of approach. But they had little coin in their clothes and most of it made the round trip back home. People were not spending.

By all signs and tokens the Island should have had a bonanza year, but the coin simply did not come in. Crowds swarmed around each ballyhoo opening, but few dribbled into the tents in spite of the frantic efforts of the barkers. And these efforts had to be made miserably because of the complaints from the adjacent residential sections, something comparatively new for Coney.

Old-timers between the apartment house and the boardwalk feel they are caught between the upper and nether millstones of civilization. Their space is being encroached upon by the splash has to be soft pedaled. Police crash down on the gimmicks and invade the restaurant kitchens for violations of the sanitary code. Another season like the one just closing and they'll have to read about the ancient glories in back volumes of the newspaper, and possibly the boardwalk will stick, but it will have its face washed. The outlook is anything but cheering.

It is only about 50 years ago since the voyager to Coney, arriving on an Iron Steamboat at the old Iron Pier, could leave the dock and face an unobstructed stretch of beach to the Brighton Beach, barricaded to Norton's Point. Along the beach front were the chowder palaces and the beer joints, at which latter many who were subsequently Broadway headlines did their stuff from noon to midnight for as little cash as they would accept in view of unlimited chowder and a specified number of free beers daily.

In back of the beach line were a few more important (and still not very impressive) eating places, and such concessions as the wooden cow which could be milked for a glass of blue-white fluid when a spigot in the udder was turned on. There also was the wooden elephant, twin brother to that at Atlantic City. A few tent freak shows and the observatory about completed the layout, apart from the bathhouses.

Travel was mostly by train or boat, several steam roads running to the shore, mostly from the Brooklyn terminals of the New York ferries, including the Bay Ridge and the Sea Beach routes, the latter running into the Sea Beach Palace, a show place. Few horse-drawn cabs made the trip. They could not compete with the speedier steam trains.

Brighton Beach and Manhattan Beach were distinct from Coney Island, with a dime admission fee charged to the Brighton enclosure. A stean shuttle offered the shortest ride over the water, a hand-drawn sand between the two exclusive spots. Brighton and Manhattan. The Corbin interests operated the Brighton Beach hotel, which profited most when there was racing at the track just across the road. Its only amusement venture was a hand-drawn cart afternoon and evening, with a frame structure at the west end erected by the Seidl Society of Brooklyn for Anton Seidl, the Bayreuth conductor brought over for the then new German opera venture at the Metropolitan. This, however, was not standing 50 years ago, but was built a year or two later. Seidl did not come over until the late fall of 1884. Later the building was turned into a vaudeville house, operated by the Grover brothers, William and Leonard, Jr. Dave Robinson was the last manager of the house, removing both himself and the title to the brick structure on the Coney Island or West Brighton side of the line.

At Manhattan beach Patrick Sanford Gilmore held forth in the band stand, with Paine's fireworks spectacles at the rear of the Man-

hattan Beach hotel. This house was for the trippers and transients. The Oriental, on the tip of the sand-pit, was for such fashionables as did not go to Saratoga or Long Branch.

Old West End

The joy seeker confined his attention to the west end. Surf avenue and the Bowery developed, the beach was turned more and more over to the bath houses until presently the sand stretch was broken into enclosures, each virtually a private beach for the houses abutting on the highwater mark.

Captain Paul Boynton, who gave exhibitions all over the country in his inflated rubber suit, opened Boynton's Park on the upper side of Surf avenue with the then new chutes as an attraction. At certain times the chutes were stopped while he donned his suit and paddled around in the lagoon. There was also a sea lion act. George C. Tilyou was developing his park, now almost internationally famous as Steeplechase. Other well known resorts were Henderson's, Stauch's and Peltman's.

About the late 90's the Trans-Mississippi fair was held in Omaha and like the current Century of Progress held over for the next season. Also like Chicago, the second season was trial and tribulation.

Among the exhibitors was Fred Thompson. He formed a friendship with 'Skip' Dundy, a local man who was interested in a number of ventures, with a fondness for show business. Thompson sold him the idea of his big illusion spectacle, 'A Trip to the Moon.' Together they put it on at the Buffalo exposition the following year, with pronounced success. When Buffalo closed Thompson & Dundy brought the device to Steeplechase Park where it also was shown.

Birth of Luna Park

Tilyou had made such hard terms with Dundy, the business man of the duo, that Skip's life rose. He bought the almost moribund Boynton park and converted it into something entirely different in the line of park resorts, the 'Trip to the Moon' and the 'Luna Park.' Thompson also added another big show, a submarine trip to the Polar regions. It was not an outstanding and was later replaced by other ideas, but the Moon show kept on for several seasons.

One of the park was amazing. It brought to Coney a class of persons who hitherto had considered the shore rather vulgar and not to be patronized. The development of the automobile, affording safe and comfortable transportation, contributed not a little to the popularity of the resort. Luna Park was so successful that local politicians acquired a parcel on the opposite side of Surf avenue and created Dreamland, which artistically was an even more imposing place than Luna, with its all-white buildings in contrast to the rather garish coloring of Luna.

But being a politically backed venture, Dreamland was manned by cheap politicians and ward leaders. The men felt sure of their jobs, what with election coming on, and they needed to mollify the voters. They were shoved about and insulted if they objected. Senator Reynolds and his associates were rather relieved when a fire wiped the place out. Small fronts were put up along Surf avenue and a parking space created in the rear. Luna was left alone in its glory.

Meantime another fire laid waste to a large section along the bowery. Fred Henderson, who lived out west and was heavily interested in the old Orpheum circuit, put up a brick theatre and restaurant to replace the one burned building. It did not come east that year, leaving the command to his son, Fred, Jr. The latter, under his father's instructions, put in a comic opera company. A couple of weeks later he wired west that the company was not coming and he was leaving.

Back came a wire 'Put in another company.' Later it developed that the elder Henderson meant to try out a new set-up, but the younger man misinterpreted it to mean a double company. For some reason the two companies made more than the one company had lost in spite of the largely increased payroll. The following year he put in William Morris vaudeville and was even more prosperous. The upper story was fitted as a hotel, and the Surf avenue side was a class restaurant.

Just before the war the Parkway

baths were built between Brighton and Coney, and between there and the hotel there grew up a bungalow colony. When the housing situation grew acute the bungalow dwellers found themselves compelled to remain, since there were no apartments in town. Back of the beach flat apartment houses mushroomed. The hotel presently was razed, as were those at Manhattan beach, and even the back stretches of Coney were built up. Coney itself has a sufficiently large winter population to support a theatre.

Back to the Ocean

Then came the boardwalk, pulling the crowd away from Surf avenue and to a lesser extent the Bowery. Amusement life was centered on the ocean front, as it had been 40 odd years before. The back streets were forced to resort to more strenuous barking and ballyhoo and this, in turn, brought protest from the flat dwellers.

An final alay came the crash of 1929. The previous year the old dime rides had gone up to 15c. Now they came down in 1930 to the dime for Saturdays and Sundays and a nickel in midweek. And with very few takers at that.

The half-grown boys who had been making men's wages in wartime, and who still were able to command good pay, were strapped. Boys were now to spend from \$10 to \$20 for an evening's amusement felt they were spreading the roll when they laid out \$5 in entertaining the girl friend. Families were down to hot dogs and hamburgers. The transit lines made more money than the concessions. The beach houses the visitors had to spend carfare.

Scant business called for intensive ballyhoo and the openings were made so attractive that visitors were content to wander up and down enjoying the free show with seldom enough money to visit the attractions so lavishly advertised. When they did have the small entrance for they just dropped into the nearest show. The old established shops like Sam Gumpert's freak show, and the cheap 10-in-1 were on an even plane. Ballyhoo had become so uniform that there was no special pull to set-up or attraction.

Another handicap was the lack of novelties. Luna started on the downbeat when Fred Thompson began to give his attention to the Hippodrome and no longer could be counted upon for a smash new attraction each year. Outside capital could not be commanded for building novelties and the crowd had tired of the old ones.

The bathing houses have done fairly well this year, though the practise of dressing at home and coming down in the family car has cut seriously into receipts. Food joints have done fairly on big days, but many are still in the red, and the return of beer has not worked the anticipated miracle. It seems to have helped only the so-called 'Irish' houses on the side streets. These joints, with their singing waiters, have bettered business, but there was vast room for improvement.

The other enterprises, including the stores and roll-em-downs, have not done well in spite of an intensive daily-through-loudspeakers and schills, the latter mostly of the nance variety.

Other enterprises on Coney may be found in Rile Park, on Rockaway Point, and Jones' Beach further down the shore, not forgetting Playland in Westchester.

Rile Park and Jones' Beach, in particular, both city parks of comparatively recent development, have drawn the class crowd who dropped from Coney when it again began to clog up. They also draw a crowd which wishes to or hopes to identify itself with the classier patrons. These beaches are immaculately kept. On the swimming angle, at Rile Park it is figured that not more than one in five of the visitors patronize the bath house, yet the beach is black with people on warm days.

In brief, if Coney makes getaway money out of the Mardi Gras it's an out as far as transportation is concerned, but it will have little to carry away with it be passing into the limbo of a forgotten past. Soon there may be only the boardwalk left. It's probably only a question of time when they'll be building apartment houses on the amusement cities.

Vivian Janis back into the Hotel St. Moritz, N. Y., with Constance Carpenter, Rocky Twiss and Leon Belasco orch holding over.

Cal. Permit Law for Outdoor Adv.

Has Show Biz's Mouth Frothing

SAME OLD STORY

H-W Official Claims Canton Politicians Hugged State

Canton, O., Sept. 3.

Hagenbeck-Wallace circus, contracted for Canton next week, will not play the stand, circus officials claiming city hall and courthouse demanded too many ducats.

Show has not played here for several years and the big one passed up the stand for the H-W, expecting it to pull heavy rain from nearby rural communities. Show officials also decided the circus would not draw so well immediately following the Stark county fair, which is rated as one of the major expositions of the state, and scheduled to open Labor Day for four days.

The show also dropped Canton from its itinerary early in the season when plans fell through to play here under auspices of Retail Merchants, as reported on being the best at 2 o'clock p.m. parade and 4 o'clock matinee, which setup circus officials said was out of the question.

Rubin & Cherry Expo

Toronto, Sept. 3.

Rubin Gruber gets off to a nice start this season by again snaffling the concession at the Canadian National Exhibition. It's the seventh year Gruber has had it, and business has been good. He has had it since 1928, although, to date, not yet near that year's figure. Weather makes it hard to figure what the two-week take will be, but the opening day here exceeded that for last year.

Set-up seven years ago was tagged the Rubin & Cherry Shows. Last year, when new wagons were bought, it became the Modern Show of America. To relieve the monotony, it's called the Rubin & Cherry Exposition this year. Gruber, here in person with his gold-headed stick, has eliminated the majority of his former walk-in shows and replaced these by larger attractions. There are 17 shows and 16 rides, plus such baby rides as the new 16-foot, live pony merry-go-round, ferris, swing and merry-go-round. All new fronts and canyons. All rides newly painted.

Stand-out attractions include the Ripley Auditorium, 14 freaks all with strong pull; Gorilla Villa, ape show with two live gorillas, first time later seen here; and the deep-sea diver with his 12-foot tip-to-tip octopus. Splendor points out that octopus is dead, but appearance of the diver in costume and helmet lures the inlanders and has them digging down for silver. The giraffe-necked women are billed, but missing. Immigration trouble at the border, standards are the auto-racing monks, midwest revue, perpendicular motorcycle races and the girl shows. One attraction that had the females averting their heads when caught is the two-headed baby.

Show carries 450-500 people and 30 72-foot steel cars. After the C.N.E. show, the show jumps to the Titchfield County Fair at Olney, Ill.; the East Tennessee fair at Knoxville; then six engagements in Georgia and the Carolinas.

Personnel consists of Joe Redding, g.m.; Arthur Sharpe, treasurer; Frank Reid, secretary; Frank Winchell, press agent; Ed Reiter, superintendent of collection; Bert Miner, lot superintendent; J. J. McGee, ride superintendent; P. J. McLane, trainmaster; William Cain, electrician; Eddie Marconi, scenic artist.

Hotel Mellers

(Continued from page 1)

and assistant not sympathetic, so theatre execs threaten retaliation by burlesque on hotel kitchens as stage act.

Baltimore, Sept. 3.

Play-Arts Guild, local little theatre outfit, will import and sponsor a brief run of 'Drunkard' at Lehman's Hotel ballroom that's possessed of stage, starting Sept. 19. Will bring in intact cast that is current in the meller over in Washington atop the Willard hotel. Straight tariff of \$1.65 will be exacted. Tables will be installed and suds and pretzels passed around during performances.

If project clicks, 'Tom's Cabin' and 'East Lynne' will be shot in as follow-ups.

Los Angeles, Sept. 3. With the sneaking through at the tail end of the spring legislature of the Outdoor Advertising Act, California has put show business and other concerns using sniped advertising on the spot. New law prohibits any type of outdoor advertising unless a permit is granted by the State Department of Public Works.

Hard hit is the Ringling Brothers show which is entering the state this week. Company had advance crews on the job but the business of getting a permit for every piece of paper proved too much. Result is that billing for the big show is pretty scarce. Trick tried to get 200 boards in San Francisco. With the state election on the fire political campaigns had the Indiana sign on most of the locations. Result was that the circus could get less than 30 boards in the town. For the first time in circus history a circus went out and constructed 23 sheet art boards through the town. Though the situation may be slightly eased up by the time the sawdust outfit reaches Los Angeles, chances are that art boards will be resorted to here in several locations.

New law is tough on the farmers who managed to get chewing tobacco money out of the various ad companies who took a fancy to the side of their barns. Now no matter how much a farmer likes polar bears, he can't say yes to a circus biller unless the paste guy has an authorization for that particular spot from the State Public Works department. Permit for each individual sign, poster or 24-sheet costs 25c.

Minnesota Fair Gain

By Chopping Passes

St. Paul, Sept. 3.

Minnesota State Fair, which opened here Saturday (1) for an eight-day run, is playing to 25 cents gate admission, with absolutely no paper. Even employees of state departments must pay it on the lines no passes exist.

System tried out for the first time last year, resulted then in a profit of \$25,000. Attendance in 1933 was 430,000, nearly 100,000 better than in 1932.

\$6,000 Beer Reader

Minneapolis, Sept. 3.

Dance hall and beer license at State Fair this year went to highest bidder. Concessionaire paid \$6,000 for the privilege and has his fingers crossed, hoping the weather will turn warm.

Under a Top

Newark, O., Sept. 3.

The 87th annual Licking county fair will be held here Sept. 18-21 under canvas, after the manner of Canadian fairs. No admission will be charged.

Another Blackie

Eldora, Ia., Sept. 3.

The Hardin county fair was out of the red as a result of the 1934 jamboree. All premiums have been paid and there is a surplus in the treasury for the 1935 fair budget.

Circus Bills

Week of Sept. 4

Al G. Barnes
Sept. 1, Rockford, 2, Charleston, 3, Logan, 4, Ashland, 5, Lexington, 6, Paris, 8, Frankfort.
Hagenbeck-Wallace
Sept. 1, Elkhart, 3, Ft. Wayne, 4, Lima, 5, Mansfield, 6, Canton, 7, Akron, 8, Youngstown, 10, Pittsburgh, 11.
Ringling Bros.-B. & B.
Sept. 1-3, San Francisco, 4, San Jose, 5, Santa Barbara, 6-10, Los Angeles.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk, PUBLISHER, 40 WESTERN AVENUE, NEW YORK, N. Y. CIRCULAR LETTERS WILL NOT BE ADVERTISED IN LETTERS ADVERTISED IN ONE ISSUE ONLY

Barris Caroline
Boyd Harlow
Cappo Joe
Groom Carl
Mallott Rudolph
Sugerman Ben
Wallace Vesta

Fair Villages' New Cry

Toronto Fair Off to Big Start With Attendance on the Way Up

Toronto, Sept. 3. With attendance up 56,000 for the first three days and leased exhibit space showing a 15% increase over last year's total, the 14-day annual Canadian National Exhibit is off to a good start.

Chief money-maker is the nightly pageant before a grandstand seating 17,500 with tariff seated at \$1.50 top and two-bit space in the paddock for 8,000 standees. Same accommodation for the rodeo in the afternoon, the two-a-day vaude, the military tattoo and the horse-races. Third day of the Ex. saw the largest grandstand and paddock audience since the visit of the Prince of Wales in 1927.

Mystery is that this annual show, now in its 56th year and still happily balanced in entertainment and education, can offer so much for the two-bit turnstile fee. Investment in buildings is approximately \$21,000, 000 and entrance to most of these is free. Same goes for the aquatic events along Lake Ontario.

Several new features have been introduced this year. Chief of these is the bringing in of noted dance bands in connection with the fashion show. Over the two-week period, visiting bands will include Duke Ellington, Abe Lyman and Guy Lombardo in that order. Admission is a dollar a couple and a dime a dance. So far, Ellington has drawn in about 5,000 people a night.

Other draws are the M.G.M. travelling movie-studio train and the hard-riding New York State troops under Capt. Don Fox, loaned by Governor Lehman as a good-will gesture. The Boulevard of the Nations and the rickshaws are Chicago Fair ideas. A stand-out is the new system of lighting the grounds. This completely transforms the appearance of the 350-acre tract. Night different types of cluster and pillar lamps are used, inter neon pylons in red, green and blue. Buildings are surrounded by 18-foot electric candles.

Because this year marks the centennial birthday of the city, the pageant deals with the history of Toronto from the coming of the white man up to the present. Pageant is in four scenes and uses 800 people, although billed as 1,500. Charlie Ross, who got his training from the Kraljy Bros., wrote the script and directed the entire production. Sets are by Vincent De Vita, who was to be art director for Wm. Fox, Wm. Brady, S. Z. Poll and later Famous Players in the South. Dances by Margaret Kochet. Dave Chisholm conducting 40-piece band. Costumes by McKenna's. Narrator is Don Henshaw of WION, Miami. Chief electrician over a crew of 32 is Fred Mayberry.

Sets are the largest ever used at the C.N.E. They're 464 feet in length and some 50 feet to the proscenium. Stage is 100 feet deep. Some of the set units are so large that they have been built on flat-car chassis and move on a maze of railway tracks. Changes take about eight minutes. Audiences meanwhile being blinded by batteries of floods. Vaude between the scenes.

Fifty-girl line from Ed Schoenley's Revue, which precedes the pageant, are later worked in for the Indian dances and the modernistic finale of the pageant, with Margaret Kochet doing the solos. Whole show is run off with verve and is another tribute to the ability of Ross in his dealing with mass groupings.

Magnitude of production is indicated in the lighting. On the roof of the grandstand are planted 68 narrow and wide-beam floods and 20 are spots from 40-150 ampers. Track lights consist of 48 wide-beam floods each 500 watts. Flood lights for back seats total 74.

Vaude acts include: Aerial Youngs, Five Solids and Speed Boys, comedy acrobats; Harold Arlar, rigging act; Weir's elephants; the Janleys, risley act; the Eugene, high bar; the Campbells, casting; the Arlars, cloud swing; Plectanni troupe, teeter-board and three-high chair-mounting; the Vesces, rollers-and-a-138-foot pole act. All booked thru George Hamid, who is here.

BATTLING FOR PERCENTAGE DEAL

Fair Villages Seeking Reduction in Administration's Share of Take—Burn at 50-50 Split Over \$200,000—Villages Secure Rebate from Fair on Free Coupon Ducats—Looks Like 7 Winners and Nine Losers

RECEIPTS

Chicago, Sept. 3. Village owners at the World's Fair are ready for a finish fight in an effort to secure substantial adjustments in their present percentage arrangement with the Fair officials. Village operators are going into the administration building this week to ask the removal of the 50-50 split clause on grosses over \$200,000.

Under the contracts for the 1934 season the Fair takes 25% of the first 100 grand of the total paid admission of each village, 35% of the second \$200,000 and a straight 50% of all money after that figure.

Unless the Fair officials agree to an adjustment of these contracts the entire Fair may be blown up in a fireworks display of legal technicalities, cross-suits and plain walk-outs. Situation is teetering at present, especially dangerous because of some half-dozen villages which are already in receivership and with the owners not caring any more what happens. They are prepared to go to the limit to try to recoup their own personal investments.

Free Coupon Refund

So strong has the complaint been from the villages that they did secure a substantial adjustment last week in regards to the free village tickets issued with the Fair \$2.50 coupon books. Fair issued 5,000,000 bargain coupon books which admitted the holders to the choice of six villages without additional charge. The Fair kept all of the money secured for the village admissions with the villages holding on to a portion of these receipts. Last week the Fair acceded to the demands of the villages, and is giving the villages 1.8 cents for each coupon ducent turned in. This particular adjustment was secured through the efforts of Joseph Reutans, who is Chicago's Village and Neptune's Follies.

Hits and Misses

According to present figures, it is estimated that only seven of the 17 Villages in the Fair have a chance of coming out of their investment, and of those seven only five are certain winners. The other two are on the fence, and the final tally still rests with the Fair mobs in September and October. Those Villages which will come out winning are: even-Stephen will be Black Forest, Streets of Paris, Midget City, Bowery, Belgium, Italian Village and Hawaii, the latter two being on the doubtful edge.

Many of the Villages are likely to lose their entire investment and following is a list of the 17 Villages and their approximate cost:

| Village | Cost |
|------------------|----------|
| Black Forest | \$20,000 |
| Streets of Paris | 10,000 |
| Belgium | 10,000 |
| Hawaii | 25,000 |
| Italy | 10,000 |
| Japan | 10,000 |
| London | 10,000 |
| Madison | 10,000 |
| Manila | 10,000 |
| Monte Carlo | 10,000 |
| New York | 10,000 |
| Paris | 10,000 |
| St. Louis | 10,000 |
| Washington | 10,000 |
| Winnipeg | 10,000 |
| World's Fair | 10,000 |

Estimates are all for this year's expenditure. Streets of Paris dumping an extra 100 grand into the pot despite the physical setup is the same as last. Belgium will come out, due to the fact that it was built

Rural Fairs in Midwest Reeling; Only State Subsidies Hold Firm, \$500,000 Cancellation of Acts

Cadona's Request

Long Beach, Cal., Sept. 3. Unable to continue his career as the world's top flyer, due to a fall two years ago, Alfredo Cadona has retired to his home here.

Recently Cadona visited the Metro studios, requesting a print of the Pete Smith short, in which he executed his triple flip. Studio complied.

MIX NOW OWNS 75% OF DILL OUTFIT

Hollywood, Sept. 3.

With the American Circus Corp. eyeing the Sam Dill-Tom Mix circus as a possible buy and Mix frowning such a deal, cowboy has bought out considerable of Dill's interest in the show and now owns around 75%. In the deal, Mix stipulated that the remaining interest of Dill must be offered to him before anyone else gets a whack at it.

Early this season, the Dill-Mix show played through Indiana. This territory has remained sacred to the Hagelback-Wallace outfit for years. Later showed an opposition crew in the territory which played 'don't be fooled by a truck show' paper around the D-M paper.

D-M show, currently in the east, turns about shortly and plays through to the Coast. Winter quarters probably will be at Long Beach, Cal.

Chi Trib' Sponsors Star Football Games Gratis

Chicago, Sept. 3. All Star college game vs. Chicago Bears football game for charity played to a crowd of 80,000. Game was the brainchild of Arch Ward, Tribune sports editor. Score was a tie.

Announcement was made during the second half of the game that World's Fair admission would be 15 cents till midnight. A steady stream of football fans went to the Fair after the game, thereby ruining business for the late theaters and cafes for the evening.

END 1ST N. C. TOUR

Charlotte, N. C., Sept. 3. Russel Brothers Circus, three rings, has just brought several weeks of North Carolina booking to a close. This is the show's initial tour of the south and east, having confined itself to the west in other years. C. W. Welch is general manager.

The show travels on a motorcade last year and needed only a few grand this year for repaid, etc.

Receipts

General idea of the business the various villages are doing can be seen in the following chart:

Statement of Village Concessions

| Village | Paid Admissions | | | |
|------------------|-----------------|-------|-------|-------|
| | To | By | By | By |
| Black Forest | 2,000 | 2,000 | 2,000 | 2,000 |
| Streets of Paris | 4,000 | 4,000 | 4,000 | 4,000 |
| Belgium | 2,000 | 2,000 | 2,000 | 2,000 |
| Hawaii | 2,000 | 2,000 | 2,000 | 2,000 |
| Italy | 2,000 | 2,000 | 2,000 | 2,000 |
| Japan | 2,000 | 2,000 | 2,000 | 2,000 |
| London | 2,000 | 2,000 | 2,000 | 2,000 |
| Madison | 2,000 | 2,000 | 2,000 | 2,000 |
| Manila | 2,000 | 2,000 | 2,000 | 2,000 |
| Monte Carlo | 2,000 | 2,000 | 2,000 | 2,000 |
| New York | 2,000 | 2,000 | 2,000 | 2,000 |
| Paris | 2,000 | 2,000 | 2,000 | 2,000 |
| St. Louis | 2,000 | 2,000 | 2,000 | 2,000 |
| Washington | 2,000 | 2,000 | 2,000 | 2,000 |
| Winnipeg | 2,000 | 2,000 | 2,000 | 2,000 |

CALENDAR OF CURRENT RELEASES

(Continued from page 31)

| | | | | | | | | | | | | | | | | | | | | | |
|---|--|---|--|--|---|---|---|---|--|--|--|---|---|--|--|---|--|--|---|---|--|
| Sobre Las Olas (Mex.) (Latin). Historical romance. 1-r. Ramon Peon. 70 mins. Rel. March 15. | Serment, Le (Fr.) (Protex). Heavy drama of love. Dir. Abel Gance. 90 mins. Rel. March 1. | Sohn Der Weissen Berge (Capit.) (Ger.). Alpine drama. Busi Trenker. Dir. Hans H. 490 Fifth Ave. | Sombra de Pancho Villa (Sp.) (Col.). Life of the Mexican bandit chief. Dir. M. C. Torres. 70 mins. Rel. March 1. | Soviet Catechism (Russ.) (Amico). Newsreel compilation. 60 mins. Rel. July 15. | Spy, The (Polish) (Capit.). Drama. 80 mins. Rel. March 1. | Stern von Valencia, Der (Ufa). White slave traffic in Europe. Liane Haid. Dir. Alfred Zeisler. Rel. April 15. | Storch Hat Uns Getraut, Der (Ger.) (General). Lil Dagover. Dir. Herman Kosterlitz. 80 minutes. Rel. April 15. | Tannenbaum (Ger.) (European). Military drama. Hans Staufe. Dir. Heinz Paul. 85 mins. Rel. March 15. | Tante Gustl Kommandiert (Ger.). Romantic comedy. Hans Niese, Max Adalbert. Dir. Carl Heinz Wolff. 70 mins. Rel. May 1. | Tausend der Eine Nacht (Ger.) (Capit.). Farce. Trose Beuliner. Dir. Max Mack. 70 mins. Rel. Dec. 25. | Tochter Der Regimenter, Die (Ger.) (General). Military musical. Anny Ondra. Dir. Karl Lame. 70 mins. Rel. April 1. | Trenck (Ger.) (General). Military drama. Dorothea Wierck. Dir. Hans Paul and Ernst Neubach. 60 mins. Rel. April 15. | Und es Leuchtet die Puzza (Ger.) (Ufa). Musical romance. Wolf Albach-Retty. Dir. Heinz Hill. 80 mins. Rel. Jan. 15. | Unsere Fahne (Ufa) (Veran) (Ger.) (Ufa). Hitler propaganda. Heinrich Geyer. Dir. Hans Steinhold. 80 mins. Rel. July 1. | Verkaufte Braut (Ger.) (Kinematrad). Sinecure's opéra diluted. Jamilla Noykova. Dir. Max Opulus. 70 mins. Rel. April 15. | Vi Solga Ger Koksavagen (Swedish) (Scandinavian). Musical. Rel. April 15. | Volga Volga (Fr.) (Dubbed English) (Kinematrad). Adventure of a Cossack. Rohn Hood. 70 mins. Rel. Dec. 25. | Wandering Jew (Jewish American) (Yiddish). Terror of Hitler regime. Ben Ami. Dir. George Rolland. 70 mins. Rel. Oct. 15. | Wie Mann Maenner Fasselt (Ger.) (Frankiska Gnat. Musical comedy. Dir. Carl Horst. 75 mins. Rel. May 15. | Wie Sag Ich's meinen Mami (Ger.) (Ufa). Farce. Renate Muecher. Dir. Reinhold Schunert. 70 mins. Rel. Jan. 15. | Wenn Die Liebe Mode Macht (Ufa) (Ger.). Comedy with music. Renate Mueller. Dir. Frank Wenzler. 80 mins. Rel. Nov. 1. |
|---|--|---|--|--|---|---|---|---|--|--|--|---|---|--|--|---|--|--|---|---|--|

| Key to Address | General Foreign Sales |
|----------------------------------|---------------------------------------|
| Acme, 56 East 14 St. | 729 Th. Ave. |
| Ampino, 729 Seventh Ave. | Inter-Continental, 10 E. 42nd St. |
| Bavaria Film, 490 Fifth Ave. | Jewish American, 650 Ninth Ave. |
| Blue Ribbon Films, 154 W. 55th. | Kinematrad, 723 Seventh Ave. |
| Capitol Film, 630 Ninth Ave. | Protec Trading, 42 E. 85th. |
| Embassy Films, 729 Seventh Ave. | Edward Reed, 66 Fifth Ave. |
| European Film, 154 West 55th. | Valentine-American Films, 189 24 Ave. |
| Filmchoice, 569 Madison Ave. | Scandinavian Films, 230 W. 42d. |
| Garrison Films, 729 Seventh Ave. | Ufa, 729 Seventh Ave. |
| | Worldkino, 1501 Broadway. |

Chicago, Sept. 3. Worst season that the county and state fairs have ever experienced in the midwest is closing down a huge portion of these festivals. Throughout the drought area, which means North and South Dakota, west Iowa, Nebraska, Kansas, Wyoming, Colorado, Missouri and even further south, the fairs have dried up as completely as the soil itself. Farmers have neither prize stock to exhibit nor money with which to attend. Even 25c gate or gratis admission means no notice.

It is estimated that some 125 important county fairs have been called off entirely for this year, which means a loss to show business agents, performers and specialty workers, of an approximate \$500,000 in these spots alone, figuring the amount of money spent on each fair should be away from \$2,500 to \$5,000. Cancellations have been coming in like a snowstorm in the past few weeks, leaving the agents and performers high and dry. Particularly has it been tough on the fair agents who have a number of acts under contract on long-term guaranteed play-or-play deals.

Carnies Starve. Carnivals are howling but the howling is doing no good. Fair bookings, which the major carnies had banked on to get them out of last year's hole, failed to come through as the drought got worse. Cancellations left the carnies without fairs for that necessary crowd-gathering and they have been forced to go out and try still dates. But those still dates are turning out to be murder, pure and simple, the public simply refusing to go for corner-lot pitches and many towns even refusing permits for street-corner carnies. Carnies are all packing out of the midwest and heading for the east, far west or Canadian territory.

For the east is all right and so is the southwest, while the Canadian territory is really good; the Dominion fairs all reporting excellent trade.

Only fairs left in the midwest territory are the State fairs which already have their federal and state subsidies set since last year. With those appropriations State fairs are managing to go along but without any punch or hopes of good business. Practically every county fair had its appropriation slashed in the past two years and without some assurance of good attendance the county festivals refused to go on the necessary nut.

Reader Trouble

St. John, N. E., Sept. 3. Sim's Show, a carnival, threatens to pitch tents on the outskirts of New Waterford, N. S., a mining town, unless the local council grants a license. Operating under a provincial license, the carnival is legally able to show outside incorporated cities and towns.

Carnival has offered the New Waterford corporation \$325 for use of the department as a warehouse, and the offer has been accepted, providing the council does a back-track on its attitude against licensing of all tent shows within the town limits.

PLUGS DOG BETS

AKRON, O., Sept. 3. Common Pleas Judge Laurel S. Pardo this week defied the injunction sought by Northern dog track operators to restrain deputy sheriffs from participating in the dog track property. The decision will prevent jurisdiction letting at the track.

During the court litigation the track has been operating nightly with free-rate admission, but no betting in the open was permitted.

"Don't just dream romance!— *Have it!*" SAYS GINGER ROGERS



When girls write me that they aren't as attractive as they'd like to be, I always advise them to make their skin really lovely



Every screen star knows that men respond instantly to the appeal of velvet—smooth skin. How to have this charm? Girls, it's easy!



Just use **Lux Toilet Soap** every single day. That's what I do! And though I use cosmetics, thanks to **Lux Toilet Soap** I never worry about Cosmetic Skin!

STAR OF RKO-RADIO'S
"THE GAY DIVORCEE"



Beauty—important on the stage and screen—is important in daily life, too! When you guard against Cosmetic Skin, keep your complexion lovely—you hold as your own the one charm no man can resist!

Read how Ginger Rogers guards against unattractive Cosmetic Skin—keeps her skin lovely

POWDER that flawless complexion? Of course! Ginger Rogers knows that powder goes on smooth as silk when you give your skin the right kind of care.

She's in on the Hollywood secret—knows that cosmetics need not harm even delicate skin—if you remove them properly the Hollywood way!

Ginger Rogers knows that choked pores cause trouble. You may *think* you are removing powder and rouge thoroughly, yet actually be leaving bits of stale make-up in the pores day after day.

When this happens, the pores gradually become clog-

ged, distended—unable to function normally. Then warning signals of ugly Cosmetic Skin appear—dullness, little blemishes, even blackheads!

Cosmetics Harmless if removed this way

Foolish to wait for danger signals! There's a way to remove cosmetics *thoroughly*—with Lux Toilet Soap. Its lather is so rich, so **ACTIVE** that it floats out *every last trace* of dust, dirt, embedded powder or rouge. Use it—every time you put on fresh make-up during the day, and *always* before bed at night. Then you *protect* your skin—keep it lovely!



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64 PAGES

'CHEER'S' \$1,200,000 AT \$4

Upton Sinclair's 'Epic' Program Takes In Bands, Film, Legit Layoffs

Washington, Sept. 10.

The State of California will dive into the picture business—but only on behalf of the unemployed—if Upton Sinclair, Socialist and once mouthpiece for William Fox—the former Governor of California next November.

Revealing details of his visionary "Epic" plan for remedying economic troubles, Sinclair last week announced that unemployed actors, artists, musicians and other film workers will find a place in his program of self-help. Idea is to put jobless film employees at work in state-managed studios producing films of various sorts for distribution to unemployment colonies and for showing to other jobless.

Plan, like all of Sinclair's scheme, will not involve, at least in theory, any competition with private enterprise, as the unemployed will be put at work making articles for the use of themselves and other jobless citizens. Will not sell output in regular commercial channels or attempt to engage in interstate business.

Sinclair maintains that his program will not harm existing commercial interests as the unemployed who will benefit are not in a position to be customers of private enterprise. (Continued on page 58)

Imagine the Shrieks

RKO has banned all female impersonators from its theatres. No reason given.

Order was described as applying generally when the booking office turned down an impersonator last week.

BAR GIRL RADIO CRICK FROM THEATRES

Chicago, Sept. 10.

Bogle of free speech on pictures frightened the first run theaters of town last week, when the press departments of Balaban & Katz, RKO, Palace and the Indie State-Lake rescinded the letters of admission to Helen Fitch, picture reviewer on WHDM, local CBS outlet. Cancellation of admission privileges came through the press agents themselves and figured as the press departments' slap at Miss Fitch for alleged mistreatment of pictures.

Companies, in trying to silence the tough notices, claim that they have received squawks from the public. Couple of the publicity men see in the panicking by Miss Fitch a deep, dark scheme on the part of the radio industry to injure the picture business by keeping people away from films entirely. Others look upon it as another attempt of show biz to stifle bad notices.

NEW RECORD AT THAT SCALE

Show Closed to \$21,500 Week; to Go on Road—New Version with Same Talent Coming Back—Refutes Legit Eclipse Theory

PLAYED 49 WEEKS

With a gross of about \$1,200,000, "As Thousands Cheer" ended its Music Box run Saturday (8), going out on a limited road tour. That Broadway could and did produce such a grosser in depression times is an indisputable record refuting crying towel theories about legit washing up.

Other shows have had bigger total grosses, but under different conditions and with higher ticket scales. Such attractions, were priced at \$5.50 and \$6.50 at the box (Continued on page 55)

M. D'ING TOUGHER THAN M. C'ING FOR WESTON

Joe Weston, after a year of M. D'ing, is in, c'ing again. Finding vaude tough, Weston (formerly Weston and Blime and Weston and Lyons) took up where he had left off in the medical profess, hanging up a stethoscope in South Coventry, Conn.

But the med profess must be even tougher, for Weston arrived on Broadway last week to launch a vaude return.

N. Y. Spots Booking Bands on Debbies' Say-So; 'Names' Don't Count with 'Em

Phone Calls

Circuit showmen report people are starting to call up exchanges and theatres to find out which pictures are black-listed.

Inference of the conversations is that they want to see the banned films.

Debutantes and socialites as dance band bookers are a new evolution in the smarter spots around New York, and is likewise a harbinger of new dance trends.

From the professional viewpoint it may mark the beginning of the end of the large dance bands; likewise the radio-made "names." It will thus create new names—those compact little dance combos comprising personable musicians and headed by a personality maestro who knows how to cater to the debbies and their gallants.

The smart, new rooms this fall realize this and the astute maitre and chefs d'oeuvres say that if a hand-picked group of favored patrons approve of any attraction, that's the thing to engage.

Stratosphere Example

The first big impetus given in the now highly publicized manner in which the Westchester societies lunch voted Jolly C' on into the (Continued on page 54)

GRID GAME AIR RIGHTS BRING \$6,000

Chicago, Sept. 10.

Dodge Brothers auto distributors here will pay the Chicago Bears, professional football team, \$6,000 as a premium for permission to broadcast the pro games locally. Deal is a precedent in this field and is looked upon in the radio biz as setting a possible general policy on the part of sponsors and athletic organizations.

Broadcasts start on Oct. 7 over WGN, the Chicago Tribune station. Ruthrauff and Ryan locally is the agency.

Understood that with the premium added the show will cost Dodge \$1,375 for the three-hour broadcast weekly, the station getting \$700 for the time and the remainder of the coin going to the Chicago Bears Corporation.

Present instance makes the first of a professional team collecting for the air rights to a game.

Vines Out as Tennis Etherizer on NBC at Lawn Ass'n's Request

At the bidding of officials of the U. S. Lawn Tennis Association, NBC yesterday (Monday) withdrew Ellsworth Vines as commentator on the national title matches now being played at Forest Hills, L. I. Vines earlier in the week had been barred by the same officials from the Forest Hills clubhouse. In taking him off the assignment the web made full settlement with the former amateur champ.

Vines several weeks ago wrote a magazine article on tennis which the Association didn't like. Vines turned pro last year.

Handling of the Forest Hills NBC broadcasts is being left to John R. Tunis, sports writer, and Don Wilson of the network's announcing staff.

Mill Buys Amusement Park To Be Run by Employees

Amsterdam, N. Y., Sept. 10.—Follydell Park, amusement resort for many years, has been purchased by the Mohawk Carpet Mills, Inc., and turned over to the employees as a recreation center. The employees will operate some of the concessions and admit the general public.

1-REEL MORALS SERIES FOR KIDS, WITH CLIPS FROM FEATURES, HAYS IDEA

Steel Pier's \$75,000

On 14-Hour Grind

Athletic City, Sept. 10.—Steel Pier broke all its records last weekend. Reached a peak Sunday (9) with an attendance of 100,000 for a gross of \$75,000 (75c admission) on the single day.

Vaudeville bill over the holiday was headed by "The Goldbergs" from radio. In addition were played three first run films including "Hearts of the 30's" (M-G-M West).

Pier show run on a 14-hour grind daily, all for the one admission.

A carefully-crafted course in morals is being attempted by the Hays Office for the screen. Like orange juice disguised as water and malice some children like it, so Haysites believe they have a preachment medium whereby the housewife can be made profitable to young as well as old.

If kids attend 21-one-reel moral lessons, which are figured necessary to cover the adolescent territory, Haysites are confident America will find the next generation of adult purveyors just what they should be.

This is regarded in picture circles (Continued on page 54)

Legit Actress Enters

New York Politics

Charlotte Carr, former legit actress, is candidate for the Democratic State Committee for the 19th New York Assembly District. Takes in all of Times Square.

Miss Carr's last show was "As You Desire Me." She was also in "Clarity with Showers" and "Blanche York's production of "Electric Girl" got into politics in 1932 by going to work for the election of Langdon B. Doan, Democratic House Commissioner. She led the fight for Doan on Broadway, then deciding to stick in politics in her own.

Philadelphia, Sept. 10.

Newest and most unusual scheme yet uncovered here is the one being worked to "build up" the business of blind street musicians. Police investigation reveals that a central "Philly booking agency" with offices in nearby Eastern towns manages the affairs of these sightless musicians for a cut of the gross.

Two accordion and sax players, picked up by the local mendicant squad, explained that they were brought here from Pittsburgh by the agency. Although good musicians, they prefer working out of this booking office as they are assured of valuable street corners and protection against any meddling-in by rival troupers and duffers, they said.

LION KILLS RING HORSE THEN COMPLETES ACT

Rochester, Sept. 10.

Performing lion in Capt. Schulz's circus at the Rochester Community exposition killed the horse he was riding in the ring at the Friday evening performance. He had attempted to injure the animal at the routine performance but was frustrated by the keepers. Believed he was angered at the horse, which had been slipping on the wet floor of the cage.

Dead horse was removed from the arena and the lion then went through remainder of act's routine (Continued on page 54)

Wampas Changing Operating Plan In Order to Keep Outfit Alive

Hollywood, Sept. 10.

Nine recommendations for a change in the operation of the Wampas; amending constitution limiting the board of directors to expenditures of \$50; dropping membership group insurance; dropping members in arrears; system for recovery of loans to members; eliminating present moratorium on dues; restoration of initiation fees; system for staggering election to the board and institution of a by-law prohibiting officers from receiving remuneration from the organization for services unless on a vote of the membership.

Recommendations, majority of which are expected to be accepted, include: Incorporation of the Wampas; amending constitution limiting the board of directors to expenditures of \$50; dropping membership group insurance; dropping members in arrears; system for recovery of loans to members; eliminating present moratorium on dues; restoration of initiation fees; system for staggering election to the board and institution of a by-law prohibiting officers from receiving remuneration from the organization for services unless on a vote of the membership.

Committee of Six probe was brought about through a checkup of the account which showed the organization was on the verge of a crack up.

Astaire Garners Trio On New Radio Pact

Hollywood, Sept. 10.

Fred Astaire has a new Radio contract calling for three pictures within the next year. His former deal was for two, expiring with 'May Divorce', just finished.

First for Astaire under the new deal will be 'Roberta' with Irene Dunne and Ginger Rogers.

Lang Directs 'Barnum'

Hollywood, Sept. 10.

Darryl Zanuck has signed Walter Lang to direct 'The Mighty Barnum', initial 20th Century production, for 1934-35. Roy Del Ruth, who was originally pencilled in to handle the picture, will direct Coleman's 'Clive of India'.

Players' cast includes Janet Beecher, Charles Judels, Donald Meek, Herman Bing and Tammany Young.

Harlow's Balto Oke

Baltimore, Sept. 10.

After returning 'Girl From Missouri' to the state censor board twice for reconsideration of the heavy cuts initially inflicted, Metro has at last concluded the flick is in o. k. shape for showing.

After being thrown back in scene several weeks, will be shot into Loew's Century week Sept. 14.

HEGGIE STAYS WEST

Hollywood, Sept. 10.

O. P. Heggie's deals for show and Broadway in east are off and actor is sticking west for Radio.

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Patriotic

Hollywood, Sept. 10.

Changing his name from Richard Boleslavsky to Richard Boleslawski, Metro director says he did it to satisfy his Polish friends as the former spelling is Russian, which he isn't.

Cranked Their Way Out of \$157 Hotel Bill; Arrested, Paid

Albany, Sept. 10.

Charged with film-cranking themselves out of a bill for \$157 at the Grand Union hotel, Saratoga Springs, Pauchette Davitt and Stanley Scoville were discharged in court here Friday (7) after payment of the bill.

Everett Davis, hotel manager, told police the couple had said they were taking a film short during the recent racing season with Mrs. Laura Treadwell, former Albany society woman, announced as the star of it. The woman and Scoville were arrested in New York City. Davis said at the time they left the hotel they instructed bellhops to carry their baggage to their automobile while a cameraman filmed them. The hotel man also said that after the bags had been put in the car they drove off.

The Davitt woman and Scoville were released after receipt of a telegraph money order from Mrs. Treadwell for the hotel bill, but they also had to pay a \$40 taxi bill, \$10 for an auto battery and \$35 police expenses.

Scoville has been interested in a film acting school and dance studio in Albany. Mrs. Treadwell has appeared in some Fox films. She now is in Winchester, Va.

FRAME-UP

Ringling and Metro Matching
Hippos for Future

Hollywood, Sept. 10.

Ringling circus and Metro are acting as matchmakers between Metro's femme hippo, brought here for 'Tarsan' and an unnamed male hippo with the circus. Seems the circus execs figure that if the Metro hippo is bought, the course of natural events may produce a little hippo, which would be an attraction for the show as no hippos have ever bred in captivity.

Metro's hippo has been a problem to the studio ever since the picture was completed. Animal went on a p.a. tour, which recently ended. Now its time is taken up eating hay. Deal is expected to be consummated this week, and the animal shipped to winter quarters in Saratoga.

Trustee of Agency Sues Bette Davis for \$17,295

Los Angeles, Sept. 10.

Bette Davis has been sued by Irving Trust Co., trustee in bankruptcy of Lyons & Lyons, for \$17,295 damages for alleged breach of contract and unpaid commission.

Complaint recites Miss Davis will receive \$162,950 salary on her Warner contract, expiring in 1937, and that 10% of this is due the agency because the actress had no legal right to abrogate her pact, as she allegedly did by letter last November.

CAPRA LINGERS

Frank Capra is staying around Broadway to see the shows for another week.

His Thousand Islands' fishing pal and Columbia studio confere, Max Winslow, returned to the Coast last Friday (7). Harry Cohn, Col. pres., is due east around Sept. 16.

FIRED WITH INSPIRATION

Hollywood, Sept. 10.

Warners has Rian James and Lou Breslau working on a story around the fire insurance situation. Idea belongs to Lou Friedlander.



WILL MAHONEY

The 'Daily Telegraph' in London said: "The leading turn at the Palladium is Will Mahoney, one of America's funniest comedians, who is playing a return visit after three years. The best part of the act is the crazy dancing, and he is possibly the only artist who can play the xylophone with his feet."

Direction
WM. MORRIS AGENCY
Mayfair Theatre Bldg.
New York City

MORDAUNT HALL OUT AS N.Y. TIMES CRITIC

Mordaunt Hall is out as the New York Times film critic, leaving that post last Friday (7). His assistant for the past three years, Andre D. Sennwald, who has been signing his reviews A. D. S., will temporarily replace.

Negotiations are on with several people to replace Hall, one very hot probability being John S. Cohen Jr., former film critic of the New York Sun. Cohen is now in Atlanta, Georgia, where his father, Major John S. Cohen, publishes the Atlanta Constitution. He has been in long-distance and wire negotiation with the Times.

Hall was with the Times for nearly 15 years. Undecided whether he is completely through with the paper or not, having been offered a post as special correspondent in Hollywood.

Extras Boom

Hollywood, Sept. 10.

Highest extra call in many months spotted 1,464 of the mob on jobs Saturday (8). Largest group, 435, went to Universal.

Columbia used 428 on the Roy Neill set.

Pic Actors' Nest Eggs

Funny Men, Chaplin, Lloyd, Rogers, Joe E. Brown, Out in Front on L.A. Tax Lists

Hollywood, Sept. 10.

Picture people, who used to head every promoter's chump list, are socking away their dough where it will do the most good. That they have been chastened of their speculative vein is disclosed in a perusal of the county tax files.

Just why the top funny men of the screen are so far out in front in the matter of worldly goods is something for the smart boys to figure out. Heaviest hit taken by the county is out of the pokers of Charles Chaplin, Harold Lloyd, Will Rogers and Joe E. Brown.

Chaplin, who never was considered an easy tag for a pill sales talk, still rates the leadoff spot in the matter of salting it down for a wet season. County's nip is on an assessed valuation of \$3,275,230. Stocks and bonds make up most of this. Real estates got to him for \$170,840. No goer after Beets of foreign cars is Chaplin, whose gaudy is scarcely over \$3,000.

Lloyd's predilection seems to run to housefurnishings. Of a total assessment of \$864,545 the bespectacled buffoon has almost \$75,000 tied up in chairs, tables, beds and bric-a-brac. His real estate holdings are valued around \$310,000 and

Coast Expects Coin-Burning Utopians May Start N. Y. Canvass Soon

Back to Work

Hollywood, Sept. 10.

Hal Haynor, who has been gagging for 'Joe Penner' on Paramount's 'College Rhythm', has returned east to resume his clerical name, the Rev. Henry Scott Rubel, and his Episcopalian rectorship at Highland, N. J.

Red Kann Still Laid Up; Auto Accident Fatal to His Wife

Maurice (Red) Kann, editor of the Motion Picture Daily, will be unable to get out of his bed at home in New York for a week at least, following his removal from General Hospital, New Haven, after suffering three broken ribs and internal injuries resulting from an auto accident in which Mrs. Kann was killed. A punctured kidney proved fatal. Funeral for Mrs. Kann was held Friday morning from the Kann residence, 65 Central Park West, with services private. She was 29.

Kann was in the rumble seat of his car when the accident occurred, together with Herman Center, his brother-in-law, who received minor injuries about the head. Harry Goldberg, Mentone executive, who was driving the car, was trying to adjust the windshield, when he struck the rear of a milk wagon. He is still in the General Hospital, New Haven, with a broken arm and nose. Mrs. Kann was in the front seat with Goldberg.

Before marrying the M. P. Daily editor seven years ago, Mrs. Kann was Marie Center and associated for many years with Lehman Bros., bankers.

Ann Marin Will Recover

Hollywood, Sept. 10.

Ann Marin, 12-year-old daughter of Ned Marin, was brought from Mrs. Josephine hospital in Bakersfield Saturday (8), and will spend a few days at Cedars of Lebanon hospital here. She was hurt in the automobile crash in which her mother, Mrs. Katharine Seeman-Marin, Mrs. Belle Stebbins and her two children, Lila and Jerry, were killed.

The little girl is doing well and reported well on the road to recovery.

Los Angeles, Sept. 10.

Utopians' Society dated money campaign is headed east and should pitch in Gotham around Thanksgiving. No flash in the pan is this drive for members to the new economy considering that 2,000,000 signs have been corralled since the plan was inception at the turn of the year. Only 10 states have been canvassed for disciples, with California leading the list with 600,000 Utopians.

That latter figure explains in no small way why Utopian Society was handed into the nomination for gov. of Cal. And it'll have something to say about who wins the runoff in November. Although it disclaims any political influence it is not hard to understand why Utopians have and will go down the line for the Socialist party. Roughly speaking, the Utopian plan is to set up a new money structure. If the theory ever becomes a practical thing it will operate something like this: At the start of every year each adult, male and female, will be given a minimum of \$15,000 in dated money. This money must be spent for commodities. It can't be hoarded, put out on interest or loaned.

New Batch

Amount of money to the individual will be based on his service to society and will be determined by a central board of control. At the close of the fiscal year all monies are cancelled and a new batch passed around. As soon as a purchase is made the money passes from circulation and is destroyed. The money goes along the line that the man who consumes the most is the best off rather than the one who accumulates the most.

Utopians call this new deal an elimination of the profit system, and while based on principles of technocracy operates differently inasmuch as members are taught to understand the working process of the plan in simple language. They've figured out that less than 2% of manpower will be used when all the new-fangled inventions to generate energy are put to work. That would call for an eight-hour week and a 165-day working year. That's not hard to understand. Neither is the distribution of largesse at the start of each year. Little wonder, then, that the unemployed are flocking to this new layout.

In order to become a Utopian one must be a U. S. citizen. The initiation fee is three bucks—if one has it. If not the members pay what they can, the outfit not being above taking two-bit pieces. It is admitted that very few of the 2,000,000 members have cranked down the whole fee.

Fresh Impetus

Utopian idea is said to be centuries old. Fresh impetus was given the setup by a former thesp, Jonathan E. Glendon, who claims to have spent 20 years treading the boards. Out this way he is remembered as having appeared in westerns. Last June he hired Hollywood Bowl for a mass meeting and laid out the prospecting to 30,000 Angelenos. After that one he became president of the society, but since has relinquished the post. There has been considerable turmoil in the executive ranks, and the dailies have found in the squabbles page one material.

No pikers are these Utopians. For their rituals they've selected the Shrine Auditorium, no less. There they put the enclaves through four cycles, the first three treating with the struggles under the present economic layout. The fourth opens up Utopia to them.

Then asked what happens to the Wall Street moneybags should their plan succeed, Glendon answered in one word: "Ashes."

SAILINGS

Sept. 7 (Los Angeles to Honolulu), Mr. and Mrs. Sam Rischoff (Malibu).

Sept. 8 (New York to Paris) Maurice Chevalier, Max Rippa, Francis de Croisset, Clifford Whittier, Ken Harvey, Jean de France.

Sept. 8 (London to New York) Gilbert Miller (Bremen).

Sept. 8 (New York to Bermuda) Mr. and Mrs. Marc Lachmann (Monarch of Bermuda).

NEWSREELS AND BIG COIN

H'wood Celebs Chew Dust, Etc., Like Kids to See Circuses Pitched Up

Hollywood, Sept. 10. With the coming of any circus to Hollywood, there's a flock of Hollywood's important people who drag themselves out of bed early to see the cars unloaded, then hustle over to the lot to watch wagons spotted. They walk around sheepishly recognizing acquaintances like a lot of small boys.

Heading the circus welcoming mob are Pat Casey, J. J. Murdock and Charley Murray. This trio never misses a trick from the smallest mud show to the Ringling outfit. Murray feels that no Barnes circus season could be launched successfully unless he spends at least a week on the lot getting in everyone's hair. Casey and Murdock tramp from wagon to wagon, stake to stake, take personal interest in every quarter pole on the lot.

Ben Piazza is another who gets covered with dust and manure in order to be close. He spends more time in the pad room than in the big top. Sid Grauman is also a circus welcomer. Fred Astaire, Harry Green, Charles Hatch, Tom O'Brien and a mysterious stranger known as 'Eddie' who drives a 16-cylinder job are others who are on hand when any show is spotted.

Picture mob go strong for circuses, though most of them, unlike those mentioned, limit their enthusiasm to the actual performance. The others would give most anything to be invited into the cook tent for a meal. It's like getting a pass for a theatre.

Winter quarters of the Barnes show here sees the same mob hustling back and forth during the off-season, fraternizing with all the hands, swapping stories and what not. Anything to be around a trick.

Jolson-Keeler-Paul Whiteman Combine For Tour of 1-Niters

Al Jolson, Ruby Keeler, and Paul Whiteman will team up around the first of the year for a tour of one-niters. Route will be so arranged to allow Whiteman and Jolson to get back into New York for their Thursday Kraft-Phonix broadcasts. Jack Lavin, Whiteman's manager, will handle the booking direct.

Band went on a similar concert tour early in 1933, with Jack Pearl and the Boswell Sisters as the rest of the entourage. Whiteman's contract with the Biltmore hotel, N. Y., expires at the end of December, 1934.

A. J. Balaban Family To Settle on Coast

Chicago, Sept. 10. A. J. Balaban is moving himself and family to California for permanent residence. They were in Chicago for a week after having spent the past three years in Switzerland and Boston.

Balabans are heading for Hollywood by motor.

M-G Finds 'David'

Fredrick Barthelmew, 41, British lad, looks set by Metro for the role of 'David Copperfield'.

Boy is now in New York and has been in English films.

RAPF'S REUNION IN N.Y.

Hollywood, Sept. 10. Harry Raff planes to New York Sept. 22 to meet his son, Marilee, who is returning from a trip to Russia to resume his duties at Dartmouth.

Raff will fly back after that.

New Front

Hollywood, Sept. 10. Slapsie Maxie Heintzmann had his tin ear retreaded at considerable expense so that he would look less like a fighter, more like an actor and perhaps forsake the ring for the screen.

His picture break comes in Columbia's 'Spring 3100'. He's cast as a prize fighter.

NEWSREELS HOP ON S.S. MORRO CASTLE

Newsreel men put in one of the busiest weekends in their history covering the burning of the S.S. Morro Castle. The catastrophe, from their viewpoint, could not have picked a better location, even if it had been staged. By Monday the reels were flying the exclusive flag on Broadway and stories of heroics reeled by the crews of one reel were at the same time being more or less pool-poached by other execs of competitive reels.

Pathe got its covering, which was excellent, first, at least into the Embassy and Translux. Hearst-Metrotone broke out its exclusive flag over Loew's New York.

Emergency footage flashed by the reels over the weekend runs as high as 700 feet. With additional coverage, such as ship interiors, etc., some of the reels are counting upon turning their entire reel program for national release into Morro Castle stuff.

Los Angeles, Sept. 10.

The United Artists theatre on its last show Sunday (9) showed Universal newsreel shots of the Morro Castle disaster.

Quickest any news weekly spot stuff ever came through from the east.

George Boyle Swallows Poison by Mistake

George Boyle, author, accidentally swallowed several tablets which police say contained bichloride of mercury in Atlantic City Tuesday night (4) and is in Atlantic City hospital in a serious condition. He was in A. C. to see the opening of 'Convention Girl', a film made from one of his novels.

Boyle co-ghosted Evelyn Nesbitt's autobiography last year with Michael Kraike and has written several novels which were bought for pictures.

Lorre's Col Initialer

Hollywood, Sept. 10. Peter Lorre, who starred in 'M', will be featured in 'Kasper Hauser' to be produced by Columbia.

Lorre has been under a Columbia contract for two months without a spot.

Nils Asther, Brit Int.

Hollywood, Sept. 10. Nils Asther will star in 'Abdul Hamid' for British International. Player left here for New York last week, and sails on the Aquitania, Wednesday (12) for London. Asther comes back to Hollywood in November to make one for Universal.

ADVENT OF HEARST MAY UP INCOME

Battle of the Reels Starts Oct. 1—Hearst's Avowed Intention to Set the Pace Must Increase Rentals If Others Are to Keep Up

TOO MANY REELS?

Newsreels go to battle Oct. 1. Veteran reel executives already are certain of two things. The first is that the American field cannot support five reels and that within six months, or a year, at least one reel will have to fold. The second is that exhibitors can expect a raise in news rentals ranging from 50 to 100%.

The eyes of all reel men right now are focused on Hearst. The publisher holds the gun in his hand which will set the pace for all reels when he returns independently to the fold next month. Hearst, however, isn't waiting until then. Already he has crews out in the field practicing for the date when the break with Fox, which has mothered the publisher's screen news for the past several years, arrives.

The Hearstian ambition, as revealed by executives, is to make the new sound version as good as the old International Newsreel which, in silent days, occupied the top rung. Hearst executives also want their newsreel to have the news first. This, without saying, means high production costs and substantiates what have been the worst fears of other reels.

In the reel sphere there are reports already that Hearst's rental demands are above the other reels. Hearstians, however, observe there is only so much money in the newsreel field. But, if a reel can prove it can draw people into the theatre it is worth so much more. With top news and Ed Hill doing the dialoging, Hearstians are confident their reel will warrant a rise in newsreel rentals.

So far Hearst has lined up eight

(Continued on page 23)

Eric Pommer Goes Native Son, And the Hard Way at That

Routine

Hollywood, Sept. 10. Returning from court where he had paid a \$2 fine for not observing a stop signal, Jack Donahue, Fox dance director came to the same crossing, stopped his car in the middle of the street, got out and showed the arresting copper that he was observing the law this time.

Result: \$5 fine for obstructing traffic.

Hollywood, Sept. 10.

Eric Pommer has gone native in a simply colossal way. Erstwhile Ufa producer gushes about the climate and the wonders of the picture biz. The homeland was never like this, he sighs, as he surveys the vast expanse of studio ground that is Fox. With a gesture at the heavens he effuses over the cloudless blue and the calm zephyrs that waft over the 'Music in the Air' set.

'There is only one Hollywood in all the world,' he purrs. 'It will always be the home of big pictures. Where else can one find such lovely days? When I start a picture I know that I can shoot from early morning to late at night without a break. In London there's the fog. Paris and Berlin are not what I would call climatically suited to outdoor production.'

'Hollywood need have no fear over losing the film industry. It's here for good and will always give the world its best pictures. The studios are the last word in efficiency. Here are the best brains in the biz, the best technicians and by far the best facilities for turning out super productions.'

Land of Plenty

'I'll give you just one reason why I say all this. The other day I needed 60 Bavarian dancers for 'Music in the Air'. I had my pick from over 100. And real Bavarians, too. Now, say that I was making an American picture in Berlin and I wanted some cowboys. In Europe I wouldn't be able to find five.

'There's where Hollywood has it all over the rest of the world. Here can be found any type, any character, any nationality by the hun-

(Continued on page 25)

Gloria Swanson Spotted Opp. Gable in 'Riff Raff'

Hollywood, Sept. 10.

Gloria Swanson will be co-starred with Clark Gable in Metro's 'Riff Raff', starting in November.

Start of the film has been delayed through the death of George Hill, who was to have directed. New director not yet picked.

Langdon's Injury Ties Up 'Barrister' a Wk.

Hollywood, Sept. 10.

Harry Langdon is in Hollywood hospital with a torn ligament and had sprain due to slipping from a platform during production of 'The Barrister', a two-reeler, at Columbia late Saturday (8). Accident will tie up the picture for a week.

'Barrister' is the first of a series of six two-reelers in which Columbia plans to star Langdon.

Fritz Lang's MG'er

Hollywood, Sept. 10.

First picture at Metro for Fritz Lang's direction will be 'The Journey', to be produced by David Selznick.

Lang is collaborating on the script with Oliver H. P. Garrett.

SUES LITA GREY CHAPLIN

Los Angeles, Sept. 10.

Lita Grey Chaplin's name has been added to the list of many picture celebs who are being sued in local courts for alleged damages to rented houses in Hollywood and Beverly Hills.

Complaint against Charles Chaplin's ex-wife is by Violet B. Widley, who claims the former damaged furnishings and equipment in a leased home to the amount of \$1,129 in a year's time.

ALICE FAYE TO CHI

Hollywood, Sept. 10.

Alice Faye left here yesterday (9) for Chicago. She will do a week at the Fair, starting Sept. 24.

H'wood Grows Up on Its Attitude At Rites for Departed Pic Celebs

Hollywood, Sept. 10.

The Grim Reaper has been exceedingly busy in Hollywood during the past year. Dorothy Dell, Marie Dressler, George Hill, Lew Cody, the Stebbins-Martin tragedy, Russ Columbo and Tom Buckingham have passed on. In their passing, Hollywood has shown a somber respectful attitude unknown in years past.

Hollywood is still trying to live down the three-ring circus burials of Wallace Reid, Rudolph Valentino and Barbara La Marr. The macabre atmosphere of these famous funerals still hangs heavy on the picture city's head.

There was pagentry in an early Hollywood burial. Funerals in those days were staged, not conducted. Morticians knew how to handle them for the best flash. Wreaths sent by big names got the most prominence. When bigger floral tributes came from bigger names, they replaced those of the lesser names. Stars came to pay homage to the departed, did their stuff for the benefit of the morbidly curious public. The bigger the star the bigger the hysterics.

This is changed. Even the public has sensed the necessity for less display. At the Dell, Dressler

and Columbo rites there was no display by the fans. Police found the crowds easy to handle. No grabbing of flowers from the caskets, none of the displays such as have been common in the past both here and in New York.

Russ Columbo Rites

Hollywood, Sept. 10.

Requiem low mass was said for Russ Columbo in the Blessed Sacrament church in Hollywood, Thursday (6), while 4,000 people filled the edifice and blocked the streets. His mother lay in a Santa Monica hospital till even to be told of her son's death.

Lansing V. Brown, boyhood chum of the crooner, who was exonerated of blame in connection with accidental firing a Civil War pistol bullet into Columbo's head Sunday (2), attended the funeral along with many picture celebs.

Palbearers were Bing Crosby, Zeppo Marx, Walter Lang, Stuart Peters, Gilbert Roland and Shepton Keate Callaway.

After the funeral, the body was taken to the Delmar-Smith mortuary to await burial, which will not be made until after the mother is told.

Salary-Control and Anti-Raiding Provisos in Pic Code Discarded By NRA; Industry Will Regulate 'Em

Washington, Sept. 10.

Leaving problems entirely up to the industry, National Recovery Administration last week threw overboard the film code's highly controversial salary-control and anti-raiding clauses. Order issued by Gen. Hugh S. Johnson indefinitely suspends provisions.

Action had been anticipated in view of the fact that seven weeks had passed since such a step was urged by Divisional Administrator Sol A. Rosenblatt, author of those provisions, in his report on production difficulties. Johnson's order replaces a decree issued by President Roosevelt last November when the code was approved, but these clauses were made inoperative pending investigation and report.

Referring to conclusions contained in his voluminous discussion of alleged unfair consequences of high salaries and star luring, Rosenblatt told the general that salary-control provision should be scrapped because power granted Code Authority to levy fines is 'not contemplated' under Recovery law and scheme is 'administratively impracticable' while anti-raiding section, which requires bidding employers to notify others of their desire to engage an actor, is not substantiated by any 'valid reason' why an employer should retain a perpetual option on a star's services.

With these drastic powers scrapped, it is certain the Government will make no direct moves to scale down film compensation rates but instead will expect the industry to take steps to see that excessive salaries are checked. Government has no intention of adopting Rosenblatt suggestion that a commission be created to recommend methods of putting stars and directors on a more equitable royalty basis and is leaving this question up to the industry for action.

K.C. Paper Reviews

Pix for Adult or Family Audiences

Kansas City, Sept. 10.

K. C. Journal-Post has inaugurated the star system of rating pictures reviewed by Lowell Lawrence. The star code runs from one to five stars. Also code reviews for adults and family trade.

Three stars, good; four stars, very good; and five stars, excellent, rating is designed to designate the occasional outstanding production.

Audience appeal, letter 'A' signifies the picture suitable only for adults, and 'F' indicates the picture is of family appeal, suitable for children.

Last Sunday's reviews gave Shirley Temple's latest 'New and For ever' a capital A.

ROACH, INC., IS OFF L.A. STOCK EXCHANGE

Hollywood, Sept. 10.

Upon request of Hal Roach, Inc., the board of governors of the Los Angeles stock exchange approved the removal of the corporation's 8% preferred stock from listing.

Move was a result of the conversion of preferred stock into bonds and common stock in accordance with a recapitalization plan approved several months ago.

Thiele's Fox Initialer

Hollywood, Sept. 10.

When Hans Schwarz still convalesced from an appendicitis operation, Fox will not hold the production of 'Lottery Lover' any longer for this director.

Preparations now made to start the picture Oct. 1 with William Thiele, Viennese manager, handling as his first on this side.

Knotty Ideal

Hollywood, Sept. 10.

'Same ideals prevail in preparing food in MGM's cafe which have made MGM the leader in the film world.' Excerpt from Metro's advertisement.

Practically all Metro execs and writers are married to a can of bi-carb.

BLANKE SUPES 8 AT WARNERS

Hollywood, Sept. 10.

Henry Blanke packs the supervisory peck load at Warners this week, with eight productions in work or preparation under his wing.

'Concealment,' with Warren William and Barbara Stanwyck paired and William Dieterle directing, hits the cameras tomorrow (Tuesday). 'Skipper of the Japhan,' to be directed by Michael Curtiz, follows on Thursday. 'I Am a Thief' is in work. Robert Florey directing, Robert N. Lee is finishing the script on 'Invitation to a Murder.' Gene Sowell hands in screen play on 'While the Patient Slept' today. 'White Cockatoo,' scripted by Ben Markson and Lillie Hayward, is ready for casting. 'Beggars Opera' is coming up. And Jack Monk Saunders is writing an original.

Cohn East to Pick

Geo. Brown Successor

Hollywood, Sept. 10.

Harry Cohn will name a successor to George Brown when he arrives in New York Sept. 20.

Presently he's mulling a number of recommendations, including Bruce Gallup of the Donohue-Cor Agency, Ben Serkovich and Ed O'Connell, currently an advertising exec with Columbia.

UA's 1-Wk. Hiatus

Hollywood, Sept. 10.

United Artists studio goes dark for a week on completion of 'We Live Again' and 'Kid Millions.' 'Mighty Barnum' goes to work Sept. 17.

Gov't Loss of \$1,000,000 Tax Income Indicates 1933-34 Amus. Slump

Washington, Sept. 10.

General decline in theatre attendance during 1933-34 was revealed today by Internal Revenue Bureau statistics which disclosed a drop of nearly \$1,000,000 in Government's receipts from admissions taxes. Despite decline, accompanied by renewed agitation for repeal of the 10% tariff, Treasury Department is believed likely to ask Congress to extend tax for indefinite period.

Government share of admissions of all varieties including cabarets, theatre brokers' sales, and box office business—amounted to \$14,613,414 during fiscal year ended June 30, 1934, as compared with \$15,520,512 in previous year, a drop of \$907,098.

Decline of \$684,674 was registered in taxes collected at theatre and athletic event box offices, but brokers' sales showed an advance, although limited to only \$6,432. Total yielded from box offices was \$13,342,310, as compared with \$14,027,693 year earlier; receipts from tax on

Goldsmith Joins Mascot To Prod. His 'Little Men'

Hollywood, Sept. 10.

In engaging Ken Goldsmith as an associate producer, Mascot gets Louisa Alcott's 'Little Men,' sequel to 'Little Women.'

Goldsmith bought the rights to the novel several months ago and planned it for state right distribution.

TIPPER - OFFERS ON NEWS NIX WITH METRO

Hollywood, Sept. 10.

In an effort to stop all news leaks, Metro has lettered players, directors, writers and execs to refrain from discussing studio affairs with anyone who might aid in getting the information into the press. Studio claims in the letter that the industry in general has been the victim of unscrupulous magazines and papers, and that in keeping mum studio employees are only protecting their jobs.

It is suggested that if anyone is being interviewed it would be wise for a member of the publicity department to sit in to act as a buffer when embarrassing questions arise.

While it has been the general rule for publicity department people to sit in on player interviews, this is the first occasion where writers, directors and execs have been requested to use a third party.

'INGRA,' RUSSE PLAY, 20TH'S FINALE PROD.

Hollywood, Sept. 10.

'Ingra,' also known as 'The Man Who Broke the Bank at Monte Carlo,' a Russian play by Ilya Surtchukoff, has been purchased by Barry Zanuck as the last of 10 pictures which 20th Century will produce for its new program.

Gregory Ratoff negotiated the deal for Zanuck by planning from London, where the actor has been working to Warsaw to consult with the Soviet playwright.

MILT FELD MARRIES Q.T.

Kansas City, Sept. 10.

Milt Feld, head of Monarch Theatre, a native of this town, secretly married Shirley Vogel, Vincent Lopez's secretary for years, on Labor Day. Couple is now in New York.

G-B's U.S. Film Debut in 2 B'way Houses with 'Power' and 'Chu'

Strictly Special

Hollywood, Sept. 10.

In his deal with Fox for the release of 'Beck's Bad Boy,' Sol Lesser has a contract which stipulates that all exhibition contracts for the picture must be approved by him, and that the picture cannot be sold on a run-of-the-program or blanket contract. In all cases film must be handled as a special.

It's the first time an indie producer has been able to get such terms from a major distrib.

CANADIAN FILM GROSSES UP 40%

Unemployment relief and general improvement in industry, although repeal has hurt the tourist biz, is estimated to have increased business on pictures 40% in Canada during the past year.

Vastly increased employment of people in the lower salaried brackets is held to be largely responsible for the increase in picture grosses enjoyed by Canada. Under the employment relief scheme each province puts up a certain amount and the Dominion (Federal government) appropriates the balance.

Quebec has suffered more importantly than other provinces from legalization of liquor in the states, Montreal taking it on the chin from the tourist angle especially. Tourist trade has not been lost altogether, but its depreciation has had the effect of closing three of the largest elite club spots in Montreal since repeal. The hotels, however, report a better class of visitors since U. S. went legal on grog and while not in such large numbers, they are better spenders.

Metro Holding Back Garbo Pic Until Nov. 1

Metro is holding up release on Garbo's next, 'The Painted Veil,' until after Nov. 1 at least, from present indications, although the picture is a last year's commitment and delivery was made of only one instead of two Garbos during 1933-34.

Numerous other high rental Metro pictures are going out ahead, including 'Barretts of Wimpole Street,' for general release Sept. 21; 'Green Hat,' Sept. 28; 'What Every Woman Knows,' Oct. 5, and 'Merry Widow,' Oct. 12, latter outside of the New York zone, where it will run down at \$2.

Metro's program this year does not include any Garbo productions, though the one from last season will be delivered.

N.O.'S 2% OF GROSS TAX STARTS, DENTS \$6-800

New Orleans, Sept. 10.

All theatres here started paying new '2% of gross' tax Sept. 3. Money to be used for unemployment relief. Means that first-run down-towners will deplete their revenues about \$600 weekly in summer and around \$800 in winter. That's the net profit in many instances.

No plan yet devised to overcome outlay.

PETTITJOHN'S COAST O.O.

C. C. Pettijohn, Pays lawyer, leaves Tuesday (11) for a west coast tour on several governmental situations.

Pettijohn expects to be in L.A. only a few days. Itinerary includes San Francisco, Portland and Seattle.

Gaumont British has concluded its product deals for New York and will release 14 pictures during the current season for first run at Radio City Music Hall and Roxy theatre, N. Y. The R. C. house will take four exchanges, 10 going to the 7th avenue theatre, N. Y.

Opening bolt in the company's American expansion will be simultaneous premiere of two G-B pictures in the two theatres, 'Jew Suss,' retitled 'Tower,' opening at the Music Hall Oct. 4, and 'Chu Chin Chow' going into the Roxy the next day. Deals were concluded last week by Jeffrey Bernard and Mark Oster of G-B with both houses.

A. P. Waxman has been taken on as special publicity and exploitation consultant on the two pictures, handling their premiere in N. Y. and first release throughout the U. S.

Physical distribution of the films for the company will be through the Fox exchanges. Gaumont will do the actual selling.

George Weeks, who had the company's distribution rights for the West Coast until recently, has been put in charge of sales for the U. S., working under Bernard, and leaves about the end of the week to get things started. He will appoint salesmen and reps throughout the country, all of whom will work out of the Fox exchanges.

Marlon Sanders, former secretary of Howard S. Cullman at the Roxy, becomes the G-B regular publicity staff director. Lou Guimond continuing as as.

Sid Kent, head of Fox, was in with Oster and Bernard in final ironing out of plans, being in close touch with the G-B execs over the telephone from the Coast, returning to New York this week to finalize details.

'Empress' Into N. Y. Capitol; 1st Time for Par Picture There

'Barretts of Wimpole Street' (Metro), not being ready until Sept. 21, Loew-Metro's Capitol on Broadway impressed a Paramount picture into booking for next Friday (14). This self-shorthand of MG product came about through 'Wandering Jew' (British-Twickenham) being deferred after first advertised for that date.

Par's 'Scherl Express' (Dietrich) goes into the Cap instead, the first time Par picture has played this Loew stand. Film may have over for two weeks. Incidentally it also relieves Par's congestion of product for its own theatre as the house, under its straight film policy, has been holding pictures for runs.

PICKFORD STILL WARM ON MAKING 1 FOR PAR

Still planning to produce a picture this season for Paramount, Mary Pickford left New York Saturday (8) for the Coast after a quick trip east.

Among other things while in Manhattan, Miss Pickford discussed stories which she is writing for magazines. She recently had one published in Good Housekeeping.

MG DEFERS 'WANDERING' Rabbinate Committee Takes Some Exception to Film

Metro has temporarily postponed release of 'The Wandering Jew,' British-made Twickenham production, film being at the same time jerked out of the Capitol, N. Y., where it was scheduled to open Friday (14). Two days' advance ads had been published. It may still go into the Capitol at a later date, but that won't be for several weeks at least.

Film was withdrawn as the reformed New York rabbis, most of whom objected to several sequences in the picture. Several cuts were made, but proved unsatisfactory, with the postponement resulting. Another screening has been arranged for tonight (Monday). Further plans depend on the result of this screening. Picture ran 120 minutes in its original length.

BANKERS STEP IN ON DEALS

Meehan-McDonough Factional Feud Restricts Latter to Pic Studio; Swope Becomes Bd. Head of KAO

Differences between the Mike Meehan interests in Keith-Albee-Orpheum and J. R. McDonough, RCA representatives, finally reached a showdown last week, McDonough doing a fadeout from the KAO set-up, resigning, but becoming head of the RKO-Radio Pictures unit.

Simultaneously the Meehan influence was officially spread over the RKO Service Corp., the RKO Proctor Corp., the RKO Mid-West Corp., and Stadium Theatres Corp., other RKO subsidiaries associated in the operation of RKO theatres.

M. H. Aylesworth continues as a director of KAO. However, succeeding him as chairman of the board of Keith-Albee-Orpheum is Herbert Bayard Swope, who has been on the RKO parent board for some years.

Vice-Chairman of the KAO board is Malcolm Kingsburg, representing the Meehan interests. Succeeding McDonough as president of KAO is Major Leslie E. Thompson, representing the Albee Estate interests, closely associated with the Meehan forces.

Swope, one time editor of the old N. Y. World, is a brother of General Swope, president of General Electric.

The selection of Swope may have been sponsored by RCA interests. Swope is considered politically close to Washington. Efforts had been made on his behalf, at one time, to have him named to the post which Sol A. Rosenblatt holds in the NRA.

Current trade opinion is that Swope has probably been impelled into the KAO picture to offset any chances of the Meehan group naming their own representatives as chairman of the KAO board. Swope's appointment also prompts trade pondering of the attitude of the RCA interests in RKO involving the future setup of RKO (Continued on page 52)

Only 2 WB Pix Left On Chi Ban List as 'Missouri' (MG) Clears

Chicago, Sept. 10.

Another banned picture cleared the censor board last week when Metro put its Jean Harlow 'Girl from Missouri' by with some additional cuts. In the past two weeks, previously banned pictures such as 'Scarlet Empress', 'Of Human Bondage' and 'Life of Vergie Winters' have gotten through finally with many cuts and 'adults only' tags.

Left in the doghouse are two Warner pictures, 'Dr. Monck' and 'Side Streets'. Warners is having difficulty with these flickers due to the fact that they are both short films and any additional slicing would make the prints far too short.

Kent Finds Everything OK at the Fox Studio

Hollywood, Sept. 10.

Sidney R. Kent, who arrives in New York early this week after a three weeks sojourn at the Fox studios, declared that all studio problems confronting him while here are now okay and that before leaving a number of new stories were put in work as well as the first nine pictures of the current program. No personnel changes are contemplated.

On Sept. 28 Winnie Sheehan is due back from his European trip and will confer with Kent on the Coast setup before returning here.

Kent expects to be back here at Fox Hills again Nov. 1 for a two to three weeks stay.

Col. Gives Sid Rogell New Producer Contract

Hollywood, Sept. 10.

Sid Rogell has been given a new producer's contract by Columbia. His first assignment is 'Death Fies East', mag yarn by Philip A. R. Wyllie. Albert De Mond adapts.

Robert North, Col producer, was given a trio of stories to get ready for production. They are 'Mills of the Gods', 'Party Wire' and 'Once a Gentleman'.

CAN. CENSOR'S LIBERAL IDEAS

Toronto, Sept. 10.

Amid all the 'purity drives' and criticism of film production, the picture industry seems to have found in Canada a champion in Joe Hardwicke, newly-appointed chairman of the Hepburn government's decimated censor board. He believes that the exchange people must be considered where 'finicky' cuts break the continuity without improving the moral and he feels that 'youngsters' would rather see a gangster picture or a murder-mystery than all the Peter Pans and 'Alices in Wonderland'.

Church leader and dignified viewer of pictures for 20 years, Mr. Hardwicke wonders if there are juvenile minds in this age of sophistication. He says: 'From my experience, if many films were made from the child angle exclusively, not only would they be dull to parents but they would probably fail to interest even a large majority of the children for whom they might be made. Children are amazingly adult-minded these days.' He points out that, in Canada, it is easy for parents to find out what pictures in release are suitable for children. These are marked 'U' in the board of censors report. All the parent need do is ring the theatre and ask if the picture discussed is a 'U'. If it is, it's safe.

New censor chief feels that the advent of the talker made a vast change in dramatic values. Ten years ago, he points out, any picture with 'surgical' sequences was banned. In this realistic age, people want to see even the work of the surgeon's knife. So the work of the censor board must always be affected by the tempo and the temperament of the age.

FARNSY VICE ROSEY?

Pix Biz Sees Farnsworth in if Rosenblatt Retires

Major picture circles are already looking upon William Farnsworth favorably as a successor to Sol A. Rosenblatt on film Blue Eagle duties. Even if General Hugh S. Johnson sticks in Washington they are not certain that Rosey will linger with the NRA. Oct. 1 is mentioned unofficially as the date when Rosey may resume private law practice.

Nothing official to any of this talk about Rosey bowing out, however.

NRA aides, themselves, formally have nothing to say one way or the other. All they know, when pressed for details, is that Rosey is 'mildly mysterious'.

LOEW-RKO PIX THEATRE FEUD

Don't Like Eastern Battling — Now Expected That Loew Will Split Fox Product with RKO, and RKO Will Cease Indie Theatre Acquisitions

BANKS' 1ST TIME

The strained major circuit situation in the east, particularly as concerns Greater New York, which has witnessed one chain absorbing independent theatres and another gobbling up product, is due to reach an end this week. It is being called off at the behest of the bankers, according to conferees.

The bankers, however, didn't enter the situation until it became apparent that two of their film company proteges were at loggerheads. This was when Fox sold its product to Loew while RKO was piling up independent theatre acquisitions.

Reported that after a downtown conference about a month ago the boys came uptown to undo the Fox product deal with Loew and to see that RKO got a break as to '34-'35 Pix pictures. But Loew is said to (Continued on page 59)

DEMBOW QUILTS PAR, JOINING NAT'L SCREEN

Sam Dembow, Jr., veteran theatre executive of Paramount and for many years vice-president of Public-Paramount, has resigned, effective Oct. 1. Dembow had several propositions but joins National Screen Service in an executive capacity.

While there were no advance indications that Dembow would walk out of Par as suddenly as he did, for some time there have been reports. Setup within the company since it went into bankruptcy had on several occasions nearly forced him to this action. He is said to (Continued on page 12)

A. T. & T. Investigation by Federal Body Will Take In Erpi and Films

Washington, Sept. 10.

Speeding up its exhaustive probe of the American Telephone & Telegraph Co., Federal Communications Commission is planning to give Electrical Research Products, Inc., a thorough going-over to determine whether activities in sound picture business are in violation of any Federal laws.

Promising that entire telephone set-up will get an intensive examination, Paul Walker, chairman of the telephone division, last week said that every phase of A. T. & T. business is under consideration, but that developments probably will be delayed for several months.

Denying that any special attention is being paid to Erpi, Walker said Commission is concerned about telephone company's interstate rates and charges and presumably will concentrate on this angle in the immediate future, but that in time sidelines will be gone over.

Any complaints about specific telephone practices or operations

Par's Film Hypothecating Deal Must Be Settled to Speed Reorg.; Talk Compromise, \$5,000,000 Cash

Answered

Hollywood, Sept. 10.

Joe Green held back a purity sticker on a producer who declined to cut a sequence showing a biz partner making off with the dough.

Producer snorted, 'There's no law against robbing your partner.'

Despite the present controversy between the attorneys for the Paramount trustees and of the lawyers representing the various banks which are involved in the \$13,000,000 negative hocking proposition, reported that settlement negotiations are being discussed. Should a settlement be negotiated, reorganization of Paramount-Public would be definitely speeded.

The negative hocking case which involves around a dozen banks will probably be compromised. It looks like the reorganization groups, presently working harmoniously, from all indications, will have offered the banks a proposition to let the banks involved have part of their claims in cash, and part in new securities to be offered by the reorganized Paramount firm.

The cash portion should run under \$5,000,000.

There had been a hearing of certain issues involving allegations of preference scheduled for disposition recently before Federal Judge Murray Hulbert. But the firm of Root, Clark, Buckner & Ballantine, counsel for the trustees, requested that this hearing be shifted to Federal Judge Cox, instead.

That the principal reorganization committees on Paramount had about come to an understanding on clearing the negative-hocking case was well known. If the negotiations as are now being conducted, according to legal indications, results successfully, the entire Paramount situation may be definitely cleaned up in the next few weeks.

Depending on the despatch and understanding with which Par trustees and their lawyers work on the situation, there actually lies only about two other angles of comparison. (Continued on page 23)

Exhibs Ask Gov't To Be Declared In On Anti-ASCAP Case

Exhib associations are preparing to petition the Government to include the theatre owners' plaint against the American Society of Composers, Authors and Publishers in the Government's suit asking for dissolution of the ASCAP.

Theatre men's attitude is that for the most part the present Federal petition is predicated on music's relationship to radio broadcasting, whereas the exhibs have their seat tax problems, deemed of comparable importance by them.

If the Government does not accede to the theatre men's position, the exhibs plan going through with their war chest to fight the Society on the principle that it will be a year or more before the Government suit can be tried.

LESSER GOING ABROAD FOR LONDON SHOWINGS

Hollywood, Sept. 10.

Sol Lesser leaves Saturday (15) for New York and London. While abroad, he will trade show his last three pictures, 'Peck's Bad Boy', George O'Brien's starrer, 'The Dude Itanger', and 'Chandu'.

In addition, Lesser will decide on production of George O'Brien's second western, 'Cowboy Millionaire', in England, and will close for studio space, cast and crew in London.

About half of the picture is slated to be made in England and Lesser is trying to get it under the wire as a quota film. Director Eddie Chlie and O'Brien are slated to follow the producer to London in a few weeks.

NRA AND HIGH PIC SALARIES

It used to be thought that there was an agreement among major producers in Hollywood about not chiseling each other's stars and sending costs too high. The NRA understands that agreement still stands, and that's why, according to its aides, the Eagle feels it's doing right in killing forever after any government reference to the high salary matter in the code.

The fact that President Roosevelt, at the outset of the code temporarily suspended what originally were Articles 9-10 in the code, and that for the eight subsequent months producers have proved they could get along without them, shapes up as the meat behind Johnson's move last week.

The Hays Office right now isn't talking about the subject.

Brandt Back?

Joe Brandt is reported ready to get back into the business after months of talking about it and never starting.

Not reported whether the former Columbia prez has backing or will finance himself. Nor how many pictures he proposes doing this year.

No Hits, No Runs, No—

RKO picture board meeting was held yesterday. Nothing of moment, no changes.

INFLATION HOPS % PIX

Maze of Legal and Bankers' Moves Slowing Up Fox Met Reorg Indef

Manipulations by the downtown bondholders' committee is envisioned in the maze of conflicting Federal Court actions under the receivership and bankruptcy laws to which the Fox Metropolitan Circuit has become subject since this committee undertook the work of reorganizing the circuit about three months ago. Every likelihood exists that bondholders who have deposited their bonds may attempt to withdraw from association with the downtown bondholders' committee.

Hope is slim for an early reorganization of the circuit, and may not come for a year. There will be hearings of various kinds this week but legal technicalities interposed by opposing parties, some of whom may be working with the downtown committee, will tend only to delay reorganization indefinitely.

In the meantime, through the stated maneuvers of the bankers' committee, the operating end of the circuit looks to have been seriously impaired. The circuit stands in danger of losing its Fox Film franchise. This condition is in addition to the possibility that the circuit may be suddenly subjected to a loss of its operating heads before any successors can be had.

These latter situations have arisen through action by the downtown bondholders' committee tending to relieve both Skouras and the Hand-Force (Kinzler & Frisch) group of their operating contracts. Equally as serious is the reported move by the bondholders' committee to have the court vacate this same committee's original reorganization plan once proffered.

Ifs and Maybes

Should the order to vacate stand, any adjustments and agreements which may have been made with reorganization in view become null and void. In such an eventuality the adjustment whereby Fox Film agreed to grant the circuit a long-term franchise gets nixed.

By token of such an order, the adjustment made on the \$4,000,000 claim of Fox Theatres against Fox Met would also become kayoed. This claim had been settled for \$100,000 to be paid to Fox Theatres.

Should the Fox Theatres company be permitted to the relief sought under Section 77B of the new Corporate Bankruptcy Act, it may gain a dominating position in the future welfare of Fox Met and the latter's possible reorganization.

This Fox Theatres suit is apparently aimed to thwart the indie involuntary petition for Fox Met reorganization under Section 77B, sought and partially gained by clients of Attorney Archibald Palmer.

In the meantime, on tomorrow (Wednesday) afternoon a creditors' hearing on Fox Met has been ordered by Federal Judge Mack to determine whether Fox Met stays under Section 77B as per involuntary petition of the indie bondholders represented by Attorney Palmer, or reverts to its former equity receivership status.

Lesser Plans Annual 'Peck's Bad Boy' Film

Hollywood, Sept. 10. Sol Lesser is figuring on producing an annual 'Peck's Bad Boy' feature, and has under consideration for the 1935 picture 'Peck's Bad Boy at the Circus.'

In line with this plan, the producer has secured all cleop rights on 'Peck's Bad Boy' from stage to screen of the author. While in New York next week, Lesser expects to set commercial troupes with various manufacturers and distributors of boys' wearing apparel, toys and games.

New Coast C.A. Members

Code Authority has appointed Ben Piazza a member of the extra's standing committee and the extra's compliance and grievance committee, to succeed Freddie Schussler, who resigned.

Daniel O'Shea, RKO Radio studio attorney, has been appointed to succeed Sam Goldwyn as alternate to Darryl Zanuck on the Producers-Writers 5-5 committee.

William Goetz gets the Abe Lehr spot as alternate to Sam Briskin on the Producers-Actors 5-5 committee.

Pressure of studio business brought about the resignation of Lehr and Goldwyn from their respective groups.

COAST PUSHES BANK NITE APPEALS

Los Angeles, Sept. 10.

Outlawing of bank night by the code authority is having little material effect on exhibitors using and cussing in on the stunt in this territory. In the face of definite ruling by the tribunal that the same rulings on appeals against the practice will hereafter apply in all cases from any territory, appeals are being prepared against two decisions rendered here last Friday (7) by the grievance board ordering bank night stopped at Oxnard and Santa Paula, nearby towns.

Evidence brought out tended to show that between 75 and 100 circuit and indie exhibitors in this territory are using bank nights weekly, and the only ones to pull up stakes are the Ventura, in Ventura, and the San Fernando in the suburban town of that name, against whom code authority ruled on appeals from local board determinations.

Bitter defenses is being waged by the bank night proponents in so-called non-competitive spots, and the appeals now being prepared will be in the nature of test cases to secure a e. a. ruling on the term 'competing exhibitors.'

Hollywood, Sept. 10.

With 'Bank Night' ruled out by the code authority, Fox-West Coast is appealing the findings of the local grievance board last week in connection with 'Bank Night' at Santa Paula, suburb.

Appeal contention is based on the idea that the Santa Paula situation is non-competitive.

C. A. on Clearance

By a resolution the Code Authority confirms what has been codified opinion for the past two months, that protection specified in private contracts between exhibs and distributors is subject to terms and provisions of the NRA schedule in each territory, when and if such schedule shall become a fact.

Although this resolution was privately put through at the CA meeting on Aug. 23, Executive Secretary John C. Flynn did not make it known until Monday (10). Ordinarily important resolutions of this kind are aired immediately after they are adopted.

The resolution reads: 'Resolved: That Clearance for any theatre established by a clearance and zoning board in any decision affecting a schedule of clearance and zoning for a territory or part thereof, shall supersede any clearance specified in any license agreement between distributors and exhibitors, irrespective of whether such license agreement was executed prior to the decision of the local clearance and zoning board.'

DISTRIBS ASK IT FOR PROTECTION

Cheap Money Bogie Boosts
Exchanges' Demands for
Percentage Pictures—100
Per Cent. Increase in
Sharing Deals

SALES ARGUMENT

Chicago, Sept. 10.

Distributors are finding a heavy opposition among exhibitors against the sharply increased percentage pictures on this season's product. While exhibs have been howling for years about percentage deals on pictures, they have always gone along because of the comparatively few pictures which were listed as percentage flickers. This year, however, every company is out selling up percentage pictures as high as possible, making more than 100% increase in percentage labels on the 1934-35 crop.

But the yelling of last year is as nothing compared to the squawks this year, and the exchanges have been trying to think up a socking reason why exhibs should agree willingly to percentage increases. The argument which most of the exchanges have decided upon as most consistent is the argument based on the possibility of money inflation.

Started in this territory by Henry Herbel of the Universal exchange, the argument of inflation has been accepted by the majority of film men as the best argument for increased percentage pictures. Salesmen state to exhibs that the exchanges must protect themselves in case of inflation. That if cheap money is poured into the country, the straight rental deals would mean ruin to every picture company. Inflation, they say, will mean boosted admission prices and increased grosses of cheap money. And that the only way the distributor can save himself against such an eventuality is to insure himself and to take a share of the receipts. Straight rental deals are based on present currency and gives the exchanges no assurance of profit if the coin rate is changed suddenly by inflation.

This 100% increase represents the entire line-up of major product, while individual companies have as much as 300-400% increases in percentage pictures. For instance, (Continued on page 12)

Exhibs Avert That So Far as Nat'l Zoning Is Concerned They'll Never Oppose Distribs; Showdown This Wk.

% Pictures

| Companies and the pictures they had on percentage last year, and how many this year: | 1933-34 | 1934-35 |
|--|---------|---------|
| Columbia | 2 | 6 |
| Fox | 10 | 15 |
| Metro | 8 | 13 |
| Paramount | 7 | 12 |
| RKO | 6 | 12 |
| Universal | 8 | 10 |
| Warners | 4 | 13 |
| | 45 | 81 |

Calling in distributors as zoning doctors, a strictly private meeting far from exhibitor earshot has resulted in at least one concrete prescription being propounded. It now rests with the Code Authority to accept, reject or modify the formula for schedules at its Thursday meeting. Unquestionably there will take place a showdown on what is regarded the most important of all NRA problems.

And this time exhibitor codists declare they do not want a fight.

If the distributor program is devoid of politics and fair to both sides, NRA delegates of theatre owners already are reported to vote yes and bring an end to the emergency situation holding up seasonal buying and selling.

The formula devised by distributors is being kept in the dark until after the C. A. acts this week. Evidently this is to avert as much outside pressure being brought to bear on various codists as possible. Even exhibitor codists who were invited to the distributor powwow but coincidentally were all out of town at the time, profess not having previewed the document designed as protection law throughout the U. S. for all exhibs and distribs on zoning boards hereafter.

George J. Schaefer of Par propounded the formula which was endorsed by the entire distrib group with various modifications, subsequently reported minor. But, it is pointed out, he comes from Boston, a city which never has had zoning or any experience with it. Ed Golden and Abe Montague are also from Boston. Another distrib, Ned Depinet, hails from Dallas, which has never known zoning. Such sales heads as Grainger, Feist, Clark and Lichtman have spent most of their industry time in New York, which has always been unzoned.

The physical set-up of the Code Authority, however, is such that these distributors include virtually all the major and independent producers. Whether or not their vote will carry also remains to be seen, because their affiliated theatre interests have a large voice in the C. A.

There are no more clouds over the NRA sun, at least for distributors. They now hold forth that not just a part, but the entire U. S. can be zoned inside of a year, if not sooner.

This was the reaction following some more extraordinary action by the Code Authority. This time the C. A. turned its zoning problems, reversed, snarled and what-not, over to the distribs to see what they could do with them.

Whereupon the distribs sat down for five hours and mullied everything over. Afterward they came out and announced the verdict. They had endorsed, with certain modifications regarding subsequent run protection, the model zoning schedule prepared by George J. Schaefer, himself a distributor member of the code. They were all in accord that the higher the rental, the greater the protection, among other items such as house classification, admission charged, etc.

No Exhibs Present

There were, however, no exhibitors present at this conference. The three exhib members of the zoning committee, Charlie O'Leary, Nata Yamins and Ed Kuykendall were all out of town at the time. But C. A. headquarters could find no significance in this. After all, the distribs met at the behest of the C. A. with the approval of its exhibitor constituents. It's up to the C. A. to accept or turn down the Schaefer model along with all the other recommendations of the distribs.

The fact that exhibs and distribs furnished the bloodiest part of the NRA battle during Washington days, and that trade laws they

(Continued on page 29)

CHI SELLING; NO RULING ON C-Z

Chicago, Sept. 10.

Exchanges and exhibitors locally have quit waiting for the decision on the clearance and zoning setup. Promised from week to week, the decision is still pending, due to the Blaban & Katz appeal for additional protection. Larger houses and the lesser circuits, such as Essaness, are buying product, depending on their standing with the exchanges to secure any adjustment which may be necessary should the New York decision rearrange the local protection setup.

Also buying are the very small houses far down the release schedule, houses which can't possibly be hurt by the zoning decision, no matter which way it goes.

B. & K. buying, however, is still held up and the salesmen are mostly out in the outlying towns getting their line up while waiting for the final word that the Chicago setup is settled.

Fox Adds Palace, Milw.

Milwaukee, Sept. 10.

Fox Midwestco has taken over the Palace from the Uhlstein estate, Schiltz Brewery owner.

Now gives Fox the lineup of Alhambra, Wisconsin, Garden and the Palace theatres. The latter, closed for some time, will reopen Sept. 21.

Eagle and Purity Seals to Come Off All Pix for Canadian Market

Canadian theatre operators do not want the purity seal on their pictures nor the emblem of the NRA, which they have been getting right along. They have notified the major distributors about their position in the matter and, according to sales information, steps are being taken which will undoubtedly strip all product going into Canada of both these emblems.

Move to have the purity and NRA seals removed is expected as result of the lead taken by Famous Players Canadian in rebelling against their inclusion in prints destined for Canada, supported by other theatre operators of the Dominion. FPC controls 13 key situations above the border. J. J. Fitzgibbon, general manager of that circuit, notified the distributors of their attitude, asking immediate elimination.

One point of view taken in distributor quarters is 'why pay for the extra footage and printing? An-

other point in which sales opinion seems to agree with that of theatre men is that both the purity seal and NRA on pictures playing Canada only serve to draw attention to conditions existing only in the U. S.

In the Dominion they are somewhat jealous of the low number of pictures condemned or cut up by the censors. It runs to less than 5% for all distributors during the past year. The Joe Brown approval in main credits may serve to sharpen the eyes of censors, but so far as the NRA insignia is concerned, that is held to be something belonging strictly to the States.

Censors are not so tough as they used to be in Canada following election of Premier Haultain, who is an ardent screen fan himself and privately has two films screened a week. C. H. Boylton, former chief of the Ontario censor board and one of the old conservatives, has just been dropped, together with a woman board member. They will not be replaced.

'Love Looks Like \$20,000 at L.A. Par with \$2,900 Premiere at \$1 Top; 'Rothschild's' 2d, \$8,500

Los Angeles, Sept. 10.

Only one outstanding trade getter of the first run contingent this week. Paramount with 'One Night of Love' will hit close to the \$20,000 mark after a \$2,900 premiere at \$1 top. Other houses seem to have faded away. The Warner houses, with second week of 'Dames' will side with around \$8,000. United Artists with 'House of Rothschild' in second stanza, will run bit ahead of their take. 'The World Moves On' at the State got too very negligible start, which will put house in bad shape.

RKO has 'Young and Beautiful', which had one of those light premieres, but will not come home with any exciting take for the house.

Estimates for This Week

Downtown (WB) (1,800; 25-35-40-55)—'Dames' (WB) (2nd week). Dropped around 50% from first week, but may swing a third. For second stanza, profit to house at \$8,000. Last week, first it did big trade, but short of expectations, getting \$16,100.

Hollywood (WB) (2,750; 25-35-40-55)—'Dames' (WB) (2nd week). Skidded considerably from its dynamic start and will be around the \$6,000 mark. Last week kept going at smart pace with nights not as heavy as calculated. However, big take at \$13,000.

Los Angeles (Wm. Fox) (2,800; 15-25)—'King Kelly' (Monogram), split. This fare none too so trade slipped to \$3,800. Last week 'Dick Turpin' (Gaumont) and 'Nora Moran' (Majestic) came through in great shape to tune of \$5,300.

Orpheum (Bdwy) (2,270; 15-25-35)—'Side Street' (Lear) and 'Sailors' (Fox), split, and vaudeville. Ideal screen and stage blend that is a cinch for around \$6,200.

Pantages (Pan) (2,700; 25-40)—'Always Tomorrow' (U) and 'Pursued' (Fox), split. Figuring on just a drop in trade take is commensurate as the \$2,600 will show. Last week 'Bachelor Boy' (Radio) and 'The Couple Previews' thrown in on week, house managed to hit upgrade to \$4,300, which is plenty oke.

Paramount (Param) (1,595; 30-40-55)—'Night of Love' (Col), and stage show. This Schertzingers opus got off to great start and looks set for an easy \$20,000, which is lots of take for a first week. Second week 'Down to the Last Yacht' (Par), kind of slow below expectations by coming in with \$13,000.

RKO (2,350; 25-35-40)—'Young and Beautiful' (Mascot). This one with the Wampas stars not a b.o. dynamo, but will give house around the average take of \$4,000. Last week 'Down to the Last Yacht' (Par), for six-day holdover it tuned out with \$2,750.

State (Loew-Fox) (2,024; 30-40-55)—'World Moves On' (Fox). Got poor opening and will not get over \$5,100, very bad. Last week 'Cat's Paw' (Fox), just as calculated \$14,000, which is profit for house.

United Artists (UA) (2,100; 30-40-55)—'Rothschild' (20th Century) (2nd week). Holding up oke with trade heavy at \$4,000. Last week came through with around \$8,500. Last week, its first stanza very good at \$12,500.

'Cucaracha' Short and Newsreel Billed Over 'Fountain' in New Haven

New Haven, Sept. 10.

Battle is on. Roger Sherman using half-page space to plug its wares this week, giving heavy lineage to 'Cucaracha' short and 'Dionne' newsreel. Paramount with 'Dionne' stage revival above film fare and getting big results. Polls and College sticking to straight double features.

Upbeat noted all around and further bolstering anticipated in near future with reopening of Yale. Last week a rainy Labor Day, plus holiday prices, was a grand break for film spots.

Estimates for This Week

Paramount (Publix) (2,348; 35-50)—'Crime Without Passion' (Par) and stage show. House painting town in behemoth of stage show, with most of a heavy \$9,000 credited to acts. Last week 'Now and Forever' (Par) as a single. Way over the top at \$9,900.

Pat (Loew) (3,040; 35-50)—'Servants' Entrance' (Fox) and 'Chan in London' (Fox). Just an ordinary \$7,500 in view. Last week 'Chained' (MG) and 'Girl in Dan-

ger' (Col). Topped the town with well over \$600.

Roger Sherman (WB) (2,200; 35-50)—'Fountain' (Radio). Special campaign on Dionne quintuplets and 'Cucaracha' supporting last is getting results. Good \$6,000. Last week 'Dames' (WB) brought home \$6,000 worth of nice bacon.

College (Loew) (1,585; 25-40)—'The Mom' (Radio) and 'Moonstone' (Mon). Good opening probably means \$4,000. Last week 'World Moves On' (Fox) and 'Adrienne' (Radio), plus Adrienne, psychic. Fell down badly at \$2,900.

'CELINE' \$2,900 IN LINCOLN

Lincoln, Sept. 10.

Marking time until the opening of college, now, theatres are billing pretty drab stuff with exception of 'Celine' at the Stuart. Takes will be well under the previous stretch. Theatres got good play out of the state fair crowds during most of the previous week, especially nights when the temperature crept down so low it was necessary to seek amusements indoors.

Week following in the shot in the arm to the show biz, which arrives every fall with the coming of about 8 to 10 thousand students to town to fill the colleges. All the potential draws are being shelved until then. It's just as cold and rainy now as it was, dry and hot in August and July. Temperature rises and falls as much as 40 degrees in 12 hours, which is flannel to fan weather all the time.

Estimates for This Week

Colonial (LTC) (750; 10-15)—'Social Register' (Col), paired with 'Cough' (Indie), looks for nice \$900. Last week 'Savage Gold' (HA) and 'Pursued' (Fox) duelled, first half with 'Adventure Girl' (Radio) last boosted gross to nice \$825.

Kiva (Cornhusker TI) (500; 10-15-25)—'Girl in Danger' (Col). Should get about \$600 for the stretch. Last week 'Party's Over' (Col) didn't do so much either, \$525.

Lincoln (LTC) (1,600; 10-15-25)—'One More River' (U). Looks very drop-off after previous pic. About \$1,900 will be good. Last week 'Cat's Paw' (Fox) was a neat runner and took almost \$2,500.

Orpheum (LTC) (1,200; 10-15-25)—'Let's Go' (Radio) (Par) and vaude. Will run the take for the bill up to \$1,900, good. Last week 'Crime Without Passion' (Par) was a dud, miserably off with \$650 for four days.

Stuart (LTC) (1,900; 10-25-40)—'Affairs of Celine' (UA). Presents the top picture to the biggest take. About \$2,900 expected from present pace. Last week 'Now and Forever' (Par) maintained a good pace to grab a nice \$3,300.

'Loves Me Not' Disappoints, \$11,000; 'Desirable' \$17,000, Philadelphia

Philadelphia, Sept. 10.

Fox should lead the way this week by a good margin, with the Earle as runner-up. Stanley-Warner people are disappointed in 'She Loves Me Not', which, from present indications, won't get more than a week at the Stanley, despite rare notices. There is still some doubt, however, and if word-of-mouth has any results, farce may be held. At present only \$10,000 is indicated.

Estimates for This Week

Aldine (1,200; 40-55-65)—'Affairs of Celine' (2nd week) (UA). Gives indications of dropping fast, but should collect nearly \$7,000 this week. Last week's \$11,500 was one of week's highlights.

Academy (600; 25-40-50)—'Friends of Mr. Sweeney' (WB). Second run and looks hot. \$2,100 or \$2,200 estimated. Last week 'Blind Date' (Col). Wisely-washy \$1,500.

Boyd (2,400; 40-55-65)—'One More River' (U). Not so hot. Weak \$9,000 indicated, with likelihood of going lower. Last week 'Girl from Missouri' (MG) disappointment at \$10,500 and only one week.

Earle (2,000; 40-55-65)—'Desir-

WEST OUTDRAWS GABLE, CRAWFORD IN INDPLS.

Indianapolis, Sept. 10.

Mae West is pulling all the business over to the Indiana's doors this week with a take of \$11,000 on 'Belle of the Nineties'. She is outdrawing the Gable-Crawford combination, which is doing \$7,500 at Loew's Palace in 'Chained'.

Lyric is holding on fairly well in the face of this competition with a figure of \$6,500 on 'Hat, Coat, and Goggles' plus the Mexican 'Fiesta' unit on its stage.

Estimates for This Week

Apollon (Fourth Ave) (1,100; 25-40)—'World Moves On' (Fox). Nothing doing here at \$3,000. Last week, holdover of 'Cat's Paw' (Fox) was fair at \$3,500 (Radio). Last week 'Lyric' (Katz-Feld) (2,600; 25-40)—'Now and Forever' (Par). In its second week, doing \$3,200 as a forced holdover in order to keep from hopelessly fighting the same management's other theatre (the Indiana) on its presentation of the Mae West pic. Last week 'Now and Forever' was only so-so at \$4,000.

Indiana (Katz-Feld) (3,100; 25-40)—'Belle of the Nineties' (Par). Best gross at this house in a long, long time on straight film policy. Last week 'She Loves Me Not' (Par) did very well at \$8,000.

Lyric (Olson) (2,000; 25-30-40)—'Hat, Coat, and Goggles' (Radio) and 'Fiesta' unit on stage. Doing moderately well at \$6,500. Last week 'Their Big Moment' (Radio) and 'Hilarious' stage unit (the Indiana) lashed stronger than expected to register a swell \$8,000.

Loew's Palace (Loew's) (2,800; 25-40)—'Chained' (MG). Gable-Crawford comb is lifting the house out of its recent slump to a good \$7,500. Last week 'Affairs of Celine' (UA) disappointed with only \$3,900.

'BONDAGE' TOPS DENER WITH \$7,000

Denver, Sept. 10.

One of first runs except Orpheum are running above average. Cool weather is giving theatres boost in grosses. Even the Tabor with film through the roof. Last week 'Party's Over' (Col) didn't do so much either, \$525.

Estimates for This Week

Aladdin (Huffman) (1,500; 25-35-50)—'Cat's Paw' (Fox) (2nd week). Headed for \$7,500. Last week same film started strong and held up all week, warranting second stanza. Finished with \$4,000, which is considerable turnover, as house does not open till 2 p. m. Youngsters and oldsters alike went for the picture.

Danham (Cooper) (1,500; 25-35-50)—'You Belong to Me' (Par). Strong night big, but light matinee. About \$5,500. Last week 'Cleopatra' (Par) went across to well above average for second week. Strong publicity and exploitation turned the trick, and it closed with \$6,500.

Dawson (Huffman) (2,500; 25-35-50)—'Of Human Bondage' (RKO). This annexes top gross of week for Denver with nice \$7,000. Last week

'Loves Me Not' Disappoints, \$11,000; 'Desirable' \$17,000, Philadelphia

Philadelphia, Sept. 10.

Fox should lead the way this week by a good margin, with the Earle as runner-up. Stanley-Warner people are disappointed in 'She Loves Me Not', which, from present indications, won't get more than a week at the Stanley, despite rare notices. There is still some doubt, however, and if word-of-mouth has any results, farce may be held. At present only \$10,000 is indicated.

Estimates for This Week

Aldine (1,200; 40-55-65)—'Affairs of Celine' (2nd week) (UA). Gives indications of dropping fast, but should collect nearly \$7,000 this week. Last week's \$11,500 was one of week's highlights.

Academy (600; 25-40-50)—'Friends of Mr. Sweeney' (WB). Second run and looks hot. \$2,100 or \$2,200 estimated. Last week 'Blind Date' (Col). Wisely-washy \$1,500.

Boyd (2,400; 40-55-65)—'One More River' (U). Not so hot. Weak \$9,000 indicated, with likelihood of going lower. Last week 'Girl from Missouri' (MG) disappointment at \$10,500 and only one week.

Earle (2,000; 40-55-65)—'Desir-

'Chained' \$11,000 in Minneapolis; 'Private Car' \$2,500; 'Gods' \$2,000

Minneapolis, Sept. 10.

'Affairs of Celine' (UA) turned in \$6,000—average for the house. Orpheum (Singer) (2,350; 25-35-40)—'Fountain' (Radio). Fair-to-middling at \$5,500. Last week 'Cockeyed Cavaliers' (Radio) disappointing at \$5,000.

Paramount (Huffman) (2,000; 25-40)—'Strictly Dynamite' (Radio) and 'Bachelor Bait' (Radio) double bill. Average sleighing. Will tally \$5,000. Last week 'Treasure Island' (MG) and 'She Was a Lady' (Fox), split, turned in a fair \$1,800. 'Treasure Island' on a four-day hangover after a good week at the Denver, did the lion's share of the business.

Stronger screen fare plus cool weather continues to revitalize local box offices. A general business pick-up, in evidence during recent weeks, is making mannaerial hearts happy.

Thanks to the Crawford-Gable combination, 'Chained' is the current big box-office noise, giving the State the call over all of its opposition. Even in the face of none too enthusiastic critics' appraisals, the MG picture is cutting considerable of a box-office swath.

Orpheum had a bad break this week. Its main attraction to augment the rather weak 'Fountain' was to be the Rose-McLarnin light pictures. 'Fountain' opened Friday and the scrap films were to go in Saturday. But, of course, no lighted, and House of Cards had to divert the pictures in the newspapers or otherwise until they are actually here, the law being again 'em.

\$18,000 ON 'NOT' BEST CINCY B.O.

Cincinnati, Sept. 10.

Capital cinema col. collector is 'She Loves Me Not' at \$18,000, which has the Albee pacing the parade with several grants to spare for second stanza. Last week, 'Place position' goes to 'Servants' Entrance' and 'Now and Forever' at \$10,000 in scrambled schedule of the Palace, occasioned by anchoring of 'Down to the Last Yacht' after five days of lousy going.

'Chained', which did Cincy's prize biz at the Albee last week, has been transferred to the Lyric for an extended run, and is pulling a strong \$7,500 there.

Estimates for This Week

Albee (RKO) (3,300; 35-44)—'She Loves Me Not' (Par). Crosby and Hopkins in tall letters. Sweet reviews. Heavy start points to an extra strong \$18,000. Last week 'Chained' (MG) clicked loud and steadily for a tremendous \$20,000; biggest Cincy figure in many months.

Palace (RKO) (2,600; 35-44)—'Servants' Entrance' (Fox), ends 7-day run Tuesday (11) to be followed by week of 'Now and Forever' (Par). Five days of 'Entrance' and two days of 'Forever' (Par) warranted for an all right \$10,000. Last week 'Down to the Last Yacht' (Radio), was docked after five days of slow going, and two days of 'Servants', which helped a lot, \$7,500.

Lyric (RKO) (1,400; 35-44)—'Chained' (MG) transferred from Albee for second week, \$7,500, very good. Last week 'Down to the Last Yacht' returned after initial week at Palace, \$6,500, swell.

Capitol (RKO) (2,000; 35-44)—'There's Always Tomorrow' (U). Getting \$6,500, o.k. same as last week on reopener with 'World Moves On' (Fox).

Keith's (Libson) (1,500; 30-40)—'Housewife' (WB). Tame notices. Maybe \$5,500, fair. Last week 'Dames' (WB) got a favorable \$4,000 to round out three-week showing for total pull of \$25,500; hefty.

Gracy (RKO) (1,500; 20-30)—'Their Big Moment' (Radio). Revival for total pull of \$25,500; hefty. \$4,000, fair. Last week 'Dames' (WB) got a favorable \$4,000 to round out three-week showing for total pull of \$25,500; hefty.

Family (RKO) (1,000; 15-25)—'Girl in Danger' (Col) and 'Adventure Girl' (Radio), split. A normal \$1,800. Last week 'Bengal' (Ind) and 'Pursued' (Fox), divided, \$1,700.

Strand (Ind) (1,200; 15-25)—'Society Letter' (U). Getting \$1,500, not bad. Last week 'I Can't Escape' (Beacon), \$1,400.

'SERVANTS' AND 'LADIES' GOOD \$9,000, MONTREAL

Montreal, Sept. 10.

With winter practically started and good shows at the main stems, grosses, which automatically upward tendencies should hold currently. Trouble is the Children's Act, barring minors under 16 up to 18, which automatically bars parents as well. Not a hope it will be rescinded in the near future.

Palace puts on a Janet Gaynor show 'Servants' Entrance', while Cary Grant, also a favorite here, is in the second feature, 'Ladies Should Listen'. This looks like an easy \$9,000, which, when added to the big ballyhoo, and 'Romance in the Rain' to an expected gross of around \$8,500, which last week showed up, \$18,000, which is a good, good, good. Last week 'The World Moves On' (Fox), with big ballyhoo, and 'Romance in the Rain' to an expected gross of around \$8,500, which last week showed up, \$18,000, which is a good, good, good.

Estimates for This Week

Palace (FF) (2,700; 50)—'Servants' Entrance' (Fox) and 'Ladies

Should Listen' (Fox). Good bill that should about top town at \$9,000, or let's say \$8,500. Last week 'Forever' (Par) and 'Kiss and Make Up' (Par) did nice biz at \$9,000.

Capitol (FF) (2,700; 50)—'World Moves On' (Fox) and 'Romance in the Rain' (U). About \$8,500. Last week this house did about \$8,500. Last week 'Loves Me Not' (Par), first run, split, \$1,200. Last week 'Sophie Lang' (Par).

Loew's (FF) (2,300; 50)—'Straight in the Way' (MG) and 'Love Captive' (U). Maybe \$4,000. Last week 'Elmer and Elsie' (Par) and 'Crime Without Passion' (Par), \$3,500.

Princess (CT) (1,900; 50)—'Celine' (UA) and 'Ninth Guest' (Col). Last week about \$6,000, after \$8,500 last week.

Imperial (Ind) (1,900; 40)—'Cavalcade' (Fox) and vaude. \$3,000. About same gross last week with 'Climax' (Radio) and vaude.

Cinema (2,000; 50)—'Paris' (Param, Ind) (2nd week). About \$1,000 after \$1,250 last week.

Lyman Band-'Agent,' \$42,000, Tops Chi As Chill Weather Stalls Fair Mobs; 'Cristo,' 'Dames' Each Big at \$18,000

Chicago, Sept. 10. Slippy weather, rainy and cold, has cracked hearts of loop and World's Fair showmen. Expected to be the big month of the Fair season, it has turned out to be a bust of the first water, the messy thermometer keeping the entire mid-west population close to their homes and fireside. Which means that the loop must again depend on the localites themselves for big and not figure on seasonal figures from flow-hungry Expo visitors.

Standard attractions at the theatres are keeping business at a good level currently. All are on the profit side of the books, which is news in itself.

Palace is holding over 'Vergie Winters' for an additional week and should manage nicely with it. Loop theatres have recently instituted a milking policy on top pictures, giving them long runs to the last possible nickel. Palace is doing this quite regularly now, and the 'Cristo' which has gone into this policy after years of one-picture-a-week policy. B. & K. is also using the Oriental and the Garrick for additional repeat, while the State-Lake often repeats on a first-run. Nabe exhibs are howling about this milking, but so far the howling hasn't done much good, exchange is waiting for extra time for the prestige. And the coin isn't so hard to take, either.

There's a battle of hands in the loop. Abe Lyman at the Chicago, Benny Meroff at the Oriental and Frankie Masters at the Palace. With Lyman is 'British Agent' and the house is being sent to a pleasant session at \$12,000, currently, 'Dames' opened on Saturday (9) at the Roosevelt and is running neck-and-neck with 'Monte Cristo' at the United Artists for \$18,000.

Estimates for This Week

Apollo (H&K) (1,200; 35-45-65)—'Cat's Paw' (H&K) (2nd week), 'Cristo' make it a fortnight. Came in in a hurry without much of a build-up, taking good \$10,200 on first session and headed for \$8,000, okay, currently. Judge 'Rialto' (Fox) due in on Saturday (15).

Chicago (H&K) (3,900; 35-55-75)—'British Agent' (WB) and Abe Lyman land and starting with a chestia counting for plenty at the wildest and pushing gross to pleasantly profitable \$42,000. Last week was huddled at \$18,500 for 'Now and Forever' (Par).

Garrick (H&K) (2,500; 35-55-65)—'Now and Forever' (Par). Holds over from the Chicago and heads for good \$5,000. Last week 'Housewife' (WB) took a first-run for a fine \$3,800.

Oriental (H&K) (3,200; 25-35-40)—'Of Human Bondage' (Radio) and vaude. Benny Meroff band and Helen Morgan on stage, accounting for practically every nickel in the box-office this week. 'Chained' at a distinct disadvantage, having previously played five big weeks in the loop besides a number of top nabe theatres. Gross, however, in on the right side. Second week of 'Notorious Sophie Lang' (Par) good at \$20,900, with Sally Lang largely responsible, on her second week at the Palace.

Palace (RKO) (2,500; 25-35-55)—'Vergie Winters' (Radio) and vaude. Frankie Masters band heading for the second session. Last week. House drops off this week to \$16,000, but still okay at the admission prices. Last week was wallowing for the flicker at \$23,200.

Roosevelt (H&K) (1,500; 35-55-65)—'Dames' (WB). Opened Saturday (9) and starting off at a fast clip, looks capable of garnering \$18,000, plenty, following a smashing campaign. 'Treasure Island' (MG) finished three fine weeks to \$9,800, healthy. 'Girl from Missouri' (MG) to follow.

State-Lake (Jones) (2,700; 20-25-35)—'Defense Rests' (Col) and vaude. House is going along at excellent pace and is expected to currently looks set for easy \$17,000, powerful at the setup. Last week 'Whom the Gods Destroy' (Col) clipped off a grand \$12,000.

United Artists (H&K-UA) (1,700; 35-55-65)—'Monte Cristo' (UA). Excellent ad and publicity spread sent this 'nameless' picture away to fine start, and it will clip the rest of the week to about \$18,000, melodious. 'Affairs of Cellini' (H&A) finished third week to good \$11,100.

TIM MCCOY INITIALER

Hollywood, Sept. 10. Returning from a month's personal appearance tour, Tim McCoy, Columbia's western star, will get started on the first of his new series of eight plain story westerns. He will carry the title of 'Wolves of Catchaw' Dave Selman directs, Harry Becker producing.

'HIDEOUT,' \$17,000, BROOKLYN'S BEST

Brooklyn, Sept. 10. This is Primary week for politically-minded individuals. It's Mardi Gras week, too, at Coney Island, and the picture houses downtown will probably do so-so business.

Paramount, second week with Joe Lee at the helm, holding over 'Cleopatra' with \$15,000 in view. 'Dames' next week. Albee, at last minute, decided to holdover 'Cat's Paw' with a mild \$10,000 in the offing.

Estimates for This Week

Paramount (4,000; 25-35-50-65)—'Cleopatra' (Par) (2nd week). Looks like \$15,000, okay. Last week, \$25,000, good opener.

Fox (4,000; 25-35-50)—'Straight Is the Way' (MG) and stage show featuring Billy Snyder. Possible \$10,500, okay. Last week, 'Chan's Courage' (Fox), \$12,000.

Strand (2,000; 25-35-50)—'Crime Without Passion' (Par). About \$7,000, unexciting. Last week, 'Dugan Case' (WB) and 'Ladies Listen' (Par) \$6,000, weak.

Albee (RKO) (3,500; 25-35-50)—'Cat's Paw' (H&K) and stage show. Second week for Lloyd flicker with \$10,000 in view. Last week, \$14,000.

Metropolitan (Loew) (3,000; 25-35-50)—'Hill Street Blues' (WB) and vaude, featuring Cotton Club revue. Mebbe \$17,000, mild. Last week 'Rothschild' (UA) (second week) did \$17,000.

'ISLAND' TOPS NEWARK AT \$18,000

Newark, Sept. 10. Little here this week but 'Treasure Island' at Loew's, which may do anywhere up from \$18,000. Torrential rain Saturday night on top of showers Friday depressed all box offices and made it hard to see whether 'Island' had as good a night business as matinee. Jewish holidays should pick up these losses.

Other houses will do decent business, with the 'Brando' Fanning over \$8,000 on 'Dragon Murder Case' and 'Romance in the Rain', and Proctor's doing the same with 'The Defense Rests' and 'The Lady in White'. Second week of 'Cleopatra' at the Newark ought to be okay with \$10,000.

Estimates for This Week

Brando (WB) (2,960; 15-65)—'Romance in Rain' (U) and 'Dragon Murder Case' (FN). Opened without sufficient publicity as 'Dames' had been expected to hold over. Got off rather weakly but should build to \$10,000.

Loew's (H&K) (3,000; 25-35-50)—'Treasure Island' (MG). Was grand at \$18,000 and was evidently kept from holding over only to give the Capitol a break with a big film.

Capitol (WB) (1,200; 15-25-35-40)—'Take the Stand' and 'Girl from Missouri' (MG). If any comes in.

'Chained,' \$17,000; 'Dames,' \$16,000

'Blind Date' and 'Defense Rests' Mediocre \$6,000 in St. Louis

St. Louis, Sept. 10. Schubert and Loew's State will probably be neck and neck at the finish line, the former with 'Dames', the latter Warner musical, and the latter with 'Blind Date'. The latter Crawford-Gable opus. Both have been successful here in the past and both started off well this time. There is a possibility that one or both programs will be held over for a second week.

Other house doing better than fair is the Fox. For that they have Janet Gaynor to thank, although she drew and necked so well here as when Charlie Farrell is with her. Missouri and Ambassador are dividing up what's left, which isn't an awful lot.

Estimates for This Week

Ambassador (P&M) (3,000; 25-35-50)—'Let's Try Again' (Radio) and 'Champ' Mystery' (Chesterfield) About same.

Schubert (Warner) (2,000; 25-35-50)—'Dames' (WB) zipping ahead for \$16,000, good. 'Blind Date' (WB) not 'Now and Forever' (Par) and 'Housewife' (WB) got \$12,000.

Joan Harlow will have to bring it all, she ought to be good enough for about \$3,500. Last week 'Smarty' (WB) and 'Paris Interlude' (MG) mild at \$3,700.

Little (Franklin) (2,000; 35-50)—'Saloon in Madrid' (UA) and 'Es Wird schon wieder Besser' (Ufa). Nothing hot here and will wearily come in with \$450. Last week Irish show with 'Treasure Island' (MG) fair at higher prices with \$950.

Loew's State (2,780; 15-75)—'Treasure Island' (MG) and vaude. Going great and can't slip below \$18,000. Last week, second of 'Rothschild' (UA), okay at \$13,500.

Paramount-Newark (Adams-Par) (2,400; 20-99)—'Cleopatra' (Par) (2d week) and vaude. Probably okay with \$10,000. Last week nice at just over \$18,000.

Proctor's (RKO) (2,300; 15-55)—'Defense Rests' (Col) and 'Lady Is Willing' (Col). Getting off nicely and should be better than \$8,000. Last week 'Cat's Paw' (Fox) good at nearly \$10,000.

Terminal (Skouras) (1,900; 15-25-40)—'We're Rich Again' (Radio) and 'World Moves On' (Fox) with 'Where's Sinister' (MG) (Hollywood) and 'Heart Song' (Fox) split. First half will probably mean all that there is, about \$3,700. Last week 'Whom Gods Destroy' (Col) and 'Name the Woman' (WB) with 'Pursued' (Fox) and 'Girl in Danger' (Col) split nice week at \$1,300.

EMPRESS' FAIR 66'S, BUFFALO

Buffalo, Sept. 10. Grosses will be mixed here for the current period, but with indications of business on up grade. With six downtown flickers, the picture houses are showing a tendency to be toward a flattening out of the gross levels.

Estimates for This Week

Buffalo (Shea) (3,600; 30-40-65)—'Now and Forever' (Par) and stage show. Under the wire at a pace which indicates better than average gross and probably within striking distance of \$18,000. Last week 'Chained' (MG) and stage show. Better estimates materially picture coming in for \$12,000, and driving takings up to \$25,000.

Hipp (Shea) (2,400; 25-40)—'Scarlet Empress' (Par)—Looks like about an average week for this one at an estimated \$6,000. Last week 'Dames' (WB). Second week of this one dropped off to \$5,000. Makes over \$18,000 for the two weeks' engagement.

Great Lakes (Shea) (3,400; 25-40)—'Bulldog Drummond Strikes Back' (UA). Current attraction looks good for over \$7,500. Last week 'Cat's Paw' (Fox) and 'Housewife' (WB) in operation—less than expected but considered good at \$3,800.

Century (Shea) (3,400; 25-40)—'Cockeyed Cavalier' (Par) and 'Paris Interlude' (MG). Good double feature program ought to touch \$6,500. Last week 'He Was Her Man' (WB) and 'Murder on the Highway' (Car) (MG). Excellent business. Best week in some time at over \$7,500.

Lafayette (Ind) (3,400; 25-40)—'Romance in Rain' (U) and 'Crime of Helen Stanley' (Col). First musical here in some time and with good supporting card looks as though it might get to \$10,000.

Loew's (H&K) (3,400; 25-40)—'Blind Date' (Col) and 'Can't Escape' (Beacon). Average figure at \$6,000.

Court Street (Shea) (1,700; 25-40)—'Wild Gold' (Fox) and 'Bachelor Hunt' (Radio). Last week 'Dames' (WB) week something under \$1,000. Indicated. Last week 'Here Comes the Groom' (Par) and 'Call a Luck' (Fox) apparently enough to keep the doors open at around \$900.

'Nite of Love' \$100,000, 'Not' \$50,000, 'Cellini' \$38,000 This Wk. in N. Y.—And That Aint Hay

OMAHA'S 3 HOUSES, 6 PIX, DIVVY 17G'S

Omaha, Sept. 10. Cooler weather has apparently permanently allayed the heat spells and theatre biz looking to some sort of regularity, at least to even treatment for a few weeks.

Concentrated situation with only three first run houses open continues and big consequently continues up. Some competition downtown with the night clubs and dance rooms opening for the fall season.

Estimates for This Week

Orpheum (Blank) (2,375; 25-40)—'Cat's Paw' (Fox) doubled with 'Here Comes the Groom' (Par). Lloyd makes this habitual leader the top again. Following a string of good weeks and will keep right in line with the predecessors: \$8,500 good and may easily top that. Last week 'Now and Forever' (Par) and 'Personality Kid' (WB) on a twin bill had the customary good week, but no better than the other Temple opuses; \$8,500, good.

Brandeis (Singer) (1,200; 20-25-35)—'The Fountain' (Radio) and 'Defense Rests' (Col). Set for a nice week after a strong start. May reach \$4,750 without trouble. Last week 'Down to Their Last Yacht' (Radio) and 'Hat, Coat and Glove' (Radio) tottered but stayed around \$3,750, just under average.

World (Blank) (2,100; 25-35)—'Ladies Should Listen' (Par) and 'Straight Is the Way' (MG). Capitol, first being rated around town as clever comedy and probably the greatest part of the draw: \$4,300 is fair enough. Last week 'Scarlet Empress' (Par) and 'Housewife' (WB) on a twin bill brought good money; \$4,300, as good as the house has seen in several weeks.

ALL K. C. GOOD; 'DAMES' LEADS AT \$15,000

Kansas City, Sept. 10. RKO Mainstreet wheeled into line this week, joining the other first-run straight picture houses with a 40c top. This makes it unanimous. Tower, with its stage show, policy is the only 25c house, showing first run pictures, and its prices will be little to 35c next week.

Current offerings are varied enough to suit all picture fans. Loew's Midland has 'Affairs of Cellini' and, although costume pictures are poison in times, it is opening strong and will hold its own on the street. 'Dames' is the Newman's feature, and the youngsters, after passing up 'Now and Forever', are giving it a good play.

Ann Harding in 'The Fountain' is expected to draw the book readers and the 'class' trade at the Mainstreet, and got away with a nice start on the opening after a strong publicity campaign.

Uptown is holding 'Handy Andy' for a second week, and the picture is going strong.

Last week was another story. After three big days, helped by the Labor Day holiday, the presence of several thousand Legionnaires attending the state convention, business slipped, and nearly stopped in some places. Opening school also slowed things up some.

Estimates for This Week

Mainstreet (RKO) (3,200; 25-40)—'The Fountain' (Radio). Opened nicely and is expected to show some length. Likely to touch \$7,500.

Last week 'Hat, Glove and Coat' (Radio) and the 'World's Fair Spectacular'—a 50c top, did not do so well and failed to come to the advance estimate. Got \$4,500, not so good.

Midland (Loew) (4,000; 25-40)—'Affairs of Cellini' (H&K). Opened fairly well in spite of the handicap of costumes, which many do not like. Should turn in around \$10,000.

Last week 'Chained' (MG) \$7,500, good week.

Newman (Par) (1,800; 25-40)—'Dames' (WB). Friday opening held for weeks, even topping the Bling Bling picture a couple of weeks ago. Schedule is set for seven shows daily with an extra one on Saturday, which will give the house 50 shows, and which the management is counting on for \$15,000, big. Last week \$12,000 this week and holds. (Radio) was not treated so kindly by the press and the business expected from the kids and their parents fairly poor. However, it is still \$13,000, good.

Tower (RKO) (2,400; 25-40)—'Love Captive' (U) and vaude. Business looking up well and should be close to \$7,000.

Uptown (Fox) (2,000; 25-40)—'Handy Andy' (Fox). Second week. Picture is expected to do \$7,500 on the first week. Both good.

Business is maintaining its firm stance on Broadway. In driving for another good week all around, theatres are aided this week by the Jewish holidays, Monday and Tuesday. All houses were doing big business yesterday (Monday).

Saturday night's heavy rain knocked grosses down all over the city, but Sunday was good everywhere.

Music Hall is the town's current leader with 'One Night of Love' which is gauged to hit around \$100,000, maybe over. Is in for two weeks. Next best is 'She Loves Me Not' at the Paramount. Indications point to no trouble in getting \$50,000 there and it holds a second week.

Rivoli is also strong with 'Cellini' where it looks like \$38,000 while the Roxy, with 'Romance of a People' spectacle on its stage, is hitting a smart stride for a possible \$37,000 or more. Millionaire has to reach \$31,500 this week to break, due to the cost of the 'Romance' spec. Picture is 'Romance in the Rain'.

In hopes of close to \$20,000 this week, the fourth on its run, 'Dames' will still attract for Capitol, on second week of 'Chained', is doing well and should get around \$10,000. Cap has booked the Marlene Dietrich picture 'Scarlet Empress' (Par) for Friday (15) after postponing 'Wandering Jew', a British film.

'Crime Without Passion', which scored strongly its first week at \$18,000, remains an extra five days. 'You Belong to Me' opens here tomorrow morning (Wednesday).

Mayfair moderate this week on their 'Big Moment' at under \$8,000 while 'Blind Date' possibly leap over \$10,000 with 'Fountain'.

Estimates for This Week

Capitol (5,400; 35-75-85-110)—'Chained' (MG) (2d week) and stage show. Around \$40,000 will be good on its holdover. First week near \$60,000 with Labor Day.

Mayfair (2,200; 35-55-65)—'Their Big Moment' (Radio). Came in Wednesday night (\$5,000) and on first week just under \$8,000, moderate. Final two days on holdover of 'Straight Is the Way' (MG) \$2,000.

Palace (1,700; 35-55-66-75)—'Fountain' (Radio) and vaude. May be able to mount \$10,000 for an average week. Last week 'Blind Date' (Col) around \$9,500.

Paramount (3,500; 35-55-75-99)—'Love Me Not' (Par) and stage show. Fast clip and looks an easy \$50,000. Holds over. Third and final week of 'Cleopatra' (Par) \$38,000, good.

Radio City Music Hall (5,945; 60-85-99-110)—'One Night of Love' (Col) and stage show. Stepping near or over \$100,000 mark. In for a second week. Predecessor, 'Fountain' (Radio) ended up surprisingly well at \$102,000 aided by Labor Day weekend.

Rialto (2,000; 40-65-75-85)—'Crime Without Passion' (Par) (2d week). On five days of second week \$8,500, good. First week was \$18,000. 'You Belong to Me' (Par) comes in tomorrow (Wednesday) morning.

Rivoli (2,800; 40-65-75-85)—'Cellini' (H&K). Hitting strong stride for \$35,000 on first week. Last week, third of 'Bulldog Drummond' (UA) \$22,100, very good.

Roxy (6,000; 25-35-55-65)—'Romance in Rain' (U) and on stage 'Romance of a People'. Stage spectacle combining with picture to draw and may reach \$37,000, fine. Last week \$30,000.

Strand (4,900; 35-55-65)—'Dames' (WB) (4th week). Musical trying for \$20,000 this week and holds again. Opening of 'British Agent' (WB) deferred to Sept. 19. Third week of 'Dames' was \$23,200.

State (2,000; 35-55-65)—'Rothschild' (UA) and vaude. Arliss hit should top \$20,000 here, good. Last week 'Treasure Island' (MG) around \$19,900.

Saturday, which will give the house 50 shows, and which the management is counting on for \$15,000, big. Last week \$12,000 this week and holds. (Radio) was not treated so kindly by the press and the business expected from the kids and their parents fairly poor. However, it is still \$13,000, good.

Tower (RKO) (2,400; 25-40)—'Love Captive' (U) and vaude. Business looking up well and should be close to \$7,000.

Uptown (Fox) (2,000; 25-40)—'Handy Andy' (Fox). Second week. Picture is expected to do \$7,500 on the first week. Both good.

AFFAIRS OF CELLINI

LaCava. Adapted from Edwin Justus Mayer's play, "The Fire Brand," by Hec. Meredith; cameraman, Charles Risher. A. Nicol, N. Y., for run Sept. 7. Running time 30 mins.

| | |
|------------------------------------|---------------------|
| Duchess of Florence | Countess Bernadotte |
| Bonaparte (Calm) | Frederic Maret |
| Alessandro, Duke of Florence | Frank Morgan |
| Angela | Frederic Wright |
| Ascanio | Vincent Barnet |
| Baroness | Joseph Ralph |
| Baroness | James Calhoun |

| | | |
|-------------------|-------|----------------|
| Volunteer | | Paul Harvey |
| Emancipator | | Paul Harvey |
| Captain of Guards | | John Rothermel |

'Cellini' is diverting light comedy.

It should please most of the filmgoers, and its four-name cast—Constance Bennett, Fredric March, Frank Morgan, Fay Wray—must be deemed persuasive marquee decoration.

Picture is a triumph of directorial

legerdemain. It deals with adultery. And no amount of lacquer can quite hide the fact. A scatter-brained duke (Frank Morgan) yearns for a handsome model (Fay Wray). Meanwhile the duchess (Constance

In order to get the story passed, the student has to use sick surgery. That the picture, bears the same, and is intermittently weak and pallid is incontrovertible. What emerges is a thin layer of comedy, over a hot story and upon which a clever cast weaves curlicues without breaking through. It's all impersonalized and spoofed.

film. It's a gem role which he originated on the stage and plays with infinite finesse and flourish. He is a convincing royal imbecile, unable to hold one thought more than a moment and forever swaying from one view to another. Coarse reports were that, while the picture was in the making, Morgan constantly broke up the players with

Constance Bennett doesn't look well in the gowns of the period. She lacks the poundage necessary to set off the Florentine gowns, does not suggest the well-fed amorous nature of the person she is simulating. This is one of her poorest showings.

Fredric March, behind a goatee, is plausible if historically incredible as the gifted liar-Ibertine-murderer-genius. He is called upon to do Fairbanks, leaping from chandeliers over walls, up the palace facade and other tables. It's a rather puny gang of 12 or 15 ruffians who beset

There is a certain lack of authenticity to several sequences. A dungeon episode, with Ceilindri almost hanged, is forced up so as to wreck

Pleture as a whole manages to be gay and entertaining, although whipped up synthetically like circus

Romance in the Rain
(WITH SONGS)
Universal production and release
Starring Roger Pryor, Heather Angel, Victor

Moore, Esther Ralston. Directed by Stuart Walker. Story by Sid Herring and Jack Gorney. Adaptation by Harry Travels with additional dialog by Gladys Ungers and John V. A. Weaver. Songs by Jack Gorney and Don Hartman. Photographed by Charles Stumar. At Roxy, N. Y. week starting Friday, Sept. 7. Running time, 74 mins.

| | |
|-------------------------|-------------|
| Charlie | Roger Pryor |
| Cynthia | Heather Ang |
| J. Franklin Blank | Victor Moor |

| | |
|---------------|---------------|
| Gwen | Eather Ruston |
| Sparkie | Ruth Donnell |
| Rex | Paul Kay |
| Shanick | Christian Roy |

A wholesome, romantic little story of a slum Cinderella and prodigal son, the picture is a very agreeable wove of together with interpolated song numbers for fairly amusing results. Not heavy, no big box office, not a big sock on production, but a picture that deserves to do moderately well.

It's built for the whole family and

for every account, in both big towns and small. There are no names in the cast to attract the droves, but the cast is good and for Victor Moore especially the appetite will be whetted. Roger Pryor and

Heather Angel burden the romantic interest. They are not heavy-weights as screen troupers, but in this particular story suit the needs admirably.

agent for his boss and figures out a Cinderella contest. Miss Ang the slums drudge whom he has accidentally picked up, becomes the Cindy of the story and in the end the p. a. is her Prince Charming, the winner of such a contest getting the girl on a plan to have the two married as in the fairy tale.

but as it works out, with Moore supplying considerable bustle and some songs to help the interest is held throughout. No screen freight on Moore's part at all. It's his first screen try.

Two original songs are featured, "Love at Last," a love tune, and "Crinstance," which runs second for an appeal.

Father Ralston tells the gal "Friend of Moore," a wispy-washy.

(Continued on page 21)

German Legit Biz Grows Worse As Theatres Struggle to Keep Up

Berlin, Sept. 2.

German theatres are going to have a good season this winter, even if Herr Goebbels has to issue an order!

With most of the names on the other side of the frontiers, the theatre crowd is making frantic efforts to get back to the whirl evidenced here before the Nazis came to power.

It will be tough, for such names as Gustav Hartung, Einsberg, Braun, Horwitz, Kalsern Heinz, Wach and Steckel are not here to help out, most of them now working in the German theatre in Switzerland.

Same is true of Felix Salton and Rudolph Lothar, Piscator and Lindbergh, all of whom were banned from German theatre work.

Those who are still here are making a valiant effort to keep up with the rest of the world, but recently the Metropole advertised for 100 experienced chorus girls and dancers and had a terrible time filling the order. "Experienced" being the trick word.

Agnes Straub still does "Cover Gewinnt" at the old stand as do many of the others who have had tough sledding due to the heat or the humidity or to general apathy with which the theatre-going Germans have yawned at efforts to keep up a flagging interest in the theatre jammed full of propaganda.

Bayreuth Flop.

Bayreuth Festival, which was no-no, a number of music lovers resenting the Nazi influence pervading operas as Wagner would have wanted them played.

Rose theatre opened a 'garten buche' (garden stage), in an effort to revive the gasping b. o. but no soap.

Duesseldorf theatres have reverted to Schiller and Goethe, two hardy perennials when biz is in slacks, but futilely greeted them.

Huge Schnader played Puck in 'Summer Night's Dream' at Heidelberg.

Paul Koetter, Hamburg tenor, got the call for the 'Meistersinger' at the Zoppot open-air opera.

Barbara Herbig and Marianne Lautsch, members of a girls' work camp, collaborated on 'F. A. D. Groschen', which folded after a few nights despite official party support.

American Burlesque For London Alhambra; Leslie May Produce

London, Sept. 2.

Mr Oswald Stoll, having successfully launched Lew Leslie's 'Blackbirds' at the London Coliseum, is turning his attention to American musicals. Latest idea is to adopt a burlesque policy for the Alhambra, now running vaudeville.

Mr Oswald is in conference with Leslie, with the wires burning up to get old-time comedians to star in a burlesque show at this house. Negotiations now pending to bring over Lew Larn and a couple of more veterans.

If this thing should go through Leslie will produce and the vaudeville policy at the Alhambra abandoned.

101 SCENES, 70 ACTS IN REVUE AT HAGUE

The Hague, Aug. 31.

Latest stunt in Holland is a so-called non-stop revue, which is, however, more vaudeville than revue. Show 'Tropical Express' is staged in Amsterdam in Theatre Carre. There are 101 scenes and 70 artists on stage, who share 14 nationalities amongst them, so that it really is international. Various numbers run from fire-eaters to acrobats, from step-dancing to snake-charming, and public likes it.

Dr. Shairp Joins Metro

Hollywood, Sept. 10.

Dr. Mordaunt Shairp, author of the play, 'The Green Bay Tree', has been under contract by Metro. Writer leaves England next week.

First assignment is the adaptation of 'Dolly' Wilson Collinson's novel of the Congo.

Parites for N. Y.

Samuel E. Pierpont, Paramount manager in France, arrives in New York today (Tuesday) for his first visit at the h.o.

Another far traveller is Steve Fitzgibbon, manager of the far studios in Joinville, France, who is due in New York for about two weeks late this month.

Alien Musicians in Holland Must Lay Off 2 Mos. Out of 12

The Hague, Sept. 1.

For years Dutch musicians have been agitating and protesting against influx of foreign talent in Holland, and at last their efforts to squeeze foreigners out have met with success. The government has issued a decree ordering foreign musical artists to keep two months yearly out of Holland.

New rule starts Sept. 2. Idea is that foreign bands that slowly created a monopoly here will have to give up their jobs for two months. After these two months they are free to come back and play again for 10 months, but after that period they will have to take again an involuntary vacation of two months.

By this measure, the government hopes to relieve unemployment of Dutch musicians.

Inflation

(Continued from page 7)

RKO last year had only six pictures on its percentage list; this year the company is asking for 23 pictures on percentage deals in non-metro-politan centres. In the cities, the company wants 12 pictures on percentage.

Last year Warner Bros. was content with four pictures on part-of-the-gross deals; this year WB wants to share on the gross of 13 pictures. And so it goes down the line.

Not only are the number of sharing pictures increased, but also the percentage figures themselves. Last year the average sharing arrangement was 25% of the gross, with an occasional 35% for outstanding pictures. This year, the minority of sharing deals have 25% for the companies; most of them range from 35% to 40%. There is no question that several companies will take certain pictures out of their contracts entirely and sell them to exhibitors on a straight 50-50 from the first dollar. Last year when Warners released 'Gold-diggers' on a 50-50 basis, the exhibitors throughout the country yelled their heads off, but only in a few instances did the theatres refuse to buy at these prices; in the great majority of instances the exhibitors hollered but signed the 50% contract.

3,000% Tax Rise in Mexico

All Distributors Unite in Plea to Government—Threaten to Walk if Not Rescinded

Mexico City, Sept. 7.

Government has assigned two finance ministry experts to investigate the plea of the distributors' association, membership of which includes the nine American and two European companies distributing in Mexico, that proposed 10% tax on rented articles be not applied to films. Government was prompted to start the quiz when distributors asserted that if imposed is put into effect it will compel foreign companies to withdraw from Mexico and mean closure of practically every cinema in the country, as native producers' output is insufficient to keep pic-houses going.

Distributors' petition follows close upon that of similar one made by national exhibitors' association. Application of 10% impost will in-

crease by 3,000% taxes under which they are now staggering and their profits are hardly worth mentioning they would find it good biz to quit, distributors told the government. Distributors aver that their taxes have gone up in the following proportions during the past three years:

Discs, 1,200%; customs levies, 450%; imposts on amounts they credit to New York, 60% to 250%; and municipal governments' slices, 150%.

American companies with distributing offices here are: WB-FN; Far; MGM; UFA; Fox; Pathe; Columbia; RKO; U. I.; Loew; Cunniss and UFA are represented here.

Finance ministry experts are expected to be heard from some time this month.

Incorporations

NEW YORK

Projector Improvement Co., Inc.; location picture apparatus, etc., capital stock, \$20,000. Geo. Hebburn, Chas. A. Fuchs and Walter H. Hill, Jr., all of the Chrysler Building, New York.

Queens Entertainment Corp.; theatrical enterprise; capital stock, \$70,000. Harold Horowitz, 1282 West Seventh street, Freda Freeman and Jerome H. Greenberg, 1415 12th street, all of Brooklyn.

Brooklyn Operating Corp.; deal in films, etc.; capital stock, 1,000 shares, no par value. Gertrude Leblond, Mollie Siegfried and Helen Siegler, all of 1140 Broadway, New York.

Grand Central Radio Show, Inc.; general radio business; capital stock, \$10,000. Stanley Simon, 141 East 44th street, New York; Martha Goldfarb, 113-20 Rockaway, Beach Boulevard, Rockaway, and Philip S. Joseph, 270 Broadway, New York.

F. B. P. Theatre Co., Inc.; theatrical properties, etc.; capital stock, 200 shares, no par value. Simon H. Fabian, Sam Rosen and Mary Becker, all of 1501 Broadway, New York.

Vanhill Productions, Inc.; operate theatres of all kinds; capital stock, 250 shares, no par value. Sheppard Green, 224 East 13th street, New York; Jeanette O'Garra, 448 Fulton street, Bronx; and Irving Perlin, 3425 Knox place, New York.

Wirth Circus, Inc.; indoor and outdoor circus; capital stock, \$5,000. Heila J. Wirth, Harry Brown and Sarah E. Hirsens, all of 1001 Nelson avenue, Bronx.

Pelito Theatre, Inc.; theatrical, radio broadcasting, etc.; capital stock, 200 shares, no par value. Harold B. Franklin and Arch W. Jones, all of Rockwell place, New York, and Robert Rabinowitz, 39 Broadway, New York.

Winthel Distributing Corp.; pictures; capital stock, \$100,000. Louis Kramer, 228 West 47th street; John Klein, 327 West 48th street; and Charles A. Kramer, 225 West 47th street, all of New York.

Fernat Lady, Inc.; plays, concerts, etc.; capital stock, 100 shares, no par value. Esther Kotler, Pauline Levy and Willard I. Zucker, all of 521 Fifth avenue, New York.

Ozier Picture, Inc.; pictures, plays, etc.; capital stock, \$20,000. Edw. C. Carpenter, New Hartford, Conn.; Martin T. Ozier, New York; both of 137 West 48th street, New York.

MEMBERSHIPS

Larchmont Players, Inc.

Dembow Resigns

(Continued from page 5)

have indicated that if he had to take orders from certain others he would quit immediately. Whether or not his resignation was precipitated by anything of this kind is not known. Dembow could not be reached yesterday (Monday).

Directly under George J. Schaefer, since appointed in charge of theatres following the resignation of Ralph A. Kohn, Dembow has held the title of v.p. of Paramount Theatre Service Corp. with Y. Frank Freeman. Dembow has been in charge of operating matters, stage shows, film buying, partner contract, etc., under Schaefer; Freeman in charge of real estate, leases, insurance, etc.

Schaefer is not known to have decided on a successor to Dembow's post as yet, but understood Freeman may absorb Dembow's duties.

Dembow was responsible for the first move in decentralization through organization of operating partnerships, this occurring long before the policy became general. He also organized the majority of the original Public partnerships, some of which have been revamped as a result of bankruptcy reorganization.

Dembow came into the theatre operating field after years in distribution, last in an executive sales capacity with Fox. He always headed all film buying in Paramount theatres.

(Continued from page 6)

feeling that an early settlement is not likely dulled sentiment in market during week. But with government re-financing plans out of the way early next week, traders expect a revival of activity and perhaps a revival of sentiment. The smarter lads are beginning to realize that inflation of some sort may appear after government financing is taken care of. They claim that such a step seems inevitable. And they hold to this contention despite the sudden weakness in metal issues during the past week. This weakness had all the earmarks of a movement to clean out 'weak sisters' who have been attracted to these stocks because of their wide daily movements and activity in a dull market. So say the veteran observers. Break in U. S. Smelting was enough to cause Securities and Exchange commission to seek reason for the wild movement, though nothing could be done about it since the section dealing with manipulation is not effective until October 1. Columbia Pictures on big board was best actor in Amusement Group. It gained three points net, and at one time was more than 4 points above previous week's close. This issue closed at 32½. Annual report shot stock up more than three points on Wednesday.

Consolidated Film Industry issues also showed fractional gains, both common and preferred advancing an eighth. Other amusement stocks lost fractionally for the most part. A exception was Loew's preferred B, always a swift mover either upwards or on the down side. This stock lost 1½ points net to close at 25. It had been up to 27½ during week, and showed promise of going higher. Loew's preferred, always more or less inactive, dropped 2½ points on a few transactions. Common stock lost ½ of a point to finish at 26½. At one point during

week it touched 28½. Tuttle issues were unchanged on week.

Fox A looked weak most of week but managed to close at 11, where it was only off ½ of a point. Paramount certificates, after a drooping spell Friday, came back on Saturday and finished at 3½, off an eighth.

Liens Do Okay

Amusement liens fared well considering the unsettling effect on many bonds as result of decline in Treasury bond market. Only two amusement bonds were hard hit. Keith 6s, unusually active, lost 4 points net, to close at 57. High points for these liens was 59½. Certificates of Paramount-Famous-Lasky 6s closed on bottom at 45, for a net decline of 2½ points. RKO debentures lost a point to wind up at 27, after they had advanced to 30 on Thursday. Other amusement bonds lost fractionally with General Theatre Equipment liens advancing an eighth and certificates of Paramount-Public 5½s rising a quarter of a point net.

In dull markets of recent days and weeks, tendency of investment trusts has been to pick up stocks with assured dividends, or issues of companies having best promise of increasing or maintaining dividends. This has lent a steady tone to stocks of larger companies having excellent dividend records.

That such buying has been evident in Loew's common stock is a high tribute to conservative management and excellent dividend record of this company. The same might be said of Columbia Kodak. The manner in which the price of this stock has hovered around the century mark for several weeks is indicative of the high type of buying. Company recently placed common stock on \$1 annual basis, which in many circles was rated conservative enough considering its earnings and prospects.

Col. Active

Traders in recent weeks, too, have been turning their attention and buying to Columbia Pictures. During past week, it was remarkably active for an issue in the \$30 class, and its continued strength around \$30 mark perhaps indicates that it is being well supported. With company reporting \$5.69 per share earnings in past year, present dividend of \$1 plus stock extra is rated generally modest. Traders who have been watching action of amusement stocks can find little about which to complain as compared with remainder of market. Although amusement group has gone up for several weeks, losing ground at close in two past weeks, smart traders are inclined to view numerous amusement issues as reasonably priced around current levels.

There appears to be little pressure on market as a whole, according to veteran observers. But uncertainty that government re-financing policy may hold market back for a while. Chart readers maintain that the longer market averages hold around or close to present levels, the more pronounced will be the next movement—and they believe it will be an upward one.

Summary for Week Ending Saturday, Sept. 8:

STOCK EXCHANGE

| High. | Low. | Rules. | Issue and rate. | High. | Low. | Last. | Net |
|-------|------|--------|------------------------|-------|------|-------|-----|
| 3½ | 1½ | 480 | Consol. Film. | 3½ | 3 | 3½ | 1 |
| 34½ | 21½ | 1,400 | Columbia P. vte. (1) | 33½ | 29½ | 32½ | 13 |
| 17½ | 10½ | 1,300 | Consol. Film pld. (4½) | 14½ | 13 | 13½ | 1 |
| 101½ | 79 | 1,000 | Rastman Kodak (1) | 100 | 90 | 90 | — |
| 12½ | 8½ | 2,500 | Fox, Class A | 11½ | 10½ | 11 | — |
| 23½ | 16½ | 27,400 | Gen. Elec. (600) | 18 | 16 | 16 | — |
| 35½ | 26½ | 12,500 | Loew (1) | 28½ | 25½ | 26½ | — |
| 97½ | 72 | 12,000 | Loew pref. (600) | 72 | 68 | 68 | — |
| 10 | 2½ | 200 | Madison Sq. Garden | 4½ | 4 | 4½ | — |
| 10 | 2½ | 100 | Met-Mid. pref. (1,800) | 2½ | 2 | 2½ | — |
| 4½ | 1½ | 8,000 | Paramount cde. (400) | 4 | 3½ | 3½ | — |
| 4½ | 1½ | 8,000 | Pathe Exchange | 1½ | 1 | 1½ | — |
| 2½ | 1½ | 500 | Pathe Class A | 2½ | 2 | 2½ | — |
| 9½ | 4½ | 10,000 | Radio Corp. | 5½ | 5 | 5½ | — |
| 4½ | 1½ | 2,300 | RKO | 2½ | 2 | 2½ | — |
| 35½ | 15 | 10,000 | Radio, pref. B | 27½ | 26 | 26 | 14 |
| 8½ | 2½ | 6,500 | Warner Bros. | 4½ | 4 | 4½ | — |
| 47½ | 27½ | 12,800 | Warner Bros. 6s | 34½ | 31½ | 31½ | — |

* Plus stock extra. † Paid this year on account of accumulations.

CURE

| High. | Low. | Rules. | Issue and rate. | High. | Low. | Last. | Net |
|-------|------|--------|-----------------|-------|------|-------|-----|
| 14½ | 7½ | 1,000 | Technicolor | 12½ | 12½ | 12½ | — |
| 3½ | 1½ | 800 | Times Lux (200) | 1½ | 1½ | 1½ | — |

BONDS

| High. | Low. | Rules. | Issue and rate. | High. | Low. | Last. | Net |
|-------|------|--------|------------------|-------|------|-------|-----|
| 13 | 3½ | 10,000 | Gen. Elec. 4½ | 6½ | 5½ | 5½ | 1 |
| 12½ | 5½ | 10,000 | Keith 6s, 4½ | 6½ | 5½ | 5½ | 4 |
| 41 | 30 | 1,000 | Gen. Elec. 5½ | 40 | 38 | 38 | — |
| 50½ | 29½ | 11,000 | Par-Pub-Lasky 6s | 48½ | 46½ | 47 | — |
| 54½ | 29½ | 10,000 | Par-Pub-Lasky 5½ | 48½ | 46½ | 47 | — |
| 50½ | 29½ | 10,000 | Par-Pub-Lasky 5½ | 48½ | 46½ | 47 | — |
| 48½ | 27 | 8,000 | Par-Pub 5½s, 70 | 47½ | 46½ | 47 | — |
| 100 | 80 | 8,000 | Par-Pub 5½s, 70 | 47½ | 46½ | 47 | — |
| 41 | 18½ | 3,000 | RKO deb. 6s | 30 | 27 | 27 | 1 |
| 47½ | 40½ | 21,800 | Warner Bros. 6s | 44½ | 42½ | 42½ | — |

OVER THE COUNTER, N. Y.

| High. | Low. | Rules. | Issue and rate. | High. | Low. | Last. | Net |
|-------|------|--------|-----------------|-------|------|-------|-----|
| 14½ | 7½ | 1,000 | Technicolor | 12½ | 12½ | 12½ | — |
| 3½ | 1½ | 800 | Times Lux (200) | 1½ | 1½ | 1½ | — |

PRODUCE EXCHANGE, N. Y.

| High. | Low. | Rules. | Issue and rate. | High. | Low. | Last. | Net |
|-------|------|--------|-----------------|-------|------|-------|-----|
| 14½ | 7½ | 1,000 | Technicolor | 12½ | 12½ | 12½ | — |
| 3½ | 1½ | 800 | Times Lux (200) | 1½ | 1½ | 1½ | — |

INTERNATIONAL DRAMA WEEK IN VIENNA

Vienna, Aug. 31.—Burg theatre has decided to present a cycle of plays under the motto, 'The Nations' Voices in Drama.' John Drinkwater's 'Abraham Lincoln' has been chosen to represent British drama, and either one of Eugene O'Neill's plays or Luis Valdez's 'Sun Up' will represent the U. S.

Count Zygmunt Krasinski's 'Ungodly Comedy' in a new adaptation by Franz Theodor Czokor was chosen to represent Poland.

Both 'Abraham Lincoln' and 'Sun Up' were adapted for the German stage by Erich Glasse and have already been performed in German under other managements, whereas 'The Ungodly Comedy' will be seen for the first time in Czokor's new German adaptation.

Spain's New Problem; Making Bull Fighting Safer for Audience

Barcelona, Aug. 30.—Bull fighting in Spain has fallen upon evil days and the Ministers have hurried back from their summer holidays to pass a new law that will make it safe for spectators.

During a bullfight in Coruna last week the matador had just succeeded in getting his sword into the bull's neck when the bull tossed his head and the sword went flying into the stands where it killed one and badly wounded another. Government decided that the bullfighter must have the sword used for the killing attached to his wrist by a cord, which greatly enhances the chances of the fans but doesn't help the matador if he wants to get out of the way of an irate bull. So the boys protested.

Close on the heels of this controversy came the death of Sanchez Mejias, old time matador who retired seven years ago and staged a comeback this year with his two cronies, Belmonte and El Gallo, in the plaza de Toros of Manzanares.

HANS ALBERS LOSES \$28,000 SUIT OF UFA

Berlin, Sept. 2.—Hans Albers lost his fight with UFA for payment of additional wages because his third of a three picture contract took more time to film than ordinarily.

Albers was signed for \$28,000 a film. First two took two months each, but when they started filming 'Gold' they were 15 months on the job. Albers asked for \$27,000 additional, but the courts said no.

Albers is now in Scandinavia playing the lead in 'Peer Gynt' and it is believed Dr. Joseph Goebbels' dislike of him because of that had considerable to do with the court decision.

Goebbels is potty with Albers because the star refused to divorce his Jewish wife and thereby regain the good graces of the Nazis. After Albers split with UFA because of the wife angle, he hiked north to do the Ilsehn bit. Film folks are awaiting the verdict of the censor on this pic but believed likely it won't be passed here.

Rota's Fifteen Pics For New Ger. Season

Berlin, Sept. 2.—Rota, combination of Tollrag and Tobis, which purchased the German division of Universal, announce a program of 15 films. Thought the outfit will continue to market Universal's stuff in Germany.

In addition to distributing films, Rota will produce here, too, as soon as arrangements have been completed.

David Oliver, who escaped injury under a hand grenade exploded at Unter den Linden and Wilhelmstrasse last spring, heads the Tollrag end of the business.

Description

London, Aug. 30.—Arthur Jarratt's Gaumont-British booklet, now vacationing in Sweden, sent a postcard from Stockholm to Joe Friedman, head of Columbia Pictures here. Reads:

'Am having a good time in Stockholm, and in case you do not know where it is, it is a city on the south coast of Sweden entirely surrounded by billboards of 'It Happened One Night.'

Toeplitz Gets Going; First Picture Will Cost About \$350,000

London, Sept. 2.—Toeplitz Productions, Ltd., is ready to shoot its first picture, 'The Dictator,' an adaptation by Ben Levy from the original of Gottlieb Lustig. Story deals with the rise and fall of an obscure German doctor, Struensee, who became a power in 18th Century Danish history.

Already lined up are Clive Brook and Madeleine Carroll to play leads. Brook understood getting \$45,000 for six weeks, with extra time prorata. Toeplitz Productions will also pay Brook's income tax.

Others being negotiated with are Constant Collier, Lillah McCarthy, Edmund Gwenn, Ernest Theodiger, Frank Cellier and Nicholas Hannen. Picture will cost \$350,000, with around \$50,000 already expended in taking outdoor shots by three units which have been away for three weeks visiting historical spots in Denmark.

Alfred Santell was brought over from Hollywood to direct and is understood to be getting \$75,000 for six weeks' work, with extra work at the rate of \$7,500 per week.

Shooting starts Sept. 17 at Associated Talking Pictures studios at Belling, with Kurt Bernhardt production manager.

NEW GERMAN ORDERS FOR SCREEN WRITERS

Berlin, Sept. 2.—Newest government regulation is directed at film writers.

'Reichsverband Deutscher Schriftsteller' (National Union of German Authors) issued a manifesto forcing anyone who was earning his tithing by scribbling to get on the bandwagon and grab a horn pronto. Ultimatum said:

'According to the statutes providing for the furtherance of the German culture chamber, every German film author must be organized in the National Union of German Authors.'

'Occupation of film writer, naturally, encompasses all authors.'

'For the film authors there is no other union than the NUGA. Also, other writers who follow some branch other than scenarists must be joined with the NUGA in the event their work has to do with finished scripts.'

'All those who through a misunderstanding of the orders are not yet members of the NUGA will be given a last warning expiring Sept. 15; those remaining outside the NUGA after that date are forbidden to engage in any writing having to do with the film industry.'

Von Stroheim to Oswalt For Eng. Dialog Picture

Hollywood, Sept. 10.—Eric von Stroheim is accepting deal of Oswalt Films of Paris to star in one English dialog feature for that company, which is to be produced in France.

Director-actor will pull out for New York the end of this week en route to Paris.

Fox's 16 Germans

Berlin, Sept. 2.—Fox will release a total of 16 films this season in Germany, five of which are already finished and 11 are in production.

Fox is making American and German productions in its schedule

NAZI FILM INDUSTRY STIFLES AS EXPORTS ARE DOWN BY 80%

Mexican Nat. Anthem As Base of Scenario

Mexico City, Sept. 10.—Mexican national anthem and its traditions will be used in the making of a sound pic to be titled 'Canto Inmortal' (Immortal Song) under authorization granted Luis G. Peredo, local film impresario, by President Rodriguez.

Believed this will be the first time that a national anthem has been used as the basis of a cinematic scenario.

COCHRAN PLANS FOR LOND., N. Y.

London, Sept. 2.—Says Charles Cochran:

'Early in October I sail for New York with the "Conversation Piece" company and return to produce a new play by Romney Brent, based on a novel by Somerset Maugham, in November. Then I immediately return to New York with the Elisabeth Bernger show.'

'In the meantime I will open my review, "Streamline." It is a big show with 52 people on the stage. We open in Manchester, Sept. 1 and come to the Palace, London, three weeks later.'

'BLACKBIRDS' SELLOUT BIZ AT COL., LONDON

London, Sept. 10.—After a couple of postponements, Lew Leslie opened his 'Blackbirds' show at the Coliseum, Aug. 25 before an enthusiastic capacity audience and is doing sell-out biz at nights, though matinees slightly off.

Papers were friendly in their reviews, majority of them calling attention to the dearth of comedy in the entertainment, however.

And away the hit was Nyas Berry, dancer. Valaida failed to set the English metropolis afire.

Objection to the colored band being accorded a labor permit was overcome by placing them on the side of the stage and in two of the lower boxes, thereby placing them under the head of stage artists.

MISS SINGERMAN'S TOUR

Hollywood, Sept. 10.—Berta Singerman, appearing in Fox Spanish pictures, will make a recital tour of Cuba, Spain and Portugal, opening at the Teatro Principal Comedia, Havana, Oct. 12.

Miss Singerman will then return to Fox for additional musicals.

FIGHT PIX BIG IN ORIENT

Tokyo, Aug. 17.—Imperial theatre and the SRO sign out for a solid week during screening of Baer-Carnera fight pic. Going into the nabes now and expected to continue big.

Seven Plays Start Off London's New Season; 'Mayfair Murder' Hits

London, Sept. 10.—'Murder in Mayfair,' new play by Ivor Novello, opened at the Globe May 5 and looks a cinch hit. Provocative title and subject carefully handled with a good cast.

Play ought to be appealing to New York, is the opinion here.

London, Sept. 2.—New season's program of plays starts off with seven legit shows, in addition to C. B. Cochran's 'Streamline' and Andre Charlot's 'Hi Diddle Diddle' revues.

A new Bonaparte play by Alfred Sangster titled 'Napoleon' starts the ball rolling Sept. 3 at the Embassy; then the St. James' reopens with 'The Shining Hour' from New York with the original stars. Ivor Novello's renamed play, 'A Drawing Room Tragedy,' comes to the Globe

More and More World Countries Thumb Importation of Hitler Product—Poland Latest to Turn—'Propaganda' in Films Hit

4 Thimings in Pic

Vienna, Aug. 31.—Old idea of presenting the four Thimings in a talker is now reaching realization. Karl Lamac, Czech director, is planning to start the yet unnamed Thimings talker here in October.

Thimings rank among the most famous historic families on the continent. Hugo, the father, is 80 and still active. His daughter Helene and his two sons, Hermann and Hans, are all popular in Vienna.

'Night of Love' Opens In Isle of Man Prior To London; Record Biz

London, Sept. 2.—Giving a picture a provincial or suburban try out before a West End release is becoming quite a vogue here. Originally started by British International, it has often been emulated by United Artists and Gaumont-British. Latest to fall for the experiment is Columbia.

Although 'One Night of Love' is due for prerelease at the Carlton some time in October, it is being given a try-out at Isle of Man, where it is doing cleanup biz. Picture opened with unusual pomp and ceremony, the local mayor and relatives in attendance, and is grossing more money than any picture in history of the spot.

Arrangement with Paramount for the Carlton date is a guarantee of eight weeks, with an expenditure of \$15,000 for first few weeks of exploitation. Picture is being booked extensively all over England on a 50-50 basis, which is good going in England.

Picture is actually booked in five spots in Dublin, which is almost a record, too.

RADIO PIX INVADERS SPANISH TERRITORY

Paris, Sept. 10.—Phil Reisman, Radio Picture's foreign head, after completing a survey of conditions in Spain, has decided to open exchanges for the company in both Portugal and Spain. Headquarters, as of all film companies in that territory, will be in Barcelona.

Robert Trillo will be in charge. Trillo is now manager of Radio's Panama office, and has been ordered to sail pronto for the new post. He will grab a boat in about 10 days.

Fred Gulbransen of the Radio office in Salt Lake City, U. S., will go to Panama to replace Trillo.

Warsaw, Sept. 10.—First backlash in the swiftly moving reel of German propaganda into Poland via subsidized films occurred when the Polish moving picture theatres' association voted to send a note to the government asking officials to ban German films.

Note asks that all import of films from Germany be stopped because it is 'unnecessarily' unbalanced. The German-Polish trade balance and is a potential stream for Nazi propaganda among the Germans living within the borders of present day Poland.

Another hurdle to the brick tossed at German films was the contention that Polish films could find absolutely no market in Germany.

Berlin, Aug. 31.—With one country after another pleasantly, but none the less firmly, declining to permit importation of German films, the sum total of the consequences is being felt in Germany.

In the good old days exports of German films brought so much velvet to internal financial institutions. Rentals ran as high as 15,000,000 marks annually and that was a tidy sum to bank yearly in the Reichsbank in the form of foreign currencies.

For the first six months of this year foreign rentals brought less than 20% of this sum.

Germany needs foreign currency. In fact it is the fondest thing she's of. And the need is increasingly greater when the sun burns up the crops of the Reich. They're selling potatoes here now which previously were banned by law from the markets as being fit only for hog food. Present government permits them to be sold into the domestic markets. And the present scorching spell continues.

German picture biz is in a bad way but the pap of government subsidizing permits it to continue flickering.

AFAA, with Charley Kullmann, American, at the talent head, is leading the present production troupe with a flock of new ones planned. In addition to Kullmann, AFAA has Lil Dagover, Jessie Vihrog, Karin Hardt, Ery Bos, Hans Soehner, Karl Ludwig Diehl, Hans Thimig, and Hugo Fischer-Koeppel signed for roles in the twelve pix it plans.

JAPS RELENT, MARCUS SHOW BACK IN TOKYO

Tokyo, Aug. 17.—Its labor permit troubles apparently settled the Marcus Show returned to Japan Aug. 28, when it opens in the Osaka Gekijo, Osaka, under Shochiku auspices.

Outfit has had an eventful and fairly prosperous tour of the Far East. Made money everywhere, Shanghai being the biggest grosser next to Tokyo. Some trouble at Canton but 15-day date showed a modest profit.

Marcus played at just about the worst time of the year. Other cities touched were Hongkong and Singapore.

Idea now is to play four weeks in Osaka and two in Nagoya, filling the contract made before the deportation order last spring.

Casting to Publicity

London, Sept. 2.—Leola Stewart, casting director for Gaumont-British, has been appointed publicity manager for Gaumont-British Distributors, Ltd., distributing subsid of the parent corporation. She takes hold Sept. 10.

There will be no changes in the various exploitation staffs, but Mrs. Stewart will endeavor to coordinate the work of all publicity personnel with the various publicity departments and personnel.

THIS WEEK—SCORES OF AMERICA'S SMARTEST



B RITI

THE HIGHEST DEGREE OF BOX

Warner Bros. *had* to team two stars as great as these to make a picture worthy of the world-shaking book that inspired it—

K A Y
FRANCIS
LESLIE
HOWARD

With William Gargan in Cast of Thousands.
Directed by Michael Curtiz—A First National
Picture. Vitagraph, Inc., Distributors.



EXHIBITORS WILL RECEIVE THEIR

SH **A** GENT

OFFICE MERIT FROM WARNER BROS.

Congratulations to These Scholarly Showmen! They
Learned Their Lesson from the Astounding Records
of "Dames"—and Now They're Graduating from the
Class of Musicals to the Class of the Year's Dramas!

Capitol Detroit
 Majestic Dallas
 Majestic San Antonio
 Main Street Kansas City
 Midwest Oklahoma City
 Broadway Portland
 Stanley Philadelphia
 Earle Washington
 Warner Milwaukee
 Palace So. Norwalk
 Kimo Albuquerque
 Capitol Ottumwa
 Retlaw Fond Du Lac

Mary Anderson Louisville
 Majestic Houston
 Hollywood Fort Worth
 Orpheum New Orleans
 Brandeis Omaha
 Strand New York
 Stanley Pittsburgh
 Warner Memphis
 State Waterbury
 Carolina Durham
 Curran Boulder
 Mission San Diego
 Appleton Appleton



WASHINGTON CALLING! . . .

"Earle Theatre speaking . . . We've just opened 'British Agent' to stand out business in pouring rain, topping season's strongest opposition!"

Inside Stuff—Pictures

Other subjects: Wyoming dinosaurs; Indian ceremony; Austrian kids; Boulder Dam; Toronto swim; hunting traps; football; fat women and slouchy men. *Walt.*

*A revel of gorgeousness TO MAKE
THE EYES DANCE... THE HEART SING—your profits soar!*

FOX lavished a fortune to make "Caravan"...to make a fortune for you. Mammoth settings of astounding beauty...peopled with a colorful multitude of 3,000...led by a throng of outstanding names. Swirling masses of happy crowds...wooing to melody...rejoicing to rhythm. *Not in all your life have you seen such splendor spread across the screen!...or heard such melody thrilling an audience!*

AN ERIK CHARELL
PRODUCTION

CARAVAN

**CHARLES BOYER
LORETTA YOUNG
JEAN PARKER
PHILLIPS HOLMES
LOUISE FAZENDA
EUGENE PALLETTE
C. AUBREY SMITH
CHARLEY GRAPEWIN
NOAH BEERY**

Executive Producer, Robert T. Kane.
Directed by Erik Charell. Screen Play and
Dialogue, Samson Raphaelson. Continuity
by Robert Liebmann. From a story by Melchior
Lengyel. Music by Werner Richard Heymann.
Lyrics by Gus Kahn.



EXPLORATION

By Epes W. Sargent

Two Circus Fronts

Lancaster, Pa.

When a movie uses a store for exploitation purposes nobody gets excited but the store. But when a store uses a movie for exploitation—that's news. That's what happened when the Hamilton Theatre (Warner Bros.) booked in Circus Clown on second run.

Thatcher, manager, did some circus work on his front—but nothing compared to Donevan's Department Store. A big canvas canopy was stretched across the entire front of the store with the slogan "Donevan's Circus of Bargains." Every display window in the store was filled with big circus lithos and clown ideas carried out in merchandising cards.

Donevan, anticipating return trip for the picture when Ringling Bros.-Barnum & Bailey showed here, carried out a crop of 24 sheets of paper. He passed up big ballyhoo on first run and waited for comparative quiet of the second. When picture blew in he star on 24 sheets of paper. He pasted the figures all over the place. Princess Louckneck was advertising yard goods; the zebras plucked stripes for fall; the elephants put in the circus; and the circus clown gave the toy department a lift. Store had more atmosphere than theatre front, but Manager Thatcher only grinned. They just couldn't use the circus anyway without plugging the picture.

Heavy on 'Rain'

Omaha.

Romance in the Rain lends itself easily to exploitation. Art Abelson of the World Theatre, some extent to work out a paying campaign.

The basis for his campaign was a street display of Roger Pryor and Heather Angel embracing in the rain, or such a picture. The display. Actually, the two life-sized cut-out figures of the stars were set up behind a spray of water. The water was made possible by four feet of punctured pipe for set up over an ordinary small galvanized live stock drinking tank with a circulating attachment which kept the water pouring down constantly. Abelson was confident going to display it in the lobby, but he said so many people had remarked about a previous display being faked that he set this one on a street where a passer-by could put his hand in the water. And just lots of them did, and found the water was McCoy.

Along with this Abelson had eight couples to pose in a street ballyhoo-gag. Each couple was outfitted in raincoat, rainhat and a brightly colored umbrella, each with a large lettered caption to see "Romance in the Rain" from the World Theatre. The couples traversed the downtown area day of opening and over the week-end and also broke a picture in the lobby. In all the campaign lifted just another program out of its class.

Opening Up Brooklyn

Doc, Joe Lee, pulmonologist the Brooklyn Paramount opening, used everything but a submarine for 'Cleopatra,' the initial shot. He explained he omitted the picture because there were no whales in the picture.

He did use three autographs over downtown Brooklyn and the beaches for three days, with most of the town at one or another of the events. He covered the residential sections with five chariots with costumed drivers and all local radio stations came in to announce the reopening and the attraction.

He got a slow start in the 'Ladies Half Mile,' the shopping center and 10 billposters looked after the paper display. There was a truck to make films of the opening crowds, the front was strung with flags and spotlights were in use two days. All backing up the local's usual newspaper campaign. With the town dead Sunday and Labor Day, he still managed to get enough customers to warrant a second week on their say-so.

Putting Vaude Over

St. Paul.

This town is just recovering from one of the most energetic theatrical campaigns ever put on here to install vaudeville for the first time, after two years of being without.

Lon Golden, RKO Orpheum manager, plastered the town first with 300 three-sheet announcements the new policy and stressing sensible prices; the top for five acts of vaude, plus one grand prize. Then tied up every cab in St. Paul—some 200—with bumper strips heralding the new deal in entertainment. Harvey K. Hurrell, his manager, Friday, plastered bumper posts throughout the city with streamers, which brought down the line of the safety campaign, but with the St. Paul Association in full cooperation

with the house, result was simply additional publicity.

Local department stores joined heartily in the campaign by assigning their switchboard girls to phone every name in no directory, each starting to handle busts in the alphabet, the operator chirping: Good morning; this is Blank's Dept. store announcing the return of vaudeville to the Orpheum. Stores also put in their own window displays to tie in with the coming return of flesh.

With Seventh street festooned for a solid block and a banner stretched across the street to almost obscure the opprobrious Paramount, the dressing up process left little to be desired.

Besides radio plugs over KSTP, Golden fished a honey in borrowing Cliff Rockwood, studio director at WTCN, to handle busts in the alphabet. Station, newspaper-owned, kicked in with spot announcements and a goodly share of printed line-age besides.

Tailed Two 'Casts'

Baltimore.

With Columbia's 'Night of Love' pencilled into the Hipp next week, Ted Routson took advantage of the fact that Grace Moore appeared on two chain broadcasts last Thursday and bought spot announcements of the local stations that were spliced off at conclusion of each cast. She was the guest on Melchior-Hour, and the star on the Jordan 'Forty-five Minutes From Hollywood' airing, during which time the synopsis of 'Night of Love' was recited off.

Routson also called a local newspaper's ethered day before the broadcast and advised him of the unusual of a warbler appearing on two major casts on one evening; suggested it would make a couple of good paragraphs in his column. Newspaper man agreed and gave it top space in his Thursday. With a cut and admonition that Miss Moore's pic was coming up at the Hipp.

Played Up Orch

Davenport, Ia.

The Orpheum clicked on the opening of the first feature to the extent of nearly a full page ad in which the theatre took credit for officially opening the fall hat season, seven firms kicking in the column. Newspaper man agreed and gave it top space in his Thursday. With a cut and admonition that Miss Moore's pic was coming up at the Hipp.

In addition to five vaude numbers and on the screen presentation, the Orpheum announced that it was co-operating with the merchants by presenting a 'Fall Hat Overture' with Roy Kautz and his orchestra, referring to the actual cut likenesses of the ork members an ear of the ad advised readers to meet the leader and his boys on the page. The top line of the ad, the ad 4 inches deep, was used to prominently blurb the theatre and the program. The hat ads followed for the remainder of the page, name of Orpheum being featured in all the ads.

Sells by Sample

Lincoln.

Confronted by an almost impossible task of selling a starless picture to a star-conscious clientele here, Lincoln Theatre Corp. officials worked up a line selling medium for the new 'Crime Without Passion.' Pic was sent to town as a surprise package for the studio and persons attending the last night show of 'Man with Two Faces.' The latter pic was drawing none to hot, but the dual bill prospects at this age got the natives in for a very representative audience.

Pic being of the type that takes care of the entertainment once it gets people to view it was a satisfier and sent a theatre full of word-of-mouth salesmen and women into the street to help the film along for Theatre has found this to be an excellent practice and tries it about once a month.

Hooked to Halftones

New Haven.

Billy Elder and Jack Brassill of Polli's ad firm had one up on the 'Chain' in a tieup with local photo-engraver. Adv. used included a picture of Joan Crawford as an attention-getting lead. Copy was almost all in half-page ads. 'Are you chained to the old method of advertising?' Now, more than ever before, you must make your advertising interesting to catch the public eye. Tell your story with actual photographs.

Merchants Babies

Montgomery, Ala.

Gene Parrish, manager of the Empire theatre, put over a nice box office attraction recently when he staged a baby beauty contest. This show was sponsored by the Montgomery merchants, along with the Montgomery Journal. The merchants entered the various children, and valuable awards were given the three winners. The newspaper gave considerable space to the entertainment.

Show, a sell out and standing room was denied. First time The Empire has been sold out since its opening of a year ago.

Does Stunts

Duluth, Minn.

Roy Prytz, manager of the Granada theatre, is making A Century of Progress and 'Believe It Or Not' Ripley look to their laurels. After seeing Hans Barthelme's 'Human Slate,' at the World's Fair do her stuff, he is entertaining lobby visitors with a remarkable type of skin writing on the arm which remains visible for half an hour. Then he gets newspaper headlines by displaying a potato with a hazel nut growing inside and an ear of corn bearing other plants. As a climax, he says, his little girl, Donna Jean, rocks herself to sleep every night. The writing is done with a metal stylus which becomes red when rubbed. Some use a wood point dipped in urine.

Senior Raffles

Mexico City.

Mystery man, using popular brand of perfume, smoking noted cigarettes, circulating around main streets, and advising of venerable Raffles stunt, got 'em in for Mexican-made talker, 'Queen Mato A Bva?' ('Who Killed Eva?') mystery to music at the Cine Regis here.

BEHIND the KEYS

New York.

Rapt & Ruden who operate a number of houses in New Jersey have taken over the Bunny theatre on upper Broadway, and renamed it the Dorset. House has been completely renovated.

Montgomery, Ala.

Richard M. Kennedy, manager for the Wilby theatres in the South, today announced the following changes:

William Wolfson succeeds Lloyd Towns as mgr. of Paramount, and will also serve as city manager. Towns goes to Academy at Selma, Ala., as manager; Tommie McConnell leaves Strand at Bham to manage Ritz, while Nelson Hampton becomes manager of Rialto Amusement, Inc. R. Stonebrook leaves Ritz for Paramount in Bristol, Va., and Sam Suggs leaves this theatre to serve as manager of Alabama in Birmingham. Wolfson has been connected with Public and R. K. O. houses in the South for many years.

Urbana, Ill.

Alger Bros. have remodeled Princess theatre. Additional 150 seats up house to a 700-seater.

Montgomery, Ala.

Georgeette Johnson leaves to enter Albertina Rash-Wayburn Studios in New York City. At one time on regular entertainment staff at Strand here.

George Raney joins Paramount staff here.

Everett, Mass.

Rialto, recently acquired by Morse & Rothenburg circuit, and dark for several months will reopen this month.

Canton, O.

Dick Crusiger, former manager of Warner Bros. Alhambra here, has been assigned to the Kenton theatre, Kenton, which recently reopened after being dark all summer.

Johnny Manuel, long with Warner Bros., has been made manager of the Plaza theatre in Sandusky, a Warner house.

Modernized, redecorated and re-seated Shea's Bradford theatre has been opened at Bradford, Pa.

Birmingham.

The Galax was reopened last week after being dark for two or three weeks for repairs.

Cash prize for customer who identified in public place m.m. who was advertised in newspapers as Eva's slayer.

This pic has English version, produced by same cast as the Spanish, which was displayed to Anglo-American colony at gala performance. Native producers have started making English versions. Formerly, pic were in Spanish with English titles.

Got Wise

Small theatre man was approached with a request for a stunt to work at a coming fair. Each fall he is the recipient of the same request and he feels that he cannot very well get out of it. Only thing to be done is to get the most for his co-operation.

This year he is going to arrange a shooting gallery. Board carries eight circular openings to match an eight-letter title of a coming play. Each hole is stopped with a compo board disc lettered with one component of the title. Pivoted so it will swing freely. Back is painted black with a small white bull's eye.

Gag is to shoot these bull's eyes, causing the discs to turn and display the lettered title, which is repeated just by. Last year he found the bull's eye will cause the disc to make the half revolution, but it needs to be planted pretty close to the target to move.

Alf rified will be used, with 10 shots for a dime. Figured to be a game of skill and not a lottery.

Tickets for prizes and manager will send his own man around to the theatre to find out who found that a couple of girls who had the stunt he rigged for them were entirely too free in awarding prizes to their friends, and those attending. Nothing he could do about it, but he isn't going to be the chump this time.

Utica, N. Y.

Reopening of Majestic scheduled under management of Morris Shulman with five acts of vaudeville and pictures. Shulman's list of theatres includes the Olympic and Onedia, Utica, and the Strand, Canajoharie.

Lawrence J. Parn named manager of the Highland, nabe; succeeds Joseph Enfield.

Major Louis Lazar, zone manager, has taken up the manager staff of the Warner theatres. Shifts include: Robert Rosenthal, Strand, Albany; Ritz, Albany; Byron Farley, Ritz, Albany; to Lincoln, Troy; Angelo Adams, manager of the American, Troy, to the Lincoln; Harold Sprat promoted from chief usher to assistant manager of the Troy; Frank Farley, resigned, succeeded by Sam Schuler from the Troy, as manager of the American; Andy Roy comes from the Paramount, Syracuse, to be manager of the Strand, and Clarence Pines succeeds as manager of the Avon, Utica.

Albany.

Albany Variety Club entertained 50 exhibitors Friday (7) at a golf tournament and later at a luncheon and entertainment in the club's headquarters. Arrangements made by Nat Sauer, Charles A. Smakwitz, Moe Grassgreen, and Ralph Pielow.

Lawrence J. Parn named manager of the Highland, nabe films, at Utica.

Seattle.

Sam Sax and Clara Cohen taken up long-term lease for old Panthea theatre, now the Rex, operating as 10-15 rink. Expanding several grand doing up seats and house. Pantheas also doing up the entire building.

Fort Wayne.

Riley opens fall and winter season with four days of tab presentations.

Palace reopening shortly, and understood vaudeville is being considered as house policy.

Lancaster, Pa.

Elwood Batron has been named assistant manager of the Capitol theatre (Warner Bros.) as of September 1.

Winthrop.

Famous Players announced block of changes and promotions, at start of fall show season; Walter F. Davis.

Preview for Mayor

Pittsburgh.

With everything to gain and nothing to lose, George Tyson, of Alvin, took a chance on showing a Harold Lloyd picture, 'Cat's Paw,' to Mayor McNair, Pittsburgh's Page One city executive, at a private preview couple of weeks prior to opening. Figured it might be risky business inasmuch as adventures Lloyd goes through in winning the election are said to parallel McNair's race for office.

In it Lloyd doesn't have a chance to win. Neither, everybody said, did McNair. No one is more surprised than Lloyd when the returns come in. McNair, however, was more surprised than McNair. Screw things Mayor Lloyd does in 'Cat's Paw' aren't anything to some of the stunts McNair has pulled since he took office almost a year ago.

But everything turned out all right. The Mayor brought along Mrs. McNair and their two children. All of them cheered throughout, the city official heartily endorsing the film after the finish.

All the local papers carried the story, playing up McNair's closing remark that Lloyd's idea in ridding the city of crooks in 'Cat's Paw' wasn't a bad idea and that he would do his best to make McNair's consideration himself.

Election Gag

Baltimore.

With state elections nearing, Ted Routson, of the Hipp, is priming an exploitation idea that, while it is utilizing an age-old method of distribution, nevertheless achieves a vaster effectiveness through the manner in which it is carried out.

Routson, on election day, will have Rastaus plugging his pic corner handed out in front of the polls. There's a local law prohibiting electioneering of any sort within 50 ft. of the buildings housing the voting booths, with placards strung to lamposts advising this regulation. Naturally, anyone entering a voting place will, upon being handed a sheet of paper, find a piece of political propaganda and, knowing the rules regarding electioneering, be taken rather by surprise and, in a pretty thoroughly before stepping inside to cast the vote. As long as the heralds are totally free from political meaning, it is permissible to pass 'em out. And, under the sheet, none here, and they are catching the public unaware and in an extremely impressionable state of mind.

Extra's P.A.

Seattle.

Personals by stars have been run of mine stuff for six hours. Last week Liberty (J-V-F) put on a new angle, using an extra gal to do personals. She was Dorothy Rozelle, petite blonde, who lived at Duane, near here, and has been doing right well the past 3 years at Hollywood.

Liberal space in the papers got many gals, especially, who are interested in moving into the picture business, and then have talk with Miss Dorothy on the mezzanine floor. She gave modest and interesting talk about requirements, and some advice on how to get into the business. Told some nice things about some of the stars. Made interesting bit.

Shirley's New Title

New Haven.

Lew Schaefer took advantage of local schools opening to get some free space for 'Now and Forever,' through a tieup with clothing store on the Shirley Temple angle.

Store specialized in child clothing and ran a photo of Shirley together with copy about moving into the picture business. Also ran a picture of Shirley with kid star, at their shop. Photo captioned 'I'm the best dressed woman in Hollywood,' and plugged the idea of having your child well dressed for the return to school. Tieup also included a lobby display of kid dresses.

Trick Effects

In his monthly steamer-upper to Warner Bros. from Memphis zone, Howard Waugh goes back to print, after one mimeographed issue. It is worth the printing cost in the additional respect it gives. It is a page of the first page, and the tab lines of the other pages, but the text is in a clean-cut typewriter reproduction that is as easy to read as printing. We take it that the tab have pages to be printed in quantity and then further imprinted as needed, a long run providing at one press run sufficient sheets for a number of issues.

From page 10, all the press work and here Waugh uses what seems to be a brand new idea. Covers a portrait of one of the executives in halftone. Whites of

(Continued on page 11)

(Continued on page 12)

'THE RICHEST GIRL IN THE WORLD' • • •



WILL MAKE YOU
**THE HAPPIEST
MAN IN TOWN**

Just a tip! . . .

one of those rare, very rare, pictures that come along once in a while and before you know it have set your whole town ga-ga. Swell romance, nonchalant humor, sparkling wit, dressed like a million dollars and sheer delight from first footto fadeout!

S T A R R I N G
MIRIAM HOPKINS
WITH JOEL MCCREA • FAY WRAY
HENRY STEPHENSON
REGINALD DENNY
DIRECTED BY WILLIAM A. SEITER
PANDRO S. BERMAN
P R O D U C T I O N
**R K O R A D I O
P I C T U R E**

Commerce Dept. '31 Report

Production Costs Off 16% That Year—140 Studios in U. S.

Washington, Sept. 10. Final report on 1931 census of manufactures in the picture industry issued by Commerce Department. Copies available from Superintendent of Documents for 5c.

Revised statistics show production in 1931 engaged 140 studios, of which 71 were located in California, employed an average of 14,339 workers, who received \$70,637,031 in wages and \$12,015,722 under contract. Studio supplies, fuel and power involved expenditure of \$32,222,404, and total cost of films was estimated at \$154,435,688.

While number of studios, employees and compensation dropped from 1929 to 1931, report shows salaries paid employees under contract rose \$700,000 and was within \$3,500,000 of 1927 peak of \$15,746,548. Cost of supplies dropped \$6,200,000, and total cost of production was down nearly \$30,000,000, a decline of 16.1% in the latter figure.

Compared with California's 71 studios, Illinois had seven, New York 26, Ohio and Pennsylvania 24, and other states 21. California plants engaged 11,182 employees, as compared with 2,591 in New York.

Breaking down production cost Census Bureau reported negative films represented \$108,559,375. Studios turned out 24,000 theatrical films at cost of \$100,064,523; newsreels costing \$3,422,129; advertising films costing \$4,563,817, and educational films costing \$409,497.

PHILA'S THEATRE-BLDG. WAVE, BUT ALL SMALL

Philadelphia, Sept. 10. There is another mild wave of picture-house building here in Philly, but it differs a great deal from those of the past. No more big houses are being built or contemplated; 2,000-3,000 seats are conspicuous by their absence.

Yorktown, opened by the Stanley-Warner people on Labor Day, has between 500 and 600 seats.

The Grange, also Stanley-Warner, which opens on Thanksgiving, will have only 500. It is located at Broad and Olney, and across the street, Charles Seligson is building the Bromley, which is to be a five-story building and will have just over 1,000 seats. Opening planned for around the first of the year.

Frolic, now open, at 52d and Wyalusing, in West Philadelphia, has 600 seats, and the Trans-Lux, which, it was announced last week, will be built on Chestnut street between 15th and 16th, will have less than 500.

Contracts

Hollywood, Sept. 10.

Alan Hale signed contract with Radio, deal starting when he finishes part in "The Little Minister." Fox took up option on Frank Mitchell and Jack Durand, deal calling for three pks.

Columbia picked up options on Walter Connolly, Sheila Manners and Arthur Rankin.

Lee Tracy optioned for another Paramount, third on a five-picture pact.

Franklin Hansen, head of Paramount sound dept., given year pact. Harry Fox given writing-acting pact at Fox.

Paramount dealt year pacts to Humphrey Pieron and William R. Lippman.

Metro has ticketed Ruth Gordon. Charles Brackett garnered a one-year writing pact at Paramount.

Film Reviews

Romance in the Rain

(Continued from page 11)

timid magazine publisher, and toward the end literally drags him off the altar for double romantic impact.

Pryor makes a good smart-alecky press agent type, so bent on stunts and ideas he's out to see the love-light in Cinderella's eyes until it's almost too late, when he capitulates. In background, "Romance" sometimes reminds distantly of "Bombshell," in which Lee Tracy was press agenting an actress wildly.

About middle the picture threatens a big production number, but it isn't so big, though okay. This is built around the Cindy contest, held at a ballroom. A brief comedy bit is here contributed by Christian Rub, an unusual laugh type doing dialect. He rates champion.

Char.

THEIR BIG MOMENT

Radio production and release. Stars Zasu Pitts and Slim Summerville. Features Ray Johnson, William Gaxton, Bruce Cabot, Ralph Morgan, Julie Haydon. Directed by James Cruze. Story by Walter Blackett; adaptation, Arthur Caesar and John M. Lee. Music by Ben Dietrich. Photography, Harold Ventrom. At Mayfair, N. Y., week Sept. 5. Running time, 65 minutes.

Comedy twin of Zasu Pitts and Slim Summerville, with a stronger support cast than usual in a murder mystery. They accidentally solve it with the aid of Bill Gaxton, who heads their mindreading act. The laughs are never heavy but they're abundant. Plus the suspense of the mystery narrative picture should have fairly good audience strength.

This is Bill Gaxton's first important screen try, and he meets the demands well. Photographing satisfactorily. Summerville handles himself admirably. Gaxton is from musical comedy, where he is a recognized name. He has made one or more shorts for Warners.

Gaxton here plays the Great La Salle, a magician touring in vaude. Miss Pitts and Summerville are his helpers. When his medium (Tamara Madlane) reads the future of his life, he is pressed into service on an important date. Gaxton's act has been hired to do a fake séance for a society couple under whose roof is the height of murder and intrigue.

Seems that a phony doctor has gained dominance over the widow of the man who supposedly met his death in an airplane accident, and is faking messages to her from her dead husband. Married sister of the girl, and an attorney friend seek out the Great La Salle to break the dominance. Miss Pitts is in the spot of trying to carry through as a medium. She goes into a trance and charges the husband didn't die accidentally, that the phony doctor was after the widow's dough, etc.

Means by which Gaxton and his two helpers ferret out evidence substantiating the murder theory are both novel and interesting. Miss Pitts is particularly funny in the scene sequence while Summerville, as the nervously inclined assistant, carves out a good comedy score for himself.

Julie Haydon does well as the widow and Ralph Morgan is the doctor. Bruce Cabot, Hunter Gordon and Ray Johnson all okay.

Char.

TAKE THE STAND

M. H. Hoffman production and Liberty release. Features Frank LeRue, Thelma Todd, Gail Patrick, Russell Hopton. Directed by Phil Hogen. Story adapted from Earl Derr Biggers' "Jesse of Hearty." Albert DeMond, screen play, continuity and dialogue, camera, Harry Newman and Tom Galligan. Cast: Heron Churchill, Vince Barnett, Leslie Fenton, Sheila Terry, Paul Hurst, Dewitt Jennings, Bradley Page, Oscar Apfel, Jason Robards, Richard L. Hayes, Arnold Koestler, Kane, Lew Kelly, Al Hill. At Ziegfeld, N. Y., on a double bill, Sept. 6. Running time, 74 mins.

Announced as adapted from an Earl Derr Biggers' novel, "Take the Stand," is more Hollywood than Biggers. Studio still believes that newspaper columnists are now taken seriously. Some holds true in the sticks, which is where this picture will make its coin, if any. Combination of columnist, detective and broadcasting makes a dated theme for the centers.

Apart from the trite story this is a good production. It's well acted, has good direction and is nicely photographed. Looks more

Fed. Mediator Not Needed In Cincy Ops. Settlement

Cincinnati, Sept. 10.

A two-year agreement between movie exhibitors and union operators calls for the same \$45 to \$62.50 scale as last year for the first half and a weekly boost of \$2.50 for the second year. New contracts from Sept. 7, although settlement was not reached until last week.

A Federal mediator came on from Washington when exhibitors balked at tilt for both years, but he was not called upon for any coin tossing.

Agreement involves 45 houses. About 25 other exhibits employ members of rival local booth men's org., International Projectionists of America, who pull down about the same salary, yet pay no dues. Later spots are being bannered by the A. F. of M. affiliates.

Rochester Power Break Didn't Shutter Cinemas

Rochester, N. Y., Sept. 10.

Breaking of a main electric line which threw the entire city into darkness at 9:30 p. m. Thursday (9) for 12 minutes, forced theatre managers to use their emergency resourcefulness. Flickering for several seconds signaled the complete shutoff of power and gave time for managers to make their way to stages and reassure audiences.

Reserve battery apparatus was connected, and projection machines and the shows went on in several cases with no more than a 2-minute break. In every instance audiences remained calm and took the interruption as a joke.

Restaurants brought out candles so that patrons could eat in semi-darkness. Radio stations WHAM and WHYC were silenced and forced to await return of power.

F.P. Canadian Starts Own Theatre Promotion Dept.

Famous Players Canadian is establishing a theatre promotion department for the purpose of contacting all national advertisers above the border for co-operative tieups in their own picture circuit plays. While this is old stuff in the States, in Canada co-operative tieups have not been engineered to any extent.

Gene Curtis, formerly with Publix, has been engaged by J. J. Fitzgibbon to head the new department and is in New York now contacting all the major distributors with a view to enlisting support. F. P. C. is asking that Canada be informed of and given all available material and aid on tieups which have been successful in the U. S. and may be applied with practical results north of the border. There are many American manufacturers which have Canadian factory and distributing branches.

Curtis will make headquarters in Toronto, with his department expected to start functioning sometime this week or next. Formerly with Publix in the Boston territory, Curtis more lately has been in charge of the Capitol, Montreal, for F.P.C. He is succeeded in that post by Harry Dahn, who has been district manager for the circuit at Winnipeg.

like a major than an indie, except for the story, and the acting average will top many more important productions.

Story follows the usual pattern of building up a crew of suspects, all of whom threaten injury to a columnist. At about the middle all of the suspects gather in the scribbler's office imploring the secretary to intervene for them. The broadcast starts and the columnist, locked in his broadcast room, is heard to cry "Don't shoot!" Then a shot and silence. After which a rather convincing detective discovers that he has been stabbed with an icicle (it was an ice bullet last time). It all holds interest fairly well in spite of an unskilled script buildup.

The detective, Russell Hopton, does most of the work and so gets most of the credit. Jack LaRue tries hard to make the columnist human, but he is snowed under, and Thelma Todd, in spite of the fact she is the secretary, takes second place to Gail Patrick, whose part is nothing to brag about. Her scribbler is repulsive and the last half drags with a courtroom scene. Other parts are in capable hands, but the columnists, as a thriller, and the old gray mare he used to be for picture purposes.

Some 1,400 Theatres, All Types, In 16 States, Mostly of Lesser Pop., Grossed \$30,000,000 in '33

Washington, Sept. 10.

BILLROY'S COMEDIANS INVADE MIDDLE WEST

Massillon, O., Sept. 10. Breaking in much new territory in western Pennsylvania and eastern Ohio, Billroy Comedians show, out 22 weeks, opened March 30, in Cordele, Ga., and at the end of last week had traveled 2295 miles. For the next two weeks the show will be in the Buckeye state after having moved almost 150 miles to this stand from Union City, Penn.

Top is a 70x160, with five center poles. Accommodates 1,200 on the reserved and several hundred on the blues, which flank both sides and the end. Stage is 60x10 overall with elevated platform at left for the band. Outfit is completely motorized, moving on seven semi-trailer trucks, with some 20 privately owned passengers. There is a dining tent, where workmen only are fed. Actors and executives eat at restaurants and sleep in hotels. Most of the 85 minutes devoted to the main performance is given over to a farce-comedy, in which Bonnie Mack is the featured comedienne. The three acts are interspersed with dozen bits of vaudeville and chorus numbers.

Cal West, minstrel, many years with Al G. Fields and co-starred several seasons with Bert Swor in vaudeville, heads the concert. Most of the cast serve as a build-up for West. The show, now in its eleventh season, has the following personnel: Billy Wehle, owner and general manager; Carl Brown, asst. mgr.; Alex Herron, press back with the show; "Brownie" Ross, in charge of the advance with five billposters; Jack Hutchinson, 21-hour man, with two herald men; Daisy Murphy, cashier; Eddie Mellon, boss canvasser; Tom Hutchinson, head electrician, James Collins, props; Tom Hutchinson, Jr., stage carpenter; Bob Fisher, musical director; Betty Hutchinson, wardrobe; Jimmy Stone, producer and m.c.; Marian Roberts, leads and chorus producer; Cal West, feature concert; Bonnie Mack, character and comedy, main show.

Fisher does magic and leads band in half-hour concert before curtain time.

Trans Lux Expanding, Adds B'klyn and Philly

Trans Lux is expanding and will open two houses in Brooklyn next month and a third in Philadelphia around Nov. 1.

Brooklyn duo will day and date its openings, around Oct. 15.

Other nearby keys may be invaded, notably under consideration being Newark.

STORY BUYS

Hollywood, Sept. 10.

Louis Parker's "Joseph and His Brethren" has been optioned by Paramount as a probable for C. E. De Mille's direction.

"Such a Lovely Couple," by Sophie Kerr, has been taken by Paramount as co-starring for Charles Ruggles.

Warner has bought "Not On Your Life," an orig by Isabel Dawn and Boyce De Gaw.



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CALIFORNIA OF CURRENT RELEASES

Harold Auten Office: 1940 Broadway, New York 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. 93 mins. Rel. Feb. 1. Rev. Feb. 6.
Poll de Carotte (titled Head) (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 96 mins. Rel. Sept. 1. Rev. Dec. 20.

Chesterfield Office: 1940 Broadway, New York N. Y. C.
City Park—3 Men and a Girl. Sally Blane, Henry B. Walthall, Dir. Richard Thorpe. 75 mins. Rel. May 1. Rev. Aug. 7.
In Love with Life. Lila Lee, Onslow Stevens, Dickie Moore. Dir. Frank Strayer. 68 mins. Rel. April 18. Rev. May 29.
Green Eyes. Mystery. Charles Starrett, Shirley Grey, Wm. Bakewell. 72 mins. June 15.
Fifteen Wives. Comedy. Conny Tuerle, Noel Francis, Natalie Moorhead, Raymond Hutton. Dir. Frank Strayer. 70 mins. Rel. May 15.
Fugitive Road. An Australian-Italian border story. Eric von Stroheim, Wera Engels, Leslie Fenton. Dir. Frank Strayer. Rel. July 1.
Twin Husbands. "Cheating Cheaters" type of story. John Miljan, Shirley Grey. Dir. Frank Strayer. 68 mins. Rel. July. Rev. July 7.

Columbia Office: 729 Seventh Ave., New York N. Y. C.
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.
Blind Date. Working girl marries the millionaire. Ann Sothern, Neil Hamilton. Dir. Roy W. Neill. 81 mins. Rel. July 29. Rev. Sept. 3.
Crimie of Helen Stanley. The murder mystery in a picture studio. Ralph Bellamy, Shirley Gray, Gal Patrick. Dir. D. Ross Lederman. 65 mins. Rel. April 29. Rev. Aug. 2.
Defence Raste. Story of a lawyer who defended gangsters. Jack Holt, Jean Arthur. Dir. Lambert Hillyer. 70 mins. Rel. July 15. Rev. Aug. 21.
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 defeats his gang rival. Tim McCoy. Dir. D. Ross Lederman. 65 mins. Rel. May 19. Rev. July 21.
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.
Lady Is Willing. Investment victim kidnaps banker's wife. She falls in love with her captor. Leslie Howard, Hinnie Barnes. Dir. Gilbert Miller. 65 mins. Rel. May 15. Rev. May 29.
Line Up. The police story. Marlon Nixon, Wm. Gargan. Dir. Howard Higgin. 64 mins. Rel. March 21. Rev. May 29.
Man's Game. A Tim McCoy as a freeman. Dir. D. Ross Lederman. Rel. June 16.
Man Trapper. Western story. Buck Jones. Dir. Lambert Hillyer. 68 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. 70 mins. Rel. May 29.
No Greater Glory. Ferenc Molnar's "Paul Street Boys" with a mostly juvenile cast. Geo. Breakston, Jimmy Butler, Ralph Morgan, Lola Wilson. Dir. Frank Borzage. 75 mins. Rel. April 29. Rev. May 8.
Party's Over. Thelma Blakely ends the party when he realizes his efforts to support his parents and sisters is robbing him of his own happiness. Stuart Erwin. Ann Sothern, Arline Dodge. Dir. Walter Lang. Rel. May 15.
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.
Twentieth Century. From the stage hit. Temperamental theatrical manager and temperamental rapid film director. Charles Farrell, Angelle 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. 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 19. Rev. May 8.
Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Robert Young, Doris Kounyon. Dir. Walter Lang. 70 mins. Rel. June 25. Rev. July 2.

DuWorld Office: 729 Seventh Ave., New York N. Y. C.
Beast of Borneo. Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 15.
Blue Light. (Austrian and Italian). Mountain romance among Italian Dolomites. Directed and starring Lili Bienenstahl. Rel. not set.
Bride of Samoa. South Sea featurette. Dir. Phil Brown. 30 mins. Rel. March 1.
Dawn to Dawn. Artistic rural life. Judy Hayden. Dir. Cameron McPherson. 35 mins. Rel. Jan. 1. Rev. Jan. 2.
Girl in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Sept. 1.
Hollywood City of Dreams (Sp). Jose Bohr. Spaniard's impression of Hollywood. 10 mins. Rel. March 20.
Romance in Budapest (Hung). Francisca Gaal. Musical. 70 mins. Rel. April 15. Rev. May 15.
Sword of the Arab. Adventures of American cowboys in Arabia. George Thrall, Duncan Renaldo. Dir. Alfred Smalley. 30 mins. Rel. Sept. 1.
Tell Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 69 mins. Rel. June 15. Rev. June 12.

First Division Office: R.K.O. Bldg., New York N. Y. C.
Releases Also Allied, Chesterfield and Monogram
Beggars in Ermine. Lionel Atwill, 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. Nigh. 70 mins. Rel. May 1. Rev. July 10.
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. 75 mins. Rel. May 15. Rev. Aug. 7.
Fifteen Wives. Three of a man's fifteen wives, are suspected of his murder. Conny Tuerle, Raymyn A. Hutton, Natalie Moorhead, Noel Francis. Dir. Frank Strayer. 70 mins. Rel. July 1.
Forgotten Men. Collection of uncensored war film, taken from government archives of 14-warring 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.
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.
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 Wells. Dir. Joseph Santley. Rel. May 21.
Man from Utah. John Wayne western. 62 mins. Rel. July 1.
Manhattan Love Song. Two orphaned Park Avenue society big sisters, forced to go to work, change places with their servants who go society. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 30. Rev. Sept. 3.
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.
Stolen Sweets. High pressure insurance salesman falls for heiress and wins her in detour from the chair route. Charles Starrett, Sally Blane, Johnny Harron, Jameson Thomas. Dir. Richard Thorpe. 73 mins. Rel. May 1.
Twin Husbands. Crook comedy drama. John Miljan, Shirley Grey, Monroe Crosby. Dir. Frank Strayer. 68 mins. Rel. May 25. Rev. May 29.
Woman's Man Hollywood inside story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Luddy. 65 mins.

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given when release dates are definitely set. Titles are retained for six months. Managers who receive service subsequent to that period should preserve a copy of the calendar for reference.

The running time as given here is presumably that of the projection room showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in 'Variety' carry the actual time clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, 'Variety' will appreciate the co-operation of all managers who may note discrepancies.

Newsreels

(Continued from page 3)
 sound trucks. With these and a hook-up with Gaumont British it will get under way to world coverage.

Fox Movietone's Spot
 Fox, however, will carry the heaviest burden of all reels at the start of the beiligerent season. With Hearst's financial support gone, Movietone will still have to maintain its elaborate coverage throughout the world, this time on its own. These costs are heavier still with the new Fox policy and Laurence Stallings and Lowell Thomas on the name payroll.

Foxes, however, are more enthusiastic for Movietone prospects than they were all during the Hearstian affinity. They boast of their outposts representing the only complete world coverage in the field. They see the return of a competition which will enable them to exercise initiative which, they now aver, was to a certain extent stifled during the double-reel days.

As one of the first bits of strategy Fox is making a bid for placement in such show windows as the Embassy, all-reel house in New York. That house now has Hearst's name in the marquee and is not showing Fox product. It is reported Fox is even willing to make a concession, this time, to get its trademark back in the Emb. Should the Emb. acquiesce, with some liberty of price is sufficiently low, it will be the only reel theatre in the country showing all of the reels.

News story costs already are high on the records of several reels. To what heights they will soar when the war starts can prease almost any disaster. The \$3,000 reported cost of Pathe's exclusive details of the quinquennial games beside some subjects, by other reels, of far less note. There are stories of the many in circulation among reel folk now that Paramount has paid as much as \$10,000 for a single subject.

Overhead of this kind can't be retrieved at the box office unless news rentals take a tremendous leap. With circumstances now so highly competitive high rentals also constitute somewhat of a hazard, until the reels making such demands of exhibitors can prove consistently the price is worth while to the public.

Par's Film

(Continued from page 5)
 actively important delay to the company's reorganization.

In one of these situations, one of the Paramount trustees is directly involved. That's the proposed reorganization scheme for the Paramount Broadway Corp., including the Par building and the Par theatre on Broadway. This particular piece of reorganization work was mostly steered by Charles E. Richardson, one of the three Par trustees.

Realty interests, outside of Par, are also involved. Peter Grimm is chief of the realty associates involved. It is felt that he may acquiesce to certain adjustments.

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

First National Office: 821 W. 44th St., New York N. Y. C.

Circus Clown. The roaring comedy under the big tent with a winsome romance wound into hilarious situations. Joe E. Brown, Rev. J. J. E. Brown, Gordon Westcott, Tom Dugan. Dir. Ray Enright. Rel. June 20. Rev. July 2.
Dragon Murder Case. Philo Vance detective yarn. Warren William, Margaret Lindsay. Dir. Bruce Mitchell. 65 mins. Rel. Aug. 25. Rev. Aug. 28.
Fashions of 1934. Story of a style stealer set against a lavish background. Wm. T. Davis, 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 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 Keighly. 65 mins. Rel. March 10. Rev. May 1.
Man with Two Faces. The. From the stage play, "Dark Tower". Edw. G. Robinson, Mary Astor. Dir. Archie Mayo. 75 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 Iworsk, Helen Lowell, Helen Handier. Dir. Alan Crosland. 59 mins. Rel. July 21. Rev. July 29.
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. 73 mins. Rel. April 7.
Return of the Terror. The. Mystery drama with plenty of heart interest. Mary Astor, Lyle Talbot, John Halliday, John 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 Hill. Aline MacMahon, Paul Kelly, Ann Dvorak, Patricia Ellis. Dir. Al Green. 65 mins. Rel. June 26. Rev. July 10.
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, Red Florio and Band. Dir. Ray Enright. 80 mins. Rel. May 24. Rev. May 29.
Very Honorable Guy. A. Comedy from the story by Damon Runyon about a guy who always keeps his promises. Joe E. Brown, Aline White, Robert Barrat, Alan Dinehart, Irene Franklin. Dir. Lloyd Bacon. 82 mins. Rel. May 26. Rev. May 29.

Fox Office: 444 West 66th St., New York N. Y. C.

All Men Are Enemies. Hugh Williams, Helen Twilwreets. Dir. Geo. Fitzmaurice. 79 mins. Rel. April 20. Rev. May 29.
Baby Take a Bow. The. Fox child star comes through again. Shirley Temple, Claire Trevor, James Dunn. Dir. Harry Lachman. Rel. June 22. Rev. July 2.
Call It Luck. Daughter of a London caddy wins the Sweepstakes. Pat Peterson, Herbert Mundin. Dir. Jas. Tinlin. 65 mins. Rel. June 1. Rev. July 17.
Caravan. Romantic story based on "Gypsy Melody". Chas. Boyer, Loretta Young, Jean Parker, Louise Fazenda. Dir. Erik Charell. Rel. Sept. 28.
Cat's Paw. The. Comedy done from a story by Clarence Budington Kelland. Harold Lloyd, Una Merkel. Dir. Sam Taylor. 101 mins. Rel. Aug. 17. Rev. Aug. 21.
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. Another detective yarn. Warner Oland, Drue Lee, Con. Mona Barile. Dir. Eugene Forde. Rel. Sept. 14.
Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, Drue Lee. Dir. Geo. Hadden. Rel. June 29.
Constant Nymph. British Gaumont. British-made version of a frustrated love. Rel. March 25. Rev. April 10.
Grand Canary. Warner Baxter, Madge Evans. Dir. Irving Cummings. 73 mins. Rel. July 13. Rev. July 24.
Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. Aug. 17. Rev. Aug. 21.
Heart Song. British made with Lillian Harvey and Budie Christians in the cast. Erich Pommer production. Dir. Frederich Hollaender. 81 mins. Rel. April 27.
I Believed You. Original story. Rosemary Ames, Victor Jory, John Boles. Dir. Irving Cummings. 63 mins. Rel. Feb. 23. Rev. April 11.
Judge Priest. Based on the Irvin Cobb stories of down south. H. R. Walthall, Tom Brown, Anita Louise. Dir. John Ford. Rel. Oct. 5.
Loveime. Musical romantic story. Pat Peterson, Nils Asher, Herbert Mundin, Harry Green. Dir. Jas. Tinlin. Rel. Sept. 21.
Marie Gallante. Done from the novel of the same name. Spencer Tracy, Ketti Gallian, Helen Morgan. Dir. Henry King. Rel. Oct. 26.
Murder in Trinidad. Mystery story from Vandercok's novel. Nigel Bruce, Robert Montgomery, John King. 74 mins. Rel. April 8. Rev. May 29.
Now I'll Tell. Mrs. Arnold Rothstein's story based on her husband's life. Spencer Tracy, Helen Twilwreets. Dir. Edwin Burke. 87 mins. Rel. May 11. Rev. May 29.
Orient Express. Mystery of a railroad train. Heather Angel, Norman Foster. Dir. Paul Martin. 72 mins. Rel. Jan. 12. Rev. March 6.
Pursued. Romantic drama. Original. Rosemary Ames, Victor Jory, Port Kelton. Dir. Louis King. Rel. Aug. 24.
Servants' Entrance. Janet Gaynor and Lew Ayres decide to spend their honeymoon in the city. John King, Helen Twilwreets. Dir. Frank Lloyd. Rel. Sept. 7.
She Learned About Sails. Navy romance in Shanghai and Los Angeles. Alice Faye, Lew Ayres, Mitchell and Durand. Dir. Geo. Marshall. 84 mins. Rel. July 6. Rev. July 31.
She Was a Lady. Helen Twilwreets, Robert Young. Dir. John Blystone. 68 mins. Rel. July 20. Rev. Aug. 23.
Springtime for Henry. From Benn Levy's stage play. Otto Kruger, Nancy Carroll, Nigel Bruce, Heather Angel. Dir. Frank Tuttle. (Lasky produced). Rel. May 25.
Stand Up and Cheer. Musical. Warner Baxter, Madge Evans, Sylvia Froom. Dir. Hamilton MacFadden. 80 mins. Rel. May 4. Rev. April 24.
State of Mind. The. Screen version of Mary Roberts Rhinhardt story. Claire Trevor, Norman Foster, Gilbert Roland. Dir. Hamilton MacFadden. Rel. Oct. 12.
Such Women Are Dangerous. From the story, "Odd Thursday". Warner Baxter, Rosemary Ames, Rochelle Hudson. Dir. Jan. Flood. 81 mins. Rel. May 4. Rev. June 12.
Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. 77 mins. Rel. June 8. Rev. July 31.
World Made on Time. A story which covers a century. Madeleine Carroll, Franchot Tone. Dir. John Ford. 104 mins. Rel. Aug. 31. Rev. July 2.

Freuler Associates

Office: R.K.O. Bldg., New York N. Y. C.

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

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 Rossm. 68 mins. Rel. May 15. Rev. June 6.
Friday the 13th. Bus crash and what led up to it. Leslie Matthews, Frank Lester, Spaulle 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. E. Horton, Leslie Henson. Dir. Tim Whelan. 75 mins. Rel. June 12. Rev. June 12.
Just Smith. Mystery comedy by Londale. Tom Walls, star and director. 70 mins. Rel. April 13. Rev. April 24.
Orders Is Orders. American making film in British army. James Gibson, Charlotte Greenwood. Dir. Walter Forde. 70 mins. Rel. May 8. Rev. May 8.
Prince of Wales. New serial compilation of British history. 60 mins. Rel. April 15. Rev. April 24.

(Continued on page 5)

LOEW'S Book

EXECUTIVE OFFICES 1540 BROADWAY

Mr. Budd Rogers,
Liberty Pictures Corporation,
1776 Broadway,
New York, N.Y.

NEW YORK
August 27, 1934

Dear Budd:

We stayed in the other night and looked at your three Liberty Productions and one other picture. I believe they were the finest group of Independent Pictures we have seen in a long time. It was a pleasure to give you the business we did.

With best regards, I remain
Sincerely yours,



David L. Loew

LIBERTY'S 1934-35 FEATURES

Over its New York Circuit

"WHEN STRANGERS MEET"

Directed by W. Christy Coburn

with

RICHARD CROMWELL—ARLINE JUDGE—LUCIEN LITTLEFIELD

"ONCE TO EVERY BACHELOR"

Directed by William Nigh

with

MARION NIXON — NEIL HAMILTON — AILEEN FRINGLE

"TAKE THE STAND"

Directed by Phil Rosen

with

JACK LA RUE — THELMA TODD — GAIL PATRICK

"NO RANSOM"

Directed by Fred Newmeyer

with

LEILA HYAMS — PHILLIPS HOLMES
Jack La Rue — Robert McWade

"CHEATERS"

Directed by Phil Rosen

with

BILL BOYD — DOROTHY MACKAILL — JUNE COLLYER

"TWO HEADS ON A PILLOW"

Directed by William Nigh

with

NEIL HAMILTON — MIRIAM JORDAN
Hardie Albright — Lona Andre

"SCHOOL FOR GIRLS"

Directed by William Nigh

with

SIDNEY FOX — PAUL KELLY — LOIS WILSON

"WITHOUT CHILDREN"

Directed by William Nigh

MARGUERITE CHURCHILL — BRUCE CABOT — EVELYN BRENT



LIBERTY PICTURES CORP.

1776 Broadway, N. Y. COLUMBUS 5-1784

Home Office and Studios, Culver City, Cal.



CALENDAR OF CURRENT RELEASES

(Continued from page 22)

Woman in Command. Backstage story with music. H. H. Horton, Cissy Courtneidge. 70 mins. Rel. May 15. Rev. June 6.

Majestic **Offices: RKO Bldg., Radio City, N.Y.**
Scarlet Letter. The Hawthorne's dramatic classic. First sound film. Colleen Moore, John Harrington, Hardie Albright, Dir. Robert Vignola. 65 mins. Rel. May 15. Rev. June 6.

Metro **Offices: 1840 Broadway, N.Y.**
Chained. Joan Crawford in love with two men. Clark Gable, Stuart Erwin. Dir. Clarence H. Brown. 73 mins. Rel. Aug. 11. Rev. Sept. 3.

Girl from Missouri. The small town girl lands her millionaire. Jean Harlow, Franchot Tone, Lionel Barrymore. Dir. Jack Conway. 59 mins. Rel. Aug. 3. Rev. Aug. 7.

Hits Out. The gangster goes rural and reforms. Robt. Montgomery, Maureen O'Sullivan. Dir. W. S. Van Dyke. 60 mins. Rel. Aug. 11. Rev. Aug. 15.

Hollywood Party. All star musical film. 65 mins. Rel. June 11. Rev. May 29.

Laughing Boy. Ramon Novarro in the title role. Based on the Pulitzer Prize winning novel by Oliver La Farge. Lupe Velez. Dir. W. S. Van Dyke. 75 mins. Rel. May 20. Rev. May 15.

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. Picturization of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, John Harlow. Dir. R. Boleslavsky. 72 mins. Rel. April 6. Rev. May 3 and June 25.

Murder in the Private Car. Mystery thriller with most of the action on a train. Chas. Ruggles, Una Merkel, Una Merkel. Dir. Harry Beaumont. 60 mins. Rel. June 23. Rev. May 29.

Operator 13. Based on the last novel of the late Robert W. Chambers. Marjorie Davis, Gary Cooper. Dir. Richard Boleslavsky. 86 mins. Rel. June 3. Rev. June 20.

Paris Interlude. Based on the play, 'All Good Americans.' Madge Evans, Una Merkel, Otto Kruger, Robt. Young. Dir. Edw. L. Marin. 72 mins. Rel. July 7. Rev. July 21.

Rip Tide (Opposing Forces Within Woman). An American girl marries into English nobility and suffers disappointment and disillusionment. Norma Shearer, Robert Montgomery, John Harrington, Mrs. Pat Campbell. Dir. Edmund Goulding. Rel. March 23. Rev. April 2.

Sadie McKee. Based on the novel by Vina Delmar. Joan Crawford, Franchot Tone. Dir. Clarence Brown. Rel. May 11. Rev. May 22.

Showout. The old stage play of a concealed man who makes good. Spencer Tracy, Madge Evans. Dir. Chas. Riesner. 78 mins. Rel. March 9. Rev. March 20.

Stamboul Quest. Spy story. Myrna Loy, Geo. Brent. Dir. Sam Wood. 85 mins. Rel. July 13. Rev. July 17.

Straight Is the Way. Released convict story. Franchot Tone, May Robson, Karen Morley. Dir. Paul Sloane. 60 mins. Rel. Aug. 10. Rev. Sept. 3.

Tarzan and His Mate. Further adventures of the characters created by Edgar Rice Burroughs. Johnnie Weissmuller, Maureen O'Sullivan, Neil Hamilton. Dir. Victor Fleming. Rel. March 30. Rev. April 24.

Thin Man. Murder mystery novel. Wm. Powell, Myrna Loy, Maureen O'Sullivan. Dir. W. S. Van Dyke. 80 mins. Rel. May 25. Rev. July 2.

Treasure Island. The Stevenson story. Wallace Beery, Jackie Cooper, Lionel Barrymore. Dir. Victor Fleming. 109 mins. Rel. Aug. 17. Rev. Aug. 31.

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.

Studio: 6048 Sunset Blvd., Hollywood, Cal. **Monogram** **Offices: R. K. O. Bldg., 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. 22. Rev. May 1.

Blue Steel. John Wayne, Eleanor Hunt. Dir. R. N. Bradbury. A Lone Star Western. 64 mins. Rel. May 10.

City Limits. Ray Walker, Sally Blane, Francis Craven. Story of breezy newspaper editor 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. Louis L. Fisher. Dir. Chas. Babbanne. 65 mins. Rel. May 10.

Happy Landings. Story of the U. S. air border patrol. Ray Walker, Jacqueline Wells. 63 mins. Rel. Sept. 1. Rev. Aug. 28.

Hearse. From novel by Robert Herrick. Dir. Reginald Barker. 62 mins. Rel. April 11.

House of Mystery. The Verna Hillie, Ed Lowry. Dir. William Nigh. 62 mins. Rel. April 11.

Jane Eyre. Charlotte Bronte's classic. Colin Clive, Virginia Bruce. Dir. Christy. 65 mins. Rel. Aug. 15.

Loudspeaker. The radio comedy. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 1. Rev. Aug. 14.

Man from Utah. The (Lone Star). Utah cowboy exposes rondo racket and wins the sheriff's daughter. John Wayne, Polly Ann Ruddy. Dir. R. N. Bradbury. 65 mins. Rel. May 15.

Moonstone. The Wilkie Collins story of disappearance of famous gem. David Manners. Phyllis Merrell. Dir. Richard Barker. Rel. Aug. 10.

Monte Carlo. Mary Brian, John Darrow. 62 mins. Rel. May 20.

Money Means Nothing. Wallace Ford, Gloria Shea. 70 mins. Rel. June 15. Rev. July 24.

Randy Rides Alone. (Lone Star). John Wayne, Albert Vaughn. Dir. R. N. Bradbury. 65 mins. Rel. June 15.

Shock. Ralph Forbes, Gwellaun Gill, Munroe Owsley. Shell-shock victim returns from World War, falls in love with the wife he had married just before going to front, and hates his unknown rival till his identity is re-established. 65 mins. Rel. Aug. 10.

Star Packer. The (Lone Star). John Wayne, Verna Hillie. Dir. R. N. Bradbury. 64 mins. Rel. July 30.

West of the Divide. Lone Star western. John Wayne, Virginia Brown Faire. Dir. R. N. Bradbury. Rel. May 15.

Woman's Man. Hollywood inside story. John Halliday, Wallace Ford, Marguerite de La Motte. Dir. Edward Luddy. 65 mins. Rel. May 15.

Studio: 5851 Marathon St., Hollywood, Cal. **Paramount** **Offices: 1801 Broadway, N.Y.**
Cleopatra. Egyptian spectacle with modern dialog. Claudette Colbert, Warren William, Henry Wilcoxon. Dir. Cecil De Mille. 102 mins. Rel. Aug. 16. Rev. Aug. 21.

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. March 27.

Crime Without Passion. Lawyer trapped by a needless fake alibi. Claude Rains, Margo, Ben Hecht, Chas. MacArthur. 70 mins. Rel. Aug. 17. Rev. Sept. 3.

Death Takes a Holiday. Death takes a holiday to learn of life. From the stage play by E. E. Ricca. Charles Venable. Dir. Mitchell Leisen. 78 mins. Rel. March 30. Rev. Feb. 27.

Double Door. Thriller story of a dominant old maid. Mary Morris, Evelyn Venable. Kent Taylor. Dir. Chas. Vidor. 75 mins. Rel. May 11. Rev. May 8.

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, Nella Walker. Dir. Gilbert Pratt. 70 mins. Rel. July 27. Rev. Aug. 7.

Great Filtration. The stage story by Gregory Ratoff in which an egotistical marine 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 desertion. Chas. Mack Hays, Patricia Ellis. Dir. Raoul Pagnol. Rel. June 15. Rev. June 19.

His Double Life. (Dowling) Light comedy. Lillian Gish, Ronald Young. Dir. Arthur Hopkins. 65 mins. Rel. Jan. 13. Rev. Dec. 19.

I Married an Actress. Matinee idol loses out to his wife, an actress, who takes his story. 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 23.

Kiss and Make Up. Beauty doctor marries his model. Cary Grant, Genevieve Tobin. Helen Mack and the Wampas Baby Stars. Dir. Harlan Thompson. 60 mins. Rel. July 13. Rev. July 2.

Ladies Should Listen. Parisian telephone girl helps a South American millionaire. Joe E. Grand, Genevieve Tobin, Ed Gurney. Dir. Frank Tuttle. 61 mins. Rel. Aug. 3. Rev. July 31.

Little Miss Marker. Damon Runyon story of a child who was picked up by a bookmaker. Adolphe Menjou, Dorothy Dell, Chas. Rickford, Shirley Temple. Rel. July 10. Rev. July 10.

Many Happy Returns. Burns and Allen at their deziest. With Gus Lonergan, Jean Marsh. Dir. Norman McLeod. 65 mins. Rel. June 3. Rev. June 12.

Melody in Spring. Radio singer at home and abroad. Lanny Ross, Chas. Ruggles, Mary Boland. Dir. Norman McLeod. 75 mins. Rel. April 20. Rev. April 23.

Murder at the Vanities. From the Earl Carroll stage production. Murder backstage. Carl Brisson, Victor McLaglen, Jack Oakie, Kitty Carlisle. Dir. Mitchell Losen. 65 mins. Rel. May 11. Rev. May 22.

Notorious. Sophisticated story of international jewel thieves. Corinne Griffith, Michael, Paul Cavanaugh. Dir. Ralph Murphy. 60 mins. Rel. July 20. Rev. July 24.

Old Fashioned Way. W. C. Fields, Joe Morrison, in a road show in the 90s. Bessie, Judith Allen, Dir. Wm. Beaudine. 65 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 Hodge, Ned Stuart, Mary Brian. Dir. Ralph Murphy. 64 mins. Rel. May 11. Rev. June 19.

She Made Her Bed. Show tell story about a brutal animal trainer. Rich. Arlen, Billy Eilers, Robt. Armstrong. Dir. Ralph Murphy. Rel. March 4. Rev. March 11.

Shoot the Works. A denatured 'The Great Gatsby.' Jack Oakie, Ben Bernie. Dorothy Dell. Dir. Wesley Ruggles. Rel. June 29. Rev. July 10.

Thirty Days a Princess. Obscure actress plays at being a princess. Sylvia Hinde, Cary Grant. Dir. Marion Goring. 76 mins. Rel. May 15. Rev. May 16.

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 13.

Wa're Not Draining. Comedy of shipwrecked royalty. Bing Crosby, Carole Lombard, Burns and Allen, Ethel Merman, Leon Errol. Dir. Norman Taurog. 80 mins. Rel. April 27. Rev. May 1.

Witching Hour. The Thomas play of a murder innocently caused by hypnosis. Sir Guy Standing, John Halliday, Judith Allen, Dir. Henry Hathaway. 65 mins. Rel. April 27. Rev. May 1.

Wharf Angel. Romance in San Francisco of 1907. Victor McLaglen, Dorothy Dell, Paul Cavanaugh. 65 mins. Rel. March 16. Rev. April 21.

You Belong to Me. Story with Helen Mack, Lee Tracy. Dir. A. L. Walker. Rel. July 27.

You're Telling Me. Florida as a small town garage man. W. C. Fields, Lon Marsh, Buster Crabbe, Adrienne Ames. Dir. Erie Kenton. 65 mins. Rel. April 6. Rev. April 13.

Principal

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. Ths. Anna Neagle and James Rennie. The story of a 'night club queen' in a ritz London 'hot spot'. 65 mins. Rel. May 15.

Studio: Hollywood, Cal. **R.K.O. Radio** **Radio City, N.Y.C.**
Adventure Girl. Joan Lowell goes down to Guatemala in her 48-foot schooner, to find a sacred emerald. Joan Lowell, Capt. Wagner, Bill Sawyler, Otto Siegel, Capt. Jack the mascot. 76 mins. Rel. Aug. 17. Rev. Aug. 14.

Allan Corn. Talented young musician realizes after a series of disappointing years that he is a real musician. John Harrington, Arnold Korff. Dir. Edward H. Griffith. Rel. July 25.

Bachelor Ball. The story of a matrimonial agency run by a timid young man and the gangster who tries to make him a racket. Stuart Erwin, Pert Kelton, Skeets Gallagher, Rochelle Hudson. Dir. George Stevens. Rel. July 27.

Cockeyed Cavaliers. A costume story with Bert Wheeler and Robert Woolf. Thelma Todd, Dorothy Lee, Noah Berry. Dir. Mark Sandrich. 72 mins. Rel. June 29. Rev. July 31.

Crimes Doctor. A famous detective, jealous of his wife who no longer loves him, plans the perfect crime. Otto Kruger, Karen Morley, Nils Asther. Judith Wood. Dir. John Robertson. Rel. April 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. Dir. Paul Sloane. Rel. May 15. Rev. May 15.

Finishing School. A young boarding school girl becomes involved with a young doctor. Ginger Rogers, Frances Dee, Bruce Cabot, Billie Burke. Dir. Walda Tuchock and George Nicholls. 70 mins. Rel. May 4. Rev. May 1.

Fountain. From the Chas. Morgan novel. Ann Harding, Brian Aherne, Paul Lukas. Dir. John Cromwell. 85 mins. Rel. Aug. 31. Rev. Sept. 3.

Hat, Coat and Glove. A murder story of a husband who has to defend his wife's love against an indictment of murder. Ricardo Cortez, John Ben Barbat, Bobbina. Dir. Worthington Miner. 64 mins. Rel. Aug. 24. Rev. July 31.

His Greatest Gamble. A father, in prison for murder, escapes in order to save his child from a long prison term. John Harrington, Dorothy Wilson. Dir. John Robertson. 70 mins. Rel. Aug. 3. 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. Dick Calkins, Ann Riddle, John Harlow, Edna May Oliver. Dir. Worthington Miner. 67 mins. Rel. July 6. Rev. June 26.

Life of Vergil Winters. 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 film star. Ann Riddle, John Harlow. Dir. Alfred Santell. 83 mins. Rel. June 22. Rev. June 19.

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. 65 mins. Rel. June 15. Rev. June 26.

Of Human Bondage. A poignant story of a man who faces life as a partial cripple. Leslie Howard, Bette Davis, Reginald Deney, Reginald Sheffield, Alan Hale. Dir. John Cromwell. 83 mins. Rel. July 20. Rev. July 24.

Sing and Like It. Gangster backs a Broadway show and makes sure of good reviews by furnishing special 'escorts' for each reviewer. Zasu Pitts, Pert Kelton, Edward Everett Horton, Nat Pendleton, Ned Sparks. Dir. John Harlow. Rel. July 13. Rev. July 24.

Stingaree. Notorious Australian bandit of the 'Robin Hood' type with a flair for the aesthetic things of life. Irene Dunne, Richard Dix, Conway Forster, Mary Boland. Dir. William Welman. 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 15. Rev. May 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 Stock Exchange. Douglas Fairbanks, Jr., Colleen Moore, Genevieve Tobin, Frank Morgan. Dir. J. Walter Ruben. Rel. March 16.

Their Big Moment. A comedy drama with a supernatural twist and murder mystery. Zasu Pitts, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. James Cruze. Rel. Aug. 10.

This Man Is Mine. To preserve her marriage a young wife virtually huris her husband into the arms of his first love. Irene Dunne, Constance Cummings, Ralph Bellamy, Kay Johnson. Dir. John Cromwell. 75 mins. Rel. April 13. Rev. April 13.

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. Rev. July 24.

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, Reginald Owen, Billie Burke, Alan Mowbray, Gilbert Emery. Dir. J. Walter Ruben. 68 mins. Rel. May 18. Rev. May 22.

Wild Intestines. A pack of wild animals. Frank Buck. Dir. Armand Denis. Rel. April 6.

United Artists

Affairs of Cellini. The love life of Benvenuto Cellini. Fredric March. Dir. Gregory La Cava. Rel. Aug. 24.

Born to Be Bad. Story of a woman apparently destined by circumstances to be always wicked in spite of her love. Loreta Young, Cary Grant. Paul Hurst. Dir. George Marshall. Rel. May 13.

Building Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Loreta Young, Warner Oland, Charles Butterworth, Una O'Connor. Dir. John Ford. Rel. July 27. Rev. July 27.

Count of Monte Cristo. The famous 'Dumas' classic about the man who found a fabulous fortune and used it to revenge a great wrong. Robert Donat, Elissa Landi, Louis Calhern. Sidney Blackmer. Dir. Rowland V. Lee. Rel. April 27. Rev. April 27.

House of Rothschild. The (20th Cent.) Strong drama of the great financial house. George Arliss, Boris Karloff, Loreta Young. Dir. Alfred Weiker. 91 mins. Rel. April 6. Rev. March 29.

Last Gentleman. The. Shrewd and elderly millionaire cleverly foils the plans of a young man who has seduced his money away. George Arliss, Edna May Oliver, Lucretia Beecher and Ralph Morgan. Dir. Sidney Lanfield. Rel. May 5.

Looking for Trouble. Thrills in the life of a telephone lineman with a couple of pals. Rel. April 27.

'Cheers' Cross

(Continued from page 1)

office. 'Cheers' with a starting top of \$4.40, which was dropped to \$3.55 during the summer, is the first musical at the scale to achieve million-dollar rating on Broadway. 'Of Thee I Sing,' another Music Box show, got more total coin but at a \$5 to ticket ratio.

'Cheers' opened Oct. 3, 1933, and played 49 weeks and one night (Saturday premiere). Including the break-in date of two and one-half weeks in Philadelphia, where the takings approximated \$50,000, nearly \$1,200,000 passed through the box office window when Sam H. Harris rang down the curtain. Last week's takings were \$21,500, not much under capacity.

There is little doubt that 'Cheers' could duplicate the New York run of 'Sing,' which moved from the Music Box after playing 10 months and continued another three months at the 46th Street, where there were more moderately priced seats. Ticket brokers state the revue did not use up potential which sought tickets at \$1 and \$2.

Original plan to move 'Cheers' from the Music Box (1,000 seats) to a larger house was changed when the show's authors, Irving Berlin and Moss Hart, wrote a new revue which will be among the winter shows, with the present cast retained. 'Cheers' tour is set for only 12 weeks. It will play three weeks in Boston, four in Chicago and five one-week stands.

Company is due back in New York early in December and the new show, 'More Cheers,' is slated to debut at New Year's, after four weeks' rehearsal. Music Box is dark, being readied for 'Merrily We Roll Along,' a straight show with a cast of musical comedy proportions. Script calls for 50 persons, including walk-ons and bits, there being about 50 speaking parts.

Eric Pommer

(Continued from page 3)

dreds. Pictures pertaining to any part of the world can be made with accurate background and characterizations. European producers wouldn't think of making a picture with an American locale because they couldn't find enough players to go around.

A big point in Hollywood's favor, Pommer points out, is its unity of thought, a total lack of diverse activities to frustrate concentration. Mr. Pommer continues:

'Everything is pictures. They talk it, eat and sleep it. There's nothing else to do. Wherever one goes the topic is films. I have never seen such mass concentration on one subject. Back home we go to shows and amuse ourselves in divers ways. We forget about pictures when we leave the studio. It's just the other way around here and that's why American pictures are so universally accepted.'

Foreign Move

Pommer explains the stir in foreign production as a defensive move to protect their own interests against American supremacy.

'American producers must keep an eye cocked to the other side if they want to maintain their supremacy abroad. Which may be one of the reasons why foreign directors are to be found in all major studios here. It must be borne in mind that the foreign market is a big item in the menu of revenue and it must be catered to. In every picture I make I try to visualize its reception in European countries. Therefore I touch it up to give the film the widest possible appeal.'

After 25 years in pictures, 15 of these with UFA, Pommer will stay here with thoughts of returning to the homeland ever so remote.

Lion Kills Horse

(Continued from page 1)

with Miriam Knowlton, leaping over her, reclining with her and all the other tricks, working as quietly as though nothing had happened.

Schulz ignored charges of cruelty to 'shoot that lion' and announced that he would at once put another horse in training for that portion of the act.

Local Humane Society officials made loud protest to the exhibition without demanding that the act be discontinued.

"U" OPENS SEASON WITH A HIT BIGGER THAN "ONLY YESTERDAY"

...and...

introduces a new star—a sure-fire box-office personality—in a tenderly powerful story as wide in scope as the world of emotions it covers, and as deep in drama as the human hearts it reveals!..Gentlemen, Universal is proud to offer this picture as its first release of the '34-35 season... STEP OUT WITH UNIVERSAL!

URSULA PARROTT'S T H E R E ' S A L W A Y S T O M O R R O W

with

FRANK MORGAN BINNIE BARNES

JOIS WILSON, Elizabeth Young, Louise Latimer, Alan Hale

Produced by Carl Laemmle
Directed by Edward Semon
Presented by CARE LAEMMLE

CALENDAR OF CURRENT RELEASES

(Continued from page 35)

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.

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. Rel. Sept. 24.

Private Life of Don Juan. Don Juan discovers that, deprived of his name and reputation, he's no greater lover than the next fellow. Douglas Fairbanks, Marie Chatterton, Hume Cronin, Alex. Korda. Oct. 19.

Sorrell and Son. An epic of the love between father and son. H. B. Warner, Peter Penrose, Hugh Williams, Winifred Shotter. Dir. Jas. Raymond. Rel. April 20.

We Live Again. A vivid new version of Tolstoy's immortal "Resurrection." Anna Sten, Broderick March, Jane Baxter, C. Aubrey Smith, Dir. Ruben Mamoulian. Rel. Sept. 21.

Studios Universal City, Calif. **Universal** Offices: 30 Rockefeller Center, New York, N. Y.

Affairs of a Gentleman. Drama. Paul Lukas, Lella Hyams, Patricia Ellis, Oswald Stevens, Lilian Bond. Dir. Edwin L. Hartman. 70 mins. Rel. May 14. Rev. June 26.

Bombay Mail. Edmund Lowe Production. Dir. Ed. Marin. Rel. Jan. 1. Rev. Jan. 9.

Black Cat, The. Mystery. Karlhoff, Bela Lugosi, David Manners. Dir. Edgar Winter. 70 mins. Rel. May 7. Rev. May 22.

Embarassing Moments. Comedy-drama. Chester Morris, Marion Nixon. Dir. Ed. Laemmle. Rel. July 9.

Gift of Gab. Comedy-drama-musical. Edmund Lowe, G. Stuart and big radio and screen cast. Dir. Karl Freund. Rel. Sept. 3.

Glamour. Comedy-drama. Constance Cummings, Paul Lukas. Dir. William Wyler. 75 mins. 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.

Human Side, The. Drama. Arapile Menjou, Doris Kenyon. Dir. Eddie Buzzell. Rel. Aug. 27.

I Give My Love. Drama. Wynne Gibson, Paul Lukas. Dir. Karl Freund. 67 mins. Rel. June 25.

I'll Tell the World. Comedy. Lee Tracy, Gloria Stuart, Roger Pryor. Dir. Glenn Sedgwick. 78 mins. Rel. April 18. Rev. April 2.

Imitation of Life. Drama. Claudette Colbert, Warren William. Dir. John Stahl. Rel. Oct. 15.

Let's Be Ritz. Comedy-drama. Lew Ayres, Patricia Ellis, Frank McHugh, Leatrice Joy, Betty Hopper. Dir. Edward Ludwig. Rel. March 25. 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 15.

Little Man, What Now? Drama. Margaret Sullivan, Douglass Montgomery. Dir. Frank Borzage. 97 mins. Rel. June 4.

Love Captive. Drama. Nita Astar, Gloria Stuart. Dir. Max March. 61 mins. Rel. May 21. Rev. June 19.

Love Birds. Comedy. Stan Zimmerman, Zasu Pitts. Dir. Wm. Selzer. 60 mins. Rel. March 12. Rev. May 29.

Million Dollar Ransom. Comedy-drama. Edward Arnold, Mary Carlisle. Dir. Murray Roth. Rel. Sept. 10.

One More River. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. 83 mins. Rel. Aug. 6. Rev. Aug. 13.

Poor Rich, The. Comedy. Elinor May Oliver, Edward Everett Horton. Dir. Ed. Sedgwick. 70 mins. Rel. Feb. 23. Rev. May 15.

Romance in the Rain. Comedy-drama. Roger Pryor, Victor Moore and Heather Angel. Dir. Stuart Walker. Aug. 13. 75 mins.

Smoking Gun. Western. Ken Maynard. Rel. June 11. Rev. Aug. 14.

There's Always Tomorrow. Drama. Frank Morgan, Lois Wilson. Dir. Ed. Shuman. Rel. Sept. 17.

Uncertain Life. Comedy-drama. Genevieve Tobin, Edward E. Horton. Dir. Karl Freund. 63 mins. Rel. April 23. Rev. Aug. 7.

Wake Up and Dream. Musical. Russ Columbo, Roger Pryor, June Knight. Dir. Kurt Neumann. Rel. Sept. 10.

Wheels of Destiny. Western. Ken Maynard. Dir. Alan James. Rel. Feb. 19. Rev. April 3.

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 Hitchcock. 70 mins. Rel. April 17. Rev. April 17.

Dances. Musical spectacle. Joan Blondell, Rudy Vallee, Dick Powell, Guy Lombardo. Dir. Ray Enright. 90 mins. Rel. Sept. 1. Rev. Aug. 21.

Dr. Monica. Drama of woman who tries to help her hubby's girl friend. Roy Francis, Warren William, Jean Muir, Verree Teasdale. Dir. William Dieterle. 65 mins. Rel. June 21. Rev. June 26.

Friends of Mr. Sweeney. Comedy-drama of the brownieband husband who turns the bus trick for his newspaper. Charlie Ruggles, Ann Dvorak, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. 68 mins. Rel. July 7. Rev. July 14.

Harold Teen. Hilarious comedy romance which brings life to the screen as the characters of Carl Efra's comic strip. Hal Leltoy, Rochelle Hudson. Patricia Ellis, Guy Kibbee. Dir. Murray Roth. 65 mins. Rel. April 7.

Here Comes the Navy. Comedy-drama of a glib that tried to buck the fleet. James Cagney, Pat O'Brien, Gloria Stuart, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. 83 mins. Rel. July 21. Rev. July 21.

He Was Her Man. Action melodrama of the gal who double-crossed her erst love with her past com. Jack Palance, Guy Cullen, Joan Blondell, Frank Craven, Harold Huber. Dir. Lloyd Bacon. 70 mins. Rel. June 15. Rev. May 22.

Housewife. A domestic who beats the vamp. Betty Davis, Geo. Brent. Dir. Alfred Hitchcock. 70 mins. Rel. Aug. 13.

Key, The. Fighting for life while the film fleet and the Black and Tan crossfire during the Irish boom. From the London stage success, "The Key." William Powell, Edna Best, Colin Clive, Henry O'Neill. Dir. Michael Curtiz. 70 mins. Rel. Aug. 13.

Madame Du Barry. Drama of the lady who made history sit up and take notice, with comedy twists. Dolores del Rio, Reginald Owen, Osmond Perkins, 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, Gladys Farrell, Hugh Herbert and Frank McHugh. Dir. H. Bruce Hamblen. 64 mins. Rel. May 12. Rev. June 12.

Modern Hero, A. Based on a novel by Louis Bromfield, opening with the gay romance of circus life and carrying the hero through tremendous financial battles to a captain of industry. Richard Barthelmess, 70 mins. Jean Muir, Marjorie Rhambeau, Verree Teasdale. Dir. G. W. Fabsit. Rel. April 21. Rev. May 21.

Personality Kid, The. Fast moving melodrama of the bun and beater that turns into a real champ thanks to wifely. Pat O'Brien, Gladys Farrell, Claire Dodd, Henry O'Neill. Dir. Alan Crosland. 65 mins. Rel. July 14. Rev. Aug. 7.

Smarty. Comedy of the wife who wanted to commute between husbands. Joan Blondell, Warren William, Edward E. Horton, Frank McHugh and Claude Dodd. Dir. Robert Florey. 64 mins. Rel. May 28. Rev. May 28.

Upperworld. Drama by the heart 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 29.

Miscellaneous Releases

Are We Civilized? (Ruskin). Propaganda for peace. Dir. Edwin Carraway. 70 mins. Rel. June. Rev. June 11.

Ariane. (Hue Ribbion). British music story of a woman who pretends sophistication to win her heart. Elizabeth Bergner, Percy Marmont. Dir. Paul Canner. 80 mins. Rel. April 1.

Badge of Honor (Mayfair). Buster Crabbe in a original of four pictures. Dir. Spencer Brown. 62 mins. Rel. April 18. Rev. May 28.

Beyond Bonanza. Musical. Animal picture with narrative. 65 mins. Rel. May 15. Rev. May 22.

Blue Steel. (Blue Star.) John Wayne Western. Dir. R. N. Bralbury. 54 mins. Rel. July. Rev. July 17.

Cheaters (Liberty). Paroled convicts and love through crook-theats. Bill Boyd, June Collyer, Dorothy Mackall. Dir. Phil Eisen. 65 mins. Rel. May 18.

Cross Streets (Invisible). Story of a down and out singer who performs a saluted operation. Frank Craven, Sally Brice. Dir. Wm. Nugh. Rev. July 10.

Dancing Man. Gigolo story. Reginald Denny, Judith Allen. Dir. Al Ray. 64 mins. Rel. May 19. Rev. May 26.

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.

Guilty Parents. (Jay Dee Kay.) Sex education story. Jean Lucy, Glen Boles. Dir. Jack Townley. 64 mins. Rev. April 10.

Hired Wife. (Pinnacle.) Man hires a bride to get a fortune and fails in love with her. Greta Nissen, Weldon Heyburn. Dir. Geo. Melford. 60 mins. Rev. March 13.

'I Can't Escape (Syndicate). Ex-convict goes straight. Onslow Stevens, Lila Lee, Otto Brower. 59 mins. Rev. Sept. 3.

Last Jungle. (Masco.) Circus jungle story. Clyde Beatty, Dir. Armand Schaefer. 65 mins. Rel. June 19.

Marrying Widows (Tower). Young widow gets her wish. Judith Allen, Minna Gombell, John Mack Brown. Dir. Sam Newfield. 67 mins. Rel. Sept. 3.

Picture Brides (Allied). Story of the Brazilian diamond mines. Dorothy Mackall, Regis Toomey. Dir. Phil Rosen. 60 mins. Rev. May 29.

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 a Hawaiian plantation. Virginia Cherrill, Mona Maris, David Newell. Dir. Lois Weber. 60 mins. Rel. June.

Wine, Women and Song. (Chadwick.) Liliyan Tashman's last picture. Backstage story. Liliyan Tashman, Lew Cody. Dir. Leon D'Ussau. 64 mins. Rev. March 13.

Woman Unafraid. (Goldsmith.) Story of a policewoman. Lucille Gleason, Skeets Gallagher. Dir. W. J. Cowen. 63 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

(Note: Because of the slow movement of foreign films this list covers one year of releases.)

(Most of these available with English titles.)

Adieu Les Beaux Jours (Fr) (Ufa). Greek romance. Brigitte Helm. Dir. Paul Beaudier and Johannes Meyer. 90 mins. Rel. April 15. Rev. May 1.

Airplane (Ger) (Capitol). Test tube babies. Brigitte Helm. Dir. Richard Oswald. 70 mins. Rel. May 1.

Betteitstudent. (Ger. General.) (Ger.) Operetta. Dir. Viktor Janson. 80 mins. Rel. Oct. 1.

Blonde Christi, Die (Ger) (Bavaria). Musical. Karin Hardt. Dir. Franz Seitz. 75 mins. Rel. Feb. 15.

Broken Shells (Ufa) (Amkino). Child reaction to politics. Anti-Hitler. Dir. Margarita Baskaya. 80 mins. Rel. March 15. Rev. April 3.

Chalutina (Hobart) (Cameo). First talker made in Palestine. Dir. Alexander Ford. 70 mins. Rel. March 15.

Ciudad de Carton, La (Sp) (Fox). Drama of marital relations. Antonio Moreno, Catalina Baccena. Dir. Louis King. 70 mins. Rel. Feb. 15.

Crown of Thorns (Kinematograph) (Ger) (Dubbed Eng.). Biblical drama. Dir. Robert Dorn. 100 mins. Rel. March 15.

Crux y La Escondida, La (Sp) (Fox). Historical romance. Jose Mallica. Dir. Frank Strayer. 75 mins. Rel. Feb. 1.

Cuesta Abajo (Sp) (Par). Romantic drama. Carlos Gardel, Mona Maris. Dir. Louis Gasnier. 60 mins. Rel. Aug. 15.

Deux Orphes (Fr) (Bioscop). Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 1. Rev. Feb. 15.

Dos Mujeres y un Don Juan (Sp). Romantic comedy. Jose Bucha. 80 mins. Rel. June 1.

Dream of My People, The (Jewish) (Palestine). Silent travelogue of Palestine with recollections of 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 Teller Einfeld (Ger) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wieck. Dir. Kurt Gerson. 70 mins. Rel. May 15.

Ein Starker Kopf (Ger) (Capitol). Farce. Dir. Gustav Grunewald. 70 mins. Rel. Jan. 15.

Eines Prinzen Junge Liebe (Ger) (Ufa). Romantic comedy. Willy Fritsch. Dir. Artur Robinson. 80 mins. Rel. March 15.

En Glad Gutt (Norwegian) (Scandinavian). From Bjornson's novel. Dir. John Brangulov. 70 mins. Rel. March 15.

Enemies of Progress (Rus) (Amkino). Last of the Czarist generals. Dir. Beresnyeff. 85 mins. Rel. Jan. 15. Rev. Jan. 15.

Enemigos (Sp). War drama. Dir. Chano Urueta. 70 mins. Rel. Aug. 15.

Es Wird Schon Wieder Besser (Ger) (Ufa). Farce. Dolly Haas. Dir. Kurt Gerson. 70 mins. Rel. Jan. 1.

Feldhermuhge, Der (Ger) (Bavaria). Military comedy. Betty Bird. Dir. Eugen Thiele. 70 mins. Rel. April 15.

Frau Lehman's Tochter (Ger) (General). Melodrama. Hansi Niese. Dir. Karl Heint Wolf. 82 mins. Rel. Oct. 15.

Freuden-Falsch Verenden (Ger) (Capitol). Musical comedy. Trude Berne. 70 mins. Rel. E. W. Emco. 70 mins. Rel. Jan. 15.

Freudachna, Der (Ger) (Ufa). Romantic comedy. Willy Fritsch, Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 1.

Galavorstellung, Die (Ger) (General). Mystery comedy with music. Max Adeler, Fritz Kallweit. Dir. Fredrich Zeisler. 87 mins. Rel. Dec. 1.

Gehetzte Menschen (Ger) (Filmchocola). Drama of father love. Dir. Fredrich Menzer. 70 mins. Rel. June 1.

Geld Regiert die Welt (Ger). Domestic comedy. Gustav Froelich, Camilla Horn. Dir. Max Neufeld. 70 mins. Rel. May 1.

Giris in Uniform (dubbed English) (Ger) (Filmchocola). Dorothea Wieck and Charles Brackett. 80 mins. Rel. March 1.

Glockenzucker, Der (Ger) (Capitol). Boarding house romance. Felix Bressart, Charlotte Anders. Dir. Rudolf Bernauer. 75 mins. Rel. March 1.

Heideschmelzer Uwe Karsten (Ger) (Ufa). Nazi back to the farm propaganda. Dir. Carl Heint Wolf. 70 mins. Rel. April 15.

Hell on Earth (Ger) (Ufa). Horror in five languages. Horrors of war. Dir. Victor Trivas. 80 mins. Rel. Jan. 15. Rev. Feb. 15.

Hochtourist, Der (Ger) (Ufa). Romantic comedy in Alps. Otto Wallburg. Dir. Alfred Zeisler. 70 mins. Rel. Jan. 15.

Hue of Greece (Ger) (Bavaria). Melodrama. V. R. Gardin. Dir. A. V. Ivanovsky. 70 mins. Rel. Aug. 1. Rev. Aug. 1.

Ich Glaub Nie Mehr an Eine Frau (Bavaria) (Ger). Life of a sailor. Richard Tauber. 70 mins. Rel. March 1. Rev. Oct. 24.

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 (Ufa) (Amkino). Newsreel compilation of past year. 65 mins. Rel. July 1.

In Wien Ham Ich Einmal Ein Maedel Geliebt (Ger). Military musical. Dir. Erich Schoenfelder. 70 mins. Rel. May 15.

Iza Nani (Hungary). Produced, written by and starring Sari Fedok. 80 mins. Rel. June 1.

Juarez V Maximiliano (Sp) (Col). Mexican royalty's fall. Dir. Miguel Torres. 70 mins. Rel. June 1.

Just 17 (Proter) (French). Sentiment to music. Annabella. Dir. Rene Clair. 75 mins. Rel. Oct. 15. Rev. Oct. 24.

Kara Saksak (Swiss) (Kinematograph). Romantic musical. Dir. Gustaf Molander. 80 mins. Rel. May 1.

Lachende Erben (Ger) (Ufa). Farce. Max Adeler. Dir. Max Ophueis. 75 mins. Rel. May 1.

Laughter Through Tears (Yiddish) (Worldkino). From 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. Dir. Hans Steinhilber. 70 mins. Rel. May 1.

Leuten auf Ruegen (Ger) (General). Farce. Otto Wallburg. Dir. Viktor Janson. 80 mins. Rel. Dec. 15.

Meisterdetektiv (Ger) (Bavaria). Mystery satire. Weiss Ferdi. Dir. Frank Seitz. 75 mins. Rel. Feb. 1.

Melodia Prohibida (Sp) (Fox). Musical fantasy. Jose Mojica. Dir. Frank Strayer. 70 mins. Rel. Nov. 15.

Mis. Nitouche (French) (Proter). Charming love story. Raimu. Dir. Chas David. 90 mins. Rel. Nov. 15.

Moj Wujaszek z Ameryki (Polish) (Capitol). Musical comedy. 120 mins. Rel. Oct. 1.

Mother (Rus) (Garrison). Based on a Gorky novel. Dir. V. I. Pudovkin. 70 mins. Rel. June 1. Rev. June 5.

Mutter Der Kommande, Die (Ger) (Bavaria). Military farce. Weiss-Ferdi. Betty Bird. 70 mins. Dir. Franz Seitz. Rel. March 1.

Ozed der Wanderer (Palestine) (Hebrew). Life in Palestine. Dir. C. Halachmi. 60 mins. Rel. May 15.

Ora y Plata (Sp) (Inter-Continent). Romantic tragedy. Dir. Ramon Poon. 90 mins. Rel. July 15.

Parada Rewersowa (dubbed) (Capitol). Military musical. Dir. Michael Waszynski. 75 mins. Rel. May 1.

Peterson & Bendel (Swedish) (Scandinavian). Comedy-drama with music. Dir. Erik Lundberg. 80 mins. Rel. Feb. 1.

Problem of Fatigue (Rus) (Amkino). Scientific study. Dir. I. P. Pavlov. 60 mins. Rel. Aug. 15.

Prakutny (Ufa). Tense court drama. Dir. M. Waszynski. 80 mins. Rel. May 15.

(Continued on page 31)

Studio Placements

Hollywood, Sept. 10.

Henry Travers, "Half Way to Heaven," WB.

Dorothy Dare, "Sweet Adeline," WB.

Sidney Sutherland, "Casino Murder Case," MG.

Joyce Compton, "White Parade," Fox.

Muriel Evans, "Evelyn Prentice," MG.

Margaret Dumont, "The Kick Off," Radio.

African Johnson, scripting "Fighting Trooper," Ambassador.

Regis Toomey, "Sea Girl," Radio.

Jean Rouvier, Kathleen Howard, Tammy Young, "Back Porch," Par.

Dianna Lewis, "Enter Madame," Par.

Frances Morris, "Police Ambulance," Col.

Roger Gray, "Captain Hates the Sea," Col.

Lucy Courtney, Arthur Rankin, Hank Mann, Lucille Watson, Neal Burns, "Men in Black," Col. short.

Bruce Cabot, Marguerite Churchill, Evelyn Brent, Reginald Denny, Dorothy Lee, William H. Janney, Dickie Moore, Cora Sue Collins, "Without Children," Liberty.

Harry Segall, scripting "She Takes the Wheel," MG.

John W. Kraft, screen play "Million Dollar Baby," Mascot.

Vin Moore, directs "Flirting with Danger," with Robert Armstrong, William Cagney, Irene Ware, Mono.

Mary Louise Treen, "This Side of Heaven," WB.

Albert D. Mond, scripting "Murder Island," Col.

Harold Shumate, scripting "Burnt Ranch," Col.

Robert Hokin, treating his org. "Mills of the Gods," Col.

Johnny Darrow, Jamieson Thomas, "The Curious Halls," Chest.

Grace Bradley, "Code of the West," Par.

Alice V. G. Miller, screen play, "Portrait of Laura Bales," Radio.

Frank Albertson, "Bachelor of Arts," Fox.

Frank Conroy, "Wednesday's Child," Radio.

William Davidson, "Bordertown," WB.

Wheeler Oakman, "Murder in the Clouds," WB.

Louise Calhern, "Sweet Adeline," Warner.

Big Boy Williams, "East River," Fox.

Vincent Laurence, additional dialog, "Ted Woman," Par.

Charles Logue, scripting "Tailspin Territory," U.

Ethel Borden, treating "Latest from Paris," MG.

Robert Presnell, supping "Rabbit" and "Murder in the Clouds," WB.

Norman Markwell, scripting "Foot of Last Hope," Fox.

Peter Milne, Mary McCall, collabing on script "North Shore," WB.

Mary Carlisle, lead, "Girl of My Dreams," Mono.

Louise Henry, "Forsaking All Others," MG.

Joe Keaton, Billy Sullivan, Wilbur Mack, "Evelyn Prentice," MG.

Marilyn Knowlton, "David Copperfield," MG.

Bartlett Cormack, screen play, "Three Wise Guys," MG

Held Over

NEW YORK
LOS ANGELES
SAN FRANCISCO



★ Excerpts from Reviews of World Premiere at Radio City Music Hall

"Four ★★★★★ stars. Recommended without reservation to every member of the family . . . Bound to give pleasure to everybody." *New York Daily News*

"One of the few films I would like to see a second time. Greater praise hath no dramatic critic. From now on, Grace Moore is one of the great ladies of the screen. Thrilling! Applause such as is seldom heard in places devoted to talking film greeted Grace Moore." *New York World Telegram*

"Grace Moore becomes definitely one of the foremost figures of filmdom. One of season's most distinctive and distinguished cinemas . . . rarely equalled." *New York American*

"One of the new season's most welcome pictures, essentially a joyful picture!" *New York Sun*

"What a picture! What a voice! A picture you can't afford to miss; rates every superlative. A triumph for the star and everyone concerned in its fashioning." *New York Evening Journal*

"It should go down as one of the outstanding pictures of the year. Grace Moore's exquisite voice is enough in itself to make ONE NIGHT OF LOVE a memorable picture." *New York Evening Post*

"Worthy of the charm and talent of its stellar performer, it is indeed a joyous relief to listen to the delightful melodies in this film." *New York Times*

"Superlative entertainment . . . it has charm, humor, glamour, romance, and above these, it has Grace Moore, a dazzling acquisition to the movies." *New York Daily Mirror*

"Surrender to the charm of ONE NIGHT OF LOVE—a definitely outstanding photoplay. It is not only attractive, but a distinctive motion picture." *New York Herald Tribune*

★★★★
N. Y. DAILY NEWS

★★★★
LIBERTY MAGAZINE

★★★★
NEWSPAPER CRITICISM

★★★★
PUBLIC OPINION

Grace Moore

in

ONE NIGHT OF LOVE

TULLIO CARMINATI • LYLE TALBOT
MONA BARRIE

Story by DOROTHY SPEARE and CHARLES BEAHAN
Screen play by S. K. LAUREN
James Gow and Edmund North

Directed by
VICTOR SHERTZINGER



A COLUMBIA TRIUMPH

Hollywood Productions

Week of Sept. 4

(Pictures now filming, or about to start, are listed below alphabetically by studios. Symbols are: D—Director, A—Author, C—Cameraman.)

COLUMBIA

The Captain Hates the Sea
(11th week)
D—Lewis Milestone
A—Wallace Smith
C—Arthur Edeson

Cast:
Victor McLaglen
Wynne Gibson
Allison Skipworth
John Gilbert
Fred Keating
Walter Catlett
John Wray
Cecil Andrie
Frank Conroy
Aldo Hernandez
Howard Fine & H.
Claude Gillingwater
C. Pat Collins
Tala Birell
Tamara Shayne
A. R. Haydel
James Hickey
Akin Taninoff
Geneva Mitchell
Luis Alberni
Del Henderson
Donald Meek
Hein Vinson

'Police Ambulance'
(3rd week)
D—Lambert Hillier
A—Harold Shumate
C—Al. Zeigler

Cast:
John Mack Brown
Sally Hlane
Al Hill
Arthur Hohl
Bradley Page
James Huch
FOX

'Marie Galante'
(9th week)
D—Henry King
A—Jacques Deval
C—John Seitz

Cast:
Spencer Tracy
Ketti Gallian
Ned Sparks
Helen Morgan
Steffied Rumann
Leslie Fenton
Robert Lorraine
Stepin Fetchit
Arthur Byron
Frank Darlen
John Bradford
Jules Raucourt
Music in the Air
(7th week)
D—Joe May
A—Jerome Kern
Oscar Hammerstein 2d
Howard Irving Young
Billie Wilder

C—Ernest Palmer
Cast:
Gloria Swanson
John Boles
Douglas Montgomery
June Lang
Reginald Owen
John Foran
Robert Howorth
Al Sheas
June Vasek
Cecile Cowburn
Marjorie Main
Sarah Haden
Roger Imhof
Lee Kohlmar
The Sins We Elmer
(7th week)
D—Hamilton MacFadden
A—Mary Roberts Rinehart
Philip Klein
C—Geo. Schneidermann
Cast:
Tala Birell
Gairo Trevor
Gilbert Roland
Hugh Williams
Henrietta Crossman
Norman Foster
Rula Gey
Carlisle Tupper

'36 Girls in Hollywood'
(5th week)
D—Geo. Marshall
A—James Starr
Wm. Conselman
Henry Johnson
C—Harry Jackson

Cast:
Alice Faye
James Dunn
Frank Mitchell
Jack Durant
Cori Sue Collins
John Quinn
John Bradford
Frank Meiton

'Hell in the Heavens'
(3rd week)
D—John Hyattson
A—Hermann Rossmann
Byron Morgan
C—Hert Glennon

Cast:
Warner Baxter
Conchita Montenegro
Herbert Mundin
J. Carroll Nash
Ralph Morgan
Paul Parry
Vince Barnett
Andy Davine
Louis Mercier
Wm. Stelling
The White Parade
(2nd week)
D—Irving Cummings
A—Rian James
Joan Lucky Jr.
Sonya Levien
Ernest Pascal

C—Arthur Miller
Cast:
Loretta Young
John Boles
Muriel Kirkland
Gertrude Short
C—Chester Lyons
Leonard Smith
Cast:
Jean Parker
Russell Hardie
Samuel S. Ellis
Paul Hurst
Jimmy Burtis
Ben Hall
Harry Lowe Jr.
Willie Fung
Edward Brophy
'Biography of a Bachelor'
(6th week)
D—E. H. Griffith
A—S. H. Belman
C—James Wong Howe
Cast:
Ann Harding
Robert Montgomery
M. Everett Horton
Charles Rickman
Edward Arnold
Una Merkel
William Tannen
Greta Meyer
Willard Robertson
Elizabeth Forrester
'Keweenaw Prentice'
(3rd week)
D—W. K. Howard
A—W. E. Woodward
C—H. H. Clark
Cast:
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Myrna Loy
Una Merkel
Isabel Jewell
Gara Sue Collins
Henry Stevens
Ronald Russell
Edward Brophy
Laudell Kaye
Jack Mulhall
Ruth Renick
Clarence Wilson
David Copperfield
(1st week)
D—George Cukor
A—Charles Dickens
Howard Eastabrook
C—Oliver Marsh
Cast:
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Elizabeth Allan
Lewis Stone
Jean Cadell
Harbert Parison
Roland Young
Hugh Williams
Herbert Mundin
Pay Chaldecott
Basil Rathbone
Joan Raft
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PARAMOUNT

'Kater, Madame'
(1st week)
D—Elliot Noyes
A—Gilda Varese
Dolly Byrne
Jacques Devai
Gladys Lehman
Charles Hackett
C—Theodore Sparkuhl
Cast:
Keesha Lantz
Gary Grant
Toby Wing
Lenore Gorman
Sharon Lynn
Frank Albertson
Wilfred Mar
Michelette Baurat
Adrian Rostov
Paul Porcace
'Ready for Love'
(5th week)
D—Mason Girard
A—Roy Flanagan
Eulalie Spence
J. P. McEvoy
Virginia Van Upp
Wm. Slavens McNutt
C—Leo Tover
Cast:
Richard Arlen
Ida Lupino
Marjorie Rumberg
Renee Durkin
Bessie Bondi
Kather Howard
Ralph Ripstein
Charles Arnt
Henry Travers
Franklin Arroll
Fred Santley
James C. Hartis
David Lorian
Chas. Nelson
'College Boyhood'
(1st week)
D—Norman Taurog
A—George Marion Jr.
Walter Delton
Jack McBratton
Francis Martin
C—Leo Tover
Cast:
Joe Penner
Lanny Ross
Jack Oakie
Lyda Roberti
George Barbier
Helen Mack
Joseph Saura
Mary Brian
Julian Madson
Mary Wallace
Franklin Panaborn
Robert McWate
Harold Minier
Dean Jagger
Lee Phelps
Alfred DeCambre
Howard Wilson
Pat Moriarty
Harry Strang
Lillian Harmer
Helen Dixie
Charles Irwin
Francis Sayre
Gilbert Wilson
'Live of a Bengal Lancer'
(3rd week)
D—Henry Hathaway
A—Francis Texter-Brown
(Continued on page 31)

Waldemar Young

Achmed Abdullah
Grover Jones
Wm. Slavens McNutt
C—Chas. Lang
Cast:
Gary Cooper
Katherine DeMille
Sir Guy Standing
Cary Grant
Richard Arlen
Monte Blue
Charles Hackett
Colin Tapley
C—Aubrey Smith
James Warwick
Charles Stevens
'Limehouse Nights'
(3rd week)
D—Alexander Hall
A—Arthur Phillips
Cyril Hume
Gracey Jones
C—Harry Fishbeck
Cast:
George Raft
Jean Parker
Anna May Wong
Montague Love
Billy Bevan
Louis Vincent
James Wang
John Roberts
Robert Loraine
'Monroe'
(3rd week)
D—Ralph Murphy
A—Henry McDonald
Anthony Vellier
C—Benjamin Reynolds
Cast:
Paul Cavanaugh
Gertrude Michael
Henrietta Crossman
Kent Taylor
Raymond Milland
Doris Lievitt
Gwenllian Gill
Halliwell Hobbes
John Lodge
Herion Churchill
Isamond Roberts
Arletta Duncan
Forrester Harvey
Montague Love
Robert Allen
'Here is My Heart'
(3rd week)
D—Frank Tuttle
A—Ellen Hogue
Frank Thompson
Edwin J. Mayer
C—Carl Struss
Cast:
Bing Crosby
Kitty Carlisle
Allison Skipworth
Roland Young
Reginald Owen
'Rugles of Red Gap'
(1st week)
D—Leo McCarey
A—Harry Leon Wilson
Humphrey Pearson
Arthur Macrae
C—Al Gilks
Cast:
Charles Laughton
Mary Boland
Charles Bickford
Babey LeRoy
RADIO
'Ann of Green Gables'
(5th week)

Zoning

(Continued from page 7)
have never been quite able to get together on anything, didn't mean anything to C. A. headquarters, either. There it was asserted that the exhibit will have his day in court when the schedule in his territory is appealed.

However, if the Code Authority follows present plans that may prove too late. Because the Schaefer model is slated to be okayed or kayced before appeals are to be heard. If it is authorized by the C. A. it will mean virtually, according to sharper trade understanding, that the schedule which doesn't comply just won't have the necessary standing.

Just why the C. A. turned the zoning blunderbuss over to distrib is answered in various ways, chiefly that exhibs are not nationalized, or that any of their trade associations is truly representative of the entire country. Distribution, on the other hand, it is contended, is the only department with a grasp on details of the national box office situation.

Even before the all-distrib peace pow-wow anticipations were recorded by various of the sales heads that squawks will come in from various exhib leaders.

The C. A. went further in its leaning toward distribution to answer the zoning cries. It is reported that various distrib were given various schedules from some 35 cities and towns, whose schedules have been submitted for the appeals calendar, to take the same home and study them. Then to turn them in with recommendations for changes. In the event there are too many pencil marks of any schedule, originally composed by exhibs as well as distrib on a local zoning board, said document will probably return to the board with rewrite orders.

GB in Both Camps

With Caumont British releasing its features through Fox in the U. S., it's also in the competitive camp because of a tiein GB made with the new W. R. Hearst news-reel.

That's splitting away from Fox and going into competition to Fox Movietone.

TAKE NOTICE:

Here is the receipt signed by Paul Derval on behalf of himself and Paul Derval & Co. for \$1,000 paid by Clifford C. Fischer under contract dated July 23, 1934

THEATRE DES FOLIES-BERGERE

PARIS

8, RUE SAULNIER

TELEPHONE: PROVENCE 99-22

DIRECTION:

PAUL DERVAL

ET C^e

8 C. PARIS n° 107.888

REÇU de Monsieur CLIFFORD CH. FISCHER la

somme de Frs:15.077,- (QUINZE MILLE SOIXANTE DIX-SEPT FRANCS) soit Mille Dollars, suivant contrat signé en date du 23 Juillet, 1934.

Paul Derval
1534
FRANCS

Clifford

Suit has been instituted against Twentieth Century Pictures, Inc., United Artists Corp., Paul Derval, Joseph M. Schenck, Joseph Moskowitz, E. Ray Goetz and Darryl Zanuck, by the undersigned. Suit likewise will be brought against all other parties that attempt to interfere with the rights of the undersigned.

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Producer of
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WILKES-BARRE, Sept. 3-5
Penn Theatre, \$4800 on Monday opening, \$800 better than Joe Penner's all-time house record! Over \$10,000 in THREE days for a new record!

SCRANTON, Sept. 6-8
Capitol Theatre..Biggest three days in three years!

*Theatre operators in small cities! With Mills Brothers grosses you can pay Mills Brothers salaries and declare dividends. You can play the Mills Brothers as a spot act, with no orchestra. Write or wire Rockwell-O'Keefe for open time on a salary and percentage basis!

FROM LONDON TO LOS ANGELES THE MILLS BROS. HAVE ESTABLISHED NEW RECORDS THIS YEAR!

IN LONDON: Six record summer weeks in London theatres alone. Command Performance before the King and Queen of England! Five BBC broadcasts and one BBC-NBC pickup in two weeks—a BBC record for both British and American artists! Four weeks at the Mayfair Hotel. Record business in Glasgow, Liverpool, Manchester, and in Holland.

IN LOS ANGELES: All-time record at Paramount Theatre of \$26,500—8,000 more paid admissions than "Sign of the Cross", previous record-holder. Three motion pictures for three different companies, "Operator 13" for MGM, "Twenty Million Sweethearts" for Warner Bros., and "Strictly Dynamite" for RKO. Signed for three guest appearances on Bing Crosby's Woodbury Hour, CBS, and held over until they left for Europe.

The Mills Brothers open at the Michigan Theatre, Detroit, Sept. 14th, and on the 21st at the Chicago Theatre, Chicago, for their 11th Balaban & Katz engagement in 27 months. WATCH THEIR GROSSES IN THE SOUTH!

ROCKWELL-O'KEEFE INC. ARTISTS' REPRESENTATIVES
R.K.O. BUILDING • ROCKEFELLER CENTRE • NEW YORK CITY • CIRCLE 7-2550

Hollywood Productions

(Continued from page 23)

D—Glen Nichols Jr.
A—M. M. Montgomery
S—Nina Munn
C—Lillian Andrie
Cast:
Ann Shirley
Tom Brown
Sarah Haden
Helen Westley
C. F. Higgins
Frank Harlow
"Kentucky Kernels"
Guth
D—George Stevens
A—Hart Keller
Helen Ruby
Fred Gould
C—Ed Cronjager
Cast:
Hert Wheeler
Robert Woolsey
Mary Carlisle
"Spunky" McFarland
Luisella LaVerne
Frank McElroy Jr.
William Fravel
Dick Alexander
Louis Mason
Noah Beery
Roger Gray
Paul Pace
"Wednesday's Child"
(14th week)
D—John Robertson
A—Leonard L. Allen
Willis Goldbeck
C—Harold Westmont
Cast:
Frankie Thomas
Karen Morley
Edward Arnold
Robert Shayne
Shirley Gray
"My Love"
(14th week)
D—Lloyd Corrigan
A—Gladys Hurlbut
Emma H. Wells
Allen Scott
C—Nick Muscarela
Cast:
Genevieve Tobin
Frank Morgan
Marion Nixon
Margaret Hamilton
Kirk Blom
Betty Grable
Glen Anderson
Shelley Gallagher
Gene Lockhart
Helen Vaughan
Charles Ray
Lewita Lane
Shelley Tane
"The Kick Off"
(2nd week)
D—Glen Tryon
A—Nicholas Barrows
Earl Swoell
C—Hohn Boyte
Cast:
Betty Furness
Mildred Quinn
Grady Sutton
Grant Mitchell
RKO-PATHE
(LIBERTY)
"Without Children"
(2nd week)
D—Mira Nigh
A—Mrs. Wilson Woodrow
Gertrude Orr
C—Unassigned
Cast:
Bruce Cabot
Margaret Churchill
Kathleen Brent
Reginald Denny
Cora Sue Collins
Lila Moore
William Janney
Dorothy Lee
HAL ROACH
"Babes in Toyland"
(6th week)
D—Gus Meins
A—Frank Butler
Nick Grinde
Charles Rogers
C—Art Lloyd
Kenneth Peach
Francis Farley
Cast:
Brian Laurel
Oliver Hardy
Charlotte Henry
Henry Kolouch
Lila Moore
Alice Lake
Felix Knight
Marie Waring
Jean Darling
Johnny Downs
Johnny Hill
Margaret Seddon
Kewpie Morgan
Richard Powell
Pete Gordon
Will Wallace
Sammy Gietchel
William Harnett
Hildy Bletcher
Virginia Karns
Gus Leonard
Ferdinand Munier
UNIVERSAL ARTISTS
(GOLDWYN)
"Kid Millions"
(8th week)
D—Roy del Ruth
A—Nathaniel Johnson
Nat Perlin
Arthur Sheekman
C—Ray June
Cast:
Kiddie Carter
Ethel Merman
Ann Southern
Herlon Churchill
George Murphy
Black and Sully
Goldwyn Girls
Paul Harvey
Warren Hymer
Harry C. Bradley
UNIVERSAL
"Imitation of Life"
(10th week)
D—John M. Stahl
A—Fannie Hurst
William Warbit
Kathryn A. Mason
Victor Heerman
Victor Damm
C—Merritt Gerstad
Cast:
Claudette Colbert
Paul Lukas
Neil Sparks
Rochelle Hudson
Ann Rabe
Louise Weaver
Lillian Gish
Lillian Gish
Lillian Gish
Dorothy Hall
Freddie Washington
Patricia Pate
Alma Teli
Wyndham Standing
Kathleen Harrison
Noel Francis
Walter Walker
Nita Lane
Isley Jane
Tyler Brooks
Henry Armetta
"Great Expectations"
(6th week)
D—Stuart Walker
A—Charles Dickson
C—George Robinson
Cast:
Henry Hull
Jane Wyatt
Phillips Holmes
Florence Reed
Alan Hale
Forrester Harvey
Marjorie Kirkland
Francis L. Sullivan
Harry Cording
Douglas Wood
Jackie Searle
George Barnard
George Breckstone
Walter Armitage
"Night Life of the Gods"
(6th week)
D—Lowell Sherman
A—Thomas Smith
Harry Trivett
C—John Mewall
Cast:
Alan Mowbray
Florine McKinney
Genevieve Mitchell
Irene Ware
Geo. Hascell
Richard Emery
Phillips Holmes
Richard Arl
William (Gage) Boyd
Robert Warwick
Tom Maxwell-Conover
Robert Barry
Paul Kaye
Peggy Shannon
Wally Clark
Ferdinand Gottschalk
Henry Armetta
Douglas Fowley
Alicia Carril
Marta Deering
Ray Barnard
Talisma-Tonnet—serial
(3rd week)
D—Luisa Friedlander
A—Hil Forrester
Ella O'Neill
George Plympton
Bailey Dickey
Hal Forrester
C—Richard Fryer
Cast:
Aurice Murphy
Patricia Farr
Noah Beery Jr.
Walter Miller
Grant Withers
WARNERS
"Hunger for Naples"
(8th week)
D—Howard Bretherton
A—Mandel Reachi
Bibi Reinhardt
C—William Rea
Cast:
Enrico Caruso Jr.
Mona Maria
Tony LaPranti
Carmen Rio
Alfonso Pedrosa
Antonio Vidal
Pelle Omba
C. Gulara
Leo Leavall
Enrique Acosta
Francisco Maran
Martin Garralaga
Rosa Rey
Mario Galva
J. M. Sanchez Garcia
"Habitat"
(3rd week)
D—William Helshier
A—Shirley Reed
Tom Reed
Mary McCall Jr.
C—Arthur Todd
Cast:
Guy Kibbee
Alice MacMahon
Glen Hertz
Maxine Boyl
Ann Gray
Theresa Trent
Arthur Aylsworth
Russell Hicks
Alan Hall
Helen Churchill
Arthur Hodge
Mina Gombel
Minor Watson
"Murder in the Clouds"
(1st week)
D—D. Ross Lederman
A—Dore Schary
Ray Chandler
C—Unassigned
Cast:
Ann Dvorak
Elyse Talbot
Gordon Westcott
Chas. Wilson
George Cooper
Arthur Herson
Henry O'Neill
"I'm a Thief"
(1st week)
D—Robert Flory
A—Ralph Block
Doris Maybury
C—Sid Hickox
Cast:
Lynne Corlies
Mary Astor
Dorothy Dandridge
Cavanaugh
Irving Pichel
Arthur Aylsworth
"Border Town"
(1st week)
D—Archibald May
A—C. Tony Gaudie
Cast:
Paul Muni
Betty Davis
Margaret Lindsay
Lyle Talbot
Robert Harrat
Robert Light
Robert McWade
Wally Clark
Solid Jimenez
Gavin Gordon
manager of Arlington, goes to P.P.'s
orchestra, Port William; W. F.
Robson, Orph mgr., to Australia for
extended vacation.
Neslor Novak, asst. mgr. and
treas. of Capital, takes over Arling-
ton. Leslie Pugsley, former Cap
doorman, now asst. mgr. and treas-
urer. Harold Bishop stays as mgr.
of Cap. Max Goldin to Capitol.
Brandon. Was asst. mgr. and treas.
of Metropolitan, where George Dow-
bigian, former mgr. of Crescent,
takes his place.

Behind the Keys

(Continued from page 19)

Burlingame, Cal.
Jack D. Marpolo appointed man-
ager of Fox Peninsula, replacing
Ralph Allyn, transferred to the
Mission, San Jose.

Schenectady.
William M. Shirley, back in busi-
ness with a lease on the Hudson
theatre. RKO waived a month on a
restriction which expired Nov. 1,
made when he sold his chain two
years ago.

Omaha.
Film row for the Omaha distri-
bution territory reports following
changes in ownership of Nebraska
outstate theatres:
Opera house, Bruning, from W. S.
Hallman to George Wilkins. Joyo
at Coleridge from F. W. Anderson
to Henry Rogge; Coronado at Hum-
phrey from Glen Johnson to Preston
& Cargen; Playhouse at Louis-
ville from M. F. Reckert to Jack
McCarthy; Uptown, Omaha neigh-
borhood, from Ralph D. Goldberg to
Avon Theatre Corp.; Orleans at Or-
leans from H. C. Bamber to F. W.
Anderson; Paragon at Pilger from
C. Gregson to Bud Darlington; Boyd
at Spencer, new owner Jones &
Bradford; Dean at York, new
owner, Ross Lott.

Rialto, Clarinda, Iowa, changed
from Herman Fields to Pinkelstein
Theatres, Inc.
Theatres reported opened in Ne-
braska are Boyd, Spencer, and Dean
at York. Houses closed in Nebraska
are Barrymore, at Arnold; Owl, at
Bancroft; Star, at Boulder; Jack
Brainerd; Community, at Campbell;
Crystal, at Peru.

Iowa reports one opening, Rialto,
at Clinton, and closing of the
Strand at Sidney.
Strand theatre, Blue Springs,
Mo., changed equipment from disc
to track.

Brooklyn, N. Y.
Zac Freedman has taken over
managing directorship of Fox,
Brooklyn, now being operated by Si
Freedman formerly at R. C.
Music Hall.

Montreal.
Exclusive to the Capitol,
the MGM traveling studio arrived here
last week and is staying until Fri-
day (14). Received by Mayor
Houde Friday (7) and getting good
press play.

Flint, Mich.
Palace, dark for some months,
reopened Saturday (8) with Kenneth
Talmadge as manager. House is
first run.

Troy, N. Y.
RKO Proctor's has obtained a
writ of certiorari, directing city offi-
cials to produce records of assess-
ments in Supreme Court for a re-
view of demands for the assess-
ment for its local theatre property
should be cut from \$300,000 to \$220,-
000. Writ is returnable in Albany
Sept. 28.

Los Angeles.
George Bowser has shifted house
managers in his Fox West Coast
div. again. Gerald Gallagher goes
into the California, San Diego, re-
placing J. D. L'Esperance, who re-
turns to the Fox, Florence. Harry
Denny transfers from Florence to
the Alcazar, Bell, replacing P. H.
Mittner, unassigned.

Pittsburgh.
WB reopening Cameraphone
Satdee (15) after three month shut-
down. House will play third-run
East Liberty, following WB's Sheri-
dan Square feature, "The Regent",
reopening assistant manager, who
remains in circuit's booking depart-
ment, where he was transferred fol-
lowing house's closing early in the
summer.

Unass. Fahné Flattent Una Varan (Ger.) (Ufa). Hitler propaganda. Heinrich
Georg. Dir. Hans Steinhoff. 80 mins. Rel. July 1. Rev. July 17.
Verkaute Braut (Ger.) (Kinematrad). Smetana's opera diluted. Jamis
Novotna. Dir. Max Ophuls. 80 mins. Rel. April 15. Rev. May 1.
Vi. Som Carl Kockavang (Swedish) (Scandinavian). Musical. Rel. April 15.
Volga Volga (Fr.) (dubbed English) (Kinematrad). Adventure of a Cossack
Robin Hood. 70 mins. Rel. Dec. 15. Rev. Dec. 26.
Wandering Jew (Jewish American) (Jewish). Terror of Hitler regime. Ben
Amit. Dir. George Rolland. 70 mins. Rel. Oct. 15. Rev. Oct. 24.
Wie Mann Maenner Fesselt (Ger.) (Franziska Gail. Musical comedy. Dir.
Carl Hochberg. 80 mins. Rel. May 15.
Wie Sag Ich's Meinen Mann (Ger.) (Ufa). Farce. Renate Mueher. Dir. Rein-
hold Schuenzel. 70 mins. Rel. Jan. 15.
Wenn Die Liebe Macht Macht (Ufa) (Ufa). Comedy with music. Renate
Mueher. Dir. Franz Wenzler. 80 mins. Rel. Nov. 1.

Key to Address

Acme, 55 East 14 St.
Arling, 723 Seventh Ave.
Bavaria Film, 439 Fifth Ave.
Blue Ribbon Film, 154 W. 56th
Capitol Film, 630 Ninth Ave.
Embassy Film, 723 Seventh Ave.
European Film, 154 W. 56th
Fimphone, 605 Madison Ave.
Garrison Film, 723 Seventh Ave.

Among the Women

By The Skirt

Best dressed woman of the week:
LILLIAN SHADE
(Patrice)

Johnny Perkins is m.c. at the Palace and looks for all the world like
a vanilla ice cream cone in a white suit, and then changes to chocolate
brown.

Mann, Robinson and Martin has the girl in a black dress of a thin
material with no lining. Belt and slippers are of a rose shade. She
dons a white and black kimono. Underneath is the trunk and brassiere
type costume in blue. A girl at the piano is charmingly gowned in a
diamond studded white dress made with long full sleeves with high neck
and low back.

Lillian Shade was beautifully gowned in lame of a plaid with silver,
green and rose shades running riot. The square neck had two clips and
a sash was of wide black velvet ribbon. Ruth Petty did her numbers in
a white satin evening gown.

Best in Some Time

Radio City Music Hall can pat itself on the back this week for putting
over a show the like of which hasn't been seen in this town for many a
day. The much heralded picture "One Night of Love" had much to de-
with this week's enjoyment. A new Grace Moore has come to the screen.
Young, blonde and slim, Miss Moore will now take her place with the
best. A carefully selected wardrobe sets her among the well dressed
women of the picture world. A dotted meline with hem and neckline of
ruching was the first costume.

Very girlish was a two-piece suit with plaid silk blouse. A print had
two flounces at the skirt. Black velvet trousers were worn with a white
satin jumper. Gardenias trimmed one black gown at the wrists and
courage. A ruff of chiffon around the neck was enhancing. As a singer
in a safe Miss Moore made a nice Italian maid in the costume of the
country. Practice clothes consisted of shorts and a watered silk robe.
As "Mme. Butterfly" Miss Moore showed a kimono of the last word,
and as "Carmen" was also dressed up to the minute. A fox cape showed
up in the wardrobe somewhere and all in all clothes mattered not at all.
It was the way Miss Moore's voice came over.

The stage show opened with 12 baby grand pianos in the pit. Six girls
and as many men. The girls were in white satin skirts with pale pink
fluffy bodices. On the stage proper was the huge orchestra. The baby
grands disappear from view and the orchestra upon rollers moves down to
the pit and also disappears, a feat done only in this huge theatre.

The Rockettes were Quaker misses in the inevitable grey. Nina Whit-
ney was in a half skirt calver a black lace union suit. Yellow and red
predominated. Alice Dudley did a slow rhythm number in a satin frock
the color not determined due to the dim lighting. A huge mirror backed
this dance. The girls wore stunning wired costumes of white. The
skirts were in three layers each hem outlined with brilliants. Bodices
were of satin with high-peaked caps.

The finale of the show had the 12 pianos around a raised revolving
platform. The girls made their appearance down a flight of stairs onto
the platform dressed in gold trunks with red revers on the short jacket-
like bodice.

Spectacle

The stage spectacle, "Romance of a People", is attracting an audience
at the Roxy quite unlike the usual picture house crowd. It is all very
interesting and beautifully done and well worth seeing.

Gae Foster girls, doing the dance numbers, bring the only lightness to
proceedings. Only in one scene are they in real clothes. It is at the
court of Spain where they are in gold skirts with pink velvet long
bodices. Black velvet is used for edging. The Queen was lovely in a
wide hooped gown of white.

Picture, a light affair called "Romance in the Rain", brings Victor Moore
in his first screen effort. It won't be his last. Heather Angel is the
girl interest and is sweetly pretty in many fluffy creations. Esther
Rialston wears the clothes of the picture. All of the vamps move and
the usual display of expensive furs. A good looking frock worn by Miss
Angel was of a plain material with button trimmed bodice, over which
was a tunic-like jacket of satin. A lovely bridal outfit of white with a
most becoming veil suited Miss Angel.

Universal spared no expense when it came to furnishing a pent house.
Done in the Hollywood white, the drawing room, bedroom and dining
room were real picture settings.

"Crime's" Clothes

"Crime Without Passion", the picture at the Rialto, is going to have
a large following. It is all very dramatic and Claude Rains acts all
over the place. Mr. Rains is torn between two women in the story, one
a miss who has seen fit to be known by just one name, Margo. She is
pretty but has much to learn about acting. A cloth two-piece suit is
worn by this miss with a white checkered blouse and beret. In a cabaret
dressing room she is wearing a lace and satin negligee. For her dance
number she is in gym costume, wide of skirt with full blouse and around
the hips a wide scarf. There was but one more costume, a printed vel-
vet frock.

Whitney Bourne, also not so strong an actress, wears some nice
clothes. A coat was fox trimmed over a plain cloth dress. A small hat
carried a veil. She shows another cloth frock with lighter collars and
cuffs and a negligee was the usual flowing type. An evening gown was
of a heavy white material with no trimmings, depending for its style
on the looped armholes.

FRIEDL'S N. Y. POW-WOW

John J. Friedl reached New York
over the weekend from Minneapolis
to discuss film product deals and
contact the Paramount home office
on general operating matters.
Friedl operates the P.R. string
for William J. Hamm, Jr., receiver
of the circuit.

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CALENDAR OF CURRENT RELEASES

(Continued from page 27)

Quick, Koenig der Clowns (Ufa) (Ger.). Comedy. Lillian Harvey, Hans Albers.
Dir. Robert Siodmak. 80 mins. Rel. Dec. 1.
Roman Elmer (Ger.) (Bavaria). Romantic mystery. Liane Haid. Dir.
Carl Boese. 70 mins. Rel. June 15.
S. A. Mann Brand (Ger.) (Bavaria). Nazi propaganda. Dir. Frantz Seltz.
85 mins. Rel. May 15. Rev. May 29.
Salon in Cairo (German) (Ufa). Musical comedy. Renate-Mueher, Willy
Fritsch. Dir. Reinhold Schunzel. 70 mins. Rel. Oct. 15.
Sang d'un Poete (Fr.) (Rialto). Jean Cocteau's idea of modern film. 60 mins.
Rel. Nov. 1. Rev. Nov. 7.
Schicksal der Renate Langen (Ger.) (General). Domestic drama. Mady Chris-
tians, Franz Lederer. Dir. Felix Guenther. 70 mins. Rel. Oct. 15.
Simple Tailor (Huss) (Amkino). Drama of Jewish life. Silent with sound
track. Dir. V. Vilner. 70 mins. Rel. Feb. 15.
Sobre Las Olas (Mex.) (Latino). Historical romance. Lir. Ramon Peon. 70
mins. Rel. March 15.
Sermant, Le (Fr.) (Protex). Heavy drama of love. Dir. Abel Gance. 90 mins.
Rel. March 1. Rev. March 20.
Sohn Der Weissen Berg (Capital) (Ger.). Alpine drama. Luis Trenker, Re-
nate Mueher. Dir. Mario Bonnard. 70 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.
Soviet Closeups (Huss) (Amkino). Newsreel compilation. 60 mins. Rel.
July 15.
Spy, The (Ufa) (Capital). Drama. 80 mins. Rel. March 1.
Stern von Valencia, Der (Ger.) (Ufa). White slave traffic in Europe. Liane
Haid. Dir. Alfred Zeisler. 70 mins. Rel. Oct. 15.
Storch Hat Uns Getraut, Der (Ger.) (General). Lie Dagover. Dir. Herman
Kosteritz. 80 mins. Rel. Nov. 15.
Tannenbaum (Huss) (Amkino). Military drama. Hans Stewe. Dir. Helms
Paul. 65 mins. Rel. March 15.
Tante Gusti Kommandiert (Ger.). Romantic comedy. Hanneli Niese, Max
Audler. Dir. Carl Heinz Wolf. 70 mins. Rel. Dec. 15.
Tausend fur Eine Nacht (Ger.) (Capital). Farce. Trude Berliner. Dir. Max
Mark. 70 mins. Rel. Feb. 1.
Teich der Regiments, Die (Ger.) (General). Military musical. Ann Ondra.
Dir. Carl Heinz Wolf. 70 mins. Rel. April 1.
Trenck (Ger.) (General). Military drama. Dorothea Wleick. Dir. Hans Paul
and Ernst Neudach. 80 mins. Rel. April 1.
Und es Lautete die Posa (Ufa) (General). Musical romance. Wolf Alibach-
Hetty. Dir. Heinz Hille. 80 mins. Rel. Jan. 15.

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HAROLD B FRANKLIN=

580 FIFTH AVE NYC=

DEAR HAROLD WELCOME TO OUR MIDST YOU KNOW I WISH YOU THE BEST OF EVERYTHING AND I FEEL ASSURED YOU WILL DELIVER THE GOODS ONETHOUSAND PERCENT=

SIDNEY R KENT.

Postal Telegraph
THE INTERNATIONAL SYSTEM

89 AUG 24 PM 9 52

SA297 30 NM=PVA LOSANGELES CALIF 24
HAROLD B FRANKLIN=

580 FIFTH AVE NYC=

DEAR HAROLD I KNOW YOU WILL BE THE SAME GREAT PERSONALITY AND SUCCESS IN THE PRODUCTION END OF THE INDUSTRY AS YOU WERE IN THE OPERATING DIVISION LOTS OF LUCK=

IRVING THALBERG.

WESTERN UNION
THE INTERNATIONAL SYSTEM

86A AUG 30 PM 5 46

Received at 64 West 48th St., New York, N.Y.
NU289 34 1 EXTRA=RK NEWYORK NY 30 516P

H B FRANKLIN=

580 FIFTH AVE=

DEAR HAROLD AS YOUR FORMER ASSOCIATE I ALONG WITH OTHERS IN OUR ORGANIZATIONS WISH YOU GOOD LUCK AND PROSPERITY IN YOUR NEW VENTURE AND YOUR FIRST PICTURE WITH GEORGE M COHAN IN GAMBLING=

M A AYLESWORTH PRESIDENT RADIO KEITH ORPHEUM CORPORATION.

Postal Telegraph
THE INTERNATIONAL SYSTEM

831 AUG 25 PM 7 22

SA153 35 NM=PVA LOSANGELES CALIF 25
HAROLD B FRANKLIN=

580 FIFTH AVE NYC=

A HEARTY WELCOME TO YOU AS A PRODUCER AND THE HARVEST CONGRATULATIONS TO YOU AS A FRIEND STOP GREAT PICTURES POSSIBLE ONLY WITH THE CONCENTRATED PERSONAL INTEREST THAT I KNOW YOU WILL GIVE THEM SINCERELY=

SAMUEL B GOLDWYN.

ES HAROLD B. FRANKLIN

PICTURES AND PLAYS

FIRST HAROLD B. FRANKLIN
PRODUCTION. RELEASED BY FOX

GEORGE M. COHAN

America's First Actor

in his

Mile-a-Minute Mystery Melodrama

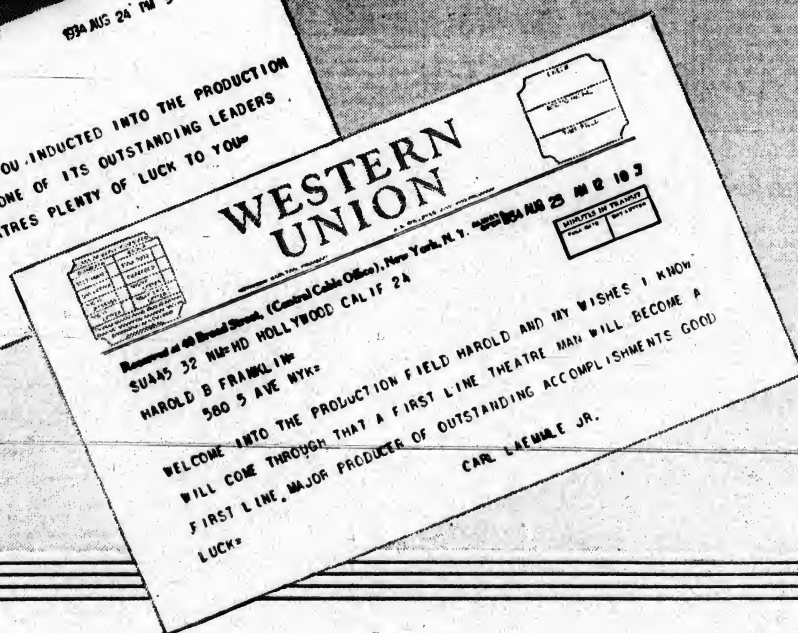
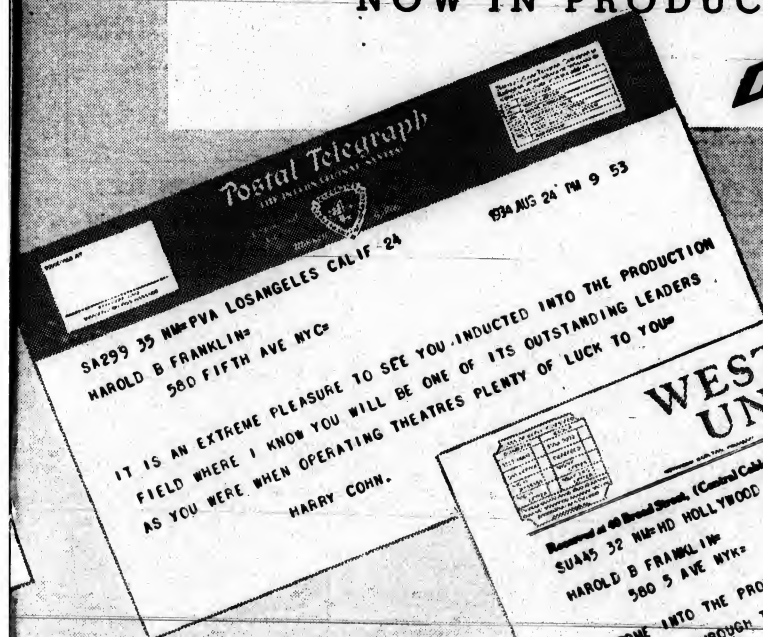
"GAMBLING"

WYNNE GIBSON

DOROTHY BURGESS

Directed by Rowland V. Lee

NOW IN PRODUCTION



MEDICINE IN THE PARLOR

Chain Income from Time Sales

| NBC | | | | |
|----------------|--------------|--------------|--------------|--------------|
| | 1934 | 1933 | 1932 | 1931 |
| January | \$2,373,923 | \$1,869,885 | \$2,635,417 | \$3,026,860 |
| February | 2,197,297 | 1,747,784 | 2,571,009 | 1,934,778 |
| March | 2,387,400 | 1,977,463 | 2,851,782 | 2,164,434 |
| April | 2,358,118 | 1,690,177 | 2,649,892 | 2,195,890 |
| May | 2,472,594 | 1,662,887 | 2,305,448 | 2,101,525 |
| June | 2,182,742 | 1,512,139 | 2,081,466 | 1,931,155 |
| July | 1,864,420 | 1,370,993 | 1,825,433 | 2,027,975 |
| August | 1,735,955 | 1,407,843 | 1,745,338 | 1,892,427 |
| Total | \$17,668,049 | \$13,354,171 | \$18,679,416 | \$16,265,034 |

| CBS | | | | |
|----------------|-------------|-------------|-------------|-------------|
| | 1934 | 1933 | 1932 | 1931 |
| January | \$1,405,918 | \$941,465 | \$1,348,842 | \$692,114 |
| February | 1,387,823 | 884,977 | 1,319,414 | 750,821 |
| March | 1,524,904 | 1,016,102 | 1,436,050 | 1,110,526 |
| April | 1,371,601 | 775,489 | 1,354,592 | 1,076,103 |
| May | 1,255,887 | 624,256 | 1,326,944 | 1,065,352 |
| June | 925,939 | 553,056 | 915,830 | 1,067,230 |
| July | 630,290 | 445,414 | 591,183 | 877,368 |
| August | 605,230 | 498,638 | 540,242 | 774,518 |
| Total | \$9,107,622 | \$5,740,397 | \$8,833,197 | \$7,403,830 |

August Okay With Both Networks;
NBC, \$1,735,555; CBS, \$605,230

NBC's billings from time held up nicely through August, with the month giving that web a gross of \$1,735,555. Figure represents a 23% boost over the takings for the parallel month of 1933 or only 8% under NBC's peak August, which was in '31. Last month's story for Columbia was nothing as bright. With the Don Lee network tossed into the total for the first time, CBS garnered \$605,230, or 14% better than '33 and around 25% less than the August '31 level.

Columbia decided to include the Don Lee organization's takings from hookup time because NBC persists in lumping the income from its Pacific division in the monthly gross. Of Columbia's August tally, the Don Lee link was responsible for about \$30,000. Inclusion of the Don Lee figures may be adopted by the web as a regular policy. If so, Columbia's future monthly tallies will be useless for comparative tabulation purposes. None of the previous monthly totals have taken in Don Lee revenue.

Both national networks should have no difficulty topping their September '33 grosses by a substantial margin. NBC, in particular, might even exceed its record September take, which goes back to 1931. In September '33 NBC did \$547,203, while two years previous it gathered \$1,951,826. CBS, last September, grossed \$547,203 and in '31, the like month, gave it \$947,138.

KFEQ Electrocution

Kansas City, Sept. 10. Harold F. Watts, 34, chief engineer of radio station KFEQ, at St. Joseph, Mo., was almost instantly killed when his left foot came in contact with a high voltage terminal in the generator room of the transmitting station.

Accident occurred at 8 o'clock, just as the station was beginning its daily broadcast. Upon orders from Clarence Koch, manager, the station was silent the rest of the day.

Coughlin on Coast Ether

Hollywood, Sept. 10. Guy Earl of KNX is going to Detroit to negotiate a deal whereby Father Coughlin's ether spels go on the Hollywood station over leased wire from Detroit.

Station asked listeners if they would like to hear the Catholic priest over their home station and for a week the affirmative answer ran up to 700 a day.

ANALYZES BUILDER-UPPER

Cheap Money vs. Glory Theme Partly Answered

In its dickerling for a warbler to take the place of Annette Hanshaw the Benton & Bowles agency is making it a point to remind candidates that the Maxwell House Show Boat has developed a reputation for making stars. This angle, suggests the agency, should be borne in mind when it comes to the salary question.

One of those receiving the star-making nudge from the agency last week was the booking rep for Jane Froman.

You know what the program has done for Lanny Rowan? remarked the Benton & Bowles spokesman.

It happens that I do, was the agent's rejoinder, but without the benefit of Show Boat Jane Froman is able to get \$2,000 a week from theatres. With his two years on the program the best that Roas could do on Broadway was \$2,500 a week.

10 NEW SHOWS START OCT. 1

NBC has 10 commercials slated for unrolling on a single day. Date is Oct. 1. Bunching will establish a record for the web.

Accounts bringing in new programs on that day are Plough, Vick Chemical, Blue Coal, General Mills and Mollie. In the case of Beechnut Gum, Woodbury Soap, Ivory Soap, Ralston Purina and Folger Coffee the date will mark the resumption of last season's programs.

Using Mails to Defraud Charge Against Price; Broadcast Over WNEW

Joseph Price, 24, who has been broadcasting for two months over WNEW, New York, and WICC, Bridgeport, was arrested last week by the Federal government charged with using the mails to defraud. He broadcast under the name of the Cosmic Science Church, Inc. of Los Angeles.

Two days prior to the arrest WNEW and WICC cancelled the program.

BUT NO VIVID VOCABULARY

Successors to Kickapoo Indians Have Entry to American Parlors Via Radio but Must Not Offend Good Taste by Overly-Graphic Descriptions of Symptoms

SEN KANEY LIST

Chicago, Sept. 10. Now that the great American medicine show has stepped from the back platforms of trucks, the empty stores on Main street, and the Saturday night corner under flickering gas flames, the 'docs' have to watch their language.

Radio made it possible for the medicine shows to enter the family parlor and radio it seems is insisting that the docs remember where they are and use parlor language. Expressions too graphic for common usage or offensive to Americans generally must not be employed. Some pretty clinical terms have been heard over the air in the medicine show apels as part of the 'fear' campaigns. NBC, for one, doesn't want these offside plays against good taste repeated.

After some four months of operation, the NBC script supervision department as headed by Sen Kaney, has set up a list of words and phrases which are not deemed suitable for the air. Some 80 words in all are being eliminated in scripts wherever possible as injuring not only the station but reflecting on the advertiser and the agency. Majority apply to radio medicine shows.

There is no hard and fast rule regarding these words as noted by Sen Kaney; there being several instances where the style of the advertising copy makes them permissible. In other cases, words which are completely innocent and innocuous are banned from the air because they are used in connection with other copy which makes them dangerous.

NBC script supervisor has been contacting both agencies and advertisers on these problems and has found both parties willing to listen to reason. The contention is that the use of off-color expression will eventually hurt the entire radio industry and thus harm the potential revenue of the advertiser himself.

Previously the Kaney department has issued several rules regarding competitive copy, which stated that one product was 'better than' or 'more than' or 'the best in the world'.

This list of off-color expressions is an extremely flexible affair and merely points the way NBC is proceeding to keep the advertising copy as free of offensive material as possible.

Being blue-penciled are such expressions as:

Verboten
 Pimples.
 Boils.
 Eruptions.
 Itching torture.
 Scratching.
 Agony.
 Blisters.
 Biliousness.
 Constipation.
 Elimination.
 Fermentation.
 Putrefaction.
 Souring.
 Sour risings.
 Decay.
 Diarrhea.
 Gass.
 Infected areas.
 Infection.
 Nausea.
 Expectant mothers.
 Pregnancy.
 Fores.
 Blebbing.
 Bolly.
 Bloated.

Schedule of Activities

The tentative program for the Twelfth Annual Convention of the NAB to be held at Netherland Plaza, Cincinnati, Ohio, September 16, 17, 18 and 19 is as follows:

SUNDAY, SEPTEMBER 16, 1934

7:00 p. m.

Meeting—NAB Board of Directors.

MONDAY, SEPTEMBER 17, 1934

10:00 a. m.

Call to Order.
 Address of Welcome—Hon. Russell E. Wilson, Mayor of Cincinnati, Ohio.

Address of the President, Alfred J. McCosker.
 News by Radio—C. C. Dill.
 Federal Communications Commission—Hampson Gary, Chairman, Broadcast Division, Federal Communications Commission, Radio and Human Liberty—William Hard.
 Appointment of Committees.
 Announcements.
 Adjournment.

2:00 p. m.

Call to Order.
 A Resume of Code Administration—John Shepard, 3rd, Chairman, Code Authority for Radio Broadcasting Industry.
 Report of the Managing Director—Philip G. Loucks.
 Report of Legislative Committee—Henry A. Bellows, Chairman, NAB Legislative Committee.
 Report of Engineering Committee—Joseph A. Chambers.

6:30 p. m.

Buffet Supper and Smoker given by Cincinnati Radio Stations.

TUESDAY, SEPTEMBER 18, 1934

10:00 a. m.

Call to Order.
 The Advertiser Builds a Program—H. J. Quilliam.
 Report of Commercial Committee—Arthur B. Church.
 Report of Committee on Cost Accounting—H. K. Carpenter.
 Report of Tax Committee—E. M. Elkin.

2:00 p. m.

Call to Order.
 It's Up to You—Col. Thad H. Brown.
 Radio Advertising and the Federal Trade Commission—Hon. Ewin L. Davis, member Federal Trade Commission, Washington, D. C.
 Coordinating America's Amusement Industries—Sol A. Rosenblatt.
 Report of Nominating Committee.
 Election of Officers.
 Adjournment.

6:45 p. m.

NAB Annual Banquet.

WEDNESDAY, SEPTEMBER 19, 1934

10:00 a. m.

Call to Order.
 Widening Horizons—A Conception of the Opportunities, Responsibilities and Problems of Education by Radio—Fred Willis.
 Report of Program Committee—Edgar L. Bill.

Copyright Division:

Report of Oswald F. Schuette, Copyright Advisor of the NAB.
 Report of J. C. Hostetter, of Baker, Hostetter, Sledge and Patterson, Cleveland, Ohio, copyright counsel.
 Report of I. D. Levy, Treasurer of NAB, Philadelphia, Pa.

2:00 p. m.

Call to Order.
 Report of Resolutions Committee.
 Installation of Officers.
 Adjournment.

Hershfield Off

Harry Hershfield is off the Hearst program on WOR at the end of first 13 week period. Option not picked up. Program underwent drastic change three weeks ago.

Understood the Julie Bernstein program, 'Hysterical History' on same station will replace Hershfield for Hearst's.

Wyncoff's Babies on Air

Sac City, Ia., Sept. 10. Wyncoff's quintuplet babies, one of whom died recently, went on the air today via the NBC network in a special broadcast, a milk company sponsoring their debut.

Town of 6,000 was in a turmoil, with many torn between desire to stick by sets, or gain a vantage point to watch pre-program preparations.

Gagging.
 Goopy.
 Hawk-up mucus.
 Phlegm.
 Phlegm-clogged nostrils.
 Vile.
 Keep nostrils as clean as teeth.
 Liverbile.
 Nasal secretions.
 Scabies.
 Stomach.
 Sour.
 Distended.
 Vomiting.
 Colic.
 Colon.
 Cracked toes.
 Pus.
 Infected teeth.
 Blood.

2 Radio Stations Vie To Attract Prep. Star For Local Colleges

Seattle, Sept. 10. KOMO-KJR proved its civic loyalty last week by aiding the athletic future of the home town's high school, the University of Washington.

Bill Vandernay, Lynden, Wash., prep track star, was wavering in his choice between the two state colleges, the U. of W. or Washington State College. He high jumps over 6 feet 4 inches, which makes him a desirable inmate for any man's school. Besides track, Bill has another interest—radio technician work.

Washington State College owns a radio station, and offered Bill a job in it—provided Bill joined its student body. The U. of W. owning no radio station, it had no such hook.

Then stations KOMO-KJR offered Bill a job in their large, modern studio. So Bill's now on their technical staff. He's going to the U. of W.

Steele Returns Oct. 1

Chicago, Sept. 10. Dick Steele, Boy Reporter, returns to Columbia system on Oct. 1 for a regular five-times-weekly ride for Educator Biscuit.

Merrill Fugit will continue as the lead performer. The agency is Blackett-Sample-Hummert here.

ANYBODY'S GUESS ON N.A.B.

N.A.B. Controversial Points

Seven issues that may arise on the convention floor or in committee at Cincinnati were the basis of an interrogation made by VARIETY among a group of broadcast leaders. Comment was solicited on these matters:

1. Do the networks dominate N. A. B.?
2. Should there be a new organization?
3. Should small groups of stations organize for collective and protective bargaining to forestall individual disadvantages in dealing with networks?
4. Do stations oppose the networks setting up as spot representatives?
5. What should be done about ASCAP?
6. Should transcription identification be eliminated?
7. Who should be N. A. B. president?

'Some Time to Call Their Own' for NBC Affiliates Starting in 1935

As another gesture toward conciliating its affiliated stations NBC, beginning with the 1935-36 broadcast season, will set aside a specific number of periods which the local stations will be able to call their own. These periods will be blocked off as not available to network advertisers.

By a single stroke the web figure to overcome critical attack from two different sectors. One will be the education-by-radio element whose claim for special cultural facilities has been in large measure founded on the argument that local stations are swamped with so many network commercials that they are unable to devote any of the choice evening segments to programs of public interest, etc.

Other faction that NBC says this move will serve to pacify are the stations themselves. With the foreknowledge that certain evening spots not be requisitioned by the web, the associated outlets will be in a position to impart to the phases of their daily schedule something of a local flavor. At the same time it will allow them to cash in on the full card rate from local or national spot advertisers and make up for some of the difference between this rate and the compensation they get from the network.

To the broadcaster trade the idea of a network setting aside a definite portion of the schedule for local use is not exactly new. When George Storer embarked on his organization of the American Broadcasting System he let it be known that his contracts with stations would contain a clause guaranteeing the latter at least a half hour of evening time and an hour of afternoon time for strictly local plotting.

1ST KRAFT TABLOID WITH BILL GAXTON

As the introductory tab on its musical comedy series Kraft-Phonix will this Thursday (13) use the score and book of "50 Million Frenchmen." William Gaxton is the only stage name brought in for the initial condensation.

Tab will run 20 minutes with the rest of the program's entertainment dependent on Paul Whiteman and his troupe.

Greig-Blair Adds 3

Chicago, Sept. 10. Greig-Blair & Slighter special rep outfit has added a trio of station to its list. Latest tagged are WJW in Detroit, WIP in Philadelphia and WBAL in Baltimore.

Brings the G-B-S string to 15 stations.

Nat Lewis on WHN

Nat Lewis, one of the oldest local radio advertisers in New York City, started an afternoon series over WHN Sept. 7.

Lewis first used radio advertising in 1924.

NOT SURE WHAT MIGHT HAPPEN

Convention in Cincinnati Next Week May Focus Attention on Burn-Up Questions—Delegates Jittery

PARTY STUFF

By BOB LANDRY

One week before the Cincinnati convention of the National Association of Broadcasters (Sept. 17-19) the delegates aren't sure whether they are going to a fight or a feast. It may be the year of the big showdown or it may be just the biggest three-day entertainment in the history of broadcasting conventions.

It looks like unprecedented efforts will be made to divert the boys to social relaxations on a scale never previously envisaged.

On the other hand, the very calm and quiet and lack of advance certainty as to what will or might happen has some of the guessers expecting fireworks. Highly inflammable matters may refuse to remain safely corked. Tension between stations and networks is almost pathological. One diagnosis calls

N.A.B. Presidency

Four names are being mentioned for the N.A.B. presidency the coming year. None are candidates in the sense of seeking the job, but all have their adherents. Listed alphabetically, the maybes are:

Leo Fitzpatrick, WJW, Alfred McCosker, WOR, John Shepard, 3rd, Yankee, L. B. Wilson, WKCY.

Understood networks will oppose Fitzpatrick, Shepard or Wilson. Reversely, the indies will oppose McCosker, incumbent president, because of WOR's connection with NBC, a semi-official intimacy. Also McCosker has held the job for two terms and there is sentiment against a third term as contrary to best interests of N.A.B.

for an operation. Another prescribes complete freedom from disturbances so that time may heal the pain.

Hand Grenades?

If the insurgents' hand grenades start popping, the show on the convention floor will eclipse anything the ringmasters can arrange outside. In that event this may materialize as the year of the big showdown. Yet a prognostication based on replies received to a questionnaire sent out by VARIETY would indicate that middle-of-the-road policies are likely to be followed. Meaning the boys will be 50% businessmen, and 50% Omar Khayyam.

Majority sentiment tends to suggest that a secession movement looking to a divorce of independent stations from NAB and the establishment of a second and new broadcasting organization with membership denied to network-owned or controlled stations isn't probable. There is some sentiment in that direction, but the delegates shy away from the split fearing the unknown possibilities of such a move more than the known dissatisfactions of status quo.

What Wooten Thinks

Hoyt Wooten, president of WREC, Memphis, thinks the solution to network domination lies in a determination by the rank and file delegates not to elect network men to important committees or offices and thereby keep the convention and the organization piloted by the station men themselves. Lew Weiss, of WJR, Detroit, feels that the networks and stations must learn to co-operate for mutual advantages. He does not regard intra-organiza-

Radio Code Authority Demands Lowdown on Crazy Crystal Deals

Madge Kennedy Guest on Beechnut Gum Serial

Beechnut Gum will also use name players for its serial, 'Red Davis,' on NBC. First of these spotted for the three weekly affair is Madge Kennedy. Deal will have her in on the Oct. 20, 24 and 26 broadcasts.

Account has made a similar guest arrangement with Alex Dutra, national open golf champ.

STORER SHAPES WEB FOR OCT. START

George Storer expects to issue the rate card for his American Broadcasting System by Oct. 1. He has yet to effect a local alliance in two of the more important centers of the basic area. These are Detroit and Cleveland, and as soon as he has straightened out these situations the ABS will be launched as a commercial enterprise. Storer would like to get his rate card out in time to make the terms effective with Oct. 1.

Storer has the seaboard area completely covered. His basic link as now set takes on Providence (WPRI), Boston (WHDH), Washington (WOL), Philadelphia (WIP), Cincinnati (WFBB), St. Louis, Chicago, Buffalo, Pittsburgh, and Davenport-Des Moines.

tional politics as any more selfish or cunning in radio than in other industries.

Dr. Leon Levy, of WCAU, Philadelphia, frankly does not think the networks dominate NAB, and John Shepard, 3d, of the Yankee web also pooh-poos the existence of this condition. A station owner prominent in practically everything that concerns broadcasting but who wishes not to be quoted directly, writes 'the networks are doing a good job. Equalize the situation by having the stations do a good job.' Dr. Levy declares a second NAB would be a financial fiasco almost inevitably. John F. Patt of WCAR, Cleveland, believes the network-dominance factor is unfounded and opposes a new group.

Most broadcasters don't like the networks as station representatives. John Shepard writes: 'would not personally turn over spot representation to the network on any stations of which I controlled the policies. Have no objection to the networks trying to secure such representation from other stations but feel that stations are not acting wisely in granting such representation to the networks as their interests are opposed when it comes to spot broadcasting.'

Lew Weiss describes the networks station representation system as tending to defeat the competitive activity necessary in our business.' Patt thinks reps. should be of station's own choosing.

A chorus of 'yes' is the response the question regarding elimination of the tagline 'this is an electrical transcription from recorded programs.' Dr. Levy, however, takes a contrary viewpoint, feeling that to 'increase a deception to the public would also have the ill effect on broadcasting or tending to decrease the development of talent.'

It will be recalled that a strong effort was made at the White Sulphur Springs get-together last year to erase the stigma from wax. But nothing happened and the 'concord' shows must still be labeled as such. Broadcasters appear to regard the current action against ASCAP as presaging early relief from the music tax. John Shepard favors a 'per performance' charge system.

Washington, Sept. 10. A sweeping show-down of the broadcasting industry's sincerity toward trade practice provisions of the radio code was invited last week by the broadcast code authority in demanding from every station sworn statements of contractual obligations.

All broadcasters were directed to file immediately statements showing whether they have entered either written or oral agreements to carry Crazy Crystal programs and the terms and conditions of existing contracts. Stations in the first four zones were given until Sept. 15 to produce the requested information, while Far-West stations were allowed an additional five days to submit their statements.

While the summons is expected to stir up a hornet's nest and conceivably will result in flat refusals of various stations to reveal this information, the code authority intends to make the matter a decisive test of its powers as well as of the industry's attitude toward code clauses prohibiting cutting of posted rates.

Reports that chiseling on rate cards is spreading throughout the nation in an effort to obtain contracts provoked this drastic order. The code authority feels that a show-down over the observance or violation of the rate provisions is inevitable and has taken the attitude that the sooner the issue is settled the better for the entire industry.

Order is sufficiently broad to serve as a vehicle for several other tests, including determination of its power to command information, and the National Recovery Administration's willingness to support code authorities.

If, as is more or less expected, certain broadcasters defy the code authority order and refuse to submit the information, the violators will be cited to the NRA as code violators and punitive action will be demanded. Similarly, if statements show that rate-cutting has occurred, stations will be ordered to boost rates or cancel the unfair contracts, with holdouts being certified to the Blue Eagle headquarters for penalties.

Good Test Case

Crazy Crystal program was specified, it is understood, because of the reputation this firm has within the industry for driving smart bargains and because the program is broadcast in every part of the nation, by both networks and individual stations, with live talent and recorded programs.

Although confronted with the necessity of checking rate-cutting, the code authority has been victorious in its first fight over the question of observance of trade practice provisions, it was revealed last week. Virtually all of a dozen small broadcasters who for weeks refused to post rate schedules and who defied the code authority have come through following threats from the NRA to jerk Blue Eagles and institute legal action.

Fortemorning test will be the first attempt of the codists to put its authority to trial and marks the initial move in a campaign to round up code violators who are reported to be gaining confidence because of lax enforcement by the NRA of codes in general.

Pastor a Showman

Charlotte, N. C., Sept. 10. Rev. M. E. Hank, evangelist, has had \$10,000 on the line for a series of broadcasts of his sermons over WGOB, Charlotte, N. C. The preacher set up in Charlotte in the face of considerable opposition. He has erected a temporary wooden tabernacle at a cost of several thousand.

New York Radio Parade

By Nellie Revell

As advance exploitation for their new 50,000-watt transmitter which goes into operation on Thanksgiving Day, WOR has Tom Lane, sales promoter, out contacting mayors of various towns to come to New York and speak to other mayors of country over WOR. Program has mayor of Philadelphia set for first show. Mayor Walmesley of New Orleans is due in to speak also.

Country-Wide Fashion Show

Arnold Constable goes on CBS coast-to-coast hook-up for one show on Sept. 18 from 3:30 to 4 p. m. Program is a fashion show which will be on 32 stations and be used in 52 stores throughout country. Broadcast will come from fashion show in Arnold Constable's in N. Y. Same gown is to be modeled in each store at same time while announcer talks on gown in N. Y. Charles LeMaistre mebbe as announcer.

Scripture vs. Securities

ABS has a daily show called "Rich Investment Service." Erlin C. Olsen is the "Service" and broadcasts daily from his office in Wall Street plugging his tout sheet for stock market specs. Sundays, however, he broadcasts from his home only this time his show is a religious sermon.

Col. Patterson's Army

A Salvation Army committee was in conference with an NBC executive about broadcasting the arrival of General Evangeline Booth. The program was okay with NBC but when the committee suggested having the chairman of the committee introduce the General NBC was cold until the radio official asked who the Salvation Army chairman was. He nearly fainted when the Salvationist said it was Colonel Patterson.

Advertising Agency Is Always Right

A woman connected with one of the advertising agencies caused a shake-up in the CBS announcing staff. The madame squawked about the dull similarity of the announcing staff. To please her, Tom Coates, the newest member of the staff took the rap, and two new men, Hal Moore and Del Sharbutt, were hired. CBS and Coates parted best of friends.

Scrambled Notes

Worcester (Mass.) Gazette wired for further info on Wallington divorce and remarriage since first Mrs. W. was a native of that town and her family had no news of the split. When you hear the Lanny Ross Log Cabin Inn Ork on that new B&B show over NBC it will be Harry Salter's new outfit with Harry as ghost conductor. Salter leaves for coast to organize band of local talent for use on coast since Lanny can't return to N. Y. for first three weeks of show. Anka Kundh is new addition to Roxy show. Teddy Bergman joins the cast of Life Begins at 8:40 to understudy Lahr who has a bad gam. Ward Wilsons have a baby girl born in the Astoria Sanitarium last Thursday. Frank Graham, sport columnist for the Eve Sun will be on one of the networks next month. Edward Krug of WGB and WKAW, Buffalo, is new announcer at ABS. Maurice Chevalier accompanied Leal Ray to her rehearsal of the Phil Harris show at NBC. Parker Fennelly will be on the Kate Smith Wednesday afternoon show in a mystery comedy script of his writing. Gladys Hurlbut also on show. She is author of last season legit show "By Your Leave" which starred Dot Gish. Nan Halperin, vaude headliner, will guest star on the Ben Selvin show at WOR on Sept. 14. Height of futility: Leon Belasco tutoring George Givot on how to pronounce long words. Mark Warnow supplies the music for the Byrd shows though he gets no billing. Grace Hayes been renewed on NBC.

Auditioning

"The Making of Montague," conceived by Peter Van Steeden, written by Al Miller. As auditioned was for a half hour spot at NBC. "New idea" of shows has all dialog in rhyme. Cast of Mary McCoy, Bob Simmons, Eustace Wylie and Smart Set Quartet once known as "Rondoliers." Crumit and Sanderson auditioned for Bond Bread at NBC. Kay Swift, Ed Heyman and Ray Heatherton auditioned for NBC. Kay Swift is frau of James Warburg of Bank of Manhattan Co. Under alias of Kay Swift and Paul James they wrote tunes for "Fine and Dandy" and "Garlick Galettes." Howard Levey directed the ork. Final Burns and Allen show as auditioned calls for Burns and Allen, Bobby Dolan, Kings Guards and three gal voices, dramatic actors and all at CBS. Robert Maxwell, Dick Lebert and Margie Keelin Keeler and Mildred Line at NBC. Lebert and organ only music on show. Poet Prince at Columbia.

CBS "School of Air" will return in October as soon as commercials are all set. Program calls for four shows a week, large cast and large budget. So far 50,000 schools through U. S. A. and Canada have asked for literature. Teacher frame studies around these broadcasts. John McCormack, once program manager of WINS, to Cincinnati as production and program man at WKRC. Belle Baker sails for London on Sept. 18 to begin a limited engagement at the Palladium on Oct. 1. Her first professional appearance over there. Donald Novis and Frank Luther entertain bunch at rehearsals by playing panzer. Judy Dedderide was an Eastern Air Transport hostess. When the mail contracts were cancelled she was fired. Now working for ABS and has charge of fan mail. A full shuffling of offices at NBC will have the program, sales and library depts being shifted with a resulting mess of confusion. To add to the furore all the inside phone numbers will be changed. Betty Finley, secretary to Ralph Wonders of CBS is vacationing. Lambs Club lining up talent for a show on air with a sponsor. The talent is to be gratis with money being doored to the Lambs Club morgages. I. I. Fox interested in show. Van Voorhees, Hugh Conrad and Cal York of CBS are one and the same man. NBC is having difficulties trying to sign the English Gilbert and Sullivan troupe for the Sunday spot vacated by "Goin' to Town." They're tough businessmen.

Gossip

Paul Dumont, NBC production man, will write and act in the minstrel show that Mollie will present in October. On the passenger lists of the doomed "Morro Castle" was a Charles O'Connor. NBC was swamped with phone calls asking if it was the announcer. It wasn't. Myrt and Marge felt right at home these days. They are vaudeville in Phila with Ray Hedge, Tom Post and Richard Earle rounding out their cast. Horatio Zito of the Waldorf is a native of Montevideo, Uruguay, and only native of that country on airwaves. Jackie Heller in town over the weekend to see the Melba Ross battle. Ed Leary returns to vaudeville on the 23rd. Ted Black ork returns to Cafe Loyale with a ABS wire. His Frau Airline Black also returned to ABS staff. Florence Britton of CBS dramatics came to radio via movies and stock. On the coast she worked for Ronald Colman pictures, then East to jobs in "The Lake" and "Shining Hour" and so to stock in Maine where Courtney Savage saw her work and auditioned her for radio. NBS is picking up Guy Lombardo ork from round country while Guy is touring. Eventually he will rook in Philadelphia and go on the network from there.

Stand By

Pagons at NBC have been supplied with info about the 11 tour of Radio Center. To be used in selling the tour. Hank Parkyn of music division at NBC will wed during his vacation. Wife is not of radio and comes from Englewood, N. J. Diana Mathews is new blues singer at

Sponsors-Agencies

Richfield Oil account moves to Fletcher Ellis agency, New York, from Geyer-Cornell.

Charles Bloom (pillows) is a radio advertiser - to be. Albert Frank-Guenther Law agency, New York, handling.

LaSasine (antiseptic) account now with J. M. Mathes agency, New York.

Pontiac automobiles now agented by the Detroit firm of MacManus, John & Adams.

Cambell-Sanford agency, Cleveland, has designated Earl Cook as overseer of its radio activities.

A. J. Krank (Latherkreem) of St. Paul is radio-minded. Chicago office of Reinke-Ellis-Younggreen-Pinn agency in charge.

Penn Tobacco is active in several directions on behalf of Kentucky Winners cigarettes. Ruthrauff & Ryan agency, New York.

Jack Davidson's title at Young & Rubicam agency is general manager of the radio department, but William R. Stuhler retains his position as No. 1 man on all things pertaining to broadcasting in the agency.

Bromo Seltzer last week listened to Greta Keller.

Bresse-Waetjen agency, New York, reported ready to embark some of its patent medicine accounts on radio ventures.

Nu-Enamel is sponsoring a series over WOR, Newark, Mondays and Fridays at 10 p. m. Uses Frank and Flo Cronin.

Snell Laboratory has Doctor Haeseler spelling daily at 4:45 p. m. over WOR, Newark.

Welch Grape Juice program three times weekly with NBC, starring Irene Rich, changes time to 8 to 8:15 p. m. EST on Oct. 5. WHAM, Rochester, will be added to the list of stations already broadcasting the program.

Wax Works

Oxydol goes on the ether shortly with a number of five-minute platters. Will be spread through the eastern territory as a starter, beginning around Oct. 1.

Account handled through the Blackett-Sample-Hummert agency, Chicago.

Central Shoe company is extending its program "Robin Hood" adventure stories through some 15 stations nationally as its distribution spreads.

Hitting for two 15-minute programs weekly on platters through the Jim Dougherty agency of St. Louis.

Philo is turning out through World 20 quarter-hour musical recordings for bankrolling by local dealers. Soliciting of the local distributors will be left to the stations. Disc series will be shipped to around 200 stations.

Nujol goes spot broadcasting as soon as it has completed a dramatic disc series. Stencils will be broadcast for 13 weeks at the rate of three a week. McCann-Erickson agency is working on the station list. Program will be tagged "Nujol Clinic of the Air."

WOR. Came from coast where she sang for both chains. Paul Douglas of CBS announcing staff is a divorcee. 4 Royal Jesters will not return from night-clubbing in London until Oct. 2. Larry Harding of CBS announcers is vacationing in Washington, D. C. for one week. Erva Jiles out of the hospital after a serious operation. She will be in town shortly. ABS casualties include Betty Gould, pianist, who while returning from vacation on Lake Erie steamer was thrown from bunk during a storm and has a bad shoulder. Betty Glenn of dress dept has a bad gam. John Hewitt emating at NBC was first to do plays on television. For two years staged them on WEXA. Now in addition to acting on Palmolive show he goes to WTRC, Hartford, for "Betty Inter-ludes." Phil Carlin back at his desk after a week's illness. "Tiny" Tarpley of Herald Trib staff and Tampa (Fla.) Times has joined staff of Dave Casem, press man at WOR. Elouise Dawson, NBC hostess, did a small commercial spiel on the last Fred Allen show. Two hours after she got the job the Cleveland office of NBC was tuning in to listen to her as "his her home station." Howard Wiley of NBC production will wed in three weeks. Ruby is Philly grand opera singer, and protegee of Leopold Stowkowski. Frank Cowan's son Stanley may soon be doing business with his dad. He was trying to sell a hand-leading crooner to Ed Wolfe for radio.

Radio Chatter

Hawaii

Harry Owens and his Royal Hawaiians will go on the air at KGU for an NBC program to be broadcast for the next four months over this station. Jim Wahl will announce this 30-minute show each week.

Mutual Telephone Co. here are using Eb and Zeb transcriptions, which are very popular here.

Fred Hart, new owner and manager of KGMB, getting new programs lined up. This station operates continuously now.

Japanese and Chinese programs are taking the better hour spots here, with the Chinese, at KGU, taking Sunday afternoon, and Japanese on KGMB.

New York

Mrs. Claudine McDonald, NBC's former announcer, has returned to the job. She has two weeks' vacation in the mountains of New Hampshire. During her absence, Charles O'Connor, who signs on and signs off the Woman's Radio Review, handled the announcing for entire program.

On his vacation, Tom Lewis, WGY announcer-actor-author, spent some time mixing with the theatrical and literary crowd down Connecticut way. Also automobilized to Cape Cod with members of the Lewis family.

Harold Sanford, musical director of Two Sent in the Balcony, an afternoon, NBC red network sustainer, had a birthday last week, with the announcer bespeaking greetings over the air, from the east. Henry M. Neeley, "The Old Bachelor," and associate of Sanford, still away from the m.c.'s job. Mildred Esmond, WGY coloratura soprano, has sung in Schubert productions and made other stage and club appearances. Also has broadcast from stations in New York City.

Emerson Markham, director of WGY agricultural programs, is back at the mike after a vacation, during which Bob Crain substituted for him.

Asa O. Coggeshall, production program director of WGY, announcing Saturday morning show of The Banjo Club and Lee (Sax) fired over the NBC red loop. "Coggle" took regular turns at the amplifier in the early days of WGY.

Annette McCullough, WGY pop singer, based on local and national broadcasts and a program piped to the NBC red circuit, after an illness. In addition to radio work, Miss McCullough is in a N. Y. State department.

When the moon comes over the mountain Kate Smith will be looking at it from a Park avenue apartment. Ebullient songstress has leased a swanky "dig in".

Charles Carlin winds up a three-year connection with CBS Sept. 17. Joe Orlando now warbling with the Don Paul band.

Easy Aces are broadcasting apt. of Walter Myers, the agent, now on Coast.

Change in the hotel's management cancelled Jack Denney's opening at the Terrace last Thursday (8).

Andy of Amos 'n' Andy made it champagne for the ship news boys on his arrival from Europe last Friday (7).

Fred Fletcher, WOR Lonely Cowboy, playing theatre dates in New Jersey.

Vaughn de Leath, who dates back to 1919 in radio and is one of the handful of ground floorers among those still broadcasting, will throw a big birthday party.

Three Marshalls auditioning for NBC sponsor.

Michael, 17-year-old piano accordionist, who has broadcast with Vallee and others, worked last week for "Air Breaks," NBC "new talent" program.

Mildred Bailey starts for Vicks Oct. 1 on the NBC (WJZ) net. Singer will do three-a-week.

Delaware

Richard Horner and Virginia Randolph Kelly, both WDEL soloists, have been armed in lately. None of the transmission operators for WDEL or WJLM ever smoked.

Charles Hackett, WDEL reporter on Local News, will return to the airways soon after a prolonged summer lay-off. Hackett is City Editor of the Delaware Sunday Star.

Emil Teesman and Katharine Dettling, both formerly connected with WDEL, were married recently in Hampton, Va.

Jack Paris, WDEL control man, is confined to a nurses' home in Philadelphia during practically all of his hours of duty.

While bells won't toll till first of year, Ruth Aulenbach, WDEL secretary, and her hubby-to-be have already picked an apartment in New York.

Vic Caille, organist for WDEL, composed and played his own wedding march. A 13-hour Sunday operating schedule will go into effect for WDEL Sept. 16.

Illinois

Bob Becker, Reed Myers and Nate Pumpkin back from a fishing trip in Wisconsin.

Jeanie Lang to St. Louis to visit with her mother for a few days.

Bob Kaufman on a trip to Milwaukee.

Holly Shively back to CBS from New York.

Frank Melton on the Armour hour as second guest during Phil Baker's absence.

Howard Williams to Hollywood the end of September.

Dorothy Page to join the Jan Garber program.

Jackie Heller to New York for a week.

Ruth Seaton engaged to be married.

WHIP, Rock Island, has added a "Kate Smith" to its staff. Ella Liljegren, patterned both in figure and voice a la Kate, doing a Wednesday night (7) song period with Tommy Ott, studio pianist, formerly of WLW, accompanying.

California

George Fisher is handling the Don Cave ork at Del Mar for the KFWB remote.

KFWB and Safeway Stores tossed a party for 3,000 orphans with Joe E. Brown, panicking the kiddies.

Terry La Franconi finds time to act in Spanish film versions at Warner, warble over KFWB and appear as a soloist with Jimmy Grier at the Biltmore Bowl in L. A.

George Fischer is announcing the KFWB remote of Don Cave's ork at Santa Monica.

Guy Arlt fitting from office to office to plug the vacash gaps.

Every station getting its share of the political biz.

Jimmy Allen, disc serial goes over KNX for Richfield Oil. Don set by Pat Campbell for World Broadcasting.

Cliff Anderson, NBC traffic manager at Fresno, and Bill Andrews, chief Barker, are in L. A. on vacation.

Richfield Reporter, for three years KFI news tapper, has been oled by dailies since changing over to commenting.

Russ Colombo is happier now that he has a Friday night spot on NBC.

Dr. George Lebling, concert pianist, who has been on KFI, now has a sustainer on KMTR, Hollywood.

Edith Cole, who has played leads in several western pictures, goes to KMTR for a twice-a-week torch program.

Phil Regan and Olive Jones, late of the Central Park Casino, were quoted as guests on the KFWB Hinks Sunday (9).

John Hurley, KFWB announcer, took Joe E. Brown's rib seriously and is now using his true handle, Owen Brown.

Luke Champ of the Chinese Act theatre headed an Oriental program on the Family Circle KFWB airtel. John Swallow back from a piscatorial vacash.

New England

Nate Tufts of Ruthrauff & Ryan ad agency now regular announcer assisting Fred Hoey on Boston big league baseball broadcasts. He pinch hit when WNAC announcer went on vacation and has continued on in his place.

Boston Globe is using five-minute (Continued on page 48)

BODY-AND-SOUL MORTGAGES

Stations Kidding Talent

Stations, especially around New York, have argued that the opportunity to be heard was ample compensation for talent. Hence the multitude of turns broadcasting hopefully for nothing.

Among these turns are acts without a ghost of a chance of landing a sponsor. If it flatters them to be on the air or helps their prestige or money chances elsewhere, this may be okay. But they shouldn't kid themselves or be kidded.

Stations in the end will have to pay for talent. Because in the end there will be no room or excuse for talent not good enough to deserve being paid. Time-killers will be left to the 100-wards where anything is preferable to a steady diet of phonograph records.

There's a good deal of bunk about the 'opportunity to be heard'. Rather questionable if many important people have much spare time for listening to programs on second and third string stations in New York or elsewhere. If anything talent on small out-of-town stations has a better excuse for broadcasting gratis. In such instances the salesmen are really out trying to peddle them commercially.

It gets down to a question of money to live on. Girl singer fainting in front of the microphone from malnutrition makes unwholesome reading. And not so sensational or exceptional as it may sound. Reputable maestro compelled to give up 50% commission to a station stands to pay that plus theatrical agent, booker, or advertising agency fees on anything materializing outside the station. And after paying for his own orchestrations the maestro might just as well be traveling with a tent show. All in the name of radio opportunity.

Program directors or others trying to make a showing at the expense of talent are piling up future trouble. It isn't in the leaves that the kidding of talent whether by glib persuasion or blunt ultimatums can continue indefinitely. Swelling chorus of complaints must finally reach a crisis.

Broadcasting was very lucky to get its NRA code through with the talent remuneration question left wide open. Stations might well weigh the eventual economic wisdom of not providing the performers with such swell evidence for affidavits. These abuses may come home to roost.

Dodge Auto Bankrolls \$1,375 Program on WLW With Joe Marks M.C.

Cincinnati, Sept. 10. Ruthrauff and Ryan agency, Chicago, has set the Dodge Brothers auto account on the 500,000-watt WLW for a 13-week 30-minute series starting Sept. 23. It will be a \$1,375 show, having a 20-piece orchestra, the Pence Sisters, John Barker, Oklahoma Jack Albright, a male quartet, and Joe Marks, the veteran vaudeville act, as m.c. Regarded as one of most prestigious shows ever booked on a regional station.

NBC DENIES HOLBROOK UNION TIES ODOUS

Notices were given last week by NBC to John Holbrook and Ted Jewett, both of the announcing staff. Web denied that Holbrook's exit was the result of union activity. Also that both cases had any political ramifications. Holbrook was brought down from WBZ, Boston, two years ago, after he had won the Academy of Something or Other award.

Andy Selkirk's Suicide

Chicago, Sept. 10. Andrew Selkirk, radio musician and program builder, shot and killed himself in Chicago Sept. 7. He was formerly in partnership with Bob White. Mrs. Selkirk is an instructor at the Abbott Dancing School and also a dancer at the World's Fair.

Jolly Coburn on NBC

Jolly Coburn's band will do a Sunday evening quarter hour over NBC's blue (WJZ) link starting Oct. 7. Unit makes its debut two days before at the Stratosphere club, swank night, on the 65th floor of the RCA building. Group is reputed popular with society debutantes in Westchester and Long Island.

DIANA BOURBON HAS CAMPBELL SOUP JOB

Philadelphia, Sept. 10. F. Wallis Armstrong agency has retained Diana Bourbon, British writer who has done fiction and scenario work on both sides of the Atlantic, to replace J. P. McEvoy, resigned, as author of the scripts for Campbell Soup's 'Hollywood Hotel' series, which starts on CBS Oct. 5. The highly publicity minded ad agency took the writer's English origin as cause to announce that she had been especially imported from London for the canner's show.

Agency auditioned three of her scripts last Tuesday (4). She will make Hollywood her base of operations. Miss Bourbon wrote scenarios for British-Gaumont and has made several stage appearances in legit. She had a story, 'Atlantic Adventure', in the September issue of Cosmopolitan.

Anticipated difficulty of Louella Parsons to inveigle picture guests gratis have not yet materialized. Tagged for the first two shows are Claudette Colbert, Warren Williams, Ronald Colman, Dolores Del Rio, Edmund Lowe and Gloria Swanson.

PHILADELPHIA MUST HAVE STEADY MUSIC

Philadelphia, Sept. 10. First step of the new season being taken by the Musicians Union to enforce compulsory studio bands was instituted last week. Home Cella, local union head delivered the ultimatum that all stations must comply with labor regulations or else. Victory, during the summer, over WCAU on the house band situation presages an early clean sweep of the town's remaining studios.

Present opposition is from the Gimbel Store outlet, WIP, whose newly gathered large personnel overhead has given the station a knotty problem. Complaint is that WIP's new connection with the Storer network will leave little local time available for Philly sustainers. Union, eating places WIP in a class B category, requiring an eight-man full time band.

AIR ACTS CHAMP CHISLER CHUMPS

Stalling Mgr. Element Ties Up Artists and Seldom Delivers—Show Up Only When Commish Is in Sight—Acts at Burglar-Proof Contracts' Mercy

50% TAP

'Why did I sign that contract?' has become the radio blues.

Those singing the sad chant are performers and the contracts they rue are mortgages on their future earnings given to 'business managers.' These career pilots go into long silences during which the performers never hear from or of them. Then at the first hint or rumor that the artist has a commercial the manager hops up, either claiming credit for the prospective sponsorship or, if that is too raw, reminding the artist that all business transactions must be handled by the managers under the terms of the contract between them.

It is startling how many radio performers are riveted to managers in whom they have no confidence and often never speak to. This is apart from the reputable minority of managers who actually perform some service and advance the careers of those they represent.

Oddly enough the reputable managers are generally quite willing to release anybody that's dissatisfied or for whom the manager seems unable to make any progress. But the chiseling, stalling, do-nothing managers do everything short of calling out the militia to hold actors to blanket commitments.

Confusion

Stage people are amazed at the pretty consistent bad business judgment of radio performers, but no doubt this arises from confusion of the artist in the strange, ruinous, angle-playing broadcasting firmament. Beginners in radio hear all sorts of stories. Stories they cannot confirm. Whispers of favoritism, of needing the right connections, of pull counting more than merit. Which makes them ripe for the glib chisellers.

If the stalling managers devoted as much salesmanship afterwards as they devote in advance to getting a promising-looking artist to sign one of the body-and-soul mortgages they might actually earn the commissions they never fail to claim. But that's not part of their philosophy. One lawyer-manager has openly declared his policy is to sit and wait for the buyer of talent to come to him rather than make any effort to peddle talent.

It seems hard to believe, but many radio artists give up 50% of their incomes. Minimum radio commission runs to 20% for the manager or agent alone. Broadway regards

Philly Talent, Long Peanut-Fed, Sees Gradual Ending of Free Sustainers

Network Premieres (THIS WEEK)

- Sept. 10. Voice of Experience. (Wasey Products, WABC, 12 noon).
- Sept. 11. Whispering Jack Smith. (Ironized Yeast, WABC, 7:30 p.m.)
- Sept. 13. Eddie Dooley, football. (Shell Oil, WABC, 6:30 p.m.)
- Sept. 15. Roxy Revue. (Fletcher's Castoria, WABC, 8 p.m.)
- Sept. 15. John B. Kennedy, Frank Black's ore. (RCA Radiotron, WJZ, 9 p.m.)
- Sept. 15. Lois Bennett, Conrad Thibault, Jack and Loretta Clemenck. (Don Voorhees ore, Ivory Soap, WEA, 9:30 p.m.)
- Sept. 16. Don Mario Alvarez, Harry Daniels ore. (Maybelline, WEA, 3:30 p.m.)
- Sept. 16. Big Ben Dramas, Arthur Allen, Parker Fennelly. (Westclox, WEA, 4:45 p.m.)
- Sept. 17. Edmund C. Hill. (Wasey Products, WABC, 8:15 p.m.)

Philadelphia, Sept. 10.

Philadelphia stations are faced with the most unusual situation in local radio annals—more and better stations, and no talent.

With the advent of KYW, the certain merger of WLIT and WFL, the increased power of WIP on a new advantageous frequency, the control of WIP bought from the Leveys by the Gimbel department store, and coming importance of WCAU as a Columbia network key outlet, local talent finds itself in the deliver's seat for the first time in Philly history. Studios have consistently adhered to the policy of free sustaining programs, since a fertile talent field made immediate replacement of disgruntled broadcasters possible. However, with many local acts migrating to New York and other cities and two stations already signifying an intention to pay all artists nominal fees, it is or seems that Philly performers may find the end of the long road in sight at last.

At WCAU it is reported that this studio will bear much of the burden of Columbia's build-up for daytime shows, and will have scheduled four one-hour chain programs weekly. As a means of averting talent difficulties, WCAU is signing all acts to long-term contracts with the studio's Artists Bureau, planning to book the larger percentage of this talent in Philly night clubs and thus compensate for gratis program work. In line with this WCAU search for artists is focusing upon comely gals and gigolo gents for personal appearance work. Many of this studio's headline performers of last spring have either left the city or accepted other acts with impetus toward paying sustainers was evidently caused by KYW's impending arrival. Belief is that the Westinghouse station will maintain the Chicago talent rates to possibly capture dissatisfied acts of other stations. Although much has been done by Westinghouse to survey the Philadelphia sector, no movement has been made to give up acts with active entertainers and little thought has been given to future talent handicaps. In the event that NBC controls program operations, the New York office is said to expect no aid from their local outlets since these stations are programmed poorly.

WFI-WLIT to Spend?

Local artists, originally viewing KYW as the program suited to bursting. This studio may be among the first to recognize the demands of artists. Although general other competition will be keener in Philly this fall than ever before, the regular upswing of feeling and the turn towards a more cosmopolitan handling of radio may bring out sponsorship, who hitherto have criticized their broadcast activities in other places. Bigger and more profitable commercial acts are expected and the talent should share the reaping after sowing so long.

Also in the department store-owning class is WIP, lately boosting the program suited to bursting. This studio may be among the first to recognize the demands of artists.

Although general other competition will be keener in Philly this fall than ever before, the regular upswing of feeling and the turn towards a more cosmopolitan handling of radio may bring out sponsorship, who hitherto have criticized their broadcast activities in other places. Bigger and more profitable commercial acts are expected and the talent should share the reaping after sowing so long.

Burt Fisk, of piano team of Nip and Tuck, KFWB, Los Angeles, artists, will be accompanied for Dick Powell on Campbell soup singing.

CBS Declines to Ask Its Performers To Aid Nick Kenny's Pet Kiddies

Nick Kenny, the New York Mirror's radio columnist, is pestered at Columbia because the web won't help him buy radio sets for his 'pet little kiddies.' Latter are Kenny's own but the boys who enjoy his hearers' notes from the money he gets for making Warner Bros. shorts. In these shorts Uncle Nick has quick artists contributing their services gratis. CBS told Kenny last week that it didn't like the cuffed idea and it wouldn't ask any of its acts to appear with him before a camera and recording mike under such arrangement. Kenny averred that he was getting tired of digging into his own

pockets for the wherewithal to equip his 'pet little kiddies' with receiving contraptions and that he thought Columbia ought to do a little co-operating with him in that direction. 'NBC,' he said, was not so keen in lending him support for his shorts. One of the CBS snafus that Uncle Nick sought for co-starring, with him in the latest of his film series was Kate Smith. Along with the web Ted Collins, her manager, horse-laughed the columnist, but stated that even though the pestered thing was not he would be glad to buy Kenny some sets, but Kenny turned down the offer.

RADIO SHOWMANSHIP

(Program-Building and Merchandizing)

Outstanding Stunts

CLASS ROOM SERVICE
WLW, Cincinnati

BARKERS' CONTEST
WTCN, MINNEAPOLIS

WLW's School Service
Cincinnati

WLW will begin its sixth consecutive season of school broadcasts, under the direction of the State Department of Education, Sept. 17. Station claims to be pioneer of this radio feature. Its program, daily, except Sat. and Sun., from 2 to 3 p. m., is picked up in hundreds of class rooms in Ohio and nearby states. Direction is by Ben Darrow, who is assigned to job on full time. Subjects in cover wide range and are for all grades.

Time and talent contributed by Crowley. Talent does historical dramas, playslets and recitals.

Showing Up Gibbons?
Minneapolis

WTCN, now Tribune-Dispatch station here, put up a mike on the Midway at the State Fair, lined up all the 15 sideshow barkers and gave each of them 50 cents for a spot over the ether.

Several of the 'talks' set a new record locally for speedy gabbing. In the aggregate, the unique feature provided for in hundreds of class rooms in Ohio and nearby states. Direction is by Ben Darrow, who is assigned to job on full time. Subjects in cover wide range and are for all grades.

Good Will Via Churches
Dubuque, Ia.

As a sure fire proposition for the commercial department of a station and with only the cost of time on the air to be considered, the broad-casting of getting various church and youth groups to sing over the radio, under sponsorship, is a wow and can be engineered to a nicety sans the commercial sales angle, yet giving the sponsoring company an unlimited amount of publicity, both through news items in papers, through distribution of cards by church members and in personal contacts.

Stunt as worked out by one consumer company was to have various choirs in the city to broadcast their singing over the radio, and casta to build good will and sales.

With sacred music as the broad-casting medium and the choir the nucleus for achieving desired publicity, radio was merely used as a vehicle.

Primary objective of the company was to contact in person the choir members, the listeners and to gain good will of the church. The definite propaganda was used, cards being given out to church choirs in advance and distributed in the churches, or mailed to the members, the company avoided any sales appeal by merely taking credit for sponsoring the series. Members of the choirs passed the cards and even secured news items without any further effort on the part of the company or the other outlet.

No effort was made at program arrangement, the principal concern was to bring the choir and company into the limelight. The idea was not to get immediate orders, but to obtain prestige and lessen sales resistance in a continued merchandising campaign. Two minutes of 30-minute broadcast were used for announcement. The air splurge lasted eight weeks on the original setup. Wisdom of the plug omission was noticed through comments on the programs soon after they started, the firm not even using address of phone numbers in its announcement.

Results were better than anything the firm ever attempted, particularly from the standpoint of publicity; all the newspapers carrying accounts in church, radio and music sections, some publishing pictures of choirs singing. The church bulletins carried notices and in some instances pastors and rectors have announced the programs at services. As a Christmas feature it is one that can be worked up on some scale in every community boasting an outlet. At best, most that it will cost a sponsoring company, outside of air costs, would be a small contribution to the choir's music fund.

Prefer Foolish Replies
Birmingham

Small stations or those without church affiliation have a pretty hard time keeping the calibre of programs on a fairly even keel with their chain competitors. Too many records ruins the day for the listener and so does too much silliness. WSGN has found that one of the most inexpensive and yet most entertaining features has been the habit of direct interviews. The one on a downtown street the other

nicht about 3:30 was a robin. The announcer caught folks coming out of the theatres and in a jovial mood. Invited to say a few words, they joked and carried on as long as the announcer would allow them. So there was no more stalling or dead time on the air the announcer had a fixed set of questions. Here are a few of them: Are you any better financially than you were last year? Have you more clothes than last year? Do you work because you have to or is it just an excuse? Who is the most popular woman in America today in your opinion? How many words can you name beginning with the letter 'R' in a minute?

Older folks were inclined to be serious and the announcer thought that the younger couples because he was after foolish replies for once in his life. He got them.

C. of C. Boosting
Akron

Akron Chamber of Commerce is getting set to sponsor a series of radio programs bringing to the national attention the many words can you name beginning with the letter 'R' in a minute? Older folks were inclined to be serious and the announcer thought that the younger couples because he was after foolish replies for once in his life. He got them.

Invitations have been sent mayors of a score of nearby small towns by executives of the Chamber of Commerce.

Lum and Abner's Rag
New York

Lum and Abner team (Horlick's) are the stars in a matter of a comedy four page giveaway called 'Tine Ridge News' which is rather exceptional on the merit side for such superlatively gaudy. Of chief value are the photographs of the pair in rural make-up. Those poses are amusing and reveal that the boys have a pantomime flair. It's likely to be fanned by fans.

For the Horlick plug a cartoon strip runs two pages wide on pages two and three. The strip is a knock-around, Little Rollo gains strength on Horlick's Malted Milk and a few weeks later Little Rollo gains strength on the other side of that fresh kid next door.

KTBS' Auditorium
Shreveport, La.

Station KTBS has had encouraging results from the renting of a local auditorium seating 500 for the weekly presentation of a minstrel show with performers participating. While ultimately hoping to demonstrate a large local following and sell the show for sponsorship, the station is completing framing other and further entertainments for audience broad-casting.

John McCormack, gen. mgr., is framing the station policy along these lines.

Explaining New Law
Des Moines

WOC-WHO has inaugurated a series of sponsored programs designed to explain the National Housing Act. Daily five-minute talks, explaining the act, as well as the policies of its directing body, are being given by Peter Alinsworth, Better Homes and Better Gardens editor.

As a follow-up, WOC-WHO is presenting half-hour weekly Home Improvement programs on Sunday, featuring an orchestra, soloists and dramatized informational sketches, sponsored by building supply dealers.

Salute to Judiciary
Baltimore

Stations WCBM and WBFB have given some free time to the Maryland Bar Ass'n, during which lawyers' organization seeks to utilize by advocating re-election of a pair of sitting judges. Both boast lengthy and tip-top records as jurists regardless of their political affiliation.

Station figured they were doing a civic good in helping cause men who were not concerned with politics, and also considered the move popular with mass of people, who think that the judiciary should be as much as possible divorced from politics and boss-rules.

WBFL's Promotional Stunt
Syracuse

To stimulate interest in radio artists who will return to the air during the fall and winter, WBFL is using a contest in Syracuse, N. Y., in which a contest for a weekly 15-minute program.

World Wide Range transcriptions are used for the musical numbers and listeners are asked to name the titles of the eight melodies on each program. Those who mail in their answers and have five of the eight correct receive a star photograph. With the first photo goes an

album as incentive for those who had to finish the series of 14. Promotional idea is credited to Robert G. Soble, vice president of the station.

Labor's Voice

Charlotte, N. C. Address of Francis J. Gorman, president of the national textile strike, delivered for the special benefit of 10,000 strikers in a mass meeting at Charlotte, was picked up at Washington, D. C., by WBFL and delivered directly into the hall where the meeting was in progress. Gorman was supposed to have come to Charlotte by the address. When he found that he could not make the trip he purchased a half hour of time, originated the program at the station, WBFL, and delivered it over a direct wire into Charlotte.

In addition to this commercial program, Mr. Gorman went on the Columbia network with a 15-minute address the same afternoon, a program that was arranged by William A. Schull Jr., WBFL manager.

Another Kentucky Colonel
Boston

Kentucky Winners cigarettes capitalized on special benefit baseball game by calling it 'Fred Hoyle Day.' Veteran New England baseball announcer was made a Kentucky Colonel and Braves-Red Sox game staged for benefit of city welfare fund. Commission granted by Governor Hubert Laffoon of Kentucky was presented by Mayor Mansfield of Boston before the game.

Representative of sponsor, Penn Tobacco Co., who plug Winners and Kentucky Club tobacco on daily baseball broadcasts, presented Hoyle with an expensive wrist watch combining stop watch mechanism. To time Billy Werber going around the bases, said Hoyle in acceptance speech. Vaudeville acts, escape artist, bucking mule, singers and girl athletes, contributed to pre-game cello entertainment, all cheered with Linus Traverser's mike. Second time in month Yankee web production chief has aired from the field for this program. Traverser also distributed mass of Winners free among ball players and box seat patrons.

Bursting With Pride

Small towns hereabouts still goggle up any chance offered them for free radio publicity, and in handing them the opportunity a radio station may catch off plenty of good will for itself.

KOMO and KJR have found this out by frequently giving time to local holding some of berry picking festival or rodeo. The towns swell with pride when invited to advertise their resources and business activities on the air.

Recently four villages were given the chance for no particular reason at all—and they made the most of it. Each one furnished a spokesman and some musicians.

Identity Guessing
Baltimore

WBFB reports 12,000 answers to its recently staged contest which stretched over a 3-week span for the daily 15-min. period sponsored by Gump's store. Program, open to all, was a guessing game. Cash prizes followed. Contest deemed so successful by suits co., every person of station staff having anything to do with it was sent a congratulatory letter by the brewery.

Piano Lessons by Air
Lancaster, Pa.

Teaching youngsters to play the piano by radio is a stunt which is gaining wide attention and no little favorable comment for station WGLA.

The 'Melody Lady,' who is heard each Sunday evening at 6, makes piano playing a game by telling original stories about the instrument and people who play it. Children are asked to follow the program of the piano.

Through her stories she stimulates an interest in music and gives herself opportunities to work in simple, but effective, typical story is that of the little boy who is playing with the piano in the parlor, just to satisfy his curiosity, he strikes a child by the head and another and thinks they work together very nicely. Here the children are asked to strike the same notes and see if they don't think so too. The little boy strikes more notes and finds that they are not only in harmony but that they make a little melody. By the end of the half hour the child has learned a new melody to add to his list and still has time to brush up on the last one with his invisible teacher.

Station Struts Stuff
Seattle

Tolson Broadcasters, operators of KOMA and KJL, turned a recent weekly Chamber of Commerce luncheon into a radio day special and broadcasting studio. While over

one hundred and fifty of the town's leading lights looked on with interest, KOMO-KJR executives and entertainers put on an hour and a half show that was broadcast over KJL. Head table looked like a station executives' meeting.

Studio orchestra under Henri Damski played. Alice Corbett and Fred Lynch sang. Anne Fisher, general manager, and Al Balch, publicity head, talked. Show ended in bang-up style with an actual episode of KJL's noisy drama thriller, 'The Purple Ray,' put on right before the folks' eyes.

'The Purple Ray' was also used recently, in rehearsal, for entertaining a flock of school marmer, summer school students at the University of Washington.

Peg Top Trousers
Nashville

E. M. Kirby who has charge of the college series of programs which will be broadcast on the Centennial studios of WSM, sent out a call for twenty pairs of Peg Top trousers, 1910 vintage.

So far the return of Kirby's request has been a little hill. But it sits up a little comment.

Civic Stuff
Rochester

WHEC, owned by the Rochester Gannett newspapers, joined with the Democrat & Chronicle in a promotion stunt at the Centennial Exposition, broadcasting ceremonies of presenting valor medals to members of the police and fire departments.

Organized by WHEC managers, WHEC, handled the affair, which included speeches by city and newspaper officials.

KOIN's Picnic
Portland, Ore.

A unique occasion in the annals of broadcasting and a fine demonstration of station popularity was the KOIN KLOCK picnic held at Jantzen Beach park.

Organized by stationers themselves and operated through a committee, the affair was participated in by several thousand people. The KOIN KLOCK program, which is presented from 6:30 to 8 a. m. daily by Ivan Jones and Walter Stewart, has been on KOIN for several years. Listeners of their own accord have themselves taken to the KOIN KLOCK Family by writing to KOIN and asking to be initiated over the air. More recently certificates of membership have been printed and many thousands have already been distributed. The picnic idea originated in 1933, when 1,300 people gathered for an outing

Baseball Haters
Dubuque, Ia.

WKIB decided to drop issuance of baseball scores in favor of an entirely musical afternoon program and in consequence is reaping big results. The station is commenting on the fact that it is the only station not having programs cluttered up with baseball scores.

In consequence of its policy the station reaches an ether audience that ordinarily would be among the missing were baseball on. While there have been some requests and inquiries concerning absence of the baseball angle, the number of commendations have been such that it is to be a sure policy with the station hereafter.

'Today's Cocktail'
Madrid, Spain

Pedro Chicote, who owns three bars in Madrid, goes on the air daily from 1:15 to 1:30 over Union Radio with a daily cocktail recipe. The item entitled 'Today's Cocktail,' limited to music and announcer.

WOC-WHO at the Fair
Des Moines

During the Iowa state fair WOC-WHO used a glassed-in studio on the grounds, with all local programs broadcast and a special edition of the Dispatch radio page distributed to the fair visitors and sent to radio dealers in the state. Observers' seats around the crystal studio proved an attractive feature to the fair farmers.

Jam Telephone Service
Dubuque, Ia.

Telephone companies are equipped to check calls, but not always to handle them, WKIB found recently when someone conceived the bright idea of a phone request period on the spur of the moment.

It was only minutes thereafter when the phone company requested the station to recall its offer, which was a simple business, but crippled, the regular shift being unable to handle the emergency. Station at least found out that there were enough local listeners in to put the telephone company to the test. One good way to test the popularity of a station at any given time and in an impromptu manner.

Waring Once Weekly

After doing two a week for the last of September, the Fred Waring-Ford program on CBS goes on a once-a-week schedule, starting Oct. 1 and for the balance of the year.

Weekly spot will fall on Thursdays.

Here and There

Herbert Denny, formerly of Mexican XEER, a now staff member of KTAT, Fort Worth, is conducting a Spanish class over the air every morning at 9:15.

Arthur W. Stowe quits as continuity writer and announcer at WSM, Nashville, to join the staff of WLS, Chicago.

WBT and WSOE, Charlotte, N. C., located at the focal point of the southern phase of the national textile strike, have set up elaborate machinery for reporting its progress. Both stations give the strikers and mill operators an equal hearing and refrain from taking a partisan stand. Theirs is being reported for its news value, without bias.

Jeann Kantner, KOMO-KJR, Seattle, baritone, back with the stations after two and one-half years in New York and Europe.

P. W. Ward, Jr., former KVOO, Tulsa, announcer, has part in the play 'Within the Law,' to be presented by the Pasadena Community Playhouse association.

Alice Joy finished regional series over KTOI, Tulsa, for Mid-Continent Petroleum. Returns to Gotham.

Blossom Seely and Benny Florida make their third appearance on the Rudy Vallee-Fleischmann hour this Thursday (13).

Geraldine Garrick appointed dramatic director WMCA, New York, and the ABS hook-up.

Charles Stark is now sales director of WNEW, New York. He's from CBS' subsidiary, Radio Sales.

Elaine Dawson will have a regular spot as commercial reader on the 'Hour of Smiles' (NBC) when she returns from her vacation. Originally from dramatic stock, she made her entry into radio as a hostess at WTAM, Cleveland.

M. H. Aylesworth will be free from now on to spend more time in his NBC suite and less at RKO.

Jack Pearl's final program for Standard Brands (26) will make the 99th of his Baron Munchausen series.

Cream of Wheat's deal with Alexander Woolcott is for a minimum of 13 weeks.

Edwin Eaton, radio boy actor, has a role in Sam H. Harris' stage play, 'Merrily We Roll Along,' which is now in rehearsal.

Wilfred Lytell, brother of Bert, now with NBC doing dramatic assignments.

Jimmie Fidler has lined up three film names for his Maybeline series which gets going over NBC from Hollywood Sept. 16. They are Joan Bennett, Bebe Daniels and Gloria Stuart.

A. Tornek and L. Lillie, on behalf of the Metro Broadcasting company, and J. B. Kiefer, chief at KMPC, have petitioned FCC for channels in Los Angeles area.

Kay Van Riper returned Sunday (9) with her new serial, 'American Caravan,' supporting KFWB, Los Angeles, were Bert Morrison, Gail Gordon and most of the Coronets cast.

Cortland Baking Company of Cortland, N. Y., has renewed its 'Tartan' contract with WBFL, Syracuse.

Ducie Weir, Syracuse 'Hollywood Hotel' contest winner, is doing a 15-minute WBFL program weekly for Optimate Cigars as the 'Optimistic Miss Optimiste.'

John Royal has hopes of getting away this week for a vacation.

Windsor French is pinch-hitting for Norman Siegel, one of the Cleveland Press, while the latter is on his honeymoon.

Arthur Boran, mule mimic, opens at the Hipp, Baltimore, this Friday (11).

Grace Hayes renewed her contract with NBC last week for another year. Dore includes her accompanist, Newell Chase.

Only Five of 593 Stations Fail to Answer Federal Trade Commission

Washington, Sept. 10. Taking the cue from newspaper and magazine publishers, broadcasters are co-operating enthusiastically with Federal Trade Commission in movement to improve tone of commercial broadcasts and raise standards of air advertising.

Announcing all but five stations have complied with requests for scripts; Commission predicted it will be necessary to issue very few complaints against other advertisers of broadcasting stations because of the "gratifying co-operation" and general compliance with its orders.

Industry's response has been so complete that 593 stations have submitted copies of their advertising programs. All networks have complied. Five delinquents include one Alaska and one Hawaii transmitter; remainder are domestic.

Armed with power to crack down on recalcitrants, Commission gave subtle warning to 314 stations which at first were inclined to be defiant or failed to obey decree through negligence, and follow-up letter brought quick responses from 109 outlets.

With trade commission following clean-like policy about its preliminary action in cases of unfair and misleading advertising, there is no indication of what action will follow survey of programs received, but apparently majority of continuities will get clean bill of health. Trade sources say they have received no news of either broadcaster or advertisers being called on the carpet to date.

Commission received 998 reports in July and 681 in August and has concluded examination of 117,357 program continuities. Approval has been given 97,356 while 19,991 programs are being given further examination which commission believes will require punitive action in only a small percentage of the cases. Another 50,000 programs are receiving first act.

Reform Chance

Programs considered false or misleading and in violation of Trade Commission act will be singled out and both stations and advertisers will get chance to make amends. Violation of commission cleanup specifications probably will be followed by issuance of cease-and-desist orders, which will in turn lead to court action.

While a few noteworthy cases of defiance have been recorded, the commission in its drive against misleading newspaper and magazine advertising has induced both publishers and advertisers in almost every instance to sign stipulations under which they agree to refrain from practices considered illegal by the government censor.

Stations were advised month ago that filing of continuities could be discontinued until further notice to afford its staff an opportunity to catch up with the added burden of work, but many stations are continuing to submit their reports voluntarily. New order for check-up will be issued somewhat later, commission said, but no date was mentioned.

Notre Dame Games Set

Chicago, Sept. 10.

Notre Dame football games will be the backbone of weekly broadcasts over WFBM for Kentucky Winner cigarettes, a Penn Tobacco company product.

Pat Flanagan will be at the mike, which will follow the South Bend team all over the country.

Chevrolet's If—

Chevrolet won't return to NBC until the web is able to provide it with a suitable evening slot.

Auto firm last season went from Jack Benny to a straight orchestral stanza of the romantic genre with Victor Young conducting.

Outdoor Girl Web-Minded

Makers of the Outdoor Girl found 40 minutes are considering a film in network light blue.

Account heretofore has restricted itself to spot broadcasting via its transcription route.

JIMMY KEMPER WINS

\$10,000 Suit By Donna Parker Suffers Setback

Jimmy Kemper last week won in the New York Supreme Court a dismissal of the \$10,000 suit for commissions brought by Donna Parker, Chicago booking agent, Justice Aaron Steuer, who handed down the ruling, stipulated, however, that Miss Parker be permitted to serve an amended complaint by this Friday (14).

In her complaint Miss Parker contended that Kemper was bound to her management under a five-year contract and that she was entitled to commissions out of the salary he received from the Tydol program, which had a 26-week run in CBS ending June 26, 1934. Reuben Cadden, counsel for the mike entertainer, attacked the validity of Miss Parker's contract, arguing that since she herself had not carried out certain provisions of the managerial agreement, such as the clause guaranteeing him a specific minimum income annually, the arrangement between them became null and void long before Kemper obtained the Tydol assignment. Kemper's lawyer followed up this line of contention with a motion of dismissal. Miss Parker brought suit through a New York assignee.

Cystex Co. in Jam with Stations Over Broker, Agency Commissions

Chicago, Sept. 10. Considerable difficulty is being encountered by the Knox company in getting its commission deals set with stations on its Cystex product, due to the combination of both an agency and time broker in placing the Cystex spot direct.

In on the deal for Cystex is the agency, Allan Smith, and the Dillon-Kirk time brokerage outfit, all in Kansas City. According to the setup both the broker and the agency want to take a 15% slice of the business placed, but the stations are practically unanimous in stating that only one 15% will be permitted, particularly the stations tied up with an exclusive representation company.

All stations exclusively representing are sending the contracts into their representative and the reps are contacting the Knox company to permit the company to name either the agency or the time broker as the proper recipient of that single 15% commission.

Sanka Mute

General Foods has decided not to give Sanka coffee an air ride this season. With nothing in the way of a program being arranged for Postum, it looks as though the food combine will confine the network plugging of its coffee brands to Maxwell House.

Postum the past two seasons has backed a football affair on CBS.

Chi Radio Visitors

Chicago, Sept. 10. Plenty of station execs in town, heading to New York and the convention.

Among the visitors were Les Fox, Alex Keesee, of WFAA, Cecil (KED) Price, Tabling of KGO, William.

Coming in this week are Hugh (WOAI) Hall and Ingham Roberts III, of KPRC.

LIPTON'S ON COAST

Los Angeles, Sept. 10. Lipton's Tea Co. does its first radio advertising on the Coast, taking over the Blue Monday Jamboe, oldest Coast variety show, starting tonight (Monday).

Broadcast goes from the California State Fair at Sacramento with succeeding programs from KPRC, San Francisco. Show goes over the 12-stations of the Columbia Don Lee network of 12 stations plus KSL of Salt Lake City.

YOUNGEST ANNOUNCERS

Des Moines Program Has 11-12 Year Old Spielers

Des Moines, Sept. 10. "Angles' Bread" is introducing a new "Par 16" bread over KSO in 15-16 min. program every morning with Dot and Bob, who are 11 and 12 years of age, on this program as the "world's youngest announcers." They also sing and ask questions of "Uncle Herman," who is Herman Brechtaupt, widely known health chef.

WBBM Sues 2 Chi Sponsors For Time Coin

Chicago, Sept. 10. Suit filed by WBBM, Columbia station, against the Hollywood Diet company, for \$2,000 for broadcasting services and damages is due in court late this month. WBBM is asking for \$1,505 for actual broadcasting and the rest for legal fees and interest.

Under the contract, WBBM was to deliver periods of approximately 2:15 to 2:30 p.m. on Wednesday and Thursday of each week and from approximately 3:30 to 3:45 p.m. on Sundays for 13 weeks beginning in March. Clause, however, stated that "it is understood that if baseball interferes, the Sunday period is subject to change of time, or this period may be changed to week-day at \$12.00 per week less than the contract price." Contract was cancellable at end of eighth week and was cancelled by the advertiser. On the program were Norm Sherr and Jack Brooks.

WBBM states that the program was moved several times according to the contract and that the Heath-Seehoff agency was notified each time. Hollywood Diet company entered a straight denial, claiming that they received no services as stated in the outline, with the advertiser's lawyer, Simon Herr, stating that programs were switched too promiscuously and several times was broadcast at periods other than previously announced. Another claim on the attorney's part is that twice the program followed an undertaker's program of organ music. Paul Koenig is attorney for Columbia and WBBM locally.

Another suit filed by WBBM is against the Stewart and Ashby coffee company for \$800 for time. Wrangle in this spot concerned the talent, one Rimo Bonaldi. Understood that the station had full rights as to talent and substituted another singer for Bonaldi when he started asking increased coin. Sponsor squawked at the station in talent and the legal tiff followed.

Spain Takes Over Broadcasting; Building Nine-Station Network

Madrid, Aug. 25. A national network of nine radio stations, three in Madrid and one each in the provinces of Barcelona, Valencia, Seville, Coruna, Vizcaya, and Tenerife, together with relay stations at Murcia and Oviedo, is to be set up in Spain to replace privately-owned broadcasting outlets.

Government issued new decree amplifying a previous declaration regarding its network plans, stating that hereafter authorization for new local stations will not be forthcoming. All private stations not belonging to the system will have to cease broadcasting as soon as the territory they serve has its new official station. In the meantime, while the state is installing its chain, any station whose concession to operate expires will be permitted to ask the Direction General of Telecommunication for authorization to continue the sale. The request must state the temporary conditions under which the station wishes to broadcast, and will be subject to the regulations already in force. Permission will be granted if the station does not interfere with the development of the government's project, but the state is

NBC, Chicago, Seeks Standardized Plugs on Remote Control Bands But Indie Stations See Gimick

DeLuxe Panhandler

Radio editor of a big town (not New York or Chicago) daily is noted for his ability to make himself and his job seem important.

His latest exploit is to retain a professional promoter to organize a testimonial dinner in honor of himself. One-third of the funds donated by "friends" of the radio editor goes to the promoter.

Some Holdouts in WOR's Talent Tie-Up; Vine Signs at 10%

WOR, Newark, continues its campaign to get all artists appearing over the station signed exclusively. Showdown has not yet been put into effect, but meanwhile quite a crew of holdouts flatly refuse to sign the kind of pact WOR wants.

During the past week some surrendered their management destiny to the artists' bureau under Nat Abramson. These include Dave Vine, Bud Ralney, Conrad and Tremont, John Kelvin, Vaughan de Leath, Pauline Alpert, Walter Ahrens, Doc Paine, Larry Taylor and Kay Frayne.

Vine is reported paying 10% only, having refused to sign at 25%. Vine was cancelled during the altercation, but station later rescinded the get-off-the-air rule. A tobacco sponsor is interested in Vine.

MEETS PAYROLL BUT SHOCK KILLS XEAL

Mexico City, Sept. 7. Settlement of wage claims totaling around \$5,000 made to 80 members of its personnel who hunger struck for 96 hours has put radio station XEAL here out of biz. Employees are forming a co-operative society to keep station going. Federal Dept. of Labor interceded after employees' foodless vigil sent several to hospital for treatment. Employees averred the ghost hadn't walked in weeks.

Sydney E. Warner has resigned as assistant engineer of WHAZ, Troy, to become chief engineer of new radio station of the Waterbury, (Conn.) Republican-American.

Chicago, Sept. 10.

Local NBC program department is endeavoring to start a campaign among all Chicago broadcasters to cut down the amount of strength of plugs to cafes and dance halls on remote control band pickups, and to set up a standard announcement for all orchestral pickups.

This is the thought of Sidney Strotz, chief of the NBC department here, and he has contacted broadcasters on that score. Strotz feels that the time is ripe for such a campaign due to the upbeat of biz and the strengthened positions of the stations themselves. As Strotz says, some of the cafes on remote control are getting bigger and stronger plugs than commercial accounts.

Networks seem agreeable to this scheme, but the indie stations are backing away, fearing the network strength of numbers. Claim that if there is a standard announcement rule the networks can snatch the top bands by simply telling the owners that since all announcements are the same, they might as well get on a network plug.

8 WKS. ON AIR, WLW SHOW WINS SPONSOR

Cincinnati, Sept. 10.

Cal-Asperin goes on WLW daily, except Sat. and Sun. from 3:30 to 3:45 p. m. as sponsor of "Mary Sothern" program, started eight weeks ago by station as a sustainer. Series replaces "Painted Dreams," NBC network program. Account set through J. Ralph Corbett agency.

"Mary Sothern" is meller serial about gal who settles in small town and causes breach between liberals and puritans. Linda Carlson has title role. Supported by William Trautman, Bess McCammon, Charles Seal, Franklin Bingham, Wilda Hinkle, all newcomers to WLW, and Flo Golden and Jack Zoller. Script by Don Becker.

Advertiser's survey scouts learned of program's popularity in making midwest rounds.

Red Grange a Maybe

Chicago, Sept. 10.

Neisser-Meyerhoff agency here is trying to work out a program for Nunn-Bush with Red Grange, either for platters or on the web. Idea of the show will have Grange on the ether every Friday night to make predictions on the next day's football game.

Forecasts will be recorded on Mondays, if the show goes platter, and shipped to stations in time for the Friday broadcasts. Negotiations now on, however, appear that the show will go NBC if it hits the air at all.

Street-Finney Agency Merges with Southwick

A merger combines the Street & Finney agency with the Southwick agency. Southwick name will be scrapped.

Street & Finney has 19 accounts, majority patent medicines; Southwick has four.

Block-Sully East

Hollywood, Sept. 10. Jesse Block and Eve Sully, brought here for the Eddie Cantor film, "Kid Millions," left here Friday (7) for New York.

They turned down a Chicago theater date, due to their requiring the Los Angeles program Sept. 10.

NEWLYWEDS ON AIR

Hollywood, Sept. 10. Radio's "Faded" and "The Girl Next Door" are costumed tonight (Monday) on the NBC "Costume Show."

Newlyweds are paired in a scene from the play "Let's Be Gay."

MRS FRANKLIN D. ROOSEVELT
Studio Orchestra
Talk, Music
15 Mins.
COMMERCIAL
WJZ, New York

President's wife is not new to broadcasting. Her new series is for Simmons Beauty Rest mattress and as a headliner for a radio program the First Lady is a wow. She has the gift of gab; her diction is perfect, her manner persuasive, her logic unassailable, her tact superb. She manages to discuss topical matters without becoming embroiled.

"Can a woman be president?" was but one of the subjects she undertook to answer. Yes, she declared, but she hopes it won't happen until the remaining vestiges of prejudice against feminine office-holding have evaporated. Textile strike, unemployment, Anne Morrow's literary venture, the tennis tournament and liquor were subjects touched upon. Mrs. F. D. R. allows herself the scope of a Duke Cyster or Lowell Thomas, but always with the woman's angle dominant.

She hopes newspapers and films (no mention of radio) will for the future not tend to glorify the Dillingers. In this she was on conventional woman's club premises, but without being especially illuminating or original in her thoughts. Simmons sells one idea strong. "Millionaires' sleep" is available to the lowly bourgeoisie through the conveniently inexpensive device of buying a Simmons mattress. No greater comfort is available to the recumbent mortal, however opulent, is the claim. *Land.*

JERRY MAYHALL Orchestra
30 Mins.
Sustaining
KDKA, Pittsburgh

Jerry Mayhall, former producer at Stanley and before that Phil Spitalny's pianist and arranger for years, has been angling for a big dance spot for months now. William Penn hotel, burg's class nitty, finally gave him the chance, the first local band ever to be spotted there. With it, of course, goes the usual nightly half-hour over KDKA.

It took an entirely new managerial set-up at William Penn to give chances of a Pittsburgh-recruited outfit and it was a long chance. However, looks like Mayhall is entirely justifying hostelry's confidence in him.

Caught Tuesday night, only two days after crew had opened, orchestra sounded like it had goods. Mayhall doing all the arrangements himself and it's in this department that his outfit shines. His style of despatching is soft and dreamy, and he does a neat job with symphonic jazz transcriptions of concert numbers. Leader also doubles on the keyboard to make a piano team with Dale Harkness and result is some expert pianology. Entire 30-minute session distinctive.

Combo also carries two soloists, Roberta Welch and Earl White. Latter was on WCAE here for a time as a single and has real possibilities. *Cohen.*

RADIO EXPLORERS CLUB
Capt. James P. Barker, Hans Christian Adamson
Talk
15 Mins.
COMMERCIAL
WJZ, New York

Manufacturer of the Bosch radio set has hooked up with the American Museum of Natural History of New York City for this Sunday matinee series. This affiliation in itself should make a potent selling point for the listener element with a penchant for the subject. Host of the program stacks up as so much folderl that may or may not appeal to the kids, with the chances strongly leaning in the negative direction.

Conductor of the explorers club idea is Capt. James P. Barker, who according to his narratives was at one time the skipper of a wind-jammer, "The British Isles." With the captain every episode is a "harrowing experience." These narratives, based on his windjammer career, are brief enough, but the delivery doesn't make for dramatic punch. Capt. Barker attempts a Floyd Gibbons, but what registers is just a monotonous jumble of words.

Last Sunday's (9) guest was Dr. Robert Cushman Murphy, connected with the American Museum of Natural History and an authority on birds of the Antarctic. With Hans Christian Adamson, also of the museum staff, plying the questions, Dr. Murphy revealed the listeners with some highly interesting insights on the penguin species. Info on fish, tang of human interest about it.

Club idea contains the usual privileges of members, the button and the certificate. Supplementary givenway is a map showing the location of shortwave stations whose signals can be brought in by the Bosch set. Due in the near future, as announced last Sunday, is a prize contest. *Oder.*

MERRY MINSTREL MEN
With Ira Gible Fred Swenk, Jack Byerly
30 Mins.
Sustaining
WGAL, Lancaster, Pa.

Weekly half-hour spot provides a medium through which several ex-minstrel men now engaged in other lines of business keep brushed up on the old black-face line.

Staged as a real minstrel show with burned cork and wing collars the show continues to gain favor and popularity with the radio audience after being on the air continuously for two and a half years.

Program features two end men, Ira Gible and Fred Swenk, both of whom have had several swings around the country with important black-face shows. Jack Byerly serves as interactor. Program carries a 9-piece band and uses guest artists.

Public is invited to witness these shows at the WGAL studios and usually packs the house, which means jamming the 200 seats of the studio theatre.

UPTON SINCLAIR
Talk
30 Mins.
Sustaining
WMCA, New York

WMCA and the regional network which it feeds has been putting across some attention-commanding special broadcasts of which the Upton Sinclair appearance was one of the hottest in point of timeliness and public concern. Making the talk his even more the nature of something unusual was the fact that Sinclair was late in arriving and the stand-by organ music of the station was interrupted a couple of times to say "Hon. Upton Sinclair is motoring in from his conference at Hyde Park with President Roosevelt and will be presented to WMCA's audience immediately upon his arrival."

This heightened the impression that WMCA was bringing listeners something pretty hot. In fact, a scoop. That just-left-the-President note was stressed before and after, and by Sinclair himself. All of which tended to surround WMCA for the moment with an atmosphere of pen and importance.

Sinclair's talk was an explanation of his End Poverty in California (E.P.C.) policy and he proved a simple, lucid, straightforward speaker. Regardless of the economics or practicability of what he proposes, it didn't sound idiotic or impossible, the impression the newspapers have conveyed. A good speaker, though neither brilliant nor intimate, Sinclair's success on the Coast is easier to understand after hearing him.

WMCA gave him his first radio hearing in the east. *Land.*

HONEY SHAY

Torch Songs
Sustaining
15 Mins.

WKJC, Lancaster, Pa.

"Torching" old time songs is the trick that puts this program across. Personality is new to air, but gained quick popularity through ability to take practically any old number and put heat on it. Willingness to take request numbers and give them a new and original interpretation has given her a strong mail draw.

Although she sings both popular and old numbers, the older ones seem to have the greater popularity.

A BOY AND A GIRL
Helen Kelly and Homer Welch
15 Mins.
COMMERCIAL
KALE, Portland, Ore.

A new program of interest on KALE comes to the air under the name "A Boy and a Girl." Helen Kelly is the young lady of the act, and her songs provide an enjoyable quarter-hour each Thursday evening. Homer Welch lends a hand at the piano and also sings with Miss Kelly during the programs. Miss Kelly is rapidly becoming one of the Pacific northwest's most popular singers, and "A Boy and a Girl" offers her an excellent opportunity to display her vocal talents.

DAVE VINE
With Adelaide Hall, Bill Vine, Ziegfeld Trio, Marjorie Harris, Conrad and Tremont, Charles B. Stein
Revue
30 Mins.
Sustaining
WOR, Newark

Dave Vine has been broadcasting over the Newark-New York station for some time and is credited with a following. His comedy finds its nearest network comparison in Jack Pearl. And, like Pearl, this comedian stems back to burlesque and vaudeville, and uses a type of delivery learned in, and typical of, these older amusements.

Vine is noisy. He's a shouter, a throat-gurgler, and a devotee of catch-phrases, trick gutturals and what may be described as comedy through emotional violence. A phrase much employed is, "Look at that!" with a rising inflection. It's a catch-phrase, the more common "How do you like that?" rejoinder.

Other catch-phrases used by Vine are "What causes that?" and with a long hyphen "I'm coming—" to precede the working hard. In fact shouters are generally sweaters and Vine definitely perspires over his comicallies. A studio audience at WOR finds him very amusing and never seems no reason that he cannot constitute the epitome of diverting to a wide slice of the proletariat. His strident ways bar him from the favor of the modulated minority. But that's no rap so far as Vine is concerned. Universality is what sells package goods, not the vagaries of eclect.

WOR adds various studio stand-bys and builder-uppers to Vine's support. Songing mostly special is Adelaide Hall, a gal that sings from the heart and seems as likely a candidate for radio attention as anybody now knocking for admission. The smiling of "I'll Be Tired of You" had the endorsement of authority on it. Hot-to-sizzling is the joint planning of Conrad and Tremont, whose 20-fingered obligations to "Holiday" is elegant and memorable. Charlie Stein's studio boys did a nice orchestral job throughout. Ziegfeld Trio also okay.

Dave Vine's son, Bill, is an able straight for his dad. His timing is good, his voice clear and his laugh natural. Marjorie Harris is likewise an effective foil for Vine. *Land.*

'ADVENTURES OF DONALD AYER'
Kid Serial
15 Mins.
COMMERCIAL
WOR, Newark

Another rewriting of time-frayed juvenile melodramatics. Installment caught started out plausibly and humanly with the befriending of shivering, hungry, 14-year-old Donald Ayer by kindly, mysterious, grown-up Philip Kingsley. Thence into a one-arm waterfront restaurant for food, a talkative proprietor who reveals that "A" arranged he been skulking around looking for "somebody very much like Kingsley."

"Give the fellow a message if he returns, my good man," says Kingsley.

"Speak," says the grub-slinger, "and it shall be thus like what youse want."

"Tell him who seeks me three weeks—no more, no less, and they are the rope slipped."

Well, sure enough who comes back to the restaurant later after the guy and the kid have gone but the stranger. And the talkative proprietor tells him about them being there just before him.

The stranger is seized with asthma and starts to choke in rage at the manager of Acropolis No. 7. "Why didn't you tell him?" he wheezes and then he cackles, "what did he say?"

"Three words, no more, no less—the rope slipped."

The stranger shrieks an uncanny, falsetto, out-of-the-grave shriek, bursts a blood vessel, hemorrhages all over the place convulsing in rather unmistakable language that the three words, no more, no less, have gagged, choked, agitated, and upset him. In fact he's pretty sore. He gives a wolfish "I'll-get-um-yeet-yow!"

Then the fade-out, leaving the zoggle-eyed boys and girls around the loudspeaker chewing on such internal organs as have jumped up in their throats when the sinister cackler first started to take paroxysms.

It's probably just pedantic enough to be a big hit with the kids, although since a week is against it—General Douglas—at least three installments a week are needed to carry along this kind of brain-softener.

Bond Electric sponsors the show and gives away genuine pirate flags, skull and bones on black felt for the asking. Making the program 100% devoted to the spilling of human gore. *Land.*

FIVE STAR FINAL
Dramatized News Events
15 Mins.
Sustaining
WIP, Philadelphia

This is one of the new shows being piped here from WMCA, New York, by the recently organized American Broadcasting System with which WIP has lately associated.

Program, spotted nicely at 8:15 p.m., is a lift from the March of Time. Running a quarter-hour choice of news subjects are pertinent and live, but the show fails miserably because of poor enunciation and wordy script. Program reviewed (5) re-told the story of a tragic accident which packed much punch but resolved itself into unwhitting farce when the female character expressed sorrow so badly as to be pitifully laughable.

Production on 5 Star Final is no credit to the program manager. Music cues, calculated to whip the listener into a frenzy, were late in arriving and consequently contributed largely to the ragged performance. From the very title of the show, hardly constricted as original, the program wends its way in similar style. *Coch.*

PARADE OF THE PROVINCES
30 Mins.
Sustaining
WJZ, New York

This is a program, picked up from W. S.'s northern neighbor through the Canadian Radio Commission, in which each broadcast covers one of the various provinces of that country. Since the beginning of the younger of the Dominion's states, reached New York and the NBC wires as a sustaining feature. Next covered will be Nova Scotia.

Program, lasting as long as the provinces last, built along novel and educational lines, dipping into the historical background of its subject matter. For Saskatchewan, which became a province of the Canadian Dominion in 1905, a sketch was framed around supposedly authentic incidents which made this part of America the last stand of the Indian.

Told with music and dialog, but with somewhat faulty continuity and confusion as to action is the story of a brave, Almighty Voice, who lived in Saskatchewan only to save the mistake of trying to resist the red-coats who came into boss him around. An arrest for shooting a steer, an escape and a fight with whiskey result in the brave's death, figure in the story background. Before the mounties get their man bits with the Indian's mother and father are woven into the air narrative, together with appropriate music.

Part of the pursued brave falls on the Indian accent, but that of the mother has more authenticity.

Musical and plug for Saskatchewan, not the least of which looked like a plug for the country's potential resources, resources which but needed capital and further pioneering. Looked like time limit of a half hour was somewhat undershot Thursday night (30), requiring considerable music to wind up. *Coch.*

After 101 weeks on the Maxwell House Show Boat

MISS ANNETTE HANSHAW
resigns her role on September 13th to join
THE CARAVAN

beginning October 2nd on WABC-CBS, Tuesdays at 10, Thursdays at 9.30 P.M., EST, for William Esty & Co., sponsored by R. J. Reynolds Tobacco Co.

PERSONAL REPRESENTATIVE WALLY ROSE

ROCKWELL O'KEEFE INC. ARTISTS' REPRESENTATIVES

8 K O. BUILDING - ROCKEFELLER CENTRE - NEW YORK CITY - CIRCLE 7-7550

fred allen's

"TOWN HALL, TONIGHT"

an HOUR OF SMILES

PORTLAND HOFFA

JACK SMART

LIONEL STANDER

JOHN BROWN

MINERVA PIGGIN

SILENCE DOL GILAN

Material by Fred Allen and Harry Taggart

Management by Fred Allen

9-10 P. M., D. S. T. - WEAF

Wednesdays

Chicago, Ill.

HELD OVER 2ND WEEK

Sept. 9-15

STATE-LAKE THEATRE

Chicago, Ill.

Personal Direction

HAROLD F. KEMP

NBC Artists' Service

EVERETT GEORGE OPIE

Author and Producer of

Rin Tin Tin Thrillers

20 No. Wacker Drive, Chicago

WANTED

Studied Acts for Clubs, Hotels, and

Victor Artists Bureau

522 Fifth Avenue, New York City

WLS Readying Own Transmitter as Chi NBC Continues Negotiations

Chicago, Sept. 10. Appears that Prairie Farmer will build its own transmitter for WLS. NBC officials, headed by Niles Trammel, were in constant negotiation with Burridge Butler of WLS last week endeavoring to get together with the station to continue beyond the expiration date of the present contract on March 1, 1935. Two weeks ago WLS handed in its splitting notice to NBC.

No question that NBC will have to make healthy adjustments on its present contract with WLS before the farm station will consider continuing the alliance.

Understood locally that the continued delay of the removal of KYW, the NBC affiliate locally, to Philadelphia is due to the present WLS mix-up. Believed that NBC is stalling the switch of KYW in order to have some local strength should the WLS split become absolute.

At present it appears that WLS will leave NBC, and go indie with its own transmitter or possibly affiliate with the George S. Foster APS web, and that the Hearst Herald-Examiner tie-up will switch from KYW to WENR.

WKBB's 14-Hr. Stretch

Dubuque, Ia., Sept. 10. Station WKBB, Hotel Julien, Dubuque, now on unlimited time through a recent grant of the Federal communications commission, now bills itself 'the voice of the tri-states.' Owned by the Sanders Brothers Radio Corp., W. E. Klauer, Dubuque, is now its president and general manager.

R. B. Martin continues as station manager and contact man. Claire Weidenauer is now program director, Edward Palen taking the post of inquiring reporter, with John Price, Indiana, a new acquisition to the announcing staff. R. V. Sullivan is in charge of accounts. The station now operates from 7 a. m. to 9 p. m.

Perfect Sponsor

Under discussion around the board table was the matter of contracting a band for another season's run. Each director had been asked to express his reaction to the program of the previous season. One fellow, when it came his turn to contribute an opinion, remarked: 'Sorry I've never heard the program. It goes on the air at 10 o'clock, and my bedtime is 9:30.'

In time and talent the cost to this company of the program last season was over \$500,000.

2 Conductors for WGN Dance, Classic Bands; Weber New Music Chief

Chicago, Sept. 10. New conductor for WGN, Chicago Tribune station, will be Henry Weber, who was formerly with NBC. Weber will take care of all WGN music besides handling the conducting of classical ensembles.

WGN is now negotiating with several other band leaders to secure a dance orchestra conductor. Station has decided that it's impossible to expect one man to conduct both classical and dance music and will have two men to handle the jobs separately.

Al Goodman's Alternate

Oscar Bradley will alternate with Al Goodman in conducting the orchestra on the Gulf Refining show for the next 26 weeks.

Bradley did pit duty for the late Florenz Ziegfeld from 1926 to 1932.

Inside Stuff—Radio

Morro Castle tragedy Saturday (18) resulted in the various eastern broadcasting units entering into a general scramble for news. Claims of being 'first' were freely made and probably all deserved, since no two stations handled the matter the same.

WOL, Newark, broadcast a press-radio bulletin at 6:45 a. m., and seems to have been first in that respect. WMCA followed with a similar flash at 7:01. WNEW put through a long distance telephone call to Spring Lake, N. J., and broadcast a question-and-answer conversation between Walton Butterfield for WNEW and Jane Reddington, newspaperwoman. WMCA took mikes aboard the Monarch of Bermuda at 7:12 when that boat, carrying 65 survivors, docked.

Permission was denied WMCA but in the general confusion the stunt was carried through and a long series of talks consuming 40 minutes were broadcast. Majority were with passengers of the Monarch as the Morro Castle victims were still pretty stunned and inarticulate. One daily newspaper rapped WMCA's announcer for his 'night club joviality' in conducting some of the gab on a very solemn occasion.

NBC and CBS broke in constantly all day with press-radio bulletins, many of which were of a rather flimsy substance for interrupting schedules, but so great was the public interest in the nightmare at sea that any stray bit of information was hastily rushed to the mikes. 'Get the latest edition' was the slogan dinned home constantly on these publisher-edited bulletins.

Members of the Northwest Radio Trades assn. (St. Paul-Minneapolis) which comprises 450 dealers, has started pushing the idea of owning high-powered sets. Body, under guidance of P. J. Brady, prez, has its membership principally in the bigger furniture and department stores, and consequently holds beaucoup leverage on the ad dept., of the daily newspapers.

Not only has the association landed plenty of picture layouts in local rags, but the Minneapolis Journal now lists programs of foreign stations daily. Minneapolis Tribune runs these listings once weekly, in its Sunday edition. Pix with lookers dialing in on Rome or Rio de Janeiro—with the femmes pointing out plainly where these cities lie on the dial—have been landing frequently lately.

And it's largely due to the quaint situation that while newspapers generally aren't keen on plugging anything to do with ether, the manufacturers of radio sets are substantial, national, advertisers—and national accounts must be coddled these days. So the rags are going for it as a natural trade stimulant, and, needless to say, the radio stations are pushing it plenty.

New York radio circles read with raised eyebrows the examples cited by Henry A. Bellows, now legislative agent for the National Association of Broadcasters, in a release to the press Sunday (9). Attacking the demand for the assignment of 25% of the wavelengths to educational broadcasting as unreasonable, Bellows sought to show that the cultural level of programs had the past year taken a decided boost by pointing to the fact that Paul Whitehead now plays classical numbers and that Grace Moore last Thursday (6) appeared on the Fleischmann show with Rudy Vallee.

Impression among New York broadcasters is that Bellows could have created a better case for the industry by laying off the jazz angle altogether and resorting to more effective illustrations at hand. He could have cited, for instance, the Cadillac series of last season which used the cream of the concert world, the Packard shows with Walter Damrosch and guest artists from the same field, Lucky Strike's Metropolitan opera broadcasts and the Chesterfield weekly threesome with Rosa Ponselle, Nino Martini and Greta Stoeckgold.

American Broadcasting System scooped the industry yesterday (Monday) on the Government's inquiry into the 'Morro Castle' disaster. George Storer's outfit was the only one to have a mike installed at the hearing, with the web carrying the proceedings from start to finish. ABS got still another break from the event. Pictures of the hearing as published by the New York dailies gave conspicuous display to the web's mikes and call letters.

Among WMCA's accounts that agreed to standby for the inquiry broadcast was Kentucky Winners. Cig packer uses two hours daily on the ABS key, 3:30 to 5:30 p. m.

Dave D. Palmer, vice president, of the Central Broadcasting company, operating WOC-WHO, Des Moines, Iowa, 50,000 watt, is one of the youngest executives in the radio business. He is 28, getting his ground-work in the field of radio back in 1922 when WOC was the station here in Iowa, and at the time of crystal outfits and home made sets. Artist talent of the station shows a total of 81. Five announcers, 15 engineers, 6 sales members and publicists with other office personnel swell the total to 123. In addition there are many others on programs who do not receive remuneration when going on the air.

The red hot election for governor, in California, presaged by the Democratic primary victory for Upton Sinclair, is promising a bonanza for that state's radio stations. Indications, from business already placed, is that more than \$100,000 will be spent to plug the three candidates over the air between now and election day.

KNX is the first station to launch a state-wide straw vote. Tabulation of the vote will be made by a committee of representatives of the three political camps involved.

United States Senator Huey Long, political czar of Louisiana, has again barred the press entirely and is using radio to give the public a controlled version of his squabble with the opposition. He is broadcasting over WDSU questions and answers of witnesses called by himself to testify in the vice investigation of New Orleans.

Fred Allen has aroused the ire of the Communist colony around Union Square, New York, because of comedy jibes.

Jesting to which the left wing takes exception was broadcast over the Ipana-Sal Hepatica show and has brought forth in the Communist press descriptions of Allen as 'a tool of the capitalists.'

Alfred J. McCusker, president of WOL, Newark, is attending meetings of the program and sales departments regularly since the resignation of his general manager, A. A. Cormier.

Rob George Young

Minneapolis, Sept. 10. While Dr. George W. Young, owner of WDGY, local independent radio station, was recuperating in a hospital at Walker, Minn., from injuries sustained in an automobile accident, burglars entered his home here and made away with \$1,400 in loot.

A \$1,000 Oriental rug, included in the loot, was recovered in a Minneapolis pawnshop last week. It had been sold to the pawnshop broker for \$10.

Lyman Sustaining WGN

In B&K Theatre Show
Chicago, Sept. 10.

Alt Lyman goes on WGN tomorrow night (11) in the regular broadcast of the B. & K. Chicago theatre, where his orchestra is playing this week.

Figures as the first time that a regularly sponsored act on the network has gone on the WGN transmitter, through the Chicago theatre broadcast.



**B&K
SMITH**

wabc

**columbia
broadcasting
system . . .**

**wednesday
3-4 P. M.
thursday
8-8:30 P. M.**

**e.d.s.t.
coast-to-coast**

**Management
TED COLLINS**

The World's Most Powerful Broadcasting Station presents

VIRGINIO MARUCCI, Violin Virtuoso

Virginio Marucci, WLW's genius of the violin and a favorite artist of thousands of radio listeners, is the real-life edition of an Horatio Alger story. The descendant of an old patrician Roman family whose lineage dates from the days of Marcus Aurelius, Marucci came to the United States while still a youth to win fame and fortune in the golden melting pot of the Americas. Beginning his career as a roustabout laborer, the embryonic virtuoso worked in various eastern cities. The opera and the symphony were Marucci's only recreation during these days. Finally, while working as a bricklayer's helper in Boston, he began his study of the violin and in a remarkably short time had won for himself fame with his "magic violin."

● **From the sound of footsteps
to a symphony orchestra . . .**



● **talent and production facilities cover
the gamut of radio entertainment . . .**

New Business

BALTIMORE

Whigley Pharmaceutical Co. (Spearmint Tooth-paste), studio announcements, twice weekly. Placed by John B. Gray Agency, of Phila. WBAL.

Household Finance Corp., weekly tie-in announcements. Placed by Charles Daniel Frey, of Chicago. WBAL.

Phillips Packing Co., of Cambridge, Md., daily announcements. Placed direct. WBAL.

Knor Co. (Cystex), 15-minute transcription sketch, "Doc Savage," once weekly. Placed by Allen Smith Adv. Co., of New York City. WBAL.

Bond Electric Corp., once weekly, 15-minute transcription sketch, "Adventures of Donald Ayer." Placed by O. S. Tyson & Co., of New York City. WBAL.

Sherwood Bros. (Betholine Gasoline), dialog announcements, twice weekly. Placed by Vansant, Dugdale & Co. WBAL.

French Lick Springs Hotel Co. (Photo Water), string of transcription announcements, daily except Saturday and Sunday. Placed by H. W. Kastor & Sons. WBAL.

Worthington Valley Dairy, daily spot announcements. Placed direct. WBAL.

J. D. Obrecht Co. (Caton Cigars), twice weekly announcements. Placed by Katharine Mahool Agency. WBAL.

S. & N. Katz (Jewelers), daily announcements. Placed by Jos. Katz. WBAL.

BOSTON

Rival Dog Food, 26 15-minute programs, starting Oct. 1. Through Charles Silver & Co. WNAC.

Ce-Lect Baking Co., 26 half-hour

ATTENTION Sponsors—Advertising Agencies BEALE STREET BOYS

EASY TO HEAR

FEATURED
COLUMBIA BROADCASTING SYSTEM
UNIVERSAL PICTURES
("GIFT OF GOD")

WORLD TRANSCRIPTION
This week, **RKO ALBEE, B'KLYN**
Next week, **RKO PALACE, N. Y.**
Open for Transcriptions

For Information
Hollis Wooster—Nov. 8-1639

The Original

Boop-Boop-a-Doop Girl

**HELEN
KANE**

THE GREEK AMBASSADOR OF GOOD WILL

**GEORGE
GIVOT**

Every Tuesday 10 P.M.
Coast-to-Coast
Columbia Broadcasting System

Personal 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 DeMott)

WEAF—Friday, 9 to 9:30 P.M., DST
(Phillips Milk)

**Mme. ERNESTINE
SCHUMANN-HEINK**

Sponsored by
GERBER'S BABY FOOD
WENE, NBC, Sun., 9 P.M., CHSE

programs, starting Oct. 21. Through Harry M. Frost Co., Boston. WNAC.

R. E. Dickinson Co., 13 15-minute programs, starting Sept. 9. Through Harry M. Frost Co., Boston. WNAC.

W. F. Schell & Sons Corp., 13 half-hour programs, starting Sept. 29. Through Doremus & Co., Boston. WNAC. WGAN. WMAZ. WBZC. WLIZ.

National Distributing Co., 52 half-hour programs, starting Sept. 16. Through Mushkin Agency, Boston. WNAC.

W. L. Thompson Co., 348 announcements, starting Sept. 2. Through Doremus & Co., Boston.

Boston Globe, four five-minute periods, starting Sept. 5. WNAC.

Dr. Victor Brodsky, 728 announcements, starting Oct. 14. Through Harold Lewis, Boston. WNAC.

A. P. Co. Company, 624 announcements, starting Aug. 20. Through Broadcast Advertising, Boston. WICU, Bridgeport.

Water Duck Inn, temperature report starting Sept. 4 for 91 times. Through Commercial Broadcast Advertising, Boston. WNAC.

Gloria Chain Stores, Inc., 26 30-minute programs, starting Sept. 29. Through Broadcast Advertising, Boston. WAAB.

E. R. Parker Dental System, 15-minute period five days weekly, starting Sept. 10 and running indefinitely. Through Harry M. Frost Co., Boston. WAAB.

Batchelder Whittemore Coal Co., 14 announcements, started Aug. 29. Through Broadcast Advertising, Boston. WAAB.

CHARLOTTE, N. C.

American Oil Co. (New York City), 52 announcements each each evening. Placed through the Joseph Katz Co., Baltimore. WBT.

Andrews Music Co., Charlotte, 74 announcements, beginning Sept. 2, 1934, Sunday, Wednesday and Friday daytime. Placed locally. WBT.

Armand Co., New York City, 74 quarter-hour evening transcriptions, beginning September 14, 1934. Placed through Radio Sales, Inc., New York City. WBT.

Benjamin Moore & Co., New York City, five 15-minute live talent programs, Wednesday mornings, beginning August 29th. Placed through Radio Sales, Inc., New York City. WBT.

C. R. Black, Bassmaster City, N. C., 13 one-minute announcements, beginning August 31, 1934, Fridays daytime. Placed direct. WBT.

Chrysler Oil Co. (Livestock), Detroit, Mich., five one-minute transcriptions, daily evening, began Aug. 27, 1934. Placed through Radio Sales, Inc., Chicago. WBT.

French Lick Springs Hotel Co., series of 45 one-minute transcriptions Monday, Wednesday and Friday evenings, beginning Sept. 4, 1934. Placed through Radio Sales, Inc., New York City. WBT.

Crane & Crane Clothes, Inc., New York City, series of 101 live announcements, Sunday, Wednesday, Thursday and Friday daytime announcements. Placed direct. WBT.

Monroe Hardware Co., Monroe, N. C., series of 16 15-minute live talent daytime programs daily. Placed direct. WBT.

Scott & Bowne, Inc., Bloomfield, N. J., series of 39 one-minute daytime transcriptions on Tuesdays and Fridays, beginning Oct. 16, 1934. Placed through Radio Sales, Inc., New York City. WBT.

Norwich Pharmacal Co., Norwich, N. Y., series of 15 live announcements, daily each evening, beginning Oct. 29, 1934. Placed through Radio Sales, Inc., New York City. WBT.

Willard Tabor Co., Chicago, Ill., (continuation contract) for 28 live talent 15-minute programs daytime, Mondays, Wednesdays and Fridays, beginning Sept. 3, 1934. Placed through Radio Sales, Inc., Chicago. WBT.

Mankind Dog and Cat Food, 15 weeks. WSOC.

Wax-Rite Floor Polish, 15 weeks. WSOC.

McClaren Tires, 15 weeks. WSOC.

Lacelle Shop, 15 weeks. WSOC.

Rosemary Jellies and Jams, 15 weeks. WSOC.

CHICAGO

Mantho-Kreamo Company (M-K Cold Remedy), one minute spot announcements for 15 weeks, twice daily for six days a week. (Wade Agency.) WLS.

Scott Paper Company, 12 50-word announcements daily during Home-makers' hour. J. Walter Thompson Agency.) WLS.

Lewis Hotel Training Schools, Washington, D. C., 13 five-minute transcriptions, starting Sept. 29. Round program Saturdays. (Rose Martin, Inc., Agency.) WLS.

Crazy Water Crystals Company, 15-minute programs daily except Sunday for 13 weeks. (Bowman and Crane, Inc., Agency.) WLS.

Gardner Nursery Company, continuation of 15-minute programs. (Northwest Radio Advertising Company.) WLS.

Lite Soap Company, one minute announcements three times a week for 13 weeks during Home-makers' hour. Direct. WLS.

Kremola Company, 15-minute

Sundays starting Sept. 16, with requests for a radio. (Gunter-Broadford Agency.) KYW.

Parkley Company, minute announcements nightly for 13 weeks starting Sept. 16. (Hogers and Smith Agency.) KYW.

J. Leale Younghusband Company (Masquerade Face Powder), 15-minute periods three a week starting Sept. 16. (Phelps-Engle-Phelps Agency.) KYW.

Northeastern State Company, nightly announcements for 13 weeks. (C. Wendel Muench Agency.) KYW.

Kempier's Bird Seed Company, 15-minute Sundays starting Sept. 23. (C. Wendel Muench Agency.) KYW.

Univis-Stone Co., 15-minute Mondays starting Sept. 10 for 13 weeks. (Roland Ullman Agency.) KYW.

Pho Company, minute announcements nightly starting Sept. 16. (MacKenney-Erickson Agency.) KYW.

FORT WAYNE

Hilton Street Fair, spot announcements. WGO.

Confrey Brewery, weather reports. WOVO.

Darling Dress Shop, announcements three times daily. WGL.

Rock Milling Company, Finley, Ohio, spot announcements. WOVO.

Mantho-Kreamo, daily announcements. WOVO.

No. 1214 Pharmacal Company, spot announcements. WOVO.

Moskins, Inc., daily announcements. WGL.

Orpheum Dry Cleaners, three times daily. WGL.

Patterson Fletcher Jen's Store, three times daily. WOVO.

Dr. Miles, renewal, three times daily. WOVO.

W. O. Public, newest addition to Round-the-Town program, daily music. WOVO.

HARTFORD

Scott Tissue, 28 one-minute announcements every P. M. twice. Placed by J. Walter Thompson Co. WDIR.

Clapp and Treat, Hartford, two 50-word announcements, p.m. Placed direct. WDIR.

American Coal Company, Hartford, contracted for one announcement each night for 13 weeks, plus announcements on September 9, 10, 11, 12. To publicize new petroleum products. Placed by the Julian Gross Agency. WDIR.

French Dye Works, Hartford, three announcements each week on ad liner and shoppers hours. Placed by Hammer Advertising Co. WDIR.

Helen's Beauty Shoppe, Hartford, 15 15-minute broadcasts, one each Sunday at 11:15 a.m. Hollywood news and music. Placed by the Hammer Advertising Co. WDIR.

Scott and Bowen, Scott's Emulsion, 24 announcements, one ad Liner Hour starting Oct. 16. Placed by Marshall and Pratt. WDIR.

Luz Bond and Green, Jewelers, Hartford, 13 one-half 15-minute broadcasts, dramatic tales, Mondays at 7:45 p.m. Placed by the Julian Gross Agency. WDIR.

Ayer and Company, advertising Cherry Spectorials, Oct. 2. Two announcements daily to end March 30th. Placed by Hant Metzger. WDIR.

K. A. Hughes Co., advertising Sallcon, 25 25-word announcements daily and two 25-word announcements each night starting Oct. 12. Placed by Harry M. Ross Company. WDIR.

Lever Brothers, **Lifeway Soap**, five-minute transcriptions every Tuesday, Thursday and Saturday, each week until December 15. Placed by Ruthrauff and Ryan. WDIR.

Dunklin Clothing, Hartford, 100 announcements of 125 words each, Monday, Wednesday and Friday. Placed direct. WDIR.

Allyn Theatre, Hartford, one 15-minute broadcast each Thursday at 5:45 P.M. on current attractions, music and exploitation. Placed by Hammer Adv. WDIR.

Loew's theatre, Hartford, announcements each week. Placed by Hammer Advertising Co. WDIR.

PHILADELPHIA

Morning Sip Coffee, 78 one-minute spot announcements. MacKenney Co. WCAU.

Remedy, 78 one-minute spot announcements daily and weather reports on Sundays for 52 weeks in 1934-35. Jos Katz Agency. WCAU.

Father Coughlin, talk for one hour Sunday 4 to 5 from Oct. 23 to April 21. Hellweg Agency. WCAU.

Mason-Heffin Coal, participation in Home Makers Club for one year. WIP.

American Bible Conference, talks by E. Schuyler English on Fridays, 7:45-8 p.m. for 39 weeks. Placed direct. WIP.

Procter and Gamble, 15-minute discs with Tim Healy, once weekly for 30 weeks. Blackman Company. WIP.

McChesore Cemetery Co., "The Program Beautiful" 26 weeks Philip Klein Agency. WRAX.

Rudolph Wurlitzer, spot announcements for 52 weeks. Direct. WRAX.

B. R. R., 15-minute announcements for 14 weeks. Placed direct. WRAX.

La Rosa and Sons, seven one-hour

programs weekly for 52 weeks. Placed direct. WRAX.

John Davis Co. (furs), 13 15-minute programs weekly. Placed direct. WIPEN.

Evergreen Memorial Park, one-hour program weekly, indefinite period. Placed direct. WIPEN.

Asher's (Clothing), spot announcements for 30 weeks. WIPEN.

A. W. Wall, weekly spot announcements for 52 weeks. Direct. WIPEN.

A. M. Laboratories, 15-minute periods weekly for six months, features Ross Miller (Cathell) coach in sport talks. Placed direct. WIPEN.

Judson C. Burns, program Sundays 2:30-3:30, expires May. Placed direct, for 34 weeks. WIPEN.

Four Provinces Irish Program, one-hour weekly for 14 weeks. Placed direct. WIAS.

Nat'l Gold Buying Service, 10 announcements daily for 26 weeks. Direct. WIAS.

Silver's (hairdressing) spot announcement participation in thrice-weekly German program, for 13 weeks. Placed direct. WIAS.

LOS ANGELES

Wheatena Co., Monday to Friday inclusive, 4:45 to 5:00 p.m., serial "Wheatena's" Columbia Don Lee coast network. WGL.

Knauack Oil Co., Thursday 8:30-9:00 p.m., "Barnyard Sevenade," variety show. (Charles H. Mayne Co.) Columbia Don Lee coast network.

Rocket Gasoline Co., Monday, Tuesday, Wednesday, 7:45-8 p.m., mystery drama serial. (Heaumont & Holman.) Columbia Don Lee coast network.

Standard Homopathic Co., Monday, Wednesday, Friday, 11:45-12, organ and speaker. (Tom Wallace.) KJL.

Lipton Tea Co., Monday 8 to 9 p.m., live Monday Jambooree (variety show), starting Sept. 10. Don Lee coast network of 12 stations plus KSL, Salt Lake City.

Richard Allen, 10 p.m. Fri., 6:45 to 7 p.m., "Jimmy Allen," disc serial, starting Sept. 3. Bernstein Adv. Agency. KNX.

SEATTLE

Westman's Store, seven spot announcements, Aug. 29 to Sept. 2. KOI.

Zukor's (clothing), six spots on KOI; Aug. 24.

Bond Music Co., series of 13 quarter hour discs, adventure drama, running each Thursday starting Sept. 6. KOI.

Faller Print Co., three announcements daily for month of September. KOI.

Frank J. Victor, Inc., 13 15-minute remote auction sales. KOI.

Phillips Diesel-E Engineering Schools, five-minute disc on KOI, Sept. 12 and 25; and on KOMO, Sept. 2, 16 and 30.

Western Dairy Products Co., 21 announcements, three a day, Aug. 25 to 31. KOMO.

Dodge Bros. Corp., five one-minute discs, Aug. 28-31. KOMO.

4-Girls, 10 p.m., series of eight 15-minute discs, Oct. 26 to Dec. 14. KOMO.

Dill's Best and Model Tobacco, 30-minute disc, "Poke-and-Pat" each Tuesday night, 9:30 year. JLT.

Sorrento Hotel, four spots on KOMO and two on KJL, running one a week.

Turner's Shoe Co., 28 disc announcements split between KOMO and KJL, two a week to each, starting Aug. 30.

Procter and Gamble (Ivory Soap), series of 29 quarter hour discs, "Stump Club of the Air," over KOMO, running each Mon., Wed. and Fri., Oct. 1 to April 26.

Richfield Oil Co., 65 15-minute dramatic discs on KJL each Monday to Friday, inclusive, starting Sept. 3.

WINSTON-SALEM, N. C.

Stackley Piano Company, spot announcements daily for one month. Placed locally. WSJS.

Essaky, daily spot announcements for four months. Van Sant-Dugdale, Baltimore. WSJS.

Ironized Soap, five minute electrical transcription, three times each week for one month. Ruthrauff and Ryan, New York. WSJS.

Dorming Dance Studios, spot announcements daily for one month. Placed locally. WSJS.

Pollack's Shoe Store, spot announcements daily for one month. Placed locally. WSJS.

Hirsch & Silverstein, spot announcements daily for one month. Placed locally. WSJS.

Anchor Department Store, renews 15-minute program from floor of store three times weekly for four months. Placed locally. WSJS.

PITTSBURGH

Better Light-Better Right Council, 18 half-hour programs with Lois Miller, organist, and Reed Kennedy, baritone. Placed by Batten, Barton, Durstine and Osborne. KDKA.

Toma, Inc., sponsorship of Strange

Facts daily for 52 weeks. Placed by W. S. Hill Co. KDKA.

Chr. Hansen's Laboratory, 39 participations in Home Forum program, placed by Mitchell-Faust. KDKA.

Boevey's, Inc., 15-minute discs three times weekly for 52 weeks. Placed by C. Wendel Muench Co. KDKA.

Duquesne Brewing Co., 52 quarter-hour studio programs, placed by Walker and Dowling. KDKA.

Darison Coke and Iron Co., daily time signals for 52 weeks. Placed by Edward M. Fowler Co. KDKA.

Pels and Co., 26 weekly 15-minute programs with Uncle Tom and Betty (Tom Riggs). Placed by Young and Rubicam. KDKA.

SAN ANTONIO, TEX.

Drum Oil Co., 14 announcements, through Frank Wilkerson-Schwartz, Houston. WOAI.

French Lick Springs Hotel (Photo Water), 45 announcements, through H. W. Kastor & Sons. WOAI.

Dodge Bros., five announcements, through Ruthrauff & Ryan, WOAI.

Gardner Nursery Co., six five minute recordings, through Northwest Radio Advertising Co. WOAI.

United American Bosch Radio Corp., 26 quarter hour recordings, Sundays. Through E. T. Howard Co. WOAI.

Adlerka, 39 quarter hour recordings, twice weekly. Through St. Paul Advertising Co. WOAI.

Universal Mills, Ft. Worth, 78 one-minute transcriptions, through Tracy-Lacke-Dawson. WOAI.

SEATTLE

Weissfeld & Goldberg (Jewelers), series of 26 15-minute dramas, started Sept. 7. KJL.

Jensen-Von Herberg Theatricals, two 15-minute discs plugging "20th Century." KJL.

Evergreen State Amusement Corp., series of 13 quarter-hour discs plugging (Continued on page 49)

COLUMBIAN BROADCASTING SYSTEM Presents

MARK WARNOCK

MUSICAL DIRECTOR

BORDEN'S 45 MINUTES HOLLYWOOD

THURSDAY NIGHTS AT TEN EAST

SEE NETWORK

Collected and Edited by COLUMBIA ARTIST SERVICE

HOTEL PIERRE

JACK DENNY

AND HIS ORCHESTRA

Conoco Oil
Wed., 9:30 P.M.
WJZ
Sat., 12 Midnight Mon., 11:35 P.M.

KEN AND HIS BANJO HARVEY

RUDY VALLEE'S GUEST STAR

Completing 10 Week Run

Paradise Restaurant, New York

OPENING DORCHESTER HOUSE, LONDON, OCT. 1st

Radio Direction Cafe
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VIVIAN JANIS

"ZING! IN POLYMER"

Sole Direction

HERMAN BERNIE

1619 Broadway
New York City

"IN THE MODERN MANNER"

CONCERT PROGRAM CONDUCTED AND DIRECTED BY

JOHNNY GREEN

FRIDAY EVENING, SEPTEMBER 7, 9-9:30

WABC—COAST-TO-COAST NETWORK, NEW YORK

COMPOSER OF "I COVER THE WATERFRONT"—"I'M YOURS"

Radio Directory

(Executives of both major networks and of leading regional webs are listed below together with personnel of stations in New York, Chicago, Los Angeles and San Francisco.)

New York City

NBC
(Stations WJZ-WEAF)
40 Rockefeller Center
Circle 7-8504
M. H. Aylesworth, President.
Richard C. Patterson, Jr., Executive V.-P.
Mark Woods, Asst. Executive V.-P.
A. L. Ashby, V.-P. and General Attorney.
Edgar Kolpak, V.-P. in Charge of Sales.
John F. Royal, V.-P. in Charge of Production.
George Engles, V.-P. in Charge of Artists' Service.
Roy C. Wilmer, V.-P. in Charge of Engineering Sales.
Henry K. Norton, Treasurer.
Lewis McCann, Secretary.
C. W. Horn, Dir. Research and Development.
Frank E. Marsh, V.-P.
G. W. Payne, Commercial Engineer.
J. de Jura Almonte, Evening Gen. Mgr.
Department Heads
Donald S. Shaw, Eastern Sales Mgr.
Alfred H. Morton, Mgr. Program Dept.
Bertha Brannard, Commercial Program Mgr.
Thomas Helvis, Charge Music Library.
Quinton Adams, Office Manager.
John H. Carey, Service Manager.
D. R. Van Houten, Office Supervisor.
W. D. Hoxham, Purchasing Agent.
R. J. Teicher, Assistant Treasurer.
H. P. McKen, Auditor.
Paul F. Peter, Mgr. Statistical Dept.
Donald Witherspoon, Mgr. Station Help (Dept.).
O. B. Hanson, Chief Engineer.
E. F. H. James, Sales Promotion Mgr.
D. S. Tullah, Business Mgr. Artists' Service.
Arnold Kemp, Artists Service, Pop Talent.
Frances Rockefeller King, Artists' Service, Private Entertainment.
C. C. Rener, Transcriptions.

RAYMOND KNIGHT

A. C. Spark Plug "Cuckoos"

Saturday, 10 P.M., Coast to Coast. WEAF

"WHEATENAVILLE" WEAF Network

Monday to Friday, Inclusive

Now Playing Third Season

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Nole Direction
HERMAN BERNIE
1619 Broadway, New York

LEON REISCO

Coast-to-Coast
COLUMBIA BROADCASTING SYSTEM
St. Morris Hotel, New York, Nightly
Nole Direction, HERMAN BERNIE
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"Radio's Harmful Little Armful"
On Entire Columbia Network
3 TIMES WEEKLY
ALSO IN THEATRES
Headlining Week Sep. 7th
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National Victor Record Releases
Direction
PHIL PONCE

EMERSON GILL

AND ORCHESTRA
HIS
ANTLERS HOTEL
COLORADO SPRINGS
MCA DIRECTION

Chicago

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Edward Klinger, Executive V.-P.
Sam Eckard, V.-P.
Hugh Kendall Bolter, V.-P. in Charge of Sales.
Lawrence W. Lawman, V.-P. on Operations and Secretary.
M. R. Hanson, Treasurer.
W. M. C. Gittinger, Sales Mgr.
William H. Engles, Asst. Sales Mgr.
John P. Hayward, Comm. Program Dir.
Julius F. Seebach, Program Operations.
J. G. Gude, Publicity.
Edwin K. Cohen, Technical Dir.
Paul White, Special Features.
Paul W. Koster, Sales Promotion.
John J. Karol, Market Research.
Charles Stark, Local Sales.
John C. Carlini, Production Mgr.
Frederic P. Willis, Educational Dir.
Julius Matfield, Music Library.
Hugh Cowham, Commercial Engineer.
Courtney Savage, Dramatic Dir.
Hulth-Rendell, Mgr. Artists' Bureau.
Paul Ross, Mgr. Personal Bookings.
WHN
Marcus Lowy Bookings Corp.
120 Broadway
Bryant 8-2400
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Perry Charles, Asst. Mgr.
H. J. Hennace, Artists' Mgr.
John C. Nobs, Program Mgr.
Herman C. Smith, Spec. Sec.
Russell Cheney, Chief Announcer.
WNEW
161 Madison Ave.
Pulch 2-2800
Joseph Blaw, President.
Richard O'Day, V.-P.
John C. Streibler, Program Dir.
Leo Kahn, Musical Dir.
Bernie Adler, Sales Mgr.
Max Weiner, Chief Eng.
Bill Farnen, Chief Announcer.
Ed Feller, Publicity.
WOR
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1110 Broadway
Trombly 6-6883
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A. A. Corcoran, Gen. Mgr.
Theodore C. Streibler, Asst. to Pres.
Walter J. Neff, Sales Manager.
Dave O. Cherm, Chief Public Relations.
Jas. P. J. Maher, Mgr. Press Dept.
J. Lewis Held, Director of Programs.
George Shuckley, Musical Director.
Adolph Oppinger, Asst. Program Dir.
Joseph Rier, Studio Mgr.
Philip Thorn, Continuity Editor.
H. E. Popple, Chief Engineer.
David Cohen, Chief Announcer.
James Maher, Publicity.
WINS
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111 E. 42nd St.
Elkhardt 5-4100
R. L. Ferguson, Station Mgr.
Roland Housley, Production Mgr.
Chester Thomas, Production Dir.
Vincent Rios, Musical Dir.
Edward Cherm, Continuity.
Elythe Meserand, Press.
WLWL
Universal Broadcasting Corp.
415 W. 54th St.
Columbus 5-7000
H. P. Riley, Dir.
J. E. Kieren, Business Mgr.
R. W. Bork, Sales Manager.
George O'Brien, Program Dir.
Rudolph Ford, Musical Dir.
Joseph Deppa, Chief Engineer.

Chicago Ad Agencies
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410 North Michigan Ave.
J. H. North.
P. 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.
N. H. Peterson.
Doremus & Company
208 S. La Salle St.
H. Hay Henderson.
Erwin, Wasson & Co.
240 N. Michigan Ave.
William Weddell.
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360 N. Michigan Ave.
Karl Frederick.
Charles Daniel Frey
333 N. Michigan Ave.
LARRY TRIGGS
Gundersen Advertising Co.
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Living Rosenbloom.
Hanff-Metzger of Ill.
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Hays McFarland
333 N. Michigan Ave.
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520 N. Michigan Ave.
N. L. Pumphlin.
Kastor
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David Wright.
Cecil Whitfield.
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Lord & Thomas
910 N. Michigan Ave.
Lewis Goodkind.
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307 N. Michigan Ave.
H. L. Weller.
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910 N. Michigan Ave.
Raymond Atwood.
McJannet
228 N. La Salle St.
Gordon Best.
Needham, Louis & Broby
360 N. Michigan Ave.
Helen Wing.
Neisser-Meyerhof
400 Michigan Ave.
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Roche, Williams & Cunningham, Inc.
Strauss Ridge.
William Roche.
Rogers & Smith
20 N. Wacker Drive
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Ruthuff & Ryan
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Stack-Goble
8-S-Michigan Ave.
Ralph Goble.
J. Walter Thompson
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Dick Martin.
George Allen.
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612 N. Michigan Ave.
George Enzinger.
Wade Adv. Agency
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Young & Rubicam
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WLS
1220 W. Washington.
Haymarket 7000
Burridge, Chief, President.
Glen Snyder, Gen. Mgr.
George Bigger, Program Mgr.
Walter M. Davidson, Adv. Mgr.
Tom Rowe, Chief Engineer.
Clementine Legg, Artists' Mgr.
Bal O'Hara, Chief Announcer.
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WGN
Franklin Hotel
Superior Street
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Quin Young-Stadler, Asst. Mgr.
George Isaac, Commercial Mgr.
Edward Harry, Production Mgr.
Carl M. Myers, Chief Announcer.
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WGES
228 N. Crawford
Van Huren 8400
Gent Tyler, Station Mgr.
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Joseph Brulaker, Chief Engineer.
John Van, Musical Dir.
Don Cramer, Chief Announcer.
WIND
261 North Wells
Lester 8-8600
Ralph Adams, President.
W. A. Richards, Program Director.
John M. Mott, Asst. Dir.
T. M. Murray, Chief Engineer.
Art Jensen, Chief Announcer.

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George O'Brien, Program Dir.
Rudolph Ford, Musical Dir.
Joseph Deppa, Chief Engineer.

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(Stations KGO-KPO-KYA)
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Sutter 1620
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Harrison Holloway, Station Mgr.
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Arthur Kemp, Sales Mgr.
Al Cormack, Technical Dir.
Claude Sweeten, Musical Dir.
KJBS
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Orlway 4148
Ralph Brunton, Mgr.
Ralph Smith, Prog. Dir.
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115 O'Farrell St.
Garfield 4700
M. E. Roberts, Mgr.
Frank X. Galvin, Prog. Dir.

Los Angeles
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Karl C. Anthony, President.
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Glen Dolberg, Program Dir.
KFWB
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Warner Theatre Bldg.
Hollywood 6315
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Chester Mittenhoff, Commercial Mgr.
Jack Joy, Program Dir.
Ray Van Riper, Charge Dramatic Prod.
Harry Myers, Chief Engineer.
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George Fischer, Publicity.
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Nelson Rogers, V.-P. and Gen. Mgr.
Carl B. Nissen, Commercial Mgr.
Kenneth C. Orniston, Technical Supervisor.
Van C. Newkirk, production manager.
William Knack, Musical Dir.
Lee Mawhinney, Publicity.
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R. A. Scherer, Gen. Mgr.
1981 Wilshire Blvd.
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Baron Von Feltz, production manager.
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Owens Dresden, General Mgr.
Solvatore Santini, Musical Dir.
KGFI
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Frank Doherty, President.
V. G. Freitag, Gen. Mgr.
KTM
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Exposition 1241
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George Martinson, Manager.
KFAC-KFVD
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Fitzroy 1231
Don T. Smith, President.
Cubie Smith, General Mgr.
George Moskova, commercial manager.
Calvin Smith, studio manager.
Burton Bennett, program director.
Chauncey Haines, Jr., musical director.
Tom Gibson, charge dramatics.

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Kenneth Niles, Chief Announcer.
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Lorinda Campbell, Publicity.
Baron Von Feltz, production manager.
KMTR
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915 No. Formosa, Hollywood
Hilshire 1161
Heed E. Cullister, President.
Owens Dresden, General Mgr.
Solvatore Santini, Musical Dir.
KGFI
1417 So. Figueroa Street
Prospect 7749
Don S. McCallahan, owner.
Doris Hansen, Mgr.
KRKD
Radio Broadcasters, Inc.
541 South Spring Street
Madison 2281
Frank Doherty, President.
V. G. Freitag, Gen. Mgr.
KTM
Pleikwick Broadcasting Co.
214 So. Vermont
Exposition 1241
C. A. Shredy, President.
George Martinson, Manager.
KFAC-KFVD
Los Angeles Broadcasting Co.
645 Mariposa Ave.
Fitzroy 1231
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Cubie Smith, General Mgr.
George Moskova, commercial manager.
Calvin Smith, studio manager.
Burton Bennett, program director.
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Tom Gibson, charge dramatics.

Los Angeles
CBS
(Station KHJ)
(Columbia Live Live Broadcasting System)
1076 West 7th Street
Vandyke 7111
Don Lee, President.
Thomas Lee, Vice-President.
C. Ellsworth Wylie, Gen. Mgr.
Raymond Pule, Musical Dir.
Paul Rickenbach, Production Mgr.
Kenneth Niles, Chief Announcer.
Paul Bernard, Traffic Mgr.
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Harry Myers, Chief Engineer.
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Van C. Newkirk, production manager.
William Knack, Musical Dir.
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(Beverly Hills)
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Don T. Smith, President.
Cubie Smith, General Mgr.
George Moskova, commercial manager.
Calvin Smith, studio manager.
Burton Bennett, program director.
Chauncey Haines, Jr., musical director.
Tom Gibson, charge dramatics.

Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc.
410 North Michigan Ave.
J. H. North.
P. 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.
N. H. Peterson.

Doremus & Company
208 S. La Salle St.
H. Hay Henderson.

Erwin, Wasson & Co.
240 N. Michigan Ave.
William Weddell.

Fredericks & Mitchell, Inc.
360 N. Michigan Ave.
Karl Frederick.

Charles Daniel Frey
333 N. Michigan Ave.
LARRY TRIGGS.

Gundersen Advertising Co.
400 N. Michigan Ave.
Living Rosenbloom.

Hanff-Metzger of Ill.
520 N. Michigan Ave.
S. J. Andrews.

Hays McFarland
333 N. Michigan Ave.
Hays McFarland.

Henri Hurst & McDonald
520 N. Michigan Ave.
N. L. Pumphlin.

Kastor
360 N. Michigan Ave.
David Wright.

Cecil Whitfield.
Kirtland-Engel
646 N. Michigan Ave.
R. M. Kirtland.

Lord & Thomas
910 N. Michigan Ave.
Lewis Goodkind.

Matteson, Fogarty, Jordan
307 N. Michigan Ave.
H. L. Weller.

McCann-Erickson
910 N. Michigan Ave.
Raymond Atwood.

McJannet
228 N. La Salle St.
Gordon Best.

Needham, Louis & Broby
360 N. Michigan Ave.
Helen Wing.

Neisser-Meyerhof
400 Michigan Ave.
Walter Rubens.

Reincke-Ellis-Youngren-Finn
520 N. Michigan Ave.
Russ Williams.

Roche, Williams & Cunningham, Inc.
Strauss Ridge.
William Roche.

Rogers & Smith
20 N. Wacker Drive
Everett Opp.

Ruthuff & Ryan
307 N. Michigan Ave.
Nate Caldwell.

Stack-Goble
8-S-Michigan Ave.
Ralph Goble.

J. Walter Thompson
410 N. Michigan Ave.
Dick Martin.

George Allen.
U. S. Advertising
612 N. Michigan Ave.
George Enzinger.

Wade Adv. Agency
208 W. Washington St.
Walter Wade.

Young & Rubicam
221 No. La Salle St.
D. G. Scheider.

Joe Allatough, Program Mgr.
WLS
1220 W. Washington.
Haymarket 7000
Burridge, Chief, President.
Glen Snyder, Gen. Mgr.
George Bigger, Program Mgr.
Walter M. Davidson, Adv. Mgr.
Tom Rowe, Chief Engineer.
Clementine Legg, Artists' Mgr.
Bal O'Hara, Chief Announcer.
Julian Bentley, Publicity Dir.

WGN
Franklin Hotel
Superior Street
W. E. Macfarlane, Gen. Mgr.
Quin Young-Stadler, Asst. Mgr.
George Isaac, Commercial Mgr.
Edward Harry, Production Mgr.
Carl M. Myers, Chief Announcer.
Frank Schreiber, Publicity Dir.

WGES
228 N. Crawford
Van Huren 8400
Gent Tyler, Station Mgr.
Charles Lamont, Production Mgr.
Joseph Brulaker, Chief Engineer.
John Van, Musical Dir.
Don Cramer, Chief Announcer.

WIND
261 North Wells
Lester 8-8600
Ralph Adams, President.
W. A. Richards, Program Director.
John M. Mott, Asst. Dir.
T. M. Murray, Chief Engineer.
Art Jensen, Chief Announcer.

Los Angeles
CBS
(Station KHJ)
(Columbia Live Live Broadcasting System)
1076 West 7th Street
Vandyke 7111
Don Lee, President.
Thomas Lee, Vice-President.
C. Ellsworth Wylie, Gen. Mgr.
Raymond Pule, Musical Dir.
Paul Rickenbach, Production Mgr.
Kenneth Niles, Chief Announcer.
Paul Bernard, Traffic Mgr.
Arthur J. Kemp, Sales Mgr.
David Heman, Publicity.
Thomas Lee Artist Bureau, Peter DeLima, Mgr.

NBC
(Stations KFI-KECA)
Karl C. Anthony, Pres.
1000 So. Rose Street
Richmond 6111
Karl C. Anthony, President.
Arthur Kales, V.-P. and Gen. Mgr.
Glen Dolberg, Program Dir.
KFWB
Warner Bros. Pictures Corp.
Warner Theatre Bldg.
Hollywood 6315
Gerald King, Gen. Mgr.
Chester Mittenhoff, Commercial Mgr.
Jack Joy, Program Dir.
Ray Van Riper, Charge Dramatic Prod.
Harry Myers, Chief Engineer.
Frank Murphy, Supervising Engineer.
George Fischer, Publicity.
Don Allen, Traffic Mgr.

KNX
Western Broadcasting Co.
Otto K. Olson, Station Manager
Hempstead 4101
Guy C. Karl, Jr., President.
Nelson Rogers, V.-P. and Gen. Mgr.
Carl B. Nissen, Commercial Mgr.
Kenneth C. Orniston, Technical Supervisor.
Van C. Newkirk, production manager.
William Knack, Musical Dir.
Lee Mawhinney, Publicity.

KMPC
(Beverly Hills)
R. A. Scherer, Gen. Mgr.
1981 Wilshire Blvd.
OY 4211
Hugh Ernst, Jr., Gen. Mgr.
Lorinda Campbell, Publicity.
Baron Von Feltz, production manager.

KMTR
KMTR Radio Corp.
915 No. Formosa, Hollywood
Hilshire 1161
Heed E. Cullister, President.
Owens Dresden, General Mgr.
Solvatore Santini, Musical Dir.

KGFI
1417 So. Figueroa Street
Prospect 7749
Don S. McCallahan, owner.
Doris Hansen, Mgr.

KRKD
Radio Broadcasters, Inc.
541 South Spring Street
Madison 2281
Frank Doherty, President.
V. G. Freitag, Gen. Mgr.

KTM
Pleikwick Broadcasting Co.
214 So. Vermont
Exposition 1241
C. A. Shredy, President.
George Martinson, Manager.

KFAC-KFVD
Los Angeles Broadcasting Co.
645 Mariposa Ave.
Fitzroy 1231
Don T. Smith, President.
Cubie Smith, General Mgr.
George Moskova, commercial manager.
Calvin Smith, studio manager.
Burton Bennett, program director.
Chauncey Haines, Jr., musical director.
Tom Gibson, charge dramatics.

San Francisco
NBC
(Stations KGO-KPO-KYA)
Western Division
111 Sutter St.
Sutter 1620
Don E. Gilman, V.-P. and Western Div. Mgr.
C. L. McCarthy, Asst. Div. Mgr.
Law Proft, Prog. Dir.
Harry Anderson, Sales Mgr.
A. H. Saxton, Mgr. of Plant Operations and Engineering.
Lloyd E. Yoder, Press Dir.
H. J. Maxwell, Office Mgr.
William Andrews, Chief Announcer.
Cecil Underwood, Prod. Mgr.
Roy Frothingham, Promotion Mgr.
Meredith Wilson, Musical Dir.

KYA
908 Market St.
Prospect 3450
Edward McCollum, Station Mgr.
Lynn Church, Prog. Dir.
Harry Berthel, Chief Announcer.

CB
(Station KFRC)
(Don Lee-Columbia outlet)
1000 Van Ness Ave.
Prospect 6100
Fred Tubel, Chief Eng.
Harrison Holloway, Station Mgr.
William Wright, Prog. Dir.
Arthur Kemp, Sales Mgr.
Al Cormack, Technical Dir.
Claude Sweeten, Musical Dir.

KJBS
Julius Houtman & Sons, owners
1240-Highway 4148
Orlway 4148
Ralph Brunton, Mgr.
Ralph Smith, Prog. Dir.

KTAB
115 O'Farrell St.
Garfield 4700
M. E. Roberts, Mgr.
Frank X. Galvin, Prog. Dir.

REGIONALS
AMERICAN SYSTEM
1606 Broadway, New York
Columbia 5-5000
WMCA, New York
WJL-WJPM, Philadelphia
WFSB, Tampa
WJBL, Wilmington
WJPM, Baltimore
WJL-WJPM, New York
WJL, Providence
WJL, Boston
WJL, New York

Pay for the Piper

The Government, in its petition against the American Society of Composers, Authors and Publishers, may be sincere in adhering to legal technicalities. That may also be true of its position that, perhaps, some of the phases of the modus operandi for the collection of music fees is awry. But it is logical to presume that the Government would not want to deprive any creative author of the basic rights endowed the songwriters under the protection of the copyright statutes of this country.

It also seems that the influence behind the Governmental attack on Tin Pan Alley are as much concerned with the legality of this move—the rights or wrongs of collecting music taxes by one or another form of organization—as the intent to get something and to pay little or nothing for it.

The songwriters are entitled to what they can get for their creative abilities. That is the essence of all fair trading. Even under the NRA platform of everything for the common weal a direct analogy has cropped up in another branch of the amusement business. The Motion Picture Code has modified itself to specifically provide for no reins or halter on star salaries. The Washington interpretation to this is that not only are the stellar figures in the picture business worthy of their hire, but also as much more as they can achieve through individual bargaining.

Why begrudge the songwriter who is now deemed to be in the 'big money' if averaging \$10,000 a year? Under existing circumstances radio absorbs as much song material as it can be fed; hence even the major radio interests recognize the validity of the song copyright owners' claims by continuing to successively 3- and 5-¢ tops on their gross income. It's a wonder the scale isn't twice that, and expressions by the broadcasters' national association that they 'fear' it might reach such increased proportions is a dread that is apparently fostered by the deduction that if radio continues its annihilating absorption of the nation's tunes and tunebooks then radio must pay the piper.

It requires no perspicacity to appreciate the necessity of music to radio. Or music to practically any phase of show business. The picture people, in production and exhibition, recognize that; likewise the hotels, night clubs and dance halls.

Shifting conditions have changed the aspect for the songwriters and popular song publishers. The last few years have evened out, but still thriving aspects of show business—radio and pictures. Both of these are Big Business. And so, with radio selling its merchandise, and with pictures grossing into the millions at the box offices of the nation weekly, the songwriter and music publisher who feed both with a vital ingredient are entitled to their economic reward.

Tin Pan Alley's antagonists have always assumed an aggressive and paradoxically 'very baby' attitude. Aggressively they argue that the plugging of popular songs does the tunebook a favor, so why also pay for the privilege of helping popularize their tunes? Plainly, they voice resentment that the music tax fees are (1) unjust; (2) reprehensible because Tin Pan Alley allegedly is a scavenger which thrives by exacting popular rewards—be it through the plugs and the music license fees on top of that; (3) a false premise of compensation for an abstract commodity.

From the intra-trade angle the 'performing rights,' a time-honored Tin Pan Alley by-product, perhaps had to assume the proportions of becoming the major source of income—or else. And that or else is that the popular song business would be doomed to economic extinction.

For the best interests of too many important branches of the amusement business, apart from the ethical reasons, this would be a dire eventuality.

Where phonograph record royalties, performing right fees and the usual 'to be assumed' secondary monetary incentives are 'to be assumed' sheet music. Anybody with a remote knowledge of pop song matters now

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 of the songs most played on the major networks last week, in relative standing, according to the number of combined plays on WEA, WJZ and WABC.

- 1 Saw Stars
- Cigarettes in Dark
- I'll Close My Eyes
- Pardon Southern Accent
- Very Thought of You
- I'm in Love
- Only Have Eyes for You
- I'm Lonesome Caroline
- I Didn't Believe Me
- Lights Are Low
- Dames
- For All We Know
- Moon Glow
- Moon Over Shoulder
- Dust on Moon
- Here Come British
- Can You Face Me
- All Forgotten Now
- Say It
- Never Had Chance
- Love in Bloom
- Moon Was Yellow
- Then I'll Be Tired
- Take Lesson from Lark
- La Cucaracha
- Have a Little Dream
- Getting Sentimental
- The Breeze
- With Eyes Wide Open

Performance Cancelled When Wagnerian Opera Choristers Go on Strike

Charlotte, N. C., Sept. 10. Presentation of 'Tigetto' was called off at Asheville last week due to a strike of the choruses of the Wagnerian Festival Opera Company, playing an opera season there.

The series was resumed the following day with 'Cavalleria Rusticana' when the trouble was settled. 'Tigetto' was called off after an audience of 700 had waited 30 minutes for the curtain to rise. Announcement was made that the choruses had gone on strike and the audience filed quietly out and the money was refunded.

Dr. Max Brn, managing director of the company, said the chorus struck because it had been refused a half week's pay, amounting to \$450. George Coggins, local manager for the company, explained that ticket sales had not been large and that he felt he should hold the money intact until all bills had been received. This was followed by the announcement that the company had been reorganized on a co-operative basis.

The company was placed under the direction of a committee of representatives from each division: artists, chorus, orchestra, ballet, etc. A statement was issued explaining that the strike came as a result of mismanagement on the part of a hired manager employed by our company in New York. It was added: 'This manager has resigned.' The performance that was omitted as a result of the strike was given at nearby Hendersonville at the invitation of the Hendersonville Chamber of Commerce.

At a meeting of the entire company at the auditorium it was decided to move the troupe from Asheville to Augusta for two operatic performances instead of returning to New York.

knows that the 2,000,000 copy song hit has suffered a 90% shrinkage, so any time now selling 200,000 copies is a big hit. All because that with so much free music bombardment the public there is little urge to purchase thereof.

Accordingly Tin Pan Alley's rights had to be protected and economically resurrected through other channels. If that called for a higher percentage of revenue from sources that utilized the resources of the nation's song factories at heretofore bargain prices, that is no reason for becoming bitter if the fees charged have been increased along more equitable ratios.

But music tax payers are always begrudged paying for what makes the piper pipe.

MORRISON'S 2 BANDS

Chicago, Sept. 10. Morrison Hotel has booked Stanley Myers and orchestra and Don Carlos and his marimba band for the Terrace Garden, to start Sept. 14. Music will be continuous, with the orchestras alternating. They will also share time on NBC nightly.

Richmond's NRA Plaint a Puzzle To Max Mayer

Max Mayer, head of the Richmond-Mayer Music Co., learned for the first time recently that his former partner, Maurice Richmond, had in May complained to the NRA authorities that he (Mayer) was selling his sheet music to retailers under cost price. Richmond's charges came to light when Mayer, as the result of a summons, appeared before Maynard Fleming, director of the trade practice division of the NRA Compliance Board. Also cited by Richmond's letter to the Board was the Ashley Music Co.

Richmond apparently wrote the letter at the time the Music Dealers Service, Inc., was trying to have the New York Supreme Court set aside the settlements Mayer had obtained from nine publishers while his anti-trust case was on trial in the Federal Court. Though the Richmond complaint had been on file since the early part of May, the New York NRA enforcers didn't get around to acting on it until two weeks ago, when the summons was sent to Mayer.

At the hearing of the complaint last week Richmond was not present. Irwin A. Edelman, Mayer's counsel, informed Fleming that the charges puzzled his client, since the songs that Richmond had cited in his complaint could only have been bought through Richmond, and that the Mayer Co.'s billings would show that this music was sold at the prices it had been bought from Richmond as sole agent for the publishers involved. Edelman also pointed out that since there was no music code in effect, there could have been no violation. To this he added the contention that if it was the general wholesalers' code that Richmond's billings would show that this music was sold at the prices it had been bought from Richmond as sole agent for the publishers involved. Edelman also pointed out that since there was no music code in effect, there could have been no violation. To this he added the contention that if it was the general wholesalers' code that Richmond's billings would show that this music was sold at the prices it had been bought from Richmond as sole agent for the publishers involved.

A.F. of M. Calls Off Attempt to Curb Road Orchestras; Cuts 30% Tax to 10%

Chicago, Sept. 10. American Federation of Musicians has finally given up its long fight to kill off the traveling orchestra fad. Despite heavy taxes, opposition and other obstacles imposed by the Federation, the traveling orchestra continues to grow and prosper, with the public still handing out coin for talent, whether it's local or from another section of the country.

Recognizing that it can't win the public into doing without music talent, the Federation on Sept. 15 will abolish its 30% taxation on orchestras playing traveling engagements in hotels, cafes, inns, restaurants and dance halls of any kind. Federation admits that the tax is too high and has not accomplished its purpose.

In place of the 30% tax the Federation substitutes a 10% law, which means that traveling orchestras must not receive less than 10% more than local price for such engagements, the local price referred to being the minimum scale of the jurisdiction in which they are playing.

This additional 10% revenue is forwarded to the house office in Boston and is divided in this manner: 4% returned monthly to the local union as a local tax; 3% retained in the national treasury as a federalization tax and the remaining 3% returned to the members from whom the tax was collected.

ASCAP Gives Burkan Full Power In Gov't Suit Defense; Directors Pledge Unanimous Loyalty to Soc.

Radioless Robbins

Jack Robbins' doctors, he has four now due to complications following extraction of his tonsils, may order the music publisher away from his radio. Medicos seemingly forgot that Robbins and radio are a business affinity. When there aren't enough Robbins plugs on the air, the patient burns up sends for his secretary, and dictates notes bawling out his staff.

Nathan Burkan will conduct the defense of the American Society of Composers, Authors & Publishers in the U. S. Government's suit for dissolution of the performing rights combine. Authority for Burkan to exercise his own judgment, even to the extent of retaining additional name counsel, in any legal move he deems necessary was voted him by the ASCAP board of directors at a meeting Wednesday (5).

Some get-together adopted a resolution of confidence in the Society. Resolution declared that the directors individually and collectively and without reservation are in favor of perpetuation of the ASCAP and opposed to its dissolution for any cause, and that they would resist by every legal means within their power every effort to dissolve or disrupt the organization. All but four of the board members were present. Illness accounted for Max Dreyfus's absence, while the other three, Sigmund Romberg, Ollie Speaks and Gus Schermer, were out of the city.

Not Worrying

Prevailing sentiment at the meeting was that there is nothing to worry about, except cost of defending the action. Directors felt that with the threat of government intervention no longer hanging over the Society's head but an accomplished fact, they could now obtain from the courts adjudication of copyright questions that have long been in controversy. While suit, as they saw it, would revolve around the question as to whether the barrier in performing rights constitutes interstate commerce, Society expects U. S. Supreme Court, if the case is pressed that far, to uphold its contention that its business is no more an interstate matter than the operations of a baseball club. Country's highest tribunal declared the latter exempt from the Sherman Anti-Trust Act some 15 years ago.

Unless government counsel asks the New York Federal Court for preference on the trial calendar and obtains it, lawyers specializing in the music business figure the case won't get an airing before a jury within two years. Whichever side wins the case probably will appeal to the court of last resort, which may drag settlement of the issues out for another two years. In the meantime, and that's Aug. 31, 1935, radio's contract with the Society will expire and a new deal will have to be negotiated.

At a meeting of the directorate of the Music Publishers Protective Association Tuesday (4) it was decided to leave the defense of the MPPA's phase of the suit to Francis Gilbert, the organization's regular counsel. It was also agreed that the MPPA would file its own answer to the government's complaint without regard to the other defendants.

2 Songs John Royal Doesn't Like Are Out for NBC Use

Sustaining artists at NBC were informed last week by the program department that the inclusion of 'Little Man You've Got a Runnin' Thing' and 'Sleepy Head' in their repertoires have been vetoed. Reason given for the ban was that John Royal was of the opinion that these songs were being plugged too much on the air.

'Little Man' is a T. B. Harms publication, while 'Sleepy Head' derives from the Robbins Music Corp.'s catalog. Both numbers were released over four months ago and of late have revealed anything but top positions in the network performance logs.

Program department let it be known that an effort would be made to dissuade composers from spotlighting these two songs on their programs.

Remick will publish 'My Little Girl' from the George M. Cohan production for Harold Franklin, 'Glad-

3D HEARING ON MUSIC CODE SEPT. 19

Music code will have to undergo another public hearing in Washington. This third airing, set for Sept. 19, will be of interest to standard publishers only. Popular faction okayed the covenant several weeks ago.

Only step remaining preliminary to the code's being passed on to President Roosevelt for his signature was the approval of the standard section of the industry. Final move struck a snag when the Theodore C. Presser Co. interposed an objection to the clause in the code which bars standard publishers from selling to teachers and educational institutions at prices lower than those granted local dealers.

When the standard men failed to get together on this point John Williams, NRA administrator for the publishing industries, decided to give the difficulty an open discussion.

Gibbons-Green Series

Carroll Gibbons, English composer-pianist, will join with Johnny Green, Yankee ditty, for a series of two-plano phonograph discs during Gibbons' current visit to this side.

Fair made similar discs in England.

BARRED N. Y. MUSICIAN SUING PHILLY UNION

Philadelphia, Sept. 10. Sour notes at the local musicians' union last week were Joe and Al Moss, Lou Vitky and Irv Rosenberg, who filed bill in equity against the local. Complaint that union is depriving them of rights of membership is a follow-up of the national board's refusal to admit the New York quartet into Philly. Union here avers that purpose of disbarment is to protect local unemployed membership. Included in the complaint is Moss' statement that Philly union officers have threatened local musicians with fines and expulsion if they find dealings with the 'outliers'.

Request for injunction restraining alleged interference was held under advisement.

Joe Moss and Irving Rose (Rosenberg) are 'society' band leaders around New York and sought the Philly memberships in order to compete with Meyer Davis' locally for the sociable dance jobs.

Hylton's Look

Jack Hylton, British bandman, docks at New York from London tomorrow (Wednesday).

Hylton's purpose in coming over is strictly for a look around.

Music Corporation of America, proudly presents
THE WORLD'S FINEST DANCERS

VELOZ and YOLANDA



"NOW APPEARING IN PERSON"
 "LIMITED ENGAGEMENT—Starlight Roof"
 WALDORF-ASTORIA HOTEL, NEW YORK"

Lloyd Lewis—Chicago Daily News
 "ROMANCE IS THE AUTHORITATIVE
 CREATION OF VELOZ AND YOLAN-
 DA, AND THEY CREATE A SCARCE-
 LY-TO-BE-FORGOTTEN PORTRAIT OF
 YOUNG LOVERS FULL OF BOLLERING
 DREAMS, DANCING EACH DANCE
 AS IF IT WERE TO BE THEIR
 LAST."

Quentin Reynolds—
 Collier's National Weekly
 "PEOPLE IN THE BUSINESS TELL
 ME THEY ARE THE BEST DANCERS
 OF THEIR TIME IN THE WORLD. I
 GUESS THEY ARE, TOO, BECAUSE AS
 THEY FLOAT OUT THERE ACROSS
 THE FLOOR ON THE WINGS OF SOFT
 MUSIC, THEY LOOK LIKE TWO
 WRAITHS BEING SWAYED BY A
 GENTLE BREEZE, AND AS YOU
 WATCH THEM YOU SOMETIMES
 WONDER IF THEY ARE REAL."

Ashton Stevens (Famed Author and
 Dean of Chicago's Dramatic Critics—
 Chicago Evening American.

"I DON'T KNOW HOW MANY
 TIMES I HAVE SEEN VELOZ AND
 YOLANDA DANCE—BUT I DO KNOW
 THAT I HAVE NOT SEEN THEM
 DANCE ENOUGH . . . THAT
 THEIR APPARENTLY EFFORTLESS
 GRACE IS INCOMPARABLE . . ."

Clark Rodenbach—Chicago Daily News
 "LACKING VOCABULARY FITTING-
 LY TO DESCRIBE THIS TEAM—ALL
 WE CAN SAY IS THAT IT'S THE BEST
 WE'VE EVER SAW. VELOZ AND YOLAN-
 DA DANCE WITH THEIR EYES—
 THEIR HANDS . . . HERE IS THE
 ONE ATTRACTION THAT LIVES UP
 TO THE BILLING—THE WORLD'S
 GREATEST BALLROOM DANCERS."

Charlie Dawn—
 Chicago Evening American
 "DANCING VOGUE RETURNS WITH
 VELOZ AND YOLANDA ONCE IN A
 DECADE. THEY SAY A DANCE
 TEAM ACHIEVES THE HEIGHTS OF
 INTERNATIONAL POPULARITY AND
 ALL THAT GOES WITH BEING THE
 FAVORITES OF A DANCE LOVING
 WORLD—"

'Variety'
 "EVERY SEAT IN THE HOUSE WAS
 FILLED AND PEOPLE WERE STILL
 WAITING ON THE SIDEWALK AFTER
 THE FIRST SHOW FRIDAY. IT
 WASN'T HARD TO TELL WHY AFTER
 VELOZ AND YOLANDA WERE INTRO-
 DUCED. BY THE ROUNDS OF AP-
 PLAUSE IT SEEMED EVERYBODY
 CAME JUST TO SEE THEM."

HEADLINED PALACE THEATRE Chicago

*** WEEK OF AUGUST 24, 1934 ***

**EQUALLED THE HOUSE RECORD
 GROSS ATTENDANCE 67,304**

POSITIVE BOX OFFICE VALUE FOR EVERY THEATRE

Hotel St. Regis
 Seaglades
 Roof
 76 WEEKS

Central Park
 Casino
 65 WEEKS

Embassy Club
 Miami, Florida
 FIVE
 WEEKS

CHICAGO HERALD EXAMINER Editorial

Clean Dancing

THE discussion about the necessity for cleaning up indecent motion pictures and indecent literature has grown into a storm.

Indecency in films and literature undoubtedly is having a bad effect upon the community.

However, there is another form of indecency which is having, in another direction, an equally bad effect upon both young and old. This is indecency in dancing. It applies equally to professional dancing in the theater and in other places of amusement. It also applies to improper and indecent floor dancing in dance halls, cafes and other places so generally frequented today by our young people. Some of it is absolutely shocking.

Most of the present day dancers seem to think that to draw applause they have to go through filthy suggestive movements, or that they practically have to strip, or use just balloons or fans as alleged covering.

If these dancers would use their intelligence, they could readily ascertain that the greatest applause goes to the finest and cleanest dancers.

An example of this is found in the appearance of Veloz and Yolanda, the most charming young dancing couple before the public today. Originally introduced to Chicago at the Palmer House and now appearing at the Chez Paree, these young people have captured the heart and imagination of the city. In fact, they have become a rage, here as well as in other cities where they have appeared.

It is a matter of pride with them, they explain, that neither the least suggestive bit of dancing nor the tiniest bit of questionable costuming is ever done by them. They depend entirely on the poetry of clean motion and their remarkable ability as perfect dancers. Every smile and every look that passes between this charming young married pair shows only adoration and respect for each other. Perhaps that is why they get such tremendous applause from their audiences, and why they will probably go on dancing long after some of the filthy dancers are forgotten.

The Herald and Examiner suggests that the filthy dancers take the trouble to see Veloz and Yolanda and learn from the tumultuous applause they will hear that the public still likes cleanliness.

Emerson Grove
 Ambassador
 Hotel
 Los Angeles
 15 WEEKS

Empire Room
 Palmer House
 Chicago
 22 WEEKS—
 Record Breaking
 Business

Featured in
 "MANY HAPPY
 RETURNS"
 Paramount
 Picture

SHEETS UP IN EAST, BUT OFF ON COAST

August took on a bright glow for the sheet music trade. The business was not only way ahead of July, but topped the flow toward the counters for every month since the March slump.

'Love in Bloom' (Famous) turned out a robust bellwether for the industry. With the turning point into September, this tune from Paramount's 'She Loves Me Not' was still showing a weekly distribution of 20,000 copies. Last week it passed the 250,000 mark.

For the disc element it was another month of doldrum. Trade is hopeful that the release of Decca's first list will serve as spur to sales. Bing Crosby had the lead by a wide margin over all three major lineups with his recording of 'Love in Bloom'. Ray Noble turned out Victor's best bet.

In the sheet alignment for August 'Till String Along With You' (Wiltmark), made a poor second. With the end of the month this number had pretty well run its course. Among the runners-up for last month were 'For All We Know' (Felsit), 'Moon Glow' (Mills), 'Pardon My Southern Accent' (Berlin), 'The Very Thought of You' (Wiltmark), and the non-copyright 'The Man on the Flying Trapeze'.

Chi Biz Improves

Chicago. Sheet music business is healthy in this territory without being sensational. August was an improvement over July and the trade has a better feeling all down the line. 'Love in Bloom' was the sky-rocketer of the session, zooming up into first place with little difficulty. Is at present far outselling its nearest competition, doing better than two-to-one over the second best song, 'Till String Along With You'. 'Bloom' stands out as one of the biggest sock tunes since 'Good Night Sweetheart'.

Not in the list of blue-ribbons, but rising rapidly are 'I Saw Stars', 'I Only Have Eyes for You' and 'Little Excitement in the Dark'.

Little excitement in the disc field, with the trade awaiting the Decca releases. Oddest item is the revival of 'Hot Lips', the Henry Busse theme tune, taking the top Columbia spot.

Coast Slump

Los Angeles.

Although the bottom dropped out of sheet music sales hereabouts during August, 'Love in Bloom', popularized by Bing Crosby in 'She Loves Me Not', has been the biggest seller in months. Four of the July leaders continued to hold their place. These included 'I Never Had a Chance', 'String Along With You', 'With My Eyes Wide Open', and 'All I Do Is Dream of You'. 'Cocktails for Two' also continued in demand, with 'The Very Thought of You', and 'Tumbling Weeds' being runners-up.

Platter market was considerably shot, with Columbia failing to come through with any new releases, and turnover of that product being practically nil.

Bing Crosby's recording of 'Love in Bloom' led the Brunswick calendar by long odds, and 'Till String Along With You', played by the Eddie McPherson choir, topped for Victor.

With the entry of Decca records in the field, and initial output due here early this month, retailers here, particularly the better grade of stores, are preparing to drop one line of the popular recordings.

DENNIS FOR BIJOU

Mort Dennis from the Shinnecock Hills County Club on Long Island is slated for Le Bijou, East 56th street niter, opening soon.

Dennis is at El Patio, Palm Beach, a couple of winters ago.

Kayser in Blackhawk

Chicago, Sept. 10.

Ray Kayser orchestra comes into town from the Coast to move into the Blackhawk cafe spot Oct. 1. Replaces the Hal Kemp aggregation, which goes to the Hotel Pennsylvania, New York.

AUGUST MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING AUGUST 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 | 'Love in Bloom' | 'Love in Bloom' | 'Love in Bloom' |
| Song—No. 2 | 'I'll String Along With You' | 'I'll String Along With You' | 'I Never Had a Chance' |
| Song—No. 3 | 'All I Do Is Dream of You' | 'All I Do Is Dream of You' | 'For All We Know' |
| Song—No. 4 | 'I Never Had a Chance' | 'With My Eyes Wide Open I'm Dreaming' | 'With My Eyes Wide Open' |
| Song—No. 5 | 'With My Eyes Wide Open' | 'I Never Had a Chance' | 'All I Do Is Dream of You' |
| Song—No. 6 | 'I Only Have Eyes for You' | 'Sleepy Head' | 'I'll String Along With You' |

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

| | | | |
|-----------------|--|--|--|
| BRUNSWICK—No. 1 | 'Love in Bloom', 'Straight from the Shoulder' (Bing Crosby, with Irving Aronson Orch.) | 'Love in Bloom' (Bing Crosby) | 'Love in Bloom' (Bing Crosby) |
| BRUNSWICK—No. 2 | 'You're a Builder Upper', 'What Can You Say in a Love Song' (Leo Reisman Orch.) | 'Moon Glow' (Casa Loma Orch.) | 'I Never Had a Chance' (Casa Loma Orch.) |
| BRUNSWICK—No. 3 | 'For All We Know', 'When You Were a Smile on Your Mother's Lips' (Hal Kemp Orch.) | 'Love in Bloom' (Hal Kemp Orch.) | 'Crickets in the Grass' (Ted Fio-Rito Orch.) |
| BRUNSWICK—No. 4 | 'Anything That's Part of You', 'Love, Can't You Hear Me Calling' (Giny Lombardo Orch.) | 'Sleepy Head' (Mills Bros.) | 'Mauna Loa' (Bert Ambrose Orch.) |
| BRUNSWICK—No. 5 | 'The Lonesome Road', 'Goin' Home' (Boswell Sisters) | 'Pardon My Southern Accent' (Casa Loma Orch.) | 'Born to Be Kissed' (Freddie Martin Orch.) |
| BRUNSWICK—No. 6 | 'Moon Glow', 'You Ain't Been Livin' Right' (Casa Loma Orch.) | 'Annie's Cousin Fannie' (Dorsey Bros. Orch.) | 'Why Don't You Practice What You Preach' (Boswell Sisters) |
| COLUMBIA—No. 1 | 'I Only Have Eyes for You', 'Born to Be Kissed' (Ben Selvin Orch.) | 'Hot Lips' (Henry Busse) | 'Moon Glow' (Benny Goodman Orch.) |
| COLUMBIA—No. 2 | 'Hot Lips', 'Jealous' (Henry Busse Orch.) | 'Moon Glow' (Benny Goodman Orch.) | 'I Ain't Lazy' (Benny Goodman Orch.) |
| COLUMBIA—No. 3 | 'Rollin' Home', 'The Prize Waltz' (Ben Selvin Orch.) | 'Foot That I Am' (Henry Busse Orch.) | 'Onyx Breakdown' (Joe Sullivan) |
| COLUMBIA—No. 4 | 'I'm Counting on You', 'I Wish I Were Twins' (Emil Coleman Orch.) | 'I've Got a Warm Spot in My Heart for You' (Ben Pollock Orch.) | 'Stomping at the Savoy' (Chick Webb Orch.) |
| COLUMBIA—No. 5 | 'Moonglow', 'Breakfast Ball' (Benny Goodman Orch.) | 'The Prize Waltz' (Ben Selvin Orch.) | 'All I Do Is Dream of You' (Henry Busse Orch.) |
| COLUMBIA—No. 6 | 'Stomping at the Savoy', 'Why Should I Beg for Love' (Chick Webb Orch.) | 'I Wish I Were Twins' (Emil Coleman Orch.) | 'I've Got It' (Jack Tenger Orch.) |
| VICTOR—No. 1 | 'The Very Thought of You', 'I'll Be Good Because of You' (Ray Noble Orch.) | 'The Very Thought of You' (Ray Noble Orch.) | 'Dust on the Moon' (Eddie Duchin Orch.) |
| VICTOR—No. 2 | 'Love in Bloom', 'Straight from the Shoulder' (Paul Whiteman Orch.) | 'Dust on the Moon' (Eddie Duchin Orch.) | 'From Now On' (Isiah Jones Orch.) |
| VICTOR—No. 3 | 'Cocktails for Two', 'Live and Love Tonight' (Duke Ellington Orch.) | 'Love in Bloom' (Paul Whiteman Orch.) | 'For All We Know' (Isiah Jones Orch.) |
| VICTOR—No. 4 | 'Moon Glow', 'Hotcha Razz Ma Jazz' (Cab Calloway Orch.) | 'I Only Have Eyes for You' (Eddie Duchin Orch.) | 'The Very Thought of You' (Ray Noble Orch.) |
| VICTOR—No. 5 | 'I Never Had a Chance', 'Dust on the Moon' (Eddie Duchin Orch.) | 'An Hour Ago This Minute' (Ray Noble Orch.) | 'My Dear' (Jan Garber Orch.) |
| VICTOR—No. 6 | 'Rolling in Love', 'Dames' (Eddie Duchin Orch.) | 'Moon Glow' (Cab Calloway Orch.) | 'Moon Glow' (Cab Calloway Orch.) |

NIGHT CLUB REVIEWS

Hollyhock Gardens

Warren, O., Sept. 5.

A premiere of the Hollyhock Gardens, one of the most elaborate of Ohio night spots was given to a sellout crowd. Opening draw due to presence of Estelle Taylor and 'Winkies' Hunter and his NBC orchestra, popular with Cleveland night club patrons and responsible largely for the many Clevelanders in attendance.

Jim Munroe has given this section a club worthy of Broadway. The bandstand has been moved and enlarged. Heavy carpets, a colorful interior with varied indirect lights lending beauty to the situation, a scenic effect of gold, red and green with a background of hollyhocks, larger place, with a new spotlighting in the affair, makes the Warren niter one of the finest.

Hunter, ex-Emerson Gillette, wields the baton and emcees the show. Estelle Taylor sings most of her allotted time, and it is perhaps the first time in many years of entertaining night club audiences that she has been featured in a town this size.

Margie Dunn girls, Grey Sisters, Niki Lou Norman, and the team of Joy and Lucille round out a most pretentious floor show.

Miss Taylor is getting \$1250 for her week's appearance at the local spot. Munroe plans to continue the present policy all fall and winter, and occasionally will bring in a big name band attraction. Mark.

EL CHICO, N. Y.

This is one of the metropolitan truly bright spots, distinctive and distinguished in every degree of person, management, appointments and catering with one of the most unique wine lists extant and sure-fire in mixing all the authentic Latin country punches, licores and fancy run drinks. This latter New

Orleans' visiting VARIETY mugs further endorses through the authenticity of the way they fashion the Sazur cocktail, which is peculiarly indigent to N. O.

With this liquid endorsement, plus the obvious palatability of the McQuay Spanish cuisine, Benito C. Collado, who runs the spot, has further garnished the environment via authentic Spanish architecture in the decor of the place—and a Spanish type of show that's not synthetically Castilian or South American but unique in its character and personnel. That the New York's Spanish grandees make this their favorite nite spot is perhaps the best answer.

Outstanding this season is the imported Rosarillo de Triana, who sings in Plamenec. She is an authentic Plamenec, that unusual branch of native who, according to Senior Managing Director Collado, is a mixture of Spanish, Arabian and Jewish. Apparently Plamenec can also become a singer, but it is explained that Sonorita de Triana's lyrics are anything but, although the words are less than 50% of her style, for she has an extraordinary personality and vocal-dancing style of delivery which should get the important attention even among the non-Spanish natives. Her dancing is likewise different in its manner and equally as important in her artistry.

In order to get her to stop off in New York (this concert artist, is en route back to her native Madrid from a South American tour), Collado had also to engage her special guitarist, Luis Lopez, and her own pianist, Monse de Torre, a brother of Emilio de Torre, the orchestra leader at El Chico.

The show, as it appears this far, is more of a concert entertainment than a nite club frolic, which is what makes everything about El Chico unique. Luis Lopez' intricate guitar playing is bound to become the talk of the local name bands

string-strummers within the week. The way he tickles those strings will chase all the guitar-monsters of the A.F.M. down to Grove street in Greenwich Village for an o.o.

Band in its entirety is another outstander. If Chico has a radio wire that band is going to become something of a local sensation. They're billed as Emilio de Torres and his Pleadores.

Mona Montes, ballerina; Anita Morales and Lorenzo Herrera, vocalists, round out the show, also okay. Herrera also handles those maracas as only a native can, using 'em to self-vocal accompaniment.

Collado is the Spanish Joe Zell among the niter hosts who make their own shows. He has a nice personality in cross-talking with the guests from the floor, and knows how to pace everything to maintain a full evening. El Chico has a \$1.50 (American) and \$2 (Spanish) dinner, but the check will average \$4 a person probably for hanging around all evening. Forget about grabbing a quick dinner and seeing a show in the normal fashion—you'll never make the show. Ask the New Orleans' O. M. Samuels. Abel.

WCAU Booking Clubs

Philadelphia, Sept. 16.

Anticipating a big fall season in floor shows, WCAU's artist bureau has gone strong into the niter field. With late spot operations—under Marnie Sacks' direction, bureau has signed the three leading rooms—Anchorage, Fitz-Carlton hotel and the new Arcadia International.

It is expected that studio talent will be made available for niter bookings as a tie-up to build sustaining artists.

Carl Moore and orchestra open at the Rainbow Garden in Denver Sept. 22. Margie Hudson, blues singer, is the vocalist.

Geary Theatre, Frisco, as Night Spot Under Kolb

San Francisco, Sept. 10.

With sufficient capital said to have been pledged, Clarence Kolb is going ahead with plans to give the Geary theatre a night club make-over. Seats will be ripped out and tables installed on a terrace effect. Stage will be lowered so that patrons can easily ascend for dancing. Figured that \$100,000 will be spent to ready the spot for a Thanksgiving Day opening.

Two orchestras will furnish music. Also tried out will be tub operators. Infinite policy will be determined after first of the year.

Chi Par Club's Show

Chicago, Sept. 10.

Frankie Howard returns his northside Paramount Club to floor show this week, backed through Leo Salkin and Al Porde.

In the line-up are Billy Gray, m.c., Shannon Dean, Constance Sisters and Andrews Sisters.

NEW PRODUCING FIEM

Ted (Sophie Tucker) Shapiro's brothers Sol, with Val Vestoff, have opened Delmonico Enterprises to book and produce nite club shows. They will stage the Delmonico Club (N. Y.) revue for Sept. 27 opening. Arthur Price, agent, in publicity.

Dell Coon orchestra has been held over at the Grove, Houston, Tex., for six weeks.

Clark Robinson, reorganizing the Elks club, Brooklyn, into the International Casino at the Haus Vaterland, Berlin, housing 12 different type restaurants.

Inside Stuff—Music

Francis Gilbert, of Gilbert & Gilbert, Counsel for the Music Publishers' Protective Association, is running for Surrogate of Nassau County, L. I.

Second generation of Tin Pan Alleyites finds Tap's son, George, in the Shapiro-Bernstein professional department, and Phil Kornheiser's boy, Sid, dittoing for Famous Music.

Jack Kapp, prez of Decca, isn't a musician, yet he is a phonograph recording executive with the rep of having one of the keenest ears for music in the business. He can tell if a 1-16th note is awry which is more than his chief conductor, Victor Young, highly accredited musical maestro and a trained musician, admits he can do.

The Government's suit against ASCAP has put a temporary quietus on the factional fighting within the publisher-director ranks of the Society, some of the malcontents' allegations coinciding with many of the U. S. proceedings filed charges in the complaint.

'Salute,' Broadway musical, gave Milton Berle a chance to break out as a lyricist. He didn't like 'I Got a Right to Moan' as an apt idea for a theme song and so, just before the New York opening, he wiped out both the title and words and using the same melody, wrote 'Just Say the Word'.

Berle was leery about the 'moan' implication, fearing it might leave the show open to ribbing of the pun variety from the critical fraternity. Frank D'Armond wrote the score and Shapiro, Bernstein is publishing.

NBC transcription department is seeking from the Music Publishers' Protective Association a special type of license for itself. Negotiations to this end were started last week.

Web does not want to make its royalty payments on the same basis as does the World Broadcasting System. NBC is interested in devising a system that in a single payoff would cover them with the MPPA regardless of the number of records turned out. Network's proposition is to take care of the royalty fees in a single swipe as the series is laid out for production, while the World Broadcasting method is to pay the MPPA as the discs are sold.

Irving Mills last week started on his assignment as recording impresario for Brunswick and its associated labels. In addition to producing stylistic interpretations of the modern musical rhythm, Mills will supervise the bookings of all artists for Brunswick.

Among those coming under Mills' personal direction in the matter of repertory and recording are Duke Ellington, Cab Calloway, Mills Blue Rhythm Band, Benny Goodman, Ina Ray Hutton, Hollywood Seplans (Alex Hill), Lud Gluskin, Chuck Richards and Don D'Arcy. He will also stencil a combo under his own moniker.

In addition to Brunswick these acts will be recorded on the Columbia, Vocalion, Okeh and Perfect labels.

New dance combo that's come up recently via air popularity is in much disfavor with the music pubs, who don't like the band's high-bait attitude about playing new tunes.

On the other hand Vallee is still the song plugger's delight because Vallee will believe a publisher who insists that he (the pub) is staking his catag on this No. 1 plug song. Vallee has been known to state that if a music firm will stake its destinies on a certain piece of song material becoming a hit, he's willing to play along with the publisher and give it a ride just to co-operate. Vallee has sometimes done that and found that his original dubiousness about some song was in error and the publisher's hyper-enthusiastic judgment (always a stock in trade) was right for once.

The SHOREHAM.

Connecticut Avenue at Cabot Street,
Washington, D.C.

Dear Mr. Sanford:

I wish to take this opportunity of writing to express my appreciation of the production you arranged for The Shoreham.

I do not hesitate to say that it was the most excellent entertainment we have had here at The Shoreham; in fact, I think it was the finest floor show to be presented in Washington.

Looking forward with pleasure to doing business with you again, I am,

Very truly yours,

Richard Moore
Manager

OUR CHAIN FLOOR SHOWS INSURE BETTER ENTERTAINMENT AT SMALLER COST

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Tel. PLaza 3-8520

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MEYER DAVIS, President

BOBBY SANFORD, Production Supervisor

NEW FALL SHOW, October 1st

SHOREHAM HOTEL, Washington, D. C.

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Charles Cannon

William Esty & Co., Inc.
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Donald Bryant

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Lawrence C. Gumbinner
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Hanft-Metzger, Inc.
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Joseph Katz Co.
247 Park Ave., N. Y. C.
Bennett Larson

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400 Madison Ave., N. Y. C.
Martin Horrell

Lennen & Mitchell, Inc.
17 E. 46th St., N. Y. C.
Mann Hollner

Lord & Thomas
247 Park Ave., N. Y. C.
Gregory Williamson

McCann-Erickson, Inc.
285 Madison Ave., N. Y. C.
Dorothy Barstow

David Brown.
David Brown

Novell-Emmett, Inc.
40 E. 34th St., N. Y. C.
Richard Stroblidge

Paris & Peart
370 Lexington Ave., N. Y. C.
E. J. Cogan

Peck Adv. Agency
271 Madison Ave., N. Y. C.
Arthur Sinshelmer

Peck & Ryan, Inc.
250 Park Ave., N. Y. C.
David F. Crosier

Frank Presbury Co.
247 Park Ave., N. Y. C.
Fulton Dent

Ruthrauff & Ryan, Inc.
Chrysler Bldg., N. Y. C.
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409 Madison Ave.

Wallace Butterworth.
Tracy-Locke-Dawson, Inc.
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Joe M. Dawson.
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420 Lexington Ave., N.Y.C.

John U. Reber.
Robert Cowell
Young & Rubicam

Hubbell Robinson.
W. R. Stuhler
Don Stauffer

Jack Davidson

New colored revue going into the Florida club, underneath the Mayfair theatre, N. Y., headed by Joao Cryor, Mabel Scott, Rubherlega Williams, Roland Holder, Slim and Eddie, Lula Maye and Cass Carr orchestra.

Al Kavelin extended at the Lexington hotel, N. Y., until Oct. 19, with WABC wire continuing.

Jimmy Rodgers opening at Le Bijou cafe, N. Y., with Bill Osborne's Troubadours.

Radio Chatter

(Continued from page 36)

dramatizations over WNAC to build up interest in a new feature, 'Hollywood Unmasked.'

Alice O'Leary, WNAC songstress and winner of the 'Hollywood Hotel' regional contest, being held over for a third week at Loew's State theatre. Carl Moore at the piano as usual.

Norman Clothier and the Merry Maids, broadcasting over the Blue network from WTIC, Hartford, have recorded their first disc for Brunswick. The recordings are 'Flirtation Walk,' composed by Alcy W. bel, now with Warners, and formerly a member of the band, and 'Convention Girl,' from a forthcoming musical movie. Orchestrations for the discs were written by Ben Bannell. Vocal choruses were by Fred Wade and Ed Smalle's Leaders Trio.

Otto Neubauer, WDRC, Hartford, orchestra leader, directing juvenile band for future broadcasts.

WTIC, Hartford, studios now under construction, with a capacity of seven large studios with modern equipment will be completed within a few weeks.

WDRC, Hartford, announces it will go 2,500 watts after October 1, in increase of 1,500 watts over previous power.

WTIC, Hartford, boasts of the largest bass player in America. He is Herbert Berman, and carries 365 pounds of weight, being six feet and six and a half inches tall. The foundations of this bulk of humanity are encased in size 14 shoes.

It has been learned that Jay Ray, veteran thespian on WTIC, Hartford, made his professional debut with Modjeska at the age of five tender years.

Joan Talcott, who recently won a New England prize in a national singing tournament, has returned to WDRC, Hartford.

Announced first anniversary of WJAR, Providence, as member of NAB, given a birthday salute on 'Cheerio's' broadcast originating in WJAR's studio. Ruth Gilbert, substituting for Cheerio, did the celebrating.

Ted Morio, ex-program director at WPRO, Providence, and WNHU, New Bedford, is now in Hollywood.

Maryland

Ed Ballard, subbing for Hammond Brown, Balto News-Post either ed, while Brown vacates.

El Gary has changed his ether-working tag to Don Riccardo, as he starts new warbling series over WBAL, Baltimore.

Elsie Kemper, addition to WFBH staff, conducting self-devised program, 'Sally at Switchboard.'

Water Linthicum, announcer at WBAL, on vacash.

It's getting so it's tougher to get in to see Purnell than it is to get a Vatican audience.

Nancy Turner in N. Y. attending Fashion Congress.

Bob Maslin shuttering his Cape May cottage for season.

Purnell Gould adopting cheaters, reading only.

Lou Azrael subbed for Hammond Brown on 'Globe-Trotter' chore when latter vacated.

'Hiss of Goldbugs' act, current at Hipp, did guest to-to-chore over WFBH. Likewise Bill Hall, NBC baritone.

Kentucky

George Patterson has replaced Merle Tucker on WAVE's announcing staff. Tucker's new connection is WLAP, one of the two other Louisville outlets.

WAVE opens studios tomorrow (Wednesday) across the river in New Albany, with the Indiana theatre building the location. Station will carry 30 minutes of the Indiana's stage show each Wednesday as well as a program from the New Albany studios each Saturday.

Ohio

Joe and Harry, from Cleveland signed for two appearances daily 8:30 a. m. and 7 p. m. over Station WGLW, Canton.

George Moore, commercial manager of WCKY, Cinney, vacated by leaving that station at Mackinac Island, Michigan.

Barley Schroeder, p. a. for Crossley's WLW and WSAI, Cincinnati, is taking his vacation piecemeal.

Billy Curley, blues singer on WCKY, Cincinnati, banged up in auto smash with hubby.

Charles Tompkins, chief engineer of WCKY, Cincinnati, back from visit with radio engineers in Washington and N. Y.

Charles Seel, on dramatic staff of Crossley's WLW, Cinney, made pre-how at 14 as office boy in a D. W. Griffith comedy short; went from movies to legit and took to air in '28.

Barley Back Thuman, concert contractor, back at WLW, Cinney, after several weeks' vacation.

Wench roles of Lizzie Titus and Mrs. Emma Potts in 'Monkey Hollow' series, continued goings-on in a mythical Dixie village, aired daily except Sat. and Sun. on WLW, Cinney, are filled by Bob Drake and Jimmie Scribner.

At Kansas City, new on WLW, Cinney, recently resigned at superintendent of water works of Canton, O., to get in radio.

Gene Burdell's ork. in second summer season at Netherland Plaza, Cincinnati, promoting through WLW for NAB's 15-minute waving on Thursday afternoons.

Omaha

Russell Baker back in this time at the Mike at WOW.

Doc Dirks and Boss Bechtol up from Lincoln talking with John Henry on big at KOHL, Omaha.

Al Bates and Eddie Butler planning a trip to the mountains for a brief respite.

Isabelle Dickason and hubby Ernie Stowe off to the mountains for combined vacation-honeymoon.

June McCune of WOW and spouse rushing into Chicago for the Labor Day interlude.

Harriet Hanks off the KOIL-KFAB continuity staff long enough to take her mother to a Century of Progress.

Harold Fair of the Howell & Jacobs office away traveling on biz.

Pennsylvania

Karnie Stankola, program director for WGL, Lancaster, and concert organist, always smokes a cigar while playing his pipe organ programs.

CHIEF, WGAL, hilarity and carnival promoter, staged a post-card shower for himself on Friday.

(CHIEF announced Thursday that he'd be a year older, 28 to be exact, on the morrow and between 250 and 300 listeners sent greetings.)

OH Bill Bailey, station director of WKJC, getting primed for fall football broadcasts with new booth at Williamson Field, P. and M. College Stadium.

Morton Downey may me the (Continued on page 49)

Still Thrilling New York

JOE REICHMAN

and his superb orchestra, currently at the New York Hotel, and broadcasting via WABC.

The band remains a hit because it keeps playing hits—for example:

"I SAW STARS"

"A NEW MOON IS OVER MY SHOULDERS"

"WHAT ABOUT ME?"

"LOST IN A FOG"

ROBBINS
MUSIC CORPORATION
799 SEVEN AVENUE
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GRAND OPENING

In PHILADELPHIA with

GUY LOMBARDO

And His ROYAL CANADIANS

The finest, liveliest restaurant in the country will be opened in Philadelphia on September 20, featuring Guy Lombardo in person, and a top-notch floor show. Make reservations at once.

ARCADIA THE INTERNATIONAL RESTAURANT
CHESTNUT STREET, Below BROAD, Philadelphia

ARTHUR H. PADULA, President

Disc Reviews

By Abel Green

Latest batch of the new disks shows that the boys are getting down to serious business and not dashing off their wax impressions on the run.

The companies, too, are going in for new talent and extending themselves in the assignments to local favorites, or to the technically proficient combinations.

Raymond Paige

From the west coast comes Ray Paige's combo which emanates from KHX, Los Angeles, on the Don Lee (CBS) network. Paige has also been sponsoring his Ray Paige Trio as a vocal combo and doing what's rarely done on a disk label—billing his arranger, F. Mills, for the orchestration.

The novelty vocal effects in "You're Nuthin' But a Nutkin" from the Walt Disney "Flying Mouse" Billy Symph, and "Talking to Myself" from U'n "Gift of Gab" flicker on Victor No. 24,703, rate the billing, and likewise rate the attention.

Paige on No. 24,708 has two more firm themes out of Warner's "Happiness Ahead" titled "Pop Goes Your Heart" and "Beauty Must Be Loved", both by Irving Berlin and Sammy Fain, and, again, Mills' orchestration, the rhythm Kings and Marshall Kohl (soloing on "Beauty") collab in the dampsation.

Harlemania

Cub Calloway, Pats Waller, Don Redman and Fletcher Henderson have a collected library of compelling new music divided between the Victor and Brunswick labels.

Calloway's Victor No. 24,690 offers Will Hudson's two unique compositions, the popular "Moon Glow" and the unusual "Hotcha Razz-matazz", naturals for the Calloway hey-hey and vocal attacks.

Don Redman (Brunswick 6935) is another major contributor, with "You Told Me But Half the Story" and "Lonely Cabin", danceable fox-trots. Harlan Lattimore on the vocals.

Fletcher Henderson, yet dance purveyor on Victor 24,699 (recently come under the Irving Mills banner of big league Harlem dance organizations), does things with Russ Morgan's pip composition, "Phantom Fantasy", and his own and Ned Williams' "Harlem Madness" (Chas. Holland vocalizing), which both permit Henderson to cut up technically and yet maintain high parity for music on the horns.

Pats Waller whangs 'em with his rhythmian, during "Then I'll Be Tired of You" and "Have a Little Dream of Me", and in extending his style of confidential vocal interludes, Syncro-tricks with melodic familiar fox-trots, as a background for the Harlem jazz technique, has always been most ideal and more certain for general appeal than the too heated and intricate licks of the out 'n' out jazz attack.

Paul Whiteman

Johnny Mercer and Matt Malneck of the jazz dean's stock company composed the currently favored, "Fardian My Love", which features Healy and Mercer vocalize, while another Mercer again clicks on the reverse (Victor 24,704) with the novelty, "Here Come the British". Both are in contemporary, thus sophisticated manner. In the latter Miss Healy, Mercer and John (Babe) Hauser collab on the vocal choruses of the nonsense fox-trot, "I Saw Stars" and "Counting on You" on Victor 24,705 has Whiteman presenting Misses Healy and Ramona, respect, as the vocal aids for the Whiteman brand of expert fox-trotology.

Don Bestor

Victor has been using the Hotel Penna maestro as one of its most prolific dance record turnouts. His forte are the smooth foxes and waltzes; half of the six selections are in three-quarter time. Victor 24,693 couples "Fudge Waltz" and "Me Call You Mine", Neil Buckley vocalizing both. No. 24,694 has two smooth foxes, "Little Church Around the Corner" and "I'll Change My Eyes to My Home", while 24,695 backs the Paul Francis Webster-Ernest Deutsch waltz, "Moon of Desire", with Sam Al Lewis-Pete Wendling's novelty fox-trot, "Honey, You Miser You". Joy Lynne collabs with Buckley vocally, while dampsatingly Bestor's crew rings the bell pen.

Rudy Vallee

Olney Valloquio, with the shining maestro doing his stuff vocally on all four Victor 24,702, holds a number of "Tummy" and "Hummin' P'n Whistlin' 'N' Singin'" (from "She Loves Me Not"). Victor 24,702 couples "Just an Old-Fashioned Way" and "Where in the World Is Your Heart" (valley co-author) as smooth and melodic a brace of four-four tunes as could be desired.

Isam Jones

Brunswick 24,681 couples "Say It With 'For All We Know'" No. 24,683, "Out of Sight" with "Blue Lament". No. 24,701, "Blue Room" with "Georgia

Jubilee! "Blue Room" by Rodgers and Hart, is now labeled as that of the Columbia picture of that name (originally it was a stage musical). Arthur Schutt and Henry Goodman, two of the topnotchers among radio and recording jazzists, composed "Jubilee", which gives an idea.

These and the other couplets are done in the consummately musical manner that is so closely identified with Jones, and within they're dance-inspiring.

Henry Busse

These are probably reissues on the Columbia label, although they could just as well have been recently canned by Henry Busse, for they're by no means dated, excepting that the tunes, "Jealous" and "Hot Lips", are oldies. But, then, dance-love like Busse are given to revivals of certain fox-trots, "Lips" having been one of the pioneer Whitemin hits when Busse was the leader on the radio. His organization. Not only that, but Busse, the late Eddie Lange (one of the world's greatest jazz guitarists) and Lou Ligon on "Jealous", "Jealous" is another revival in which Jack Little had a collaborative hand.

They're snappily recorded on Columbia 25,017, with Busse's own brilliant brass band out technically. Rex Griffith vocalizes.

H'WOOD BOWL ENDS IN BLACK

Hollywood, Sept. 10.

Although expected to be more of a lemon, the Hollywood Bowl symphony season, operated by the trustees on a no-profit basis, ended with a bang in the treasury after paying the musicians their full salaries during the season.

Success of the open air evening concerts was a surprise all round, as even the co-op musicians expected to take it on the chin when the usual socialite backers refused to finance the concert. Musicians decided that a half a loaf was better than none and took the proposition over on splits commensurate with their regular salaries.

That the players drew full salaries and built up a reserve is considered due to the more popular type of programs and the fact that the concerts were not broadcast.

New Business

(Continued from page 42)

ging current films, one each Friday. KILL.

Western Washington Fair, announcements during Sept. 1, KOMO, KJR and KOI.

John Hanrick Theatres, 15-minute disc Sept. 2 on KOI; series of 15-minute programs on KOMO.

A. C. Gilbert Co., eight quarter-hour announcements, Aug. 30 to Dec. 14, KOMO.

John Hanrick Theatres, 15-minute disc plugging "Dames". KOMO.

Nodes Laboratories, daily, except Sunday, announcements, Aug. 30 to Sept. 29, KOI.

Vapo Company, eight-week renewal of twice-a-week "Hollywood Newsweek", 15-minute program. KOI.

WATERLOO, IA.

Central 886 Co., of St. Louis, 26 quarter hour "Robin Hood" transcriptions. Through Jim Dougherty Inc. WMT.

Kirkham's Women's Apparel, 52 weeks, co-operative program. WMT.

Spurr's Furniture Store, one night announcement per week for year WMT.

Cutter's People's Store, five-minute program weekly for 52 weeks. WMT.

Central 886 Co., of St. Louis, 26 quarter hour "Robin Hood" transcriptions. Through Jim Dougherty Inc. WMT.

Kirkham's Women's Apparel, 52 weeks, co-operative program. WMT.

Spurr's Furniture Store, one night announcement per week for year WMT.

Radio Chatter

(Continued from page 48)

opening of the Arcadia International Philadelphia with Guy Lombardo, grand finale next week.

WIBG, Philly indie, has twelve-hour daily time schedule 95 percent sold, operating one of the town's largest staffs.

Vacuum Oil may sponsor the National Outboard championships via WIP next week (15).

WIPEN's Radio Centre, now also housing WDAS, was once a mansion where Presidents and visiting royalty were entertained.

Dick Carlton to get WCAU groomed as m.c. of a coming 60-minute Columbia variety show.

WIPEN's WIPEN, a., breaking up the publicity day with a turn at announcing.

Lance McCurley, sports scribe of the Daily News, will replace I. W. (is Weiss) as WDAS sports announcer.

Dorothy Love is now running a full page radio spread weekly in the recently released Sunday News.

New Jersey radio is scheduled for a full page radio spread weekly in the recently released Sunday News.

The Knickerbockers trio are set for a WCAU show after a walkout last Spring. Also scheduled for a CBS release, are the Three Roberts Brothers, warbling currently at the Anchorage.

North Carolina

Charlotte Junior Chamber of Commerce has been given a 15-minute period each Thursday night over WSOB. First four weeks have been turned over to Judge John J. Parker, of the United States Circuit Court of Appeals, to discuss the proposed new North Carolina constitution.

Calla Heard is a new magazine for radio amateur enthusiasts that is being published from Winston-Salem, N. C. Walker has been connected with station WSJS of that city and was formerly on the field staff of the Columbia network.

Mary Andrews, torch singer for WBZ, Charlotte, N. C., had her tonsils removed last week and is recovering at her home.

William A. Schardt, Jr., manager of WBT, Charlotte, N. C., was through the Charlotte distributors of General Electric refrigerators.

WBT presented a new sustaining bill program, "The Electric Blue" morning last week and two hours later it had been sold to a commercial sponsor and has since been on the air daily.

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Tennessee

George Reynolds on the WSM staff, Nashville, is the father of a baby boy.

Fred Rose, pianist and author of a half hundred songs, is back at WSM, Nashville, after a vacation. John Lewis, baritone, also back from dodging work.

Iowa

Norcross Sisters, harmonizers, and the latest addition to "WOW", Des Moines, are doing a radio show, over WHBF, Rock Island, Ill., station more than a year ago, entirely through accident. All three, accomplished pianists, happened to be overheard in a song and piano number with the result that they went on the air as staff artists.

Pacific Northwest

Don E. Gilman, NBC, v.p., in charge of the Pacific division, helped arrange the new and better KXV, Portland, commercial manager of KIFM, Eureka, California, enjoys panning Bill Moyes, radio editor of the Oregonian.

During a recent political talk, KGW, returned to the staff last week after an absence of a couple of months, during which time he visited Alaska. Mike combined business with pleasure and gave several concerts in the Northwest and British Columbia.

KXN's new vertical radiator, the first in operation, has been in use for some time. The practical results have confirmed theoretically expected performance. Credit given Harold C. Singleton KGW's chief engineer.

Evelyn Sidney, former writer with KEX when affiliated with the NEC, has joined the writing staff of KGW and KEX.

Billy Rose Out of His 2 N. Y. Spots; Lew Brown Named as Successor

San Carlo Opera company, on the last broadcast of "Oregon on Parade". This program was released to the entire Columbia Network and short wave stations W2XE and W2XAU for foreign reception.

KIOW and KEX entertained the Portland Advertising Club at their last luncheon. The program consisted of informal talks by Paul Heitmeier, Larry Allen and Carey Jennings, members of the radio staff.

Entire regular news broadcast of stations KIOW and KEX are now being used by one dentist who believes in advertising. Starting first with the KGW 15 minute noon spot, the dentist received such a great response that he made inquiry regarding further news broadcast.

Comfort and economy of U. P. stages as a mode of travel are portrayed each week over KOIN in five minute dramatizations. The skits are prepared and produced by the dramatic staff of KOIN, under the direction of Ron Myron.

Indiana

Bill Brown, chief announcer for WFBM, has forsaken the studios for two weeks on the links.

Johnny Holman, announcer for WFBM, has returned to the microphone after an extended tour through Canada and the East.

Jerry Downer, former pianist and announcer at WFBM, formerly had a successful audition at WLW.

Don Hancock, formerly with WLBC, Muncie, Indiana, has joined the announcing staff of WFBM, Indianapolis.

Dave Milligan, of WCDB, Indianapolis, to get married before he returns to Waukegan, Illinois, to resume his duties as continuity writer and announcer.

Steve Wilhelm is back at WKHF, fifteen pounds heavier since his vacation in the Black Hills.

Leah Peters, daughter of R. Earl Peters, prominent Hoosier political figure, formerly identified with WOWO weds Robert Fleming, and is now living in Washington, D. C.

William Noll, Jr. back from New York, where he closed a Pinex program deal which CBS is carrying this fall starring Cuck Little's orchestra.

Fred Tangelman opens school for prospective blues singers via the radio.

C. R. Durbin, of WGIL back from Canada where he spent ten days on a vacation.

Willie Knickett, formerly with Charlie Davis in New York, reported going into Uptown club in Port Wayne, when this nightlie opens.

Virginia Benoit doing fashion squibs over WIND now.

Texas-Oklahoma

City police department of Clinton, Okla., now has a short wave radio set for receiving messages broadcast by the Oklahoma City police department.

A Miss Leads is the new week-gatherer for KOMA, Oklahoma City. Ted Delany, office secretary for WFAA, Dallas, has left for two weeks vacation to be spent with friends by the seaside near Galveston.

Elizabeth Ren, back at WFAA, Dallas.

KNOW's Austin station sales staff has been augmented by the addition of Ralph Perrett, former advertising man.

Bula Skaggs, KNOW, Austin, secretary and Eugene Skinner of Nebraska, recently married.

During a recent political talk, KTAT, Fort Worth, was effectively silenced by some party or parties casting a bag of hard copper wire over both KTAT and K.T. circuits leading from studio to plant.

Ray Long, KTAT, Fort Worth, manager, is planning a Mickey Mouse Club.

Charles Warren, KTUL, Tulsa, announcer, has several connections with the Tulsa station and will return to Tulsa, where he will connect with the National Broadcasting company.

Eugene Skinner, the "Raisin" man on KWT, Fort Worth, has married Bula Skaggs, secretary at KNOW, Austin.

Billy Rose, credited with having popularized the cabaret-theatre idea in New York at the Casino de Paris and at Billy Rose's Music Hall, is out of both spots. His shows at both are on notice from Yernie Stern, head of the syndicate backing both converted theatres now operating with a cabaret atmosphere.

Rose has retained Julian T. Abeles, attorney, to institute replevin, injunction and damage suits against both places, asking for the return of his production, scenery, costumes and material at the Casino, and for the stoppage of the use of his name in connection with the Billy Rose Music Hall. The suits may not go through, as it's understood a compromise settlement may be effected.

Rose was to have been paid \$1,000 a week from each spot. Claims that he hasn't collected any money from the Music Hall since its opening last June, and that a balance of \$2,000 is due him from the C. de P. This covers a period of six weeks over the summer when he asserts he cut his \$1,000 a week from the Casino to \$500. Against this, he declares he received \$1,000 on account.

Rose alleges he rendered services gratis in advance, gambled on the success of his shows, invested \$24,000 in the first Rose revue at the Casino before collecting \$1,000 a week, and held an inviolable contract, that nobody was to tamper with his production.

Lew Brown Steps In

The rift came to a head with Rose's return from Europe last week where he had gone at his own expense, to look for novelties for his two shows. He says that he returned to find that Stern and the syndicate had been switching the show routines about so he objected, demanded his back salary, and walked out.

Stern, as prez of both the C. de P., and the Rose Music Hall, issued a statement that he was desirous of finding new novelties and new ideas for his enterprises and for that reason was employing Lew Brown as the producer and idea man to augment Rose's original efforts. Also that Rose's show overhead was overboard so that the operating costs were too high.

Attorney Abeles, for Rose, sets forth he drew the original contract for the B. R. Music Hall, which specifically calls for \$1,000 a week from the Hall as long as that particular enterprise is running, and whether or not Rose owns the show. There is no written contract with the Casino, merely an oral understanding.

It was at the Casino de Paris that Rose first started drawing \$500 a week, later increased to \$1,000 a week when he voluntarily drew off some weeks Rose voluntarily didn't draw any salary, allegedly. When the second edition of the Casino de Paris was produced, it was agreed that Rose again revert to the original \$500 weekly figure but none of this was paid, it is averred.

Rose wants to recover production, costumes and scenery of the Casino show and the material in the M. H. display. Latter production had been paid for by Stern's corporation.

Attitude of the backers of both cabaret-theatres is that the enterprises, which they financed, promoted, underwrote and otherwise fostered did much to establish Rose's reputation in the amusement business, likewise helped popularize his songs, and that that is ample compensation. Stern represents a syndicate of six backers. Sam Rosoff, subway builder and new owner of Kings-Ber, is also said to be interested financially.

Because of the impasse, and with Lew Brown's return, the new producers, the present show and back have been placed on notice.

Earl Burckett and his orchestra return to the Drake hotel, Chicago, Oct. 26 for the first time.

Buddy Rogers' orchestra goes to Philadelphia Oct. 3, and doubles to New York Sundays for a commercial.

Ted Weems recovered at the Palmer House, Chi., till the first of the year.

UNIT REVIEWS

TED LEWIS UNIT

(PENN., PITTSBURGH)

Pittsburgh, Sept. 7.

Expert showmanship of Ted Lewis in peeps out at every turn in his new unit, playing its first date in Pittsburgh this week. Smart and flashy, it has more class than his former shows and should be a cinch for him anywhere this season.

If there's one criticism to make, it's that there's just a little too much of Lewis himself. In the old days, when his shows ran half an hour, this wasn't noticeable, but in a 55-minute offering, with the high hat tragedy of jazz on the stage every minute and mixed up in one way or another with every turn, he's killing the golden goose. Lewis is too smart a showman not to realize this himself once things get going right, for the way it stands now he's played himself out by the finish when he should just be swinging into high.

No doubt that every Lewis show is 90 percent Lewis, but he should conserve his energies, save them for a couple of socks instead of stringing 'em out all through the

unit. Aside from this, show shapes up as an A-1 click.

Talent includes Carroll and Chailita, Sterner Sisters, Three Royce Sisters, Silvio Sherman, Mildred Gays, Sidney Kart, Cathleen Beasette, Paul White and Teddy McDaniel, but nobody is introduced, the whole thing running off continuously with no breaks. Set is an attractive, all-white, drupe affair that makes a nice flash from out front. Band is on stage throughout and sitting with them, in the rear, are the Royce Sisters, harmony trio, who provide vocal interludes for most of acts. Their best is Lewis's special symphonic arrangement of 'Parden My Southern Accent.'

Lewis is even enough of a showman to get over a production number with an ensemble of exactly two girls. Has all of the qualities of regular presentation flashes and only the female quantity and he does it once with great results.

High spots, aside from Lewis's own contributions, are the two colored mites and the fellow who does an imitation of Jimmy Durante that's probably the best that's ever been given of the Schnozzola. Negro youngsters make their first appearance in a perfect spot. Carroll and Chailita have just finished a bit of eccentric trapezoid that includes both a bit of adagio and some of the hand-waving Mary Wigman school. They go off to solid applause, the band strikes up their music again and it looks like an encore. Instead, the Harlem tota come on costumed the same as Carroll and Chailita and do a corking burlesque of the dance.

After that, it's next to impossible for them to get off. They finally do, after a flock of encores, and one of them is back on again a moment or two later for Lewis's familiar 'Me and My Shadow' routine, set as good as ever. Finish has him going in for a medley of the old songs he has popularized in the past for a solid close.

Whole unit is freshly costumed, has a minimum of slow spots. Could stand a little tightening, however, which will probably be done before the week is up. Cohen.

Harlem Midnite Frolic

(STATE FAIR, LINCOLN)

Lincoln, Sept. 5.

This colored revue, working out this week before the State Fair grandstand here, is readying itself for the winter season. Looking is out of Amy Cox's Kansas City RKO offices. 'Harlem Midnite Frolic' is a well costumed and well routine show and carries about 30 people.

Performance opens with an eight-gal chorus in a Swannee river number, followed by a collection of taps by a male trio, Larry McEdden, Charles Craig and Richard Poole. Comedy is dished out by Willie Freeman, in female setup, and his partner, Kid Colliver, who is over well, especially Freeman's rendition of 'Good Man Is Hard to Find.'

Eccentric taps are worked in by Estella May Emery, who is succeeded by the Deep River quartet, an excellent colored male singing group. Did 'St. Louis Blues' and 'Son of the State' and had to beg off. Four is composed of Raymond E. Burgin, owner of the 'Frolics'; V. St. Brown, J. Sharp and Earl Washington.

The standout work of the chorus

Alone Together

Mon Boys and Do-Re-Mi, other song ideas doing an act together, and currently playing Loew's State, New York, will be direct opposition to each other on the air Thursday (13). Boys will be on the Kraft (Whitman) program (WEAF). Girls go on the Borden show (WABC) at the same hour.

is accomplished in this spot with the black, revealingly gowned octet doing a 'Black Mambo' idea. Girl harmony trio, Inez McGill, Ianthia Ramsey and Ruth Gayden, do two songs, and oke, too. Dolly Brown, soloist, also works in two. Then finale.

Running time about 40 minutes. Business bad; too cold. Barney.

PASSING REVUE

(RIALTO, JOLIET)

Joliet, Ill., Sept. 7.

This midwest territory has really gone stagehand conscious. Price levels are being established at a reasonable figure and the theatres are finding themselves able to operate profitably on two and three day vaude as a starter, instead of rushing into full week and split week policies. Units are again going out on the road with several strictly Chicago-built troupes already working.

First of the latter is 'Passing Revue,' which is ballyhooing the 'Nine Wonders of the World's Fair' in addition to its regular variety angles. It's a clean-cut, entertaining and money-getting unit, packed with show and midwest variety numbers.

Running about 55 minutes, the unit gallops at a fast pace through nine big scenes from the Fair, cashing in as the only unit on the road this year with the Century of Progress national publicity smoothing the way. Show has excellent motion and should appeal to the millions of Fair-conscious folks who couldn't make the trip again this year, besides being a box office unit in its own entertainment right.

In the cast are Charley Day and her manequins, Shayne and Armstrong, Novak and Fay, Danny and Edith, Harry Foster Welch, Captain William Kohnen, Coburn, Alfred and Dolores, Banjo Ike and his five-piece orchestra, Russ Jones and company, Gattchet and Hudson, Emmet Lynn and a chorus of 16. Show packed with kinds of performers and is not depending on scenic flash.

Unit has been playing the Publix-Great States time, having hit new highs in such towns as Waukegan and Aurora. Caught in Joliet, it was standing there out in the lobby though tied in with a week flicker, 'Romance in the Rain' (U). Show is carrying its own press department and paper.

Show opens with a flash of the Fair's Midway with the entire company before the Ripley Odditorium, where Harry Foster Welch, the man with 1,000 voices, is presented. Welch does all kinds of band imitations, including grand opera and jazz orchestra. For children, as well as grown-ups, he proves a big applause-getter. Going into full, Charley Day presents her French Cafe 'House of All Nations,' with her manequins, appearing first in a fast song and dance followed by a parade number in a cafe scene, with the colored orchestra giving the specialty people a walloping background and fast tempo.

Shayne and Armstrong lead off the dance contest with about three minutes of acrobatic dancing, full of class and personality. They are followed by Alfred and Dolores, who deliver plenty with their bolero number. The ingenue soubret with loads of showmanship, Charley Day, who carries the singing and femme comedy assignments for the company, returns with a medley of pop numbers. Miss Day is gowned with an eye for the fifty and proves a shah both for the men and women customers.

Into the dark stage for the radium dance of Colva, for novelty sock and then back into the orchestra for some minutes of hotcha music with Danny and Edith doing legomania work. In the Bowery sequence there are Emmet Lynn and Capt. Romahn for a swimming bit and the Bowery comedy, which is a steady audience sock these days. Another sweetie is Old Mexico for rhumba and Mexican dancing, then to Novak and Fay in 'one' as the top comedy hit of the show. Both in comedy and legit acrobatics this is a never-miss team.

A bit of the Skyride follows and then into the socko finale of the Black Parade. With the big click of the World's Fair this year, with the entire company doing a beautiful snow scene and ice skating Russ Jones and company handle the trick and fancy skating work with the entire company working under a lohterscope. Back curtain flies to a hot finish with the three dancing acts on three ele-

NEW ACTS

Lillian SHADE and J. Fred COOTS Songs, Piano 15 Mins.; Two Palace, New York

Two standard vaudeville people in a new combination that should become equally standardized, granting there's enough time around to make it worth while. Miss Shade is, of course, a capable and established songstress, while Coots is developing into a reliable piano accompanist who doubles in singing and taking hands for his past and present song hits.

Coots has fortunately hooked up with a much more fitting partner than on his last time out, when the lady opposite was Olive Sibley. Miss Shade sings the type of music that Coots writes, something that Miss Sibley, a prima donna, didn't and probably couldn't.

Miss Shade is learning vocal tricks as she goes along, showing a marked improvement in that respect, but in another way she's going back. The aggressiveness that's needed in Miss Shade's style of singing was missing at the Palace viewing. There was a time when she seemed a lot more interested in her job. But that can be easily corrected, and while this new act won't have much trouble whether it's corrected or not, it might not have any trouble at all if Miss Shade will do something about it. Bipe.

DES MOINES' 5 ACTS

Des Moines, Sept. 10.

Following a tryout in Davenport and Cedar Rapids, RKO opened two-day vaude here at the Orpheum Saturday. Plans call for Saturdays and Sundays only. Initial bill was five acts.

An electric vaude sign, considered one of the landmarks of the town, has been relighted by the Orph after being dark four years.

vated platforms doing challenge dancing and the orchestra as a background. Gold.

Echoes of Broadway

(STATE FAIR, LINCOLN)

Lincoln, Sept. 6.

Art Tackman's girl show, about the fifth edition of 'Echoes of Broadway,' is spitting a double-bill, and it's the best performance before the State Fair grandstand, which also bills the colored unit, 'Harlem Midnite Frolic.' Tackman has two months more of fair and then will go into the south.

Show is all said when called a girl show. It sports about 35 people, 20 of whom are in two lines, the Eight Ticketette and the 12 Vincennes. Eight other women work in interims.

Comedy is furnished by Tackman, Billy Butts and Al Henderson, but they only do about three bits, leaving the bulk of the show to the femmes. Irene Ruth and Mabel Janice sing about the lines, and In Niles contributes an excellent acrobatic control number. Mack Bros, tappers, have a good bit of unique work.

Quartet composed of Butts, Henderson, Roy Wilcox and John Souther worked oke. Souther acts as c. and strum. mace during the whole performance. Tackman plans to play the Fair dates for brushing. Show runs about 45 minutes. Gals are well costumed and well sized up, although some of the routines need originality. Barney.

AU Revoir—Europe Calling Again

Sorry we cannot accept American offers. Sailing for AUSTRALIA Sept. 19 to Star in CENTENNIAL REVUE at MELBOURNE.

Back to America in Four Months

Most sensational comedy dance act in show business. Just returned AUGUST FIRST from successful eighteen months' engagement in ENGLAND and the CONTINENT.

and LUBOW in "GRAZY PEOPLE"

THE RIMACS
CIRO—CHARLIE BOY—and CARITO
and Their
CARIOCA-RHUMBA ORCHESTRA
AGAIN AT THE PALACE, NEW YORK
This Week (Sept. 7)
Direction HARRY BROWN

ETON BOYS & DO-RE-MI (7) Harmony 12 Mins. in Full State, N. Y.

Two radio acts combined, four men and three girls, both acts well known on the airwaves. Apparently doubled up to make a bigger name appeal, but still two radio acts of moderate draft rather than one big name. Effort of doubling is to give an awkward staging with the girls around one mike and the boys around the other at opposite sides of the stage, and never getting together.

Open with a vigorous, but not particularly fetching, version of 'Tiger Rag,' then the girls stick for 'Sleepyhead,' harmonized. Off to let the boys go for a bit based on the 'Who's Afraid of the Big, Bad Wolf,' with some childish comedy bits of the sort affected by air acts. Doubled for the finale, a trio of pops.

Probably would be better if offered separately since neither act helps the other and lack of blending takes down the appeal. Over only moderately here. CMC.

Smalley's WGY Acts

Schenectady, Sept. 10.

The Smalley theatres, spotted in upstate New York towns, will play a number of station WGY acts during the coming months.

It was out of a tieup with Smalley that WGY's personal appearance sideline started.

BROADWAY'S NEWEST DANCING PERSONALITY

KAY PICTURE

CURRENTLY WITH "KEEP MOVING"

Sole Direction

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ALWAYS WORKING

"WHITEY" ROBERTS

Carmen Theatre, Wk. of Sept. 7

TRACY and VINETTE

Sept. 10—Sunderland, England

PAULINE COOKE

1674 Broadway

Now Playing JOHNNY PERKINS

Palace Theatre, New York

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MIDWEST WAUDE BOOM

Chiseling Again

House copping by some indie vaude bookers in the east is making it tough for fellow bookers who would like, they say, to uphold the salary provisions of the Vaudeville Code.

Bookers who grab theatres on the strength of their ability, or willingness, to violate the code are using all the old methods plus a flock of new ones. By convincing managers that they will not be responsible in event of a squawk, and that the bookers takes all the responsibility, the code violators seem to have little difficulty in grabbing theatres by guaranteeing to buy acts cheaper.

One booker, in his anxiety to show the managers how willing he is to take the rap, is reported giving the theatre men a release in writing. Others convince the managers that they (the managers) cannot be held responsible as long as they don't actually pay the acts; so the bookers, or their associates, call at the theatres on closing night to serve as paymasters—thereby supposedly clearing the manager of any blame.

But whether signed releases, indirect payoffs or any other subterfuge would help an under-code manager in event of a complaint isn't known, since there has not yet been a case to set a precedent. The first action to take a complaint can break up the code-violating bunch with one stroke.

Rosenblatt Issues 'Must' Ultimatum On \$7.50 Salary Provision in Code

Washington, Sept. 10. Seeking to put a stop to chiseling on vaudeville provisions of film code instead of enforcing as demanded by operators, Divisional Administrator Sol A. Rosenblatt last week cracked down with ruling that all vaude performers must get specified daily minimum of \$7.50.

Interpretation, which merely reaffirms code clause but serves notice on managers, aims at practice of paying less than \$7.50 to performers on the excuse they are 'amateurs.' Rosy holds that any vaude actor given compensation of any nature immediately loses his 'amateur' standing and is entitled to the full code amount.

Action was required by reports that this variety of code evasion is spreading throughout various larger cities and that actors are being exploited because of their willingness to get work at any price. Some houses have been reported paying only a few cents and throwing in a cheap meal as compensation.

Giving the ruling a double-barreled effect, Rosy also announced that minimum must be paid for each house in which a vaude performer appears in a single day. Striving to stamp out practice of forcing acts to work at two or more theatres for a single day's wage, code boss said, 'no performer shall be booked to play more than one theatre in any one day unless said minimum rate is paid in each theatre. This ruling applies to all performers paid in any form whatsoever, either directly or indirectly.'

May Raze N.O. Palace

New Orleans, Sept. 10. Architects and contractors are hugging on the possible demolition of the I.R.K.O. Palace here, once the stronghold of small time vaudeville in the Jules Delmar era. Theatre was purchased from the late Henry Greenwall by Orpheum circuit about 12 years ago.

It has been closed about three years.

Colored Units in Balto

Baltimore, Sept. 10. Flax Bros. are reverting their 1,200-seat Royal, colored house, to vaudeville palace after six months' stretch of straight flax. On around \$700 budget, will play colored units full weeks, mating 'em with split-week subsequent pix.

Initiator 'Hot from Harlem,' manned by Denny Small's org., top-billed by Amy Spencer, first septa fan dancer to invade these parts.

RUSS BROWN'S ACT

Russ Brown (Brown and White), after a year in Hollywood in films, is back on Broadway for vaude.

Brown is rehearsing a new turn with Eileen Cooke.

200% INCREASE AROUND CHICAGO

68 Spots Already Set with Vaude, and Others on the Edge — Finklestein Time Returns with 14 Towns

UNITS SPREAD

Chicago, Sept. 10. Healthiest signs for vaudeville in years are noticeable around the midwest at present. Not only are more houses opening to variety but for longer bookings and steadier play. Houses—which were on-and-off spots, and one-day dates are settling themselves for a steady diet of stage shows and for split-week and week-end commitments.

There are 68 houses on the Chicago vaudeville list already this fall, and there are many indications that this list will be almost doubled by Nov. 1. It represents about a 200% increase in vaude time over last year.

Particularly heartening is the jump among independents. Old-timers in the vaude field, such as Mort Singer and Aaron Jones, are back in the business with both feet and doing plenty to revive vaudeville with ballyhoo. Singer has seven top midwest spots playing shows while Aaron Jones has both the State-Lake and the Italo in the loop.

Balaban & Katz is strengthening its vaude position and now has 16 theatres playing variety, the largest number of vaude houses in more than four years. B.&K. has three full week stands in the Chicago, Cleveland and Marboe, and occasional fall weeks in the Southtown, Regal and Uptown. Split week in the Harding, with a similar policy being considered for the Tivoli, the Paradise which reopens shortly and the Central Park. Other B.&K. vaude houses are the Tower, Senate, Norshore, Belmont, Century, and Terminal.

Warners Parking

Warners is parking locally for the first time in several years and starting slowly but surely in six midwest houses: Stratford and Capitol locally, Hammond in Indiana, Green Bay, and Kenosha, Wisconsin.

Over on the I.R.K.O. floor there are healthy signs of vaude activity with two circuits hopping time, the Singer houses and the Great States circuit. Great States has an eight-day circuit playing Springfield, Decatur, Peoria and Joliet, and another circuit of South Bend and Waukegan. Coming on Oct. 1 will be Elkin, Danville and Galeburg. On the Singer time I.R.K.O. floor is handling Cedar Rapids, St. Paul, Sioux City, Davenport and Minneapolis. Other houses on the books are the Colonial in Dayton for a full week, Leavenworth, Kansas City, the Kodak and the Italo in Missouri, Oremouth in Memphis, Oakloch and Madison in Wisconsin. There are additional full week stands by indie agents in the Wisconsin, Alhambra and Riverside in Milwaukee and the Lyric in Indianapolis.

F. & R. Time Opens

Coming out of three-year sleep, the Finklestein & Rubin houses are going stage show in Minneapolis, Rochester, Winona, Austin, Mantoloking, Albert Lee, Sioux Falls, Mitchell, Aberdeen, Grand Forks, Crookston, Superior, Duluth and Madison, towns which have been missing vaudeville since 1930.

Most of these houses are returning to vaude just since Labor Day; only a portion of them are holdovers from the spring. Units are

Moss Calls Bookers' Meeting For Friday (14) to Formulate Standard Vaudeville Contract

How Feuds Start

New Haven, Sept. 10. Exec in musicians local was giving a fancy blowout in his home and needed a couple of spotlights to brush things up. Exec called a theatre manager who agreed to donate two spots for the occasion. Spots were transported to exec's home, but before they could get into action, a member of stagehands union got wind of it. He phoned exec if he used the spots, he must use a man to operate them. No man, no spots.

P.S. Exec got along without the spots.

TIMBERG FOR LONDON

Due at Palladium Oct. 15—Cal. Off Unit With Rooneys

Herman Timberg goes to London next month to headline the new 'Crazy Show' at the Palladium (vaude) which starts Oct. 15. He's taking five people, including his son, Herman, Jr.

Deal, set by Curtis & Allen, guarantees Timberg six weeks minimum with an option for more if the show runs. This London engagement forces Timberg to call off the family unit which he and Pat Rooney had currently revived.

Vaude in Cedar Rapids, Out for Three Years, Reopens to Capacity

Cedar Rapids, Sept. 10. Deprived of vaude for three years, patrons turned out to capacity over Labor day as Mort H. Singer's Iowa theatre introduced a five-act bill for two days as a feeler. Roscoe Ates headlined.

Last Saturday and Sunday (8-9) the Four Albee Sisters, Ted and Al Waldman, Petch and Deauville, Six Deardorfs, and Billy Farrell and Dad were spotted.

Top price 41c for the vaudefilm. House capacity is 1,800. Booking by Dick Bergen.

Plugs from Stage

Lancaster, Pa., Sept. 10. Declaring the time ripe for a comeback for vaude, Ray, of the English tumbling act 'Violet, Ray and Norman,' stepped down stage after each of four shows here to tell the audience all about it. Patrons also seemed in favor of idea.

DOWNEY FILLS IN

Mort Downey is in for one week, current, at Ben Marden's Ridgely roadhouse at Englewood, N. J. It's a filler-liner before he resumes some Paramount weeks through the Morris office.

Following week Downey goes to the Met, Boston, then Chicago, Detroit, etc.

spreading again this fall—and are helping greatly to keep flesh alive in the occasional spots. In many instances the unit bookings have resulted in sending houses to a regular vaude policy.

greatest sign of vaude time in four years. Only question now is the scarcity of acts, agents and bookers being seriously worried over the lack of talent. Particularly do they notice the lack of medium-priced acts for the lowered budgets.

A meeting at which a new standard vaudeville contract for all bookings consummated in New York City will be formulated, is scheduled for Friday (14) at 2 p. m. in the offices of the license department at 6 Reade street. Commissioner Paul Moss has invited all established bookings offices, actors' organizations and other interested parties to attend and submit their suggestions as to what an equitable variety contract should contain.

The commissioner figures that all discussion and any possible dispute will be settled at the Friday session. In that event the new contract for vaudeville's use should be ready by the following week.

Understanding is that Commissioner Moss, as the result of several months' study of the various forms of contract used in variety bookings, has okayed the type issued by the major booking offices and circuits. It's expected that that standard pay-or-play pact will be used as the basis for the new contract.

Alterations or additions to be made will be threshed out at Friday's meeting. According to Commissioner Moss, the changes wanted will be for the purpose of 'giving everybody equal protection.'

American Federation of Actors, which has been campaigning for the standard contract, advised its actor-members of its effort and accomplishments in the matter at a mass meeting in New York Wednesday (7). About 1,000 actors and others attended the meeting, of which Joe Laurie, Jr., first vice-president, was chairman.

Among the speakers were Matthew Wolf of the American Federation of Labor—Delph Whitehead, G. B. Henderson and Fred Bernbach of the American Federation of Musicians, Pat Rooney and Commissioner Moss.

CAN'T KEEP OFF BOATS

Jack Curtis Sees Anzac Vaude As New Reason

Jack Curtis, the roving agent, sees Australia as his next sailing itinerary and the newest hot spot for vaudeville. This is the result of Curtis' huddle in London with Frank Neil, Anzac variety entrepreneur, now enroute from London to Melbourne. Neil is reviving unit variety shows in Melbourne and Sydney, besides provincial spots. Curtis booked Nici, Florio and Lubon for Australia. Trio, now in New York, sails from Los Angeles shortly. Curtis plans visiting the Antipodes next spring.

Lina Basquette Heads

New Salkin Unit

Chicago, Sept. 10. Newest Leo Salkin unit is 'Holly-wood Discoveries,' featuring Lina Basquette. Opens at the Wisconsin, Milwaukee, Sept. 14.

Bernie's Quick Repeat

Pittsburgh, Sept. 10. Just a few months after he played the Stanley, rival house, Ben Bernie returns to town week Sept. 21 for Loew's Penn. He's bringing a complete unit with him this time, against only a bad act at the Stanley when last here.

It's the quickest repeat on record for a name act heretofore, and indications are that Stanley will have to stare looking against him. Following week Stanley monopolizes stage situation with 'The Goldbergs,' and unlikely that Penn will have anything against it.

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15 YEARS AGO

(From VARIETY and Clipper)

Max Nathanson scrapping with E. F. Albee for eight Selznick films both wanted. Nathanson got the legal decision.

All Protestant sects were uniting in a movement to show films in churches. Did not last long because of exhibitor kicks.

'Revelations of a Wife,' film, was being traveled with a lady with a past who at mats advised women just how much to reveal to their future husbands. Women only in the afternoon but mixed at night.

Equity strike about adjusted and 28 attractions were announced to open within the week. Had been only four.

Theatre booking offices jammed. With the strike over all road shows wanted to get out at once, playing nearby towns to break their jumps. Not enough towns.

Chicago vaude managers upset over the announcement Common-wealth would film entire vaude programs. Presently found that was nothing to worry about.

Briefs filed in the Goldie Fember-ton-White Rats suit. Rat paper ran 92 pages.

Gen. Pershing back from abroad and given a N. Y. reception. Man-agers were breaking their backs trying to coax him to see their shows.

Theatre ticket specs made a clean-up on stand seats for the Pershing parade. Caught the best locations.

50 YEARS AGO

(From Clipper)

Chihuahua, Mexico, reported three Mexican circuses in town at the same time.

Music hall in Over the Rhine (Cincinnati) featured a girl's orch. with the proprietor's daughters starred as violin and piano. Girls had a scrap in the pit and the show stopped while their dad took the offender out and spanked her.

A Chinese orchestra was practicing in New York's Chinatown. They had made a couple of appearances the previous spring.

Orton's Anglo-American show in trouble between Port Collins and Golden, Col., Aug. 28. Engineer of the train discovered the car next the tender to be on fire and stopped. There were 60 men sleeping in the car, and both exit doors were blocked. Men had to be dragged through small windows, sustaining cuts and broken limbs. Two barrels of gasoline in the car were supposed to have been ignited by a torch. About 10 men killed and nine fatally burned. Mostly roast-abouts.

William Henderson resigned as vice pres. of the Actors' Fund and A. M. Palmer took his place. Reported that in slightly more than two years relief had been given in 4,750 instances.

Mr. and Mrs. McKee Rankin resumed management of the Third Ave. theatre. House had been having its ups and downs. Told in girl shows.

John Van Bunt was advertising his pyrotechnic dance. His shows were trucked to shoot off fireworks concealed in the heels.

Inside Stuff—Pictures

(Continued from page 17)

Mayfair and turn the house over to RKO again. That deal, when virtually set on a lease to run around \$80,000 a year was suddenly called off by Reade, but latter denies any angles in connection with the Metro pool contract.

He is to get everything from Metro which does not go into the Capitol; also all Fox pictures, first run, which do not go into the Music Hall. The Hall has a contract with Fox to guarantee a minimum pickup of 21 pictures. If all are picked up, this would leave approximately 35 for the Mayfair first run. Fox distribution department confirms the deal with Reade on this basis.

Although the Paramount and Strand, Brooklyn, have been placed into a pool with St. Fabian as operator, Paramount still controls the lease. Deal by Par was made with Allied Owners Corp., builders-owners of the property on a straight percentage basis, reported to be 12%.

After making this lease deal, Par turned around and organized the pool with WB to take in the Brooklyn Strand, then arranged the deal under which Fabian operates the two. Fabian is handling the two houses on a percentage of the profits, it is understood, with the two houses operating under Fabian separate and apart from the Fox, recently taken over by the Jersey theatre man.

Harold Fisher has moved over to the B'klyn Par as house manager under Joe Lee. His post as house manager at the Fox has been filled by George L. Bannan, brother of Jack Bannan of the Par home office theatre operating forces.

Film talent is beginning to stir up a lot of trouble over exploitation tieups with commercial organizations, with one suit known to have been filed and numerous others threatened. The A. S. Beck shoe firm is being sued by Sylvia Sidney on the ground they used material on her which she and other players are starting to insist isn't permitted by their contracts. One of the threatened suits is by Gene Raymond, who is burning over a Columbia tieup with the Prophylactic toothbrush company. In the majority of the cases film talent is squawking because the exploitation and release of films on them is equalized commercially by such firms. In some quarters it is held that while star contracts okay exploitation of their pictures, it doesn't mean exploitation which commercializes the other fellow. One expectation is that if a suit such as that of Miss Sidney ever reaches trial—they usually don't—a precedent may be set.

Warner aims to continue to operate its own houses on the Coast. This includes the Downtown, Los Angeles, and the Hollywood in Hollywood, which are on the way to be pooled with the RKO Hillstreet in L.A. This Warner attitude explains why and how the deal was kayoed whereby Fox West Coast would have taken over all Warner Coast spots, with certain exceptions.

Besides the two houses concerned in the pool with RKO, the Warner property in Santa Barbara also was excluded from original consideration of the FWC deal. Houses that were concerned in the talks with FWC were the Forum, L. A., Warner, in Beverly Hills, Warner at Huntington Park, Warner's Fresno, two houses in San Bernardino and the Warner in San Pedro. So far as the two theatres which Warner is pooling with RKO are concerned, these are to remain under Warner operation although a committee of four will supervise things from above for both RKO and W.B.

'Crime Without Passion' (Par) is a familiar affair in some respects. In the scene with the reporters, Ben Hecht is anonymously himself as the newspaperman who asks the flip criminal lawyer to explain certain angles for the edification of 'some of our backward readers'. Charlie MacArthur is also one of the reporters in the group and handles a couple of lines. Helen Hayes (Mrs. MacArthur) is also fleetingly flashed.

Miss Hayes was the most recognized by reviewers who overlooked the authors-producers-directors' presence in the footage.

Lee Gurnes, incidentally, besides being the photographer, is also associate director. His lens antecedents apparently tended to minimize his augmented duties.

Most important clause in the contract signed by Ann Harding to appear in 'Freakish' (Warner) was the provision dictated by the player that the picture must be produced in the new three-color process of Technicolor.

Inside is that Miss Harding is determined to be one of the first top players to get on the market in a color feature, and holds a hunch that the first tinter will do the same thing for the featured players as the initial talked did for Al Jolson. Miss Harding had a color test made at Radio some time ago.

When Radio offered no encouragement to her for an early color film, she accepted the Warner deal, but stipulated his production must be in color.

Serving Canada with film is very costly for the major distributors, as the average company gets as much out of the Cleveland exchange zone alone as out of all the nine Canadian provinces. Yet with the overhead of maintaining exchanges and sales staffs above the border, the return to the distributors is sufficient to make it worth while. In order to service 700 Canadian theatres, each major has to have six branches. The 700 houses, only about 200 more than Greater New York has, are stretched over 7,000 miles of territory and call for considerable traveling to contact. The producer-distributor also has nine different censor boards to battle up there.

Columbia Pictures bunch proved at the belated opening of the Music Hall for the Thursday (6) premiere of 'One Night of Love'. Because of stage show rehearsals waiters, extending down 51st street to 5th avenue, weren't admitted until 12:20 p. m. Some had been standing in line since 10:30 a. m. Doors regularly are scheduled to open at 11:30 a. m.

Next day (Friday) the Music Hall opened an hour earlier than normal, but belated Thursday start is estimated by Columbians to have cost the house about \$3,000 on the day. Feeve is not on the economic loss as much as the ill will engendered through the delay to prospective amusement patrons.

It may be coincidence but Paramount has had ill luck on two occasions new in Paris. New York had a special screening before an invited audience at the Criterion a few days out and the house emptied before it could be refilled.

The Criterion immediately after the house had switched from 306 to Allied operators. During the past week Par gave a trade showing of the Mae West picture, the film was stopped for about 10 minutes. House employs 306 operators. Official story was that something happened to the recording.

Sidney Kinsley, playwright, signed by Metro last week, goes to the Coast to write one picture on a weekly salary basis. Previously reported that the author would get a lump sum for his sold effort at Culver City. Point that Kinsley, who wrote 'Men in White', would get a bonus for any extra weeks was also in error.

The Paramount and Rivoli on Broadway are the fiercest competitors among theatres. Controlled 100% by Par and 100% by United Artists respectively, each does things for the other. The Riv ran a trailer

Inside Stuff—Legit

All of the \$40,000 made available for the aid of needy actors and actresses in the will of Eugene W. Handlan, one of St. Louis most persistent first nighters and a life-long devotee of the theater, has been distributed. About 600 men and women of the theatrical profession were aided.

Handlan died in April, 1928 and the will was filed soon thereafter, but distribution of the fund was delayed by litigation until the summer of 1933. It was disbursed by J. A. McCarty, associate trustee officer of the Mercantile-Commerce Bank and Trust Company, and J. J. Shulberg, New York theatrical producer.

Will stipulated that not more than \$99 be paid to any one person. Because of the large number of applicants, it was decided to make the average distribution \$66 to each beneficiary. Payments were restricted to established actors and actresses. Names of those receiving aid were not revealed.

When NRA names its three members of the legit Code Authority, which will have a different set-up than last season, Robert K. Straus will not be included. He was of the NRA Compliance Board, N. Y., also sitting in with the CA, but is now assigned to Washington. There is no provision for traveling expenses from the capital to New York, for which reason Straus withdrew his name.

Straus and Philip Wittenberg wrote the new, stringent ticket control provisions into the revised code. While Wittenberg is expected to remain in the picture, he is not likely to be a member of the board, either, because of being a law partner of William F. Farnsworth, deputy administrator of the legit code.

First appointee of the government to the CA is Lawrence Morris, also an attorney, connected with the legal firm of Harkins, Deblod and Longfellow. Morris said not to be familiar with theatricals but one of the government's trio will be of show business.

Irving Kaye Davis authored a melodrama of prison life, called 'Your Honor', and only had a single script. At a party five years ago one of the guests was a racketeer who borrowed the script with the idea of backing its stage presentation. The man and the script disappeared, but recently Davis met him on Broadway, the fellow explaining he was just out of jail.

Well-thumbed script, which passed through many hands in stir, was returned.

Davis' 'Life Wants Pidding', in the hands of several managers, and the same story, is slated for presentation.

With the D'Oyly Carte Opera troupe imported from England getting off to capacity at the Martin Beck, N. Y., looks like Beck will have a clean-up season with his legit house. Following the Gilbert and Sullivan specialists will come the Abbey Players from Dublin, who scored last season in the same house. Succeeding attraction will be Katharine Cornell in repertory.

House is booked by Victor Leighton and George Leffler. So far the G. & S. organization is slated only for the Beck and Canadian appearances, but there is a clause in the contract providing for renewal to another Broadway theatre for a repeat later in the season.

Summer theatre at Locust Valley, L. I., which attracted attention through the manner in which new plays were tried out, was conducted by Arthur Hanna and James Nielsen, young managerial duo. Presentation productions were rated much above most others of the country show-shops, acts being designed by John Root.

Nielson was connected with Gilbert Miller and Guthrie McClintic as stage manager, Hanna formerly being business manager for Lawrence Langner's Country Playhouse at Westport, Conn.

Albert Carroll has been engaged to tour with 'As Thousands Cheer'. Show opened out of town Monday (10) in Boston; Carroll will be understudy for Clifton Webb, also appearing in several skits, replacing Jerry Cowan.

Harry Levant is conducting the orchestra, succeeding Frank Tours, who will lead the pit bunch for 'The Great Waltz', opening late this month at the Center, N. Y.

'Tight Briteches' opening tonight (Tuesday) at the Avon, N. Y., Laurence Rivers' first of the new season, carries a program glossary of the mountain expressions in order of their usage in the play.

It's the only play since 'Is Zat So?' (replete with sporting and Broadway slang) which has gone in for such a programmed index.

Frank Gillmore, representing Equity, will attend the American Federation of Labor convention starting Oct. 1 at San Francisco. He will plane to the Coast after the Equity general meeting in New York Sept. 28.

on 'Cleopatra' for Par and now the Par is tossing on its screen a trailer on 'Clellin', current at the Rivoli.

At one time Par-Public had 50% of the Riv. That was given up entirely two years ago, the Riv in turn getting choice of four pictures each year for two years from Paramount. Trailering of each other's shows is not to be a set policy, according to understanding.

When Carl Laemmle, Jr., learned the title of the song 'Too Beautiful', in Universal's 'Wake Up and Dream', conflicted with that of a book written by Sylvia Thalberg, he decided to change the name of the book to 'The Girl Who Was Too Beautiful for Words'.

This was the original title but it was changed as Irving Berlin had that title registered. 'This said several of the picture concerns are negotiating for the Thalberg novel with a price set at \$35,000 for the screen.

Mrs. Helen Mackay, wife of a Metro executive, found time heavy on her hands at Saigon, in French Indo-China. Her husband was on location getting some background shots.

Mrs. Mackay requested the hotel management to get her some English magazines and books. Five different boys were despatched to various newsstands and book shops, and two hours later one had turned up with a month old copy of Variety.

O'Brien, Russell & Ruffery, for United Artists, and Newgrass, Noyack & Waldheim for 26th Century Pictures, Inc., have accepted service of a summons in the Police Perjuries Producing Co., Inc., suit over the 'Police Perjuries' show property.

Along with UA and 26th, co-defendants are Paul Derail, Joe Moskowitz, Joe Schenck, E. Ray Gertz and Darryl Zanuck. No complaint has been served yet.

Complaint by Chorus Equity, that ensemble singers at the Music Hall, Radio City, were being called for rehearsal at 7:30 and 8 a. m., in violation of the picture code, was not considered by the Code Authority. Latter advised Dorothy Bryant, head of the chorus, that the matter should be placed before the NRA Compliance Board.

H. B. Franklin is paying George M. Cohan at \$75,000 for his one picture chore 'Gambling', at the Astor, L. I. studio which Rowland V. Lee is directing. Cohan is said to have mixed a larger Hollywood bid, preferring to remain east.

Indie Ticket Brokers Likely To Secure Some Code Changes

So-called independent New York ticket brokers will secure modification of the stringent control regulations set forth in the revised legit code, it was indicated last week when their attorney was asked to submit a brief suggesting sought-for changes. That followed a hearing between Deputy Administrator William P. Farnsworth and Charles Abrams, counsel for the Theatre Ticket Brokers' Association. Later is composed of recognized agencies with the exception of the 'big three'—McBride's-Ibsam, Tyson & Co. (Kay-Sullivan) and Postal Telegraph-Lehman. Further conference is dated for this week.

Attorney pointed out to the administrator that the resale of tickets is a retail business and therefore brokers could not be forced to come within the code regulations (claimed that Farnsworth agreed that legal point to be well taken. Abrams, however, stated that his clients wished to subscribe to the code, in fact, wished to have full representation on the Code Authority.

Indie brokers are out to win an equitable allotment of tickets so that most of the desirable locations shall not reach the three major agencies. They want the privilege of resale between agencies, which has been objected to by the CA and the framers of the revised code. Interchangeability might mean doubling the 75c premium limit, set by the code.

Indie specs say that Washington has admitted that they are not entirely to blame for alleged ticket evils. They express the wish to stamp out chiselers who would have the edge on all agencies licensed by the CA and suggest the prescribed 25% of tickets held in box offices for general sale should be stamped, in order to keep them from reaching sidewalk specs or agencies.

Another suggestion is that no employer—meaning manager—shall be interested in any ticket agency, as a safeguard against tickets for any such attractions being cornered. (Clarification of the term 'employer' is also sought, it being indicated that for some reason the term and that of 'manager' or 'producer' was made obscure in the revised code.

PHILADELPHIA LEGIT PLANS STILL IN DARK

Philadelphia, Sept. 10.—Legit situation is still very much scrambled, hereabouts. Shuberts are holding daily conferences with stage hands, who are after another stiff boost. Chances are that Shuberts will hold out firmly and up to present time they haven't announced a single booking. 'Mary of Scotland' has been reported for the Chestnut on Oct. 20, but local Shubert office is mum. First time in memory of oldest settlers that there hasn't been a peep out of the press department by this time.

Whatever activity there is this fall seems to be centered around Sam Nirdlinger and his independently booked Broad. He opens this week with 'Alley Cat,' playing this Allan Dinehart piece for a single week only. 'Pursuit of Happiness' is next, with the house reported pretty regularly booked throughout the fall.

The Garrick, also independently managed, although allied with UFO, has two Max Gordon shows booked, 'Spring Song' on Sept. 24 and 'The Farmer Takes a Wife' on Oct. 3.

CURRENT ROAD SHOWS

'Follies,' G. O. H., Chicago.

'As Thousands Cheer,' Shubert, Boston.

'A Ship Comes In,' Boulevard, Jackson Heights, L. I.

Gilbert & Sullivan Co., Studebaker, Chicago.

'First Lady,' 13-15, Shubert, New 11.

'Jenny's End,' Playhouse, Hollywood.

'Goodbye Again,' El Capitan, Los Angeles.

'Mary of Scotland,' Belasco, Los Angeles.

'Wilderness,' 'Mary' Play Return Dates in Pitt.

Pittsburgh, Sept. 10.

Two Guild plays, 'Ah, Wilderness' and 'Mary of Scotland,' which tried out here last season as ATS subscription offerings, will play return engagements at the Nixon this year, but not under subscription auspices. They'll be apart from the organization's regular series of six plays.

Subscription season is tentatively scheduled to get under way Oct. 3 with 'No More Ladies,' and 'Sleeping Clergyman' as second possibilities. Nixon, after a shutdown of five months, swings into action next Monday (17) with tryout of new 'Chic Sale' show which now bears title of 'Elephant On His Hands.' It was formerly 'Elephant Shepherd.'

HOW IT'S DONE IN YIDDISH SHOW BIZ

Hebrew Actors Union finally gave up its fight and allowed the hiring of Michael Rosenberg for 'Here Runs the Bride,' Molly Picon musical at the 24 Ave. theatre. Union at first had refused to sanction Rosenberg's entry into the show because he is not a member of the union. He has been in Yiddish legit as a leading man of importance for the past several seasons on special permits, but never became a union member because the union couldn't get around to giving him a tryout in accordance with entry requirements. This season the union decided to put its foot down.

Jacob Kalich, Miss Picon's husband, made an issue of it insisting he should have Rosenberg. Special executive meeting of the union was called but it was still thumbs down on Rosenberg until Kalich threatened to give up the whole project and called off rehearsals. Another hurried meet then gave Rosenberg another special extension for this season. 'Theater,' however, was forced to hire one more \$25 a week actor to make up the difference.

Bankrupt Jitney

New Haven, Sept. 10.

Jitney Players, Inc., who have been operating this season at a show line spot, Madison, have filed a bankruptcy petition. Group lists liabilities of \$18,000 against assets of \$142. Assets are cash balances on hand, plus physical equipment of acts, etc. Liabilities include \$1,335 salaries due cast, Charles Atkins, Ellen Love, Robert Caldwell, Harrison Dowd, John Maroney, Tom Murray, John Atkins, Ethel Barrymore Cole and others; Mrs. Horace Cheney, \$18,000; Horace Cheney, \$12,500, and Alice Cheney, \$7,500.

Group was organized several years ago by Bushnell Cheney and has been carried on since his death by his widow, Alice Keating Cheney. Company operated sometimes as a touring troupe and partly as a resident group, at the Red House in Madison.

Players were to have tried out 'Come-Uppances,' a new play by Harrison Dowd, but a premature collapse prevented that.

Cincy Bookings

Cincinnati, Sept. 10.

Shubert is slated to reopen Sept. 23 with week of 'Chic Sale' in 'Elephant on His Hands' at \$2 top. 'As Thousands Cheer' scheduled for Oct. 3-13 at \$3 high.

'Ah, Wilderness' and 'Mary, Queen of Scotland' penciled in for later dates, according to Nelson G. Trowbridge, who continues as manager under new receivership.

Shows in Rehearsal

'A Sleeping Clergyman' (Theatre Guild) Guild.
'America Sings' (Shuberts) 4th Street.

'The Distaff Side' (Dwight Deere Wiman) Booth.

'The First Legion' (Bert Lytell and John Henry Mears) Geneva Hall.

'Chinese Nightingale' (Lamar Galpin) American Children's Theatre (Cosmopolitan).

'Roll Sweet Chariot' (Potter's Field) (Margaret Hewes) 4th Street, Court.

'Small Miracle' (Courtney Burr) Lyceum.

'Coming Spring' (Spring Froshet) (Shuberts) Barrymore.

'Merrily We Roll Along' (Sam H. Harris) Majestic.

'Spring Song' (Max Gordon) Royale.

'Dance With Your Gods' (Lawrence Schwab) Mansfield.

'Roberta' (Max Gordon) (road) New Amsterdam.

'Elephant on His Hands' (Shuberts) Morosco.

'Green Pastures' (Laurence River) (road) Avon.

'Yesterday's Orchids' (Mack Hillard) Vanderbilt.

'The Great Waltz' (Max Gordon) Center.

'Divided By Three' (Guthrie McClintic) office.

'Errant Lady' (Harry Albert) Fulton.

'Alley Cat' (Margaret Hewes) Jackson Heights.

'A Ship Comes In' (Richard Herndon) Broad, Philadelphia.

Eltch Stock Quits

On About \$80,000;
B.O. 10% Above 1933

Denver, Sept. 10.

Eltch stock opened and closed to sellouts and registered capacity about 20 times in between. Crowds were steadier than last year, which was topped about 10%. Year also topped 1932 by about 15%. Past two years show the only profit in the past seven.

Top in 1931 and 1932 was \$1.50, last year 75c, and this year it went up to \$1. Because of the lower admission prices, the attendance this year was the highest in the 42-year history of the theatre.

Estimates for the year place 'Men in White' at the top, with \$10,000. It had played up to third run in Denver picture houses, and during the same week as playing neighborhood. 'What thought this would kill it for Eltch's, but worked the other way around. 'No More Ladies,' opener, ran 'Men' a close second, registering \$9,500 in ten performances.

'Pursuit of Happiness,' closing production, ran third, grossing \$8,500. Farewell ceremony was held between the second and third act—a usual Eltch custom—with Mayor Geo. Begole and a representative of Gov. Ed. Johnson doing the honors. 'Big Hearted Herbert' got \$8,300; 'Return of Peter Grimm' and 'Her Master's Voice' got \$8,000 each; 'That's Gratitude,' \$7,500; 'Come What May,' \$7,300; 'Shining Hour,' \$7,000, and 'The Wind and the Rain' copped the booby prize, turning in only \$6,500.

Leon Blank Dies

Leon Blank, 65, one of the leading name actors in Yiddish legit, died suddenly Saturday (8). All activity on 24 avenue, New York's Yiddish theatre rialto, was called off immediately and all legit shows in rehearsal declared an hiatus for three days. Funeral was Sunday (9) with extra heavy attendance from the Yiddish theatrical world.

Blank was for more than 30 years a star of the first rank in Yiddish legit and was active until the end. Last season he was starred at the Second Avenue theatre, but began having heart trouble towards the end of the season. His death came as the result of a sudden heart attack.

Once fairly well to do, recent reverses in his investments necessitated financial succor from his former conferees. Paul Muni was among those who had been lately taking care of Blank.

Yiddish Legit in 10 Key Spots Augurs Best Season in Years

DOWLING'S MUSICAL

Into Rehearsal—Acts, Authors and Produces 'Thumbs Up'

Eddie Dowling gets his new musical comedy, 'Thumbs Up,' rolling this week. It opens in Philadelphia and then comes into the St. James.

Dowling is producing, wrote the music with James Hanley, wrote the book with Harold Attridge, and will also act in it. Other performers in the show will include Ray Dooley (Mrs. Dowling), Hal LeRoy, Ramona, Sheila Barrett, Pickens Sisters and Hugh Cameron.

136 ACTORS, 148 IN CREW OF 'WALTZ'

'The Great Waltz,' opening at the Center (Radio City), N. Y., late this month will have more people on the payroll than any legit venture since the spectacle days at the Hippodrome. Requiring 94 stage hands and 54 musicians, crew and pit personnel is larger than the cast and chorus, which will total 136. There are 29 players in the cast, supported by a chorus of 80 and ballet of 36. Total number of people in the show is therefore 274. In addition about 35 will be used out front.

'Waltz' will cost \$40,000 weekly to operate. House can gross \$55,000 weekly, at an admission scale of \$3.30 to 55c. House when life is said to cost \$1,900 daily.

ENGAGEMENTS

Taylor Holmes, Nick Long, Jr., Fred Manett and Clyde Veaux, 'Say When.'

Patrick Waddington, Leona Maricle, Max Adran, John Halloran and Stanley Mason, 'First Epoch.'

Francis Lister, Ruth Weston, Rex O'Malley, Porter Hall and Herbert Yost, 'The Red Cat.'

Lillian Glash, Moffatt Johnston, Branwell Fletcher, and Derek Fairman, 'Within the Gates.'

Charles Coburn, Whitford Kane, Pedro De Cordoba, Harold Tucker and William Ingersoll, 'The First Legion.'

Josephine Victor, Walter N. Grease, Leo Heller, Fania Marloff, Romaine Callender, Carroll Ashburn, Philip Leigh, St. Clair Bayfield, James Moore, William H. Barwald, House Jameson, Ethel Intropidi, Raymond Brandy, Vincent Sierman, Eric Wollenroff, Mar-

Schweid, Ryder Keane, Hans Robert, Olga Bruce, Brice Dicks, Jr., Charles Durand, Anna Steenshorne, Lionel Dante, Judgment Day' (complete cast).

Sam Wren, Ann Whitney, Laura Bowman and Charles Dingle, 'Yesterday's Orchids.'

Ruth Gordon, 'A Sleeping Clergyman.'

J. C. Nugent, Ruth Nugent, Man Bunce, Madala Reade, Alice Bolmore Cliffe, 'Dream Child.'

Reginald Carrington, Shirley Gale, Chas. Campbell, Joshua Logan, 'Distaff Side.'

William Emery, Eleanor Hicks, Katharine Post, Jr., Clyde Franklin, Joan Wheeler, Marie Bruce, Maud Durand, Robert Henderson, Philippe de Lacy, Aime McDermont, Frederick May, Franklin Mummell, Maximo King, Nancy Haswin, Graub, 'Strangers at Home' (complete cast).

Leona Powers, Averil Harris, Dodson Mitchell, Mary Horne Morrison, King Carter, Donald Randolph, Helen Walpole, Reynolds Donibson, Stuart Fox and Fred de Cordoba, 'Errant Lady' (complete cast).

James Stewart, 'Divided by Three,' (complete cast).

Victoria Montgomery, Richard Howard, Frank Hawson, Margaret Walker, 'Grown Stock.'

H. Reeves Smith, Marion (Cine Ernest Cosman, Sally Ward, Eddie Ling, Robt. C. Fisher, 'Great Waltz.'

Yiddish legit season on the road, which includes the Bronx and Brooklyn (Monday), was started yesterday (Monday), although the three major production companies on 24 Ave. don't get going before Sept. 19. Of the nearly 400 members of the Hebrew Actors' Union all but 85 are set for the new season, considered a very good sign as compared to recent years.

Molly Picon is starred in a musical at the 24 Ave. Estimated on demand for benefit sales for various organizations, which has been extremely high for this show, the Yiddish stage's outstanding musical comedy star looks best. Other 24 Ave. shows are a musical at the Public starring Aaron Lebedeff, and a dramatic company at the Yiddish Art headed by Joseph Blifoff.

There will be two stock companies in the Bronx to open the season and four in Brooklyn. Also companies opened yesterday in Newark, Boston, Philadelphia, Los Angeles, Toronto, Detroit and Pittsburgh. While this is not as heavy an assortment of openings as the Yiddish legit had in its heyday, it is the heaviest in recent years.

Future Plays

'America Sings,' musical romance based on life of Stephen Foster, being prepared by the Shuberts. Ray Kenny wrote the book and Karl Hajas has prepared the score.

'Spring Song,' by Bella and Samuel Spewack and starring Francine Larrimore, will open in Philadelphia Sept. 24 and come to Broadway the following week at the Morosco theatre.

'Dance With Your Gods,' vocal play by Kenneth Perkins. Lawrence Schwab has placed it in rehearsal under the direction of Robert Sinclair.

'Small Miracle,' melodrama by Norman Krasna, will open in New York Sept. 27. Courtney Burr is producing.

'Sexes and Sevens,' comedy by Alfred Savoir, Arthur Wimperis and Anthony Pinsep did the adaptation and Harry Wagstaff Gribble will direct. Shuberts are producing, with direct, Maren in the lead.

'If This Be Treason,' by Philip Barber, has been bought by the Theatre Guild and will be second production of the Guild season.

'The First Legion,' story of life in a monastery, by Emmet Lavery, Bert Lytell and Phil Green are producing, with Lytell in the leading role. Anthony Brown directing and opening scheduled for first of October.

'Yesterday's Orchids' by Henry Van Daal will be presented by Mac Hillard on Sept. 24. Theatre not named.

'While There's Life,' new play by Charles Divine, goes into rehearsal Sept. 12. Elizabeth Miele producing.

'Blaze of Glory,' comedy by Harlan Ware, being produced by Elizabeth Miele and goes into rehearsal Sept. 19.

'Revenge With Music,' musical comedy by Arthur Schwartz and Howard Dietz, will be presented by Selwyn and Franklin late in November.

The 'Sleeping Clergyman' by James Brille will be done by the Theatre Guild. Helen Westley will have prominent part. This is first production of the Guild for this season and goes into rehearsal this week.

'Geraniums in My Window' by Samuel Ornitz and Vera Caspary. Phil Baker and Laura Wick have combined to produce the play, which will be presented in November. Anthony Brown staging.

'The Farmer Takes a Wife' by Marc Connelly and Frank H. Elton. Max Gordon is producing and Marc Connelly directing. Oct. 16 is expected opening date.

MINNE. GETS OPERA

Minneapolis, Sept. 10.—Minneapolis is to have its first season of opera in several years at the Lyceum the week of Nov. 19 when the San Carlo Grand Opera company will play in engagement at the Lyceum theatre. Minneapolis Civic and Commerce Association will sponsor.

CCC Free Legit Circuit Set; 300 Players to Be Added to 150 Now Working in New York

After a month of red tape and delay the expansion of federal relief for actors has materialized and rehearsals of some of the 20 shows which will be toured through the Civilian Concentration Camps from Maine to Virginia started last Wednesday (5).

Expansion project will employ 300 players for three months at a wage of \$24 weekly and food, board and lodging to be taken care of by the camps, transportation to be in army trucks and buses. New employment is in addition to the 150 artists now appearing in New York's parks and elsewhere.

Applicants for CC camp shows have been registering with the several actors' organizations, but the casting selections are made at 111 Eighth avenue (at 15th street, 10th floor), headquarters of the Works Division, Emergency Relief Administration of the City of New York, where direct applications may also be made. Project has Col. Earle Boothe in charge.

CC camp shows are being financed by federal funds entirely, city contributing its administrative force, which is in charge of the free legit shows staged within the state.

Camp shows will be held indoors, stages and equipment now being installed. There is no set program of the type of show to be presented. That depends on the availability of material and conditions at the various camps coming under consideration. Number of vaudeville units is not precisely set. There will be four or five vaude units, others being of the legit type, both musical and dramatic. Total number of musicals used will be between 50 and 60.

There will be something of a try-out showing for the camp shows, which will first be viewed on the portable stages used in New York's parks. When each unit is considered ready, it will be started on the CCC circuit.

Camp shows will start in about two weeks and will play through November, possibly longer, dependent on government support beyond the present program. Actors are paid from the day they are assigned to rehearsal. Stage manager with each show will be in charge of the unit.

There are expected to be more applications for CCC units than jobs available. For that reason auditions are being held before final casting is made. Already in rehearsal are "Turn to the Right" and "The Fall Guy."

This week rehearsals of other shows and vaudeville units will start. Present plans call for the continuance through autumn of the city's free shows also, which will move back into school and institutional auditoriums when the outdoor season is declared over.

Rochester's Last Legit House Bites the Dust

Rochester, Sept. 10. Razing of the Lyceum theatre, Rochester's only legit house, began Saturday. Start was made somewhat of a civic event, with the radio station WIVM broadcasting, auction of souvenirs and furnishings from the stage and the sound of pickaxes on crumbling walls. Site has been leased for a parking station.

Lyceum was built in 1888 by A. E. Woolf and remained in the Woolf family throughout the 46 years of its existence. Heavy losses were piled up during the last four years, although in the rare instances of the appearance of an outstanding star the house was packed. Last road attraction was Katharine Cornell in "Barrett's of Wimpole Street," playing to capacity last spring. First was Herbert Kelcey and Georgia Cayvan in "The Wife" on Oct. 5, 1888.

Lyceum is the fourth downtown theatre razed during the depression. Others were the Victoria, Corinthian and Gayety. All sites have been used for parking purposes. As many more small neighborhood houses have been converted to other uses.

FLOP NUMBER ONE

'Keep Moving' Pays \$40,000 in Bag
—Equity Funds Cast Off

'Keep Moving,' season's first show, stopped at the Forrest, N. Y. Saturday (8) after two and one-half red weeks. Leo Singer, whose midwits, with German dialects, figured in some skits and numbers, dropped more than \$40,000 on the show. Some talk of it going on a tour of one-nighters after a lapse of several weeks.

Players were paid off by Equity from funds deposited there by Singer. No salary claims were filed with Equity, despite squawks of several players not getting paid. Actually claimed that Singer was over generous with the bankroll, advancing as much as \$200 to some actors before the revue opened.

Rabinoff Opera Into Hip Pro Tem, 'Tavern' Follows

Max Rabinoff will put an opera company into the New York Hippodrome for a short season, but must vacate the house with his troupe by Nov. 12. On that date house will be taken over for beginning of rehearsal and reconstruction for 'White Horse Inn.'

Erik Charrrel, who will stage the 'Tavern' spectacle at the Hipp, is still in Europe clearing up some production details. He will sail back for New York in about two or three weeks, casting not starting until that time.

'SHOOTING STAR' CAST FINALLY GETS COIN

After more than a year of litigation and charges of misappropriation of funds, salaries of players in 'Shooting Star' have been paid. Play, with Francine Larrimore starred, was presented in June last year at the Selwyn theatre by Crosby Gaige. It was a quick flop, closing within two weeks, but was protected from loss by Paramount, which agreed to pay \$20,000 for the picture rights if no higher bid was made. Deal arranged by Gaige and John J. Wildberg, an attorney, was okayed by the Dramatists Guild.

Money for the rights was paid but the net amount of \$18,000 was tied up. Authors, Noel Pierce and Bernard Schoenfeld, assigned the coin to the latter's father, also an attorney. Picture money included some managerial claims and Gaige was unable to pay salaries.

Equity sought payment on salary claims and started suit. Total salaries unpaid amounted to \$3,100. Previously \$1,000 was turned over to Equity by Gaige, with the balance of \$2,100 remitted last week.

After Film Name For New Musical

Franklyn Productions (H. B. Franklin-Arch Selwyn) are after Ramon Novarro or Francis Lederer for the role which is otherwise pencilled for Georges Metaxa in the new Arthur Schwartz-Howard Aetg. musical, "Three-Cornered Hat" (new title will be selected). This is the musical in which Libby Holman will return to the stage.

Anglin Quits 'Fields,' Chi

Chicago, Sept. 10. Margaret Anglin leaves the cast of 'Fresh Fields' at the Blackstone, being replaced by Gladys Hanson. Alexandra Carlisle continues.

Hart Takes a Bend

Moss Hart, who authored 'As Thousands Cheer,' planned to go on in the Noel Coward skit (as the window cleaner) at the final New York performance of the revue last Saturday (8). When kidded into thinking he'd have to rehearse, Hart changed his mind but went into the pit and led the orchestra for the last number.

When spotlighted Hart started sinking, feebly waving his hands and talking to the musicians to keep up his courage.

ARCADIA MAY GET ROSE SPEC

Billy Rose, now that he's bowed out of the nite club biz, has the Arcadia ballroom on Broadway and 53d street in view to house his 'Circus Queen,' a legit play that calls for a canvase atmosphere. Idea is to pitch a tent inside the mammoth dance hall, originally designed in the height of the jazz band days to be the world's largest dance place.

Rose is consulting Hecht and MacArthur, also Oscar Hammerstein II, on the libretto of the Hungarian play, which is a hit in Paris currently. The original Eisenman score will be Americanized, with Rose collaborating on songs.

Idea of Lillian Harvey for the title role is now more or less chilled, and Marki Rökk, Hungarian star who created the original, will probably be brought over.

If the Arcadia or some other dance hall unavailable, Rose has an army or one of the off-Broadway ice rinks in view.

Cast Nixes Salary Cuts; Lipper Keeps 'Saluta' on Boards

Arthur Lipper, Jr. (R. A. Reppli), despite being \$50,000 in the box already, decided to keep 'Saluta' going for another (current) week at the Imperial, New York. Former stock broker, turned legit producer, made this decision following a meeting Friday night (7) at which the cast unanimously turned down his offer to place the troupe on a co-operative basis. On Monday Lipper declared he'd carry the show on, indef.

Milton Berle, featured in the musical, refused to accept a cut in answer to another request from Lipper. Other players, working under a cut for the first two weeks anyway, agreed to take short money for one more week.

'Saluta's' first week gross was \$8,100, while last week (second) it improved slightly, reaching \$9,000. Lipper is keeping the show open in hope that the short Broadway field at present will help it in the running. 'Life Begins at 8:40' is its only opposish in the musical line just now.

Wash. Shubert-Belasco Into Music Hall Spot

Shubert-Belasco, Washington, D. C., will be converted by Steve Cochran into a music hall along the lines of the Billy Rose establishment in the Broadway theatre, N. Y. Cost of conversion will be about \$50,000, capital spot to be decorated by Billy Barrington, designer of night clubs.

House is owned by the Belasco estate and the Shuberts, having been on the market for some time, Belasco was eliminated from legit shows by the United Booking Office, bookings going to the National, with which Cochran has been identified.

Balks Brisson Stager

Carl Brisson will not take the lead in 'Three-Cornered Hat,' stage opera to be produced by Arch Selwyn and Harold B. Franklin.

Paramount turned down proffer for the actor by the stage producers due to the fact the company has him lined up for top spot in 'All the King's Horses.'

12 More Shows Among Tryouts May Reach B'way for 29 Total; Red Barn Has Best Percentage

SAN DIEGO STOCK

Town Seeks to Recapture Prestige
Before Depress

San Diego, Sept. 10.

Stock, the forgotten branch of show biz here, is rearing its head again. Owners of the Savoy theatre are expending \$30,000 to get the house in shape for the opening next month.

Known in pre-depress days as the stock capital of the west, civic leaders are banging the gong to retrieve their prestige. William Walsh, recently named managing director, has been dispatched to Los Angeles with plenty of what it takes to line up talent.

Metro-Guild Jam On Helen Hayes Off; Mary' Tours

Until late last week there was doubt whether the Theatre Guild would be able to tour 'Mary of Scotland,' last season's top grosser among the dramas, which is now routed for six months. Mix-up over the priority of contracts between Helen Hayes, Metro and the Guild nearly caused the jam. However, with Miss Hayes and Philip Merivale heading the cast, as during the Broadway run, 'Mary' will open in Philadelphia Oct. 23.

Miss Hayes is due back from the coast next week and will rest, Guild not planning to call her until the last week of rehearsals.

Miss Hayes' contract with Metro provides for alternate periods of six months in the studio, star being free to appear on the stage the other six months. She was due back in Culver City the first of last March, but the success of 'Mary' was such that M-G-M assented to her remaining with the show another three months. Metro, however, insisted that the three months be tacked on at this time.

Guild advised Equity of the situation, with Equity telling the Guild it (Equity) would be responsible for all salaries should the tour be cancelled. Guild had tied up the entire company with run of the play contracts.

Ralph Blum, coast attorney for Miss Hayes, attempted to clear the situation by long distance telephone. He said that physicians had advised Miss Hayes to rest. Studio sought to have the star make another picture before leaving, but she replied she was too tired.

Understood Metro withdrew its plan for Miss Hayes to make a picture at this time when it was pointed out that if the 'Mary' tour was called off it would result in undesirable publicity.

Miss Hayes and Merivale withdrew from the cast June 2, but although 'Mary's' final weeks had been announced, show was moved to the Guild theatre with replacement actors appearing in the leads. Immediate drop in receipts established something of a record, gross diving from about \$23,000 to \$7,500 or less, and the show was promptly yanked.

New Haven Reopens

New Haven, Sept. 10.

Shubert re-lights as town's only legit house Wednesday (13). First Episode is set for American premiere as season-opener. Only other definite engagement is 'Bohemia,' set to follow 'Episode.'

House is scheduled to start season with regular road attractions but may later go Woe and Leventhal cut-side in event road shows flop. Spot played about seven weeks of W. & L. last season, with fair results. E. L. Blumberg will manage for 20th season.

Among the summer's 135 try-out theatres in rural or suburban spots, there were two stand-out show spots—the Country Playhouse in Westport, Conn., and the Red Barn, Locust Valley, L. I. Latter tried out nine plays during the summer, four of which are slated for Broadway. That percentage is the highest since the hideaway vogue started.

Heretofore, the Westport spot, conducted by Lawrence Langner of the Theatre Guild directorate and his wife (Arman Marshall) was regarded as the preferred try-out house during summer because of its proximity to New York and the fact that audiences there approximate those of Broadway. Long Island spot is nearer to the city, but also gave the new plays the best scenic settings offered by any of the other summer theatres, according to general observation. Barn house was conducted by the young managerial team of Arthur Hanna and James Nielson.

Re-check of the plays tried out in the woods which are possibilities for Broadway presentation, supply an added list of one dozen shows. That group, in addition to the 17 already named, boosts the total to 29. That lifts the percentage but does not equal that of last summer, when, out of 85 try-outs 15 were named as production possibilities, with a supplemental list of 14 plays, selected by picture scouts as better for Hollywood than Broadway. Picture material among the panning summer's group is still markedly under that of last season.

More Plays

Additional play listing, possibly coming to Broadway:

'Good Morning,'
'There's Wisdom in Women,'
'Pie in the Sky,'
'We Die Exquisitely,'
'The Saint's Husband,'
'A Lady Detained,'
'Reprieve,'
'Abide With Me,'
'The Stitch Is Late,'
'Julie,'
'Up She Goes,'
'Round Trip.'

This group does not include many other plays which will reach the boards without trial in the woods. Included, however, is one of two plays titled 'Julie' (in which Lenore Ulric appeared). One is definitely rated as having little chance. The other (authored by Arthur Richman) is the 'Julie' that is figured to have a chance. It was tried out at Locust Valley.

Several try-outs at Provincetown, Mass. are among the Broadway possibilities, and that goes for Westport, but the balance of the summer field appears to be widely scattered. 'That Certain Business,' sole try-out at St. James, L. I., was listed for legit presentation but is being offered for direct sale to pictures.

By arrangement, Hanna and Nielson tried out six plays suggested by D. A. Doran, heretofore connected with picture concerns. Four of that group are slated to be produced by the duo and Doran.

Grisman, Oshrin Take Forrest, N. Y., for Year

Forrest, N. Y., has been leased to Sam Grisman and Harry Oshrin for a one-year period, first attraction being 'Tobacco Road,' which moves over from the 48th Street next Monday (17). House went dark Saturday when 'Keep Moving' stopped. Grisman and Oshrin operate 'Road,' although the trucker drama was presented by Anthony Brown.

Expected that 'Road' will span the full period, attorney-showmen having several plays from which a successor will be chosen around Christmas.

JANE WYATT QUITS COAST

Hollywood, Sept. 10.

Jane Wyatt has left for New York on completion of her part in Universal's 'Great Expectations.' Miss Wyatt's agency into Roland Stebbins' production of Jack Hayden's play, 'Lost Horizon,' for 20th season.

7 Shows Due This Week; 'Life' \$40,000, D'Oily Carte \$20,000

With seven shows entering Broadway this week, six carded for next week and a score more in rehearsal, new season will be twice as far advanced by the end of the coming week as last year for the same date. Then there were a dozen shows on the list, as against 22 current scheduled attractions. Number of shows now being readied is approximately double that of last mid-September.

Full attention was given the D'Oily Carte Gilbert and Sullivan troupe from London, there being no other debut last week. Critics for the most part raved over the performance, which drew capacity houses for takings over \$20,000. Already there is talk of extending the New York engagement beyond the limited date at the Martin Beck.

Business was somewhat better last week despite much rain, especially on Friday and Saturday. That alone kept 'As Thousands Cheer' from going closer to capacity. For its final week at the Music Box the gross bettered \$21,000. 'Life Begins at 8:40,' season's first hit, maintained its sellout pace and went to \$40,000. Fact that the Ross-McLarnin fight was postponed counted for better theatre attendance during the last half.

'Keep Moving,' first arrival, stopped at the Forrest last Saturday, as did 'Kill That Story,' Booth. Withdrawing this week are 'More Ladies,' which attempted a resumed run at the Morosco last week and 'Are You Decent,' Ambassador.

Due in next week are: 'The Great Waltz,' Center (Radio City); 'The First Episode,' Ritz; 'Alley Cat,' 48th Street; 'Roll Sweet Charlie,' Cort; 'A Ship Comes In,' Morosco; 'Errand Lady,' Fulton.

Three Saturday night premieres are scheduled in succession: 'The Red Cat,' Broadhurst, this week end (15); 'The Great Waltz' at the Center, 22nd, and 'Merrily We Roll Along,' Music Box, 23.

Estimates for Last Week
'Are You Decent,' Ambassador (22d week) (C-1,166-\$3.30). Final week; low grosser cost little to operate; slated for road.

'Bride of Torozka,' Miller (1st week) (C-944-\$3.30). Presented by Gilbert Miller, Jeanne Stanley and Lawrence Langner; written by Otto Indig; opens Thursday (13).

'Dodsworth,' Shubert (22nd week) (resumed engagement) (D-1,396-\$3.30). Among the leaders and should hold up amid new season's card; better last week, with takings around \$18,000 mark.

'Judgment Day,' Belasco (1st week) (D-1,000-\$3.30). Presented by Elmer Rice; written by same; courtroom melodrama, opens Wednesday (12).

'Keep Moving,' Forrest. Withdrawn last Saturday (8) after playing two and one-half weeks; house gets 'Tobacco Road' next week.

'Kill That Story,' Booth. Also withdrawn Saturday; played week and half after unfavorable notices; 'The Distaff Side' opens here Sept. 25.

'Lady Jane,' Plymouth (1st week) (C-1,036-\$3.30). Presented by Arch Selwyn and Harold B. Franklin; written by H. M. Harwood; Eng-

lish play known as 'Old Folks at Home' abroad opened Monday (19).

'Life Begins at 8:40,' Winter Garden (3rd week) (R-1,493-\$4.40). Second week held the starting pace; Broadway's new leader grossed around \$10,000.

'No More Ladies,' (Morosco) (22nd week) (C-981-\$2.30). Resumed engagement not up to expectations; goes to Chicago after this (2nd week). 'A Ship Comes In' next week.

'Salute,' Lyceum (5th week) (C-923-\$3.30). Now longest run show on list; making some profit at around \$5,000 weekly but moves or tours soon.

'Salute,' Imperial (3rd week) (M-1,483-\$3.30). Picked up somewhat second week with gross approximating \$9,000 said to be even break; initial gross over-estimated.

'Strange At Home,' Longacre (1st week) (C-1,019-\$2.75). Presented by M. S. and G. S. Schlesinger; written by Charles Divine; first called 'Tourists Accommodated,' opens Friday (14).

'She Loves Me Not,' 46th St. (17th week) (C-1,113-\$2.75). Stage and film versions playing concurrently; nothing definite about play's run; made some money last week at \$7,500.

'Tight Britches,' Avon (1st week) (C-330-\$2.75). Presented by Row-McLarnin; written by John Talnoff Foote and Hubert Hayes; opens tonight.

'Tobacco Road,' 48th St. (14th week) (C-1,143-\$2.75). Moves to Cort next Monday (17), bettered \$7,000 last week and is indefinite. 'Alley Cat' succeeding attraction here; due next week.

'The Red Cat,' Broadhurst (1st week) (C-1,116-\$2.75). Presented by J. H. Woods; written by Rudolph Lothar and Hans Adler; opens Saturday (15).

'Too Many Boats,' Playhouse (1st week) (D-687-\$3.30). Postponed from last week; Davis-Clifford play opens tonight.

Other Attractions
'D'Oily Carte Opera Company, Martin Beck; Gilbert and Sullivan components hailed by reviewers; capacity start and first week's gross over \$20,000.

'The Drunkard,' old meller in old church is night spot; free beer.

GORDON'S NOY. MUSICAL BY RODGERS AND HART

Lorenz Hart and Richard Rodgers are at work on a new musical for Max Gordon production. Book is being written by Owen Davis and Otto Harbach from a Hart idea, and is as yet under the name of November. Planned to produce it about November.

\$3,800 for 'Bitches'

Baltimore, Sept. 10.

Laurence Rivers' (Rowland Stebbins) break-in of 'Tight Britches' could be close to estimated \$3,800 at \$2 per seat in the Maryland last week.

Starting strongly, and propelled by press plaudits, incessant downpours dwarfed the take the last half of week.

'Follies' Initial Loop Smash at Capacity \$27,000; Fields \$7,000

Chicago, Sept. 10.

Chicago is waking up nicely. Legit, which has been cold and icy for some three years, is getting warm and there is life again in the theatres. Season itself started off with a smash capacity hit last week when 'Ziegfeld Follies' jammed side boxes and opera chairs in the aisles at the Grand. Reviews were all good without being raves, but the town is flocking to the first standard revue in the loop in more than year.

Activity is spurring at the other houses. 'No More Ladies,' originally slated for the Erlanger, will go into the Harris on Sept. 17, leaving the Erlanger to a possible Casino policy. 'Ladies' comes in as first of the season's subscription plays. 'Chic Sale' arrives at the Embassy on Sept. 23 with 'The Elephant Shepherd.'

'Fields' is continuing at the Blackstone, but without Margaret Anglin. 'Show' has been getting between \$6,000-\$8,000 weekly and can stick at the pace.

BROADWAY REVIEW.

D'O'LY CARTE CO.

(THE GONDOLIER'S)

This company, direct descendants of the original Savoyards, is in New York at the Martin Beck, for a new week season, after which they will strike out for the road. There has been a lot of Gilbert and Sullivan in the United States in recent years and there are a couple of companies now touring. But this troupe, easily and by far the most brilliant available, brought a pinch for big business—especially when hitting out in the road.

Players are thoroughly schooled in their roles, have uniformly good voices and are uniformly good actors. The operettas, of course, are well enough known on their own not to need discussion or description. 'Productionally,' the D'Oily Carte troupe gives producers something to think about. Costumes are exceptionally fine; colorful and interesting. Scenery will disappoint in some quarters but is clearly scenic for touring purposes. It's old fashioned scenery, mostly painted flats and drops, with the paint and color obnoxious. This, as has been pointed out in an opinion as old as time, is one of the 'Gondoliers' beyond having its practical value. Both costumes and scenery are credited to Charles Hackett.

Of the company as seen in the first operetta, Sydney Granville is outstanding. Very good performances were turned in by Derek Oldham, Leslie Rands, Eileen Moody, Marjorie Dickson, Marjorie Eyre, John Dean and Martin Green in the principal roles, although none of the performances were bad.

Noticeable that the performances are all along on a two-week basis, actors always facing the audience all the time, never turning backwards, et cetera. This, although it doesn't fit in with modern staging conception, is smart. The company's policy of this sort admittedly playing old pieces with the old time flavor.

Current item is to play eight G & S operettas in a two-week basis, and then move on. Can't miss as far as New York is concerned on that kind of a layout and can probably come back for two or three more weeks of repeats. *Kauf.*

'GOODBYE' GARNERS 76 IN L. A.; 'END' \$2,500

Hollywood, Sept. 10.
Labor Day holiday, with an extra matinee performance, helped swell the take for Henry Duff's 'Goodbye, Again,' at El Capitan, and second week wound up with an estimated \$7,000; plenty okay.

Only the last week 'Journey's End,' in its fifth week at the Playhouse, with one more stanza to go. Opus clicked for around \$2,500 during heavy week-end trade, aided by the holiday on Monday. One new arrival this week, opening the downtown sector that has been dark for many months, Homer Curran's 'Mary of Scotland' moved into the Belasco after a healthy engagement in 'Frisco, and advance here would seem to indicate two or three profitable weeks at least.

EAST ON 'MANHATTAN'

Hollywood, Sept. 10.
Fred Fleck, Radio assistant production manager, and Lynn Dunn, cameraman, left for New York Saturday night to make background shots for 'Romance of Manhattan.' Pair will later go to Long Island for backgrounds for 'Enchanted April.'

Gilbert and Sullivan folded at the Studebaker. On Saturday (9) after five weeks. Will head for the road in the midwest after a one-week layoff.

Estimates for Last Week

'Fresh Fields,' Blackstone (1,200; \$2.50) (10th week). Continued well currently, with Gladys Hanson replacing Margaret Anglin. Business continues at profitable pace without any particular shock. Around \$7,000 at present.

'Ziegfeld Follies,' Grand (1,200; \$3.30) (24 week). Absolute capacity, which socks the gross above \$27,000. Biggest legit house in town since the 'good old days.'

Gilbert and Sullivan revival, Studebaker. Had four good weeks out of five. Less on one week currently and then heads on a road tour.

Showboat Dixiana: 'No Mother to Guide' hit off after five weeks and being replaced tonight (10) by 'Victim's Daughter,' in the same burlesque meller-ette.

Plays Out of Town

Diamonds Are Trumps

West Palm Beach, Sept. 2.
Comedy in three acts by Ivor Novello. American production, starring Catherine Helen, Staged by Robert Ross. Settings by Ellis Prudden. Presented by Robert Ross and the Palm Beach Theatre. West Palm Beach, Mass. Aug. 29-Sept. 3, 1934.

(Cast: Hancey Castle, Patricia Coleman, Edward Raquello, Doro Merande, Catherine Helen, Helen Brown, George Lewis, Wynne Pennington, J. Russell Bent, Charlotte Mayo, Marion Tobey, Marie Huntington, Lucy Pickford, Gertrude Spelvin, Miriam Battista.)

This is the American version of 'I Lived With You,' name under which this comedy was recently done in London. Adaptation has been painlessly done and the setting is now New York and Brooklyn. Beach theatre has given the play a very careful presentation. Casting is intelligently done and acting generally is of the best.

'Diamonds are Trumps,' a title which actually has something to do with the plot, is also a first-morning and very funny little play, bordering on farce for three acts and ending, unexpectedly, on a note of utter realism. That there is no other play being done in the city is apparent and undoubtedly was in Mr. Novello's sophisticated mind from the beginning. However, audience finds it is hard to achieve a complete feeling of unfamiliar fact in the theatre as in real life. None the less the play is consistently logical, amusing and gently satirical.

Play shows the amazing consequences resulting from the romantic and impulsive kindness of Gladys Walcott. It is a plot, fast, up a starving and derelict young Russian prince and brings him to her home.

Edward Raquello is excellent as the Prince. His performance is slightly reminiscent of that given by Tallio Carrington in 'The Sign of the Cross,' however, he would be more believable as an Italian than as a Russian. This in no way detracts from his skill and charm.

Opposed him, Hancey Castle plays the part of the girl with simplicity and fire. She is very attractive and gives a most appealing characterization. Patricia Coleman as her girl friend gives a perfect performance in one short scene, placed in the court of Radio Centre. Doro Merande gives the utmost satisfaction as a long-suffering, mellow and rather selfish wife. Morton Stevens is particularly good, effecting a most believable transformation of character and appearance when making a dictatorial arrival. Catherine Travis does nicely by the somewhat enigmatic part of Aunt Plossie, a character never quite clearly drawn.

Helen Petri as the first daughter, adds a touch of intelligence and attractive performance. Miriam Battista brings one satisfactorily played person into the play. Her part is not a pretty one but she gets convincing results out of it. Lucy Pickford contributes a clever bit as a rich woman's companion and Hilda Spang steals the show for one brief scene.

Most of the characters are slightly overdrawn, in the manner of farce or very light comedy, but manage to be human and sympathetic. All are trying to have a good time and succeed in being human because they do not follow their own natures.

Novello shows a brilliant insight into human desires and foibles and has shown a keen understanding of the original way of presenting it. Katherine Forbes-Leith deserves credit for an admirable adaptation and those for expert direction. Settings, by Ellis Prudden, interpreted the background of the Wallises in amusing and accurate form. All in all, a good, sophisticated comedy, not too significant but always amusing.

JUST ONE MORE

Stony Creek, Conn., Sept. 8.
Comedy in three acts by Charles Garrett Hunter, and Lewis Engle & J. Lester Denning and John Miller. Directed and produced by Charles Garrett Hunter. 'Just One More' opens at the Stony Creek Playhouse week of Sept. 3. Cast: Garvie, Earl McDonald, Curran, Miller and Tals Bittel.

A few days before the opening of 'Just One More,' a psychic was playing a New Haven theatre and somebody connected with the new comedy asked her if it would be a Broadway success. Interpreted the psychic should have consulted the medium before they started the script—it would have saved someone a lot of work. Anyway, the psychic's answer was 'No.' For once, at least, it looks like a psychic has the right dope.

Authors, Charles Beahan, Garrett Fort and an unknown third party, have brought out a new one under a pseudonym (Charles Garrett Hunter) and perhaps it's just as well they adopted the manufactured handle—play would not add any prestige to the real deal, which lacks in comedy and originality, which leaves little for the competent cast.

to struggle with. But struggle they do. Report is that Beahan will try to re-write job, which will be an additional gamble.

As a vehicle for Tala Birell, it offers only so-so opportunities for the former star. Miss Birell hopped in from the Coast on completion of 'Captain Hates the Sea' for a possible New York role in this comedy. She would do well to wait for something more substantial before attacking the Broadway front. Whether or not there is a deliberate attempt at Garbo echoing, Miss Birell's physical appearance, plus an occasional drifting into the Swedish film star's mannerisms, conveys such an impression to the audience. However, there should be no need of such an echoing as Miss Birell is capable of standing on her own. Reaction to her work here was favorable.

Plot would make not a bad book for a musical comedy, where books are not taken too seriously. It's all about the beautiful actress who arrives at a Swiss inn for a spiritual reunion with the 'ghost' of a lover of earlier years. It seems that she and the ghost are together in 'honeymoon' at this same spot eight years before and she wanted to renew the thrill, if only in spirit. And the lover himself turns up, accompanied by a bride and intent on spending his real honeymoon in the same surroundings as his clandestine one. Then it gets real musical comedy and wild.

As the glamorous personality, Miss Birell fitted the actress role. Earl McDonald, as the groom, did a good job with a mediocre role. Carmen Miller was properly dumb as the simple bride and intent on spending his real honeymoon in the same surroundings as his clandestine one. Then it gets real musical comedy and wild.

Single act for the three acts was designed for a summer house. Designed by Francis Jonnes, who has been with the group all summer. Play was directed by Allen Saxon, who gave it a top-notch production in spite of inferior product. Fagan has directed throughout a season of eleven weeks and has given the show a steady run. The last run of stock productions it has known to date.

Title of play is a poor selection as a title, but probably okay as a playhouse. — 'Just One More' for Cain's. *Boone.*

'MEN IN WHITE' LOOKS BIG FOR FRISCO RUN

San Francisco, Sept. 10.

'Men in White' opens here tonight under Henry Duffy's aegis with Roger Pryor, Betty Lawford and Henry Kolker in leads for prize play. Advance sales big. Theatre has little to fear from the Metro picture as 'Frisco' legit shows are a separate class from film-goers.

Last week (5th) of 'Mary of Scotland' (Curran & Belasco) evidently one of the best. Closed Saturday (8) to poor \$7,500. Not was high on show with big cast, and star and Theatre Guild each tapping the till for 10%.

Miss Frederick's Groom Of a Year Seriously Ill

Pauline Frederick has moved into Walter Reed hospital in Washington, D. C., to be cared for by the Col. P. Marmon, who is seriously ill and reported near death.

Miss Frederick was married to Col. Marmon last summer.

Bertrams Fold

Charlotte, N. C., Sept. 19.
Bert Bertram Players, summer stock company playing its second season here under canvas, closed last week with repeats of the four plays that had proven most popular during the summer.

These were: 'Stepping Daughters,' 'The Swedish Girl in Dixie,' 'Up Van Winkle,' and 'The Trail of the Lonesome Pine.'

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Drama Cricks on Book Lists

Drama critics, past and present, are well represented on the season's book lists, and some with distinction. The book of an ex-drama commentator, Alexander Woolcott's commentary, *Rome Burns*, had until recently headed the non-fiction best-seller lists. A renewed drive by the publisher is expected to put it back on top. And Stark Young's novel, *'So Red the Rose'*, is the country's No. 1 fiction best-seller currently.

Two more ex-drama critics have had novels published this month. Robert Littell, who like Woolcott, was the play oracle for the old World, has brought out a novel, his first, *Candles in the Storm*. Charles Brackett, who used to express concern over the stage for The New Yorker, has had *Entirely Surrounded* published.

Gilbert Gabriel has a new novel just about completed and it may see full publication by Doubleday. Doran. Gabriel drew attention to himself as a fictioneer with his last novel, *I, James Lewis*.

Also George Ross, World-Tely drama columnist recently published a book, *Tips on Tables*, and Leonard Sobel, N. Y. Mirror drama columnist, is finishing another novel.

Bang Up Newspaper Rivalry

Warners Coast studio was the battlefield recently of an old-fashioned slap-bang newspaper rivalry when reporters for the Columbus (O) Citizen and the Ohio State Journal competed mightily for story and picture breaks on the activities of Olive Jones, native of Columbus, who had just arrived to go into Warners' *Sweet Adeline*.

Francis Lauffer, editor of the Citizen and Joe Mills for the State Journal were the competitors. Both had been in on the same plane with the singing actress. They had the studio flacks in a sweat getting stills, and in a Solomon spot as to how to divide them. Mills beat his rival to plane reservations back east, but Lauffer had written two days' stories which, with pix, went back on the same plane, Mills, serving an a.m., is reported to have beat his rival by one edition on the Jones saga.

Disaster Coverage

Burning of the Morro Castle off Wersey's coast Saturday, had the staffs of all dailies and press agencies on the scene Sunday (8). Even sports writers who figured on easing up when the rain washed out the Ross-McLarnin fight and other events, were called in by city desks. One of the outstanding special stories was handled by Damon Runyon of the N. Y. American. He was assigned to get the story of the ship's assistance officer, George I. Alagna, who estimated the SOS was not sent out for one hour after the fire started.

Over WINS the American broadcast that an exclusive story would appear in the final edition, yarn being held back to prevent other morning papers from picking it up.

Sinclair, Now and Then

Upton Sinclair's current prominence in the press recalls another time, years ago, when he first broke into newspapers, brought in a and didn't like it. At that time Sinclair was running a colony for intellectuals in Englewood, N. J., and a couple of young Hearst reporters came up to see what was what. They gained admittance easily enough without discussing their purpose and then came back to New York to write a series of screaming headline stories about socialism, et cetera.

One of the two reporters later managed to move up in literary circles on his own as a scribbler. His name is Sinclair Lewis.

NRA on Cut-rates

At the request of Macy's, NHA has defined for all bookshops book price-maintenance feature of the book code.

Books on which prices cannot be cut, or sold below the list price until six months after publication, are new or first editions, bona fide reprints or rebinds, and bona fide revised editions.

H'wood Style Mag

Hollywood Vogue makes its debut in the fashion mag field next month. Monthly periodical will be devoted to film-styled frocks, with picture names doing the modelling. Figured to be first gun in campaign to install Hollywood as world's style center.

Gloss-stock mag will sell for a quarter, with Maxwell Shane in on the publishing.

Best Sellers

Best Sellers for the week ending Sept. 8, as reported by the

American News Co., Inc.

Fiction

'So Red the Rose' (\$2.50) By Stark Young
'Lamb in His Bosom' (\$2.50) By Caroline Miller
'Peel Trail' (\$2.00) By Joseph C. Lincoln
'Crooked Lane' (\$2.50) By Frances Noyes Hall
'Anthony Adverse' (\$3.00) By Horsey Allen
'Lightship' (\$2.50) By Archie Rims

Non-Fiction

'Rome Burns' (\$2.75) By Alexander Woolcott
'Stars Fell on Alabama' (\$3.00) By Carl Carner
'Nijinsky' (\$3.75) By Romola Nijinsky
'Chance of a Lifetime' (\$2.00) By Walter B. Pitkin
'Life Begins at Forty' (\$1.50) By Walter B. Pitkin
'100,000,000 Guinea Pigs' (\$2.00) By Arthur Kallet and F. Schlink

No Rib Intended

Vivian Shirley (Mrs. Harry Nason, Jr.), newspaper woman and wife of the New York Evening Post's managing editor, vehemently denies (and she is some vehement denier) that there was any thought of a rib in her mind when she applied for, and succeeded in getting, a job on the rival World-Telegram.

It had been reported that Miss Shirley, a well known Philly by-line under her own name, was sicked on to Lee Wood, m. e. of the Telly, by her husband, m. e. of a rival afternoon paper, as a sort of burner-upper. Such was not the case at all, says Miss Shirley, and she wants to have the facts straightened out.

Miss Shirley's desire is to make good on her own, she says. As Mrs. Harry Nason she could have a writing job on the Post any time she wanted one; but that wouldn't constitute making good on one's own. So, without even notifying her husband, she applied for the job on the Telly, and Wood put her on when Grace Palmer took ill.

When Wood learned that Miss Shirley was really Mrs. Nason, he asked for her resignation. But no hard feelings, says Miss Shirley. Wood explained that in the event of any leaks the fact that the Post m. e.'s missus is employed on the Telly might prove a source of embarrassment to Miss Shirley as well as himself (Wood).

But Wood said he had no objections to Miss Shirley writing stuff on the outside for the Telly. Therefore, and as late as last week, the Telly m. e. accepted a woman's page article by the Post m. e.'s wife, publishing it without a signature.

Miss Shirley said she'd just like to have the matter cleared up. And how.

Fowler's Chores

Gene Fowler finished writing his *'Father Goose'* biography of Mack Sennett in New York last week and left for the coast. Just before finishing he went over the manuscript with Sennett, latter then leaving for Europe. Coviel-Friede will publish in October.

On the coast Fowler will start immediately on *'Great Barnum'* for Twentieth Century. Script of that film will be rushed back to New York as soon as concluded to be published verbatim in book form, also by C.F. It's an experiment to see whether a new type of book can be made out of film scripts.

Pitt Crix Shift

New set-up on theatrical staff of Newburgh Post-Gazette, Paul Block daily and city's only morning newspaper charge, places Harold W. Cohen in complete charge of legit as well as pictures. On the legit end, he succeeds Harvey Gaul, who resigned.

Cohen has been the Post-Gazette's film reviewer and columnist for the past five years and takes over new duties with opening of '34-'35 legit season.

Gaul also reviewed music for Block rag, but so far his successor in this department has not yet been named.

Another Postponement

Mystery League Magazine, which was to have resumed publication yesterday (Sept. 10) will continue its suspension a little longer. Felt by the publisher that conditions not yet what they should be, and likely now that the periodical will resume early in October.

Complete issue of the mag in readiness for its new start and this will go out with a change in date. Mag suspended publication last January. Ellery Queen will again edit when the periodical resumes, and format and policy also as before.

Gene Lyons Set

Eugene Lyons, joined Ames & Noyes, public relations counselors. Lyons spent six years as Moscow correspondent of the United Press. After leaving Moscow post early this year, he toured Europe for Cosmopolitan. Since his return to America he has written and lectured extensively on world affairs and spent some time at Hollywood writing a story in which Anna Sten will star.

Lyons was also VARIETY correspondent in Moscow.

Hearst Merry-Go-Round

E. D. Coblenz has been named publisher of the New York American and Eugene Forker, whom he replaces, will be assistant to the general manager of all Hearst newspapers, in a new reshuffling of Hearst execs. Coblenz was editor of the American for the past few years and will hold both posts for the time being.

Forker joined the American about three years ago, prior to which time he was advertising director of the International Magazine Co.

Serializing 'Boom'

'Major Angus' book, *'The Coming American Boom'*, is being serialized, United Features hawking the rights to newspapers. Published as a book by Simon & Schuster a few weeks ago it went immediately into the best-seller class.

U. F. is offering the book to papers in twelve installments. Angus is enroute to the U. S., due here about Sept. 15 for some lectures, with that figured to incite greater general interest in his scribbles.

Gone Hollywood

Beth Brown, who drove overland from New York, arrived in Hollywood Aug. 30.

She'll stick around a few weeks, picking up material for the fan magazines, and then run the boat back over the southern route if the tires hold out.

Advanced to Novels

Rita Weiman has completed her first novel, and it will be published by Longmans Green, with publication tentatively set for the Spring. Will be entitled *'This Woman'*.

Book has a theatrical background. Miss Weiman first made her name with theatrical short stories and plays, biggest success of which was *'The Acquittal'*.

Twesidedes

More and more publishers of books are getting together for inter-departmental back-patting, acting in that way, completely differently from average show folks.

Newest instance is Simon & Schuster's pre-publication hoopla on *'Now in November'*, by Josephine Johnson, which stressed the fact that John Farrar, of Farrar & Rinehart, recommends it nightly.

Editor Ship Dead

Mrs. Florence Shirley, 51, died Sept. 1 in her home in East Orange, N. J. She was one of the editors of *The Editor*, mag for scribblers, and did some writing under the nom de plume of Magda Leigh.

Mrs. Shirley was the daughter of W. J. Henderson, music critic of the New York Sun's daughter, 17, Charnell, and a brother, W. H. Henderson, also survive her.

First Comer

A story behind the publication of *'Appointment in Samarra'*. John O'Hara had the idea of writing the book before he actually did it before he sat down at the typewriter. So he wrote four letters to

(Continued on page 56)

Chatter

Fannie Hurst back.
Talbot Mundy fishing in Florida.
Mary Ellen Chase to England for a year.

Joseph C. Lincoln visiting New Bedford.
Chris Morley back from South America.

Second printing for *'The Young Man's Girl'*.

Eugene Reynal back from an English trip.

Helena Fox's real name is Helena Frost.

Samuel Ornitz in New York for a writing spell.

Maximilian Becker has opened a literary agency.
Stanley Walker's *'City Editor'* skedded for Oct. 4.

Isidor Schneider nudly quit Macaulay to finish that novel.

Claude Kendall will publish David Whitelaw's *'Murder Calling'*.

Lewis Corey's real name would surprise a number of people.

Hendrik Willem Van Loon working on a new book of travel.

Louis Adamie to do a 20,000-mile tour of America for a new book.

Peter Fleming going to China again. His third trip to the East.

James Rorty quitting *'The Nation'* on Sept. 15 for a long lecture tour.

Second edition before publication for Hugh Walpole's *'Captain Nicholas'*.

First Philo Vance in which poison is used is *'Casino Murder Case'*, next out.

Phyllis McGinley to Utah to recuperate from a severe attack of bronchitis.

Eleanor Lattimore sailing back to China with her husband, Owen, on Sept. 28.

Louise Andrews Kent giving kiddie tales the go-by and writing for adults now.

Francis Tschiffely to England for another one of those horse-rides for a new book.

Knopf has Joseph Hergesheimer's first novel in three years, *'The Foolscap Rose'*.

Boyden Sparks doing the memoirs of Henri Charpentier for Simon & Schuster.

Grace Zaring Stone will get back from Mexico the same day that her new novel appears.

Martha Ostenso the only scribbler who manages a turkey farm on the side. That's fame.

Coward-McCann to publish Grant Richards' book about his experiences as a publisher.

D. Manners-Sutton, femme novelist, to Libya to marry a Sicilian count stationed there.

Kimball Flaceus not like the popular conception of a poet. Used to be a star athlete at Dartmouth.

London has a memorial plaque to Edgar Wallace on the spot where he used to sell newspapers as a lad.

Putnam ordered a cut of Bruce Lockhart. When the bill came it read: *'One electro of Mussolini'*.

Doubleday, Doran will publish Thomas Huxley's diary, as edited by his equally famous son, Julian.

Doubleday-Doran will publish *'Escape Me Never'* when it's produced on Broadway in December.

Elsie De Wolfe, Lady Mendil, is the latest to write a cook-book.

Appleton-Century will publish it this Fall.

Tom Cathcart elevated to editorial director of *The Country Home*, with Wheeler McMillen the new editor.

Max Schuster, Bennett Cerf and Harold Guinzberg, three publishing opponents, are alumni of the same college, Columbia.

Lou Azrael, columnist on Baltimore News-Post, has been appointed dean of school of journalism at the U. of Balto.

Naomi, Mitchison, who was in Vienna at the time of the Socialist troubles, has written a book on what she saw there.

Thomas Dent, new John Day find, isn't the author's name at all. Only thing known about him is that he is an Englishman living in the United States.

The Nell H. Swansons getting their inscription from their survivors. Possessing a colonial place, they are each scribbling a colonial romance.

Although the price of the average novel is \$2, that first by Wolfe Knafman (Variety) cost \$2.50 when it is published Oct. 25.

That forthcoming book, *'Fontamara'*, has been published in fourteen languages, but it has yet to be published in Italy, although the author, Ignazio Silone, is Italian, and the book was originally written in that language.

Book Reviews

Flat Wits

Charles Brackett, who has written a lot of exceptionally clever books, tries his hand at lampooning cleverness in his new book, *'Entirely Surrounded'* (Knopf; \$2). He takes Alexander Woolcott, Dorothy Parker, Neysa McNeil, Harpo Marx, Harold Ross and a couple of other people of that group and isolates them on a desert island. Then he brings along an unsuspecting young man for all the lads and lassies to turn their wiles—and tongues—on. It's a swell idea. It's only a fair book.

Trouble is that it's just an idea. A good idea, but one trick is perpetrated it lacks something. Also—and here is the real difficulty—the famous wits somehow turn out to be so witty or clever or intelligent. Some people suspected this about this bunch anyway, always have, but probably Brackett, who he conceived his idea, didn't. He thought they were real geniuses probably, and would always be so. But he learned, when he finished the book, that he was too good a reporter. The only way to make his witty characters sparkle was to invent witticisms for them and he didn't bother to do that.

Characters are all given money names, of course, but easy to guess. It's fun, this book; it won't make a film; it is good light reading, but it is not what it is cracked up to be.

Omnibus of Crime

Milward Kennedy is president of the Detection Society of England and, from all reports, an exceedingly popular leader of the mystery scribblers of the light little tale. But he commits a sin in his new book, *'Corpus in Cold Storage'* (Kinsey; \$2) that will take a great deal of rectifying. He justifies a crime.

It's a good murder yarn. Killer is fairly obvious, but difficult to believe and explain. All the murder ramifications and mystery elements are what they should be. However, the murder is discovered and untangled by Sir George and his lovely wife, who calmly proceed to blackmail the murderer, set him free and send him on his way on a cold track. Which—makes it, of course, hopeless for film, stage or any other general use.

E. Phillips Oppenheim's *'The Strange Boarders of Palace Crescent'* (Little, Brown & Co.; \$2), which ran serially in the *Satevepost*, now slips between covers. Gripping detective yarn, in spite of the fact that reader feels pretty certain as to the culprits. Oppenheim manages to hang a deal of suspense on the how and why, and keep up interest.

New Queen Bess

Another grandiloquent, bumpfuous book of historical characters in what was once merry old England is *'Tavern Rouge'* by Robert Gordon Anderson (Farrar & Rinehart; \$2.50). It is the story of a queen as hale and hearty, lovable and pathetic a gent as ever wore a suit of armor.

He twits with Will Shakespeare and tells Kilt Marlowe that he's a rogue. He chides Rob Greene and annoys 'Tillie Cecil, the man with the mighty hunchback. He wals a half dozen people and is a general nuisance to Queen Elizabeth. She orders him to write a play within ten days that will make her laugh—or lose his head. He writes the play and she—against her will—loses the bet. Half an hour later he commits another murder and is again a hunted man.

It's good, easy reading. Not enough story and not the right sort for films, but it could make a swell musical-comedy for legit.

Ye Olde English

Now and then there comes a book that stands out from the run-of-the-mill, hector literature. One of these books is *'The Long Day Closes'* (Doubleday-Doran; \$2.50), by Beatrice Tunstall, who, *'The Shiny Night'* drew attention.

This is a story laid in the time of the Stuart return, but employing that for only a faint background to the intimate story of a west-of-England squire and his steward, ostensibly told by the steward. Slow paced and fairly bristling with dialect, but the locations do not irritate, after the fashion of modern dialect.

And it's simple enough to interest the library patrons as well as those of more exacting taste, though it is directed to the latter.

East

Royal theatre, male brood, stand-up, two young thugs Tuesday night (4) escaping with \$105 taken from cashier. Some 2,000 patrons in theatre undisturbed by event.

Mrs. Maurice Kama, wife of Red Kama, editor of Motion Picture Daily, killed in automobile accident New Haven, Conn. Tuesday (4). Her husband suffered several fractured ribs beside internal injuries. Group were returning from a vacation in Maine.

Police Department has inaugurated a house cleaning against joints in the cabaret field. A list of 18 regulations has been published which prohibits entertainers mingling with guests and states that cabarets shall not employ dance partners. New order also demands that patrons shall be given a menu with food and liquor prices plainly marked. Curbs on booths in dance halls also included among bans. Proprietors anticipate issuance of purity seals as next move.

Zita Johann arrived in New York from the coast Wednesday (5) to appear in forthcoming "Waltz in Fire."

Binnie Barnes, British actress, contracted by Universal sailed for England Wednesday (5). Miss Barnes completed her pictures during her stay on the coast.

Marquis de la Falaise, husband of Constance Bennett, reported seriously ill in Paris. Miss Bennett on her way to Paris was informed of his condition aboard ship.

Mary Pickford, arrived in New York from Cleveland advocates a National Theatre subsidized by the Federal Government as a base for the drama to attain its former position. While on her way will confab with Eva Le Gallienne.

Leo Newman, ticket spec, sponsoring a fund for benefit of Ernest Martin and Murray Lachman, both in employ of late G. B. Dillingham. Martin was Dillingham's valet for 23 years and served for last several years without remuneration. Lachman was his personal secretary. Co-sponsors are George M. Cohan, Sam Harris, Lee Shubert, et al. Beneficiaries deny they are interested.

Leon Rothler, Met opera warbler, getting business-minded, has taken title on Maple Hill Inn, Westchester county entry.

Three bandits held up Skouras' Corona theatre, and escaped with \$1,600, weekend receipts. Manager and two attendants of the theatre were bound and gagged by the invaders who also cut telephone wires.

Maurice Monnier, indicted by Federal grand jury in Brooklyn, charged with attempting to extort \$50,000 from Mrs. William Fox under threat of kidnapping members of family. Prisoner held in default of \$25,000 bail.

Suit for breach of promise amounting to \$250,000 filed by Frances Slinzer against Rudy Vallee. Girl alleges he sang over air to her, via a pre-arranged code between the pair. Vallee's lawyers declared they are holding a letter written by the girl to Vallee in 1930 proposing marriage to the singer. She sought his arrest to avoid his having the state, but judge ruled in Vallee's favor. He denies knowing her. Says she's just a crank.

Harry Puck has opened an indie producing office.

Sir Henry Wood, British conductor, has admitted a hoax he employed to fool music critics for the past five years. He was displeased with attention British musicians and conductors had received, so he assumed the phony Russian moniker of Paul Klenovsky in consequence of the preference for

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.

Two-liners and working under it gained plaudits of the public.

Francis de Croisset, French playwright, preparing a comedy for Grace Moore, for Broadway next season.

Mrs. Patrick Campbell, British actress, arrived in New York Monday (3) from London on her way to Hollywood.

Nine of the 11 Broadway shows are holiday matinees on Labor Day, two of which entertained standees. All show big big including pictures and cabarets.

Mrs. Gertrude Berg of the radio wrote a play on the same title, and she will star in it.

Rain over the holiday weekend, slanted resort and beach concessions.

Leonard P. Grant, assistant manager of RKO's Flushing, shot and critically wounded by a thief, when he entered the hallway of his home in Flushing Tuesday (4). His assailant fled immediately after the attack and grant was rushed to Flushing hospital.

Only 1,200 liquor dealers have renewed their licenses in response to mailed applications, is report of State Liquor Authority. Time limit expires Sept. 30.

Reported from London that Sophie Tucker appeared on the stage of the Empire theatre Wednesday (5) with a black eye. Sophie got it when she separate two rival autograph hounds.

Furniture of the N.Y.A. clubhouse, New York, auctioned off Wednesday (5).

Laszlo de Páre dismissed its staff of 12 gigolos on order of the Police Department Thursday (6).

Belle Baker sails for London Sept. 18, Engagement at Palladium (Wednesday) Sept. 1.

Reported Joel Coward, playwright, is stranded on an island near Corsica in the Mediterranean. In a cable to his manager, stated he was broke, without clothes or passport. He left a yacht, on which he was cruising, to stay on the island and while ashore the yacht foundered in a storm.

John Charles Thomas has been issued a writ of Habeas Corpus that he has been made a member of the Order of Cavaliere of the Crown of Italy.

Jewish Theatre Manager's Association will hold a gala for the best all-Jewish production and best played Jewish role of the season.

Audience in Mexico City greeted "Viva Villa" with a couple of bombs at first show. Fortuna's dealer, but seniors still no like. One woman injured.

Set of Charles Chaplin's self-sketched in charcoal brought only \$18 at the Sir William Orpen sale in London. Bought by Sir Alec Martin.

Mothers in Wheeling put an exclamation point on planned "Kiss Me." Proposed by a club and not a theatre stall, but it's an idea.

Dance hall managers trying to quash that section of the new police code preventing patrons from mingling with patrons except when actually hoofing. Don't mind the other reforms, but that hurts.

Mrs. J. Mose Sooley laments the world is only reason they're going to celebrate their 40th anniversary is that she gave her actor-husband his head but kept it at his heels.

Constance Bennett scoffs when they ask her in Paris if she's there for a divorce.

Upton Sinclair, here for conference, tells he'll make a state industry of the pictures if he's elected. Will rent vacant studios and put idle actors to work. He wrote Bill Fox's blog. So he knows all about it.

Ticket agencies slapping at the resale clause in the code for legit theatres. Says it will sting only the leaders and let the little fellows get by.

Selwyn & Franklin to do a musical by Howard Dietz and Arthur Schwartz "Revenge Without Music." Max Gordon's Oct. 18 for "Farmer Takes a Wife."

Atlantic City plans a drive for more winter biz.

Heleen Westey back from Hollywood for new Guild production. May Robinson gets a month off, so she's in N.Y.

Rockefeller Center to open its new subterranean precincts within a month. Three levels below the sidewalk, with shops on the top tier and a traffic roadway from 49th to 51st streets.

Max Baeroff leased the Hippodrome for a couple of weeks and will do grand opera in October. "White Horse Inn" then expected to follow.

Frank Gersten, theatre manager, dropped in the street Thursday (6) and died in a nearby store to which he was carried.

Park department plans to make

Marine Park city's largest playground. No bathing because of polluted water, but about everything else.

Licence Commissioner Moss suspends the licence of the Mt. Morris theatre. Application had not been made in good faith. Definite cause for shutting, however, some \$1,500 alleged to be due five projectionists who had secured judgments against the theatre. Under control of Max Wilner, intently refused a license for burley at the Apollo.

Morocco set for "A Ship Comes In" about Sept. 18.

"Distast Side" gets the curtain up at the Booth, Sept. 25.

Marlin Beck theatre to house only temporary troupe for a year.

Richard J. Reynolds, urges deportation of Johanna Blachke, Prague dancer, who claims he, with Grey S. Staples and Ned Wayburn, enticed her to this country on promise of employment. Case in Supreme Court last week, when Reynolds asked that she post bonds for costs. Says she owes \$262 already.

Arthur Goodrich, who had his appendix excavated at Skowhegan, on the coast, last week, with the summer theatre there.

Elizabeth Miele buys two new plays. Harlan Ware wrote "Blaze of Glory," while Charles Diving concocted "While There's Life—"

Henry Van Daal has set "Yesterday's Orchids" to Mac Hilliard.

Lillian Savin has replaced Dorothy Buckner as "The Drunkard."

N. Y. State Dept. of Education announces free courses in film editing, motion camera work, make-up and other branches to those over 17. Five nights a week for 15 weeks at 80 Centre street.

Mitzl Mayfair out \$15 in New Rochelle court. Only doing 44 miles an hour.

Pickets of motion picture houses picked up Sept. 1, freed of disorderly conduct charges in West Side court, so 31 men are free to picket again. Allied now using additional banner reading "We want bread for our wives and children." Most pickets look too well fed.

Liquor permits bring N. Y. State \$16,500,000, announces commission. Half of permits are held in New York City.

While municipal courts free B'way picketers, Supreme court in Brooklyn bars 306 from annoying Bert and Alice Sparks for that boro, holding that union had exceeded its rights through unnecessary violence.

Jo Mendl, 34, chimpanzee at the Detroit zoo, but once a vaudeville act, died of infection resulting from trench mouth.

Inez Ross of state relief announced that she had about 700 actors during the winter, an increase of about 400 jobs.

Triennial Conclave of Episcopal church, which opened at Atlantic City yesterday, hosted from special film tracing the history of the church.

Joseph Price of the Spiritual Psychical church, of Los Angeles, crashed by post office inspectors at his N. Y. office. Had been broadcasting over WNEW an offer to answer questions for \$1. Operates under a roving commission from the church.

Ward Morhouse, 19 best plays rag in the Evening Sun reveals "Hamlet" as tops with 42 out of 150 votes. "Rain" second at 32.

Albertina Rasch enjoying success from Hollywood in N.Y.

NRA ruling holds vaude acts must receive \$7.50 daily, but no limit to number of shows given.

J. E. Williams, 39, was assassinated with a lot of underwater film taken at six fathoms. To be worked into a release.

Under the Likas, Alcott story to be first production of Claire Trice Major's Children's theatre at the Alvin. First of a series of six.

Wife of Gov. Picot to run for gubernatorial nomination. Strong for rigid film censorship.

Christy Matthews, Jr., back in the air after a drop which caused the amputation of one leg.

Mayo La Manno, 19, the world's Harlem hot spots are pure facts for the visiting firemen. Visiting Frenchmen wanted to see one of the joints.

Put promenades win in Jersey. Court rules Atlantic City track was closed without authority and racing resumed last Friday (7). Some \$9,664,808 had been wagered at the four Jersey tracks by Aug. 31.

Lunt and Fontanne will open in Boston Christmas Day in Coward's "Point Valaine."

Bert and Bertha reveals a Mex divorce from Maria Llanos, theatre man.

Charles Drury, of the Casino de Paree, to be conductor at the Lon-

don Coliseum. Billy Rose in with Stoll on a venture there.

For Donald Heywood's "Africana," Negro revue, he promises an orchestra of 16 instruments, all new to the theatre.

Yugoslavia sets up a nudist colony with the avowed intention of building up tourist trade.

Kat Karson will do the sets for "Waltz in Fire" instead of Jo Mielziner, originally contemplated.

Now official that Ethel Barrymore co-stars with Eva Letellienne in "A Ship Comes In," the Empress to Legation's Evelet.

Mollie Picon makes her debut Wednesday (19) of next week at the Second Avenue theatre.

John Lofito, formerly in box office at "New Amsterdam," now shuffling "in at Radio Center."

Coast

Mother appointed guardian of Mary Ellen Dix, daughter of Richard Dix, who is being held in several months ago.

Mrs. Helen Mitchell obtained a Los Angeles divorce from Oliver Mitchell on grounds of desertion.

Leitch England, formerly with AP and Capper Publications, and Granville Walker, film producer, have opened publicity and artists' management offices in L.A.

Warner Leacock, player on the Coast, will wed Danny Duker, Hollywood advertising executive, she says.

Release of \$4,583 in salary checks belonging to Ellsland Land, under attachment of \$7,602 recently obtained against her by the Schulberg-Feidman, Inc., in Los Angeles, ordered by the court.

The \$500,000 suit brought by George Webb, former hubby of Esther Ralston, against Gladys Hall, writer, and Walter Ramsey, named as editor of Modern Screen, has been dismissed in L.A. They were charged with publishing a damaging article dealing with Webb's marital life.

New Lee sued for \$100,000 damages in L.A. by Marchen Jorgensen, concert pianist, who charged attack and seduction.

James D. Le Cron, assistant secretary of agriculture, has been in Hollywood studying production methods to be used in service of the U. S. department.

Faderewski has sold his 2,600-acre ranch near Santa Barbara.

Ned Sparks sued for divorce in L.A. by Mercedes Sparkman who accuses him of cruelty and neglect.

Several months ago she sued Sparks for separate maintenance but later dropped the action.

Count Janusz Zoltowski, Polish financial figure, is on the Coast studying film production.

Edith Clifford divorced from her hubby-accompanist, Carl Kellard, in Los Angeles.

Nita Cavaller, film actress, received a \$100,000 judgment in Los Angeles over Mr. Nell Wilton for slap in the face, assertedly delivered to the screen player on a downtown street.

Max Baer's ex-wife, Dorothy Dunbar Baer, has petitioned the L.A. courts to have the tag dropped legally.

Los Angeles police uncovered a bunch of stolen dynamite which they learned had been hidden within 400 yards of Mary Pickford's home for months.

Alleging that Emilio Staine, Hollywood voice teacher, the father of her child, Catherine Lowe, picture actress, has filed a breach of promise suit in Los Angeles Superior Court against Staine demanding \$100,000 damages.

When Dr. C. M. Sutton, 73-year-old physician, wrote his will on a telegraphic blank, leaving his estate to Hedwig Carls, actress, 29, he was the victim of dupe influence, according to charges filed in L.A. court.

L.A. motorist sues Patricia Havens-Montegut, screen actress, for \$10,500 as a result of an auto accident.

Roscoe Ates charges his wife, Mrs. Clara Ates, was nifty and jealous in a filed answer to his wife's suit for separate maintenance.

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Mid-West

Don Walt, musician in Ted Weems' orchestra, his wife and Ted Tracy were held up in Chicago and robbed of a ring and some cash.

Major Lohr announced that the profits of the World's Fair, after paying off the \$100,000,000 bond issue, will go to public institutions.

Herman Levever and his partner were kidnapped from Levever's South Haven, Mich., picture theatre and driven to Chicago, where they were released.

Sally Rand won a preliminary skirmish in her fight to vacate the jail sentence and fine imposed a year ago by having the sentence stay and the bond reduced from \$2,000 to \$1,000.

Chicago and Detroit symphony orchestras closed at the World's Fair.

Spanish Village at the World's Fair closed with the expectation of staying dark.

Warner Brothers issue a new contract to Ethelreda Leopold, former Chl girl.

Mrs. Gene Chaveller passed through Chicago, photoed and stored.

Morals Films

(Continued from page 1)

as more than another Haysian gesture to build up church road will. It is officially tagged a potential business-getter for the theatre, since the idea, at least at the start, is to have churches and schools send their families to local theatres on dates when the morals series is projecting. No provision right now is made for special booking of these subjects in church halls, but eventually that is likely to happen.

Under such circumstances non-theatrical aspects are conceivable, Haysites hold.

Profiting from past experience, the morals series will not be original subjects possessed of all the earmarks of a Sunday School serial. Haysites feel that anything compulsory in a reformation or Horatio Alger way would immediately draw resentment of the average kid and his parents. They must be appealed to through entertainment rather than preaching is the idea.

Screen interpretations of "Thou Shalt Not Steal," "Love Thy Neighbor as Thyself," "Honor and Obey Thy Parents" are Haysian versions of the Commandments to be screened for the youngsters.

"Thou Shalt Not Covet Thy Neighbor's" is included with "goods" substituting for "wife."

Adultery is totally omitted, Haysites avering from anything dealing with sex.

The Boy Scout theory of "Do a Good Deed Daily" affords plenty of material for the series.

As an illustration of how Haysites are going about for their material: They are re-viewing "Skippy."

In the situation where the boy's dog is assailed by the dog catcher and sentenced to death, in order to get him a reprieve the kids start money to raise the cost of the animal's license. This is deemed an excellent subject for parents in particular. To be sure the boys are shown stealing, but the father makes amends for that when he takes the blame for not having previously turned an ear toward his boy.

The fact that the father admits this fact, Hays men figure, should be a lesson to parents inclined to ignore their children.

The fact that he explains to the kids the mistake they made in stealing, even though it was to save the dog, will get the point over with the kids, they also figure.

But the fact that it's a Jackie Cooper and name people in an actual picture, instead of just a straight preaching, will hold attention, even though they may have seen the entire feature before. It is hoped.

Sinclair

(Continued from page 1)

torpise in their present circumstances.

"I see no reason for putting a man with professional talent at work digging ditches or planting beans," Sinclair said. "They should be given work for which they are fitted. We have surplus labor and ought to put them at work in their own line."

Besides contemplating a venture into film production, Sinclair expects the state to organize companies of actors who will play light-drama for unemployed colonies and to develop orchestras which will perform a similar function.

New York Theatres

86th ST. Wed. to Fri. Sept. 12 to 14 Jack Holt in "THE DEFENSE"

81st ST. "WE'RE RICH AGAIN"

JOAN CRAWFORD CLARKE in "CHINED"

Magie PHIL SPITALNY and All Girl Revue Extra! ELEANOR POWELL

LOLEWS in "FROM FRI. TO MON. JOAN MARCUS"

ROTHSCHILD

George Arlino & Loreita Young in "Stage Play" Rehearsal

Extra! ELEANOR POWELL

Extra! ELEANOR POWELL

Extra! ELEANOR POWELL

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One Man's Opinion

Charles Kurzman Says Modern American Actresses Don't Know How to Dress

Paris, Sept. 1.

Actresses should come to Paris more often, says Charles C. Kurzman.

Kurzman is not a press agent for a steamship company. He's the fifth Avenue merchant (Kurzman's) and the only reason he'd like to see actresses over here is because he thinks they could learn how to dress for the stage.

Because Kurzman's dressed many an actress back in Fanny Ward's day, its former boss thinks costuming on Broadway now is pretty awful. He wasn't referring to the costuming of the big musicals but rather the straight legit shows. When he's in New York he sees about every show.

'Most of the time they want to wear gowns that look well but don't fit the part,' says Kurzman. 'It was not like that in the old days,' he sighed. 'Everything in a Belasco production, for instance, was accurate. Nowadays, however, girls whose contracts provide for them to supply their own gowns are the ones who go furthest wrong,' Kurzman declared. 'They can't afford the money that's necessary for the right costumes. They try to skimp and worst of all, they biggest idea is to get something they'll be able to wear offstage if the show flops.

'You can't get proper costuming that way. And the producers don't seem to realize the importance of getting these things right. It used to be that stars would come over here every year or so and need somebody over who would see what was going on. If a play was to be brought to Broadway the following season, they'd see what clothes the original cast wore. The same for London productions which were to be imported.

'But the most important thing gained by coming over here is taste. So many American actresses don't know how the well dressed women wear their clothes.'

Kurzman is also not without praise for some actresses. Lynn Fontaine dresses right, he thinks. But she's the only one he could think of offhand.

Literati

(Continued from page 57)

publishers and mailed them all off the same day. Letters said, in effect, that O'Hara had written some pieces for the New Yorker, felt he had a good book under his belt, was about ready to write it and the first publisher who sent him a check for \$500 as advance for the book, slight uneven, could have it.

For a first novel it sounded hazardous, so three of the publishers thought about it, but Harcourt-Brace mailed the check the day after receiving the letter. And that made the deal.

Plummer's New Idea

A. Newton Plummer, a former newspaper financial writer, who published his own book 'The Great American Swindle' when no publisher would touch it because of its controversial matter, is now to publish a financial mag.

Will call it The American Stockholder. Publication starts shortly.

Two-In-One

Removal of the editorial and business offices of the Modern Monthly to the Broadway Central Hotel will enable its editor and publisher, V. P. Calverton, to carry on his publishing and lecturing activities under one roof.

Calverton is perhaps the most prolific lecturer in town. Since his lectures are invariably tied up with features or policies of his mag, he reasoned it might work better both ways if bringing the lectures nearer to the mag itself. At the hotel he will be able to lecture in the mag's own quarters.

'Modern Monthly became that a short time ago. Used to be the Modern Quarterly previously.

British Books for U. S.

British book-of-the-month club, the Book Guild, is making plans for an American invasion. Won't send any of its own field men over but would like to have an American representative as soon as an appointment is set.

Page Dr. Coue

Minneapolis, Sept. 10.

As a step toward 'purifying' the atmosphere at his stock burlesque at the Gayety theatre here, Harry Hirsch has Fred Oldre, orchestra leader, leading the 'congregation' in the community singing of the 'sweet, old songs' during intermission. Innovation is going over big, the customers joining lustily in the rendition of such classics as 'Silver Threads Among the Gold,' 'The Good Old Summer Time' and 'East Side, West Side.'

Hirsch, who plans to lead up to 'Glory, Glory, Hallelujah' and other semi-religious anthems eventually, declares that the community singing tends to make patrons less boisterous and more appreciative of the cleaner features of his show.

American subscriptions will be sought.

Book Guild's selling arguments to American readers, apart from price reduction and choice selection, will be the fact that readers over here will get the best British books far in advance of their American publication.

American book-of-the-month selections are usually released concurrent or shortly preceding their trade publications. Book Guild will stress that American publication of British books follows some time after initial publication in the country of origin. Getting them from the Book Guild will mean reading them long before the selections are regularly published here.

In the News

When McBride's published 'The Shadow Before,' by William Hollins, Jr., it was not especially realized that the book had a time value, but now headlines are calling special attention to it.

Book centers around a textile strike in a New England mill town.

Karsner on Brown

Dave Karsner, on the copy desk of the Philadelphia Evening Ledger, has a new book coming out on Sept. 15. It is called 'John Brown—Terrible Saint.'

Karsner previously authored 'Silver Dollar,' which E. G. Robinson did for films and also wrote the scenario for 'I Loved a Woman' whose original title was 'Red Meat.'

Lead-Mead is publishing the 'John Brown' opus.

And Another

Harry Steeger and Harold S. Goldsmith, who are rapidly building up the biggest chain of pulp mags in the country, are adding another to their list. It's a detective story monthly called 'The Secret Six,' title inspired by that Chicago organization which charged crime from the Windy City.

Robert J. Hogan is under contract to do the lead story for each issue of the mag. Will deal in each instance with a group of six who down the story's menace.

New Negro Mag

As an outlet for the serious writings of the American negro, the Black Publishing Co. will begin publication on Oct. 1 of The Metropolitan, a new monthly.

Only distinctive literature by the negroes will be used.

First issue of the new mag, now ready to be run off, goes to 56 pages, pointing to an impressive start for the project.

Book-Mag

New monthly business publication will make its initial appearance this week or next, called The Live Wire for Cash Buyers. Actually it will take the form of a book, rather than a mag, as each issue is intended for continual use.

Publisher, Oscar Boyer, Angus Adley editing.

Publicity attendant upon Upton Sinclair's nomination for the Governorship of California caused the New York bookshippers to hurriedly stock up on his book 'I, Governor of California,' for which they would like to have an American representative as soon as an appointment is set.

BURLEY BIG IN MKWEE, NEAR \$4,000 FIRST WK.

Milwaukee, Wis., Sept. 10.

Town has awakened to burlesque again, judging from the crowds storming Charles Fox's Gayety. The house grossed about \$3,800 its first week open after a four-month darkness. No big names used and house features only its eight women leads, including Tanva, a bubble dancer, and Flo Gladio, in addition to Tiny Fuller and I. H. Ham, comedians.

Fox has booked Mary Sundt out of the Star and Garter for week of Sept. 15 and high in burlesque salaries hereabouts. Sundt to collect \$200 guarantee plus 25% of the gross over \$2,500.

Bankers

(Continued from page 5)

have flatly refused to tear up its Fox contracts unless RKO would forget new boxoffice fortification and let the New York theatre set up stand virtually as it was last spring.

Expectations now are that various of the New York indie exhibitors who made deals with RKO will get their theatres back, and the original RKO houses will have Fox product.

While in the past the bankers have taken hold of many functions, in their film companies, from writing off indebtedness to spotting their own men in flicker executive posts, this is believed the first time that the money men have ever moved to tear up a sales contract and knock down a circuit build-up simultaneously.

It is now also reported that Loew's may also give up some Universal pictures.

Fox's quick deal with Loew, like with Columbia and U, were all because the distributors were getting weary waiting for RKO to make up its mind. Original intention of RKO had been to fill out by buying one of three programs (Fox, U or Col) and distributors, left in that position, hopped to Loew's on deals.

Loew-RKO breach began when the latter stepped out quietly and tied up half of the Warner pictures, all of which in the past had been going to Loew's. Warner Bros. was willing to deal with RKO, turning over half the program, because it had experienced some friction with Loew on handling of its pictures during past season.

Theatre Invasion

Another development that didn't narrow the breach a particle was RKO's theatre acquisitions this summer, invading Loew territories. While the circuits never had any agreement on the matter, in the past they were careful about invading each other's territories, exceptions being where it was okay with each other.

RKO also nosed into the front yard of the Fox Metropolitan circuit by taking over the Utica, Brooklyn, located in the midst of the Randorfe circuit.

A deal by which RKO will get the Fox product declared virtually certain to be worked out, is expected by RKO spokesmen to mean some operating or booking arrangement with Fox-Met, possibly along lines of the old deal cancelled this year when Fox sold its pictures to Loew. Fox-Met gets the Fox product. But for the Utica, Brooklyn (in view of Randolph), and for Academy and Audubon, as well as possibly other houses, some satisfactory arrangement to both Fox-Met and RKO will have to be worked out.

A meeting toward the end of last week was held in RKO with a view to straightening out its own situation, but view expressed is that a deal at least for the Fox pictures will be worked out quickly, possibly this week. Element of time is important because virtually all sales are being held up in New York for most of the distributors because of the Loew-RKO-Fox-Met situation.

Everybody is waiting to see what pictures eventually will play Loew and RKO theatres.

Metro recently sold its product to Randorfe for the first time.

As a result of the new developments question is raised as to whether or not the Randorfe-Metro franchise agreement may not be cancelled.

BIRTHS

Mr. and Mrs. Howard Chamberlain, son, in Battle Creek, Mich., on Sept. 2. Father is ambassador with WLS, Chicago.

Mr. and Mrs. Joel McCrea, son, at Los Angeles, Sept. 6. Mother is Frances Fox.

Fight Postponement Break for Hotels; Scribes Sing Song of Swindle Sheets

They Apologize

Minneapolis, Sept. 10.

After fair fans in ladies' day crowd at Nicollet baseball park here booed Donie Bush, manager of league-leading club, for taking out a pitcher, manager dismissed ladies' day. When a large delegation appeared at offices and apologized for their sisters' actions, however, the club heads relented and reinstated the girls.

These days, two of them a week, draw from 3,000 to 6,000 women at a dime a head. It would have been a break for the theatre if the abolition had stood.

Gayety, Minneapolis

(STOCK)

Minneapolis, Sept. 5.

'Gayety Follies,' which gets Harry Hirsch's stock troupe out to the 1934-35 start at this old-time burlesque stand, has the Carrol Sisters and a superior production layout to differentiate it from its predecessor. That seasons the show as a general tone, routine and material are concerned, it otherwise adheres closely to the tried-and-true, established formula and pattern for this style of entertainment.

There's the usual quota of tease stripping, hip swinging and torso twisting, and in providing this, particularly the stripping, the management is quite evidently giving the customers what they most want. The variations across these numbers tell the story. Comedy never rises above the conventional slapstick and saffron-hued level. Here again it's the blue lines and old comedy business that land approval, the laughs and applause being the tip-off.

Carrol Sisters are real blonde class in looks, figure, costuming and dancing ability. They stand out in this assemblage like a grand opera prima donna in a honky tonk. Are an asset in any show, but, hiding their looks and talent in burlesque? These girls strip, too, along with the other feminine principals.

In scenic investiture, costuming and lighting, 'Gayety Follies' stands head and shoulders above the old-time saffron-hued show. The entertainment is built along revue lines with comedy scenes and skits sandwiched in between song and chorus numbers. There are the usual popular numbers, with the chorus going the stripper principals several better in the exposure of epideemics.

Women principals include Winnie Smith and Billie Holmes, two dancers who are adept at stripping; Sally O'Day, Mickey O'Neill, Virginia Lee and Mildred Lee. Wayne and Hall are a pleasing team. The comedians, George Lewis, Sam Mitchell and Carl Bowlers, are successful in extending the laughs. Frank Smith, Lewy and Ollie Hodges take care of the straight assignments and also warble.

Rosanne, also known as Yvonne, offering the 'Fox Panther' dance as a featured attraction, is a woman of generous proportions who wears a bronze coating over her skin, and little else. The first time she is seen great shakes any way you look at it.

'Bobbie Pegrim, girl producer, who did such a good job of it last season, has returned to handle the staging.

Rock.

MARRIAGES

William Meredith, WLS continuity writer, to Virginia Bauer, non-pro, in Chicago on Sept. 10.

Harry O'Neal, president of United Remedies corporation, to Midge Convery, non-pro, in Chicago on Aug. 31.

Lola Logan to Alexander Tugwell at Tijuana, Mex., Sept. 3. Groom is a writer at the Universal studio on the Coast, and bride is a non-pro.

Tanya Gelse to J. George Wright, at Agua Caliente, Mex., Sept. 4. Bride is a picture player and groom is a San Francisco broker.

Barbara Weeks and Gwynn 'Big Boy' Williams, have filed intention to wed in Los Angeles, probably within three weeks. Both are film players.

Margaret Moss to Norman Siegel, Sept. 7 in Cleveland. Groom is radio ed of the Cleveland Press.

Shirley Vogel to Miss Idd, Kansas City, Sept. 3. Groom has theatre in K.C. Eric Lee Lee Secretary to Vincent Lopez.

Victor La Plante to Dr. C. F. Fennell at Beverly Hills, Sept. 7. Bride an actress and a sister of Laura La Plante.

When the Ross-McLarnin return match for the welterweight title was postponed from last Thursday to Friday, sports and newspapermen from out of town squawked. Then when the match was rained out Friday and set back until Saturday, visitors to Broadway on short bankrolls and no extra clothes went back home. So did some of the boxing writers, but most of that crew began rooting for more rain. Getting their wish by the downpour on Saturday, the scribes started good-timing and singing the song of the swindle sheet (expense account).

About 100 sports writers came to New York for the fight and many of them are still here with little to do but enjoy themselves in the big city until next Saturday (15), when the fast-luffs are again carried at Madison Square Garden's bowl in Long Island City. Sponsors of the event wanted to fix the date earlier in the week, but Ross said he wouldn't train on Monday and Tuesday because of the Jewish New Year. Being the champ, he won out for the later date.

Hotels Clean Up

Some visiting sports editors planned to cover the first of the East-West pole matches Saturday, out, so they started to fan. Mid-town chop houses cleaned up. So did the hotels, which report that most guests attracted by the fight and who checked out made reservations for their stay in New York.

Sports writers will have a dizzy time of this coming week's end. Because of postponements the events listed in addition to the Ross-McLarnin scrap include the start of the yacht cup contest between the Rainbow and Endeavor, final of the U. S. amateur golf championship, and the \$75,000 sturture at Belmont Park, in addition to major ball games.

Before the Friday postponement was made definite, Bill Farnsworth and Eddie Frayne, of the New York American Christmas Fund, sponsor of the fight, together with Mike Jacobs, ticket broker who backed it, huddled until after five in the afternoon before calling it off. The promoters wanted to go on with the match, assured of its financial success. More than four inches of rain Saturday made that impossible.

Up to that time the ticket sale totaled \$147,000. Jacobs stated that only \$6,000 of refunds had been requested, with the sale continuing despite the downpour. It is expected the fight will be capacity, given any sort of weather break and the gross is sure to exceed \$200,000. There are 150 rows of seats in the bowl, with 35 rows constituting 'ringside,' in addition to working press and press donor rows. All such tickets are priced at \$11.50, and it was estimated that less than 500 ringside tickets were unsold. Information as to the sale was not released by Jacobs, with agencies and the Garden stuffing off tickets of all prices.

Betting on the fight slowed up, with the odds reported from 7 to 3 against 5 in favor of Ross. The boys will remain in the city and train in gyms. First postponements seemed to be a break for Ross, whose speed made him the choice in the betting. Odds likely to be 2 to 1 at ringside. Layers are leery of knockout price, last quoted at 3 to 1.

Debs and Bands

(Continued from page 1)

Stratosphere (Rockefellers' nitery in Radio City) over the heads of much more widely known dance manuevers.

When Lud Gluskin, auditioning for the same job, engaged 24 dance couples as stooges to re-create a swank aura for the highly-touted smart nitery on the 65th floor of the RCA Bldg., that gave the idea to many of the smart nitery boys around town, east of Fifth avenue. They didn't like any stooges but invited a hand-picked group as cuffed guests to submit suggestions on certain dance bands.

Their votes carried the job, and it is noticeable to the Broadway band bookers that not only the electric line of dancability, but personality among the sax and brass boys is much to do with who lands the job.

Broadway

Low Irwin back from Coast after
 Rob Coleman trying his hand at
 broadcasting.
 Jack Leffler's mother-in-law
 passed away.
 Radie Harris back on Broadway
 after Coast visit.

J. J. Fitzgibbon a New York visitor
 from Canada.
 Zola Cowen finally had to have
 that tooth yanked.

Arthur Israel and the missus on
 vacation in the south.

Barney Halaban a more frequent
 visitor in New York now.

Jay Pagen and Mark Wailey
 have merged as p. a.'s.

Bob Weltman's little home bar-
 room is something to see.

Harry Bryant's left arm on blink,
 shipped weaving out of taxi.

Hearn's bombarding the town
 with a house organ on liquor.

Joe Termini reported laid up at
 home in Conn. with a broken jaw.

Wattie Watson, Monk's dad, in
 from, Conn., Mich., to see the sights.

Sam Dembow continues to have a
 strong preference for Schroom Lake.

Leo Blank, branch manager of
 Warner's exchange in Minneapolis,
 in town.

Theothy Morrison has just re-
 turned from a summer stock season
 up-State.

Hotels and bars cleaned up as re-
 sult of postponements of Moss-Mc-
 Larnin fight.

Frank Montague ahead and Dave
 Cauffman back with 'As Thousands
 Cheer' on tour.

Dan Dogherty's fifth arrived 'last
 week. It's a girl and he's calling
 her Dandee.

Dave Chasen back from Coast by
 motor with large lies about fishing
 at Colorado Springs.

The Rowland Fields are trying to
 improve their bridge by playing
 with better players.

Leo Devaney, Radio's branch
 chief in Toronto, in town contact-
 ing the home office.

Halley Raines rewriting a play
 that was given a tryout this sum-
 mer on Long Island.

The Williams, Edna, with sis-in-
 law Janet, back to Chi this week
 after looking the town over.

Marty Mullin and aids slipped in
 from Boston last week to take pro-
 duct deals and look at pictures.

Bob Gillham to the Coast Friday
 (?) on one of his periodical visits
 to the studio. Gone two weeks.

Bob Wilby, H. R. Kinney have
 gone back South, after preliminary
 discussions on film buys for the new
 year.

Frank X. Lynch, literary reviewer
 for the N. Y. Evening Post, before
 David Stern took it over, now p.
 a.'ing.

R. A. McCleure, of Warner home
 office, out for seven weeks with
 illness, has recovered and is back in
 harness.

Installation of 60 telegraph wires
 for Moss-McLarnin fight built up
 press request from out-of-town
 sports writers.

The glass in Charlie O'Reilly's
 office was broken Monday. But the
 owner stated said the O.R.C.C.
 head was only absent because of
 the New Year.

Hype Igoe escaped from 15
 pounds of orange by sipping hot or-
 ange juice for a straight days.
 Then he got hungry.

George Walsh's Poughkeepsie
 vaude booking office put on a show
 for President Roosevelt at Hyde Park
 on big chief's visit there.

Doyle and Donnelly back on
 Broadway, which means the resort sea-
 son is over. For the return trip
 they invested in a car \$27.50 net.

Sam Saxe, Vitaphone producing
 chief, has given Leona Olson, studio
 waitress, a chance at pictures by
 moving her into his plant's perma-
 nent chorus.

The Earl (grandparents) Win-
 garts back in their town house
 after summering in Long Beach.

Abe Stein under the weather. Says
 a customer mistook his eye for the
 radish bowl.

If the bookmakers had their way
 about it, the law legalizing race
 track betting in New York State
 would be immediately repealed.

Squawk is that majority of the
 bookies have gone through a half
 dozen bankrotes since the season
 opened at Belmont Park, L. I., last
 spring, and up at Saratoga took an-
 other licking.

Brewing for a long time, flimdom
 broke out a father-and-son four-
 some before a gallery of picture
 people up in Westchester Sunday.

Charlie Pettibohn and his 15-year-
 old Junior (the latter in new re-
 coils a week ago) wangled iron
 against Eddie McAvoy and his 19-
 year-old.

A nervous breakdown aggravated
 the more by the S. S. Morris Castle
 disaster impelled Marc Lachman to
 keep his sailing for Bermuda last
 Saturday (8), and he left despite
 the public feeling against sea voy-
 ages.

Doctors' orders for the
 Broadway p. a. to get away from
 Main street. Had been handling
 too many accounts, and most of 'em
 necessitating long calls, etc., and
 Lachman just had to get away from
 everything.

London

Columbia Pictures enlarging its
 offices here.

Pat Hanna from Australia over
 here looking things over.

The Roy Cummings and Sonny
 Miller in minor motor car smash.

Joe Rock has formed himself into
 a limited liability company over
 here.

Police after 'Chicago,' French
 hoofer who overstayed his time
 here.

Joe Phillips got into London and
 creates commotion by losing his
 passport.

Edward Harrison (Ray and Harrison)
 boasting of his English na-
 tionality.

Clayton Hutton no longer in
 charge of Columbia Pictures exploi-
 tation here.

Jack Lait in town looking over
 shows and being escorted around
 by George.

Edward L. Conne here to confer
 with Sir John Reth, head of British
 Broadcasting Corp.

Frank Zellin and Geoffrey Row-
 son have split, Rowson carrying on
 at the same office as he.

Guy Bolton has contract to do a
 musical for America, but may pre-
 fer to stay here if things develop.

Ludovic Toeplitz, head of Toe-
 plitz Productions, one of few Ital-
 ians who can write Latin fluently.

Marjorie Tiller (Mrs. Tex Mc-
 Leod) suing for divorce for main-
 tenance, but court rules against her.

Alexander Korka paid \$7,500 for
 world's film rights of Thomas
 Mann's latest book, 'Joseph and His
 Brethren.'

Richard Cardini, Jr., emulating
 Cardini pere in conjuring with cig-
 arettes. But prefers unlighted ones
 for the moment.

Universal Film's executives get-
 ting ready for Carl Laemmle's ar-
 rival from the Continent. Due in
 couple of days.

Gregory Ratoff formed a new film
 production unit with \$10,000 share
 issue, to be known as Gregory Rat-
 off Films, Ltd.

Eric Maschwitz, head of vaude-
 ville section of British Broadcast-
 ing Corp., planning to go to Holly-
 wood for vacation.

Billette Terrius (Mrs. Seymour
 Hicks) signed to play spouse of
 George Arliss in 'The Iron Duke'
 for Gaumont-British.

After opening out of town, Ivor
 Novello's title of new
 show, 'Murder in Mayfair,' as there
 is a novel of that name.

Cable sent to Gino Malo offering
 her for West-End premiere, she is
 holiday-making in America.

'Barretts of Wimpole Street' due
 at Metro's Empire early in Octo-
 ber for West-End premiere, and
 expected to stay at least four
 weeks.

Odetta Athos, recently returned
 from America, to be included in Ed-
 die Pola's new version of 'America
 Calling,' to be broadcast Sept. 13
 and 14.

Bostock and Joe Friedman,
 head of Columbia Pictures here,
 discussing likelihood of Columbia
 leasing the Adelphi as a West-End
 pretheatre.

M. M. M. now managing director
 of London Restaurants, Ltd., com-
 prising Florence restaurant, Mur-
 ray's Club and Romano's. Replaces
 W. M. M.

Forsythe, Seamon and Parrell
 wanted for the Billy Bennett unit,
 with Charlie Forsythe likely to do
 Alexander Bennett's Mose. Salary
 adjustment is only holdup.

Berlin

Heppner is just being introduced
 to German folks.

Paul Hartmann in the 'Schwarzer
 Jaeger Johanna.'

Charles Kullmann's next picture
 will be 'La Paloma.'

Helms-Wempe will play Martin
 Luther in 'Ulrich von Hutten.'

Francisco Rosay hotcha in 'Die
 Insel,' Hans Steinhoff directing.

Sigis Brink and Kurt Muehlhardt
 have leads in 'Da Stimmst Was
 Nicht.'

Sybil Schmitz and Wolfgang
 Liebenberg walk off with 'Musik
 im Blut.'

Colman, Francis, Barry et al. got
 a nice hand in 'Cynara' (UA) on
 opening here.

'Karneval und Liebe' finds Lien
 Dwyer, Mino von Dely and Hermann
 Thilmig all together.

Colors and trick photography in
 six films make up the major por-
 tion of the Europa fall sked.

Europa has an optimistic program
 budgeted for '34-'35 including 16 do-
 mestic films and a score of foreign
 pictures.

Dorothea Wieck, back from the
 coast, is being put through the
 gears of a tremendous publicity
 campaign.

Gustav Froelich, married to the
 Jewess Gita Alper, but had no tron-

ble enrolling Nazi cavalry units to
 work in his last film.

Andrews Englemann, who played
 the Soviet commissar in 'Flucht-
 linge,' has a role in the 'Insel,' He's
 Germany's Len Chaney.

'Rausch der Jugend,' 'I Marry My
 Wife,' 'Sunday Hunter,' 'Journey in
 the Morning' are some of the titles
 presently adorning the A.A.P.'s pro-
 jected program.

Lil Dagover and Paul Hoeberger
 have been cast for the leads in
 A.A.P.'s 'Ich Heirate Meine Frau,'
 Trude Hosterberg and Willi Schae-
 fers have small roles.

'Wenn am Sonntagabend die
 Dorfmusik spielt' looks like the
 'Able's Irish Tune of Germany.' It's
 now making its absolutely last tour
 of the provinces and still getting
 the marks.

Ottmar Ostermayer and Viktor
 Janzon, accompanied by the stars
 of 'A Woman Who Knew What She
 Wanted,' showed up for Stockholm
 for another exterior. Film will be
 shown here in August. Europa is
 producing.

UFA got a buzz when their Maj-
 esties the King and Queen of Spain
 showed up recently for a tour of
 the works. Karl Opitz, foreign press
 p. a. for the giant German crowd,
 ushered the royalties through the
 plant in the West Romy Manner.

Benita Wundt, 'The Fleegs,'
 starring Udet, is about ready for
 studio shots. Udet, after flying for
 the film all day, recently went aloft
 for pleasure and came near break-
 ing his neck when the ship went
 into a loop, one of Udet's trick
 spins. Udet used a parachute.

Madrid

Jacinto Grau finishing a play.

Carlos Ariches, playwright, ailing.

Harry Flemming's troupe on the
 road.

Antonio Diaz Jimeno resting in La
 Granja.

Circo Price cleaning up for fall
 opening.

Pepe Bort, actor, passed away at
 his home.

Gundel Thormann, German actress,
 vacationing.

Carol Weld in from Paris for a
 vacation in Mallorca.

Bill Carney, New York Times rep.,
 vacationing in Mallorca.

Artists and Writers Association
 reading a school course.

Francis Terval, new Universal
 News Service rep., arrived.

Charles Graves gathering material
 for travel article on Mallorca.

Requet Meller thinking about go-
 ing to South America next year.

Two Mexican bullfighters, Lorenzo
 Garza and El Soldado, the season's
 sensations.

Enrique de Rosas, actor, given
 the medal of the Order of Santiago
 by Portugal.

Betty Kera, daughter of Jerome
 Kern, back this way after o.o.-
 ing Italy.

Leonard Liebman, music critic of
 the New York American, vacation-
 ing in Mallorca.

Luis Hecidia elected 'Mr. Ugli-
 ness' at actors' benefit for local
 tuberculosis sanatorium.

Summer and vacations so tough
 on Berlin houses that one door open
 and doing his presently.

George Milburn, Guggenheim fel-
 lowshiper, getting settled to write
 that novel about Oklahoma.

Juliet Lowell, American writer
 whose real monicker is Mrs. Rosa
 Kohut Levy, sunning in Palma.

Jacinto Benavente writing a play
 for Margarita Xirgu and Enrique
 Borrás. Also finishing a couple of
 others.

Jose Maria Peman's new play to
 get its premiere in his hometown
 Cadix, a week before it's put on in
 Madrid.

Karel Mengelberg, former techni-
 cal director of German radio sta-
 tions and a composer, studying
 Mallocean music lore.

Lolita Astolfi, dancer, signed for
 opera, 'Coloreti y Barro' ('Colors
 and Mud') by the Alvarez Quintero
 brothers with music by Guerrero.

Luis Paris, writer, named gov-
 ernmental delegate in connection
 with the recent affairs. He'll draft
 plans for getting opera back into
 Madrid.

Conchita Montenegro's mother
 and sister visited her in the town
 to deny the report that Conchita
 is planning to take out American
 citizenship papers.

Motion Picture Critics Association
 of Madrid and Barcelona sponsor-
 ing a poster contest for picture
 Benito Perlojo is now reading 'El
 Negro que Tenia el Alma Blanca'

('The Negro with the White Soul').
 Margarita Xirgu and Enrique
 Borrás presenting 'Medea' and
 'Elektra' this month in the ancient
 Roman theatre at Merida in con-
 nection with the annual Roman fes-
 tival under Nivas Cherif's direction.

Xirgu and Borrás later taking the
 company to the Amprinas to pre-
 sent 'The Trojan Women,' amid the
 old Greek ruins of that city.

Vienna

Benjamin Huebner in town.

Big preparations of 'Liber' at the
 Josefstadt.

New Karl Parkas review entitled
 'How come, if . . . ?'

Tenth death anniversary of writer
 Robert Mueller.

Mary Lonsell to star in Tauber's
 'Singing Dream.'

Vera Schwartz singing for first
 time at Ronacher's.

Men in White' to open at Josef-
 stadt before Christmas.

Magda Schneider and Wolf Al-
 bach Betty in St. Gilgen.

'Street Scene' (UA) called 'The
 Angel of the Street' here.

Ernest Looser to present topical
 news scenes on legit stage.

Felix Seltzer settling in Paris
 and buying two pic houses.

Death of 'Takes a Holiday' (Par)
 retitled 'His Black Majesty.'

Arturo Toscanini in motor crash
 near Salzburg. Not serious.

Hans Wengraf reviving 'The First
 Mrs. Fraser,' starring Lily Mar-
 her.

Leopoldine Constantini to star in
 Reinhardt's 'Illography' at the Volks-
 theatre.

Film star Paul Hoeberger for first
 time for first time on legit stage in
 winter.

Hubert Marischka remaining
 president of Theatre Managers' As-
 sociation.

Paula Wessely and Attila Hoer-
 binger, both actors, to get married in
 November.

Bayern radio station considerably
 damaged in Nazi putsch, again in
 full working order.

Edward Woolf's 'Liber' played here
 under title 'Sensations-Prozess'
 ('Sensation Trial').

Negotiations under way for State
 Opera ensemble to tour South
 America in July, 1935.

Albert Bassermann cabling con-
 sent to make debut in Austrian
 talker for Wien Film Co.

Three hundred and seven fatal
 accidents here in July, including
 62 members of profession.

Oscar Roemer, who presented Ita-
 telli and Grock, trying to get Bus-
 ter Keaton for Ronacher's.

After return from the U. S.
 Reinhardt will produce 'St. Joan'
 here, starring Paula Wessely.

Young actress, Trude Rosen, is
 authoress of operetta, 'Sybille,
 Please,' score by Werner Michel.

Requet Meller returning honors
 to Franz Lehar by dedicating to
 him chief song of his own operetta.

Berndt Buchbinder completed
 symphony for jazz called 'Extatic
 Fantasy' for Jack Payne.

Hans Fallada's novel 'Little Man,
 What Now?' dramatized for Volks-
 theatre as vehicle for Hans Thimig.

Erlich Flegl planning production
 of his own adaptation of Shu-
 spere's 'Tempest' at the Kammer-
 spiele.

'Podora' dramatization—of a
 Somerset Maugham story under
 way for production under title
 'Jungle.'

Local interest shown for Henri
 Bernstein's 'L'Espoir,' which is
 opening at the Gymnase, Paris, in
 October.

Gustav Froelich in town discuss-
 ing appearance in musical comedy,
 'The Love,' by Max Hansen and
 Fritz Rotter.

Raoul Askin to act part of Wil-
 liam Shakespeare in Rudolf Hans
 Tarsch's John Smith drama, 'The
 Fox and the Ship.'

Arrangements complete to tour
 Benatzky's 'Princess on the Lad-
 der' through Switzerland, Holland,
 Rumania and Poland.

Rudolph Loewe succeeding Hans
 Ziegler as director of Stadt theatre
 in Bielitz. This is the only Ger-
 man speaking theatre in Poland.

Open letter to Federal Burg the-
 atre management advising cancella-
 tion of contract with Weyger Kraus
 owing to artist's Nazi sympathies.

Jarmilla Novotna starring in
 Oscar Straus' 'The Last Waltz,'
 with new adaptation under Leo
 Mittler in English and French ver-
 sions.

Doubts whether Salzburg's 'Don
 Giovanni' fest presentation will be
 transferred to Vienna, as state
 opera management regards it too
 costly.

Mexico City

By D. L. Grahame

High silver price benefiting him
 in general.

Joseph Heifetz due here from a
 South American tour for a concert
 series starting Sept. 8 and conclud-
 ing Sept. 12 after which he will re-
 turn to the States.

Inauguration of Palace of Fine
 Arts (National Theatre) is set for
 Sept. 16, Mexico's Independence
 Day, with inauguration of an all-
 Mexican drama, 'La Verdad Sope-
 chosa' ('The Suspicious Truth').
 There was 30 years under construc-
 tion.

Hollywood

Bred Leahy ill with flu.
 Brian Aherne trekking to London.
 Hawarth Bromley planned to To-
 ronto.

Dewey Robinson back from Man-
 hattan.

C. B. De Mille in from his lec-
 turing hegira.

Edna Laing going to England de-
 spite flu attack.

Edward Small seeking new yara-
 for Robert Donat.

Omar Kiam in from a looksee at
 Gotham fashions.

Palm Springs showing its official
 opening up to Oct. 1.

Huston, Ray, ex-vaude pianist,
 joins Al Rosen agency.

Frank Vincent flying to Wiscon-
 sin for a family reunion.

Fred Perry, world's singles ten-
 nis champ, ogling Metro pact.

Mrs. Harold Lloyd and her father
 out to vacation with the comedian.

Charles Laughton ailing, due to
 Par postpones 'Ruggles of Red Gap.'

Lefty James, the Coast's Jimmy
 Broderick, back from a New York
 Trip.

Katherine Lane quit McE's writ-
 ing staff to resume in New York
 legit.

Con Colcano, here with the Ring-
 ling show, tested by Metro for a
 short.

Archie Josephson has resigned
 from Columbia phonograph on
 Coast.

Chicago

Ben Ehrlich to the Coast.
Ed Voynon to Detroit on biz.
Joe Glazer running the Sunset Club.
Cafes playing to the best biz of the year.
A. J. Halaban in town; going to the Coast.
John Halpin in from Schenectady to see the Fair.
Eddie Peabody held over a week at the State-Lake.
Cliff Work in from New York, on way to the Coast.
Dorothy Gulman celebrating her sixth year in show biz.
Paramount Club going back to its old policy of floor shows.
Floyd L. Briggs, old time rep man, in from Kalamazoo.
Peter Donigan on a trip to Detroit about the Detroit Opera.
Ray Linton using the planes for Kansas City and Minneapolis.
Holland Engle motoring to his old home town, New York.
A. Milo Bennett agenting Wm. Mogle's "That Man, Our Father."
Sam Hramson and Lou Lipstone back from New York.
Learie Laake has two hotel units working, in St. Louis and Milwaukee.
Party at B. & K. this week celebrating the fifth year of the Fred Evans ballet.
Francis Palester moved the B. & K. costume department to the McVickers theatre.
Lloyd Lewis writing the most inside of daily newspaper reports on the World's Fair.
Gordon Peters producing the Little Theatre Stock company, opening in St. Joe, Mich.
Mickey Mayer, Rialto Mayer's offspring, back from four weeks camping trip in the Adirondacks.
Lou Cowan's ads stealing the amusement pages of the newspapers for the Andrew Karas ballrooms.
Bert Bertram to open stock again.
Jack Dempsey has been considered for a commercial program, with Al Borde dickering.

Minneapolis

By Les Rees

R. S. Cramblett, U.A. office manager, home 113.
Mayor A. G. Bainbridge celebrated 49th birthday.
Helen Manion, secretary at Universal, attending Chi. expo.
John J. Fennell and Max Stahl in New York on product deal.
Babe Didrikson in Twin Cities with House of David baseball team.
Liquor arrests for first two-thirds of 1934 more than twice as numerous as in same 1933 period.
Century advertising for "Hide-Out" plays up Edward Arnold as "Drunkard in Saddle Kick."
L. S. Gritter, formerly of Capitol, new addition to RKO sales force, succeeding M. Skutt, resigned.
Patrons can dance entire evening, see floor show and enjoy large glass of beer for dime in Spud's, loop night spot.
Harry Hirsch, owner of Gayety (stock burlesque), and his wife lost all their personal belongings when fire destroyed their lake cottage.
Cherry Sisters crashed front pages of local dailies when they joined W. A. Steffes' production of "The Drunkard" in its fifth week at the West hotel.
Out-of-town exhibitors visiting Film Row included M. Joffe, Kenyon, Minn.; A. M. Uhr, Preston, Minn.; Will Glaser, Fairbault, Minn.; A. M. Immy, Fairfax, Minn.; G. C. Blackmont, Olivia, Minn.; John Snyder, Williston, N. D.; William Johnson, Dickinson, N. D.; F. R. Thompson, Owatonna, Minn.; O. H. Schultz, Waconia, Minn.; J. G. Schultz, Jordan, Minn.

Montreal

Star scribbles take \$50 bonus.
Merrick Nutting back in town.
Lace Macklin back from vacation.
Gil Draper making good in pulp mags.
Tommy Cleary judging beauty contests.
Edward Carrier, MGM test director, here Monday (10).
Richard Manning hits three-a-week tie-up with CP-Chesteron shop here at Forum Wednesday (5).
Allan Irwin first on continent to get posed pic of Montague Norman.
George Roney trying out phone number gag on screen with fair results.
Corey Thompson m.c'ing at Imperial Children's Show Saturday (8).
Big advance sale for His Majesty's San Carlo Opera starting Sunday (17).
Harry Dehn making big dent on Main street by adroit publicity, aided by Ken Finlay.
City to meet \$7,000,000 relief unemployment, salaries etc., next week, hinting at frank taxes and increased levies among which the streets may be included.
Plan is on to beat Children's Act barring minors up to 14 from the theatres by forming clubs where membership fees cover cost of admission for Saturdays only.

Des Moines

By R. W. Moorhead

Stanley Brown, Jr., back to California for his third year at law, 17, of Calif.
John Groth, art director for Esquire, came out to the Iowa state fair for "Warmer" color.
Peggy Gray, formerly with Public units, now attached to office personnel Tri-State Theatres.
Jim Christy in town conferring with Hale Cayannan on the return of vaude to the Orpheum, Sept. 8.
Mr. and Mrs. A. H. Blank to meet their son, Raymond, when he lands in New York Sept. 13 after a summer in Europe.
G. Ralph Branton, general manager, J. J. Deitch, booking supervisor and Leo McKechney, treasurer, Tri-State, all in New York on deals.
Olivia O'Hare, formerly with Tri-State, appointed secretary of the local code board to succeed Dallas Day of RKO exchange, recently resigned.
Dick Phillips, who has been manager of the Iowa at Grinnell for Central States Theatres, now director of publicity for its Clinton, Iowa, house.
Two vacation visitors here are Ethel B. Good, secretary to Ever Cummings, Tri-State, Omaha, and Grace Gannon, with the code board in Kansas City.
Tri-State Theatres' brought the Baer-Carnara picture into the Strand for a week under auspices of the World's Fair Scandals Junior Drum and Bugle corps, and although showing such a picture in the state is against the law, there were no arrests.
Local paper did a heavy feature on the winning 4-H club farm gal, vs. Irene Tusky, appearing with the World's Fair Scandals at the RKO Orpheum during the Iowa state fair—idea being for comparisons of health habits and to show how much better it is to be a farmer's daughter and eat pancakes at six in the morning.
Two Iowa girls, Rosemary Lane and Harriet Hilliard, are outstanding candidates for coronation as queen of radio at the Madison Square exposition. Rosemary, of Waring's Pennsylvania, is a sister of the late, Leota and Priscilla, Mulligan girls of Indianapolis, Ia., and Miss Hilliard, formerly of Des Moines, is with Ozzie Nelson's band.

Kansas City

By Will R. Hughes

Blanche La. Bow, local vocalist, being featured by the Jess Kirkpatrick orchestra, now at the Muehlebach.
Landon Laird, dramatic editor of the Star, pinch hitting as a picture reviewer during Jack Moffitt's month's vacation.
Eddie Schuch, orchestra director at the Majestic, has joined the "Bovary" stage unit, and his place is filled by Erling Knutson (Earl Kaye).
While the wife of "Pretty Boy" Floyd was making personal appearance at the Majestic, it was rumored that her husband had been in the theatre to see the show.
Nothing definite as to the legitimate season at the Shubert, Ray W. Winton, manager, is not expected to return from his eastern vacation trip until late in October.
George Baker, manager of the Newman, is getting a reputation as a connoisseur of films, cameras, and other old and odd articles. Almost impossible to get George past a pawnbroker's display window.
Fall racing season has been abandoned, William W. Kane, general manager of Riverside track, says a spring meeting will be held. Lack of water at the track is the reason given for calling off this year's event.

Baltimore

By Albert Schapper, Jr.

Ted Routson has built Public beer-guzzling contests latest fad.
Eddie Sherman a weekly visitor these days.
Don De Glesse 12-piece ark onto Southern Road.
Phil Emerson's ark (Fred Robbins owned) into Garden Road.
John Einkienzo will operate Grand In. Volant, a new general manager of Riverside track, says a spring meeting will be held. Lack of water at the track is the reason given for calling off this year's event.

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Pittsburgh

By Hal Cohen

Dick Ward back in town.
Will Ryshanek back at the Schenley.
Eddy Duchin slated for a one night at nearby Greensburg.
Morty Henderson has switched from selling to dance promotion.
Hagenbeck-Wallace show back for return engagement at two days.
Dick Powell parking the body for the week at the John Harris penthouse.
Sunny O'Dea in town visiting the family following her lengthy London engagement.
John O'Hara, current best-selling author used to work here on weekly Bulletin Index.
Husk O'Hare has laid two grand on the line that the Tigers cop the World's Series.
Ted Levitt blew into town with his gang a day early for some intensive rehearsals.
Jackie Heller and Chickie Moss home to spend the Jewish New Year with their families.
Eddie (Nuts) Kaplin, last season's comedy star at Variety, set for his first year.
Garrett Cupp in town beating the drums for the Chic Sale show, "Elephant on His Hands."
Herman Laverick has landed in New York with RKO's story department as a reader.
Ruth Tate, ex-chairman at State in Washington, George Tyson's secretary at the Alvin.
Al Golden, variety producer, and local playwright of same name, getting their mail now from annual golf tourney at Brackenridge Heights, C. C.
Blanche and Dorie Caron, last here in Eddie Cantor show, back for fortnight stay at Towne Club.
Harris Middleton's band, with Shirley Heller, Jackie's kid sister, as soloist, booked into New Penn.
Bill Brown, Tarentum exhibitor, hosted film show's annual golf tourney at Brackenridge Heights, C. C.
Former Patricia Dorn of "Walk a Little Faster" and other shows, now Mrs. Bill Kelly, head of INS bureau here.
Mrs. Irma Flanders, widow of Art Flanders, former WB salesman in Denver and daughter visiting friends here.
That new baton job at William Penn has been won by Jerry Mayhall, who has all the pockets removed from his dress suits.

Duluth

James Watts

Project afoot to beautify Duluth waterfront.
Seven days of intermittent rain boost theatre biz.
Greyhound tea rooms open season with string orchestras.
Dr. Harad, psychologist, new broadcaster over WBEC.
Charlie Dawn ends vacation here and back to Chicago American.
Robert Whyte back from summer orchestra season on Isle de France.
Fairs, fairs, everywhere—state, county and community. Attendance good.
Sig. Blackmore, operator of Granada, month motoring in Canadian northwest.
American Legion sponsors western rodeo Sept. 22-25 at International Falls, Minn. Animals from Hack Rosenthal ranch at Itasca, N. D.
Duluth Symphony ready for season under baton of Paul Lemay, associate conductor of the Minneapolis Symphony. Recently closed series of broadcasts from WEBC over NBC hookup.

Indianapolis

By Bill Kiley

Jimmy Hall still at Showboat.
Carl Hartill's wife out of hospital.
Variety Eight return for another week at Trees.
Frank Royce is driving back and forth from the Trees.
Frank Gladden down from Chi with his booking lists.
George Leander is on crutches, but back to work at Fox.
Jack Dempsey referees boxing match at Perry Stadium.
Severin Sternsiders move from Severin Road to civic pit.
Carl Niesse walks out in the street when passing a hat store.
Sterling Wilson still holds title of "best dressed" man along Film Row.
Tom Devine booking Cal Callo-way for opening of Indiana Ballroom.
Joe Nager has his hand in gauze since leaning against a stove at Variety Club picnic.
L. M. Halperin has moved his office back to the Indiana, after spending the summer at Circle.
Charles Olson deserts his cottage at Lake Wawasee to oversee opening of stage shows at the Lyric.
A. C. Zaring enjoying life since selling some stock over to Manny Marx, his new partner.

Stroudsburg, Pa.

Marie Budde at Pocomo Manor.
George Hall's band one-nighting Griffith Davies on Philly's WIF.
Dorothy Waldo Phillips (WCAU) at Skypot.
Borrah Minevitch one-nighted at Dorney park.
Royal Dance band now at Penn Hills tavern.
Every road leads to Penna State Police Rodeo.
Frank Guy Armistage at Pocomo Nutrition Centre.
Schillinger's ark succeeds Lynn Christy's at Cleo's.
Camp "Tammintion" Players closed with a "Jambouree".
Leon's Hill Billies (WCBA-WSAN) at the Kirkwood.
Bart Dutton's band played for the Wolf Hollow Country club ball.
Daniel Healy, Jr., of Philia Opera Company, in "The Goodbye Girl" in George Grollman left Nick Nichols' ark to join Milton Spielman.
All resort mail carries stickers, "Flamingo Follage Time in the Pocomo."
Mickey Maguire and Ruth Marion with Bernie Whiteman's band at Teddy's tavern.
Alan Correll Doris Day, Frank Reckless and Carlton and Juliette part of Indian Queen's floor show.
Earle R. Lewis of Met. Opera presented six opera stars, five radio artists and others in the sixth Duck Hill Follies.
Mrs. Gifford Pinchot had Paula Shay's Shawnee summer theatre group present "The Tighthead" at her Milford estate.
Rev. Percy Crawford, WMCA-WIP Church of the Air, proposes radio station at his resort house. Pinchot in New York.
Almost a half million dollars cleared through local banks exchange following record-breaking Labor Day resort week-end.

Seattle

By Dave Trepp

Nancy Herring in town from Victoria, B. C.
Henry Ross back from vacation at Long Beach.
C. A. Swanson and family moving to Seattle from Everett.
Mirako Takayoshi and the Mantells to Klamath Falls for theatres.
Fay Courtney failed to open at local club upon her return to U. S. from Shanghai.
Orville Knapp orchestra coming to Club Victor, opening Sept. 11, after Grant hotel, Santa Monica.
Longacres ends 60-day successful season; near \$2,000,000 in betting; daily attendance, 5,000.
Harold Murphy in from Olympia, where legislature will soon bow the town. His son, Dixon, coming in to the U.
Harry Warren, drama ed of Portland News Telegram, with bride, passed through Seattle en route to B. C. on honeymoon.
Joe Daniels booking "The Drunkard" at the Grand Theatre, 8-7, for show tour of N. W. playing hotels in the States, and theatres in B. C.

Milwaukee

Billy Keaton held over for fourth week at Fox Alhambra as m.c.
Davidson opening set for Sept. 17 with "Mikado." Probably \$150 top.
Vivian Gardener, radio writer for the New York vacation in New York.
Futuristic ballroom reopened Sunday (9) with Art Kessel and Billy Baer bands. At same time the Modernistic closed.
Thieves carried half-ton safe from offices of Milwaukee theatre, plugged drill into lamp socket in foyer and cleaned the box for \$10,000.
Ralph Wettstein has opened the Paradise with a new "Drunkard" company headed by Oscar O'Shea, former stock producer here. Two-bit cover charge.
George Leander, 76-year-old former newspaperman and an Indian fighter in his youth, called to New York NBC offices for try-out to tell old-time yarns. Last conducted column in News.
Theatre re-opened Friday (7) after being dark four months. His resumed old policy of German language plays, with well billed, supplemented by concerts and any other attractions Margaret Rice can book.
Streets of Paris' show with \$5 in cash has opened three weeks' engagement at Schroeder hotel in whole stage by Andre Lasky. Role cast working undressed, which is barred by police on regular theatre stages, but in hotel it's art.
Paul Ash has returned to his home town again. He is master of ceremonies at the Milwaukee Wisconsin Roof dance hall. Three orphans, including Ash's, are being used, Ash, before he became an m.c., was church organist here and his real name, Paul Aschensbrenner.

Exploitation

(Continued from page 19)

the eyes have been routed out to give a solid white except for the pupil, and it stands out from the halftone in such a fashion that the effect is actually riveted to the face as the sheet is exposed.

It's uncanny in a way and suggests that large faces in newspaper ads may be similarly treated. Perhaps Waugh has or will use the trick for Sunday ads. It's certainly a winner. Cut selected should be the uniform grey of the halftone with the eyes slightly above the center of the space. First time used it will kill anything else on the page.

Capitalizing Curiosity

One manager has solved the underline problem with a window shade. Letters the coming attraction in water color on a machine oiled shade which has its catch tricked so that it will not hold. Shade is hidden in shadow box and a pendant tassel reads: "If you want to see the coming attraction, pull." A tug brings the curtain down, but it flies out at the moment it is released. Seems to impress the coming 'tittle more strongly than when it is more prominently displayed. The break comes so many persons pull the shade that it is on display practically all of the exit time.

Same manager has idea, out front with Reasons why you should not see —, with the title of the picture. Shade told, "There are absolutely no reasons why you should not see —," which the laugh that so often sells a ticket.

For another curiosity raiser a line cut was made of an advertisement, but the message was in reverse, so that the entire display was shown in reverse. It was printed in copying ink (not hektograph). At the bottom was a clean sheet of white paper. Dry off excessive moisture, press this sheet lightly face down and run lightly.

Following instructions gave the advertisement in its proper form. Just an adaptation of the "hold to the mirror" gag, but because people had to go to some trouble, the message sunk in. Read by many who would have tossed down an ordinary throwaway.

Busy in Europe

Joe Weil of Universal writes from Lucerne that in some ways European countries are doing bigger and better film advertising than we are in the states. Take exhibit Vienna, where trolley cars carry neon light signs on the roofs, which is something that has not yet been thought of over here.

He finds in all countries visited a tendency to bill strongly and to build up on this with stunts. It's different from what it used to be. At the time when exploitation was almost went mad over exploitation, the establishment of the Paramount staff of exploiters, European theaters, with the exception of a few hustlers in Great Britain, politely and firmly declined to do any extraneous advertising beyond a small newspaper ad, occasionally, a poster on the housefront. Today most countries use exploitation stunts almost as freely as their American cousins, and in the states, at least, have gone beyond us. Starting flat, they have improved on the original.

Which is just another way of saying that exploitive ideas pay in all languages, including the American, and the man who saves his business conscience with the argument that it is just a waste of money is losing opportunities.

Ill-considered advertising does not pay, but it takes sales arguments to dispose of mere tickets than the minimum. It's all a matter of effort.

Treasure and Costumes

Waterloo, Ia. Patterned after the famed scavenger hunts of the elite select and exclusive clubs, the management of the Strand theatre appealed to the kiddies recently in a Saturday morning splurge to solve the mystery of a certain zone. It is supposed to urge them to the utmost in endeavor, and yet the head office sets an example with a slovenly job and negates the precepts. Managers feel that if the kids send out a half-pinted plea it is not particularly interested in exactness.

Naturally, the zone manager is too busy to give his personal portion to so many minor details, but he should not be too busy to give

that his assistants are carefully selected. They should be drilled in exactness.

Matter becomes even more important where the mimeographed material goes to the public as advertising. Generally, only the smaller ones are forced to resort to the duplicator, so that this becomes practically the sole approach to the patron. If the pressure is through, or the letters splochy, or the poor impression is too much ink, or the material is smudged after the impression, the result will not be a sale. It may even unmake a sale.

Mimeograph operators should be instructed to throw out all imperfect sheets, and they should have impressed on them that imperfection is anything that results in an impression less legible than good typewriting.

Made a Map

One of the stunts being used on Jean Harlow in "The Girl From Missoury" is a map of the United States in a show window with pictures of Miss Harlow and others among the Metro stars on ensels even from ribbons running to their birthplaces, with Miss Harlow's ribbon landing in Kansas City. Using stars outside of the picture being shown is apt to be a bit confusing, but it is a good gag if only members of the cast are shown. That ribbon stunt always seems able to get itself over.

A good variation on this is to prepare cards, if the action moves about much, to tell what part of the action occurred in each city. For example a ribbon runs from New York to a card lettered "New York" where Jim and Marion meet and their romance began. Similarly the card and ribbon spot other points in the story. If the area is limited a large scale map of the United States, or even a map of the city, if it is a large place, with the different spots pointed out where the action occurred. In the latter case be a bit vague in spotting the pins or some bright person can bring suit objecting that the pin indicates his residence and the statement that this was where the murder was done is a libel.

Road maps can be used for automobile stories and even a detailed plan of a single house or apartment can be used to illustrate the points.

Big angle is that the approach is different from the usual window card and the average man likes to puzzle over such a layout.

Color Absorption

Much can be done with color absorption through the production of odd effects. For example, one theatre displayed a sign with red letters on a white ground. Effect was obtained by pasting letters cut from old bit of red gelatine medium to a sheet of glass and backing this with a shadow box with a white back. Lights flashed on the letters turned to black against a green ground. Slow flasher was used and the effect had a lot of people puzzled. Red and blue will give a purple letter, blue and yellow a green.

Same device was worked in another theatre. Lights were turned pasted to a white ground. In this instance the lights were in front of the lettered panel and the colors changed as the lights went on. A little experimenting will give a number of combinations which may be used.

Another scheme is to use a board with the lettering cut out and backed with gelatin; take red again. The board is painted to match as nearly as possible the red of the medium. With the back lighting of the board is apparently blank or can be lettered in white with sales copy such as "You will never forgive yourself if you miss —, to be shown here next Monday and Tuesday."

White flasher on the back will bring up the letters of the title in bright red, blue light will give a purple letter and green the black. All takes a little time, but if it can be done, this puzzle the crowd, it will prove to be worth while.

Plugging the Carney

Old-timer who was confronted with a carnival for a week at a time on every admission counted, figured on waging a war to end all wars on carneys. He knew a lot of men who had worked around these affairs but who were out of work with the prospect of coming into a job. He got one to come up and bring a crooked spindle.

This was set up in the lobby with the offer of \$5 to any person tabling a winning spindle. No money was to be put up for the sign above the device clearly stated that the affair was crooked. Only stipulation was that one number remain unopened, this number was changed for each spin. Invariably the "house" number won.

On the stage at each performance the operator made a brief talk about the various spindles. He was careful not to mention the coming car-

nival, and as cautious to state that not all wheels were crooked, but he gave the lowdown on most of the popular devices, told how they could be tricked, and left his hearers with the general feeling that it was not a good gamble. He added that crooked wheels could be made to win, as well as lose when it was figured that a sure bet against the wheel would freshen business.

As a result most persons laid off the concessions when the carnival came along, and it's safe to say that it will be some time before another is brought into town. "The auspices" were told how they, too, got stung, so they are not as sore as they might have been. Gag worked so well the lecture to be repeated the week ahead of the county fair, as a reminder.

Rides In

Capitol, N. Y., gets a nice ad from the Cosmopolitan mag. It's a circulation appeal with one section of the following given over to the announcement that more pictures were made from the Cosmo stories than from any other monthly. Bottom of that section shows the Cap. front lettered for "Operator 13". Not mentioned that it's the N. Y. house, but regulars will spot it and be impressed.

In passing it's a swell argument for the Cosmo.

On Wheels

Gag good for any notable title was worked at the Rialto, St. Louis, on "Here Comes the Navy". Perambulator was a sleigh with small wheels on for a motor. Body was bannered with "Take a street car, take a bus or even take a sleigh, but don't miss, etc."

Sleigh got attention where any other conveyance might not have brought a whimper.

Getting Free Hints

Wise old bird has just formed a scheme for getting plenty of action out of his exploitation on pictures. He has a weekly contest for the best letter on his campaign for the previous week, giving the contestant an entire week in which to write out his ideas. Letter must cover two angles formed by the questions, "What do you think of our campaign?" and "What would you have done to improve it?"

Believes that it will not only center attention on his selling effort, but with a consequent improvement in sales, but he now and then gets an idea good enough to work on some other picture. He knows that few gags are applicable to only a single picture.

Works out in a variety of ways, one recent letter suggesting "I would have given a ticket for each offer, at least 10 days in advance of the picture." Manager went right over to the merchant who has refused several co-operative suggestions and handed a stunt for the following week.

Another good gag is to put a press book in the mezzanine with an offer to pay a ticket for each offer, the suggestion to be submitted at least 10 days in advance of the picture, with the book available three weeks ahead. Is used for only one picture a week, but is likely to sell, and frequently he develops workable material from these volunteer aides.

Not made of useful stunts and if they are used on later pictures a pass goes to the originator, even though it may be done several weeks later.

Took It Upstairs

Getting away from the usual Harry Black, of the Rialto theatre, Glenn Falls, N. Y., used a yacht on top of his marquee both for an advance and the current on "Down to Their Last Yacht."

The boat was a small strip draped the run of "One More River" and sailed without the side curtain when the picture opened. It is so well painted that from the photographs it is difficult to judge whether it is profile of built up, but it looks a little as though Black had had built his yacht on top of placing a profile deckhouse on top of the painted and masking in with cloth for the hull and the water. The latter trick is usually to float the yacht above the flimsy rigging of the marquee. Lighted by bunch lights at night.

Particularly useful for "Yacht" can be worked for other maritime pix. Black says it made coin for him, but then his stunts usually do.

Bowery for Mac

Press book for "Belle of the Nineties" is no longer yet, but if the exploitation section omits the suggestion of a tough vaudeville show, put one in anyway. The west is quickly catching the "Bowery" units, partly at any rate, suggested by the earlier West pictures. Easy to set one up for yourself.

Basics of the show is simple to provide. Needs only an olio drop unless you wish to have dancing, but if possible you should add a rag dance as done by Chuck Connors and his girl. It's merely a show with the dancers' bodies well applied to the rest of the chin (Continued on page 63)

OBITUARIES

BEN HARRIS

Ben Harris, 68, died Sept. 9 at the Wilshire Rest Home, Los Angeles. He had been ailing for several months and sustained a paralytic stroke Aug. 24.

Harris went to the coast about 12 years ago following his long career in Atlantic City, where he had been manager of the Apollo theatre, and for a time Young's Pier. The Apollo was then the premier house for most Al Woods and Dillingham shows. Sunday nights he ran vaudeville concerts with great success. He was at that time the only franchise holder of the Keith Booking Office.

Harris began to fall about two years ago, when the crash of the Guaranty Trust Co. of Hollywood wiped out some \$12,000, a major portion of his life savings. Body is at the Malinow Simon funeral parlors in Hollywood awaiting word from New York as to the disposal of the remains. George M. Cohan has been asked to locate his brother in the metropolis. Cohan had been keeping an eye on Harris through I. B. Kornblum.

Harris was unmarried.

TOM BUCKINGHAM

Tom Buckingham, 39, film writer and director, died Sept. 7 at the Queen of Angels hospital, Los Angeles, following a major operation. Buckingham had been either writing or directing at Hollywood studios for several years and had written around 50 scripts and directed 11 films for major studios, principally at Warners, Universal, Fox and Pathe.

He was suddenly stricken while working on the script of "Concealment" at Warners and rushed to the hospital for an operation and died soon after coming out of the anesthetic.

He is survived by a widow, Jan Ridgeway, former film actress.

JAMES E. MITCHELL

James Edward (Jim) Mitchell, 42, Los Angeles Examiner film columnist, died Sept. 7 at the Hollywood hospital after a long illness.

He was born in Henshaw, Ky., and had worked on newspapers in Arizona before joining the Examiner 11 years ago. He was forced to retire a year ago.

Survived by his widow, Mrs. Georgia Martha Mitchell, a daughter Barbara, 17, and a son, James E. Jr., 15, and his parents, Mr. and Mrs. Robert Mitchell, of Paducah, Ky. Funeral services at which Robert Hughes delivered an eulogy were Monday (10).

RALPH J. LEVY

Ralph J. Levy, 49, died Aug. 7 in Salt Lake City, Utah, following a several months' illness. Burial was in Los Angeles Aug. 13.

Levy was an actor, time professional manager for the Joe Stern Music Co., in New York; also manager of George Young, professional swimmer. A few years ago he handled exploitation for Sid Grauman at his Chinese theatre in Hollywood. Later he was associated with J. C. Houck Advertising Co. in Los Angeles, and at time of death was connected in an advertising capacity in Salt Lake.

He is survived by his widow and a brother, Harry.

HAROLD S. DANIELS

Harold S. (Harry) Daniels, 62, in his earlier years actor, theatre manager and dramatic and music critic for the Syracuse Herald, died from a stroke in Detroit, Mich., Sept. 6. In after life Daniels had been active in the general advertising field in the mid-West. Survivors include William A. Danforth, brother, veteran light opera comedian.

WILLIAM B. WILLIAMS

William B. Williams, 75, former vaudeville and minstrel actor, died of a heart attack in his home in Montclair, N. J., September 3. He had spent over ten years on the stage before establishing the

mail order house, which bore his name and of which he was president, at Montclair. He toured the country with the Columbia Quartet a unit of the Primrose, Thatcher, Dockstadter and West minstrel show. After that he played a black-face comedian in vaudeville from 1912 to 1915.

Surviving are a widow, a son and four daughters.

EDDIE VOSE

Eddie Vose, 44, died at the N.V.A. lodge, Saranac, Sept. 3, of heart trouble after an illness of three days. A health seeker in Saranac for over seven years, he had mastered all other ailments.

For 17 years he was connected with the vaudeville act of Fields & Lewis, he also worked with Jack Fields as a vaudeville agent. Just before returning to Saranac some two months ago he was connected with the Democratic Party, working for the late Eddie Ahearn.

Interment at Buffalo.

FRANK GERSTEN

Frank Gersten, 60, retired theatre owner, died of heart disease Sept. 6, in New York. He was stricken on the street, expiring in a nearby store to which he was removed to await the ambulance.

He built the Prospect and Royal theatres in the Bronx as well as several in New Jersey. His first contact with show business was with Barnum & Bailey. He retired from active management about two years ago.

Survived by his widow and three sons.

JOHN H. KLINE, JR.

John H. Kline, Jr., 19, of Charlotte, N. C., assistant animal trainer in charge of the elephants for the Howie Brothers Circus, was run over by a truck and killed as the show was leaving Martinsville, Va., Aug. 30.

Survived by his parents, a sister, and a grandmother.

LEON BLANK

Leon Blank, 66, favorably known to the Jewish stage as a tragedian, died Sept. 8 at his home in New York, of a heart ailment. He was stricken in Philadelphia last spring while playing an engagement there.

Survived by his widow, Lena, a son and daughter-in-law. Funeral the following day under auspices of the Hebrew Actors' Union.

Wife of Maurice Kahn, Marie, 29 died September 4th at New Haven General Hospital, of injuries resulting from an auto accident at New Haven, Conn. the same day. Details in the moving picture section of this issue.

Nelson A. Abbott, 66, Chittanooga hotel proprietor and father of Ruth Abbott, dramatic actress, died suddenly Sept. 3, following a heart attack.

Salvatore Scardigno, former band director in Hudson and Middletown, N. Y., died Sept. 1 in a Middletown hospital.

Father, 58, of Stanley Smith, legit and picture actor, died Sept. 4 in Salina, Kans., after an illness of several months.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. FORWARDS, ADVERTISING OR CIRCULARS LETTERS WILL NOT BE ADVERTISED IN ONE ISSUE ONLY

Devanny Hollis
Poster Billy
Green Carl

Morley Yvonne Mrs
Parker Robt
Shel

DOROTHEA ANTEL

226 W. 72d St. New York City
CHRISTIAN CARRON

especially to suit the personalities of the Profession.
Agents wanted to sell my cards and stationery. Write or call for details. Liberal commission.

I. MILLER
INSTITUTION & INTERNATIONALE

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1552 BROADWAY

CATER

(Continued from page 60)

Urcia Casino on their return after a seven months' stay in Buenos Aires.

Sept. 1 marks the effective date of the new law regarding the use of the obligatory of 10 meters of Brazilian-made soundfilm in each program. It is expected that as more local organizations are prepared to take care of the supply necessary, the enforcement of the law will become a matter of time.

The Carlen audiences are now enjoying the singing of Lily Pons during their present opera season at the beautiful Municipal opera house. Tito Schipa also appearing in Brazil, at the Sao Paulo Municipal opera house. Sao Paulo is well known as the Chicago of South America, a very important industrial center.

Long Island

By Joe Wagner

Polo. Mincola Fair next week.

Flower Shows on North Shore. Louisa Werba on the go at Jackson Heights.

The Red Barn venture in Locust Valley drew big.

Jack Dempsey around the Island at a great recent year.

Big at the Rockaways a flop. No Mardi Gras this year.

Van handling the auto attractions at eastern fairs.

Wesley Hammer patting the Cross Bay Speedway at Ozone Park.

Long Beach is spending money to get the summer residents to stay at the resort all year.

The Van and Schenck Club in Ridgewood is holding its annual carnival and reunion.

The Huey H'Long medal for that Sands Point Bath Club affair is still being sold by the hundreds.

Albert R. Bently, editor of the Post-Washington Post, wants a seat in the upper house of the State Legislature.

Exploitation

(Continued from page 62)

on the partner's shoulder. At intervals the dancers pause to shift to the other shoulder. Very tight trousers (probably a cheek), and a short coat and battered derby for the man and a dark skirt and a blouse for the woman.

Build this up with whatever talent you can command. Stand, dress, general style. Southeers wear short billowy skirts of cheap material, singing in loud and broken voices. Men are seedy and not clever or cleverly awkward. If possible, get a Beef Trust line of heavy girls in loose tights. Must be tight to conform to ancient usage. In the '20's everyone from the front doorkeeper to the stage doorman would have ridden in the wagon had any of the girls been barelegged.

Cater with a general air of toughness, without marked vulgarity, and you can produce a show that will have them doubled up. Good as a prologue, but better the week before with the presumptive stage manager with slicked down hair and handkerchief mousethroat coming out to announce next week's program.

Local Appeal

Frequently a local condition will yield an attraction better worth while than a double feature or any shorts. For example, if possible, get preparing for a second year of spelling bees for Friday nights. It started when one of the two grade schools in town almost won the county championship. The word for interest and in the fall the theatre started the stunt with the suggestion that more practice might bring perfection. Each school entered a team of 10 pupils and each week after the regular show, they "spell down." Enough of a fluctuation to keep interest alive.

Might not appeal to another town where the crowd is a basket ball team which won state honors. Here the pull is a contest eating the ball with individual entries, the idea being to develop latent talent. Captain of the champion team, the boys and keeps a close eye on the best of them.

House near a golf course in a larger community a weekly putting contest, all being required to hole in one at a distance of 20 feet. Men and women alike line up, and there'll be a silver cup awarded at the end of the current putting season and then the winter contest starts.

In one town it's harmonica playing, and in another marbles, while a third spot is daffs about chess with a championship contest (third year) due to start in November. Here the play is shown on the back drop with hanging men, somewhat similar to the cards used when an-

Saranac Lake

By Happy Benway

Are you writing to those that you know that are sick? Even a postal note to a try stranger is better.

Among the minstrel boys that visited the lodge were Mickey Arnold, John Gerald, Gabby Bros., Rudy Huff, Art Leamy.

David Barnoff and R. C. Patterson, Jr., were seen callers, ogled the lads and exchanged hellos with every patient in the lodge.

Raybrook and Gabriel sanatorium have both received Skill Games sponsored by Jerry Vogel of the Frank Grumit Songs Co., N. Y.

Leonard Grotte, who mastered a mess of run-down system via the fresh air route, will be seen managing his theatre on or about Oct. 1.

Cecilia Hefermann, ex-Norfolk, Va., chorister, left the san at Rutland, Mass., and will continue the pneumonia-thoraxing at her home in Boston.

Doris Gascoigne (Royal Gascoigne's), who left here some time ago to try strange zoning, is back at the lodge for a mess of original Adirondack dais.

Paul Denis, dramatic and vaudeville critic, vaudeville at Casparyana for a week-end, stopped off long enough to say hello to the game at the NVA lodge.

Newcomers who are on the pick-up side of the ledger are Bert Ford, Hill Kelly, Irving Horn, Charlie Bloomfield, Rosalie Sussman. Most of them are knocking off their meals in the dining room.

Wm. Morris, Jr., is un-laxing a two weeks' vacation at Camp Internationalism. The boy may fish, but that's doubtful as he has a California reputation at stake. It's reported that he will just lax.

Saranac's mother, Mrs. William Morris, goes on a rampage, 10 patients entertained at Newbury's five and dime. Coffee and doughnuts were in vogue while the mother of Saranac yelled out, 'Let them dunk all they want! What a mother!'

N.Y. State Fair Tops

Syracuse, Sept. 10.

Final audit today (Monday) fixed total attendance at 1934 New York State Fair at 248,511. Auto racing card yesterday accounting for 23,335.

This year's draw largest in last 15 years and surpassed only twice before in fair's history.

FIGHT SUNDAY FAIR

Church Party Suit to Close Reading Fair Extension

Reading, Pa., Sept. 10.

Church and Sunday school organizations here are threatening court action to prevent Sunday opening on the final day of Reading Fair, Sept. 16.

Usually the fair opens Tuesday and closes on Saturday. Last year, with three rainy week-days, the fair continued on Sunday, doing big business.

The management decided on eight-day schedule this year, cutting out the preliminary free admission Sunday and starting Sunday morning, Sept. 9, and closing 16th. The church people meeting Saturday (8), were too late to act for the first Sunday, but are talking about a suit to prevent opening next Sunday.

Fair management said Sunday policy was adopted as a means of helping fair out of red for the past two or three years.

N.H. Arena on Block

New Haven, Sept. 10.

Arena, located on Main street, drew an offer for \$275,000 under the auctioneer's hammer (7). Spot, appraised at \$400,000, was operated as sports palace, and also housed operas, concerts and indoor circus talent.

Arena was built and operated by Nate Fudobler, and the resale figure was offered by a committee of local holders seeking to reorganize.

RECORD SNAPS

Centon, O., Sept. 10.

Nearly 30,000 people packed the Stark county fair grounds Labor Day, the opening of the 85th annual Stark county fair, to set an all time attendance record on an opening day.

Other theatre was hot about bridge. It's the local appeal stemmed up high pressure, and that's worth more than most pictures for a dead night.

ON TRIAL FOR LIFE

Fake Zulu Faces Murder Charge in Pa. Court

Waynesburg, Pa., Sept. 10.

Ed Jones, 63, of Los Vegas, N. M., who came to Waynesburg as the Zulu man in a circus sideshow, went on trial this week for the murder of Omar Eddings, elephant caretaker, who died as the result of being struck over the head by Jones during a quarrel here last July 25, when Leo Bros. circus played here.

Plenty in Pooches

Portland, Ore., Sept. 10.

Greyhound racing held in Portland under the auspices of the Multnomah Kennel Club this year netted the state of Oregon \$84,474. The sum represents the states 2 1/2 per cent out of the mutual handling, license fees and miscellaneous items. The amount of money realized this year exceeds by \$24,100, paid to the state by the Greyhound Club last year, and surpasses the total received from both greyhound and horse racing in Multnomah county last year.

A total of \$2,618,264, passed through the mutual fundings. It exceeds the wagering of last year by \$914,318.

The success of the meeting will result in more that \$31,500 being given to the Pacific International Livestock Exposition and a like sum to the Oregon State Fair. More than \$21,000 will be distributed among various county fairs.

Tenting the Carolinas

Charlotte, N. C., Sept. 10.

Gorman Brothers Circus is in North Carolina, playing its first booking in the South. It has just had a month in New York and earlier dates in Pennsylvania and the New England states.

World Brothers Circus, with the Buffalo Range Wildwest, is also in North Carolina now.

Looking Ahead

Des Moines, Sept. 10.

Gub fest and angling for 1935 county and local fairs of county fair managers throughout Iowa scheduled to be held here Dec. 10-12.

Convention this year is expected to be of interest in that the majority of fairs did much better during 1934 than they anticipated.

RESORT IN ASHES

Portland, Ore., Sept. 10.

Smoldering ruins mark the site of Rockaway, Oregon, principal business district. The ruins of an early morning fire, which left the beach resorts business concerns homeless.

BLACKED UP

West Union, Ia., Sept. 10.

Fayette county fair, northeastern Iowa, went into the black this year, receipts for three days going above totals of last year by \$1,500.

Picture Production Gets 'Em

Old Local Picture Gag in Big Money at Canadian Fair

Toronto, Sept. 10.

'Top-grosser at the Canadian National Exhibition under the Grubbery concession contract is the Hollywood Studio' attraction, where on the lightest days 3,000-4,000 adults are plunking down two-bits and kids a dime to view a motion picture in the making.

Come-on is that the ticket stub entitles one to a screen test for the three-reel now in production. Flicker is tagged 'The Exposition Speaks', and is a simple love story filmed with a C.N.E. background.

Local talent used and lots of crowd shots. Figuring that folks want to see themselves on the screen, even in a mob shot, a major downtown house has taken an option on the picture, bearing in mind the numbers who are flocking in daily to watch the production. An exchange is also after the picture for sale distribution.

Entire making of a picture is demonstrated. There's a catering director and makeup artists. Rehearsals are carried out and the picture shot in view of the cameras.

Ringling Gets \$160,000 in 5-Day L. A. Stand, Best Since N. Y. Garden Date

KILLER THROWS THREE

Horse Falls on One Rider and Bangs Up Others

Toronto, Sept. 10.

Thrown and crushed beneath Black Demon, notorious killer horse in the N.E. rodeo here, Ernie Abolt of Rushville, Neb., was rushed to the hospital where he lies with five fractured ribs, a broken ankle and internal injuries. Horse had hardly been released from chute when Abolt was tossed in the plunge, nag losing its balance and falling heavily on the rider.

Marks third victim for Black Demon here. First was 'Dusty' Doyle of Texas, who had his hand broken. Norman Edge, Canadian champion bronco-buster, was the other. Latter says he'll be riding again in a few days.

BAR VILLAGE GROSS INFO

Chicago, Sept. 10.

World's Fair has issued strict orders down the line that no list of receipts of the various concessions must be released this year. Only figures being released at all are gross receipts at the gates and general take inside the gate, with no break-down of these figures for individual villages. Fair officials state that the reason for not releasing the receipts of the villages is that the concessionaires themselves requested that the figures be withheld from the press.

Herewith is the statement of village concessions' paid admissions for the period since opening to Aug. 22. Last week's issue carried the receipts to the date of Aug. 8.

| | |
|------------------|-----------|
| Black Forest | \$203,750 |
| Streets of Paris | 175,000 |
| Midway City | 107,500 |
| Italian | 101,850 |
| Belgium | 113,000 |
| England | 61,700 |
| Swiss | 52,000 |
| Switzerland | 52,000 |
| Flower | 44,000 |
| Irish | 37,500 |
| Spanish | 32,000 |
| Hollywood | 30,200 |
| Dutch | 29,000 |
| Mexican | 21,000 |
| Tunisia | 21,500 |

Iowa State Minus

Des Moines, Sept. 10.

The drought brought decrease at the Iowa state fair, 40,000 short of 1933 attendance, this year's gate being 259,833, compared with 300,268 last year, and resulting in a deficit of approximately \$18,750. Total expenditures this year were nearly \$195,750.

Hollywood, Sept. 10.

Ringling Circus hung up a banner five days at Los Angeles. Trick tabbed the best business in any stand since leaving the Garden, grossing around \$160,000 on the five days. Show jumps to San Diego tomorrow (Tuesday). Will play four additional spots in California before going on to Phoenix and El Paso.

Show already played eight towns on the coast. San Francisco was a three-day stand, L. A. five. Others were single days. Despite poor business in Fresno, San Jose and Sacramento, the L. A. and 'Frisco dates, with no movement of the show, puts it away in the black for the Coast swing.

Out Till Nov. 1

According to Sam Gumpertz, both the Ringling and Burnes trunks will stay out until Nov. 1. That's four weeks later than last year's closing date. Ringling and Burnes outfits have been the big money makers this year. Hagenbeck Wallace has had some tough sledding. Barnes show currently in Kentucky, out of Canada. Unless the Southern swing, where the show is unknown, proves a bloomer, the outfit will return to Los Angeles with a good profit on the season.

With conditions generally up for tented outfits this year, possibilities are that the Sells-Floto or Sparks' Circus will out next year. Chances are it will be the latter, a 20-car outfit which will be used as opposition to the motorized trunks playing the South and Middle West. S-F has been in winter quarters for the past two seasons. Sparks' show has been in storage since the American Circus Corp. bought it five years ago.

Outdoor Advertising on Heavy Upbeat in Portland

Portland, Ore., Sept. 10.

Billboard advertising companies in Portland are getting a break for the first time in the past four years. New boards being erected every day and additional material on the payroll. Long term contracts are the vogue. Good stands are contracted even before other contracts expire and has nearly reached the bidding point.

Largest advertisers are the tobacco companies, auto dealers, and gas concerns. Many new firms also entering the field. Theatres have taken a good share of the space available. All in all the outdoor advertising men are all smiles over the outlook, but not certain as to the reason for their good luck.

Bathroom All Wet

Des Moines, Sept. 10.

Were it not for the trouper, concessionaires and show people, the \$10,000 Iowa State Fair bathroom would stand as one swell mound.

Receipts this year have averaged less than \$5 a day, with the take to be about \$50 as against \$70 in 1933. Against these amounts must be deducted heat, light, water and laundering.

FAIR LOOKS UP

St. John, N. H., Sept. 10.

Announcement was made by the management of the 1934 St. John fair that all attendance records were broken when 25,000 persons paid admission to the grounds on Labor Day. This is always the biggest day. This year and this year the weather was good. Attendance for the balance of the week was severely affected by rain and fog.

CIRCUS ROUTES

Week of Sept. 10

Al G. Barnes

Sept. 10, Bowling Green, 11, Hopkinsville, 12, Knoxville, 13, Cincinnati, 14, Fairbury, 15, Mayfield.

Hagenbeck-Wallace

Sept. 10, 11, Pittsburgh, 12, Cumberland, 13, Harpersburg, 14, 15, Baltimore.

Ringling Bros.-B. & B.

Sept. 10, Los Angeles, 11, Long Beach, 12, San Diego, 13, 14, 15, Pasadena, 16, San Bernardino.

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MISS HELEN HICKS rose to the supreme heights of golf to win the women's championship of the United States—defeating the 5-times U. S. champion and the champion of Great Britain on two successive days. A frequent smoker while on the fairways, Miss Hicks has learned how to guard against fatigue. What she has to say on this subject will be of interest to every smoker.

"Get a LIFT with a Camel!"

HELEN HICKS tells her way of regaining youthful energy!

OFFICE MANAGER. John W. Grout says: "I smoke Camels steadily...all day long...and I never even have to think of jangled nerves."



TENNIS STAR. Ellsworth Vines, Jr. says: "Camels have a refreshing way of bringing my energy up to a higher level. They take away that tired feeling."



OLYMPIC DIVER. "When I'm tired," says Georgia Coleman, "I smoke a Camel and soon feel like myself again. I like their mildness and different flavor."

"The strain of championship golf puts a tremendous tax upon your energy, mentally and physically," says Miss Helen Hicks. "I often find that I'm absolutely exhausted at the finish. But I can always restore my energy quickly with a Camel. For you get a delightful 'lift' with a Camel. And it's a 'lift' that I enjoy often, as I find I can smoke Camels constantly without a sign of jangled nerves."

Every rôle in life has its times of strain. Every day has its many moments of depleted energy... uncertainty... self-distrust... "low" spirits. So why not turn to Camels yourself... for more smoking enjoyment and to offset fatigue and irritability? Thou-

sands of experienced smokers have found for themselves that Camels give a delightful "lift." And science definitely confirms what they report.

Camels are much milder—made from costlier tobaccos. Smoke all you want—Camels never get on the nerves.

ALL TOBACCO MEN KNOW:

"Camels are made from finer, More Expensive Tobaccos—Turkish & Domestic—than any other popular brand."

Camel's Costlier Tobaccos never get on your Nerves!



VARIETY

PRICE
15¢

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Vol. 116. No. 1

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64 PAGES

PANNING CRITICS PANNED

Radio Seen as Reason for Victories Of Liberal Political Candidates

Chicago, Sept. 17. Political observers are claiming that radio is largely responsible for the increased number of liberal and radical candidates being elected to office. They back this claim up with facts and figures, charting the rise of radio talks with the rise of successful liberal candidates. They state that radio has made it possible for these liberals to directly reach the public whereas before the other came into existence the newspapers were the only means of contacting the voters. And since the majority of papers were rock-rubbed conservatives only the main line candidates got any editorial plugging.

Today the radical or liberal candidate can purchase 15 minutes of time on a station and spell-bind the multitude with his own voice. There are many names which the observers list as being elected through the power of the radio, but they point to the votes garnered by Dr. John R. Brinkley in Kansas as the prime example. With all the newspapers battling him, Dr. Brinkley got more than 800,000 votes in Kansas within a hairline of election. Observers also name the recent Upton Sinclair nomination as an example of radio overpowering newspaper opposition in the garnering of votes.

Los Angeles Talks Its Own Radio City To House Stations

Los Angeles, Sept. 17. Blueprints are being drawn for a Radio Center building that would house all local stations. Local promoters are said to be behind the project.

Both radio and local radio operators have been approached on the plan to concentrate the industry under one roof. Cheap rentals are attracted as the lure with the promoters fearing the rent would be taken care of by small crafts and trades adjoining to the air biz.

Present site of the new structure is on Wilshire boulevard a short distance from Hollywood.

Jr. Newspaper Guilds At Journalism Schools

Heavyweight training is about to be taken on by the Journalism Guilds of the New York, N. Y., and the schools of journalism, connected with most news organizations.

An "out" was made at Rutgers, but you had to wonder if the school was prepared to be the first of the schools. A similar deal will be made this year there and at other universities.

Charity Festival

There'll be a run on celebs with time on their hands the week of Sept. 21, when Loew creates its own gratis-name competition on Broadway, playing Ed Sullivan at the Capitol and Paul Yawitz at the State. Both Broadway columnists are expected by the booking office to attract names for bows and free appearances all week. At the Capitol Sullivan will be on the bill with George Jessel and Jackie Cooper.

HOOFING ORCHS. ON FAST R. R. RATTLERS

Chicago, Sept. 17.

Musicians' union has issued a wage scale for members playing on trains as a result of sudden interest in train bands, following the innovation of such a stunt by Paul Whitman on a New York-to-Florida flyer. Now the Midwest and western crack trains, such as the Chief, Dixie Flyer, Panama Limited and others, are considering adding bands to their list of conveniences.

Scale for train musicians is as follows:
Per man per week, \$50
(Continued from page 52)

90% NEW B'WAY SHOWS RAPPED

Generally Unfavorable Press Burns Mgrs. — Disagreement Over Openings Extends to Newspaper Staffs — Some Papers Let Boys Fight It Out

WISECRACKS

Only one show out of 10 new attractions which arrived on Broadway this season up to the current week met a favorable press. When the first flight shows didn't interest the critics, general idea was that perhaps the plays were at fault.

But when last week's flock of six productions was cracked down on by the reviewers, managers made caustic, if not bitter, comment. One producer yanked his show Saturday (15), while another is figuring on getting back with the critics, even appealing to Equity about it.

Observers without prejudice be-
(Continued from page 57)

MORRO CASTLE S.O.S. ER ON B'WAY FOR \$1,000

Arthur Mayer has signed George "Sparks" Rogers, chief wireless operator of ill-fated Morro Castle, for a week's personal appearance as lecturer on the stage of the Radio, on Broadway, beginning today (Tuesday).

Rogers is stated to be receiving \$1,000 for the week.

Mpls.' Showman-Mayor More Drastic Than Ever; Air-Tight Lid on Niteries

Sin-Gin Bad Poetry

"I Ain't Gonna Sin No More", tune from Universal's "Gift of Gab", has a special set of radio lyrics. Revamping of the verses for air use done last week at the suggestion of the NBC program department.

One of the things in the song that the network censors didn't like was the rhyming of 'sin' with 'gin'. Publisher of the scores is Harms, Inc.

ELDER MICHAUX 'CONGREGAT'N' IN N.Y. BOW

Brother Elder Lightfoot Solomon Michaux, the colored revivalist of the Potomac, will debut in New York Oct. 7 at Madison Square Garden. The colored parson, who is on the Columbia network Saturday nights, heretofore refused all offers to invade the metropolis, but finally decided to bring his "congregation" to the big town at the suggestion of Morris Green, legit manager.

There will be a matinee and night meeting at the Garden. Week prior to the sessions the revivalist will
(Continued from page 52)

Minneapolis, Sept. 17. Clamping down an air-tight lid on night clubs, A. G. (Buzz) Bainbridge, showman-mayor, has issued orders prohibiting all entertainment except orchestra music or vocal soloists.

All floor shows are out, as a result of the mayor's drastic decree. Approximately 60 night clubs are affected. The order, issued Saturday, is effective today (17).

Action was prompted by complaints against "indecent" in floor shows, with nudity particularly objectionable, the mayor says.

Complaints received at this office charged that costumes in most clubs were too scanty to comply with requirements of decency," explained George Gules, the mayor's secretary, also a former theatre manager.

No Doubling

Under the order, "singing waiters" also are taboo. It is specified that no performer or entertainer employed in any night club shall at any time serve as a waiter or waitress and no waiter or waitress
(Continued on page 53)

N. Y. Dailies to Give B'way Niteries Regular Critiques

Chicago has heretofore been the only big city where niteries, hotel and other cabaret and roadhouse entertainment was accorded regular reviews like the new plays and pictures. That's because of the recent World Fair crowds inducing large ad space by the night life spots in the Chi dailies.

Max Miller, a Broadway nite club p.a., has been doing missionary work among the New York editors and publishers and similarly induced them to accord the new cabaret and hotel shows a regular review. N. Y. Times indicated that service with yesterday's issue. Other dailies will similarly devote space.

Miller, who p.a.'s the Hollywood restaurant, showed how that one spot alone spends \$75,000 in newspaper advertising annually. He also handles the Riviera, another large pull-space user.

Merchants Sponsoring Acts in Frisco House

San Francisco, Sept. 17. Casino theatre here, operated by Harvey Amusement Co., has hit on new way to chisel down costs of talent.

Theatre, recently barred from using "bank night" now hires vaude talent, paying minimum NRA check, then gets merchants to pay artists' salaries. Merchants' payoff is that act is introduced by success as by courtesy of —

REPORT NEW RCA VICTOR TELEVISION QUALITY LIKE 16 MM. PARLOR FILMS

\$100,000 to Dempsey For Ghosting Eatery

Jack Dempsey will be guaranteed around \$100,000 a year by Jacob Aronson as the front man of Jack Dempsey's Butcher Shop. This will be a chophouse opening this fall on 5th Avenue and 50th St. on the site of the former N. Y. Morning Telegraph publishing plant. Butcher shop will be used and a small restaurant, sans menu, a show, substituted in its place.

Aronson is connected with Leo Marx in the Hollywood restaurant. Marx may also have a piece of the new Dempsey story.

Television has taken another long stride forward within recent weeks, but practically nothing is being said about it. Vladimir Zworykin, head of the RCA Victor Electronic Research Laboratory in Camden, N. J., has stepped up television transmission from 15 lines per minute, the former best, to 34 lines. Results and image is described by insiders as comparable to the average maintained by home moving pictures of 15 mm. type.

With publicity, and with every effort to keep the tests strictly in inter-organizational matter, RCA Victor has for some time been consulting from a studio in the Empire State Building, N. Y., successful foundations of the 49-
(Continued on page 24)

Film Agency Uses Air To Plug Its Client

Hollywood, Sept. 17. A film talent agency is utilizing radio to plug its clients. At Rosen's office had made a deal with KNX whereby the agent will supply the talent in exchange for a plug line at the end of the half hour broadcasts. Special music for the broadcasts will be written by two of the agency's music scribes, Roy Turk and Dick Whiting. Deal is for three programs a week without any cash buying. If the idea goes, an attempt will be made to get a commercial
(Continued on page 24)

Chaplin Thru with Hit and Miss Sked, Has Script—Even Location

Hollywood, Sept. 17.

Two significant factors in connection with the production of Charles Chaplin's new picture indicate that the comedian intends to stick to a schedule instead of the hit and miss method he used previously. In the past, he has never worked on schedule, preferring instead to obey his moods. In the case of this film, he has for the first time prepared a camera schedule and shooting script which he claims he will follow. Second factor is the selection of San Pedro, Cal., as a location. In the past, he has done all work in sets because of his hatred to work where the public can see him in action. Because of this new method Chaplin should complete the location stuff in record time.

Set construction for the picture starts today (Monday) with Danny Hall, his art director in charge. Plans are to complete the first two sets in three weeks with production scheduled to start at that time.

So far, Carter De Haven, Henry Bergman and Paulette Goddard are the only players set for the cast. De Haven and Bergman have been working on the story. Later has been in Chaplin's employ for 12 years. De Haven also will act as assistant director on the picture.

Catherine Hunter is handling publicity on the picture. She started to work last week on preparatory blurbs. Alf Reeves, also with Chaplin since he started for himself, will handle the production management.

If present plans of the comedian are adhered to, the picture will be completed before the first of the year, a record in working time for a Chaplin film.

Marie Dressler's Estate 280G of Which 101G Cash

Los Angeles, Sept. 17.
Estate of Marie Dressler, who died last July, has been appraised at \$280,847. Of this amount \$101,692 is in cash.

Her Beverly Hills home, appraised at \$35,000, must be sold under the will. Other property is to be distributed in special bequests to relatives and friends.

BRACKET MERKEL-ERWIN

Hollywood, Sept. 17.
Stuart Erwin and Una Merkel will be bracketed by Metro in 'Snug Harbor,' an original by Robert Hopkins.

Adaptation is being written by George Seaton and Robert Pirosch.

Joan Bennett for 'Man'

Hollywood, Sept. 17.
Unable to get Josephine Hutchinson or Gloria Stuart for the lead in 'Man Who Reclaimed His Head,' Universal expects to sign Joan Bennett today.

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Laughton-Boyer Spotted In Wanger's 2d Picture

Hollywood, Sept. 17.

Ann Harding will have Charles Laughton and Charles Boyer as leads for 'Peacock Feathers,' which Walter Wanger produces as his second production for Paramount release.

'Peacock Feathers' is set to go into production at the General Service studios early in January, with Wanger slated to sign a director for the picture this week.

Sue Carol Doesn't Ask Alimony, but Stuart Pays Anyway

Los Angeles, Sept. 17.

Sue Carol didn't ask any alimony in her suit against her husband, Nick Stuart, for divorce, but Superior Judge Kenny awarded \$300 monthly for support of her two-year-old daughter, anyway, asserting it's a father's duty to support his children.

She received the divorce decree on grounds of cruelty.

Fox Seeking 'Aunt Het' Creator for 'Forty' Pic

Hollywood, Sept. 17.

Robert Quillen, creator of 'Aunt Het' and purveyor of homely philosophy, will probably be the prototype for the country newspaper editor Will Rogers will depict as central character in his next picture for Fox, 'Life Begins at Forty.'

George Marshall, slated to direct the Rogers feature for Sol Wurtzel, and Lamar Trotti who is doing the script, are on their way east to keep a date with Quillen in his North Carolina ballwick. As envoy of the studio, Marshall will propose an arrangement whereby Quillen will have some connection with the production, possibly in a writing capacity, or as a model newspaperman for Rogers' guidance.

Temperamental Maxie

Hollywood, Sept. 17.

Slapstick Maxie Rosenbloom walked out of Columbia's 'Spring 3100' when the studio refused to split the billing between him and Nancy Carroll. Fighter claimed he didn't have his tin ear retreaded for minor billing.

Lee Ramage, who also aspires to kick Maxie from under his crown, replaces him as the fighter in the picture.

COL OPTIONS JEAN ARTHUR

Hollywood, Sept. 17.

Jean Arthur, now in the New York legit show, 'Bride of Torozko,' returns here for four more pictures at Columbia.

Studio notified her of an option takedown on a contract. She had done two previously on the pact.

Stereopticon's Comeback

Studios Trying Background Projection for Interiors—May Save 30% on Set Costs

Hollywood, Sept. 17.
With background projection now accepted as the best and cheapest method of obtaining unusual atmosphere for picture scenes, the studios are working on a similar method for interiors. Stereopticon slides are being used in the interiors instead of motion picture film which is necessary if any movement in outdoor backgrounds is desired.

The stereopticon method has been used by Metro and Radio and Columbia is also experimenting with the process.

When the new scheme is perfected the studios expect to be able to



WILL MAHONEY

In England the "Evening News" said: "Remember Will Mahoney? Funny little chap with an Irish face and educated feet who came over here about two years ago. He's back at the Palladium. Feet more highly educated than ever. He still does that miraculous dance on xylophone, tapping out tunes with his toes. Great artist."

Wm. Morris Agency
Mayfair Theatre Building
New York City

FOX GOES WAY BACK FOR GAYNOR-AYRES 2

Hollywood, Sept. 17.

Fox is digging back in the past for material, having closed for rights for both 'Way Down East' and 'In Old Kentucky.'

Studio will co-star Janet Gaynor and Lew Ayres in the former and probably use the same pair in 'Kentucky.'

Marxes' 3 for Metro

Hollywood, Sept. 17.

The three Marx brothers, dickering on a three-picture contract deal with Metro, are expected to sign the document tomorrow (Tuesday). First year is concerned with the fortunes of a grand opera troupe.

Previous joint debates with Paramount went off. Far offered a one-picture deal with renewals. Metro offered three straight.

Harpo Marx arrived here Saturday (15).

With Zeppo, Marx agenting, it's a possibility that Metro will get the trade value of Four Marx Brothers by bringing in Gummo for the vacated spot.

With Metro deal about closed studio has already started to 'think story' with James K. McGuinness assigned to work with the comics on a script when the contract is signed.

Winslow Browsing

Hollywood, Sept. 17.

Max Winslow has returned to his Columbia desk from a month's fishing at Thousand Islands, and is preparing 'Georgiana,' the Ann Rothern yarn which Victor Schertzinger directs.

Winslow also is peering for another yarn for Grace Moore.

U SIGNS JUNE CLAYWORTH

June Clayworth, of legit leaves Sept. 20 for Hollywood on a Universal contract. She was last in 'Are You Decent?'

One-picture deal with usual options.

NRA on Coast Approves Regulations For Extras; Now Up to C.A. and Rosey

Clyde Elliott to China For Native 'China Roars'

Hollywood, Sept. 17.

With his story 'China Roars' approved by Joe Breen and Yi-seng S. Kiang, local Chinese vice-consul, Clyde Elliott is slated to leave for the Orient Oct. 15 to put it into production with an all-native cast in China, Inner Mongolia and Indo-China.

With Elliott goes Gordon Rigby, author of the story, to act as assistant director and editor. Carl Berger, previously associated with Elliott on 'Devil Tiger' and 'Bring 'Em Back Alive,' will handle the camera.

Mack Sennett Seeks \$35,000 as Result of Charlie Mack Wreck

Los Angeles, Sept. 17.

As a result of an auto crash Jan. 11 near Mesa, Ariz., which brought death to Charles E. Mack, and injuries to George Moran, of the 'Two Black Crows,' Mack Sennett, who was hurt in the accident, has filed suit against Mrs. Myrtle Mack, wife of Mack, seeking \$35,000. Suit contends Mrs. Mack was driving in excess of 55 miles an hour at the time the car overturned.

Shortly after the accident, Moran sought to recover \$34,000 damages because of injuries allegedly suffered, but a verdict was rendered in favor of Mrs. Mack. Mrs. Mack at the trial denied she was negligent.

Presnell's Initialer

Hollywood, Sept. 17.

'This Dark Stairway,' mystery novel by Mignon G. Eberhardt, is the first supervisory assignment handed Robert Presnell under his renewed associate producership with Warners. Lillie Hayward has been handed the scripting job.

'Stairway' will be followed by 'Blue Moon Murder' for Presnell, provided this original story written for Warners by S. S. Van Dine is made to jell from current adaptation.

Van Beuren's Kid Star

Van Beuren is negotiating with four-year-old Bixey Plumstead, who will be renamed Bixey Sawyer, and tried out in shorts.

Negotiations on a contract are being carried on with Frances Kolinson in behalf of the kid.

SET DOROTHY PARKER

Hollywood, Sept. 17.

Dorothy Parker and her actor-writer husband, Alan Campbell, have been given the adaptation and dialoging of 'One Hour Late' as the first assignment on their Par ticket.

Joe Morrison and Frances Drake have top spots, Ralph Murphy directs.

VON STROHEIM'S INDIE

Erik von Stroheim flew in over the weekend from California to play the lead in an independent to be made in New York by John Auer, 'Crime of Dr. Crespi.' He replaces Jim Barton, with whom the producers couldn't get together.

Auer places the picture in production today (Tuesday) at the old Biograph studio.

NANCI LYON ABROAD

Hollywood, Sept. 17.

Nanci Lyon, daughter of Charles W. Lyon, a California Assemblyman, goes to London to be mistress of ceremony at Dorchester House. Miss Lyon, currently playing a small part in Paramount's 'College Boy,' leaves here Sept. 24.

MAX LIEF'S PAR COMEDY

Hollywood, Sept. 17.

'Two for Tonight,' a musical drama by Max Lief, has been bought by Paramount.

Studio plans it as a musical for Jack O. Gordon, Marjorie Manfield, Queenie Smith and Roscoe Karns.

The 13 proposed rules and regulations for extras working in the studios, as drawn up by Hollywood by the NRA standing committee on extras, following numerous Code hearings, have been passed by the Code Authority, and now go to Divisional Administrator Sol A. Rosenblatt for his okay.

The rules and regulations give a better break to atmosphere players, principally in the matter of overtime compensation and added time consumed in transportation to and from locations.

Summed up, the pact provides:

1. Location in L. A. territory shall mean employment outside a six mile radius of 5th and Rossmore.

2. Studio zone, within that radius.

3. Employers shall not position transportation within the studio zone, except if dismissal is at a time when public service transportation is not available. If more than one half hour is consumed after dismissal for checking of wardrobe, added time must be paid for.

4. When extras remain on location over night they shall be paid for one half of time consumed in travel to and from location.

5. Hazardous work calls for added compensation.

6. If extra's wardrobe damaged during production, the employer shall make compensation.

7. Extras required to fit costumes shall be paid not less than a full day's wages if not given employment in the picture for which they are fitted.

8. In weather permitting calls no wages forthcoming if notice posted at the call hour. If extras are instructed to wait they shall be paid one-quarter day check for each two hours. If during the waiting period they are photographed a full day's pay must be given.

9. If call is cancelled at reporting time extras shall be paid one-quarter of the day rate. If waiting are paid a quarter day for each two hours or fraction of that period.

10. Meal periods shall be not less than half hour or more than one hour. Only one period in first eight hours and must be within five and half hours after reporting.

11. Food and hot drinks shall be provided for all extras working after 11:30 p.m.

12. In emergencies extras may be employed more than eight hours, but total within 24 hours shall not exceed 16.

13. Employers shall pay for one-half time actually consumed in traveling to and from locations.

STILL DESIGNS

MG Uses Students to Make Up 'Painted Veil' Extras

Hollywood, Sept. 17.

With insufficient make-up men to make a design on the faces of 300 Chinese extras of 'Painted Veil,' Metro sent an SOS to the Wiggins' School and U.S.C. to send their art classes to the studio pronto.

Pupils came and did their art lessons on the faces of the extras. Everybody was satisfied.

Par Borrows Lukas

Hollywood, Sept. 17.

Paramount has borrowed Paul Lukas from Universal for the lead in 'Father Brown,' Detective opposite Gertrude Michael.

Picture, with Alfred Werker directing, gets started this week.

SAILINGS

Sept. 29 (New York to London), George O'Brien; Margaret Churchill; Mr. and Mrs. Sol Lessor (de France).

Sept. 22 (London to New York), Michael Tichenor; Nova Tichenor (Aquarium).

Sept. 22 (New York to London), Sydney Howard (Perceps).

Sept. 18 (New York to London), Belle Baker (Paris).

Sept. 15 (New York to Genoa), The Cincinnati (Box).

Sept. 15 (New York to Havana), Carlton Winkler, (Cuba).

Sept. 14 (New York to Los Angeles), Mrs. Myrtle Green, daughter (Santa Paula).

Sept. 14 (London to New York), Three Sailors (Majestic).

Sept. 14 (San Francisco to Honolulu), Mr. and Mrs. Karl Freund (President Johnson).

HOLLYWOOD GOES HILLBILLY

L.A. Inventor Revives 2-In-1 Plan To Show Features and Shorts

Los Angeles, Sept. 17. After lying dormant for nearly nine years, due to obstacles that presented themselves at the time, but which have since been removed through the permanency of sound pictures, a so-called 'Two Plex Theatre,' invention of H. B. Luse of this city, has been revived.

Project, primarily, is a two-in-one picture house, which the inventor believes will effectively solve the double feature problem, and by means of which audience will be enabled to always view the feature picture from the start, instead of patrons walking in all the way through the screening.

Luse's plan calls for a sound-proof partition to divide the theatre, with dual screens, one in each section. Screen program would be divided into two parts, each of equal length, with the short subjects constituting one portion and the feature the other.

Transfer

Following the opening, both parts of program are run simultaneously, and alternate from screen to screen at the termination of each run. Patrons are admitted only to the side or section of the house where the shorts are being projected. At the conclusion of the shorts program, feature is transferred from the other half of the house onto the screen in the section wherein shorts have just been run. Entrance doors to this section are then barred and newcomers enter the opposite side of the auditorium, where the shorts' portion of the program has been transferred.

Dual set of projectors would be required, plus the additional screen and only other expense would be the dividing wall, which is removable if policy does not work out satisfactorily.

No Likes Experiment

Numerous local picture house operators, both circuit and indie, who have been approached by Luse, like the invention, but so far no one has been found willing to make the experiment.

Luse completed his invention back in 1925, but at that time it was not considered feasible because most theatres in the silent days utilized an orchestra or organ. With all six now in sound and organ and orchestra practically eliminated, excepting in some deluxe, Luse believes time is now ripe to pioneer the way for the exhibition industry's most radical departure since the advent of talking films.

CHEVALIER GETS 'FOLIES' SPOT ON 20TH LOANOUT

Hollywood, Sept. 17. Maurice Chevalier will start in 'Folies Bergere' for 20th Century, instead of 'Red Cat,' as originally slated. Chevalier, who is under personal contract to Irving Thalberg, of Metro, has been loaned to Darryl Zanuck for one.

The picture now in Paris, is due here in October, with both figuring to start production in 'Folies' early in November. 'Red Cat' will be produced early next year with Roy del Ruth directing.

Miriam Hopkins Spotted In Radio's 'Becky Sharpe'

Hollywood, Sept. 17. Miriam Hopkins will have the lead in Radio's 'Becky Sharpe.' Myrna Loy and Claudette Colbert were offered the spot but both nixed it.

KETTI GALLIAN RESTS

Hollywood, Sept. 17. Ketti Gallian leaves here tomorrow (Tuesday) for a month's vacation in New York.

She just finished the lead in Fox's 'White Gallant.'

Genevieve Tobin Scribes Duo with Parts for Her

Hollywood, Sept. 17. To insure herself of a different kind of part than she has recently had under her Warner contract, Genevieve Tobin has taken typewriter in hand to scribe her own yarns.

First is a dramatic story called 'Give Up,' now being considered by Hal Wallis, Warner production chief. She also has a second ready.

EVEN THE BRONC OPERAS CRY NEW FACES

Kids are tired of seeing the same old cowboys. Until newer and younger stars of the saddle are developed the market for plains pictures is going to remain at minimum.

This is the main reason being advanced by independent pioneers of westernism for what they predict will find the new production year one of the shortest on shoot-'em-uppers since sound came in.

Not over 50 bona fide westerns will be turned out by the entire industry during 1934-35, indie leaders predict.

New blood in the saddle, contrary to all of the other alibis about dialog, etc., causing westerns to decline, is regarded as the one commodity that will put westerns back somewhere near their silent-day stride.

This latest development is contrary to the original belief that cliffhangers were due for a bull market as result of the clean pix drive.

PREMONITION Russ Columbo Reinstated 100G Policies for Mother's Benefit

Hollywood, Sept. 17. Premonition of impending tragedy moved Russ Columbo to have reinstated lapsed insurance policies totalling \$100,000 with the result that his mother has been left in comfortable circumstances.

Several weeks before his tragic death, the singer sent his attorney to New York to pay up the arrears and square accounts. One of the companies which restored a policy to force has ready a check for \$49,000 which will be given to Mrs. Columbo as soon as she is strong enough to be told of her son's death.

HALTERING MISS HUTCHINSON

Hollywood, Sept. 17. Following the preview of Warner's 'Happiness Ahead,' Universal is trying to borrow Josephine Hutchinson from the femme lead in 'Man Who Reclaimed His Head.'

Burrhead Civic Rep. player has nothing set for her at Warners for a month when she goes into 'Oil for the Lamps of China.'

BIGGIES FEATHER ECONOMIC NESTS

Doug Fairbanks' Rancho Biggest Domain—Joe Schenck, Bing Crosby, Others Have Large Holdings—Also Breeding Bangtails

PROFITS FROM SOIL

Hollywood, Sept. 17. Hollywood's regulars are taking to the spaces. No longer of a week and are the big names of the picture biz to be found around familiar haunts holding high carnival with life. The old dodge of 'let's drift over to Charlie's' is out because Charlie doesn't live there any more.

It's back to the soil for the film biggies to live the life of a country squire.

There are two answers to this sudden swing to the great outdoors. One is the peace and quiet far from the party crashers and the other figures importantly, too, and has to do with economics.

Average life of a film actor in the

No Pic Star Biographies Admit Medicine Shows in the Dim Past

No Foolin'

Hollywood, Sept. 17. Groucho Marx returned from New York with a novel plot for a backstage screen musical.

The understudy becomes ill and the leading lady is forced to play the part herself.

PAR MAY BUILD ON N. Y. CRIT. SITE

Paramount may yet build a big house on the site of the Loew New York-Criterion theatre property, 44th-45th streets on Broadway. Under some discussion is the thought of putting up a large capacity theatre on that Broadway block front within two years, with plans to go forward as soon after reorganization as conditions and financing will permit.

Parties holding mortgages on the property, notably the City Bank-Farmers Trust Co., which has seen Par through most of its bankruptcy without foreclosure or undue pressure, is said to be anxious that something be done about the property for the future. Both the Criterion and New York theatres are among the oldest in New York. Neither is air-cooled.

The New York is a third-run two-day double-biller for Loew's, while the Criterion is a 25c grind house.

The City Bank-Farmers Trust has a \$4,000,000 mortgage on the property. There are other mortgages on parcels in both 44th and 45th streets, behind the two theatres, taken over about six years ago when Par was preparing to erect a house on the site. Plan then was to put up a theatre which would be larger than the old Romy. That was the reason for buying up property deep into 44th and 45th streets, including a hotel, restaurants and stores. Depression and an end to the theatre building spree called off those plans.

As the properties stand, nothing much can be done with them, while meantime the carrying charges are heavy in spite of many readjustments and reductions made during the Par bankruptcy. The City Bank was ready to foreclose at one time but that was smoothed out and deferred in behalf of Par as owners because of the potential value of the Broadway block front in the heart of Times Square.

At one time Adolph Zukor estimated the value of the property at around \$11,000,000.

FOX SIGNS PHILLY CRICK

Philadelphia, Sept. 17. Eric M. Knight, film critic of the Evening Ledger, signed a contract with Fox last week while vacationing in Hollywood. He will be attached to the writing staff.

Henry T. Murdock, drama critic and film columnist of the P. L., the latter under the name of The Olive Book will take over the paper's picture reviewing.

RAY LONG GOES MYSTERY; DOES ONE FOR MG STUDIO

Hollywood, Sept. 17. Ray Long, former Cosmopolitan editor, and recently at Fox as story adviser, is on the Metro writing payroll.

He is working on a mystery yarn with Tod Browning, who directs it.

LOMBARD VICE LOY

Hollywood, Sept. 17. Metro has borrowed Carole Lombard from Paramount for the femme lead in 'Repeal' in place of Myrna Loy.

Hollywood, Sept. 17. If all picture players claiming to have had professional experience under the guidance of Max Reinhardt were to attend his production of 'A Midsummer Night's Dream' when it opens at the Hollywood Bowl today (Monday), the 15,000 capacity outdoor theatre would be filled to overflow.

In tracing histories of film players who have come from the stage, it would seem that the only organizations using actors in this country are the Theatre Guild, the Civic Repertory and Katharine Cornell. Few players in giving information for their biographies, admit that medicine shows, Tom shows, rep companies or such exist. It would be losing caste to admit an association with a rattlesnake oil outfit. Sometimes, they will go as far as admitting a 'summer' or so in stock, but it is usually just one of those things, you know, a nice vacation on the Cape.

Usual information is that Reinhardt, if the player has an accent, Eva La Gallienne or Miss Corneli, caught them at a performance of the college—always a college—dramatic club and invited them to come to New York. From then on, everything was hunky dory. Max, Eva or Kit and the players were usually like that from then on.

That Dim Look

They talk of their theatre days with a dim far off look in their eyes, years for the time when they can return to their first love, but only for a brief spell. They are all tired of the hustle and bustle of tramping and have found a Utopia in Hollywood and the surrounding communities.

Another curious thing about these studio biographies is that few players have less than a college education. Seem as if no one ever quit school after the eighth grade. Educational advantages in this country are too great and permit practically everyone a liberal higher education.

It all looks great in print. Studios love the class attached to their players, the public goes for it, too. However, now and then some hinterlander pops up in Hollywood, remembers the time when this or that star played with a tent show in Grand Island, Neb., or recalls an incident when he purchased a bottle of Indian herbs from a medicine peddler who also plunked a bit on a banjo and strangely the herb seller looks a great deal like a reigning star. It's all very embarrassing. No one can think of an answer. They just pass it off as another mistake.

'RAFF' SLOWED, GLORIA MAY DO ANOTHER FOX

Hollywood, Sept. 17. Unable to get 'Riff Raff,' the Gloria Swanson yarn, out of the typewriters, Metro may send Miss Swanson back to Fox for the topper in 'When a Woman Lies.'

Miss Swanson just completed 'Music in the Air' at the latter studio on loan from Metro.

The Haines Have It

Warners paid \$10,000 for the film rights to 'Slim,' novel by William Wister Haines ('Little Women'). Will go into production pronto with William Haines starred. No relation.

MURIEL KIRKLAND VACASES

Hollywood, Sept. 17. Finishing 'White Parade,' the Jesse Lasky picture at Fox, Muriel Kirkland leaves tomorrow (Tuesday) for New York.

She goes for a vacation but expects to do a stage play before returning to the Coast.

Clifton and Sickles Head Int'l Indie Film Production Outfit

First picture company formed for the express purpose of producing films internationally has been formed in London and is in the process of being formed in New York. It will be the Atlantic Pictures Co., Ltd., abroad, and Atlantic Pictures, Inc., in the U. S. London branch is already functioning. Hertram Mayers, of Mayers & Pitelson, attorneys, has been instrumental in the formation process. Harry Clifton, British financier, is head of the British end. Capt. Daniel Sickles, with a Wall Street background, will head the American end.

Idea is to use the New York and London branches of the company as two distinct units. Each company will set itself a minimum of six pictures. Same trade mark will be used for the films on both sides of the ocean in order to make it simpler to sell the combined product to exhibitors on both sides of the ocean.

Before going into production on a film abroad the script will be submitted to the New York office and vice versa. Thus it is hoped to produce films that are basically suitable to film audiences on both sides of the ocean.

European branch will be an outgrowth of Clifton-Hurst Production. (Continued on page 23)

First Division In Pathe Tieup; Prod. Ultimately

Nicholas S. Ludington, William L. Fliske, 3d, and J. Curtis, via Pathe, have purchased a 50% stock interest in First Division, largest indie exchange in the biz, from Harry H. Thomas, operating owner. Trio is intent on producing, and the stock deal came through negotiations for a First Division releasing arrangement.

Thomas continues as operating head of F.D. under conditions of the deal, with Fliske, Ludington and Curtis. Thomas, however, is privileged to increase his 50% holdings through purchase of new stock to be issued by F.D., on recapitalization of the company, thereby causing control of First Division to remain with Thomas.

The three men are downowners. With the Pathe appendix it looks certain that F.D. will now become both a producer and distribution company. Pathe definitely becomes associated with production and distribution under the F.D. deal.

CANTOR'S NEXT WILL BE 'SWEETHEART TIME'

Eddie Cantor's next film for Sam Goldwyn will be a filmization of 'Sweetheart Time.' It was produced as a legit musical by Rufus Lemaire several years ago.

'Sweetheart Time' is a musicalization of 'Never Say Die.'

Hall Has 66 Sewed Up

With the four pictures from Gaumont-British, Radio City Music Hall, N. Y., now has a total of 66 pictures sewed up for 1934-35. First of the G-B quartet, 'Power,' opens Oct. 4.

Big theatre, under its film buys this year, is committed to play 20 each from Fox and RKO Radio, 12 from Universal and 10 from Columbia. This plus the G-B's add up to 66, and would indicate that the Hall's dents this year afford full protection against product which may not stack up and may face shelving by the theatre.

Pacts Mary Daly

Hollywood, Sept. 17. Busby Berkeley has put Mary Daly, wife of Jack Osterman, under personal contract and she goes to work Sept. 19 in 'Gold Diggers of 1935' at Warner's.

Pierson's Appointment

H. Wayne Pierson, former film exec, was sworn in yesterday (Monday) as general deputy collector of the Internal Revenue Dept. of the City of New York, to be headquartered in the new N. Y. post office building.

Pierson was vice-chairman of the stage, screen and radio committee of the Democratic National Committee. His appointment was confirmed yesterday by Frank C. Walker and James A. Farley of the Roosevelt administration.

C. B. COCHRAN NOT COMING TO H'WOOD

Hollywood, Sept. 17. Cable to Fox studio from Winfield R. Sheehan states the deal to bring C. B. Cochran to Hollywood to produce a series of pictures is off.

Sheehan also states that he has wasebasketed the deal with Charles Farrell for one more picture. Latter is currently in English production. Farrell had been mentioned as coming back to do 'One More Spring.'

McCormack and Dowd Absorb Sisk's RKO Ad Duties; Latter Upped

In two weeks Robert F. Sisk reports to the RKO Radio Pictures studio on the coast in executive capacity of assistant to J. R. McDonough. Latter last week shifted to production supervision at the studio exclusively. He flew into New York a week ago to attend the RKO board meeting and while east appointed Sisk.

Coming into RKO from the Theatre Guild a little over three years ago, Sisk has remained advertising and publicity director ever since, through several changes in administrative setup. His post will not be filled on his leaving for the Coast in a fortnight. Barrett McCormack will take care of all advertising and publicity on RKO Radio Pictures, John Dowd to handle the RKO Theatres branch, substantially as set up recently under Sisk's supervision.

Col. William Mallard, RKO legal head, has been moved up as v.p. and general counsel of Radio Pictures. With the promotion he is also elected to the board.

Metro Opens 'Viva Villa' in Mexico —And the Fun Really Starts

Mexico City, Sept. 14. Metro is continuing to ride over turbulent seas here with its 'Viva Villa.'

In view of the fuss that resulted from the making of the pic here last fall, a costly rumpus for Metro, local cinematographic employees' union did just what was expected when announcement was made that the production would be shown at the Teatro Regis: it voted a boycott against 'Villa.'

However, before acting on its own, union put the ban idea up to the Confederation of Workers and Peasants. Confederation vetoed the boycott, explaining that it did so in view of the fact that federal and civic government okayed both the pic and its exhibition. Asserted, however, that it agrees with the union's contention that the production slams the Mexican revolution and heroes of that social movement. He got off to a swell start at the Teatro Regis, which is right under

MG's New Tarzan'

Hollywood, Sept. 17. Metro has started work on a new 'Tarzan' yarn for the Weismuller-O'Sullivan combo. This will be the third of the gorilla epics.

While no assignments for the yarn have been given, studio has asked writers to submit ideas to keep 'Tarzan' still in Africa.

GORE VS. BLUMY \$34,734 FRAUD CHARGES

Los Angeles, Sept. 17. Charging that he was misled into making an exorbitant commission contract with A. C. Blumenthal on a deal to sell 20,000 shares of West Coast Theatre stock to Fox Film Corp., A. L. Gore has filed Superior Court complaint asking rescission of the pact and judgment for \$34,734 damages from Blumenthal on the ground of alleged fraud.

Complaint asserts that the plaintiff made an agreement with Blumenthal to pay the latter \$25,000 for sale of the stock, and that he paid \$15,910 of this figure in cash and gave notes for the balance. Blumenthal got judgment on the notes in a prior court action. It was not until after this, Gore declares, that he learned that the defendant, in addition to acting as Gore's agent, was also secretly the agent for Fox Film in the 20,000 stock share deal. Gore's complaint says Blumenthal told him that Adolph Ramish was paying him \$125 per share commission on another 47,000 shares West Coast sale, and that this was one of the reasons he signed the commission contract. The Ramish commission, however, turned out to be only 47c per share, Gore declares in his suit.

RKO TURNING BACK HOUSES

Likelihood of RKO turning back some of the 12 Greater New York independent houses taken over this summer is seen as virtually certain, with company not laying out opening schedules and arranging bookings on 10 theatres of the group.

Two have already opened, the Apollo on Delancey street, Aug. 31, and the Hollywood, at Avenue A and Sixth street, Sept. 7. Both straight pictures.

One house believed certain for turnback is the Utica, Brooklyn, located in the heart of the Rand force circuit and brings up a knotty problem on booking if RKO is to get the Fox product.

the balcony from which Lee Tracy garnered plenty of publicity and free trip back home last fall. But during the last night show of the second day two small calibre hand bombs were exploded in the house, slightly hurting two girls and causing a mild panic. Police are still seeking the bombers, who are believed to be radicals or misguided patriots. House is now ex-coast guarded by uniformed and plainclothes cops.

A congressman raised his voice in the legislature to demand that a congressional comish view the film, as he had heard that it kills Mexico. He was voted down, opponents asserting that films were none of congress' biz.

'Villa' was liked by most newspaper critics. Government's official paper has high praise for the production. This paper is running much publicity in connection with 'Villa,' including a daily cartoon of each of its characters.

G-B Still Mulling U. S. Production; Stars' Builder-Upper Campaign

Fox's 'Ramona'

Hollywood, Sept. 17. Fox has bought 'Ramona' from Edwin Carewe and will give the Helen Hunt Jackson classic important program production under John Stone's supervision.

Sonya Levien has been assigned to the adaptation and script for the English production, and likelihood is that a Spanish version will also be made. No east or director set yet.

Carewe made 'Ramona' as a silent about eight years ago with Dolores Del Rio in the title spot.

As part of the Gaumont-British expansion idea for the United States, the company will immediately attempt to build up its British talent on this side. That will be done by the importing, one by one, of several of the company's biggest potential box office draws and using them for personal appearances, and other methods of buildup.

First in the series will be the importation of Nova Hibean, 12 year old star of G-B, who sails from London on Sept. 22. After she is publicized she will be sent home and Jack Hulbert, company's biggest name and considered Europe's biggest draw comedian, will follow.

Michael Balcon, company's studio production chief, is also coming over, probably with Miss Philbean. He will look over production facilities here with a possible view to some local production with which G-B hopes to fill out its program of American releases. Not set yet whether the company will go in for production in the U. S. but is an idea that has found favor with G-B execs and which now awaits Balcon's opinion.

Fox's Guidance

Another worry on this will be Fox's attitude. G-B, while acting on its own throughout, is doing nothing without sanction and advice of Fox. Fox owns a sizable minority interest of G-B and Sidney H. Kopp, Fox pressy, is one of the G-B board members. While neither (Continued on page 23)

MG MAY HAVE TO SHELVE 'WANDERING'

Metro has practically decided to shelve Twickenham's British-made 'Wandering Jew.' Company guaranteed the British producers a \$75,000 minimum on a straight percentage deal for the American distribution rights and intended opening it at the Capitol, N.Y. but criticism of motivation and action in the film by two different committees of rabbis caused a postponement which now will probably become permanent.

Film's U.S. rights were purchased by William Shapiro who turned the New York territory over to Phil Meyer. Latter wanted to start it off by a two-a-day showing at the Astor, N.Y., and showed it to Metro with that in mind. Metro was so much impressed that it then made the deal with Twickenham via Meyer-Shapiro. Whether or not the producers or agents will allow Metro to shelve it now, since they have a percentage distribution deal, is the question. Metro, thus, may be forced into showing it somewhere.

Metro had the film set at the Capitol to start last Friday (7) and had already inaugurated a special campaign on it including teaser advertising in the New York dailies for three days. Then a group of rabbis was called in for a special showing and they vociferously argued against it. Metro postponed the (Continued on page 23)

Dembow as Nat'l Screen G.M. May Prod. Shorts, Features Maybe Later

With creation of a new post in National Screen Service for Sam Dembow, Jr., as general manager and executive assistant to Herman Robbins, president, the company plans to expand its activities. Present intention is reported to be invasion of the short subject producing field, perhaps also features later on.

Y. Frank Freeman absorbs Dembow's duties on latter's departure from Par. When Ralph A. Kohn resigned George J. Schaefer assumed theatre supervision along with other duties, with Dembow and Freeman in charge under him.

Freeman now will hold title of v. p. and general manager of Paramount Theatres Corp. and Paramount Theatre Service Corp. Former is a holding company, latter an operating-service organization.

Dembow's resignation came suddenly but not as a complete surprise since it has been known that he has been on the verge of walking out a couple of times.

Wanger Gets Stone

Hollywood, Sept. 17. Lewis Stone is set to have the titular part in Walter Wanger's 'The Vanishing President.'

Actor is on a loan from Metro. Filming starts this week.

Fed'l Ct. Protest Made in Hawaii By J. J. Franklin

Honolulu, Sept. 17. J. J. Franklin has filed a protest in Federal Court here against Consolidated, island's larger theatre operator, claiming unfair methods have been used by that company in sewing up a major picture for the islands. In his protest, Franklin claims that Consolidated has bought up twice the product needed and that he is unable to get pictures for his two houses now under construction.

Franklin also alleges that Consolidated influenced Honolulu building ordinances to be changed so that it has interfered with the erection of the houses. Franklin also charges that major producers have used his entrance into the local picture to make Consolidated pay more for product. Federal authorities are investigating the charges.

Regular needs for theatres in this territory use up about 300 pictures annually. Franklin claims that over 600 features have been tied up.

At present he has the 1,300 Roosevelt and the 300 seat Will Rogers under construction. Franklin plans to open with indie product at both houses and stage shows at the former. His prices will be under the deluxe rate here for the Roosevelt and 15c anywhere anytime at the Rogers. Roosevelt opens Oct. 1 with the smaller house opening Nov. 1.

Consolidated's deluxe houses get 65-85 downstairs and 35c balcony. Winter season is ready to open with conditions better on the island than they have been for several years. Steamship and hotel bookings indicate a good crowd will reach the islands shortly after Oct. 15.

JACK WARNER IN N.Y. FOR A SHORT STAY

One of the matters to be thrashed out while Jack L. Warner is in New York is 'Anthony Adverse,' how it will be handled and when it will be placed into production. Warner flew into New York Tuesday (13) and will stay for two days to see the new shows, contact talent and discuss production plans.

Warners is intent on mounting 'Adverse' this season. When to throw it into production and when to make it a big production are points to be decided on Warner's visit to the home office.

SEE RKO REORG. BY APRIL 1

Much Opposition from Stockholders Forcing Pathe Reorg. Into Courts

Pathe reorganization plans will be put up to the courts. Probably at the close of this week attorneys for Pathe will ask the N. Y. Supreme Court for leave for Pathe to call an extraordinary meeting of stockholders, sometime this fall. By this method, if allowed by the courts, Pathe may be able to move for reorganization on only two-thirds of stockholders present. Likely that stockholders will oppose the move by the company.

The meeting on Wednesday (12) called to consider the reorganization plan proved fruitless. The company group found itself only with around 30% of the necessary two-thirds of stock with which to put over the proposed reorganization. The extraordinary session looked for differs in that at the hoped for meeting two-thirds of those present is sufficient to pass the plan rather than two-thirds of all the stock of the company as had been required at the special meeting of Wednesday (12).

The company group showed with under 300,000 shares of various classes as against 800,000 or thereabouts necessary to put the proposition over. Hence, the resolution to make application to the N. Y. Supreme Court under the statutory laws on corporations permitting this procedure.

Just about all the stockholders
(Continued on page 60)

Dave Allen Out of Central Casting; McCulloch In

Hollywood, Sept. 17.

Campbell McCulloch, who has been executive secretary of the N.R.A. State Recovery Board and the L. A. Regional Labor Board, started today (Monday) as manager of the Central Casting Bureau, succeeding Dave Allen, resigned.

Dr. Towne Nylander, who has been assistant to McCulloch, has been recommended as his successor in the N.R.A. spots.

McCulloch, going into Central Casting with full authority to completely reorganize the bureau, is a showman of long standing. His film experience dates back to 1915, when he filled variously different capacities with Triangle films, mostly of a managerial capacity.

Previously he was a legit producer, handling rep shows and before that a legit actor.

Dave Allen is expected to align with a major studio in a casting job.

5-DAY PIX WK. STANDS; CUTS?

The five-day week shapes up now as a permanent policy for the picture business.

On salary cuts some majors are reported to have returned parts of these slices to various employees on the q.t., but no big company has as yet made it a general policy.

Kohn Gettin' Better

Ralph A. Kohn, former Paramount exec, who has been ill at his home in Scarsdale, N. Y., the past three weeks, is improving.

Indications are that he will be back at his desk in about a week.

RKO-Rockefeller Accord

Accord seems to have been reached between the RKO people and the Rockefeller representatives in Radio City on a renewal of the RKO deal with the R. C. Music Hall, as to operation. Details of the terms are still to be worked out.

There is an accord in sight also on RKO's renewing its office space in Radio City.

MAYBE MORE D. J. RULINGS ON FOX-WC

Washington, Sept. 17.

New developments in anti-trust situation on the Pacific Coast are anticipated following refusal of Department of Justice officials to discuss recent quizzing of exhibitors in the Los Angeles area.

While Attorney General Cummings, just back from a long vacation which included a stop in L. A., denied there is any special significance in reports that D. J. men have been questioning theatre owners and checking their activities in secrecy, other officials felt strength to reports that new anti-trust actions are in prospect by refusing to discuss the subject at all. Judge Harold Stephens, assistant attorney general in charge of anti-trust matters, had 'no comment at all' on the subject and would neither confirm nor deny rumors that the Government is preparing to charge wholesale violations of the Fox-West Coast consent decree.

Cummings appeared not to know of whatever is going on in this direction but said that if any of his men have been checking up on conditions in the film distribution and exhibition field it undoubtedly was of a routine nature.

RECEIVERSHIP TRICKS IN CHI

Chicago, Sept. 17.

Smart boys have found a loophole in the laws governing theatres under receivers and are overbidding the lessee's contract for rent.

Some of them have gotten an 'in' with receivers. The plan is to pick some theatre under lease for a nominal rent, then put in a petition to the court to take over the theatre on a new lease at a considerable increase.

By a clause in receivership law a judge has power to break an existing lease and grant a new one to someone offering more rent.

Trick comes in with the existing lessee finds that he is making a fair income with his theatre. Under the circumstances, rather than lose his lease he has been willing to stand for an increased rental.

Petition is made for a house that they want anyway. In either case they stand to win. Besides, request is made for the regular real estate broker's fee.

Where the found was a circuit and the receiver was wise to the attempt it has been a case of hitting it out before the judge. Where the circuit knew of the expected attempt a new lease was signed a few days before it and thus went untried. Where the receiver was on an understanding with the petitioner it was just tough on the old lessee.

MEEHAN ACCORD PAVES THE WAY

Realignment of Executive
Personnel Clears Decks
for New Financial Set-Up

NEW BOARD MEN

Financial reorganization of RKO may be expected within six months, possibly sooner. Smoothing of the RKO-Meehan differences as regards Keith-Albee-Orpheum and by effecting realignment of the executive setup in other RKO subsidiaries, the RKO people have cleared the path to an early company reorganization. By April 1 next, the RKO receivership should be washed up.

The most important obstacle to an early RKO reorganization lay in the KAO melee with Meehan. This entailed differences with the Loew company on the outside. By election of Herbert Bayard Swope as chairman of the KAO board, on the joint say-so of M. J. Meehan and David Sarnoff, the RKO-Meehan quarrel just about came to an end. Swope already has assumed active charge of KAO.

Selection of a Meehan man to the post might have prolonged the differences which existed. KAO, with close to 65 theatres, is the principal theatre outfit in the RKO empire.

One subsid item still to be cared for in the RKO process concerns Van Beuren, wherein RKO has a 50% interest. This situation looks
(Continued on page 25)

20TH C. STARTS '35 ON 'BARNUM'

Hollywood, Sept. 17.

Twentieth Century launched production of its 1934-35 program today (Monday) with 'Mighty Barnum' at the United Artists lot. Walter Lang directing. Picture got away exactly one year after the start of 20th's program in 1933, when 'The Bowery' went before the cameras.

According to present plans, 20th Century will start four other productions prior to Jan. 1. 'Clive in India' (Colman); Jack London's 'Call of the Wild'; Fredric March, with William Wellman directing, 'Tollies Bergers de Paris'; Chevalier starrer; and 'Cardinal Richelieu', with George Arliss.

War Lines Drawn in Chi as Exhibs Band Against Percentage Deals

Chicago, Sept. 17.

Worst battle in the history of selling seasons in this town is under way between all exhibs, both indie and circuit, and the distributors over the question of percentage. With percentage demands on the part of exchanges boosted almost double of last year's policy, the exhibs are banding together to refuse to buy pictures on any percentage whatsoever. Meetings have been held at Bessness, Balaban & Katz, and the indie Allied organizations to hold the exhibs in line against the boost sharing demands.

It's an open war that may break up long-standing cordialities between certain distributors and exhibs, particularly the large outfits and Balaban & Katz. Understood

Knell of Political Censorship Seen in the Film Industry's Self-Regulating Purity Seals

Laemmle Remaining

In N. Y. 2 or 3 Weeks

Carl Laemmle will remain in New York for a couple of weeks before returning to Hollywood. He got back from a three month's trip abroad on Friday (14), after holding various conferences as to future policy on the other side.

The Universal head, following a big powwow in London with all U producing and releasing representatives, reached the decision to go along as in the past, with U turning out product in both England and Budapest.

FILM GUILDS WANT PROD. RECOGNISH

Hollywood, Sept. 17.

A delegation of the Screen Actors' Guild held an undercover meeting, attended by Irving Thalberg, at which the guild members presented their demands for full recognition of both the actors and writers guilds.

Thalberg, as representative of the producers, is said to have made no comment but promised to take the message back to the producers. Although both guilds are represented 100% on the two 5-5 NRA committees, now debating for both factions, the actors took this added means of making known their demands.

Producers are still of the opinion that the Academy is the official body for producer-employee relations, and are expected to yawn at the new gesture.

N.Y. PAR MULLS STAGE RETURN

The Paramount, N. Y., is mulling a return to stage show. Date under consideration is Nov. 1. 'Cleopatra' sent the Par to straight pix Aug. 16, the house dropping its de luxe stage policy for the first time in nine years.

War Lines Drawn in Chi as Exhibs Band Against Percentage Deals

The circuit is at odds with such distributors as Metro, Warners and Fox on percentage deals and preferred playing time. There have even been reports of threatened theatre invasion against R.E.K. on the part of the distrib organization.

In an effort to curb the demands for percentage the exhibs, particularly Allied, have come out with a stand that they will not accept any percentage dates at all. And in one or two instances the distrib has been forced to revise their original percentage demands. Most distrib, unable to secure immediate agreement on percentage pictures, are going around the mountain by retaining the right to withdraw three, four or five pictures from the contract for revised deals on these super, box-office flickers.

K. O. of political censorship is only a matter of time now. The eyes of the taxpayers in seven states where it exists, and where the scissoring welders are using up over \$500,000 yearly of the public's money, are being opened. So believe major film observers and political contacts of the industry who see the political censor being reduced more and more daily, by many circumstances.

As the industry's self-regulated purity seal gets older the work of paid censors must become less. Censor decisions today are described by film men as more in the category of 'pet peeves' rather than the theory of protecting the morals of citizens in their respective states.

The Hays seal, by agreement with the church and all of the producers, represents sufficient moral safeguard, not for a few states but the entire nation, and without cost to a single taxpayer. But even with the seal, censors now are described by picture strategists as functioning so
(Continued on page 62)

Freeman, Netter Move Up in Par As Dembow Outs

In all probability the departure of Sam Dembow, Jr., from Paramount will lead to certain inside realignment of the executive aides in Par's home office theatre departments. Some changes are already made. Y. Frank Freeman, who has been v. p. with Dembow in Paramount Theatres Service company and Famous Theatres, has been delegated also to absorb Dembow's former official titles. Freeman is now second in command to George J. Schaeffer so far as concerns Par's home office theatre firms.

Directly succeeding Dembow is Leon Netter. Latter has been doing much of the work which Dembow supervised previously, prior to his present appointment as Dembow's successor. This work has mostly to do with contacting Par's theatre partners in the field on film purchases and the like.

Whether Netter succeeds Dembow on the directorates which Dembow held, however, has not been made known thus far.

Freeman as the over-all active operator of Par's home office theatre activities will continue himself to handle the company's really matters as previously in addition to his other and new duties.

His elevation was not unexpected. That Dembow was to leave Paramount was well known at Paramount for many weeks. Dembow's connection with National Screen Service is slated to have been actually set some weeks ahead before it was officially announced.

Actually to date, Paramount operates actively only one theatre out of the home office. This is the Broadway Paramount. When Dembow's resignation was announced officially, there are slated to have been several candidates for the post he was about to leave. Including among such candidates is slated to have been J. J. Fitzgibbon, Par theatre official in Canada, among others.

Appointment of Freeman to take the over-all supervision as well as Netter's appointment were made by Schaeffer as had been set apparently some time previous.

Uncertainties Force Prices Down; Amusements Back 3d Week in a Row

Despite decline in most stock prices yesterday (Monday) amusement issues largely were steady to higher. Bond market again featured unusual strength in Paramount bonds, these bonds going up 2 to 3 1/2 points net.

With numerous uncertainties hanging over the market, stock prices were forced down on considerably increased volume Friday. Despite a tendency to firm up in last hour of trading Saturday, Dow-Jones industrial averages lost 3.49 points as compared with close on previous Saturday. Averages finished at 87.34 compared with 90.83 on preceding Saturday and touched bottom for week Friday when they dropped to 86.64. Volume for whole market on that day was \$40,000, or virtually twice as much as on preceding day.

In face of this dip in stock values, amusement group acted fairly well. VARIETY's Amusement Group closed at 18 1/2, where it was off approximately one point. There was a slight pickup in volume compared with previous week—rated an unfavorable sign. There was very apparent weakness in some of the higher priced amusement issues, which was typical of other high-priced stocks in various groups. Weight of selling in these stocks more than counterbalanced the comparative strength or stability of some leaders in amusement section.

After a sell-off Monday and weakness on Tuesday, market firmed a little on following day. Wall Street liked Government refinancing plans announced Monday. Majority of gains were held Thursday on greatly diminished volume. Put a selling wave in grains, unfavorable strike news, weakness in government bonds and other liens, plus the marked softness of Allied Chemical, unsettled entire market structure Friday. Toward close on this day, selling became general in nearly all groups, and many longs apparently got out of the market in disgust. Obviously the short selling added impetus to the decline. Firmness in market Saturday near the close could hardly be rated more than a feeble technical rally. Next resistance level in industrial averages will be around 85-86 mark.

Amusement Group has fallen back three weeks in succession now, along with remainder of market. Resistance to this selling probably has been more marked in this group than any. VARIETY's amusement averages are now in the critical 18 1/2-19 level, and some support must be forthcoming in near future if group is to hold above 18 1/2.

Loew's Common Best

In this group, Loew's common acted best. It closed only fractionally down from previous week's finish—at 26 1/2. Most favorable feature was manner in which it rallied Saturday after sell-off Friday. Stock lost only an eighth on the week, and at one time touched 27. It was the strongest performer of whole group. Fox A met support at 10, which is

(Continued on page 34)

Arthur's F&M O.O.

Harry Arthur jaunts to the Coast this week via St. Louis. From the Coast he treks back through Frisco, Denver and Salt Lake and maybe hitting New England after Chicago on his return journey.

This will give him the chance to look over all the Fanchon & Marco properties en route.

SMEAD SETS B. R. TRIO

Charles Smead, president of Blue Ribbon Productions, left here for New York Thursday (13) to make arrangements for the release of his company's three features.

First, 'Old Lady 31,' with George Archambaud directing, is scheduled to get started within the next fortnight. No cast set.

RADIO TIES MACGOWAN

Radio has picked up Kenneth MacGowan's option. Producer's first on the new ticket will be 'Enchanted Apple,' Ann Harding picture.

Following this he goes on loan to Jack Whitney to produce 'Topsy Turvy.'

Yesterday's Prices

| Stock | High | Low | Last | Chg. |
|------------------|--------|--------|--------|---------|
| 500 Col. Tel. | 31 | 30 1/2 | 30 3/4 | + 1/4 |
| 100 Gen. Elec. | 25 | 24 1/2 | 24 3/4 | + 1/4 |
| 700 East. K. | 95 | 92 1/2 | 93 | - 2 1/2 |
| 200 Fox A. | 10 1/2 | 10 1/4 | 10 1/2 | + 1/4 |
| 1,100 Gen. Elec. | 17 1/2 | 17 1/4 | 17 1/2 | + 1/4 |
| 3,000 Loew | 28 1/2 | 28 1/4 | 28 1/2 | + 1/4 |
| 5,000 Par. Cts. | 4 | 3 3/4 | 3 3/4 | - 1/4 |
| 200 Pathé A. | 11 1/2 | 10 1/2 | 10 1/2 | - 1/2 |
| 5,000 RKO | 2 1/2 | 2 1/4 | 2 1/2 | + 1/4 |
| 800 RKO | 2 1/2 | 2 1/4 | 2 1/2 | + 1/4 |
| 2,200 W. B. | 4 | 3 3/4 | 4 | + 1/4 |

| Stock | High | Low | Last | Chg. |
|-------------|-------|--------|-------|-------|
| 500 Tech. | 12 | 11 1/2 | 12 | + 1/4 |
| 200 Trans-L | 1 1/2 | 1 1/4 | 1 1/2 | + 1/4 |

| Stock | High | Low | Last | Chg. |
|-----------------|--------|--------|--------|-------|
| \$4,000 Keith | 53 1/2 | 53 | 53 1/2 | + 1/2 |
| 1,500 Par-F.L. | 50 | 49 1/2 | 50 | + 1/2 |
| 32,000 Par-F.L. | 50 | 49 1/2 | 50 | + 1/2 |
| 11,000 Do. Cts. | 53 1/2 | 53 | 53 1/2 | + 1/2 |
| 20,000 Par-Pub | 53 1/2 | 53 | 53 1/2 | + 1/2 |
| 12,000 Do. Cts. | 53 1/2 | 53 | 53 1/2 | + 1/2 |
| 6,000 W. B. | 51 1/2 | 51 | 51 1/2 | + 1/2 |

HUFFMAN GROUP TAKES RKO ORPHEUM, DENVER

Denver, Sept. 17. Centennial Theatres Corp., organized by Harry Huffman, several bond houses and a number of Denver financiers (owners of the Denver and Paramount), have completed plans for buying the Orpheum for \$500,000. A \$10,000 payment has been made to bind the bargain, with \$21,000 more to be paid when sheriff's deed is obtained. Deed set for this is Feb. 16, 1935.

RKO, owners of the building, has until February next to redeem the property, but this move is not thought probable.

The Orpheum was built in 1931, and ground and building, with equipment was valued at \$1,250,000. The Centennial owners will execute a new mortgage and deed of trust on the property to secure the sum of \$80,000 due in 15 years. The deed of trust will provide for weekly payments into a sinking fund for the purpose of paying taxes, interest and the principal. Payments will be \$1,050 each week until Aug. 1, 1935. After that date they will be \$1,250.

This move ties up the Denver for several years at least, giving Huffman four out of five first runs; two subsequent runs downtown and two neighborhood houses, as well as the only theatre available for legit, the Broadway.

Comerfords Expanding Further in Rochester

Rochester, Sept. 17. Further expansion of the Comerfords in Rochester indicated by negotiations with Penneysey Brothers for the Monroe and Madison, class names. The Penneyseys now operate five houses, including the Strand, Family and West End. They previously discussed a merger with the five Shine theatres here, but that plan has been shelved.

A year ago the Comerfords had only the small Capitol. Then they took over operation of the two Public houses and, just recently, the two B. theatres. Loew's Rochester now is the only first run house outside the fold and that may come in under the single operating head. This would bring back the situation of 10 years ago when the Eastman interests controlled all the principal downtown houses.

Charney Talks Agfa

Hollywood, Sept. 17. King Charney, distributor of Agfa-Anso film for the United States, left here Saturday (15) for the east. He will confer with company heads at the Binghamton, N. Y. factory on plans to immediately increase output of 35 mm. negative and positive for the domestic market.

While east, Charney will close pending deal for a New York representative, and expects to return here Oct. 1.

BILL YEARSLEY JOINS WB

Bill Yearsley, associated with J. D. Williams almost from the beginning of Williams' career in the picture business, has joined Warner Bros. theatre operating forces in charge of Warner houses in Parkersburg, W. Va.

For many years Yearsley was in charge of publicity and advertising for Williams.

Carolina Exhibs Don't Like ASCAP No-How

Charlotte, N. C., Sept. 17. Ed Kuykendall, president of the Motion Picture Theatre Owners of America, will address an open mass meeting of theatre owners from the two Carolinas here at the Chamber of Commerce auditorium Sept. 19. The meeting was arranged to discuss opposition to the American Society of Composers, Authors and Publishers in the move of the society to increase the fees charged theatres to give free exhibitors title to presentation of films with material by Society members.

Woonsocket Textile Strife Shuts Its Cinemas; Also Others

Providence, Sept. 17. Closed by authorities when riots precipitated riots in the city of Woonsocket, all theatres in that city suffered a great loss of revenue last week. Rioters, sympathizers of striking textile workers, ran amuck causing thousands of dollars damage to stores in the downtown section, and bringing about martial law.

Military authorities not only closed the theatres for evening performances, but put a ban on saloons and cafes operating. This is the first time in the history of Rhode Island that theatres were compelled to close their doors because of disorder.

Situation in other textile centers in Rhode Island not as bad as Woonsocket, but Pawtucket, Central Falls and Providence theatres report falling off in attendance because of the strike.

Rush Argosy Program

Hollywood, Sept. 17. Bud Barsky is rushing stories and scripts in shape for Argosy Pictures, which will make a total of 24 features and five westerns for the state right market this year. The producer will have all scripts ready for shooting before the first feature goes into work, and production will continue at a steady pace until the entire program is finished. A dozen writers are on the company staff.

Argosy has outlined four series of outdoor features of six each. One group will have yarn laid in the Yukon and northwest, another series will be based on historical incidents of the west, the third group will have a Mexican border locale, and the other series will consist of regulation action westerns.

Third series planned will be based on Robin Hood. First chapter play will be 'Bottom of the Sea,' which will utilize the underwater equipment Phil Goldstone has acquired to produce his feature, '20,000 Leagues Under the Sea.' Second series will be 'Swiss Family Robinson,' with Stuart Paton and Norman Dawn working on the script.

MINOR REORG. STEPS

Par Special Master Okays A Few Moves

Following some revisions on complaints of a bondholder group, minor reorganization steps of the Paramount trustees have been approved by Special Master Joyce. At a hearing during the past week when Joyce okayed moves affecting New England and a claim of Liberty Productions Co., Ltd., a petition was also filed with him on a recommendation to buy up a claim against Par on the Paramount, Toledo, out of which Par walked when going into receivership.

Settlement of the claim of the Liberty involves return of the film, 'Mad Parade,' produced by Lib in 1931 and taken by Par for general release.

Par trustees are authorized to advance \$25,000 to Saga Theatres Corp., a subsidiary created for the purpose of buying up claims against Olympia Theatres and Olympia Operating companies, both in receivership. Plan involves cutting one claim more than half, from \$16,537 to \$4,323.

This step and advances to Saga Theatres Corp., another Par trustee, subd., to obtain 52% of the stock of the Goldstein Bros. circuit, following reorganization of the bond issue in G. E. are both in line with eventual reorg. of the whole of Par's New England theatre structure.

Skouras and Randforce Circuits Hold Key to Fox Met's Reorganizing

1st Runs on Broadway (Subject to Change)

Week of Sept. 21

Paramount—'Relle of Nineties' (Par).
Capitol—'Death on the Diamond' (MG).

Music Hall—'Richest Girl in World' (Radio) (20).
Strand—'British Agent' (WB) (19).

Roxby—'Chu Chin Chow' (Fox).
Rivoli—'Affairs of Cellini' (UA) (3d wk).

Rialto—'Million Dollar Ransom' (U) (18).
Week of Sept. 28

Paramount—'Relle of Nineties' (Par) (2d wk).
Capitol—'Tarrets of Wimpole St.' (MG).

Music Hall—'Caravan' (Fox) (27).
Strand—'British Agent' (WB) (2d wk).

Rivoli—'Count of Monte Cristo' (UA) (26).
Rialto—'Gift of Gab' (U) (25).

So. Cal. Indies Kick on L.A. Warner's Low Scale

Los Angeles, Sept. 17.

Protesting against a new policy put in effect Friday (14) at the Warners Downtown, whereby house is showing two first-run pix at 25c up to 6 p.m., and then advertising 1,000 seats at the 25c gate until closing, Independent Theatre Owners of Southern California sent a long telegram to Gradwell Sears, Warner sales manager.

Indies charge that new Downtown policy is destructive, and will have a tendency to eventually force all subsequent runs in the sector back to 15c.

New policy became operative simultaneously with the launching of day and date run between Warners' Hollywood and the RKO Hillethead (downtown).

Chi Indie Exhib Wins Cancellation Case

Chicago, Sept. 17.

Legal attempt of the Egyptian theatre to cancel the United Artists' 'Catherine the Great' was upheld by the local code board last week.

Exchange claimed that contracted 'Butterfield' had not been bought. Contract called for 21 pictures. The Egyptian brought up the fact that 'Waterfront' had been taken, because the understanding about 'Butterfield' had not been definite, and the contract for it had not been signed. The board decided that as long as the 21 flickers contracted for had been bought the contract was considered filled.

F&M Reopens L.A. House

Los Angeles, Sept. 17.

Deal whereby Gumbiner's Tower, downtown indie house, has for past 10 days been operating on a policy of continued first runs from Fanchon & Marco's Paramount, will be abruptly terminated this midweek, with F&M, through Partmar, re-opening Criterion in a joint operating venture with T. L. Talley, and shifting the policy to that house.

Criterion, dark for past five months, due to Talley's inability to line up product, will go to a 55c top admission, same tariff that prevails at the Paramount, with an six moving directly from the latter house to continue the first-run showing.

N. Y. to L. A.

Harry Arthur.
Irving Bille.
John Bradford.
June Clayworth.
Eddie Craven.
George Landy.
Harpo Marx.
L. P. Williams.

Skouras and Randforce (Kinzie & Frisch) hold the key to any feasible rehabilitation of Fox Metropolitan. That's because these two operating firms own the film franchises for the circuit. Fox Met has a 50% interest in these operating firms.

When the Fox Met circuit was formally ruled under section 77B of the new Corporate Bankruptcy Act last Wednesday (12) by Federal Judge Mack, he acted on the involuntary petition filed by three indie security holders as represented by Arthur Archibald Palmer. This downtown noteholders' committee, of which Ernest Niver, of Halsey, Stuart, is chairman, still is in the picture and has been granted 60 days by the court in which to propose a new reorganization plan.

No such plan is feasible which does not consider the operating exigencies of the 85 theatres so involved.

There had been a plan offered under the circuit's equity receivership status which the downtown committee frustrated by its own will, after having itself first offered the plan. That this committee is still playing with the idea of a possible sale of the circuit to Loew or Warners or others, was expressly indicated at the hearing last week.

The committee holds that to make a sale possible it must attain an adjustment on the contracts with the operating companies. The operating companies appear to consider such an adjustment, but the Niver-controlled committee doesn't seem inclined to offer sufficient consideration for such an adjustment.

Fox Theatres, through Attorney Milton Wiseman, one of the co-receivers of Fox Theatres, is also intervening in the Fox Met situation. The court granted Fox Theatres the right to examine the books of Fox Met at the expense of Fox Theatres in order to determine the value of the claim of Fox Theatres against Fox Met.

This indicates that the \$100,000 settlement previously arranged for the alleged \$4,500,000 claim of Fox Theatres against Fox Met, goes by the boards. At the hearing it was indicated that A. C. Blumenthal may be prepared to offer \$200,000 for this claim or the Fox Met stock which is owned 100% by Fox Theatres.

It is not unlikely that Fox Theatres itself may propose a plan for Fox Metro. Attorney Palmer also indicated he would propose an alternative plan of his own.

Par's 'Pursuit Happiness' First Run Into Radio City

Radio City Music Hall has closed a deal with Paramount to play 'Pursuit of Happiness.' This will be the first time that a Par picture has had its first metropolitan showing at the Hall.

'Sign of the Cross,' sold by Par to the big house a couple of years ago, had first gone through a two-day \$1.65 run at the Rialto.

'Pursuit of Happiness' scheduled for the Music Hall, Oct. 25.

L. A. to N. Y.

Brian Aherne.
Tom Rilly.
Sally Bates.
John Bradford.
William Berke.
King Charney.
Jackie Coogan.
Larry Darmour.
James Dunn.
Lynn Farnol.
Ketti Gallian.
Robert Gilliam.
M. H. Hoffman.
Harold Hopper.
Sydney John.
Mr. and Mrs. Sid Lesser.
Montague Love.
Muriel Kirkland.
Aline MacMahon.
Joe Moskowitz.
Marian Nixon.
Elliott Nugent.
Paul Parry.
Roy Robson.
Roy Del Ruth.
Joseph M. Schenck.
William A. Seiter.
Charles Smead.
Frank Vincent.
Thornton Wilder.

FILMS' KEY CITY AD WAR

NRA Zoning Law Regarded by Exhibs As Effective Curb on Admish Feuds

Always utterly at sea when box office price wars start in a territory, and always regarding such slash competition as the greatest all-round menace to the business, filmdom now has placed in its hands by the NRA what is regarded as an extinguisher sufficiently powerful to quell future cut-rate fires at their very inception.

Simultaneously, the Code Authority has cleared up in the same sweep most of the major mysteries which have thwarted zoning during the past seven months. An ABC has been officially decreed for zoning boards. Most of them will receive copies of it this week. They will revise their schedules to comply with it. As soon as this revision is complete the schedule will be marked ready on the CA appeals calendar.

An indication of Eagle hopes for the speed with which zoning set-ups will now be accomplished is illustrated in NRA confidence that before the end of October schedules that were submitted before the July deadline should be in effect, and work should be well advanced on all other territories which want their box-offices mapped for clearance and competitive alignment in a schedule of their own.

The stop-gap for price cutting is by far the highlight of what is already being recognized as the most important and clarifying document yet authorized by the C.A.

WB, Loew Reconsider

When it came up for C.A. consideration last week the private meeting was a bedlam. As voices rose and the smoke began to clear Warners and Loew were revealed as the leading opponents of what virtually amounts to regulated admissions. During a recess the same evening Warners and Loew underwent a radical change of heart.

When the C.A. reconvened a half hour later their votes made the chief codicil poll unanimous for this and all other clauses.

The zoning law, while largely the work of distributors at the behest of the C.A. when it found itself literally stymied by geography problems, met no other opposition. In fact, many of its clauses were strengthened in language by the C.A. with the approval of its exhibitor members.

Independent codists, several of them outstanding in the trade as exhibitor leaders, over the weekend described the set of principles as the greatest break the NRA has yet tendered the independents.

No longer, they explained, may a big first run cut prices and still enjoy long protection. As they see it the first run cuts unfairly will have to relinquish product to subsequent runs so much sooner. Subsequent runs that start cutting are subject to protection penalties.

The Code Authority, however, is not telling the zoning boards throughout the country just what prices are fair and unfair. That will have to be worked out in each territory.

Creation of competitive areas and establishment of maximum areas is summed up as about the extent of the zoning boards' actual authority.

For instance, boards cannot specify runs. That is a matter for distributor and exhibitor to settle.

A verbatim copy of the new law appears elsewhere in this issue.

BUTCHER'S FIRST DUO

Hollywood, Sept. 17. Fox snugged two mag yarns last week for immediate production. Pair were 'Heaven's Gates,' by Lighthouse Pictures and 'Highway Rollery,' by Albert Treyner. Both will be produced by E. W. Butcher, his first assignments.

Formerly he adapted for Shirley Temple. Studio has decided to team up the youngsters with James Dunn and Chaez Trevor following the reception of the trio on 'Baby Takes a Bath.'

Fox Prod. Board

Hollywood, Sept. 17. A production board system of story editing has been set up at the Fox Western Avenue studio for the pictures produced by Sol Wurtzel and John Stone.

Joe Engel, formerly production man with Howard Hughes, is in charge of the new setup with Milton Schwartz, his assistant.

Robert Yost, former manager of the story department at Fox Western, returns to writing and is collaborating with Philip Klein and Harry Lachman on 'Dante's Inferno.'

OLYMPIA CHAIN IN REORG. MOVE

Choice of 40c on the dollar in cash or 60c on the dollar in new debentures will be offered to creditors of Olympia Theatres. This company, comprising around 70 theatres and buildings in around 40 New England cities and towns, is one of the chief Paramount-Public theatre subsidiaries. A comprehensive reorganization plan embodying this offer to creditors is expected to be made by the committee, as headed by Charles Francis Adams, of Boston, in the next 10 days or two weeks.

It is also expected that with financial reorganization of Olympia, that Par will consider a management contract for Olympia with Sam Pinsanski and Marty Mullin. These will likely get a deal which will allow themselves to share in the future profits of Olympia in addition to a guaranteed weekly salary. However, as in all other Par partnership and management deals which have been made, the deal with Pinsanski and Mullin will run only until June 27, 1935.

The expiration date seems to be a condition precedent to all Par theatre deals made on a management basis or partnership status.

Cleaning up of the Olympia deal also means that practically all of the Public theatre situations have been smoothed over. So far as has been indicated only the Par Wisconsin territory still remains to be settled and it is understood that an understanding on the Wisconsin situation already has been had with the Hamm family. Latter family is vitally concerned, financially, in Par's Wisconsin theatres.

Theatres of the Paramount chain in New England are being grouped into what may develop as the principal operating unit of the company in that territory. Houses are being combined into what is known as the Mullin-Pinsanski circuit, including a number of properties in Boston and other towns.

So far the houses that are being grouped under the Mullin-Pinsanski head are those which are free from the receivership yoke which hangs over the majority of the Par N. E. film shops. Both the Olympia Operating Co. and Olympia Theatres, Inc., are in receivership, with Martin J. Mullin and Sam Pinsanski as receivers. Additionally minor units in which Olympia companies have control are affected by receivership.

Theatres going into the so-called (Continued on page 27)

Burr's Pathe Feature

Hollywood, Sept. 17. C. C. Burr is readying to produce on his own. Financing arrangements understood to be set through the Pathe.

Burr's first is a picturization of 'Hollywood Murder Mystery,' with music, from the novel of the same name by Herb Crocker, fan mag handler in the Warner home office publicity department.

THEATRES WANT LOWERED RATES

Local Newspapers' Highly Competitive Relations Seized as a Tactical Opportunity to Effect Theatre Ad Rate Savings in Certain Keys

HOW IT STARTED

Major circuits and other film theatre operators are starting out to seek new rates in American key spots, and cities of secondary importance on advertising rates in daily papers. Home office informants declare the battle is on.

It's all mostly based on activities in two cities held to be of important precedence, Kansas City and Washington, D. C. On top of stance taken in these cities, the circuits have launched a drive on Pittsburgh dailies.

Situation in Kansas City derives from a scrap between the rival Kansas City Star and Journal-Post. The uptown (Fox) and the Tower (Indie) stepped out of the J-P and immediately started to get breaks from the Star. The Main Street (RKO), Midland (Loew's) and Newman (Public) watched this go on for a while, doing nothing, but now duce in rates from the J-P. Space has been cut 30 to 50%, but at a meeting during the past week the Journal-Post refused to budge on its rate card. There the matter now stands so far as the theatres are concerned.

The Washington Situation In Washington the circuits succeeded in getting cuts from the Post, Star and News, hailing this as an outstanding victory. The Post tried to increase its rate from 32 to (Continued on page 27)

Del Ruth Directs 'Cal' At 20th in Lieu 'Clive'

Hollywood, Sept. 17. Darryl Zanuck has assigned Roy Del Ruth to direct 'The Red Cat' which 20th Century produces late this year with Maurice Chevalier in top spot.

Del Ruth had originally been pencilled in to direct 'Clive of India' (Ronald Colman), but production slate carried the two pictures too close together.

Krimsky Joins Rapf

Hollywood, Sept. 17. John Krimsky has dropped his idea of making an independent picture and has joined Harry Rapf at Metro as an assistant.

He will supervise some pictures for this exec, along with his other duties as assistant on all Rapf unit matters.

Jones to Take 14 Chi Nabe Houses; \$3,000,00 Marshall Field Backing

Chicago, Sept. 17. Aaron Jones is set to take over some 14 key spot theatres in the top neighborhoods by Oct. 1. Jones will take over these theatres in the name of Jones, Linick & Schaefer, and it will bring the list of the Jones holdings to 20 and establish Aaron Jones once more in a key theatre operating position in the Chicago territory.

Jones is at present fully backed financially by the Marshall Field estate which has turned over to him such houses as the State-Lake, Woods, LaSalle, Monroe and Clark.

RKO-Loew-Fox 'Peace' on New York Theatre Map and How It Works Out

Carewe to India

London, Sept. 17. Edwin Carewe, recently arrived here, will take a crew to India for exteriors of a film he is making independently with local capital. One of the native Indian maharajahs is giving him the necessary local co-operation.

Carewe has a Paramount release. His family is coming over from America during his British film activities. Feature will be completed locally.

MILWAUKEE AD TRUCE WITH THEATRES

Milwaukee, Sept. 17. Milwaukee's downtown managers' association is no more. Organized about a year ago with all downtown theatres agreeing on advertising space to be used and limiting ad expenses to \$500 a week, the association folded when Fox announced acquisition of the Palace, which was independently operated a year ago.

The Palace will open about the last week in the month, and while the Fox management has made no definite announcement, it is believed the Alhambra stage policy will be moved there with the Alhambra reverting to straight pictures, probably double features. Acquisition of the Palace gives Fox control of four of the seven houses on the main street, including the Wisconsin, Alhambra and Garden. Warner is operating its Warner and keeping the Strand dark for the present, while the Riverside, pop vaude house, is under the wing of E. J. Weisfeldt, who gave the manager's association the cold shoulder when it started.

Newspapers welcomed the news of the flop of the managers' group and for the first time last weekend looked like old times. Theatres went the limit on space with the Wisconsin using not only 25 inches of house copy, but 20 inches of national copy. Warner stepped on 'British Agent' with a five column ad about eight deep.

Under the managers' association rules, national copy was out for all downtown theatres. As a result of the splurge in advertising, the local sheets are planning to expand on publicity again, after shutting off the spigot while the miniature ad copy was in effect.

Field estate is understood to have authorized Jones to acquire theatrical properties up to the amount of \$3,000,000. Under the terms of the Field will, the estate must annually spend a certain amount for real estate and the operating council of the estate is going in heavily at present for theatrical holdings.

Jones will give up the burlesque building on the south end of the loop on Wed. (19). Jones has had the house some 15 years but lately it has gone under due to the complete removal of the theatrical section from that part of town.

Utica theatre, Brooklyn, will probably be turned over to Randmore by KAO, and the newly acquired Strand in Rockville Centre will go to the combo Skouras and Schwartz situation in that territory, while Loew will let go of its newly acquired theatre in Far Rockaway to KAO. This looks to be the extent of theatre exchange which is involved in the current RKO-Loew-Fox peace talks.

Keith-Albee-Orpheum and RKO theatres generally which may be involved in the situation will benefit by acquisition of additional product as released by Loew. In the latter item are included the entire Fox program plus a probable 50% of the Columbia and Universal programs which will go to RKO theatres. Loew will retain half of its Universal and Columbia services as bought.

A Break for RKO

With this additional product RKO will have increased its potential film supply for the season to around 200 films, considered adequate to its needs. The peace talks with Loew makes feasible some 90-odd pictures for RKO theatre purchase hitherto slated to go to Loew.

So far as known the terms and conditions have not been entirely signed, but everything is heading that way.

Of the greater New York houses acquired by KAO the latter circuit stands to retain a majority, including the Uptown, Yorktown, Midtown and Costello, in upper Broadway; the Hollywood and Apollo theatres, on the east side; Fortway, Brooklyn; Alden, Jamaica, and Embassy, Portchester, N. Y.

The situation confronting acquisition of the four houses on upper Broadway looks to be smoothed by arranging the playing time in these spots in harmony with whatever Skouras theatres may exist in the contiguous territory.

GALLUP OR OLMSTEAD FOR COL. AD BERTH

Bruce Gallup, now with the Donohue & Coe ad agency, is reported the favorite among candidates for the advertising publicity post in Columbia as successor to George Brown, who steps out Oct. 1 or sooner. Second choice is Ed Olmstead, runner-up to Brown in the department but not with Columbia long.

Harry Cohn, on his visit to New York, will probably make a decision as to Brown's successor by the end of the week. Gallup was formerly with Col as ad chief.

Indpls. Lyric Pulls Ads

Indianapolis, Sept. 17. Lyric, operated by Charles Olson for ground-owners, has pulled all advertising out of Times, local Hoarst paper, due to objections to critic panning show in regular weekly radio review.

Management took it while roasting was confined to sheet, though chafing at paying amusement rates for unfavorable comment, but balked at crick leaving his desk to warn patrons away.

Pommer Spots Joe May

Hollywood, Sept. 17. Finishing 'Music in the Air,' Joe May is set to direct two other Eric Pommer productions at Fox.

Radio's 'Laddie' Remake

Hollywood, Sept. 17. Radio will star Tom Brown in 'Laddie,' remake of Gen Stratton-Porter's silent hit Fido production. It starts in November.

'Servants' Entrance,' 'British Agent' Both Around \$7,000 in Los Angeles; Town Full of Duals, Small Coin

Los Angeles, Sept. 17.—High light of the current week is the startling trade being done by 'One Night of Love' in second week at the Paramount. Picture playing to heavy repeat business on the stanzas and proves to be the leader of the rest of the pack. Is only picture doing anything and will only be \$2,000 head first week by hitting over \$20,000. May hold third week if West coast can be set back. Weekend head hurt all other films.

Pooling of the Warner Hollywood and RKO for day and date policy seems a bust.

'Servants' Entrance,' with Janet Gaynor and Lew Ayres, set for a marquee at a (Gaynor-Farrell) open and off to weak start at the State. 'House of Rothschild' in third and final week at the United Artists sagged a bit and will stay only four days.

Estimates for This Week
Downtown (WB) (1,800; 25-40)—'Midnight Alibi' (FN) and 'We're Rich Again' (Radio) split. Double feature policy again weak start, but looks as though house will be off with around \$3,000. Last week second and final 'Dames' (WB) for eight day stay did ok at \$2,000.

Hollywood (WB) (2,500; 25-40)—'British Agent' (WB). With big ballroom in advance opened ok but will only hit around \$7,000. Last week, second and final 'Dames' (WB) for eight day finale not so forte at \$6,800.

Los Angeles (Wm. Fox) (2,800; 15-25)—'Badge of Honor' (Mayfair) and 'One More River' (U) split. Balanced screen fare proved ok here in tune of \$3,800. Last week, 'King Kelly of U. S. A.' (Mono) and 'Channel Crossing' (Gaumont) had hard struggle to hit \$3,100.

Orpheum (Edwy) (2,200; 15-25-35)—'Blind Idol' (Col) and 'Ladies Should Listen' (Par) split and vaudeville. House still going along at even pace and bit above preceding week at \$5,500. Last week, 'Side Streets' (WB) and 'We Learned About Sailors' (Fox). Came right up to expectations and hit the \$6,500 mark which is profit.

Parlades (Par) (2,500; 25-40)—'Wake Up and Dream' (U) and 'Two Heads on a Pillow' (Liberty) split. Use of Columbo name was great trade stimulant which will bring take to around \$6,300. Last week, 'There's Always Tomorrow' (U) and 'Pursued' (Fox) holiday and couple previous boosted this above initial calculation to \$3,200.

Paramount (Partmar) (3,550; 20-40-55)—'One Night of Love' (Col) (2nd week) and stage show. Attraction is natural for the house and will give plenty of profit with take of \$20,000. Last week, 'Ladies' kept at wildfire pace and wound up with \$22,400 which is banner trade for the house.

State (Loew-Fox) (2,024; 30-40-55)—'Servants' Entrance' (Fox). Off poorly and probably not more than \$7,500. Last week, 'The World Moves On' (Fox) never got started and had rather stormy voyage to a \$3,000 take which spelled red for the house.

United Artists (UA) (2,100; 30-40-55)—'The House of Rothschild' (20th Century) (3rd-final week). Though trade sagged may better \$3,000 on four days. Last week, second session did very nice and healthy trade of \$3,300.

'CRIME WITHOUT PASH' \$13,000 IN NEWARK

Newark, Sept. 17.—No box office kayos this week but good biz all around is indicated. The persistent rain evidently kept people from going to see 'Worship Castle' and Saturday downtown traffic was tied in knots, with the houses sharing nicely in the business.

Empire has unveiled burlesque to the eager mobs, offering the Supreme Circuit's 'Cocktails of 1934' at 75 top.

Estimates for This Week
Bransford (WB) (2,966; 15-65)—'Human Side' (U) and 'Million Dollar Ransom' (U). Probably the best of the box office with maybe \$7,500. But they seem to be in the fare. Last week 'Romance in the Rain' (U) and 'Dragon Murder Case' (FN) okay at almost \$5,500. Last week, 'The World Moves On' (Fox) (2nd week) (40)—'Dames' (WB) and 'Love Captive' (U). Opening like the good old days and should bring back the

good old figure of \$5,000. Last week 'Take the Stand' (Liberty) and 'Girl From Missouri' (MG) somber at \$3,600.

Little (Franklin) (299; 35-50)—'Abel Mit der Mundharmonica' (Ufa) and 'Lachende Erde' (Ufa). In the dumps here, as Ufa stars are not much known to the German patrons. \$350. Last week 'Salon in Cairo' (Ufa) and 'Es Wird Schon Wieder Besser' (Ufa) another bad \$300.

Loew's State (780; 15-75)—'Hide-out' (MG) and vaude. Looks good enough for over \$13,000. Last week 'Treasure Island' (MG) fell down from a great opening and did a fine \$11,700.

Paramount-Newark (Adams-Par) (2,248; 10-80)—'Crime Without Passion' (Par) and Cotton Club Revue. Opened weakly but well liked and jammed Saturday night. Ought to come near \$13,000. Last week, second of 'Cleopatra' (Par), good with over \$9,800.

Proctor's (RKO) (2,300; 15-55)—'The Fountain' (Radio) and 'Among the Missing' (Col). Plenty of word-of-mouth here (see comes from the Oranges) and they always turn out. Fine at over \$9,000. Last week 'Defense Heats' (Col) and 'Ladies' (WB) (Col) while was with \$7,000.

Terminal (Skouras) (1,900; 15-25-40)—'Shock' (Mono) and 'Hat, Coat and Glove' (Radio) with 'Moonshine' (RD) and 'Bachelor Heat' (Radio) split. 'Shock' seems to be attracting some attention on the first half. About \$3,300. Last week the last half perverted meant what the first half meant with \$3,000. 'We're Rich Again' (Radio) and 'World Moves On' (Fox) with 'Where Sinners Meet' (Hollywood) and 'Heart Song' (Fox) split.

'NOW, FOREVER' LEADS CINCY AT \$12,000

Cincinnati, Sept. 17.—'Now and Forever' is in front of the downtown box office procession currently with \$12,000, a couple of grand ahead of 'Fountain,' 'Count of Monte Cristo' and 'British Agent' which are bunched for second honors. 'Count' is aided by a swell campaign and registering a sweet take for Capitol.

'She Loves Me Not' is doing fairly well as week 'Chained' (Lyric) which has become switch-off spot for RKO extended runs.

Estimates for This Week
Palace (RKO) (2,600; 35-40)—'Now and Forever' (Par) with up news and rain, Tuesday (18) to tune of \$12,000, okay. 'Belle of the 90s' follows for initial showing of at least \$10,000. Last week, 'Servants' Entrance' (Fox) (8 days), \$9,500, nice.

Albee (RKO) (3,300; 35-44)—'The Fountain' (Radio). Praised faithful adaptation of Chas. Morgan's novel and work of Ann Harding, who tops title, but trade trekking for \$10,000, which is no b.o. top. Last week, 'She Loves Me Not' (Par) slowed in last half, but yanked a winning \$15,000.

Capitol (RKO) (2,000; 35-44)—'Count of Monte Cristo' (RKO). Extra ads and extensive tie-ups with schools and merchants, plus popularity of Dumas classic paving way to \$10,000, theatre's new season high. Last week, 'The World Moves On' (U), \$5,500, fair.

Keith's (Libson) (1,500; 30-40)—'British Agent' (FN). Reviewers linked it with 'The World Moves On' as lively melodrama and romance. Kay Francis and Leslie Howard the big bringers for a fast \$8,000. Last week, 'Housewife' (WB), tired at \$4,500.

Lyric (RKO) (1,400; 35-44)—'She Loves Me Not' (Par) switched from Albee for extended run, \$4,500, not bad. Last week, 'The World Moves On' (U), \$5,500, also switched from Albee for second week, \$7,000, loud rattling after \$20,000 on first week.

Grand (RKO) (1,300; 20-30)—'Kiss and Weep' (U) (Par). Looks like \$2,200, all right. Last week, 'The Big Moment' (Radio), \$2,500.

Family (RKO) (1,000; 15-25)—'Count of Monte Cristo' (RKO) and 'Among the Missing' (Col), split. \$1,800, normal. Same last week with 'Girl in Danger' (Col) and 'Name the Woman' (Col).

WEATHER AIDS NEW HAVEN 'Scarlet Empress' Stands Alone For \$7,000.

New Haven, Sept. 17.—Weather breaks favoring film spots lately.

Roger Sherman giving them all a battle this week on 'Cellini' and 'Desirable,' but Poll's will probably top the town. Much favor comes out on 'Night of Love.' Paramount back to straight pick after one okay week of stage fare.

Estimates for This Week
College (Loew) (2,248; 25-50)—'Scarlet Empress' (Par). Draw will have to be entirely on Dietrich name, as film is considered weak as a single. Questionable \$7,000. Last week, 'Crime Without Passion' (Par) and stage show. Fresh plugged above film and credited with most of nice \$8,200.

Poll's (Loew) (2,040; 35-50)—'One Night of Love' (Col) and 'Death on Diamond' (MG). Big reception for this one and is headed for heavy \$9,500. Last week, 'Servants' Entrance' (Fox) and 'Chan in London' (Fox). Fell off to ordinary \$7,300.

Roger Sherman (WB) (2,200; 35-50)—'Cellini' (20th Century) and 'Desirable' (WB). Big opening and holding steady for swell \$8,000. Last week, 'Fountain' (Radio), plus 'Cucaracha' got nice \$6,000.

College (Loew) (1,565; 25-40)—'Human Side' (U) and 'Side Streets' (WB). Liked by patrons, but not enough of 'em around to count. So-so \$2,500. Last week, 'Big Moment' (Radio) and 'Moonshine' (Mono). Dove last half for moderate \$3,200.

HARLOW 9G, 'BELONG' 10G; MONT'L BIZ OK

Montreal, Sept. 17.—Reopening of Montreuil's only legit house, Ila Majesty's, for eight days and maybe 16 with the San Carlo opera company not very likely to hit main stems although prices are low for the kind of show. Return of vaude to Loew's should jack up gross to best in town current week.

His Majesty's with eight nights and two mats of grand opera at \$2.25 top liable to remain a second week. Audiences not likely to affect film houses much.

Palace showing 'Hide Out' and 'La Cucaracha' and should gross \$8,000. Harlow not often seen of class here and should be a hit at Capitol in 'Par' from Missouri' which with 'Midnight Alibi' ought to garner \$9,000. Loew's back to vaude and showing 'You Belong to Me' likely to take the town at maybe \$10,000. Princess has gone British again with 'Evergreen' and 'Cup of Kindness.' House has good to gross \$6,000. Vaude and looks to gross \$6,000. 'Shock' and vaude will be average at \$3,000.

Estimates for This Week
His Majesty's (CT) (1,000; 60-2.25)—'San Carlo Opera Company' for eight nights and two mats.

Palace (FP) (2,700; 50)—'Hide Out' (MG) and 'Cucaracha' (Radio). Good bill that should gross \$8,000. Last week 'Servants' Entrance' (Fox) and 'Ladies Should Love' (F) (Radio), \$7,500, good.

Capitol (FP) (2,700; 50)—'Girl from Missouri' (MG) and 'Midnight Alibi' (WB). Looking for \$9,000 on this bill. Last week \$8,000 on 'World Moves On' (U) and 'Romance in the Rain' (Fox).

Loews (FP) (3,200; 50)—'You Belong to Me' (Par) and vaude. Dick Powell is important name on bill. Ought to get between \$19,000 and \$20,000, with perhaps a little better. Opening day's pace was hot.

Estimates for This Week
Aldine (1,200; 40-55-65)—'Count of Monte Cristo' (RKO). Good for nearly \$8,000. Last week, 'Cellini' (UA) \$7,400—good for second week, although a drop from Arcadia (2,000; 25-40-50)—'Treasure Island' (MG). Second run. Ought to benefit by special work done on Stanley engagement, \$2,000 or better. 'Crime Without Passion' (Par) and 'The World Moves On' (U) and 'Mr. Sweeney' (WB), \$2,000—slightly under expected pace but good.

Boyd (2,400; 40-55-65)—'Chained' (MG). Looks like a natural, \$14,000 or \$15,000 figured. 'The World Moves On' (U) and 'Gable Crawford' split. Last week, 'One More River' (U). Got the expected \$9,000—fair.

Textile Strike Crimps Prov.; 'Richest Girl' and Vaude \$9,000

Providence, Sept. 17.—Things are so-so. Business could be plenty better but it seems as though the Providence exhibitor always has something to worry about. This time it's the big textile walk-out. Since Providence's drawing population extends well into the numerous textile areas in Rhode Island, it is to be expected that the strike would have some effect. Fortunately, the situation so far has not been too trying, but exhibitors believe that with something like 75,000 people out of work there's bound to be a big reaction on the box office if the strike isn't settled quickly.

INDIAN SUMMER DENTS FRISCO

San Francisco, Sept. 17.—Grosses took a lacing on opening days here with the mercury doing nips for a September record in this city. September brings Frisco its only taste of real summer, and the ticket buyers loaded the family in the bus and went to the beach to catch what breeze was coming landward. Heat broke over the weekend, helping all houses.

'Cream of the crop' also being taken by 'Chained' at the Warfield, so that openings of 'Cellini' and 'Dames' was disappointing. 'Treasure Island' and 'One Night of Love,' both doing third stanza, surviving well. Cool breezes over week-end helped to put a hypo in the box of fees, however, especially helping 'Dames.'

Estimates for This Week
Fox (Leo) (5,000; 30-35-40)—'Treason Murder Case' (WB) and 'Unknown Blonde' (Mono), dual. Looks fair at \$7,500. Last week 'Straight Is Way' (MG) and 'Elmer and Elsie' (Par) very good \$9,500.

Golden Gate (RKO) (2,844; 30-35-40)—'Young and Beautiful' (Mas). With stage band and five acts of vaude. Good \$13,000 seen. Last week swell \$14,600 with 'Fountain' (Radio) and 'Dames' (WB).

Orpheum (F&M) (2,440; 30-35-40)—'One Night of Love' (Col) (3d wk). Holding its own with good enough \$7,000 as against last week's \$6,000. 'Dames' (WB) (2nd wk) looks to pick up big to gaff better than good \$12,500. Last week only fair at \$7,500 for 'World Moves On' (Fox).

St. Francis (F&M) (1,457; 30-35-40)—'Treasure Island' (MG) (3d wk). Good for \$8,800. Last week ok at little over \$10,000.

United Artists (UA) (1,200; 30-40-55)—'Cellini' (UA). May hit \$9,000. Last week, second of 'Bulldog Brannum' (UA) slipped to poor \$6,100.

Warfield (F&M) (2,700; 35-40-65)—'Chained' (MG) (2d wk) and stage show. The town took \$15,500, but this not big. Last week record maker at better than \$28,000.

Belong to Me' (Par) and stage presentation 'Bovary Music Hall Polles' Should top the town at \$10,000. Last week, 'Straight Is the Way' (MG) and 'Love Captive' (U), \$4,500.

Princess (CT) (1,900; 50)—'Evergreen' (British) and 'Cup of Kindness' (MG). Maybe \$8,000. Last week's repeat of 'Cellini' (UA) and 'Ninth Street' (Col), \$4,500.

Imperial (Ind) (1,500; 40)—'Shock' (Mono) and vaude. Oke for \$3,000. Last week, \$2,500 on 'Cavalcade' (Fox) and vaude.

Cinema de Paris (France-Film) (600; 40)—'La Vie de Paris' (2nd week). Last week, \$1,600 after \$1,500 last week.

Estimates for This Week
Fay's (1,800; 25-40)—'One More River' (U) and vaude. Biz ok, but pace could be plenty better if picture suited the tastes of the rabble that patronizes this spot. Gross should be around \$8,000. Last week, steady but could be up a notch. Last week 'Very Honorable Guy' (WB) was just the thing, took in close to \$7,600; well.

Loew's State (3,200; 15-25-40)—'Death on the Diamond' (MG) and 'Our Daily Bread' (NA); third week of straight hit in control and house still doing so-so. Present pace indicates that the most house will garner will be around \$7,000, and that's not enough to keep it above the level of last week. 'Have a Heart' (MG) and 'Hide-Out' (MG) was a trifle stronger at \$9,000.

Majestic (Fay) (2,200; 15-25-40)—'Servants' Entrance' (Fox) and 'Charlie Chan in London' (Fox); nice bill and doing the best biz of the straight picture spots. Present showing of the movie is \$10,000; has the till; oke. Last week 'G'ta Paw' (Fox) and 'Human Side' (U) also nice at \$7,100.

RKO (2,800; 15-25-40)—'Richest Girl' (Radio) and vaude. Return to combo policy augurs well for the house. Opening to swell start. Last week, despite the fact it has been juggling prices and policies altogether to frequently for the natives to keep things straight, 'Gross can't be more than \$8,000. Last week, pace continues. Last week 'Cheaters' (Hoffman) and 'The Fountain' (Radio); Ann Harding saved this picture from a complete flop; \$5,100 indicated substantial drop; last week, not bad, but not enough.

RKO Victory (1,600; 10-15-25)—'Bliss' (Col) and 'Romance in the Rain' (U). Entrance (Col) split week, oke. Last week 'Woman Who Dared' and 'Paradise Valley' also oke at \$975 for split week.

'Scarlet Empress' (Par) and 'King Kelly' (Mon). Main picture too heavy, and not strong enough to buck opposition which is badly affected by the strike. Last week, 'Now and Forever' (Par) and 'One in a Million' (Mon) did ok. Last week, pace continues. Last week, 'Now and Forever' (Par) and 'One in a Million' (Mon) did ok. Last week, pace continues. Last week, 'Now and Forever' (Par) and 'One in a Million' (Mon) did ok.

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Dick Powell in Person, \$19,000, Philly; 'Count of Monte Cristo,' \$8,000, Okay

Philadelphia, Sept. 17.—Some good business is expected in the downtown film houses this week although no one theatre is likely to hit anything sensational in the way of gross.

Earle looks the best with Dick Powell, headliner on stage bill, as the York manager. 'You Belong to Me' and the combination is figured for between \$19,000 and \$20,000, with perhaps a little better. Opening day's pace was hot.

Estimates for This Week
Aldine (1,200; 40-55-65)—'Count of Monte Cristo' (RKO). Good for nearly \$8,000. Last week, 'Cellini' (UA) \$7,400—good for second week, although a drop from Arcadia (2,000; 25-40-50)—'Treasure Island' (MG). Second run. Ought to benefit by special work done on Stanley engagement, \$2,000 or better. 'Crime Without Passion' (Par) and 'The World Moves On' (U) and 'Mr. Sweeney' (WB), \$2,000—slightly under expected pace but good.

Boyd (2,400; 40-55-65)—'Chained' (MG). Looks like a natural, \$14,000 or \$15,000 figured. 'The World Moves On' (U) and 'Gable Crawford' split. Last week, 'One More River' (U). Got the expected \$9,000—fair.

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Fair Rain-Out Booms Loop Grosses; 'Belle Wow \$60,000 on 7-Show Grind; Tomorrow Big \$23,000; 'Priest' 12,000

Chicago, Sept. 17. Business clipping along at a merry gait in this town at present. Not only are the loop houses having heavily boosted trade but this increase is in progress throughout the neighborhoods. Exhibs have quit sniffing about business, which means that they are winning. Heavy weather is responsible largely for rise in grosses. People are still coming into town for the fair but they are running into a flood of rainy days and instead of going up against the elements on the fair grounds they are hiding away in the theatres.

Currently the loop is alive with big money figures. Chicago is outpacing the theatres with a likely \$60,000 in the bag for 'Belle of the 90's'. Italanab & Katz has chopped the stage show portion down to 33 minutes, and grinding out seven shows a day, besides the additional midnight feature. Picture in two weeks.

Palace has picked up considerably in the past couple of months and is now running on the good side of \$20,000 weekly. Turned in a smashing fortnight with 'Vergie Winters' and this week is setting another fast pace with 'There's Always Tomorrow'. Judge Priests came to the Apollo on Saturday (15) and started off excellently to the best notices ever on a Will Rogers flicker. House hasn't had a big winner yet since its opening a month ago. 'Scarlet Empress' and 'Cat's Paw' having slipped off after fair starts.

Estimates for This Week.
Ap 15 (B & K) (1,200; 35-45-65) —'Judge Priest' (Fox). Turning out to be healthiest Rogers flicker in many years. Notices are raving right down the line. Likely to build to fine \$12,000 for its initial session. Last week 'Cat's Paw' (Fox) finished fair fortnight to \$5,800.

Chicago (B & H) (3,900; 35-55-75) —'Belle of 90's' (Par) and stage show. Grinding 'em in and out on a seven-show grind. Notices are raving across the top of the sheet to \$60,000, wallowing fat gross. Last week was good for Abe Lyman's 'Stage and 'British Agent' (WB) to \$40,100.

Carriek (B & K) (2,200; 35-55-45) —'British Agent' (WB). House is now a regular winner. Current picture maybe \$4,000, fair enough. 'Now and Forever' (Fox) last week topped \$4,500. 40 —'Hugon' (WB) (2,200; 25-35-40) —'Drunkard' (WB) on stage. Not getting much this week, which means a straight fortnight of covered ground. House is strong and the others in the loop are in a serious vaude talent firm. Currently looks like \$16,000, just fair. Last week 'Human' (WB) came to the loop after six weeks in the downtown theatres previously and couldn't get going. Ended with only \$14,800, worst the house has seen in several months.

Palace (RKO) (2,500; 35-55-55) —'There's Always Tomorrow' (U) and vaude. House is strong, ended considerably of late and is in a position to build to a fine steady trade. This week indications continue excellent for \$23,000 or better. Last week 'Vergie Winters' (Radio) finished a powerful fortnight to \$22,500, a wow figure.

Roosevelt (B & K) (1,500; 35-55-65) —'Drums' (WB) (2d) and vaude. Will make it three weeks at least and maybe four. On opening session last week capped mammoth \$19,900, a smacker gross in this small theatre. Continuing to build to \$13,000. 'Girl from Missouri' (MG) set to follow.

State-Lake (Jones) (2,700; 20-25-35) —'Charlie Chan' (Fox) and vaude. Went in and week out this theatre gets its trade. A patronage that has grown extremely loyal. With the additional booking of the Foxes, looks like the firm will get around \$17,000 certainly. Last week was fine at \$18,100 for 'Defense Rests' (Col).

United Artists (B & K) (1,400; 35-55-65) —'Monte Cristo' (UA) (2d) week. Will go three weeks and then make room for 'Last Gentleman' (WB). Artists flicker. 'Cristo' took a really healthy \$18,700 last week for a picture without names for the local populace. Will hold its pace this week to better than \$12,000, melodious.

MELVILLE BROWN AT MONO

Hollywood, Sept. 17. Melville Brown goes to Monogram to direct 'The Nut Farm'. It is an adaptation of J. C. Brown's play of that title.

'CHAINED' AND 'PAW,' 8G AND 5G, B'HAM'S TOPS

Birmingham, Sept. 17. Lloyd & Gable with 'Whom the Gods Destroy' rank in the customers' choice. Business is holding up fairly well, but with schools starting there is likely to be a falling off in number of patrons and kids.

Outside of a number of managerial changes everything is shipshape. There's considerable talk about the officers resigning as an independent with pictures and Wilby has announced plans to build a new \$10,000 house at Five Points.

Estimates for This Week
Alabama (Wilby) (2,800; 30-35-40) —'Chained' (MG). With a swell build-up for the last three weeks the pix will get about \$8,000. Last week 'Girl From Missouri' (MG) \$6,000, fair.

Ritz (Wilby) (1,600; 25-30-35) —'Cat's Paw' (Fox). Harold Lloyd has been absent so long his name may not mean as much as it used to, but at that a nice campaign should bring the week to above average, \$5,000. Last week 'The Man' (U) was pulled after three days and 'You Belong to Me' (Par) substituted, \$3,000. Strand (Wilby) (800; 25-35) —'Wild Boys of the Road' (WB) and 'Ladies Should Listen' (Fair). Fair \$1,000. Last week 'The Learned About Sailors' (Fox) \$1,200.

Empire (Aene) (1,100; 35-55) —'Whom the Gods Destroy' (Col). Probably a nice week \$2,000. Last week 'Smurtry' (WB) \$1,700.

BUFF GROSSES STRENGTHEN, MOORE OG

Grosses are continuing to strengthen after excellent takings last week. All Shea downtown first runs appear to have struck a new gait and all of the box offices are showing strength. This is all the more remarkable in view of the fact that before downtown first runs open this summer saw some of the worst business in many years.

It now looks as though the Buffalo public is returning to picture houses there being no doubt but what the town is seeing a greatly increased box office patronage since the latter part of August.

Estimates for This Week
Buffalo (Shea) (3,500; 30-40-65) —'Fountain' (Radio) and stage show. Slightly better than average opening for this one together with muggy week and weather points to something over \$15,000. Last week 'Now and Forever' (Par) and stage show, continued to show strength.

'Belle of Nineties' Socko at \$22,000 but Bit Under 'Angel's' St. Louis Start

St. Louis, Sept. 17. Total amount of film business divided by six is the problem in short division the film managers are figuring out this week. Arrival of the picture on the scene under operation of Warners makes an even half dozen first runs and that many ways to split the take.

It won't be an even split by any means, thanks to Mae West's old and latest cinema opus which is easily the week's leader although by no means as sensational as either of her first two. Big as it was, the opening did not approach that of the picture on the scene under operation of Warners makes an even half dozen first runs and that many ways to split the take.

Estimates for This Week
Ambassador (F&M) (3,000; 25-35-55) —'Belle of the Nineties' (Par).

and rounded out third week of up and coming business at \$19,000. Hipp (Shea) (2,400; 25-40) —'British Agent' (WB). Piece of extra advertising for this one and will probably better \$5,000. Last week 'Scarlet Empress' (Par) failed to show anything very exciting and takings held down to around \$5,500. Great Lakes (Shea) (3,400; 25-40) —'Cellini' (UA). Class picture, figured to do over \$7,000. Last week 'Buildup Drummond' (UA). Good for over \$4,000.

Century (Shea) (3,400; 25-35) —'Kiss and Make Up' (Par) and 'Upper World' (WB). Looks to preserve about average pace at \$5,000. Last week 'Cockeyed Cavalier' (Radio) and 'Paris Interlude' (MG) fell off somewhat from expectations with the drop probably due to strong counter-attractions at other houses, \$5,000.

Lafayette (Ind.) (3,400; 25-35) —'One Night of Love' (Col). Got under way in fine fashion. Strongest feature the house has had in some time. Should go over \$10,000. Last week 'Roman in Bath' (U) and 'Helen Stanley' (Col) tapered off somewhat after a good beginning for something over \$5,500.

Coast Street (Shea) (1,700; 25-35) —'Sophie Lang' (Par) and 'We're Rich Again' (Radio). Still moving along at estimated figure of around \$1,000. Last week 'Wild Gold' (Fox) and 'Bachelor Bait' (Radio) claimed to be over \$1,200.

British Agent' \$6,000, 'Monte Cristo' \$9,000, In So-So Kansas City

Kansas City, Sept. 17. Foreign atmosphere here heavy on the first-run screens this week, with Loew's Midland showing 'The Count of Monte Cristo', the Mainstreet 'British Agent' and the Newman 'Scarlet Empress'. Strong publicity campaigns were given them.

Tower, with its night prices advanced to 35 cents, has the strongest picture since its opening, 'One Night of Love', and the Columbia distributors spent money to put it across. Jack Thoma, publicity man for Columbia, was here for ten days contacting musical people, newspaper and radio officials.

Estimates for This Week
Mainstreet (RKO) (3,200; 25-40) —'British Agent' (WB). Advertised as 'The Stock Europe was afraid to burn' and with Kay Francis and Leslie Howard starred. Light takings, around \$6,000. Last week 'The Fountain' (Radio) drew the best reviews of the week but was too highbrow for \$8,000. Last week 'Midland' (Loew's) (1,400; 25-40) —'Count of Monte Cristo' (UA). Old stage favorite fair at \$9,000. Last week 'Affairs of Cellini' (UA) disappointed \$1,500. Last week 'Scarlet Empress' (Par). Should get near \$10,000. Last week 'Dames' (WB) led everything over the week-end, \$15,000. Last week 'Love Captive' (U) and stage show \$7,000.

Uptown (Fox) (2,040; 25-40) —'Cat's Paw' (Fox). Opened Saturday to near capacity and is holding its own against the down-town competition. Should return \$4,000. Last week 'Handy Andy' (Fox) second week \$2,500. Good.

Tower (Rewot) (2,400; 25-35) —'One Night of Love' (Col) and stage show. Intensive publicity campaign gave it a great opening and it looks like a good week. Last week 'Love Captive' (U) and stage show \$7,000. Uptown (Fox) (2,040; 25-40) —'Cat's Paw' (Fox). Opened Saturday to near capacity and is holding its own against the down-town competition. Should return \$4,000. Last week 'Handy Andy' (Fox) second week \$2,500. Good.

World (Steffes) (350; 35-50-75) —'One More River' (U). Diana Wynyard and John Galsworthy box-office assets. Going along nicely and should reach good \$2,000. Last week 'Friday the Thirteenth' (DOL). Very well liked and highly praised picture, but title probably against it and finished to poor \$900.

Time (Johnson) (250; 25-35) —'Love Patrol' (Radio). Third week of surprisingly fine run. Helped by State overflow and transients attracted here by Abe Lyman's band at big neighboring house. Around \$1,200 indicated after \$3,300 first week and \$2,200 second week. Great.

Uptown (Public) (1,200; 25-35) —'Handy Andy' (Fox). Pushing, should do over \$3,000. Last week 'Girl From Missouri' (MG). \$3,200. Big.

Lyric (Public) (1,300; 20-25) —'You Belong to Me' (Par). Won't top mid \$1,000, according to early indications. Last week 'Murder in Private Car' (MG). \$2,500. Good.

Great (Public) (1,100; 25-35) —'Here Comes the Navy' (WB). Anniversary week here and put over with a long on second loop run. 'Pursued' (WB) on first run, receding Tuesday. Looks like \$2,000 on the week, good. Last week 'Thin Man' (MG), second loop run, \$1,900, good.

Aster (Public) (900; 15-35) —'Shoot the Works' (Par). Kiss and Make Up' (Par), second loop runs, and 'Paris Interlude' (MG), first run, spin. Should cop around \$800, fair. First week 'Change of Heart' (Fox). Here Comes the Groom' (Par), second runs, and 'Little Miss Marker' (Par), third loop run, \$1,400, good.

B'way Biz Sturdy; 2d Week of 'Night Of Love,' 90-100G; 'She Loves 31G; 'Chan in London' 15G and 2d Wk.

'HANDY ANDY' \$4,000

Tacoma Bills 'La Cucaracha' Equal To 'Fountain'

Tacoma, Sept. 17. Handy Andy looks headed for the town's top money this week. The Roxy has been getting okay run of product recent weeks, since starting its new fall prices (three weeks ago with 'Viva Villa' (MG)).

Estimates for This Week
Music Box (Hamrick) (1,400; 25-35) —'The Fountain' (Radio). With short billed equally, 'La Cucaracha' and dividing entertainment values; indicated to see \$3,500. Last week 'Dames' (WB) great big \$5,100.

Roxy (JvH) (1,300; 25-35) —'Handy Andy' (Fox). Solo for entire week, with Will Rogers getting his usual following, liked and \$4,000 probable. That's big. Last week 'Sadie McKee' (MGM) big \$4,300, building strong right to windup.

Blue Mouse (Hamrick) (650; 15-25) —'Human Side' (U) and 'When Strangers Meet' (Lib), dual, split with 'Shoot the Works' (Par) and 'Once to Every Bachelor' (Lib). Last week \$1,000. Last week 'Hat Coat and Glove' (Radio) and 'House Wife' (WB) fair, \$1,400.

'DESIRABLE,' ABE LYMAN 16G IN MPLS.

Minneapolis, Sept. 17. Loop showhouses currently are loaded for box-office killings. All signs point to the best week in more than a month.

There's a green ammunition aplenty, but the real dynamite is a stage attraction, Abe Lyman's orchestra, at the State. It's whamming away with full steam ahead and helped by a first-rate picture, 'Desirable', will pile up a substantial gross.

Estimates for This Week
Century (Public) (1,600; 25-35-40) —'Crime Without Passion' (Par). Yanked after only four days, a pitiful \$1,500. Last week 'Hideout' (MG), \$6,000. Big.

Orpheum (Singer) (2,800; 25-35-40) —'British Agent' (WB). Highly praised picture with two real local magnets, Leslie Howard and Kay Francis, to aid, along with novel's and stage's big box office customers. Should build to fair \$5,500. Last week 'The Fountain' (Radio), \$3,800. Light.

State (Public) (2,400; 25-35-55) —'Desirable' (WB) and Abe Lyman on stage. Lyman act billed as 'revue'. Strong box-office combo and exhibiting real draw strength. Show very well received and picture liked, too. Looks like fine \$16,000. Last week 'Chained' (MG), \$11,000. Big.

World (Steffes) (350; 35-50-75) —'One More River' (U). Diana Wynyard and John Galsworthy box-office assets. Going along nicely and should reach good \$2,000. Last week 'Friday the Thirteenth' (DOL). Very well liked and highly praised picture, but title probably against it and finished to poor \$900.

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Business in the film showshops remains sturdy, with rainy weekend helping a lot.

Outstandingly spectacular draft in being exhibited at the Music Hall on second week of 'One Night of Love'. Up to and including Sunday night (16) the take was actually ahead of the same period the initial week, when gross was a mighty \$104,500. This week, considering the smart start, \$90,000-\$100,000 is anticipated, depending on the effect of Wednesday's religious holiday.

The Bing Crosby picture at the Par 'She Loves Me Not' is also showing a shoulder strength on its second week at a probable take of \$31,000 or over. First week was \$41,100. A third week here as well as at the Hall would be justified but in each case product is piling up on the booking schedules. Par won't hold, nor will the Hall. The Mae West pic comes into the Par on Friday.

Capitol should snare \$36,000, pretty good on 'Scarlet Empress' first Par pic booked into this ace Loew's theatre. Its vaude companion, 'The Fokine ballet' is contributing here. No holdover at this figure.

'Chan in London', which got good notices, is bringing the Mayfair its best business in a long time. First seven days ending last night (Monday) took \$15,000 and picture stays another week. 'Servant's Entrance' (Gaynor), rejected by the Music Hall first run, is next to come in here, under Mayfair new draft for all Fox product not going into Radio City.

State (second run), is going strong on 'Cat's Paw' and maybe \$22,000. 'Scarlet Empress' (WB) is a holdover, on second week of 'Fountain', will be profitable at around \$5,000 or more. Picture got \$1,000 on the first day.

'Desirable', booked into the Strand for six days with a view of holding up 'British Agent' until 'W. C. Fields' (19), will be okay at around \$15,000 for the six days.

'Cellini' is holding up stoutly at the Riv, which will probably pass out \$10,000 in tickets this week, the second week for all Foxes.

Roxy good and Rialto fair, former maybe \$31,000 on 'The Human Side' and latter \$9,000 on 'You Belong to Me'.

'Merry Widow' tentatively slated to re-light the Astor on a \$2 run Oct. 6.

Estimates for This Week
Capitol (5,400; 35-75-85-\$110) —'Scarlet Empress' (WB) and 'Fokine ballet'. Doing pretty good business, probably \$35,000 but no holdover as hoped. Last week, second of 'Chained' (MG) and Phil Spitalny revu \$30,000.

Mayfair (2,200; 35-55) —'Charlie Chan in London' (Fox). Holds over after first week ending last night (Monday). Will be okay at \$15,000. 'Servant's Entrance' (Fox), next on 'Fountain' (Radio) (25-50-65) —'Fountain' (Radio) (25-50-65) and vaude. A good bet for this house and maybe \$9,000 on the first day after initial seven days of \$14,000.

Paramount (3,564; 35-55-75-99) —'She Loves Me Not' (Par) (2nd week). First week \$34,000 by this one, probably \$31,000 this week. First week was \$41,100, very good. Won't hold over. 'Belle of 99's' (Mae West) starts Friday.

Radio City Music Hall (5,945; 40-60-85-99-\$110) —'One Night of Love' (Col) (2d week) and stage show. Pulling the coin in carloads and between \$40,000 and \$100,000 in prospect, but won't stay a third week, because pictures are piling up which must be played. First week was \$104,000, swell.

Rialto (2,000; 40-45-65) —'You Belong to Me' (Par). Closing tonight (Tuesday) after fair takings of \$9,000. 'Million Dollar Ransom' (U) opens on a previewer tonight (Tuesday), with George W. Sparks' Rogers, Morro Castle chief radio operator on a p.a. Final five days of 'The Nut Farm' (WB) 'Crime Without Passion' (Par), \$9,000.

Rivoli (2,200; 40-65-75-85) —'Cellini' (UA) (2d week). Holding up staunchly and probably \$10,000 this week. First seven days was \$33,200, handsome.

Roxy (6,290; 25-35-55-65) —'Human Side' (U) and stage show. Has something on the ball and at \$31,000, new. Last week 'Romance in Rains' (U) and 'Romance of a People' (spectacle), \$38,100, very big.

Rain Not Dampening Cap's Ardour; 'Cristo' Wow 16G; Lewis-Death' 23G

Washington, Sept. 12.

All records smashed for rain this month, but paying customers still crowding around the b.o. windows when there's something inside. At least two spots are looking to best biz in months and Rialto, just opened after summer closing, got nice reception despite terrible opposition.

Boys going heavy on the exploitation and with product to back up the badly everything is rosy. Count of Monte Cristo is big item this week. Isn't leading in gross, but compared to average intake of house it's far and away the wow of the town.

Estimates for This Week

Fox (Loew's) (4,324; 25-35-60)—Death on the Diamond (MG) and Vanitie. Combo appeal to mystery and ball fans working nicely. Ted Lewis always nice draw on stage here. Result looking toward nice \$23,000. Last week 'World Moves On' (Fox) roundly rapped by press as oversold along epic angle; fair \$19,000.

Earle (WB) (2,424; 25-35-40-60)—Dames (WB) and vaude. Heavily ballied, stars. Opened socko and won't slip below \$20,000. Last week 'British Agent' (WB) and 'Island Jones' (WB) on stage held up to nifty \$22,000.

Keith's (RKO) (1,830; 25-35-60)—Monte Cristo (UA). Class acts ballied, bold, and mummery. Screen achievement slant gave sock opening which looks like it will continue to wow \$16,000. Last week 'The Fountain' (Radio) drew class trade to tune of \$16,000.

Palace (Loew's) (2,363; 25-35-60)—Cellini (UA). Doing nicely with 'Cub' good \$17,000. Last week 'Chained' (MG) took nice \$8,000 on second week.

Rialto (U) (1,853; 25-35-50)—Always Tomorrow (U). Got heavy bally as opening house for season. Last fell for pit of Binnie Barnes for drama pages and looks like \$5,000 for out-of-way spot against tough opposition.

Met (WB) (1,583; 25-40)—She Loves Me Not (Par). Repeat from big week at Earle headed for big \$4,000. Last week 'Crime Without Passion' (Par) was hard to sell, but took nice \$3,000 from word of mouth.

Columbia (Loew's) (1,263; 25-35-60)—Springtime for Henry (Fox). Critics only mild and play not much rep here. Maybe satisfactory \$3,000.

Last week 'Treasure Island' (MG) took nice \$4,500 repeat from two big weeks upstreet.

MAE WEST HOLD OVER \$4,800, INDIANAPOLIS

Indianapolis, Sept. 12.

'Dames' is on top of the heap locally with a neat \$9,000 looming up on the register at the recently reopened Indiana. The Boxer is on the stage at the Lyric together with 'Jane Eyre' on the screen is helping the house to an okay \$6,750, which means nice \$4,000 for the week. Gaylor and Ayres in 'Servants' Entrance' is good with-out breaking any records at the Apollo on a take of \$5,000, while the Palace is very good all \$3,400 with 'Death on the Diamond'. 'Belle of the Nineties' was moved over from the Indiana to the Circle for a second week and is grossing \$4,800, which is not bad.

Indiana Roof Ballroom, operated by Tom Devine atop the Indiana theatre, opened to a nice business Friday (14) and went to close up Sunday night (16) with Cab Calloway.

Estimates for This Week

Apollo (Boutwell) (1,100; 25-40)—Servants' Entrance (Fox). Gaylor and Ayres have a fairly good pull with this house's femme trade, but the grosses are no better than good at \$5,000. Last week deal more was anticipated. Last week 'World Moves On' (Fox) was bad at \$2,900.

Circle (Katz-Feld) (2,600; 25-40)—Belle of the Nineties (Par). Last week cleaned up at the Indiana last week and she's doing all right on a holdover at the Circle. Last week 'Now and Forever' (Par) in a forced holdover did poorly at \$2,750.

Indiana (Katz-Feld) (3,100; 25-40)—Dames (WB). Clicking neatly at \$9,000. Last week 'Belle of the Nineties' (Par) was plenty swell at \$11,500.

Lyric (Olson) (2,000; 25-30-40)—Jane Eyre (Mono) and 'The Bowery' unit on stage. Business satisfactory at \$6,750. Last week 'Hat, Coat and Glove' (RKO) and 'Fiesta' unit on stage was moderate at \$5,900.

Palace (Loew's) (2,800; 25-40)—Death on the Diamond (MG). Not so hot at \$3,400. Last week 'Chained' (MG) was \$8,000, dandy.

RAIN RUINED CONEY; BROOKLYN BENEFITS

Brooklyn, Sept. 12.

Downtown deluxers on the upgrade for a change. The Coney Island Main Grand proved a dud with rain falling throughout the week. School children back in classrooms and the Paramount reports a profit. Paramount, with 'Dames' as feature attraction, figured to do in region of \$21,000, okay. Mebbe hold-over.

Loew's Metropolitan with Crawford and Gable in 'Chained' with the Timmerbergs and the Rooneys on stage should bring in okay \$19,000. Other houses also feeling better.

Estimate for This Week

Paramount (4,000; 25-35-50-65)—Dames (WB) on screen with good attendance. Rob West and Rosa Rita at the twin organs. Plenty of advertising in dailies and around town. A good \$21,000, possible hold-over. Last week 'Cleopatra' (Par) (2nd week) did \$16,000, not so bad.

Fox (4,000; 25-35-50)—Blind Date (Col) and stage show featuring Phil Spitalny and his Musical Queens. Going big at \$15,500 and house may holdover. Last week 'Straight Is the Way' (MG), \$14,500, good.

Strand (2,000; 25-35-50)—Scarlet Letter (Par) and 'She Had to Choose' (Mon), double feature, \$6,000, mild. Last week 'Crime Without Passion' (Par) \$7,000.

Albee (3,500; 25-35-50)—The Fountain (Radio) and vaude. Stage has Jack Fulton and Rannette. Last week 'World Moves On' (Fox) (2nd week) did \$10,000.

Metropolitan (3,000; 25-35-50)—Chained (MG) and vaude with the Timmerbergs and Pat Rooney. Looks like good 19,000. Last week 'Hide-out' (MG) \$17,000, mild.

25th (2,000; 25-35-50)—Scarlet Letter (Par) and 'She Had to Choose' (Mon), double feature, \$6,000, mild. Last week 'Crime Without Passion' (Par) \$7,000.

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200, stiff competition sending this Rogers film to poorest gross the cowboy picture ever has had locally in couple of years.

Pann (Loew's-UA) (3,300; 25-35-50)—Barretts of Wimpole Street (MG). Unlikely to get much of the mass trade but figured an excellent for the carriage class and should push through with neat \$13,000 and no kicks coming. Last week Ted Lewis on stage and 'Hide-out' (MG) underestimated, getting a sizzling \$31,000, for best takings here since Joe Penner's appearance last winter.

Pitt (Shafter) (1,600; 15-25-35)—'Defense Rests' (Col) and vaude. With no stage competition, showing signs of life again and looks set for an all right \$4,700. Last week 'Barrabasing Moments' (U) and vaude brutal at under \$4,000.

Stanley (WB) (3,600; 25-35-50)—'She Loves Me Not' (Par). With Crosby and Hopkins on the marquee, a brisk \$10,500 should result. A little disappointing, in face of film's lively showings elsewhere.

Warner (Loew's-UA) (3,600; 25-35-50)—'Crime Without Passion' (Par) and 'We're Rich Again' (Radio) and extra added attraction. Yaroz-Dundee night pictures. Last week 'Blind Date' (Col) at all, with most of credit for probable \$5,000 going to interest in Keet-MacArthur film. Cricks went overboard on this one. Last week 'Blind Date' (Col) at all, with most of credit for probable \$5,000 going to interest in Keet-MacArthur film.

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Grace Moore \$18,500 in Baltimore; Harlow and Vaude \$20,000, Also Big

Baltimore, Sept. 12.

'CHAINED' HOT \$8,000 DENVER'S B.O. LEADER

Denver, Sept. 12.

All first runs except Paramount are doing good business, with two doing very good. Gable and Crawford team is dragging steady strong crowds at Denver, both matinee and nights. Denham is doing strong business, with night biz especially good and holdouts most every day. School having started is helping week-end business, cool weather doing its share also.

Estimates for This Week

Albee (Huffman) (2,500; 25-35-50)—Murder on the Blackboard (Radio). Just about making profit at \$2,500. Last week 'Cat's Paw' (Fox) (2d week) did a bang up \$3,500, above average.

Denham (Cooper) (1,500; 25-35-50)—Now and Forever (Par). Very hotbiz at \$6,000. Last week 'You Belong to Me' (Par) held up in nice shape, and closed with \$5,000, exceptionally good. This house plays Par pic exclusively. Huffman having all the other major product tied up for first run.

Denver (Huffman) (2,500; 25-35-50)—Chained (MG). Couldn't be much better than it is, with \$8,000 nicely. Last week 'Of Human Bondage' (Radio) turned in \$4,000, two grand below average and was pulled a day early to give 'Chained' an extra day. 'Bondage' started well, but fell.

Orpheum (Huffman) (2,600; 25-35-50)—Servants' Entrance (Fox). Not at all bad at \$6,000, but could have been better. Last week 'The World Moves On' (Fox), although doing half a grand better the previous stanza, still turned in that much less than average. Closed with around \$5,500, nothing to brag about.

Paramount (Huffman) (2,600; 25-35-50)—Straight Is the Way (MG). Just average, \$2,000. Last week 'Strictly Dynamite' (Radio) and 'Bachelor Bait' (Radio), double bill, running a full week, something unusual in this Huffman stuff house, where most pictures last not more than four days, did an average week, closing with \$2,000 in the till.

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Burg boasts an almost uniform blazing box front this week. Number of other entertainments lures, including two-day pitch of Hagenbeck-Wallace trick, didn't at all affect the pic palaces over the week-end. All spots were handled a particularly good break Saturday a.m. at conclusion of the first street parade vouchsafed by a circus in ten years. Whole town apparently turned out and promptly swamped the loop first-runners at end of parade.

The Century rides the crest of the coin wave again with 'Girl From Missouri' and a strong stage lay-out. Sweet \$20,000 looks in the lap at pace evinced first three days. Hipp is giving strong opposition with the class 'n' carriage driver. 'Night of Love' (WB) and 'The Night of Love' (WB) are holding their own. Headed for \$18,500, and may h. o.

Keith's is giving 'Monte Cristo' a second session, and is finding plenty of 'biz' with very commensurate with first week's doings and appears for a savory snag of \$5,800 after the natty \$7,300 capped on the one-time only.

Estimates for This Week

Century (Loew-UA) (4,000; 15-25-35-40-55-65)—Girl From Missouri (MG) and vaude. Harlow hot at the box, here and stage holding. Last week 'The Night of Love' (WB) and 'The Night of Love' (WB) are holding their own. Headed for \$18,500, and may h. o.

Hippodrome (Rappaport) (2,300; 15-25-35-40-55-65)—Night of Love (WB) and 'The Night of Love' (WB) are holding their own. Headed for \$18,500, and may h. o.

Last Yacht (Radio) and 'Goldbergs' on stage, sequel at \$15,700.

Radio (Loew's-UA) (2,500; 15-25-35-40-55-65)—Count of Monte Cristo (U) (2nd week) Snaring snappy \$5,800, after \$7,800 on opener.

Same old acts open shows, same type is spotted second, comedy turns seldom differ in general character and closing acts are always of the conventional sort. This week it's one of those shows.

The Kéo Troupe of oriental risley and juggling opens. Then Mimi Rollins, around six or seven years ago in intermediate vaude. Then

The COMING AMERICAN BOOM!



PARAMOUNT



In almost every engagement in which they have demonstrated at the box-office that

THE PICTURES *Lead the way!*



have played these **PARAMOUNT PICTURES**
they were "the best shows in town"



'Shining Hour'; Priestley's New Play, 'Eden End,' Open Nicely in London

London, Sept. 17.
Newest J. B. Priestley play, 'Eden End,' opened at the Duchess theatre Thursday (13) to enthusiastic reception. As is true of all Priestley plays, it seemed more like a novel acted out than a dramatic production. Nevertheless 'Eden End' has strength and power.

Koeth Winter's play, 'The Shining Hour,' opened cold at the St. James' theatre, Sept. 4, with the same cast that appeared in it in New York. A very smart audience expressed the utmost enthusiasm, while the pit and galleries yelled themselves hoarse to indicate their approval.

Fress was also eulogistic, with only one critic not calling it a perfect play. He supplemented this remark, however, to the effect that if London had six such hits this season it could consider itself extremely fortunate. 'Shining Hour' looks like it will run in London well into next year.

'Napoleon'

Alfred Sangster, author of 'The Buccaneers,' has written another biographical play called 'Napoleon,' which was produced at the Embassy in Swiss Cottage, Sept. 3. Cast employs 40 people, and a number of them are called upon to double. Plot deals mostly with 'the private life' of the little Corsican.

'Production is a much more ambitious one than is usually required for the Embassy, and the whole thing is obviously designed as a try-out for invasion of the West End. First night in the up-town house would necessitate a negative report, but there is so much in the piece that drastic pruning should leave what might be a good costume play. There would also have to be some changes in the cast.

Revival

Lusty adulations of affection greeted the revival by Princes Players Productions, Ltd., of Edward German's comic opera, 'Merrie England,' at the Princes' theatre, Sept. 6. Many old Savoyards were in the cheering audience and the aged composer appeared on the stage at the finale. A charming production, beautifully staged and sung, which should have a healthy attraction for music-lovers at the popular prices introduced.

Due to its persistent success, Jack Buchanan's musical, 'Mr. Whittington,' will move from the Hippodrome to the Adelphi, Sept. 17, to make room for the Bobby Howes-Binnie Hale show, produced by Jack Waller, titled 'Yes, Madam.' Tentative arrangement for the Adelphi is for four weeks, with a prolongation option.

Not likely, however, the show will remain beyond that time at Buchanan, who is worn out through doubling in pictures while playing in the show, is in dire need of a holiday.

CRAZY SHOW TO WARM UP PRIOR TO LONDON

London, Sept. 8.

For the first time since the London Palladium adopted 'Crazy' month the show will be tried out in the provinces before coming to London.

Next 'Crazy' show, due at the Palladium Oct. 27, will have a week's break-in at the Hippodrome, Brighton, Oct. 20.

Cast will consist of Flanagan and Allen, Nervo and Knox, Billy Caryl and Hilda Mundy (out of the last show, and sadly missed), Eddie Gray, Naughton and Gold.

There will also be four American importations, headed by Herman Timberg, Ray Biles and La Rue and Ed Ford and Whitey.

Coward's 'Family'

London, Sept. 8.

Noel Coward, who will produce 'The Royal Family' here, is still on holiday but expects to be back shortly.

Cast includes Marie Tempest, Madge Fitteridge, Mary McNeill, Brian Aherne, W. Graham Browne. Play will be produced in Glasgow Oct. 1 and go to Edinburgh prior to coming to London.

MUSICALS ON WANE?

Sydney Feels Too Many Song and Dancers Spoiled Things

Sydney, Aug. 22.

Looks like a definite trend against backstage musicals in the pic field here. Public believed frowning on song-and-dance stuff. Too many musicals in quick succession thought to have 'killed' the box-office value of this type entertainment.

'Stand Up and Cheer' (Fox) faded after two weeks of weak trade, and 'Scandals' (Fox) does not look like remaining long. 'Murder at Vanities' (Fox) due for a season at Prince Edward, was withdrawn and 'Scarlet Empress' brought in instead.

TOEPLITZ PIC TO G-B MEBBE U. S. RIGHTS, TOO

London, Sept. 8.

Ludovico Toeplitz, head of Toeplitz Productions, has concluded a deal with C. M. Woolf, managing director of Gaumont-British, whereby G-B will distribute 'The Dictator,' first T-F, in the British Empire.

Negotiations are also on for G-B to handle the picture for American release. Deal calls for optics on all future T-F films.

Alfred Santell, who is directing 'The Dictator,' has gone to Denmark to superintend some of the atmospheric shots.

4 Centuries of Mexican History in One Feature

Mexico City, Sept. 14.

New company formed here to do Mexico's biggest pic, 'Juarez and Maximilian,' Columbia released, one better. Outfit headed by lawyer Alberto M. Saavedra, is getting ready to produce a talker recounting Mexican history from the conquest in 1520 to the present day in a series of episodes. Enterprise will stress a production to be called 'El Cerro de las Campanas' ('The Hill of the Bells'), named for the spot where Maximilian died before a firing squad, with a view to 'give the true Mexican view of the Maximilian era.'

'Juarez y Maximiliano' cost around \$140,000 to make, about five times the setback for an average Mexican made pic. Saavedra outfit doesn't mention how much it proposes to spend but asserts that it will go the whole hog.

Paris Dance Hall Revival

Many New Openings Augur Better Period for U. S. Musickers

Paris, Sept. 8.

New dance spots are breaking out all over town. Optimists are encouraged by tax cuts, and trade hopes the new ones will be able to last more than a month or so.

Revival of enterprise in Paris is a great relief after a terrible summer in the resorts. Maurice Decruet, music publisher and band instrument dealer, in a two months' swing along the coast has plugging his umbrellas and Conn and Ludwig instruments, had a chance to see just how bad it was.

He found nobody in the casinos or dance spots of the northern beaches. Le Touquet and Deauville, according to him, were equally empty of spenders. La Baule, on the southern side of Brittany, was some better. Spot runs there by Harry Piller did really well. Continuing down the ocean coast, he found Biarritz and St. Jean de Luz complete washouts.

Aspect began to improve as he swung over to the Mediterranean. St. Tropez, on the Riviera, was the first place he struck that looked

PIC REPORTERS' PIC

French Scribblers Making Progress
On Film Production

Paris, Sept. 8.

'Thousand Franc Note,' Paris film reporters' association's film, which at first got into the hands of a neo-Stavisky, has now been in the Forrester-Burant studios for two weeks and is making progress. Gaby Morlay, Marcelle Geniat, Francoise Rosay, Aquilapace, Jean Worms and Hernal Rousseau are among the big names who have already shot scenes in the pic.

GERMAN LEGIT EXPECTS GOOD SEASON

Berlin, Sept. 6.

German theatres in general and Berlin's in particular are antipathetic to a good fall season which will see several new productions and a few old eggs brought out.

Several of the state theatres have changed their names. World famous Staatssches Opernhaus becomes and becomes the German Opera House.

Lothar Muehl has been engaged to redo the tragedy 'Meier Hilmbricht' for the Staatssches Schauspielhaus. Kaethe Gold, Hilde Meissner, Lina Lossen and Carstar Loew will have the female leads.

Dr. Hans Leuner, Walter Sandow and Otto Wilhelm Land have been named commissars for the gigantic theatre union embracing theatre, vaude and circus employees. Union was inaugurated to take the place of the smaller groups dissolved by Nazi order.

Spanish Roman Week

Madrid, Sept. 5.

'Roman Week' opened at the ancient town of Merida Monday night. (2) with 3,000 customers jammed into the old Roman open air circus to see dramatic company headed by Margarita Xirgu and Enrique Borrás present Seneca's 'Medea' in the Spanish version written by Miguel de Unamuno, philosopher, writer and playwright. Xirgu-Borrás company will give another performance of 'Medea' and two performances of 'Sophocles' 'Elektra' in the modern version by Hoffmannstahl, translated by Marquina.

'Roman Week' under the direction of Rivas Cherif also presenting classic dancing and pantomimes.

really active—notably a place called 'L'Escale.'

Further along the Rinc Coast, Decruet found Juan-les-Pins very active. Palm Beach place at Cannes and Monte Carlo Beach also were among the summer winners.

Among the new place opening up in Paris the lavender tendency seems to be prominent. Prices are down, drinks running from 60c. to a dollar, one drink entitling customer to a whole night's entertainment and dancing.

Attempted revival will mean a lot to American composers and publishers, because virtually entire source of revenue in France comes from royalties paid by bands, and dance music is overwhelmingly American. Decruet says American band instruments, which he imports, are going big with the French tooters.

Some backing up of the music trade here is certainly in order, for the old timers among the publishers seem to be having their troubles. Francis Day is reported pulling out of France altogether and it is understood that Sainbert has handed out a 20% cut to all employees.

'Merry Widow' and 'Letter' Revivals Start Off New Paris Legit Season

666-STORY TOWER

Paris Planning Building 6 Times as Tall as Eiffel Tower

Paris, Sept. 8.

Tower a mile and a quarter high, six times higher than the Eiffel, is planned for the 1937 exposition here. Henri Loeffer, divisional president of International Bridges and Scaffolding Association, proposes a minaret-shaped structure to rise 6,660 feet in the air at Issy-les-Moulineux, where Paris had its first airport. Would be composed of 666 stories, measure 700 feet square at the base and have three projecting platforms, at 2,000, 4,300 and 6,000 feet. Reinforced concrete would be used.

FLU OUTBREAK HURTS ANTIPODES PIC BIZ

Sydney, Aug. 22.

Flu outbreak is hurting theatres somewhat. Best b. o. bet currently is 'It Happened One Night' (Col). 'Evergreen' (G-I) goes into fifth week but will come off soon. Other current releases here include 'Viva Villa' (M-G), 'Melody in Spring' (Par), 'Where Sinners Meet' (Radio), 'Jack Almy' (BIP), 'Scandals' (Fox), 'Such Women Are Dangerous' (Fox), 'Beloved' (Fox), 'Wandering Jew' (G-I), 'His Greatest Gamble' (Radio), 'The Hell Cat' (Radio), 'Whirlpool' (Col) and 'She Made Her Bed' (Par).

Melbourne, Aug. 22.

Some nice-sized hits here include 'Only Yesterday' (U), 'Evergreen' (G-I), 'Jack Almy' (BIP), 'Her Sweetheart' (M-G), 'A Man in a Melodrama' (M-G) and 'Roman Scandals' (UA).

Brit-French Versions Of Strauss' 'Last Waltz'

Paris, Sept. 8.

New British producing firm, Warwick Films, is now shooting Oscar Strauss' 'Last Waltz' at Billancourt studios here, in English and French versions. It will later be in work both here and at Elstree.

Lucien Di Balmé, British musician and Wagnerian conductor, is running Warwick Films, with Mrs. Gina Carlton as general manager. This is their first picture. English lyrics and dialog are by Reginald Arkell and French by Mme. Steinhof and Andre Legrand. Story is by Dr. Paul Schiller, who makes most of what's good in Paris.

Jamila Novotna of Berlin and Vienna operas, who played in Reinhardt's 'Fledermaus' show here last season, has the lead in both versions. Gerald Barry is opposite.

No Favoritism

Prague, Sept. 8.

Ministry of the Interior has issued an order that all films from Germany must bear subtitles in the Czech language after January 1, 1935.

Films from other countries are already under such an order.

Shamrock Draws

Melbourne, Aug. 22.

Irish gave Sir Ben Fuller his biggest break since his legit comeback. 'Merry Melons' goes into its ninth week here and is likely to stay for some time yet.

Play is drawing followers of the Shamrock along in droves.

'Night' Big In Sydney

Sydney, Aug. 22.

'It Happened One Night' (Col) goes into its third week in Sydney to absolute capacity.

Colbert-Gibbe combo is pulling remarkable trade and is figured to stay for some weeks more to solid trade.

Local legit season made a modest beginning last week with revival of 'Merry Widow' at the Chte Lyrique, house where Lehár's 'Land of Smiles' was a smash last season. Thereafter as September and October roll on, the theatres, now about 99% dark, will be getting going. First weeks consist largely of revivals and holdovers from last season, which in Paris frequently go on again after cast has had a summer's rest.

Yesterday (7), Somerset Maugham's 'Letter' was revived at the Sarah Bernhardt. Today the Fort Saint Martin will pick up 'Peer Gynt,' which has kept this theatre going for part of every season for years and years.

Reveals will get their new start with 'Nu, 1934' ('Nude, 1934') at the Mayol, which will open Sept. 22. This house was out of the picture last year and trade is wondering whether it can be brought back with the old-fashioned kind of burlesque which the new show promises to be.

First of these articles to get under way is Jonvet, now at the Athenae, which will revive Giraudoux's 'Amphitruon 38' on Sept. 28. A new venture by a small experimental company will follow shortly after, Oct. 1, when the Nonville Comedie puts on 'Summer.'

St. Georges has picked Oct. 2 for its opening and has announced that it will start a new piece, instead of continuing Michel Durean's 'Evangelical Liberty,' as had been expected. Same night has been selected by Marie Bell for her start as manager of the Ambassadeurs, with 'Miss Luc.'

Thereafter the dates get thick—even those that are already announced a month in advance. Daunou, fixed up after the fire, announces a musical, 'Cocktail, 1934,' for Oct. 3. Next night the Atelier will bring out Shakespeare's 'As You Like It' and a week later another version of the same play will open at the Champs Elysees. Oct. 5 has been picked by the Coevre for the opening of a new play by Armand Salacran, not yet titled, and on the 15th 'Circular Voyage' and 'Cyclone' will be put on at the Montparnasse.

MADRID STARTS AGAIN ON \$3,500,000 HOUSE

Madrid, Sept. 5.

Construction of Madrid opera house was resumed after a two years' layoff when ministry of public instruction appropriated approximately \$15,000 to resume building. It is planned to appropriate more coin next month to assure continuance of work, which is expected to be completed in 1937, giving Madrid one of the finest operas in the world.

Total cost of the house is estimated at approximately \$3,500,000. Antonio Flores, architect, said so far about half has been spent. Job has been underway since 1925.

Tucker Legit Off

London, Sept. 8.

Fred Jackson show starring Sophie Tucker, which Rufus Lennah and Soph intended to produce this fall, has been abandoned for the time being.

Four is impossible to secure a suitable cast.

Par-Carrolls Renew

Sydney, Aug. 22.

Contract renewal between Paramount and the Carrolls will allow all of Par's acts to play an extended season at the Prince Edward, Sydney. First under new term will be 'The Scarlet Empress.'

Ever since the house opened ten years ago, Par has been the major distrib to release majority of bookings there, and theatre has gone ahead year after year paying dividends.

Par-Carroll tie-up does not interfere with the current Par-G. T. arrangement covering programs.

NEW EUROPEAN FILM MAP

Germany Wants American Acts And Promises Protection, Coin

Berlin, Sept. 17.
Rudolf Dulsberg, managing director for the Julius Marx theatres in Germany, and headquartered at the Scala here, is authority for the statement that (1) Germany needs foreign, chiefly American, acts; and (2) that there is no truth in reports that foreign variety acts can't get their money out of the country.

Cases of Lowe, Burnoff and Wendley, and Dorothy Crooker, were complicated by delayed application for the transfer of their money from Berlin. There is some necessary red tape to effect the conversion of marks into dollars and its removal from the Reich. Dulsberg admits, but the President of the Theatrical Ministry affirms Dulsberg's local statement that the need of American artists in Germany is more or less urgent, and accordingly encouraged, as is full official co-operation to protect visiting nationals.

Scala books acts for periods of a month. They can play two to four more weeks in Hamburg, also in a Marx theatre. Both those houses have no limitations on salary and pay big money, up to \$1,000 and over. The \$150-\$500 type act can't find further employment in Germany in the variety theatres of Munich, Frankfurt, Düsseldorf, Durland and Mannheim, but these can't stand the more expensive firms.

Even Jewish artists will be protected, it is averred. There was some to do over the 3 Sallors (which included a Himmstein and Berkowitz among the personnel) and they were cancelled last spring, but next January the Four Franks are coming over. They are of Jewish extraction and the contract provides with the William Morris agency in New York and with the Foster agency of London, which is booking considerable talent here, calls for full official protection; or, if any disorders arise, a cancellation and deferment of bookings of Jewish acts from abroad until conditions once again become more quiet.

Patsey Lowe, John Burns, Charnoff and Lora Wendley have since been paid off. First two of the threesome are married. Miss Crooker has also been reimbursed. In full. Hence, Dulsberg insists on Perry Corvey fulfilling his contractual obligations for the month of October, else the Scala will sue for breach of contract. Corvey has six weeks set in Germany, sailing direct from N. Y. to Berlin, booked by the Morris agency. He then goes to England for further dates. Marx's Hamburg theatre is the Ufa Palast.

Marx is now a refugee in Paris. His theatres have been reorganized according to Nazi regulations under a new corporation and are operated by Dulsberg, with Marx retaining a minor interest financially, and with no operative control.

Schlesinger Home

Capetown, Aug. 19.
I. W. Schlesinger is on his way back to South Africa from a visit in London. As usual, speculation is busy regarding his movements.

Remembered that some excitement is likely to take place at the head office. It is known that Independent Film Distributors has succeeded in landing African Theatres some restless nights by securing a number of top-top pictures against A.T.

Presto, Chango

New Zealand, Aug. 22.
Local censor did not like the title 'Bottoms Up' (Fox) and requested a milder tone be used.
The handlers switched title to read 'Bright Side Up'.

AND WE THINK IT'S TOUGH!

Mex Singles Get \$140 a Day—Musicians 97 Cents

Mexico City, Sept. 14.
Strikes which shut several tent shows here for nearly a month was settled by agreement between unions and managers. Strikers won higher pay and signed contracts proclaiming themselves satisfied with the following wage scale per day:—

Players doing a single, \$140; teams, \$210; those performing throughout an entire show, \$280; pianists, \$140; other musicians, 97 cents; stage hands, 55 cents.

UA-GT Sign Three Yr. Contract; Kelly Off to Far East

Sydney, Aug. 22.
Contract covering a period of three years has been signed between United Artists and General Theatres.

Arthur Kelly, UA foreign chief, who has been located in Australia for some months, is sailing for the Far East next week. Kelly's stay here was the longest on record for a rep of any foreign district.

English releases handled by UA will be booked into the Embassy, Sydney, while American pix will be longrun either at the State or Regent and other ace theatres over the circuit.

UA-GT, dickering covers quite a period, and began with Kelly's arrival here, and the release of 'The Masquerader' and 'Henry VIII' in Sydney. Cecil Marks will now take control of UA in this territory.

Singapore, Sept. 17.
Arthur Kelly, head of United Artists' foreign department, arrived here Wednesday (17). He will stay a few days in his general office of the Far East.

From here, Kelly goes on to Java, China, Japan, and will do a complete survey before heading back to New York via Europe.

MUNRO ENROUTE HERE TO CONTACT PIC MEN

Sydney, Aug. 22.
Charles Munro, co-director of General Theatres, leaves today (22) on a business visit to New York on behalf of G.T. and Hoyts.

Reason back of Munro's visit is to place before the pic executives of America the real position of both G.T. and Hoyts, insofar as the Australian situation is concerned. Munro explained that he was desirous for the continuation of amicable relationship between his organizations and the American producers, and he felt sure that any misunderstandings existing today would be quickly wiped out after a friendly conference with the film men of America.

Munro says, 'With the probe now a thing of the past, both distributors and exhibitors realize that "backyard squabbles" will not assist the industry one iota. Both are in the business of selling entertainment to the public and, in some sense, camaraderie is the only way to keep the public interested.'

MG'S NEW S. AFR. HOUSE

Capetown, Aug. 19.
The Somerset West (Cape Province) Municipal Cinema was opened August 1 with a capacity house.
MG-M pictures will be shown exclusively.

LONDON IS NOW HEADQUARTERS

Warners Shut Down Completely in Berlin—Universal and United Artists Move to London—U May Be Shut Out of Berlin

PARIS DESERTED

Paris, Sept. 3.
Three American major film firms operating in Europe are putting into effect important changes in their Continental layouts this week.

Robert Schless, Warner European chief, returned from Berlin Monday (27) after having completely shut down WB activities there. After decision to close Warner's distributing branch because of difficulties of doing business with the Nazis, it was at first hoped that releasing could continue through native distributors. This was found impossible, and no percentage deal with any local outlets was made. Warner's pictures are still for sale in Germany, theoretically, if anyone wants to buy them outright, but there are no accredited distributors in the country.

This puts into effect the first absolutely complete withdrawal from the country by an American firm. Universal has sold out its business there, but kept an arrangement for the release of five films a year through German distributors. Underscored here that feeling is such it is unlikely that those five will get by the censors, and thus Universal will probably be a practical blank among the Nazis also.

Carl Laemmle, Sr., returning from Carlsbad, in Paris last week said he had completed plans for the removal of Universal's head European offices to London. This will actually go into effect next week, staff and (Continued on page 19)

KINGSFORD SMITH, AIR ACE, INTO PRODUCTION

Sydney, Aug. 22.
Sir Charles Kingsford Smith, noted air ace, will go further into pic production following the Centenary air race here. He will make a traveling under direction of Jack Percival, covering Australia and several South Sea Isles.

Airman has already completed one pic, titled 'The Old Bus', released through Universal. Pic deals with all of the various flights taken on the Southern Cross, including the Pacific crossing.

Australia Regulating Against Mushroom Phoney Pic Prod Cos.

Sydney, Aug. 22.
Colonial Secretary stated in N. S. Wales Legislative Assembly that government will take precautions to prevent the growth of mushroom pic companies following the granting of the local quota.

Action will be taken to stop the public from investing in any wildcat promotions sponsored by people without experience in pic production. Believed that all the locally made stuff will be subjected to a right test before being allowed to be shown upon the trying public. All pic made here will have to have a certain standard of entertainment value.

N. S. Wales and Victoria will unite to bring about a universal quota recommended by P. W. Marks (Conference between governmental

American Films Get Early Start In Paris; Twin Opening for 'Baby'

IDEAS WANTED

Head of Paris Fair Doesn't Know What to Put Into It

Paris, Sept. 3.
Not knowing precisely what the Paris Exposition of 1937 is going to be about, M. Labbé, its director-general, has asked the public to send him suggestions as to what to put into the show.

Ideas, he says, will be considered by his assistants and in the end by the General Council of the exposition, and senders of really good suggestions will be rewarded with a nice letter of thanks.

U. S. PIX BEST, SAY RUSSIAN EXPERTS

Paris, Sept. 3.

American films are classed as the most remarkable in the world, with French next, by the Soviet film delegation now in Paris returning the recent call of Marcel Delac and others of the Paris Chambre Syndicale in Moscow. Delegates are Boris Shumilsky, president of the Soviet industry, Vladimir Petroff, who made 'Storms', Grigori Rochal, producer of 'St. Petersburg Nights' and Arcadie Shaffran, who made the film record of the rescue of the Chelivskian Arctic castaways.

Shumilsky, reporting to the Chambre Syndicale his impressions of the International Film Show at Venice, put the Americans at the top of the list. He said, however, that he did not think the talking film had found itself yet, pointing out the absence of great subjects.

Talkers have not yet developed their own authors and directors, he said. Authors imitate the theatre and directors, holdovers from silent days, are all balled up.

Objects to excess of dialogue, reducing real screen action, and points out that this leads to the use of too many close-ups, throwing films out of proper proportions.

Shumilsky characterized as one of the great achievements of the year in Russia the film reporting the Chelivskian rescue. Cameramen followed rescue planes and boats to the Arctic, getting all stages of life saving. In addition, 15 pictures are now being shot in the Moscow studios alone, he said. Total Russian production for the year will be 120.

Natan seems to be thus far holding his own. He won his first legal skirmish handily when referees turned down the petition, and the action has not yet got into the higher courts, although the anti-Natan launch asserts it will as soon as the slowness of legal procedure permits.

Natan is also using publicity on his side, although keeping personally in the background. He uses big papers, which his advertising power enables him to command, which are out of the reach of opponents.

Trianon Revival?

Paris, Sept. 3.
Revival of Trianon Lyrique as a light opera house is predicted, following purchase of theatre at auction by Lafarge and Dubost. Lafarge is composer of two operettas, 'Nipette' and 'Mr. Butterfly', which played there last year.
Understand that Lafarge and Dubost are hooked up with Louis Masson, director of the Comique, and Jean Messager, son of the late André Messager.

Paris, Sept. 3.
New Paris season for American films is getting off to an early start. After a summer of awful deadness, the new releases are hopefully beginning to come out, although the French vacation season won't really be over for a couple of weeks.

After having put nothing but old ones and recognized clucks into the showcases that remained open during the summer—barring, of course, films which carried over from the spring—the companies are now polishing up the cans again and starting with second choices, for the most part, in order to get the season going, holding the big bets for a little later.

Paramount has put 'Search for Beauty' into the Ermitage, Champs-Elysees house in which the Ursulines crowd has a hook and which encourages sleepiness on the part of the customers by letting them sit in enormous leather club armchairs. This follows a long run of 'It Happened One Night' (Col.), known here as 'New York-Miami'.

Fox is jumping the gun at Quercy's Agriculteurs and Bonaparte, twin houses with 'Baby Take a Bow'. Fox press department has done a good job in spreading the name of Shirley Temple over the local sheets, and anybody who is already back from the country ought to be interested in having a look at her.

UA Program
United Artists, getting embarrassed out of the way quick, has put 'Advice to the Lovelorn' into the Studio Universal for one week, to be followed by 'Born to Be Bad'. The real UA season—company will have three exclusive showcases this year, two for firsts and one for seconds (Continued on page 62)

BITTER FIGHT TO OUST NATAN

Paris, Sept. 3.
Knockdown and dragout fight is going on behind the scenes of French cinema between Bernard Natan, chief of Pathe, and a group which wants to get him out of the film business. Natan's enemies are working in various ways, but chiefly through stockholders' petition by Robert Drier, asking for a judicial review of Natan's directorship, and by articles in small publications, including fly-by-night financial sheets, casting odious aspersions on Natan.

Natan seems to be thus far holding his own. He won his first legal skirmish handily when referees turned down the petition, and the action has not yet got into the higher courts, although the anti-Natan launch asserts it will as soon as the slowness of legal procedure permits.

Natan is also using publicity on his side, although keeping personally in the background. He uses big papers, which his advertising power enables him to command, which are out of the reach of opponents.

Lucky Music Hall

**GETS ANOTHER
SWELL SHOW**
The Richest Girl In The
World moves in Thurs-
day..and is she a darlin'!

*Smart, scintillating, saucy, dressed
like a million, utterly charming,
she'll have all New York at her
feet before the week's over!*

**WORTH HER WEIGHT IN
GOLD AT ANY BOX OFFICE**

MIRIAM HOPKINS

in

**"THE RICHEST GIRL
IN THE WORLD"**

with

**JOEL McCREA • FAY WRAY
HENRY STEPHENSON • REGINALD DENNY**

**DIRECTED BY WILLIAM A. SEITER
PANDRO S. BERMAN PRODUCTION**

**RKO-RADIO
PICTURE**

The World's Dumb-bells



A week or so ago something **NEW** busted loose right in the middle of this business and set the whole country howling with glee! Not a super-de-luxe-colossal feature, but a reel made up of the weirdest, wildest, screwiest, nut mail that ever made letter carriers round-shouldered . . . and every one a belly laugh marked "special delivery" to audiences hungry to bust a few buttons off.

These lallapaloozas from the morning mail are **GENUINE BONAFIDE AUTHENTIC** epistles received by business firms and gathered from all over the world by Juliet Lowell (who has hundreds of them).

On the screen they're so funny that audiences yell, scream, shout, go into hysterics and roll in the aisle. (We've a lot of wires and letters from exhibitors to prove it and we'll publish some of 'em in the next ad.)

This series is called "**DUMB-BELL LETTERS**," produced by Van Beuren Corporation, distributed by RKO-RADIO and if you're no dumb-bell you'll wire—not write—to your nearest RKO exchange about 'em!

**are writing
the funniest
film ever
made . . .**

EXPLOITATION

Changing the Bills

Mechanism to alternate three three-sheets in a single frame seems to employ a new idea. Basis is a light drum of a circumference sufficient to contain three three-sheets. Mounted on a central upright shaft. Base of the drum carries a motor from a toy construction set which works on a single dry cell. This operates a wheel geared to make a complete revolution each 20 seconds. Alongside the wheel is a pin loosely working in a socket and provided with a flange at the top. In the outer circumference of the wheel raises this in its revolution. This lifts the pin out of a hole and permits a slow movement of the drum, the rim riding on the flat surface of the track until it drops into another hole. Three holes are drilled to anchor the drum so that each bill gets its brief showing.

Drum is actuated by a weight at the end of a cord wrapped around the central shaft, operating only when the pin is pulled through a brake, which saves power. Any spring device can be employed, but in the original the cord merely passed over a pulley and through a hole in the basement. This requires hand winding by reversing the drum when the cord is paid out. Some spring device would be handier, but in the original was an element. Care must be taken to keep tensions light or the pull will be too strong to permit the light motor to raise the pin. It can be housed in the corners of the lobby if construction permits, but can also be used in a kiosk with an opening the size of the sheet. Not useful for window display, but it can be arranged not to require too frequent attention.

Opening Up

Fort Wayne. Official opening of Greater Movie Season brought extra space in newspapers in Sunday editions. Two full pages devoted to listings of major attraction for year and other news-articles concerning films and personalities.

Opening this year much later than usual due to extended buying season between managers and exhibitors. However sales were run in papers a solid week prior to formal start of season. Theaters bearing down on the feature product and accepting the programmers just so.

Managers now feel that public is fully aware of what to see and can judge for themselves in picking the best films. Press reviews given more consideration and a generally closer contact is being built up between houses and fans.

Treasure Hunt Prelude?

Seattle. What looks like a dandy featurette news story is being played up in the Star, but in reality it is just a bit of high-powered press agency for the coming pic, 'The Count of Monte Cristo,' set in for Music Hall (Hamrick).

Signed front page yarn in the Star tells of one Edmund Dantes, a grizzled and bearded prospector blowing into the burg from Arizona, with an old man his mother left him, showing signs of having a treasure in this locality. Spot is said to be at or near Monte Cristo, in the Cascade mountains.

The prospector gets his pictures in the papers.

The story doesn't read like a money at all, but may even land on the wires.

Credit Joe Rosenfield, manager of Music Hall, and adv. mgr. for the Hamrick circuit, for this big one.

Glass Blower

Davenport, Ia. The Capitol brought in an old one useful in a great many lines at but little cost to the theater where the artist, or worker is allowed to offer for sale, but not exhibit, his wares. It was the old glass blower stunt with the worker being spotted in the lobby during an entire week to give patrons of the theater and others an opportunity to watch at work. It A. McVie was spotted in the lobby.

It was he who was touted as having spun the first picture spun by Carlo in 'Queen Christina' with the newspapers giving him several features during the time he was at the theater.

More pitchers will work at no cost to the theatre.

Plugging Newsreel

Lancaster, Pa. Five girls dressed as maids working the lobby corners in the city along the business streets of the city opened the exploitation of the Capitol Theatre here on the Pioneer Quintuplets. Each girl carried a small sign over canopy with the name of one of the ladies. On the sides were signs with copy on five cradles, electrically tickled

by a fan motor, with a appropriate copy occupied central spot in lobby, flanked by 'A' boards with newspaper clippings of the 'Eligible Wonders.'

Store tie-ups on baby clothing, a publicity story in Sunday magazine section about woman here who knitted five sweaters for the infants and special heralds rounded out the campaign.

Much attention also attracted by contest in newspapers in which readers were asked to submit a list of names they would give to five babies were they to be so beautifully blessed.

Housewives, feature running with the Quintuplets, was also featured in the Herald. Big plug on it was tie-up with local wholesale grocery distributor to sample several lines of goods in lobby with copy reading 'Every good HOUSEWIFE uses our selected spices. HOUSEWIFE after HOUSEWIFE is asking for our salad dressing by name, etc. Distributors were asked to submit a list of names they would give to five babies were they to be so beautifully blessed.

Window-displays and store-ties-ups completed on kitchen cabinets and refrigerators.

Picture was a natural for old gag of collars on milk bottles and inserts in bread wrappers, all plugging the picture and the product at the same time.

Telling 'Em

George Brown, Columbia advertising head, sent to film salesman and the first run acceptable portfolio of the special advertising for 'One Night of Love' at Radio City Music Hall. Each of the notable displays in on screen had a picture done in black and white for one of the most interesting special drives done on a special release.

This advertising was commented upon at the time it was put to the portfolio into the hands of those interested the actual ads not only for the advance but the opening. It's a model of good taste that most recipients will appreciate.

Accompanying is a broadside carrying the glowing newspaper reviews, but the ad examples are what make this appeal distinctive.

Foolin' Them

Some towns do not react favorably to sensational advertising. Others do. In one of the latter towns that an exhibit advertised a fashion show on a certain evening. The first performance was for women only and the last show was limited to men.

Women enjoyed the usual parade of fashions, with most of the display street dresses. When the show was over they had to wait to be taken an avenue from the exits through the string of waiting men. They swarmed in, and the second show got under way.

It was precisely the same as the first, other than that the lecture stressed the advantage to the men of having their wives well dressed, and urged them to hand out a little check that the women could go shopping in the morning for some of the models they had seen displayed, suggesting further that they might be suitably thought most suited to their wives and request the purchase of these.

Newspaper men sat through both shows, but the second was a good morning rocked the town as the kidding was exposed. Not only made for extra business that night, but most of the town took it as a goodly number of them put on the suggested checks for the store.

Sign Material

Exhibitor who got hold of some damaged patent leather wanted to use it for sign letters, but he did not want to waste the leather on a single usage. He adopted several standard sizes and outlines and cut new letters only as he needed them. Instead of pasting the leather to the letters, he cut out the letters of some material after each pasting, he painted the backs of the letters with beeswax. He puts the letters down on a painted ground with a letter which he melts the wax. When he wants to remove, he uses the iron again, and gets all the leather back. Kerosene used to melt the wax, but the painted ground and he's ready to work all over again.

Letters not in use are kept in partitioned boxes with a space for each of the letters. Ordinary newspaper paper holds them apart in the box, merely as a precaution. For letters work almost as well if the layer of wax does not crack in too deep.

Now he's experimenting with a wax base for letter letters, but so far without much result. If the wax is too warm it dulls the letter. However, he has found a novelty in rice tinted various colors with package dye used much the same as flitter. Not as brilliant, but it gives an effective change. It is a play a shielded from the weather.

Coming in Again

With the larger picture theatres turning to vaudeville as an attraction, those managers unable to pay the costs of such programs are giving more thought to some substitute. Many are finding it in the work of local amateur dramatic companies. The live ones are supplying the want where no such club exists.

Ilen M. Cohen, now in New Haven, cleaned up with a local company in Hazleton, Pa., and the same has been done at other centers. Most towns will yield a fairly good crop of players, and if they are not of professional merit they at least offer a diversion from the film, since they are all known in the community.

These productions should be set for Friday and Saturday, or Saturday alone, if the town is too small to support two nights. The production cost will not be greater, as a rule, than the rental of a second feature, and it will draw much larger business. Where two or more casts can be recruited, they can be alternated against each other, giving an added kick.

One act plays, and preferably comedies, should be used, not only to avoid royalties, but to save the labor of condensation. There are a number of publishers of such material, and the supply is practically unlimited.

This is going to be an 'in person' year. Get in line.

Building It Up

Manager of a lesser house figured that the quartered card would stand a revival, particularly if he could think of a new angle. So he thought up an angle.

He used the original idea of quartering a certain number of star portraits, but he used about 20, all different, printing the back of each quarter with an offer of free admission to all who could produce a complete picture. This changed the gag, since instead of 20 persons possessing one of the necessary sections, it was necessary to locate the persons each of whom had one of the sections of that particular picture.

There was a vacant store in the theatre building and this was

opened and provided with chairs. Holders of the cards could drop in and try and find the missing links. Many of the pictures were such they could not be easily identified, and the running around to match up the cards created so much bustle that it was better than a brass band as a hobby.

Only about a dozen of the cards were turned in complete, which held down the gratis admissions, but no one could complain it was a job. Just happened that one or two of those holding shares in a particular card did not show up. Manager finally offered to take three out of any four for duets, which helped some. But it made a lot of talk and he's mulling over some of the other old timers.

Gag Went Blooey

Lancaster, Pa. Another of Ray O'Connell's gags for the Capitol Theatre went haywire Saturday (1) when he attempted to place an orchestra on the marquee as a business draw.

Orchestra showed up with instruments and was all ready to go on when union discovered band which organist 'Walker' threatened to pull orchestra out of the pit if the non-union band was permitted to work, so the stunt went by the board.

Vets Buy Air Time

Lancaster, Pa. The Veterans of Foreign Wars Drum and Bugle Corps will air their stuff over WJAL several times within the next week or more—but they'll do it on bought time.

Vets are buying 15 min. programs to present the corps and advertise war picture to be shown at the Fulton Theatre. Corps has arranged tie-up with the theatre for a split on the gate.

More Pickets

One of the stunts reported on the Warner 'Circus Clown' contest, which by the way Bill Henrich, of Howard Waugh's division, topped, is just as good for any really big comedy.

Source is not credited, but the house ushers went on strike and picketed the theatre because they laughed too much. One instance in which the pickets were not only welcome but profitable.

BEHIND THE KEYS

Baltimore. Howard Burman has left the vaudeville Hippodrome, where he has been handling P.A. duties, to open a general ad agency.

Albany.

Globe City Amusement Company (Schine) has bought Smalley's theatre in Hamilton, closed since August 18. Rebuilding plans call for a modernized house with 850 seats. Park M. E. Church, also in Hamilton, being considered as a site for another theatre.

Colonial, Utica, reopens with double features and soon will add stage shows.

Denver.

Fire, caused by defective wiring, did \$15,000 damage to the Oriental theatre. Three new men, including Charles C. Doty, advertising manager of the theatre, sustained first and second degree burns. The audience of several hundred marched out in orderly fashion.

Troy, N. Y.

With the other local picture theatres playing doubles, The Garden in the downtown business section, is staging three-feature bills, one film on which is advertised as a first showing in Troy, 15 cent matinee.

IRKO Proctor's theatre, Troy, has withdrawn its legal action for a reduction in its assessed valuation from \$390,000 to \$220,000.

Canton, O.

Carl Moore has failed to renew his lease on the Odeon theatre at Adams and Indiana. He has leased the 1,290 seat Lehr auditorium there.

Castle theatre, Ashland, dark several weeks has been reopened.

Ed Hinkle, of the Hamburg W. Y., is reopening the Garden theatre in Portsmouth, O., with straight film policy shortly.

May Wallace, manager Columbus, has not reported combination policy musical comedy but films has been so successful for half weeks that house is now offering this policy seven days a week with two program changes weekly. Tri Theatre Inc. now controls the house.

Not loss of \$23,194 in reported by the Capitol Theatre Co., Wheeling, W. Va., for the Capitol theatre there in 1933.

Lancaster, Pa. I. J. Hoffman, Asst. General Manager, Warner Bros. theatres and Ted Slanger, also of the executive staff visited Lancaster, Pa., in Lancaster, Thursday (12) on inspection tour.

They were accompanied by Jack Flynn, assistant general manager and William Israel, district manager.

York, Pa.

When York, now indubitably at mat price to 20c, on first run pictures during past week, Rialto and Ritz, Warner Bros. second run houses Hobbs at Coliseum, and Gaumont which opened recently in a flurry of charges and counter-charges to become only indie in entire city, has all of Fox.

Seattle.

Vic Gauntlett, appointed manager of Fifth avenue theatre, succeeding Jim Clemmer, resigned, Ron Harrington is retained as his assistant. Gauntlett will continue to direct advertising for Evergreen theatres outside Seattle, and will handle Fifth avenue advertising, also.

This began new policy for Evergreen, with each manager handling his own advertising in Seattle; Harry Woodin at Paramount; Herb Sobotta at Coliseum; and Gaumont at Fifth avenue. All are experienced.

Towla City, Ia.

The Engbert, Central States Corp., being redecorated.

St. Paul.

Lewis Rubenstein, Faust mfr., moved up to the eastwide day. Com's, 275-seat, while the former house takes a \$50,000 dress-up. Faust, to be ready Oct. 1, will have 380 seats as compared to 530 before the refurbishing.

Charlotte, N. C.

C. H. Edward erecting a theatre building at Greenville, N. C. Made Stewart filed suit for \$3,000 against Fred Holding Company, operators of Lincoln theatre, old Negro house, Charlotte. She alleges that while attending theatre August 15 fire broke out in projection room and she was trampled on flight of stairs.

Selling Advance

Perhaps this idea is in violation of the Code, but it does not seem to be contrary to the lottery law. It's designed to sell advance tickets to a theatre in a town where for the moment they are slightly batty about dart throwing.

Manager makes a checkerboard six squares each way with the next 12 attractions repeated three times in the next 36 squares. Darts are sold for the price of admission, with a ticket plainly stamped good only for that show. Whatever square the dart plugs is the show the ticket is issued for, but if the dart gets exactly on the line between two squares then tickets for both shows. But since it is a game of skill, it's scarcely a matter of chance.

To offset the double ticket chance, if the dart lands outside the target, it yields no ticket. That's one reason the most desirable shows are in the middle of the board, where safe and aim for the center, getting tickets for shows they are less likely to buy under ordinary circumstances.

Board has been getting a surprisingly good play, and rolling up advance sales in a manner that pleases the manager, who figures that since win means at least another ticket sold, Comcon is, of course, the two for one, but few of these go out. And it makes a good lobby livener in the dull hours.

White Space

Tenagers used by Radio City Music Hall on 'One Night of Love' gives emphasis to the value of white space and contrast.

Slide is 8 1/2 x 3, approximately a three seven, with a frame of nearly an inch on the sides and slightly more top and bottom. Merely a design of light rays apparently emanating from behind the white panel of the announcement. Panel contains two announcements of four lines each, each line opened with a standard slide.

Idea of the tenager was to ride away from the regular theatre page, being specified for a space farther toward the front of the paper, and where it appears to have been commercial advertising it kills down everything in its vicinity.

Sometimes it takes nerve to pay in space in the theatre paper. It is natural to feel that it is a waste, and yet the man who hesitates to spend that money will be chockablock with big black lines of type which grab attention. Which develops the question as to whether the white paper which costs so much a line is not worth more than the ink and space provided, the copy is handled to assure that the white space gives greater attention value than the big black letters.

And in the last analysis the advertiser is supposed to be buying attention value and not either white paper or black ink.

Lifting the Curse

Exhib. who found that a little preliminary talk about his coming shows seemed to help, but the crowd got restless before he got through. Not practical to reduce the charge for the further and further another scheme would be needed. He installed five loud-speakers in various parts of the house adjusted so that any particular line of type could be switched on at will. Now the lecture starts from the footlights, jumps to the ceiling, changes over to the balcony (front and back) and then to the stage floor. Has the auditors interested in the switches and they take the talk.

In another house the advertising slide still prevailed, but the curse was lifted by cartoons from the Sunday paper. Exhib. made a transfer to a slide with a transfer fluid and the first line between the advertisements. He got a remote paper with a cartoon series not used in the nearest big city (over), if they took it, it meant trouble, but the house is so obscure he figures he's safe. Some gag could be used for sketches by local kids, and with no comeback. In another, spot some seats were too close to the screen for comfort. Manager installed double seats and now all the boys and girls fight for the front rows. All a matter of the way the handpick is analyzed and met.

Picking Picts

Buchester. Low's Rochester theatre and Democrat & Chronicle are co-sponsoring a contest open to a public's picture preferences. Series of six photographs thrown on the screen, same six appearing following Sunday in the Rochester section of the newspaper. Contestants asked to pick out three they like best and arrange in an album. Contest runs eight weeks with \$25 first prize and four merchandise awards to winner.

A CAST OF 3,000!

massed FOR MERRIMENT...
revelling FOR GAYETY...
gathered FOR RHYTHM!

NAMES to crowd your marquee...and pack your theatre with happy throngs whose eyes will glisten at "Caravan's" lavish splendors...whose ears will tingle to its lilting melodies...whose feet will dance with its rollicking thousands...while their pulses quicken to its impulsive romance!

AN ERIK CHARELL PRODUCTION

CARAVAN

CHARLES BOYER
 LORETTA YOUNG
 JEAN PARKER
 PHILLIPS HOLMES
 LOUISE FAZENDA
 EUGENE PALLETTE
 C. AUBREY SMITH
 CHARLEY GRAPEWIN
 NOAH BEERY

Executive Producer, Robert T. Kane.
 Directed by Erik Charell. Screen Play and
 Dialogue, Samson Raphaelson. Continuity
 by Robert Liebmann. From a story by Melchior
 Lengyel. Music by Werner Richard Heymann.
 Lyrics by Gus Kohn.



CHARLES BOYER LORETTA YOUNG



NOAH BEERY



CHARLEY GRAPEWIN



C. AUBREY SMITH



JEAN PARKER



PHILLIPS HOLMES



LOUISE FAZENDA



EUGENE PALLETTE

Chi Selling Starts as B & K Quits Attempt for Additional Clearance

Chicago, Sept. 17.
Dum which has been holding up the entire Chicago selling season today (17) broke loose when Balaban & Katz suddenly withdrew its appeal from the New York code authority. B. & K. had gone to the New York authorities to ask that it be given additional clearance which the local board had refused. This appeal case was scheduled for hearing today, but on Saturday (15) the six members of the Chicago code board, at the request of Balaban & Katz, unanimously wired to John C. Flynn asking that the appeal case be returned to Chicago. When it is brought back here it will be tabled.

On the local film row it is generally agreed B. & K. realized that it had a fight on its hands if it tried to get this additional week of clearance through the code boards, and that rather than risk a tough battle now, the circuit has decided to permit the selling season to get going on the basis of last year's schedule. B. & K. has problems of film deals on its hands right now, besides the threat of encroaching rival circuits. It may be, however, that B. & K. will renew its attempt for additional clearance on next year's selling season.

Exchanges throughout town today hurriedly recalled their salesmen from the country territory where they had been working during the stalling locally, and this week will see the start of an intensive selling drive on the part of the exchanges to make up for lost time. The new releases are scheduled for general release in this town in some 14 days and the distributors are desperately anxious to get deals set before Oct. 1.

NRA Deadline Off

The "out" for some 1,300 exhibitors that they can't complain to the Blue Eagle because they didn't sign the code is out, itself, under the latest ruling of the Code Authority. After opening and shutting NRA recruiting stations twice, the C.A. has decided threats of this kind are not worth the trouble.

From now on exhibs who haven't yet signed can sign day or night. There are to be no more deadlines.

G-B Plans

(Continued from page 4)
Kent, nor Fox, has attempted to interfere in G-B activities here they have been consulted on every step of the expansion process.

Jersey Turner, G-B's g. m. who has been here for the past two months in charge of the expansion activities, hopes to return to London about mid-October. Company has asked him to stay on here but he prefers to be back in London where his work is piling up and where, too, his wife is seriously ill. He is leaving for the home of a resident head of the American company and choice of the chief exec job here is becoming more difficult. Several execs from American film companies, in and out of present affiliations, have been talked to, but thus far company has to come to terms with the home office.

Clinton M. White, has been named divisional sales manager and assistant to George W. Weeks, head of sales. Weeks leaves Thursday (20) on a trip to all Fox exchanges to complete establishment of salesmen everywhere.

'Wandering'

(Continued from page 1)
unit immediately and got together another showing for a different and what was hoped a more liberal rabbinical group. They too, presented the film highly and so expressed themselves, Metro making immediate plans to call everything off.

If forced to distribute it Metro will give the film a healthy shearing job. It is almost two hours long, thus making pruning a possibility. With the interest and discussion started however, it is feared to go ahead, especially by several independent exhibitor societies that general release would be resented and possibly.

Int'l Pic Co.

(Continued from page 4)

tions, already functioning with Desmond Hurst as producer and director. The company made its first film, 'Tell Tale Heart', about a year ago and Fox bought its British distribution rights. In the U. S. it's handled by DuWorld. Second film, 'Nora O'Neale', was completed last week, and Universal on Saturday (15) bought it for British distribution, also taking an option on it for the U. S.

Company, under the new setup, would be expanded although still continuing to function in Distree under Hurst's direction.

Not decided yet where the U. S. branch will produce or who will have the production helm, although several deals along this line are under way.

Captain Slicks and Clifton laid out the basic plans with Mayers when Mayers was abroad several weeks ago. Captain Slicks is returning to the U. S. with the attorney to start the local branch. He was called back to Paris on some other business deals last week, however, with Mayers in New York carrying out the incorporation process and preliminary production set-up.

If producer and studio facilities can be arranged within the next two or three weeks, as is hoped, Clifton expects to get started immediately.

C. A. Tells W. Phila.

Rox started by some West Philadelphia exhibitors that their zoning board has refused to write them a schedule reached the ears of a C.A. committee last week.

At the Thursday meeting the general body ordered the Philly board to go to work on such a schedule, providing most of the theatre men in western Philadelphia really want it.

New Law for Zoning Boards

The new NRA law for zoning boards to comply with in drafting territorial schedules is divided into 12 parts.

It reads in full:

1. Members of local Clearance and Zoning Boards should familiarize themselves thoroughly with the provisions of Article VI, Part 1, Section 4 of the Code of Fair Practices for the Motion Picture Industry, as follows:

"Each board, when making any classification of theatres, or when fixing the maximum period of run or of clearance in respect of any theatre shall, among other things, take into consideration the following factors:

(a) that clearance to a very considerable extent determines the rental value of motion pictures;

(b) that exhibitions of the same motion picture in the same competitive area at too short an interval after the conclusion of a preceding run or runs thereof, tends to reduce the rental value of the same motion picture;

(c) that all such depreciations of the rental value of motion pictures tend to reduce the number of motion pictures produced, discourages the production of motion pictures of quality involving large investments of capital, labor, skill, and enterprise and thereby tend to reduce employment;

(d) that unreasonable clearance to a considerable extent affects the value of motion pictures for subsequent-run theatres;

(e) that unreasonable clearance depreciation of the rental value of motion pictures to subsequent-run theatres;

(f) that unreasonable clearance as to time and place of exhibition tends to reduce the rental value of motion pictures to the distributor from the subsequent-run exhibitor;

The competitive geographical area included in schedules shall be clearly defined both as to first run in cities and suburban districts, in defining competitive areas affecting first runs, clearance should be given not only against theatres in the particular city but also against competitive theatres within a trading area or within a metropolitan district. First run theatres should have clearance clearly by towns and cities which are considered as one.

3. No prohibition may be placed upon the run which an exhibitor may be able to buy or on any other run in a city or in any theatre, and no theatre shall be designated by name as first run, as second run, or as any other run in a city or in a zone area. Schedules including state-ments of effect "The Blank Theatre may purchase no clearance cannot be approved. It is within the jurisdiction of the board to determine whether or not a theatre is not in competition with any other theatre.

4. Geographical areas of competition which shall be designated as zones shall be established by the board. Such zones shall be established by dividing the territory affected into groups of competitive theatres, and no exhibitor shall be able to buy without restriction to buy any run it is able to negotiate for with any distributor, and no distributor shall have the right

EVERYTHING IS DIXIE IN OMAHA: BIZ WHAM!

Omaha, Sept. 17.
Upward trend continues with pictures even or better than films which built up business of preceding few weeks. This string of better product and other factors culminated in a new house record of all times for straight pictures at the Orpheum two weeks past. Amount was \$11,750 on 'New and Improved' dandled with 'Personality Kid'. That sum exceeds by about \$1,000 the previous house record of 'Handy Andy' set just a few weeks ago.

To this string of records Orpheum bidding to add another this week with 'BullDOG Drummond'. This will prove itself strong at least if it does 'bottle out' as the records as it opened in manner comparable. It has a dual partner in 'Great Filtration', but any filtration here will be between Drummond and the boys.

Mort Singer's Brandeis perpetuates its pace with a dominating campaign on 'British Agent' with some of the largest ad the dailies have seen in months. Star power, favorable critic notice, heavy campaign, and following on the heels of the most exceptional week the house has had all summer, 'Agent' almost a cinch to duplicate last week and opened in that class.

World has one of its customary double bills, 'The Count' and 'The State', which should be a money-maker for Oct. 1.

Continued decline in weather to bona fide fall conditions has now practically eliminated fluctuations in theatre attendance, and the public is showing less and less interest in show routine. Even that is expected to be increased this season as most all reports and estimates indicate upward business trend in all lines, but particularly in theatre.

Estimates for This Week
Orpheum (Blank) (2,976; 25-40)—'BullDOG Drummond' (UA) and 'Great Filtration' (Fox) dual. Colman always good here, a class appeal. Should have little trouble hitting \$5,000, and may exceed that. Last week 'Cat's Paw' (Fox) dual with 'Here Comes the Groom' (Par); Lloyd kept the string from being unbroken, but it was only at the new average, some disappointing at \$3,500, but partly attributed to long absence from screen.

Brandeis (Singer) (1,200; 20-25-35)—'British Agent' (FN) coupled with 'The Count' (Rad). Two stars of the first are okay here, and

without restriction, to sell any run he desires.

5. Maximum periods of clearance shall be established between the various runs which may exist. For instance, the board shall define the maximum clearance between the first run in a city and the second run in a city and also the maximum clearance between the second run, if there be one, and the first run in any competitive geographical zone. The board shall also provide for the looking of any extraordinary circumstances which may arise and at substantially increased admission prices, which substantially increase in admission prices shall be fixed for the first run and clearance unless the next subsequent run also increases its admission prices in the same proportion. The board shall apply to all other subsequent runs.

6. In determining the clearance for first run, consideration may be given to the differential between the first run admission prices and admission prices charged by the second run and/or subsequent runs, the respective competitive cities or zones.

7. Provision may be made for the revision of clearance in subsequent runs where a prior run reduces admission prices, and of clearance of prior runs where a subsequent run reduces admission prices. Notwithstanding, any theatre which purchases a clearance shall be bound by the respective of any increase in admission prices of subsequent run.

8. In determining the clearance in separate zones which overlap and are in competition, the maximum period of clearance between such theatres shall be established by the board.

9. The clearance for any theatre shall not be affected by reason of any theatre using a double bill policy or stage shows.

10. The schedule shall provide that in the event of the building or opening of a new theatre, or the closing of an existing theatre, the Clearance and Zoning Board shall immediately meet and determine the zone in which the new theatre shall be placed. Such theatre shall, of course, have the opportunity of purchasing such run as is available and where the distributor may desire to sell.

11. It shall be provided that if any first-run theatre permits an earlier exhibition than provided in the schedule by a waiver of clearance or by a shorter run, the exhibitor shall be bound by the same principle as set forth above with respect to the first and second run shall be applicable to the subsequent runs in the same period established between the runs in the schedule.

12. The following resolution was unanimously adopted by the Code Authority on Sept. 17:

"RESOLVED: That clearance for any theatre established by a clearance and zoning board shall be subject to a schedule of clearance and zoning for a territory or portion thereof, subject to a clearance and zoning board, and no exhibitor shall be able to buy a license agreement with any distributor, and no distributor shall have the right

Zoning Law Won't Alter Present 1st Run Map but Will Have Best Effect on Price Wars; May Up Scales

another week at \$5,000 looks a cinch with the opening. Last week 'Fountain' (Radio) doubled with 'Defense Tests' (Col) had, in Manager Singer's own words, 'the best week since I don't know when', with both features favorable: \$3,250, very good.

World (Blank) (2,100; 25-35)—'You Belong to Me' (Par) and 'Pur-sue' (Fox) dual. It's the kind of a bill the World has been getting right along and will do the same kind of business; average \$4,000. Last week 'Ladies Should Listen' (Par) together with 'Straight is the Way' (MC), \$4,000.

HOT CHA BIZ IS HUB CONTINUES

Boston, Sept. 17.
Sock biz nearly everywhere this week with standees in many houses and one h.o. in prospect. Top looks like the Met, where 'British Agent' and Morton Downey in person are set for a fancy \$35,000 anyway. This will be at \$2,000 above what 'Scarlet Empress' and Ozzie Nelson ork went to last week.

A real bright spot is the Boston, which with a 40c. admish, looks for \$12,500 for 'Girl of the Limberlost' and vaude. 'Healthy Improvement' (Rad) (2,500; 25-40) slightly less the U.S.A. and vaude for last week.

Other Keith house, the Memorial, also will do very nicely with 'Monte Cristo' (Rad) (2,500; 25-40) and 'The Count' (Rad) (2,500; 25-40) last week got to \$10,500, helped \$1,000 or so by late preview showing of 'Count' Friday.

The State, which did a smash \$19,000 with 'Chained' last week, will only get to \$12,500 or so with 'One Night of Love', although this one may build. 'Cellini' will not do more than \$11,000 at the Orpheum even with vaude; and 'Dames', which did plenty at the Met a fortnight ago, will do slightly better at the Paramount, split with 'Defense Tests'.

Estimates for This Week

Keith's (RKO) (2,900; 25-40-55)—'Monte Cristo' (UA). A cheering \$20,000. 'The Count' (Rad) (2,500; 25-40) freshening after some of the coin that has been run up lately in this de-luxer. May—may—go—two weeks.

The Paramount (2,500; 25-40)—'Girl of the Limberlost' (MC) and vaude. Finally paying the rent here, and this week will do much better than that probable \$15,000.

Last week 'King Kelly of the U.S.A.' (Mono) and vaude, got to \$14,500, just o.k.

State (Loew) (3,600; 30-40-55)—'One Night of Love' (Col). A better than o.k. \$12,500 or more here, if it builds as expected. 'Chained' (MG) last week got \$19,000, very fancy.

Orpheum (Loew) (3,000; 30-40-55)—'Cellini' (UA) and vaude. Only \$11,000 or so here, nothing to brag of, and not what 'Hide Out' (MC) and vaude hit last week, \$18,000.

Met (M&P) (4,500; 35-50-65)—'British Agent' (WB) and Morton Downey on stage. Holdouts here, and it should get \$36,000 at least, aces. Improvement over 'Scarlet Empress' (Par) and Ozzie Nelson ork, which last week got \$32,500, still fine.

Paramount (M&P) (1,800; 25-35-60)—'Dames' (WB) and 'Defense Tests' (Col). O.K. \$7,000 or so here. Heavier than 'Dragon Murder Case' (WB) and 'Desirable' (WB) last week, even though 'Dames' is here after playing the Met two weeks ago. Last week \$6,800, o.k.

World (Blank) (2,100; 25-35)—'You Belong to Me' (Par) and 'Pursue' (Fox) dual. \$4,000.

SEATTLE

(Continued from page 10)

camcha, technician second, a hit last week and held for second week with 'Agent', \$8,500 is okay. Last week 'The King Kelly' (Radio) and short got \$4,500.

Paramount (Evergreen) (3,106; 25-35)—'Scarlet Empress' (Par) and vaude. Local act. Indications are for \$8,000. Last week 'World Moves On' (Fox) got \$6,500.

TREYNOY JOINS FOX

Hollywood, Sept. 17.
Albert Treyney, who recently sold his magazine story 'Highway Robbery' to Fox, arrived here today (Monday) from New York.

He will work on the screen play of this yarn.

Holding that the new Blue Eagle zoning laws are a confused compromise of two zoning methods, major overseers saw no change in the status of the dominant first run theatres which always have and always will write the protection ticket for filmdom.

As they analyze that part of the approved NRA formula dealing with admissions, they see zoning boards throughout the country running into a fog for interpretation. In their estimation the language will have to be further clarified by the Code Authority before that body can expect boards to grasp the full purport of the new law.

They read into the formula the combination of two established and distinct methods of zoning. The first is known as the Week of Release Method, now reported being used to a certain extent in Chicago, Kansas City and Los Angeles. The other is called simply Geographical Zoning which attempts to limit clearance without a maximum number of days. The Week of Release system, on the other hand, is described as fixing uniform availability for subsequent runs on admissions charged.

The two methods lend themselves to blending, zoning experts hold, but not in the manner planned to have been viewed by the Code Authority.

Doubt is also expressed in such major circles that the NRA, regardless of what formula it devises, will ever be in the position to maneuver a foolproof stopgap to admissions fluctuations.

Bringing pressure to bear by elasticizing protection, as partly contemplated by the new zoning law, will be only partly effective, such overseers are certain. Its main effect is that of an inducement to exhibitors not to reduce admissions; further, to raise prices so that product will be available to them so much sooner.

RCA Television

(Continued from page 1)

line iconoscope system devised by Zworykin. These television programs have been composed of motion picture film, with living models used in the manner aimed to the desire for no publicity.

From the Empire State Building the television programs go 62 miles to a booster station in New Jersey, whence they are amplified and continued an additional 30 miles to the Electronic Research lab in Camden.

Financing Unsolved

In connection with the purely technical factors involved by the latest development of television, the still-knotty question of how to finance such an industry if materializing remains unsolved. A recent effort has been made to ascertain accurately the costs of manufacturing television receiving equipment of the cathode ray type. Leon Litt, television scientist, secured from a prominent radio set manufacturer an estimate on 100,000 television sets which could be attached to regulation, home-made wireless. Factory cost of manufacture is reported around \$75, meaning that the cost-to-buyer price would be around \$225.

Some engineers, and others intimate with the progress of television, are of the opinion that television is technically as advanced right now as radio broadcasting was when launched as an industry. But with the difference that the interests that fostered broadcasting were unopposed, whereas today the tendency of big business is to hold down as untimely and premature any actual attempts to launch television upon the public.

That radio broadcasting was a crude and imperfect for the first several years of its existence is historically incontrovertible. Television would probably need plenty of tinkering and fixing in its early stages of applied operation, but, in the view of its disciples, would be no greater or less than upon the public than was a radio ten years ago.

**"'HANDY ANDY' WAS PRETTY GOOD
BUT WAIT TILL YOU SEE 'JUDGE PRIEST'"**

—says Washington Evening Star*



*They
took the
words right
out of our
mouths!

FOX

Guy Endore Joins MG

Hollywood, Sept. 17. Guy Endore has joined Metro's writing staff to do a revision of "London After Midnight," which was made as a silent in 1928 by Tod Browning at MG starring Lon Chaney.

Browning is collaborating with Endore and will direct.

LEO MORRISON

Presents

Chic Sale
Shubert Prod.

Dorothy Mackaill

In the Ray Henderson Show
"SAY WHEN"

Dorothy Burgess

In the Harold B. Franklin and
Archie Selwyn Picture
"GAMBLING"

Clark Robinson

Scenic Designer, Signed for
Harold B. Franklin and
Archie Selwyn Picture
"GAMBLING"

and

For the
MacGOWAN SHOW
"SAY WHEN"

Russell Markert

Singing the Musical Numbers
for MacGOWAN SHOW

Richard Krakeur

I. R. Samuels
Associates

NEW YORK AND HOLLYWOOD



BEN BLUE

WARNER BROS. COMEDIES
Personal Appearances
CHAR. V. YATES

PROMOTER-MANAGER

Wanted for girl adventurer, famous explorer, has unlimited material and possibilities, films, radio, articles, etc.

Walter Baker VA 3-2232

'Billy H'wood

(Continued from page 3)

people who fall to store up for the future—the old Broadway mob. They're here in no small numbers and manage to keep going only by doing film bits here and there.

Although these retreats are popularly called hideaways they are more than that; the farms and ranches actually turn a profit for their actor-owners in the yield of citrus fruits, walnuts, avocados and other yields from the soil.

The biggest picture-owned orange grove layout is in the vicinity of Doug Fairbanks' Rancho Santa Fe, 30 miles to the north of San Diego. Of the 3,000 acres on the Doug domain more than 300 acres are planted to oranges. There's also hay and alfalfa for the 300 cattle. Others on this R.F.D. route include Joseph M. Schenck, Bing Crosby, Ted Reed, Corinne Griffith, Andy Calaghan, Pete Darling, Bill Dover and Tom Moulton. A few miles to the north is Vic Fleming's stock farm near Oceanside. Bud Light and Hope Loring also go in for stock raising on their acreage a piece up the road.

Race Horses

With horse racing legalized in the state and three big tracks soon to get going on the Coast it is only natural to expect that many of the ranches will be converted into stud farms. Raoul Walsh and Al Green lead this group of breeders with Bing Crosby and Joel McCrea recent additions. Will Rogers will always have his horses, but these are for polo rather than pari-mutuels. Green is not only stocking his place at Encinitas with gee-gees, but will have a stable at the Santa Anita track. The Walsh spot at Encino will specialize only in breeding the bangles.

Gary Cooper probably owns more acreage than any other filmite. His holdings in the Imperial Valley, given over to lettuce and melons, rambles over several thousand acres. Then there's a 500-acre date farm in the Coachella Valley. Cattle roam over the 1,200 acres he holds title to in Montana.

Warner Oland is the only U. S. citizen who owns an island off the Mexican coast. It is called the Palmito de la Virgen and covers over 7,000 acres. Much of it is stocked with imported Brahman steers. Oland went for coconuts soon after acquiring it but gave it up when he discovered that the natives had a sweet tooth for roots of the palm. What they didn't destroy the winds did.

Dodgers

Just outside of Hollywood the woods are full of autograph dodgers. Just to name a few, there's Frank McHugh at Toluca Lake, whose gardening plot is pointed out to tourists; C. B. De Mille's Paradise Ranch, the last word in dude layouts; the Leslie Fenton-Ann Dvorak plant at Van Nuys, flanked by the Paul Muni property, the Dick Arlens, the Charlie Ruggles, Lloyd Bacon and Irving Cummings.

The Hidden Valley spot pioneered by Winfield Sheehan, 35 miles out of Hollywood, is dotted with land-scaping and truck gardens and fea-

Individual Cease Order Necessary in Chi Screeno Cases

Chicago, Sept. 17.

Some of the neighborhood houses that have been running Screeno till the nix decision by the New York board are taking advantage of the no-blanket decision clause and waiting for a haul-up before the local board before desisting.

Last week the Englewood, Mida and Ramova, of Chi, and the Calumet and Orpheum, of Hammond, were given their special orders to cease running Screeno.

C. C. LeKander was ordered, by the code board to cease bank nites at his theatre.

Fargo theatre in Sycamore and DeKalb were involved.

CINCY HOLDUP NETS LONE THUG 6 GRAND

Cincinnati, Sept. 17.

Palace theatre stuck-up by lone bandit this morning, who escaped with \$6,000. Clarence Valentine, assistant manager, bound and gagged by thug as also Negro porter, who was locked in the vault.

RKO's 3 Out of 5 1st Runs Affecting Sy'cuse

Syracuse, N. Y., Sept. 17.

The Syracuse main stem, already badly scrambled as to policy, is likely to see two more shifts within the next two weeks.

RKO, which recently took over the Paramount from a Public subsidiary as a result of a product deal, installs vaudeville there three days a week, Friday to Sunday. That policy has clicked in Troop House would play five acts, spot booked, in addition to first run.

Loew's State to meet the RKO control of three of the five leading downtown houses, is expected to adopt a double feature program, although stage shows are also under consideration as a bolster. Double features will be tested next week with "Death on the Diamond" and "Have a Heart."

This week, three downtown first run houses are playing double features. That policy, permanent at the RKO Strand, rules at least this week at Schine's Eckel.

The Strand is expected to go second-run about Oct. 1, RKO thus becoming the first circuit to have a second-run house here.

tures a French farmhouse. The scenic beauties of this hideaway have lured Waterson Rothacker, John Cromwell and Fredric March.

Edmund Lowe's 1,200 acres in the Santa Cruz mountains is netting him a handsome profit. Grape vineyard dating back to 1915 makes this spot one of the most valuable in that section.

Other gentlemen farmers and ranchers include Warren William, Joe E. Brown, Nils Asther, Raymond Brown, Sir Guy Standing, Frank Lloyd, J. J. Gail, Charles Woolstenhulme, Rex Bell, Richard Dix, Bruce Cabot, Noah Beery, Ralph Bellamy, Leo Carrillo, C. Henry Gordon, Bob Montgomery, Chuck Reisner and Carl Brisson.

Among the femmes who have caught the hillbilly contagion are Ellena Landi, Clara Bow, Myrna Loy, Mady Christians and Mae West. The latter's five-acre fruit farm in the San Fernando valley has been presented to her dad as a permanent home.

RKO Acquires Allen, Cleveland, from WB

Cleveland, Sept. 17.

Oldest theater deal of year revolves around the Allen, downtown first-runner, which was recently sold by Essick, Fine & Kramer to Warner Bros. which, in turn, sub-leased it to RKO's local interests. House originally built by Allen Brothers and taken over by Loew's.

Under its reciprocal setup, the RKO Palace, four doors away, is shifting a large share of its extra bookings to the Allen besides spotting a number of Warner pictures. WB's ace house here is the Hippodrome, devoted to circuit's best product.

Howard Higley, former assistant manager of Keith's East End, appointed manager of Allen.

L.A. Stage Electrician's Suicide Over Wife's Death

Hollywood, Sept. 17.

Griffith Mulligan, 40, stage electrician at Loew's State, shot himself to death yesterday (16), result of brooding over the death of his wife the day before (15) as result of injuries she sustained three months ago in fall down stairs.

He was at the State for seven years. Survived by sister in White Plains, N. Y.

RKO Reorg.

(Continued from page 5)

to be settled at an early date. The last of the principal subsidies realigned was RKO Midwest.

Add Lauder, Goodman

At a directors' meeting of this outfit, last week, RKO named two additional members to the board. They are Ted Lauder and Maurice Goodman. The Midwest Board now comprises nine members, handling RKO a majority of 7 to 5. Herman Zohbel, who had been president of this subunit, relinquished his post to Major L. E. Thompson. The Midwest group comprises mostly the Libson chain in the Middle West.

Previously RKO realigned the executive setup of its picture producing subunit by placing that unit directly under the direction of J. R. McDonough. The latter is entirely restricted to the picture company and he has vacated his previous position as general manager of RKO.

In assuming his new post McDonough probably steps out of RCA also, where he had previously held the post of executive vice-president, before coming to RKO, on what at that time was considered as a leave of absence. McDonough is expected to stay on the picture job for more than two years.

At the same time, William Mallard, who had been general attorney for RKO, was elevated to the post of v.p. and general counsel. Mallard, however, relinquished legal jurisdiction over various RKO theatre subsidiaries. In these, Major Lambert, a Mecon representative, now holds the post of general counsel. Zohbel, who likewise has relinquished his theatre jobs, either as treasurer or president, continues as treasurer of the parent RKO firm and the picture subsidiaries. Ben B. Kahane continues as head of RKO Studio, Inc., subsidiary of the RKO picture unit as headed by McDonough.

In place of Zohbel as treasurer of various theatre subunits, Leon Goldberg, a Mecon rep, has been named. Major Thompson is president of all the RKO theatre subunits, including KAO. M. H. Aylesworth is chairman of the board of all the theatre subunits, except KAO. Aylesworth continues as president of the RKO parent company, and David Sarnoff as chairman of the board.

The realignment was announced and has occurred after decision by Sarnoff and Aylesworth.

The KAO-Loew mixup was settled through intervention of Aylesworth, Nick Scheenack and Sid Kent.

In appointive positions a change was made in the case of Bob Sisk, head of RKO advertising and publicity for the past two years. He has been elevated to the post of assistant to J. R. McDonough. Both Sisk and McDonough will be permanently stationed on the Coast. Sisk will leave for the Coast around Oct. 1, with his family. McDonough already has gone West.

All active operation of all RKO theatre subunits under Major Thompson, have been put in charge of Nate Blumberg, who is now v.p. in charge of theatre operations everywhere in RKO. O. R. McMahon is controller of all the RKO theatre outfits.

F-WC Takes on Six More Houses in L. A. Suburbs

Operation of six new and suburban picture houses passes from the West Coast Hollywood Theatres, Inc., to Fox West Coast Sept. 30. Present owners, J. Leslie Swone, Frank Grant and John Young, continue to hold their 50% partnership, with F-WC holding the other half interest.

Houses involved are the Stadium, Apollo, Camel, Paramount in Hollywood, Beverly in Beverly Hills and the El Portal in North Hollywood.

COURT TEST ON 10c ADMISH IN MPLS.

Minneapolis, Sept. 17.

The Benz interests, owner of the Palace, local loop grind house, have requested the state attorney general to order a grand jury investigation for the purpose of obtaining indictments against local major film distributors and the Public circuit for alleged violation of the Sherman anti-trust law through a conspiracy in restraint.

If the grand jury brings the indictments, there will be a court test of the right of film distributors to refuse to service an exhibitor because his minimum admission does not conform to their requirements.

Two distributors here, Columbia and RKO Radio Pictures have notified the Palace, 1,800-seat de luxe, that they will not sell it any more product because of its 10c admission.

Benz representatives charge that representatives of Radio and Columbia informed them that Public officials here had notified the exhibitors that if the latter continued to sell the Palace the Public circuit would not buy Radio and Cul product for any of its houses.

Public is the former Palace lessee, but turned the theatre back to its owners (Benz) several years ago, and the latter have been operating since.

BILL THOMAS JOINS WANGER AS PUB. CHIEF

Hollywood, Sept. 17.

Bill Thomas, who has been assistant to William Fine in Paramount's studio ad department, joins Walter Wanger today (Monday) as adv.-publicity chief for the latter's new production unit.

Thomas is succeeded by Bill Hardwick, who left Radio's publicity department for the spot.

St. Allen and Dick Pittenger are leaving the Radio staff to join the Wanger pub staff at General Service studios.

Welch-Smith Collab On Runyon's 'Yale' Pic

Hollywood, Sept. 17.

Edith Welch and Paul Gerard Smith have been assigned to do the screen treatment and continuity on the Damon Runyon story "Hold 'Em Yale" for Paramount. Charles R. Rogers will produce.

Assignment was given Welch upon completion of comedy construction on "Back for It" a W. C. Fields' picture.

Tom Thumb Spotted

Hollywood, Sept. 17.

George and Olive Brice in mid-gets in Buster Shaver's act, have been engaged to play Mr. and Mrs. Tom Thumb in 20th Century's "Mighty Barnum."

SPOT RUTH ROSE

Hollywood, Sept. 17.

Ruth Rose has been given the adaptation assignment on H. L. Hunt's "She" at Radio. Picture will be the second on Merian C. Cooper's production schedule.

John Swift and Milton Krims are adapting "Portrait of Laura Bales."

MULL BAY BRIDGE IDEA

Hollywood, Sept. 17.

Construction of the twin bridge across San Francisco bay is getting attention from Paramount as a possible background for a picture. Studio has asked writers to submit ideas.

FAR WRITERS' CHORES

Hollywood, Sept. 17.

Paramount has given Garrett Fort his job of writing the adaptation and dialog for "Hippodrome." Charles R. Rogers' pic based on the old Hippodrome has been assigned to work on the Board with S. J. Dubois.

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I SELL ANYTHING

Warner

Topical comedy, calling for rapid-fire dialogue and fast moving action, is the peg on which this production's entertainment and showmanship is hung. It deals with two familiar gags—fake auctions and fake antiques. The original story is by Albert J. Cohen, author of "Son of a Sailor" and "Heat Lightning," and the screen play is by Robert T. Shannon. Sidney Sutterland, scenarist on "I've Got Your Number" and "Hi Nellie," and the director is Robert Florey, recently credited with "Smarty" and "Registered Nurse."

Comes The Navy, valuable because of "Here Comes The Navy" and "Personality Kid," has the lead as the auctioneer. With him are Claire Dodd, whose latest pictures are "Journal of Crime" and "Smarty"; Ann Dvorak, in the forthcoming "Gentlemen Are Born," also "Midnight Alibi"; and "Friends of Mr. Sweeney," Roscoe Karns, seen in "It Happened One Night" and "20th Century." Russell Hopton, last in "He Was Her Man"; Hobart Hopton, naught, currently in "Kansas City Princess."

Timely modern comedy has O'Brien, a phony jewelry auctioneer, first adding Ann Dvorak to his gang of "come-ones." Claire Dodd makes a sucker of him when she peddles for \$5,000 a jewel she bought from him for four bits. Forming a partnership, much to the discomfort of Ann Dvorak's romantic inclinations, they go in for the big money, peddling fake antique furniture in an old mansion. Always the auctioneer, O'Brien cleans up, but makes the mistake in the end of selling a sight unseen chest for a low price, not knowing that the mis-receipts are hidden in it.

The idea of the story suggest a type of flamboyant showmanship that should be a carnival for ingenious exhibitors.

A PERFECT WEEK END

Warner

Despite the romantic title sound, this is a reversion to the type of entertainment-exploitation material with which the producers have had so much success for an action-packed, fast-moving comedy romance drama as a Caegney vehicle. The original story by Frederick Hazlitt Brennan, noted short story author, appeared in *Colliers*. The screen play is by Warren Duff and Seton I. Miller. The director, Ray Enright, recently completed "Circus Clown."

The Circus Clown, Patricia Ellis currently in support are Allen Jenkins, Arthur Aylesworth, Robert Barrat, Spencer Charters, Addison Richards, Harry Woods, William Wilson, Dorothy Dare and Gertrude Short.

As atmospheric background for the motivating elements, a composite of the recent series of farmer milk strikes provides the setting for the role that is typically Caegney. A truck driver, continually in trouble and finally falling in love, he suggests the strike which carries him through a series of jail sentences into a murder and kidnapping, a number of gang battles and finally, the hero who finds both the girl and the murderer. Value of the title is seen when, in order to keep her new husband out of trouble, Patricia Ellis precipitates a situation that lands them in jail for a perfect week end honeymoon.

This being the type of entertainment in which, apparently, the public best appreciates him, publicity that ties up all the color, excitement, topicalness and romantic fun of the whole thing appears to be the most alluring interest-creating medium.

GENTLEMEN ARE BORN

Warner

The substance of this story, dramatically dealing with a vital present social and business condition and consequently of unusual human interest, is the key to its showmanship potentialities. Topical because the situation of four boys graduated from college in the depression era, confident that the world will be theirs, only to find that the things they anticipated are not there and that the struggle for existence, happiness and culmination of ideals is a grim and awesome thing.

The original is by a college boy, Robert Lee Johnson. His screen credits include participation in the scripts of "Huddle" and "Tarzan and His Mate." In collaboration with Eugene Solow, who worked on "Return of Terror" and "Fog Over Frisco."

The principal players are, in the main, well-known screen names. Franchot Tone, of "The Girl From Missouri," "Sadie McKee" and "Straight Is The Way," "Sadie McKee" and "Dragon Murder Case," "Fog Over Frisco," credits include "Friends of Mr. Sweeney," "Housewife" and "Midnight Alibi." Jean Muir is remembered for "As The Earth Turns," "Dr. Monica" and "Desirable."

The drama of the boys, who almost without understanding grope for what they hoped for an unusual, entertaining exposition of the axiom that where there's a will to win, success in any undertaking, no matter what the handicap, can be attained.

DABBITT

Warner

As a showmanship asset few books have been as widely read or their significance discussed as Sinclair Lewis' "Dabbitt." The word itself became a satirical synonym for the super-civilized small town big shot, and a household descriptive term. "Dabbitt" is a satirical dramatization of just such a character. Seconding in showmanship value is the teaming up of Guy Kibbee and Aline MacMahon in the leading roles. If the old axiom holds good, that stars are as good as their last pictures, "Big Hearted Herbert," a similar satire, "Big Hearted pair in good stead."

Lewis' most recent screen contribution is "Ann Vickers." Adaptation of "Dabbitt" is credited to Tom Reed and Niven Busch, who also was associated with "He Was Her Man" and "Man of Two Faces."

The cast supporting the newly-formed Kibbee-MacMahon comedy team lists many familiar names. Maxine Doyle, soon to be seen in MGM's "Student Tour," and E. Brown's "Six Day Bicycle Rider," has an important role. Nan Gray, Mary Treen, Glen Rokes, comparative newcomers, although previously seen in minor roles in other Warner features, are included.

Comedy, particularly that of another fellow's misfortunes, which are self-imposed is the story. His ecotistical self-importance and though tolerated by his wife, leads to his downfall, from which only the ingenuity of his mouse-like mate saves him. With this material to begin with and the popular prestige of the two leading players, this story should be productive of much new showmanship.

WHEN 1 ISSUE

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OF 1 TRADE PAPER

(MOTION PICTURE HERALD)

REVIEWS 4 SHOWS

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CALENDAR OF CURRENT RELEASES

Harold Auten Office: 1540 B'way, N. Y. C.
End of the World (Pin du Monde) (Fr.). Scientific dream based on Plannation novel. Dir. Abel Gance. 20 mins. Rel. April 15.
Melo (German). Sensitive study of psychological difficulties. Elisabeth Bergner. Dir. Paul Czinner. 93 mins. Rel. Feb. 1. Rev. Feb. 6.
Poll de Carotte (Red Head) (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 96 mins. Rel. Sept. 1. Rev. Dec. 20.

Chesterfield Offices: 1540 Broadway, New York, N. Y.
City Park—3 Men and a Girl. Sully Dlane, Henry B. Walthall. Dir. Richard Thorpe. 75 mins. Rel. May 15.
In Love with Life. Lila Lee, Oswald Stevens, Dickie Moore. Dir. Frank Strayer. 63 mins. Rel. April 13. 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, Louise Benton. Dir. Frank Strayer. Rel. July 1.
Twin Husbands. "Cheating Cheaters" type of story. John Miljan, Shirley Grey. Dir. Frank Strayer. 63 mins. Rel. July 17.

Columbia Offices: 729 Seventh Ave., New York, N. Y.
Studio: Gower at Sunset. Hollywood, Cal.
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.
Blind Date. Working girl marries the millionaire. Ann Sothern, Neil Hamilton. Dir. Roy W. Neill. 71 mins. Rel. July 20. Rev. Sept. 3.
Crime of Helen Stanley. The murder mystery in a picture studio. Ralph Bellamy, Shirley Grey. Dir. Patrick. Dir. D. Ross Lederman. 63 mins. Rel. April 20. Rev. Aug. 2.
Defense Rosta. Story of a lawyer who defended gangsters. Jack Holt, Joan Arthur. Dir. Lambert Hillyer. 79 mins. Rel. July 15. Rev. Aug. 21.
Fighting Ranger. The Round-up of killers by a temporary furloughed ranger out 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 defeats his gang rival. Tim McCoy. Dir. D. Ross Lederman. 65 mins. Rel. May 19. Rev. July 31.
Hell Cat. The New Yorker man faces a socialist, with an underworld angle. Robert Armstrong, Ann Sothern. Dir. Al Rogell. Rel. June 16. Rev. July 10.
Lady Is Willing. Investment victim kidnaps banker's wife. She falls in love with her son. Jean Arthur, Rinnie Harbo. Dir. Gilbert Miller. 65 mins. Rel. July 20. Rev. Aug. 14.
Line Up, The. Police story. Marion Nixon, Wm. Gargan. Dir. Howard Higgin. 61 mins. Rel. March 31. Rev. May 29.
Man's Game. A Tim McCoy as a freeman. Dir. D. Ross Lederman. Rel. June 16.
Man Trapper. 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 19.
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 Night of Love. Romance of an opera star. Grace Moore, Tullin Carmichael, Lyle Talbot. Dir. Victor Schitzinger. 84 mins. Rel. Sept. 17.
Party's Over. 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.
Sisters Under the Skin. Fired business man takes a matrimonial vacation and gets it out of his system. Missa Landi, Frank Morgan, Jos. Schildkraut. Dir. David Burton. 70 mins. Rel. April 15. Rev. June 12.
Twentieth Century. From the stage hit. Temperamental theatrical manager and temperamental man face a socialist. 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. 69 mins. Rel. April 6.
Whirlpool. A self-sacrificing husband meets death to shield his wife. Jack Holt, Joan Arthur. Dir. R. W. Neill. 74 mins. Rel. April 15. Rev. May 8.
Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Robert Young, Daris Kenyon. Dir. Walter Lang. 70 mins. Rel. June 25. 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.
Blue Light. (Austrian and Italian). Mountain romance among Italian Dolomites. Directed and starring Leni Riefenstahl. Rel. not set.
Bride of Samoa. South Sea featurette. Dir. Phil. Brown. 30 mins. Rel. March 1.
Down to Dawn. Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 55 mins. Rel. Jan. 1. Rev. Jan. 1.
Girl in the Case. Comedy in the Continental manner. Jimmy Saver, Eddie Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Sept. 1.
Hollywood, City of Dreams (Sp). Jose Bohr. Spaniard's impression of cinematown. 65 mins. Rel. March 30.
Romance in Buenos Aires. Franciska Gask. Musical. 70 mins. Rel. April 15. Rev. May 15.
Sword of the Arab. Adventures of American cowboys in Arabia. George Durrell, Duncan Renaldo. Dir. Alfred Smalley. 30 mins. Rel. Sept. 1.
Tell Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 69 mins. Rel. June 15. Rev. June 15.

First Division Offices: R.K.O. Bldg., New York, N. Y.
Beggars in Ermine. Lionel Atwill, 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. Nigh. 70 mins. Rel. May 1. Rev. July 10.
City Park. Three men voluntarily become the guardians of a destitute young girl. Sally Blane, Henry B. Walthall, Mary Kay, Johnny Herron. Dir. Richard Thorpe. 75 mins. Rel. May 15. Rev. Aug. 7.
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. 70 mins. Rel. May 15.
Forgotten Men. Collection of uncensored war film, taken from government archives of 14 warring nations. Rel. April 1.
Fugitive Road. Eric von Stroheim, Wera Engels, Leslie Fenton. Coming. Rel. Aug. 30.
Green Eyes. Thriller set at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingerwater. Dir. Richard Thorpe. Rel. July 30.
House of Mystery. An archeologist returns to America from the Far East with a curse on his head for his stolen wealth. Verna Hills, 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 Gillingerwater, Dickie Moore. Dir. Frank Strayer. 63 mins. Rel. May 1.
Jane Eyes. Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Alison 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 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 d-b sisters, forced to go to work, change places with their servants who go "society." Duke Los, Robert Armstrong. Dir. Leonard Peltis. Rel. May 19. Rev. Sept. 3.
Money Means Nothing. Effects of a poor clerk to make a go of marriages with an heiress wife. Wallace Ford, Gloria Shea. Dir. Christy Cabanne. Rel. May 1.
Stolen Sweets. High pressure insurance salesman falls for heiress and wins her via determined, rapid line of chatter bait. Charles Starrett, Sally Blane, Johnny Harron, Jameson Thomas. Dir. Richard Thorpe. 71 mins. Rel. May 1.

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.

Ad War

(Continued from page 7)

ise a line and the Star tried to get an increase of 15%. Immediately theatres cut advertising in both papers, up to as much as 50% in the Star to force that paper's hand. The Star cut sensationally from 40 to 26c a line, forcing the Post out of competitive unpleasantness to drop from 45 to 24c a line. Two Hearst sheets in Washington, the Times and Herald, refused to lower the rate and both are getting less lineage, even from Loew's, which latter was not expected. Equally as surprising for Loew's to start any kind of a fight against Hearst is the action being taken by this circuit, together with others, in Pittsburgh.

Theatres for many years have suffered from a so-called "tyrannical" Pittsburgh press and when merchants in that key forced a rebate from the Press and Sun Telegram last spring it was denied the film shops. Burning under this treatment, the theatres have now cut the Sun-Telegram (Hearst) to directory space and reduced space in the Press 50%. Press is scheduling a meeting to discuss the situation. Meanwhile the Post-Gazette, Pittsburgh, is getting full copy, including both local and national advertising, and as long as the other two sheets want to hold out, it's promised the Post-Gazette will be getting the breaks.

Nothing indicated as to any action in New York, where efforts now and then have been made to regulate rates.

Olympia

(Continued from page 7)

Mullin-Pinanski circuit include some on which leases were repudiated by Par when receivership and parent company bankruptcy created dark skies.

Among moves looking toward eventual reorganization of Par's New England theatre setup are steps straightening out the Goldsett Bros. circuit in Massachusetts, a part of the Olympia domain. The Maine and New Hampshire circuit, under John Ford, is not affected.

Boston, Sept. 17.

Appointment of receivers for the Olympia Theatres, Inc., and Olympia Operating Co., owners of 229 houses in New England and 35 in Greater Boston, was upheld Friday (11) by full bench of supreme court. New England Theatres, Inc., owed \$150,000 by Olympia, had petitioned for the receivership. This dissolved certain attachments of intervening creditors, and they asked for pushing of receivership. Court awarded, saying appointment of receivers justified.

Twin Husbands. Crook comedy drama. John Miljan, Shirley Grey, Monroe O'waly. 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 Ludwig. 68 mins.

First National Offices: 821 W. 44th St., New York, N. Y.
Circus Clown. The. Roaring comedy under the big tent with a winsome romance wound into hilarious situations. Jody E. Brown, Patricia Ellis, Gordon Westcott, Tom Duran. Dir. Ray Enright. Rel. June 30. Rev. July 2.

Dragon Murder Case. Philo Vance detective yarn. Warren William, Margaret Lindsay. Dir. Bruce Humphreys. 65 mins. Rel. Aug. 25. Rev. Aug. 28.

Fashions of 1934. Story of a style stunner set against a lavish background. Wm. Powell, Betty Davis, Verree Teasdale. Dir. Wm. Dieterle. 80 mins. Rel. Feb. 17. Rev. Jan. 22.

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 effect of a murder on a woman of the instincts and delicate sensibilities who kills an unscrupulous rival. Ruth Chatterton, Adolphe Menjou, Claire Doda. Dir. William Keighley. 65 mins. Rel. March 10. Rev. March 17.

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 Frisco. The. Comedy-drama of the typical family stepping all over Ma until she turns and leaves them on their own. Alaine MacMahon, Guy Kibbee, Allen Jenkins, Hugh Herbert. Dir. Al Green. Rel. May 26. Rev. June 10.

Midnight Angel. Heart interest melodrama from Damon Runyon's "Old Doll's House." Richard Barthelmess, Ann Dvorak, Helen Lowell, Helen Chandler. Dir. Alan Crosland. 59 mins. Rel. July 21. Rev. July 10.

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. 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 Hawks. Rel. July 7. Rev. July 10.

Side Streets. Love drama based on an original story by Ann Garrick and Ethel Hill. Alaine MacMahon, Paul Kelly, Ann Dvorak, Patricia Ellis. Dir. Alfred E. Green. 63 mins. Rel. June 30. Rev. Aug. 21.

Twenty Million Sweethearts. Musical romance taking place behind scenes of a Broadway musical. Dick Powell, Al Green, Guy Kibbee, Allen Jenkins, the Four Mills Brothers, Ted Floto 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 swash-buckler. Joe E. Brown, Alaine MacMahon, Al Green, Guy Kibbee, Allen Jenkins, Hugh Herbert. Dir. Sam Taylor. 101 mins. Rel. May 26. Rev. May 29.

Fox Offices: 444 West 69th 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 Take a Bow. The. Fox child star comes through again. Shirley Temple, Chae' Foy, James Dunn. Dir. Harry Lachman. Rel. June 22. Rev. July 2.

Call It Luck. Daughter of a London caddy wins the Sweepstakes. Pat Patterson, Herbert Mundin. Dir. Jas. Tinlin. 65 mins. Rel. June 1. Rev. July 17.

Caravan. Romantic story based on "Gypsy Melody." Chas. Boyer, Loretta Young, Jean Parker, Louise Fazenda. Dir. Erik Charell. Rel. Sept. 28.

Cat's Paw. The. Comedy done from a story by Clarence Budington Kelland. Harold Lloyd, Anna Merkel. Dir. Sam Taylor. 101 mins. Rel. Aug. 17. Rev. Aug. 21.

Change of Heart. From the story, Manhattan Love Song. Janet Gaynor, Chae' Foy, Bebe Daniels, Gus Dunn, Ginger Rogers. Dir. John G. Blystone. 76 mins. Rel. May 18.

Charlie Chan in London. Another detective yarn. Warner Oland, Drey Lynton, Mona Barrie. Dir. Eugene Forde. Rel. Sept. 14.

Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, Drey Lynton. Dir. Geo. Forde. Rel. Sept. 22.

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

Grand Canary. Warner Baxter, Madge 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. Rev. Aug. 7.

Heart Song. British made with Lillian Harvey and Mady Christians in the cast. Rich Pommer production. Dir. Frederick Hollander. 81 mins. Rel. April 27.

I Believed in You. Original story. Rosemary Ames, Victor Jory, John Boles. Dir. Irving Cummings. 63 mins. Rel. Feb. 23. Rev. April 11.

Judge Priest. Based on the Irvin Cobb stories of down south. H. B. Walthall, Don Haskett, Anita Louise. Dir. John Ford. Rel. Oct. 6.

Love Time. Musical romantic story. Pat Peterson, Nita Asher, Herbert Mundin, Harry Green. Dir. Jas. Tinlin. Rel. Sept. 21.

Marie Gallante. Done from the novel of the same name. Spencer Tracy, Kettie Hallinan, Helen Morgan. Dir. Henry King. Rel. Oct. 28.

Murder in Tennessee. Mystery story from the novel by Nigel Bruce, Heather Angel. Dir. Louis King. 71 mins. Rel. April 6. 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 15. 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.

Pursued. Romantic drama. Original. Rosemary Ames, Victor Jory, Port Kelson. Dir. Louis King. Rel. Aug. 24.

Servants Entrance. Janet Gaynor and Lew Ayres decide to spend their honeymoon earning their own living. Both engaged in domestic service. All works to a happy ending. Dir. Frank Lloyd. Rel. Sept. 7.

She Learned About Sailors. Navy romance in Shanghai and Los Angeles. Alice Faye, Lew Ayres, Mitchell and Durant. Dir. Geo. Marshall. 83 mins. Rel. July 6. Rev. July 31.

She Was a Lady. Helen Twelvetrees, Robert Young. Dir. John Blystone. 63 mins. Rel. July 20. Rev. Aug. 24.

Springtime for Henry. From Anna Levy's stage play. Otto Kruger, Nancy Carroll, Nigel Bruce, Heather Angel. Dir. Frank Tuttle. (Lasky produced). Rel. May 25.

Stand Up and Cheer. Musical. Warner Baxter, Madge Evans, Sylvia Poon. Dir. Hamilton Busby. 80 mins. Rel. May 15. Rev. June 10.

State Versus Elmer Norton. The. Screen version of Mary Roberts Rinehart story. Claire Trevor, Norman Foster, Gilbert Roland. Dir. Hamilton Busby. Rel. Oct. 12.

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.

Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. 77 mins. Rel. May 29. Rev. July 10.

World Moves On. The. A love story which covers a century. Melvaine Carroll, Franchot Tone. Dir. John Ford. 104 mins. Rel. Aug. 31. Rev. July 2.

Freuler Associates

Offices: R.K.O. Bldg., New York, N. Y.

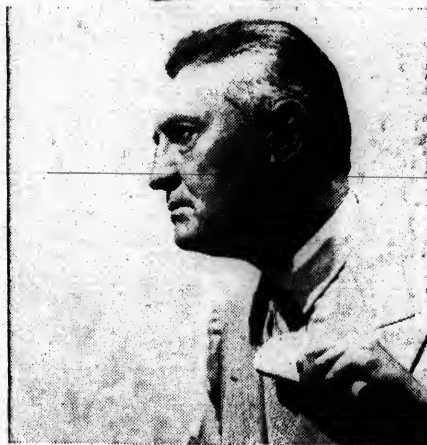
Gaumont-British Offices: 225 West 42nd St., New York, N. Y.

Along Came Sally. Comedy musical. Closely Courtneidge. Dir. Tim Whelan. 72 mins. Rel. June 15. Rev. June 15.
Channel Crossing. Drama. Matheson Lang, Constance Cummings. Dir. Milton Rosson. 64 mins. Rel. May 15. Rev. June 15.
Friday the 13th. Bus crash and what led up to it. Jade Matthews, Frank Lawton, Bonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 15. Rev. May 22.
Ghost. The. Thriller. Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 1. Rev. Jan. 30.
It's a Boy. Comedy. B. B. Horton, Leslie Henson. Dir. Tim Whelan. 76 mins. Rel. June 1. Rev. June 12.
Just Smile. Mystery comedy by Lon Lonie. Tom Willa, Star and director. 70 mins. Rel. April 1. Rev. April 24.

(Continued on page 29)

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HEARST METROTONE NEWS

First Issue Week of October 1st

CALENDAR OF CURRENT RELEASES

(Continued from page 27)

Orders Is Orders. American making film in British army. James Gleason, "Huckleberry Greenwald." Dir. Walter Forde. 70 mins. Rel. May 1. Rev. May 8.

Prince of Wales. Newswear compilation of British heir's life. 60 mins. Rel. April 15. Rev. April 24.

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

Majestic Offices: 800 Bldg., Radio City, New York City.
Scarlet Letter. The Hawthorne's dramatic classic. First sound filming. Colleen Moore and Hardie Albright. Dir. Robert Vignola.

Studios: Culver City, Calif.
Chained. Joan Crawford in love with two men. Clark Gable, Stuart Erwin. Dir. Clarence H. Brown. 73 mins. Rel. Aug. 31. Rev. Sept. 3.

Girl from Missouri. The small town girl lands her millionaire. Jean Harlow. Franchot Tone, Cluett Hallum. Dir. Jack Conway. 69 mins. Rel. Aug. 2. Rev. Aug. 7.

Hide Out. The gangster goes rural and reforms. Robt. Montgomery, Maureen O'Sullivan. Dir. W. S. Van Dyke. 80 mins. Rel. Aug. 24. Rev. Aug. 28.

Hollywood Party. All star musical film. 65 mins. Rel. June 11. Rev. May 29.

Laughing Boy. Ramon Novarro in the title role. Based on the Pulitzer Prize winning novel by Oliver La Farge. Louis B. Mayer. 75 mins. Rel. May 20. Rev. May 18.

Manhattan Melodrama. Story of old and new New York. Clark Gable, Wm. Powell, Myrna Loy. Dir. W. S. Van Dyke. 83 mins. Rel. May 4. Rev. May 8.

Men in White. Petrification of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, Jean Hersholt. Dir. R. Boieslavsky. 72 mins. Rel. May 12. Rev. May 12.

Murder in the Private Car. Mystery thriller with most of the action on a train. Chas. Ruggles, Una Merkel. Dir. Harry Beaumont. 60 mins. Rel. July 29. Rev. July 19.

Operator 13. Based on the last novel of the late Robert W. Chambers. Marion Davies, John. Dir. Richard Boieslavsky. 35 mins. Rel. June 8. Rev. June 26.

Paris Interlude. Based on the play, "All Good Americans." Madge Evans, Una Merkel, Otto Kruger, Robt. Young. Dir. Edw. L. Martin. 72 mins. Rel. July 7. Rev. July 13.

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. Dir. Edmund Goulding. 70 mins. Rel. April 8. Rev. April 8.

Sadie McKee. Based on the novel by Viji Delmar. Joan Crawford, Franchot Tone. Dir. Clarence Brown. Rel. May 11. Rev. May 22.

Snowfall. The old stage play of a concited man who makes good. Spencer Tracy, Madge Evans. Dir. Chas. Hiesner. 78 mins. Rel. March 9. Rev. March 20.

Stamboul Quest. Spy story. Myrna Loy, Geo. Brent. Dir. Sam Wood. 85 mins. Rel. July 13. Rev. July 17.

Straight Is the Way. Released convict story. Franchot Tone, May Robson. Karan Morley. 60 mins. Rel. Aug. 10. Rev. Sept. 8.

Tarzan and His Mate. Further adventures of the characters created by Edgar Rice Burroughs. Johnnie Weismuller, Maureen O'Sullivan, Neil Hamilton. Dir. Cedric Gibbons. Rel. March 30. Rev. April 24.

Thin Man. The murder mystery from Dashiell Hammett's novel. Wm. Powell, Lee Tracy, Maureen O'Sullivan. Dir. W. S. Van Dyke. 80 mins. Rel. May 25. Rev. July 2.

Treasure Island. The Stevenson story. Wallace Beery, Jackie Cooper, Lionel Barrymore. Dir. Victor Fleming. 109 mins. Rel. Aug. 17. Rev. Aug. 21.

Viva Villa. Wallace Beery portrays the famous Mexican character. Fanchon Villa. Stuart Erwin. Ray Way, Leo Carrillo. Dir. Jack Conway. 112 mins. Rel. April 17. Rev. April 17.

Studios: 5048 Sunset Blvd., Hollywood, Calif.
Monogram Offices: 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. 54 mins. Rel. May 10.

City Limits. Ray Walker, Sally Blane, Frank Craven. Story of breezy newspaper man who gets his story—and the girl. 79 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. Story of the U. S. air border patrol. Ray Walker, Jacqueline Wells. 65 mins. Rel. Sept. 1. Rev. Aug. 28.

Healer. 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. Classic Bronte's classic. Colin Clive, Virginia Bruce. Dir. Percy. 65 mins. Rel. Aug. 16.

Loudspeaker. The radio comedy. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 1. Rev. Aug. 14.

Man from Utah. The (Lone Star) John Wayne, Patsy Ann Young. Dir. R. N. Bradbury. 65 mins. Rel. May 15.

Moontide. The Wilkie Collins story of disappearance of famous gem. David Manners, Evelyn Barry. Dir. Reginald Barker. Rel. Aug. 20.

Monte Carlo. Man. Brian, John Barrow. 62 mins. Rel. May 20.

Money Means Nothing. Wallace Ford, Gloria Sheu. 70 mins. Rel. June 15. Rev. July 21.

Randy Rides Alone. (Lone Star) John Wayne, Albert Vaughn. Dir. R. N. Bradbury. 61 mins. Rel. June 15.

Shack. Ralph Forbes, Gladys George, Gunnoe Oswald. Shell-shock victim returns from World War, falls in love with the wife he had married just before going to front, and hates his unknown rival till his identity is re-established. 64 mins. Rel. Aug. 1. Rev. Aug. 1.

Star Packer. The (Lone Star) John Wayne, Verna Hillie. Dir. R. N. Bradbury. 61 mins. Rel. July 30.

West of the Divide. Lone Star Western. John Wayne, Virginia Brown Faire. Dir. R. N. Bradbury. 61 mins. Rel. May 15.

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

Studios: 5851 Marathon St., Hollywood, Calif.
Paramount Offices: 1501 Broadway, New York, N.Y.
Cleopatra. Egyptian spectacle with modern dialog. Claudette Colbert, Warren William, Henry Wilcoxon. Dir. Cecil De Mille. 162 mins. Rel. Aug. 16. Rev. Aug. 21.

Come On Marines. Marine corps rescues a shipwrecked girls' seminary. Richard Arlen, Ida Lupino, Roscoe Karns. Dir. Henry Hathaway. 64 mins. Rel. March 23. Rev. March 27.

Crime Without Passion. Lawyer pleads for a needless face alibi. Claud Rains, Margot. Dir. Ben Hecht. Chas. MacArthur. 79 mins. Rel. Aug. 17. Rev. Sept. 2.

Death Takes a Holiday. Death takes a holiday to learn of life. From the stage play. Fredric March, Evelyn Venable. Dir. Mitchell Leisen. 79 mins. Rel. Mar. 16. Rev. Mar. 16.

Double Door. Thriller story of a dominant old maid. Mary Morris, Evelyn Venable. Kent Taylor. Dir. Chas. Vidor. 75 mins. Rel. May 4. Rev. May 8.

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, Nella Walker. Dir. Gilbert Pratt. 79 mins. Rel. July 27. Rev. Aug. 7.

Great Flirtation. The stage story by Gregory Knott 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 Hillyer, Patricia Ellis. Dir. Raoul Pagar. Rel. June 15. Rev. June 19.

His Double Life. Growing light comedy. Lillian Glash, Roland Young. Dir. Arthur Hopkins. 62 mins. Rel. Jan. 12. Rev. Dec. 15.

I Married an Actress. Matinee idol loses out to his wife, an actress, who takes his story. Adolphe Menjou, Elissa Landi. Dir. Ralph Murray. Rel. June 22.

It Ain't No Sin. Max 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. Henry Hathaway. Rel. May 15. Rev. May 15.

Lady of the Night. Parisian telephone girl helps a rough American millionaire. Geo. Grand, Frances Drake. Rel. Robert Horton. Dir. Frank Tuttle. 61 mins. Rel. Aug. 2. Rev. July 24.

Little Miss Marker. Damon Runyon story of a child who was pledged with a bookmaker. Adolphe Menjou, Dorothy Dell, Chas. McElford, Shirley Temple. Dir. Alex. Hall. 10 mins. Rel. June 1. Rev. May 12.

Many Happy Returns. Burns and Allen at their dizziest. With Guy Lombardo, Joan Marsh. Dir. Norman McLeod. 66 mins. Rel. June 8. Rev. June 12.

Melody in Spring. Radio singer at home and abroad. Lanny Ross, Chas. Ruggles, Mary Boland. Dir. Norman McLeod. 76 mins. Rel. April 20. Rev. April 3.

Murder at the Vanities. From the Earl Caryl stage production. Murder backstage. Carl Brisson, Victor McLaglen, Jack Oakie, Kitty Carlisle. Dir. Mitchell Leisen. 96 mins. Rel. May 11. Rev. May 22.

Notorious Sophie Lang. Story of international jewel thieves. Gertrude Michael, Paul Cavanaugh. Dir. Ralph Murphy. 69 mins. Rel. July 20. Rev. July 24.

Old Fashioned Way. The W. C. Fields. Joe Morrison, in a road show in the '30s. Baby LeRoy, Judith Allen. Dir. Wm. Beaudine. 69 mins. Rel. July 5. 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 Holma, Ned Sparks, Mary Brian. Dir. Ralph Murphy. 64 mins. Rel. May 11. Rev. June 15.

She Loves Me Not. Stage play. Girl in college, temporary masquerades as a boy. Miriam Hopkins, Bing Crosby. Dir. Elliot Nugent. 65 mins. Rel. Aug. 10. Rev. Sept. 11.

She Made War Best. Show for 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, Ruggles. Rel. June 29. Rev. July 10.

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 15.

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, Burns and Allen, Ethel Merman, Leon Errol. Dir. Norman Krasna. 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. Robert Vignola. 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, Lee Tracy. Dir. A. L. Warner. Rel. July 27.

You're Telling Me. Film as a small town garage man. W. C. Fields, Loan Marsh, Buster Crabbe, Adrienne Ames. Dir. Eric Kenton. 60 mins. Rel. April 6. Rev. April 10.

Principal

Office: 1270 Sixth Ave., New York, N.Y.

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. 59 mins. Rel. May.

Little Damsel. The Anna Neagle and James Rennie. The story of a night club queen in a ritzy London hot spot. 65 mins. Rel. R.K.O.

R.K.O. Radio

Office: R.K.O. Bldg., Radio City, N.Y.C.

Adventure Girl. Joan Lowell goes down to Guatemala in her 48-foot schooner, "The Black Hawk," and has a series of thrilling adventures trying to find a sacred emerald. Joan Lowell, Capt. Wagner, Bill Sawyer, Otto Skog. 76 mins. Rel. Aug. 17. Rev. 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. 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 Erwin, Fort. Belk, Skeets Gallagher, Rochelle Hudson. Dir. George Stevens. Rel. July 27.

Cockeyed Cavaliere. A costume story with Bert Wheeler and Robert Woolsey, Thelma Todd, Dorothy Lee. Noah Beery. Dir. Mark Sandrich. 72 mins. Rel. June 29. Rev. July 10.

Crime Doctor. A famous detective, jealous of his wife who no longer loves him, plans the perfect crime. Otto Kruger, Karen Morley, Nils Asther, Judith Wood. Dir. John Robertson. Rel. April 27. Rev. May 15.

Down to the Sea in Ships. Youngsters, 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, Frank Fox, Bruce Cabot, Billie Burke. Dir. Wanda Tuschek and George Nichols. 70 mins. Rel. May 4. Rev. May 1.

Fountain. The From the Chas. Morgan novel. Ann Harding, Brian Aherne. Dir. Charles C. Cresswell. 65 mins. Rel. Aug. 10. Rev. Sept. 3.

Hat, Coat and Glove. A murder story of a husband who has to defend his wife's lover against an indictment of murder. Ricardo Cortez, John Deak, Barbara Robbins. Dir. Worthington Miner. 64 mins. Rel. Aug. 24. Rev. July 21.

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. 79 mins. Rel. Aug. 3. 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. Clive Brook, Diana Wynyard, Irene Hervey, Helen Vinson. Dir. Worthington Miner. Rel. July 6. Rev. July 6.

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.

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 poignant story of a man who faces life as a partial cripple. Fredric March, Bette Davis, Reginald Kneebone, Reginald Sheffield, Alan Hale. Dir. John Cromwell. 83 mins. Rel. July 20. Rev. July 2.

Sing and Sulk. A gangster backs a Broadway show and makes sure of good reviews by furnishing special "escorts" for each reviewer. Zasu Pitts, Pert Kelton, Edward Everett Horton, Nat Pendleton, Ned Sparks. Dir. William Seiter. 69 mins. Rel. April 29. Rev. April 17.

Stinged. Notorious Australian bandit of the "Gladys Hood" type with a hair for the aesthetic things of life. Irene Dunne, Richard Dix, Conway Tearle, Mary Boland. Dir. William Wellman. 76 mins. Rel. May 25. Rev. May 22.

Strictly Dynamic. A poet becomes a gag writer for a famous radio comic. Jimmy Durante, Vela Velcz, Norman Foster, Marian Nixon. Dir. Elliott Nugent. Rel. May 11. Rev. July 19.

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 teletext district. Douglas Fairbanks, Jr., Colleen Moore, Genevieve Tobin. Dir. J. Walter Ruben. Rel. March 16. Rev. May 8.

Their Big Moment. A comedy drama with a supernatural twist and murder mystery. Zasu Pitts, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. James Craven. Rel. Aug. 16. Rev. Sept. 11.

This Man Called Love. A young man marries a girl who virtually hurls her husband into the arms of his first love. Irene Dunne, Constance Cummings, Ralph Bellamy, Kay Johnson. Dir. John Cromwell. 75 mins. Rel. April 13. Rev. April 17.

We're Rich and Famous. 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. Rev. Sept. 3.

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, Alan Mowbray, Gilbert Emery. Dir. J. Walter Ruben. 68 mins. Rel. May 18. Rev. May 29.

Wild Cargo. Frank Buck's expedition into the Asiatic jungles to capture wild animals. Frank Buck. Rel. Alvin Daria. Rel. April 8.

United Artists

Office: 728 Seventh Ave., New York, N.Y.

Affairs of Cellini. The love life of Benvenuto Cellini. Fredric March, Constance Bennett, Frank Morgan, Fay Wray. Dir. Gregory La Cava. Rel. Aug. 24. Rev. Sept. 11.

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. Rev. May 15.

Buildup Deemed Stays Back. Further adventures in crime solving. Ronald Colman, Loretta Young, Warner Oland, Charles Butterworth, Una Merkel. Rel. May 16. Rev. May 16.

Count of Monte Cristo. The famous Dumas classic about the man who found a fabulous fortune and used it to revenge a great wrong. Robert Taylor. 81 mins. Rel. Aug. 2. Rev. July 24.

(Continued on page 31)

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A COLUMBIA PICTURE

CALENDAR OF CURRENT RELEASES

(Continued from page 29)

House of Rothschild, The (20th Cent.) Strong drama of the great financial house. George Arliss, Boris Karloff, Loretta Young. Dir. Alfred Welton. 91 mins. Rel. April 26.

Last Gentleman, The Shrewd and elderly millionaire cleverly gets the plans of his son to cheat his money away. George Arliss, Loretta Young, May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. Rel. Oct. 5.

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, Arthur Judge. Dir. Wm. Wellman. 77 mins. Rel. March 9. Rev. April 17.

Our Daily Bread Dishonored folks from all walks of life battle all over an abandoned farm. Karen Morley, Tom Keene, and Barbara Pepper. Produced and directed by King Vidor. Rel. Sept. 28.

Private Life of Don Juan Don Juan discovers that, deprived of his name and reputation, he's no greater lover than the next fellow. Douglas Fairbanks, Merle Oberon, Herta and Paul Paulson. Dir. Sidney Lanfield. Rel. Oct. 5.

Surreal and Son An odd couple of the love between father and son. H. B. Warner, Peter Pennington, Hugh Williams, Winifred Shotter. Dir. Jack Raymond. Rel. April 26.

We Live Again A vivid new version of Tolstoy's immortal "Resurrection." Anna Sten, Frederic March, Jane Baxter, C. Aubrey Smith. Dir. Rouven Mamoulian. Rel. Sept. 21.

Studio: Universal City, Calif. Offices: 30 Rockefeller Center, New York, N. Y.

Affairs of a Gentleman Drama. Paul Lukas, Lella Hyams, Patricia Ellis. Dir. Edwin Lloyd. Rel. Edwin Lloyd. 70 mins. Rel. May 14. Rev. June 26.

Bombay Mail Edmund Lowe Production. Dir. Ed. Marlon. Rel. Jan. 1. Rev. Jan. 9.

Black Cat, The Mystery. Karlhoff, Bela Lugosi, David Manners. Dir. Edgar Wallace. 70 mins. Rel. May 7. Rev. May 22.

Embarrassing Moments Comedy-drama. Chester Morris, Marion Nixon. Dir. Ed. Laemmle. Rel. July 9.

Gift of Gab Comedy-drama-musical. Edmund Lowe, G. Stuart and big radio and screen cast. Dir. Karl Freund. Rel. Sept. 24.

Glamour Comedy-drama. Constance Cummings, Paul Lukas. Dir. William Wyler. 75 mins. 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 15. Rev. May 1.

Human Side, The Drama. Arlophie Menjou, Doris Kenyon. Dir. Eddie Buzzell. Rel. Aug. 27.

I Give My Love Drama. Wynne Gibson, Paul Lukas. Dir. Karl Freund. 87 mins. Rel. July 24.

I'll Tell the World Comedy. Lee Tracy, Gloria Stuart, Roger Pryor. Dir. Edwin Sedgwick. 78 mins. Rel. April 16. Rev. April 24.

Imitation of Life Drama. Claudette Colbert, Warren William. Dir. John Stahl. Rel. Oct. 15.

Let's Be Ritz 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 Cavett, Ed. Marlon. Dir. Kurt Neumann. 67 mins. Rel. June 11. Rev. June 13.

Little Man, What Now? Drama. Margaret Sullivan, Douglass Montgomery. Dir. Frank Borzage. 91 mins. Rel. June 4.

Love Captive Drama. Nils Asther, Gloria Stuart. Dir. Max Marcin. 61 mins. Rel. May 21. Rev. May 1.

Love Birds Comedy. Slim Summerville, Zasu Pitts. Dir. Wm. Selzer. 60 mins. Rel. March 12. Rev. May 23.

Million Dollar Ransom Comedy-drama. Edward Arnold, Mary Carlisle. Dir. Richard Roth. Rel. Sept. 24.

One More River Drama. Diana Mayward, Colin Clive. Dir. Charles Whaley. 88 mins. Rel. Aug. 6. Rev. Aug. 14.

Poor Rich, The Comedy. Mima May Oliver, Edward Everett Horton. Dir. Ed. Sedgwick. 76 mins. Rel. Feb. 26. Rev. May 15.

Romance in the Rain Comedy-drama of a slum Cinderella. Roger Pryor, Victor Manno, and Heather Angel. Dir. Stuart Walker. Aug. 13. 75 mins. Rel. Sept. 11.

Smoking Guns Western. Ken Maynard. Rel. June 11. Rev. Aug. 14.

There's Always Tomorrow Drama. Frank Morgan, Lela Wilson. Dir. Ed. Sedgwick. 63 mins. Rel. April 23. Rev. Aug. 7.

Uncertain Lady Comedy-drama. Genevieve Tobin, Edwin E. Horton. Dir. Karl Freund. 63 mins. Rel. April 23. Rev. Aug. 7.

Wake Up and Dream Musical. Russ Columbo, Roger Pryor, June Knight. Dir. Kurt Neumann. Rel. Sept. 24.

Wheels of Destiny Western. Ken Maynard. Dir. Alan James. Rel. Feb. 19. Rev. April 3.

Studio: Burbank, Calif. 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 farmers. Fredric March, Loretta Young, Gladys Hasty Carroll, Jean Muir, Donald Woods, Dorothy Peterson. Dir. Alfred E. Green. 73 mins. Rel. April 14. Rev. April 17.

Dames Musical spectacle. Joan Blondell, Ruby Keeler, Dick Powell, Guy Kibbee. Rel. Aug. 20. Rev. Aug. 27.

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. 65 mins. Rel. June 23. Rev. June 26.

Friends of Mr. Swallow Comedy-drama of the London husband who turns the big trick for his newspaper. Charlie Ruggles, Ann Dvorak, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. 68 mins. Rel. July 7. Rev. July 31.

Harold Teen Historic 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. 65 mins. Rel. April 7.

Here Comes the Navy Comedy-drama of a glib that tried to buck the fleet. James Cagney, Victor Manno, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. 88 mins. Rel. July 21. Rev. July 21.

He Was Her Man Action melodrama of the gal who double-crossed herself in love when her first came back. James Cagney, Joan Blondell, Frank Craven, Harold Hunter. Dir. Lloyd Bacon. 70 mins. Rel. June 16. Rev. May 22.

Housewife A domestic wife beats the vamp. Bette Davis, Geo. Brent. Dir. Alfred E. Green. 70 mins. Rel. Aug. 11. Rev. Aug. 14.

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 her wicked, seductive, and beautiful life. George Arliss, Guy Kibbee, Verree Teasdale, Victor Jory, Dorothy Tree, Helen Lowth. Dir. William Dieterle. Rel. July 14.

Merry Widows of Reno Comedy-farce of the Reno divorce mill in action. Margaret Livingston, Guy Kibbee, Gladys Hasty Carroll, Hugh Herbert and Frank McHugh. Dir. H. Bruce Humberstone. 61 mins. Rel. May 12. Rev. June 12.

Modern Hero, A Based on the novel by Louis Bromfield, opening with the story of a man's life and carrying the story through to the end. Directed by Richard Thorpe. 70 mins. Jean Muir, Marjorie Ransome, Verree Teasdale. Dir. G. W. Pabst. Rel. April 21.

Personality Kid Thrilling melodrama of the boy and his sister that turns into a real champ thanks to wit. Pat O'Brien, Gloria Farrell, Claire Dodd, Henry O'Neill. Dir. Alan Cranston. 65 mins. Rel. July 11. Rev. Aug. 14.

Smarty Comedy of the wife who wanted to commute between husbands. Jean Blondell, Warren William, Edward E. Horton, Frank McHugh and Claire Dodd. Dir. Robert Florey. 61 mins. Rel. May 26. Rev. June 26.

Upwardward Drama by Ben Hecht dealing with a millionaire's adventures with a clever wife. Victor Manno, Jean Muir, Guy Kibbee, Dickie Moore. Dir. Roy Del Ruth. 70 mins. Rel. April 24. Rev. May 23.

Miscellaneous Releases

Are We Covered? (Hepburn). Propaganda for peace. Dir. Edwin Currier. 70 mins. Rel. June 19.

Ariane (Ufa). British-made story of a woman who pretends to be a French girl. Dir. Fritz Lang. 70 mins. Rel. April 14.

Badge of Honor (Mayfair). Under Christie in a original outdoor picture. Dir. Spencer Bennett. 63 mins. Rel. April 15. Rev. May 23.

Beyond Bengal (Showmen). Animal picture with narrative. 60 mins. Rel. May 14. Rev. July 17.

Blue Steel (Ufa). John Wayne Western. Dir. R. N. Harbury. 51 mins. Rel. July 17. Rev. July 17.

Cheaters (Labor). Paroled convicts find love through crookedness. Bill Boyd, June Collyer, Dorothy Mackall. Dir. Phil Rosen. 66 mins. Rev. May 15.

Cross Streets (Invisible). Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Nigh. Rev. July 19.

Dances of Magic Gipsy story. Reginald Denny, Judith Allen. Dir. Al. Ray. 64 mins. Rel. July 17. Rev. July 21.

Drums of Voodoo (International). All-Negro cast in screen version of stage play "Louisiana." Dir. Arthur Hoor. 70 mins. Rel. May 7. Rev. May 15.

Guilty Parents (Jay Dee Kay). Sex education story. Joan Lacy, Glen Boles. Dir. Jack Oakie. 63 mins. Rel. April 10.

Hired Wife (Dinnale). 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.

I Can't Escape (Synthetic). Ex-convict goes straight. Onslow Stevens, Lala Lee. Dir. Otto Brower. 55 mins. Rev. Sept. 3.

Lost Jungle, The (Masco). Circus-jungle story. Clyde Beatty. Dir. Armand Schaefer. 66 mins. Rel. June 19. Rev. June 19.

Marrying Widows (Tower). Young widow gets her wish. Judith Allen, Minna Gombell, John Mack Brown. Dir. Sam Newfield. 67 mins. Rev. Sept. 3.

Picture Brides (Allied). Story of the Brazilian diamond mines. Dorothy Mackall, Kogis Toomey. Dir. Phil Rosen. 60 mins. Rev. May 29.

Take a Stand (Allied). A columnist murder mystery. Frank La Rue, Thelma Todd. Dir. Phil Rosen. 73 mins. Rel. Sept. 7. Rev. Sept. 11.

Unknown Soldier (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 Guhl. 50 mins. Rel. Jan. 1. Rev. March 6.

White Heat (Seven Seas). Love on an Hawaiian plantation. Virginia Clerval, Mona Maria, David Newell. Dir. Lois Weber. 60 mins. Rel. June 19. Rev. June 19.

Wine, Women and Song (Chadwick). Lilyan Tashman's last picture. Backstage story. Lilyan Tashman, Lew Cody. Dir. Leon D'Uscio. 64 mins. Rev. March 27.

Woman Unafraid (Goldsmith). Story of a policewoman. Lucille Gleason, Sidney Hillman. Dir. W. J. Cowley. 68 mins. Rev. April 24.

World in Revolt (Mentone). News clips with comment by Graham McNamee. 60 mins. Rel. June 12.

Foreign Language Films

(Note: Because of the slow movement of foreign films, this list covers one year of releases.)

(Most of these available with English titles.)

Adieu Les Beaux Jours (Fr) (Ufa). Greek romance. Brigitte Helm. Dir. Andra Bauder and Johannes Meyer. 90 mins. Rel. April 15. Rev. May 15.

Airplane (Ger) (Capitol). Test tube babies. Brigitte Helm. Dir. Richard Oswald. 70 mins. Rel. May 1.

Bettelsstudent (Ger) (General). (Ger.) Operetta. Dir. Viktor Janson. 80 mins. Rel. Oct. 15.

Blonde Christ (Ger) (Bavaria). Musical. Karin Hardt. Dir. Franz Seitz. 68 mins. Rel. Feb. 15.

Broken Shoes (Rus) (Amkino). Child reaction to politics. Anti-Hitler. Dir. Margarita Barakaya. 80 mins. Rel. March 15. Rev. April 2.

Chalutzim (Hebrew) (Acme). First talker made in Palestine. Dir. Alexander Kord. 70 mins. Rel. March 15.

Citizen of Paris (Fr) (Fox). Drama of marital relations. Antonio Moreno, Catalina Barrena. Dir. Louis King. 70 mins. Rel. Feb. 15.

Crown of Thorns (Kinematograph) (Ger) (Dubbed Eng.). Biblical drama. Dir. Robert Wiene. 70 mins. Rel. March 15.

Cruz Y La Escalada (La Sp) (Fox). Historical romance. Jose Mojica. 64 mins. Rel. Feb. 15.

Cuesta Abajo (Sp) (Par). Romantic drama. Carlos Gardel, Mona Maria. Dir. Louis Gasnier. 75 mins. Rel. Aug. 15.

Deux Orphelins (La Fr) (Blue Ribbon). Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 15. Rev. Feb. 15.

Die Mitternacht (Ger) (Capitol). Romantic comedy. Dir. Josef Dachs. 80 mins. Rel. June 1.

Dream of My People (The Jewish) (Palestine). Silent travelogue of Palestine with records by Cantor Rosenblatt. Dir. Jos. Fox. 60 mins. Rel. Feb. 15.

Ein Gewisser Herr Gran (Ger) (Capitol). Spy drama. Hans Albers. Dir. Fritz Lang. 70 mins. Rel. Feb. 15.

Ein Teller Einfalt (Ger) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wacke. Dir. Kurt Gerson. 70 mins. Rel. May 15.

Eine Stadt Steht Kopf (Ger) (Capitol). Farce. Dir. Gustav Grunigera. 70 mins. Rel. Jan. 15.

Einse (Prinz) (Ufa) (Ger) (Ufa). Romantic comedy. Willy Fritsch. Dir. Arthur Robinson. 80 mins. Rel. March 15.

Ein Gluck Guter (Norwegian) (Scandinavian). From Bjornson's novel. Dir. John Brunius. 80 mins. Rel. Nov. 15.

Enemies of Progress (Rus) (Amkino). Last of the Czarist generals. Dir. Boris Kravtsov. 70 mins. Rel. Jan. 15.

Ensigns (Sp). War drama. Dir. Chano Urueta. 70 mins. Rel. Aug. 15.

Es Wird Schon Wieder Besser (Ger) (Ufa). Farce. Dolly Haas. Dir. Kurt Gerson. 65 mins. Rel. Jan. 1.

Feldherrnpiegel (Ger) (Bavaria). Military comedy. Betty Bird. Dir. Egon Hoffmann. 70 mins. Rel. April 15.

Frankenstein's Tochter (Ger) (General). Melodrama. Hans Niess. Dir. Karl Heinz Wolff. 82 mins. Rel. Oct. 15.

Fraulein-Falsch Verbunden (Ger) (Capitol). Musical comedy. Trude Berliner. Dir. E. W. Emo. 70 mins. Rel. Jan. 15.

Freischutz (Ger) (Ufa). Romantic comedy. Willy Fritsch, Camilla Carlsson. 70 mins. Rel. Jan. 15.

Galavorstellung (Ger) (General). Mystery comedy with music. Max Adalbert. Dir. Friedrich Zeisler. 87 mins. Rel. Dec. 1.

Gehetzte Menschen (Ger) (Filmchoice). Drama of father love. Dir. Friedrich Zeisler. 80 mins. Rel. June 1.

Geld Regiert die Welt (Ger) (Domestic). Comedy. Gustav Froelich, Camilla Horn. Dir. Max Neufeld. 70 mins. Rel. May 1.

Girls in Uniform (dubbed English) (Ger) (Filmchoice). Dorothea Wack and Hertha Thiele. Dir. Richard Oswald. 80 mins. Rel. March 1.

Guckszylinder (Ger) (Capitol). Boarding house romance. Felix Bresciani, Charlotte Arndt. Dir. Rudolf Bernauer. 75 mins. Rel. March 1.

Heideschloesser Uwe Karsten (Ger) (Ufa). Nazi back to the farm propaganda. Dir. Carl Heins Wolff. 70 mins. Rel. April 15.

Hell on Earth (Ger) (Garrison) (dubbed in five languages). Horrors of war. Dir. Victor Trivas. 80 mins. Rel. Jan. 15. Rev. Feb. 6.

Hochtourist (Ger) (Ufa). Romantic comedy in Alps. Otto Wallburg. 70 mins. Rel. Jan. 15.

House of Greed (Rus) (Amkino). Melodrama. V. I. Gardin. Dir. A. V. Ivanovsky. 70 mins. Rel. Aug. 15.

Ich Glaube an Dich (Ger) (Ufa). Life of a sailor. Richard Tauber. Dir. H. Reichman. 80 mins. Rel. Oct. 15.

Inge und die Millionen (Ger) (Ufa). Romantic crook drama. Brigitte Helm. 65 mins. Rel. Erich Engel. Rel. April 15.

In the Land of the Soviets (Ufa) (Amkino). Newsreel compilation of past year. 65 mins. Rel. July 1.

In Wien Ham Ich Einmal Ein Mädel Gelebt (Ger) Military musical. Dir. Franz Seitz. 70 mins. Rel. May 15.

Iza Nemi (Hung). Produced, written by and starring Sari Felek. 80 mins. Rel. June 1.

Juarez (Mex) (Ufa) (Sp) (Col). Mexican royalty's fall. Dir. Miguel Torres. 80 mins. Rel. May 1.

Juarez (1934) (French). Sentiment to music. Annabella. Dir. Rene Clair. 70 mins. Rel. Dec. 1.

Kara Sien (Swedish) (Scandinavian). Romantic musical. Dir. Gustaf Molander. 80 mins. Rel. May 1.

Lachende (Ger) (Ufa). Farce Max Adalbert. Dir. Max Opheule. 70 mins. Rel. Nov. 1.

Laughter Through Tears (Yiddish) WorldMax. From a Sholem Aleichem novel. Dir. G. Critcher. 75 mins. Rel. Nov. 15. Rev. Nov. 21.

Liebe Muss Verstanden Sein (Ger) (Ufa). Comedy drama with music. Dir. Hans Steinhilber. Rel. March 15.

Luegen auf Rügen (Ger) (Garrison). Farce. Otto Wallburg. Dir. Viktor Janson. 80 mins. Rel. Dec. 1.

Meisterdetektiv (Ger) (Bavaria). Mystery satire. Welsa Ferdi. Dir. Frank Solz. 75 mins. Rel. Feb. 1.

Melodia Proibita (Sp) (Ufa). Musical fantasy. Jose Mojica. Dir. Frank Solz. 75 mins. Rel. March 1.

Mile. Nitouches (French) (Protea). Charming love story. Raimu. Dir. Chas. Nivoy. 90 mins. Rel. Nov. 1.

Moj Wujazek (Amercik) (Polish) (Capitol). Musical comedy. 120 mins. Rel. Oct. 15.

Mother (Rus) (Garrison). Based on a Gorky novel. Dir. V. I. Potemkin. 70 mins. Rel. Aug. 15.

Mutter Der Kompanie (Ger) (Bavaria). Military farce. Weiss-Ferd. Betty Bird. 70 mins. Dir. Franz Seitz. Rel. March 1.

(Continued on page 62)

Studio Placements

Hollywood, Sept. 17.

Carey Wilson, adapting "The President Vanishes." Wanger-M.G.

Jerome Roberts, "Girl of My Dreams." Mono.

David L. Howard, "Wednesday's Child." Radio.

Ala Albert, Ruth Etting short, Radio.

Sam Hardy, "Back Porch," Para.

E. Elyn Warren, "Lighthouse Nights," Para.

Jo Swerling, screen play, "Jail Breaker," Col.

Fred Kohler, Maurice Black, George Cooper, Adrian Morris, "West of Marocco," Radio.

George Lewis, "Sea Girl," Radio.

Pat West, "Sea Girl" and "West of the Pecos," Radio.

Roy Mayer, George Nardelli, Arthur Vinton, Ray Cooke, Huey White, Jack La Barba, "Spring 3100," Col.

Gertrude Purcell, writing untitled yarn.

Addison, Richards, "Code of the West," Par.

John Wray, "I'm a Thief," WB.

Billy Watson, "Little Minister," Radio.

Grant Mitchell, "Concealment," WB.

Laird Doyle, scripting "Oil for the Lamps of China," WB.

George Wagner, screen play and radio, "Ex-Judge," Union pic.

Virginia Bruce, "Mighty Barnum," 20th Cent.

Pert Kelton, "The Red Cat," 20th Cent.

Tom Keene, "Wild Bill Hickock," Borden.

Morgan Wallace, "College Rhythm," Par.

Tyler Brook, "365 Nights in Hollywood," Par.

Clarence Dodd, Harry Tyler, "Babbitt," WB.

Robert Cavanaugh, Henry O'Neill, Eddie Schuber, Edward McWade, "Bordertown," WB.

W. B. Riven, co-direct "Becky Sharp," Pioneer.

Maurine Watkins, Ethel Borden, collaborating on script "Latest From Paris," Metro.

Michael Fessler, script "Willow Wisp," M.G.

Bryant Washburn, "Talisman Tommy," U.

Raymond Hutton, Mitchell Lewis, George Lewis, "Sea Girl," Radio.

Robert Frazer, Harrison Green, Jack Norton, Earl Foxe, Harry Langdon comedy, Col.

Jerome Storm, Dick Allen, Edward Hoara, Joseph Creahan, "Police Ambulance," Col.

Minna Gombell, Hugh O'Connell, Wallis Clark, Ann Shoemaker, Henry Armetta, "Cheating Cheaters," Par.

Andy Devine, "Hell in the Heavens," Fox.

Sam Hardy, "Back Porch," Par.

John Hale, "Lightning Strikes Twice," Radio.

Jim Mulhauser, script and dialog revision "Cheating Cheaters," U.

Colleen Parker, "I'm a Thief," Par.

Michael Fessler, "Lumden Hare," "Lighthouse Nights," Par.

Shirley McLennan, "Back Porch," Par.

Colin Tapley, "Pat Carlisle, "Lighthouse Nights," Par.

Edith Craig, untitled Ruth Etting short, Radio.

Maude Eburne, "Ruggles of Red Gap," Par.

Dudley Nichols, scripting "Crusade," Par.

Katherine De Mille, "Gilded Lady," Par.

Vincent Lawrence, scripting "Red Woman," Par.

Charles Butterworth, Una Merkel, Stuart Erwin, "The Night Is Young," Metro.

Anderson Page, "The Curtain Falls," Chesterfield.

Ted Healy, Ed Brophy, Forrester Harvey, "Forsaking All Others," M.G.

Cliff O'Malley, "Evelyn Prentice," M.G.

Austin Parker, script "Skipper of Spanish," WB.

Hamilton, "MacFadden," directs "Twenty Four Hours a Day," B.C.

Allen Wood, "Gods of the West," Par.

Florence Fair, "I'm a Thief," WB.

Robert Stawick, Warren William, Glenda Farrell, Arthur Byron, Grant Mitchell, Douglas Drumbrille, Arthur Aylesworth, "Concealment," WB.

Frank Conroy, "White Parade," Fox.

Louise Long, scripting "Win or Lose," Par.

Paul Roche, scripting "Paul," Col.

John Wray, "I'm a Thief," Leon Errol Short, Col.

William Sauter, director "Roberta," Radio.

Paul Morgan, lead "Enchanted April," Radio.

Paul Gerard Smith, scripting "Bill 'Em Yab," Par.

Lambert Hillyer, directs "Criminal Minded," Par.

Leonid Alfa, polishing script "Murdered a Man," U.

UP! UP! UP! GOES YOUR PULSE!
DOWN! DOWN! DOWN!

First

"THE BIG PARADE"

Then

"STREET SCENE"

Then


"THE CHAMP"

AND NOW
**KING
VIDOR**

who directed all of those
gives you his personally
directed triumph . . .



OUR DA



DOWN! BEATS THE DRAMA!

As scene after scene
builds and builds to a
climax that McCall's
Magazine acclaims —
"THE MOST STIRRING
OF THE YEAR!"



DAILY BREAD

Released thru UNITED ARTISTS

Stock Market

(Continued from page 6)
generally rated its critical level. It breaks far through this point, stock is apt to drop further before again getting buying support. Its old low was at 8 1/4, reached the latter part of July. There was a decline in volume, indicating that the stock is not under pressure.

Radio Preferred II went back wards again for the third successive week, and generally followed trend of Amusement Group. It again found support around the old resistance level between 23 1/4 and 24, but never got above the close of preceding week. Warner Brothers common hovered around the 34 mark most of the week, with diminishing activity. This is the third week it has closed at 4 since early in August. Stock appears to be considerably behind Amusement Group as a whole. This issue appears to be forming a base around the 44 point, and with more activity in market might get back into its old 55 and 57 class.

Heaviest losses were suffered by Columbia Pictures, off 3 1/2 points at 30; Pathe A, off 2 points at 11; Eastman Kodak, off 3 1/2 points at 95 1/4; Westinghouse, off 2 1/2 points at 29 1/4; and Radio Preferred II, off 1 1/2 points at 23 1/4. Consolidated Film Industries preferred also fell off nearly a point, but a majority of other amusements were either unchanged or showed small fractional losses.

Manner in which Paramount certificates snapped back to 3 1/2, to close the week unchanged, was pleasing to those who have been watching action of this issue. Marked strength in various Paramount bond issues naturally aided this recovery.

General Pall

Extreme dullness of stock market extending over a period of months has cast a pall over Wall Street. This has led to an ultra pessimistic attitude on the part of many. However, there are a few who remain optimistic and believe that once the Oct. 1 stock exchange regulations are out and uncertainty over the

textile strike has been removed, the street may like on new vigor and become its old self again. Economists who have toured the country go at a loss to explain the blue indigo attitude of brokers. But naturally the broker is not likely to be cheerful while trading drops along as it has of late. One favorable factor is the persistent manner in which commercial bank credit has expanded in recent weeks, and there are many who feel that inflation in some decided form or another may be the job in the arm that will revive speculative activity.

While most bonds were declining or in the doldrums as a result of the weakness of governments, Paramounts showed marked strength Friday and Saturday. Paramount Famous-Lasky 6s climbed to 51, where they closed, for a net gain of 4 points. Certificates of same shot up 5 points net, and at one time Saturday were three-fourths of a point

Bragging

Los Angeles, Sept. 17.
To clinch the argument these many years as to this town's colossal spread of territory, postmaster announces that it costs 1 1/2¢ more to operate L. A. p.o. than any other in the country.

higher at 50 1/4. Paramount-Publix 5 1/4s rose 3 1/4 points to close with a net gain of 2 1/4 at 50. Certificates of same climbed to 51 where they were up 1 1/4 points but fell off a bit at the close. They wound up at 49 1/4 for a net gain of 3 1/4 points.

RKO 6s were only other amusement issue to show a gain, these bonds closing at 28, for a point advance. Keith 6s were under pressure and closed at 55, off 2 points. Other issues to show losses included Loew 6s, off 1 point at 101; Pathe 7s, off 1/2 at 98; Paramount-Broadway 5 1/2s, off 1 point at 37; and Warner Brothers 6s, off 1 1/4 points at 51.

Summary for Week Ending Saturday, Sept. 15:

| STOCK EXCHANGE | | | | | | | |
|----------------|--------|--------|----------------------------|--------|--------|--------|----------|
| High. | Low. | Sales | Issue and rate. | High. | Low. | Last. | Net chg. |
| 7 1/4 | 7 1/4 | 500 | American Natl. | 3 | 2 1/2 | 3 | - 1/2 |
| 5 1/4 | 5 1/4 | 700 | Consol. Film. | 3 1/2 | 3 1/2 | 3 1/2 | 0 |
| 31 1/4 | 31 1/4 | 1,900 | Columbia P. Co. (P) .. | 32 1/2 | 30 | 30 | - 2 1/2 |
| 17 1/4 | 10 1/4 | 600 | Consol. Film pld. (193) .. | 12 1/2 | 12 1/2 | 12 1/2 | 0 |
| 10 1/4 | 7 1/4 | 2,400 | Eastman Kodak (H) .. | 9 1/4 | 9 1/4 | 9 1/4 | - 3/4 |
| 17 1/4 | 8 1/4 | 2,300 | Fox Class A (H) .. | 11 1/4 | 10 | 10 | - 1 |
| 23 1/4 | 16 1/4 | 11,000 | Gen. Elec. (600) .. | 18 1/4 | 17 1/4 | 17 1/4 | - 1 |
| 33 1/4 | 30 1/4 | 15,300 | Loew (H) .. | 37 | 35 1/4 | 35 1/4 | - 1 1/2 |
| 9 1/4 | 7 1/4 | 800 | Lo. Pref. (500) .. | 9 1/4 | 9 1/4 | 9 1/4 | 0 |
| 7 1/4 | 7 1/4 | 300 | Madison Sq. Garden. | 4 1/4 | 4 1/4 | 4 1/4 | 0 |
| 11 1/4 | 11 1/4 | 13,500 | Paramount clfs. | 11 1/4 | 11 1/4 | 11 1/4 | 0 |
| 4 1/4 | 4 1/4 | 11,100 | Pathe Exchange. | 5 1/4 | 5 1/4 | 5 1/4 | - 1/2 |
| 10 1/4 | 11 1/4 | 1,700 | Pathe Class A. | 11 1/4 | 11 1/4 | 11 1/4 | 0 |
| 4 1/4 | 4 1/4 | 60,000 | Radio Corp. | 5 1/4 | 4 1/4 | 4 1/4 | - 1/2 |
| 4 1/4 | 4 1/4 | 2,000 | RKO .. | 5 1/4 | 5 1/4 | 5 1/4 | 0 |
| 3 1/4 | 3 1/4 | 10 | Radio P. B. | 3 1/4 | 3 1/4 | 3 1/4 | 0 |
| 3 1/4 | 3 1/4 | 9,100 | Warner Bros. | 4 1/4 | 4 1/4 | 4 1/4 | 0 |
| 17 1/4 | 27 1/4 | 21,000 | Westinghouse. | 27 1/4 | 29 | 29 1/4 | - 2 1/4 |
| 11 1/4 | 7 1/4 | 2,100 | Technicolor .. | 12 1/4 | 11 1/4 | 11 1/4 | - 1 |
| 13 1/4 | 1 1/4 | 1,500 | Trans Lux (200) .. | 2 | 1 1/4 | 1 1/4 | - 1/2 |

BONDS

| High. | Low. | Last. | Net chg. |
|---------|--------|---------|------------------------------|
| 102 1/2 | 85 | 20,000 | Loew 6s, 4 1/2 .. |
| 100 | 85 | 12,000 | Pathe 7s, 37 .. |
| 53 1/2 | 29 1/2 | 3,000 | Par-Pam-Lasky 6s 47 .. |
| 23 1/2 | 29 1/2 | 67,000 | Par-Pub 5 1/2 50 .. |
| 41 | 19 1/2 | 1,000 | RKO debts 6s .. |
| 97 | 49 1/2 | 130,000 | Warner Bros. 6s 31 .. |
| 51 1/2 | 29 1/2 | 62,000 | Par-Pam-Lasky 6s clfs. 47 .. |
| 37 | 29 | 72,000 | Par-Pub 3 1/2s 50 clfs. |
| 47 | 30 | 11,000 | Par-Bway 5 1/2s 51 .. |

OVER THE COUNTER, N. Y.

| High. | Low. | Last. | Net chg. |
|---------|--------|---------|------------------------------|
| 102 1/2 | 85 | 20,000 | Loew 6s, 4 1/2 .. |
| 100 | 85 | 12,000 | Pathe 7s, 37 .. |
| 53 1/2 | 29 1/2 | 3,000 | Par-Pam-Lasky 6s 47 .. |
| 23 1/2 | 29 1/2 | 67,000 | Par-Pub 5 1/2 50 .. |
| 41 | 19 1/2 | 1,000 | RKO debts 6s .. |
| 97 | 49 1/2 | 130,000 | Warner Bros. 6s 31 .. |
| 51 1/2 | 29 1/2 | 62,000 | Par-Pam-Lasky 6s clfs. 47 .. |
| 37 | 29 | 72,000 | Par-Pub 3 1/2s 50 clfs. |
| 47 | 30 | 11,000 | Par-Bway 5 1/2s 51 .. |

PRODUCE EXCHANGE, N. Y.

| High. | Low. | Last. | Net chg. |
|---------|--------|---------|------------------------------|
| 102 1/2 | 85 | 20,000 | Loew 6s, 4 1/2 .. |
| 100 | 85 | 12,000 | Pathe 7s, 37 .. |
| 53 1/2 | 29 1/2 | 3,000 | Par-Pam-Lasky 6s 47 .. |
| 23 1/2 | 29 1/2 | 67,000 | Par-Pub 5 1/2 50 .. |
| 41 | 19 1/2 | 1,000 | RKO debts 6s .. |
| 97 | 49 1/2 | 130,000 | Warner Bros. 6s 31 .. |
| 51 1/2 | 29 1/2 | 62,000 | Par-Pam-Lasky 6s clfs. 47 .. |
| 37 | 29 | 72,000 | Par-Pub 3 1/2s 50 clfs. |
| 47 | 30 | 11,000 | Par-Bway 5 1/2s 51 .. |

* Paid this year.

Chi Circuits Demand Protection Over Theatres Using Giveaways

Incorporations

NEW YORK

Cinema Circuit Corp., securities, operates theatres, capital stock, 100 shares, no par value. Rose Resnick, Martin C. Greene and Jacob Kaplan, all of 392 Madison avenue, New York.
S. & C. Theatres, Inc., pictures, vaudeville, etc., capital stock, 100 shares, no par value, 113 Stadium place, Syracuse.
Reuben C. Cantor, 1193 South Gould street, Syracuse, and **Gerardine C. Benson**, 103 Fourth street, Liverpool.

Walter Wanger Productions, Inc., pictures, capital stock, 7,500 shares, no par value. Betty Black, Florence Levy and Juns K. Rothman, all of 1150 Broadway, New York.

Retailer Service Bureau's Radio Broadcast, Inc., general radio broadcasting business, capital stock, 100 shares, no par value. F. August Weissman, 426 East 23d street, Brooklyn; Martha A. Hoffman, 2142 Story avenue, Bronx; and Reuben Jacobson, 74 Post avenue, New York.

Revenue With Music Corp., produce plays, movies, etc., capital stock, 100 shares, no par value. Anne Clatterman, Hilda Goldman and Howard M. Reinheimer, all of 11 East 41th street, New York.

Dissolutions

Burns Amusement Co., filed by George C. Burns and E. Pearson, University building, Syracuse.

CALIFORNIA

John McCormick, Inc., Directors: Howard L. Conroy, Sara J. English, Hilda Goldman and Howard M. Reinheimer, all of 11 East 41th street, New York. Capital stock, 100 shares.

Permits to Sell
Crosby Productions, Inc., indoor amusement, Directors: Harry L. Crosby, Jr., Everett N. Crosby, John O'Melveny, Todd W. Johnson and Frank Norris. Capital, 12,500 shares, no par value. Permitted to issue 2,500 shares.

'Red Woman' Slowed

Hollywood, Sept. 17.
For the fourth time, B. P. Schulberg's 'Red Woman' has been set back. Picture, scheduled to start this week, gets a 10-day postponement due to story trouble.

Grover Jones and Vincent Lawrence are working on a new treatment. Picture already has had four scripts. Sylvia Skelley will be starred.

Chicago, Sept. 17.
Essaness is trying to secure protection over houses which are giving away premiums. And the battle is again on from this quarter as both exchanges and rival exhibitors raise their voices about this new development or this hectic selling season. Essaness is asking that all giveaway houses be slowed back to the seventh week of release.

Exchanges, however, have not given Essaness any satisfaction on this score as yet. Only two districts have sold Essaness' films far, Paramount and Universal, and neither has yet sent the letters of protection and clearance. Distributors frankly question the right of Essaness to make any such demands in regard to premium houses, since the code has a strict ruling on this score which takes no cognizance of premiums other than they can be eliminated only by the vote of 75% of circuit houses and 75% of the independents.

Essaness, however, believes that its request is strictly within the rights of the code governing the industry and is apparently determined to secure this clearance. Allied theatres have gotten up in arms to battle this new angle, most of the premium houses being Allied members.

Chi Academy to Paleys; May Stay Shuttered

Chicago, Sept. 17.
Paley Brothers have taken a three-year lease on the Academy, dark since N. S. Barker left it in July.

Gives the Paleys the Haymarket, Halsted, Empire and Academy theatres. No plans have been made for the reopening of the Academy. It's understood that for the present they will keep it closed, figuring the rental to be small enough to be worth wiping out, that much competition against their other houses.

SPITALNY BEATS ALL BROOKLYN OPPOSITION!

Gable-Crawford's "CHAINED," and "DAMES" Outdrawn by Phil Spitalny's Girl Orchestra with "BLIND DATE"

SI. FABIAN (OWNER FOX, BROOKLYN) SAYS:

"... Your engagement at the Fox, Brooklyn, is most satisfactory. We hope your booking schedule will permit us to HOLD YOU OVER for another week ... or to book you for an early return.

"... The audiences and critics have been exceptionally enthusiastic ... and your publicity and show was great!"

Thanks to Manager Zack Freedman and staff for splendid assistance.

Permanent Address:

PHIL SPITALNY

Hotel Park Central, New York City, N. Y.

Return Engagement

and ...

Held Over for
Second Sensational
Week at

NEW YORK
CAPITOL
THEATRE

Last Fortnight



350 BROADCASTERS HUDDLE

Radio Code Authority Preparing Nat'l Survey of Ether Rate Trends

Washington, Sept. 17. A nationwide survey of radio rate trends, the second such study since broadcasting became an important industry, has been launched by James W. Baldwin, executive officer of the Broadcast Code Authority.

Seeking to discover the effects of both the depression and the N.R.A. code on rate schedules, Baldwin is compiling statistics from rate cards filed with the C.A. and expects to compare present trends with conditions uncovered in 1932 by the former Federal Radio Commission.

Convinced by a cursory examination that the detailed study will show relatively little change in the general rate level, Baldwin intends to obtain information which may enable the industry to refute charges that costs to the advertiser have risen as a result of N.R.A. efforts to stabilize rates and movements to curb price-cutting and chiseling.

Patterned after the 1932 investigation, the current research will relate to charges for 15-minute, nighttime periods and will be broken down by zones to facilitate comparison. Industry spokesmen have asserted that rates are relatively unchanged, but until study is completed they are handicapped by specific data on this subject.

Report on rate variation by zones and stations sent to the Senate two years ago showed that rates for stations of 5kw or higher power were highest in first and second zones and that scale ran for all stations and all zones from \$11.77, for transmitters under 100 watts in the third zone to \$221.44 for high-power stations in the second zone. Great variations were shown in rates for stations over 5kw, but trend for small stations was relatively uniform.

Initial results of the study suggests that in certain zones, rates may have increased but that on the whole the general level is relatively close to 1932 when the national average ran from \$15.82 for stations under 100 watts to \$172.95 for stations over 5,000.

Whiskey on KYW

Chicago, Sept. 18. Toronto's Gooderham and Worts, Ltd., makers of G. & W. Whiskey, are invading the radio. On KYW, starting Sept. 19, with three 15-minute nightly periods a week, for 13 weeks, with options.

Program is called the All-Star Revue, with Dorothy Adams, the Campus trio and Rex Maupin's orchestra.

Broadcasting Enemies Everywhere

Bellows Commends Federal Trade Commish, However, as Fair and Reasonable

Cincinnati, Sept. 17. Henry Bellows addressed the N.A.B. convention today (Monday) on the legislative problems, past and anticipated, of broadcasting. Anti-radio legislation while centered mostly in Washington also has regional echoes and Bellows advocates the formation of more state-wide broadcasting associations to combat local measures and co-operate with the national headquarters of N.A.B. New York, West Virginia, Rhode Island, Massachusetts and Delaware are states where radio laws or taxes have recently come up.

Bellows stressed as all-vital the Oct. 1 hearing before the Radio Division of the Federal Communications Commission and urged that strong summation of the broadcasting industry's side of various con-

troversial problems be placed on the public record at that time.

Likes Trade Commish

In addition to the need for regional sentinels Bellows advocates the mobilization of stations behind the Federal Trade Commission. This body has proven itself fair and reasonable and broadcasting might well invite a condition of advertising control by the FTC in preference to anything proposed by a revived (as expected) Tugwell bill this January. Full and hearty co-operation with the Trade Commission is the best and only effective protection against enactment of legislation of the Tugwell variety, the legislative chairman declared.

Bellows in his speech tossed bouquets to Senator Dill and Representative Bayburn and Bland. They had been open-minded and just, he opined.

Better Be Good

Philadelphia, Sept. 17. While WPEN prexy, Clarence Traubel, is recuperating from a serious operation, "lines have been installed at his hospital bed from the studios so that he can hear WPEN programs. In Traubel's absence, Radio Center is being operated by WPEN Manager Lou Jacobson.

STOP KIDDING US, NBC TELLS WLW

Cincinnati, Sept. 17. Tired of not knowing whether the network is in or out of a delegation of NBCers will wait upon Powell Crosley, Jr., this week and demand to know what WLW proposes to do.

Edgar Kobak, Niles Trammel, Frank Mason and Donald Withcomb, three vice-presidents and one stooge, will do the pinning-down. Odds at the convention are that the answer will be stalled as WLW right now can't accurately gauge its own affections due to the lack of signed contracts for the new quality group consisting of WLW, WGN, Chicago; WOR, Newark, and WXYZ, Detroit.

Baume Analgesic and Horlick's Malted Milk are contracted for the quality tie-up to date.

SCOTT HOWE BOWEN TALKS SHOWMANSHIP

Cincinnati, Sept. 17. Scott Howe Bowen attending the convention as WIBX, Utica delegate is developing a thesis that, Shakespeare's venerable dictum, "the play's the thing" now governs broadcasting.

Bowen makes an important conversion to the showmanship viewpoint. As a long-time proponent of waxed entertainment he is now of the opinion that the deification of circulation arrived at by guesswork mathematics is obsolete and rapidly being discredited.

Program will become all important he holds.

THEORIES AND ACTION AT N.A.B.

Conflicting Factions Advance Varied Proposals and Candidates—Same Old Division of Big Biz vs. Independents

NBC SECRETIVE

By Ben Bodec

Cincinnati, Sept. 17. NBC did not advise affiliate stations of the new compensation scale in advance of the N.A.B. convention. This notification was originally intended for release on Sept. 15 so that its soothing syrup effects might work for harmony. Network evidently got cold feet—fearing that it might have incorrectly diagnosed the probable reactions of station owners to the revamped money chart.

This failure of NBC to show its hand may be considered an influencing factor in favor of a movement on Monday was gaining headway. Broadcasters affiliated with NBC and others linked to the CBS chariot were pondering a substitute maneuver for secession.

Comparative Strength

As contemplated by its apostates the new set-up would be the organization of the NBC and CBS affiliates into groups within the structure of N.A.B. with the avowed purpose of placing individual stations in a position to deal with the networks on a basis of comparative strength. More sympathetic and effective response from the networks to the individual stations' problems and the eternal question of how much is enough station compensation for national commercials

Hot Election?

Cincinnati, Sept. 17. Nicely lubricated the N.A.B. machinery looked like it would avoid the broken pavements of discord. N.A.B.'s 12th chieftain opened mild enough after all the profound predictions of molten anger.

Looked like the election of a president would focus some real fighting. Backers of Alfred McCosker, WOR head, felt confident they could push their man across for a third term. Prospect doesn't please lots of the boys but they may not be able to get behind a rival.

Late Monday it looked like H. K. Carpenter, of WHK, Cleveland, might emerge as a dark horse candidate. Strong sentiment favored Leo Fitzpatrick, No. 1 v.p. of N.A.B., but Leo isn't much of a buddy with the networks.

There are 344 registered at the convention, an unprecedented total.

are the much-to-be-desired objectives confessed by the broadcasters.

As expected the hazards of secession outweighed the odium of any existing dissatisfactions. Even the most candid broadcasters hesitated a long time before the leap into the unknown that a break-up of the N.A.B. would imply. So the compromise for holding the outer shell of unity and fighting the networks within the scope of N.A.B. became the chief focal point of convention attention.

Midwestern and far western stations are the leaders against the networks. And no matter how well-oiled the steamroller may prove by the convention's end there will be more stirring up of dust than at any previous N.A.B. convention. Especially large attendance this year strengthens the insurrectionists.

No Likes

Objectable to many of these station men were: (1) The Broad-

(Continued on page 48)

CBS' Spot Subsidiary, Radio Sales, Reorganized with New Personnel

DILL'S ADDRESS

Press-Radio Bureau a Big Flop He Tells N.A.B.

Cincinnati, Sept. 17.

N.A.B. President McCosker warned the convention not to brush aside the newcasting problem as unimportant. He preceded Senator C. C. Dill in alluding to this subject. Dill gave 'em both barrels. At least 100 stations should band together, Dill declared, and set up their own news-gathering organization on a national and international basis.

Rank failure was Dill's stigma of the existing press-radio relations. Networks forced the compromise to ease their own difficulties in dealing with the press, the senator averred. As a result broadcasting has been at the mercy or charity of publishers.

LUNACY PLEA FOR TALBOT

Denver, Sept. 17.

A lunacy complaint has been filed in county court against Freeman H. Talbot, manager of KOA for two years, by his wife, Mrs. Della Talbot.

Talbot is facing charges in the Federal court of attempted extortion and sending a threatening letter through the mails. The government claims Talbot tried to extort \$4,000 from a wealthy friend. Talbot is at liberty on \$2,000 bond and is under treatment and observation in a local sanitarium.

With the filing of the lunacy complaint it became apparent Talbot will plead insanity at his trial.

CBS RENTS 2D N. Y. DRAMATIC THEATRE

Columbia has taken over the Maxine Elliott, legit house located below Times Square, as the second of its outside New York studios. Other ex-legit occupied by the network is the Hudson.

Need for another auditorium was brought to the fore recently when Fletcher's Casino insisted that it have available a place to invite an audience for the Roxy programs or else. Another account had first call on the spot just preceding the Roxy event at the Hudson.

As soon as it has received the signed contracts from all the affiliated stations involved in the spot booking project Columbia will put its subsidiary, Radio Sales, Inc., through the reorganization ringer. Preliminary revision of the subsidiary's personnel setup has Charles Stark out and Bob Stevenson, who was recently brought on from Chicago, in as general manager.

When the revamped division gets going its representation list will consist of the eight CBS owned and operated outlet, the Don Lee network and 15 stations aligned with Columbia in its hookup operations.

It is CBS' plan to divorce Radio Sales eventually from the web's interlocking enterprises and turn all station contracts over to a three-some of spot broadcasting experts, who, though responsible to Columbia, will share the booking commissions among them. Under this arrangement Stevenson would retain top position in Radio Sales, while his associated directors would share the profits with him. As yet Columbia has not picked these associates.

When CBS decided to extend the operations of Radio Sales it addressed invitations to around 40 of its affiliated stations. Of this list 40 reputedly wrote back that they would be interested in joining up on an exclusive basis. Web eventually pared the amenities down to 15 stations, figuring that it would be best to limit the representation until the proposition was thoroughly organized and operating smoothly.

WLS Renews With NBC on 2-Year Deal

Chicago, Sept. 17.

Prairie Farmer station, WLS, and NBC have gotten together on a new deal, following the WLS notice to NBC that it would quit its present contract on March, 1935. New contract will go into effect on Oct. 1 and carry for two years.

Farm station secured healthy adjustments in its arrangement with the network, securing additional revenue for its time, an additional six hours of evening time weekly and full use of the NBC short wave facilities in Chicago.

WLS will continue use of the WENR transmitter.

Chicago Trib Peeved at Landis

Ford Pays \$100,000 for World's Series Rights—Leaves WGN Out in Cold

Chicago, Sept. 17.

Station WGN—resents the deal whereby NBC-CBS gets the exclusive broadcast rights to the Detroit-New York World Series. That denies WGN a peek-in or else compels a pick-up of the commercial broadcast without sharing in the sponsors' appropriation.

Tribune officials have been trying to contact Judge Landis, baseball czar, but the judge can't be found. Or at least couldn't be up to Saturday.

That incident may result in the Tribune leading a publishers' quar-

rel with organized baseball is threatened.

M. H. Aylesworth Saturday (15) okayed NBC's acceptance of the World Series on a commercial basis. Broadcasts will be carried over both NBC and Columbia, with Ford Motor paying over \$100,000 for the rights to the games to Judge Kenesaw M. Landis on behalf of organized baseball.

Coin, it is understood, will be distributed among the players on the contending Detroit and New York Giants teams. It will make the first time that the event has been backed by a commercial. NBC on previous years has refused to tie up a sponsor with the event.

N.A.B. Personalities

Netherland Plaza hotel so crowded a request for a suite from Richard Patterson, NAB exec. v.p. couldn't be handled.

Harry Butcher and Mott Runyan joined against Niles Trammell and Frank "Shrimp" Russell on the golf links Sunday made it look like each network exec was carving his own witness.

L. B. Wilson tossed a cocktail party Monday and Powl Crosby dined Tuesday. Just getting the boys in training for the Wednesday banquet.

Baltimore delegation includes John Elmer, proxy of WCRB and member of Radio Code Authority; Tommy Lyons, proxy of WCAO; and Hope Barrell, Jr., and Purnell Gould, station and commercial mngs., respectively, of WPRL.

John Shepard, 3rd, obeying doctor's orders, making an unusually sedate participation in events.

Philip Laskey, program director of KOYL, Salt Lake City, representing his station.

Naylor Rogers, KXN, is only bona fide visiting fireman at NAB convention. Others say that way back Rogers has a gold badge from the Los Angeles Fire Department to give him authenticity.

Herman Helms, formerly of Guy S. Osborn, Inc., Chicago representative of the Dea. Moines Register and Tribune, operators of KRCO, will

become Chicago representative for the station, with offices in the Greig, Blair & Spillett, Inc., agency.

Harry Shaw, WMT, Waterloo, explained from Iowa just for the Tuesday session.

Fred Webber, ABS exec, failed to arrive in Cincinnati until Monday. He waited in New York to see the Ross-MacFarland fight that wasn't fought.

Mrs. Jacob E. Mathiot, 42, wife of the supervising engineer of the Mason-Dixon Radio Group, died Sunday (9) from injuries sustained when the car in which she was returning to Lancaster, Pa., figured in a crash.

J. T. Ward, WLAC's Nashville chief executive, and E. G. Sewell, Jr., production manager, are attending the convention Ward is a member of the NAB board of directors.

WKBF, Indianapolis, struggling along without Plug Kendrick, Jack Stillwell, L. I. Jacquir, and Otis Robinson, station delegation to NAB.

Elizabeth Black of Ruthrauth and Ryan agency has a slender figure, lively, times her days with professional tempo.

Warren William, WHBM, youngster, risked the dinner table gathering Sunday with a poem about bankers and brokers. Sam Cook, WPRL, Syracuse, who runs a hotel

on the side, claimed a copy forthwith.

Gene O'Fallon, KFEL, Denver, brought along a load of gimmicked smoking pipes to hawk the boys with.

Guy Earle, KXN, Los Angeles, amuses himself and listeners with day dreams about what he'll do with the damages he'll collect from pending libel actions against Los Angeles Times and Don Lee, web.

Myron MacIntosh, WNNI, Ashville, is only NAB delegate with a vandyke beard.

Earl Gammons, WCCO, and Earl Jenks, WTCN, inspire puns about the nobility of the Minneapolis delegation.

William Fay, WHAM, Rochester, and Jack Van Vlikenberg, KMOX, St. Louis, discover they both come from the same reservation at Pipestone, Minnesota.

New York City delegates include W. L. Ferguson and Chester Thomas of the Hearst station, WINS.

Delegates entirely unembarrassed by the fact that nothing but beer is legal on Sunday in Ohio. Most of 'em were importers.

WLW provided regular free bus service for broadcasters desiring to scrutinize the 500,000-watt transmitter 22 miles outside Cincinnati.

Nate Lord trolleyed to NAB convention from Louisville.

Gaston Grigon, manager of WISN, Milwaukee, reports radical revision of station program schedules this

fall, in line with the general popping up of Hearst stations.

John McCormick joins station WKRC, Cincinnati, here as program builder. He comes from WINS, New York.

Vic Knight has been named production chief of WJAY.

Bob Donahue, publicity lad for John Shepard's Yankee web, leaves Boston to become manager of WLLH, Lowell.

Martin Campbell, manager WFAA Dallas, stopped off in Louisville, en route to NAB Convention to visit his old haunts at WHAS.

Harry A. Woodman has been shifted from the NBC traffic department to the general management of KDKA, Pittsburgh.

William Hard in his address emphasized entertainment as the real selling appeal to the general public.

Russell Wilson, Cincinnati's mayor, is a former newspaper reporter and theatre critic.

NBC delegation turned on the personalities for the benefit of affiliates. Particularly those not signed to new pacts.

George Storer making hay on behalf of his nebulous network.

Edward Petry with more wires open than a telephone switchboard busy kink-making. One N. A. B. official charged him with blocking McCosker's re-election in favor of a candidate through whom Petry could exercise influence.

Alfred Cormier Proposes To Operate Stations on %Sharing Arrangement

Alfred Cormier, until recently gen. mgr. of WOR, Newark, may go into the business of station group management. Idea calls for setting up a centralized organization that would serve as efficiency experts, sales counsel and actual station operators to station owners with whom broadcasting is a sideline.

As NBC has been doing for General Electric and Westinghouse, Cormier would place men from his own organization in key positions with the client stations and depend for his end on a share of the net profits.

MIDWEST DOMINATES AIR EDITORS' ASS'N

Cincinnati, Sept. 17. Darrel Martin, Pittsburgh Post, was elected president of the Radio Editors' Ass'n, Monday in Cincinnati.

Charles Gilchrist, Chicago News, and Norman Seigel, Cleveland Free Press, are v.p.s. and Robert Stephen of the Cleveland Plain Dealer is sec. - 1st.

Directors include Larry Walters, Chicago Tribune; Dorothy Boran, Akron Beacon; York Taylor, Chicago Times.

Julie Wintz orchestra is in, Bob Fredette crew out, at the Village Barn, Greenwich Village, heard over WOR.

Ten Years Ago In Broadcasting--Nov. 19, 1924

[Facsimile Reproduction of RADIO NEWS PAGES from VARIETY, Dated Nov. 19, 1924.]

It will be recalled that NBC was organized in 1926, and CBS and the Federal Radio Commission were formed during 1927.]

RADIO'S NEW ADVERTISING STUNT; BUT "ROUND THE SHOPS" A DUD

Los of Commercialism Headed in Air During One Evening--WINS Claims All of Its BBS Cabaret Are Best--Shoe Company Paying--WJZ Plugs Restaurant with Band

From the radio side, the new advertising stunt, "Round the Shops," which was introduced by WINS, New York, last night, was a dud. The station's attempt to draw a large audience to its new cabaret, the BBS, by advertising the fact that it was the best of its kind in the city, failed to attract a large audience.

WINS, which has been advertising the fact that it is the best of its kind in the city, failed to attract a large audience. The station's attempt to draw a large audience to its new cabaret, the BBS, by advertising the fact that it was the best of its kind in the city, failed to attract a large audience.

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STOCK CLEANUP

Persons in the radio business are cleaning up their stock.

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SOUTH AFRICAN RADIO'S EARLY STRUGGLES

Complaints by Listeners in and Station

Complaints by Listeners in and Station

Complaints by Listeners in and Station

Complaints by Listeners in and Station

Complaints by Listeners in and Station

Complaints by Listeners in and Station

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TOPEKA STATION CLOSES RADIO

WPAM Assessments Put Quiet on Broadcasting

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WPAM Assessments Put Quiet on Broadcasting

PUBLISHING OFFICE WITHOUT PIANO

That "Radio News" (New York) has a piano in its publishing office.

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That "Radio News

RADIO-DIRECTED STRIKE

NBC's Big Delegation

Cincinnati, Sept. 17. With the delegates that NBC has shipped on to the NAB convention the network should have little trouble swinging the balance of power when it comes to caroling 'aye' or 'nay' on an issue. NBC's contingent numbers 19. Three of them, Frank Russell, Edgar Kobak and Frank Mason, are v.p.'s, with the rest of the representation made up of station managers, station relations reps, engineers and Westinghouse execs.

Among the assignments facing this group is the holding of the regular monthly meeting for managers of NBC owned and operated stations. This gathering is slated for tonight (Monday). Gang NBC has on hand for this convention is the largest by far than any which has attended previous NAB meets. At last year's meet in White Sulphur Springs the representation from NBC's payroll was limited to four persons.

Here's how the web has them tagged for voting, according to station:

| OUTLET | DELEGATE | ALTERNATE |
|--------|-------------------|------------------|
| WEAF | William S. Hedges | Frank Mason |
| WJZ | Frank Mason | Charles Horn |
| WRC | Frank R. Russell | V. F. Callahan |
| WMAL | K. B. Berkley | Frank R. Russell |
| WENR | Niles Trammell | Donald Withycomb |
| WMAQ | Niles Trammell | C. A. Zimmerman |
| WTAM | W. W. Smith | Roger W. Clipp |
| KFO | Donald Withycomb | Edgar Kobak |
| KGO | Edgar Kobak | E. C. Weoley |
| WCY | Kolin Hager | Lloyd C. Eganer |
| WBZ | John A. Holman | R. M. Eikin |
| KDKA | L. C. Gregory | Harry A. Woodman |

DYING WOMAN'S SERMON OVER RADIO

Harrisburg, Ill., Sept. 17. WBRQ took a dip into the macabre and broadcast the dying words of a woman evangelist. It was part of a prayer service staged by the First Apostolic Church in the hospital room of Isabelle Flowers, 26-year-old preacher. Place where the woman delivered what she believed to be her last message to the world was 'Pinckneyville, about 100 miles from here. Remote hookup also carried a prayer by the church's pastor, the Rev. A. D. VanHoose, and its choir, all of whom were grouped around her hospital cot. Services lasted 45 minutes.

Rev. VanHoose wanted to know whether she realized that the folks lined in were interested in her attitude toward death and whether she had any hope of being helped. Her answer was that she wanted everybody to know that she was in the Lord's hands and that if she couldn't be helped she was not afraid to die. The woman evangelist's parting words to her audience were, 'If I don't see you any more on earth, I'll meet you in rapture.'

Photos were taken of the dying evangelist, the Rev. VanHoose, the announcer who handled the broadcast, Eddie Wise, and the crowd outside the pickup spot.

Last report was that the evangelist was still alive.

GYGI-WCFL WEB IS DEFERRED

Chicago, Sept. 17. Now appears that the new Ota Gygi network with WCFL, the Chicago Federation of Labor station's key outlet, will not get started before Nov. 1. Originally scheduled for Oct. 1, arising line difficulties will not permit until 30 days later.

It will fall into the growing list of regional webs and will take in some 30 independent stations in Wisconsin, Illinois and Indiana. There are continued negotiations to induce the present Michigan network into this group but it doesn't appear that this deal will be accomplished.

PRESS MUTE IN HAZELTON, PA.

WAZL Acting in Accord with Union Officials Is Only News-Dispensing Agency in Town 100% Shut Down by General Strike

SPECIAL CREW

Hazleton, Pa., Sept. 17. Radio is the only medium of public expression here since Michael Hartnady, president of United Mine Workers of America, District No. 7, called a general labor holiday.

General strike, called in sympathy with the textile strike, paralyzed every activity in the community. There are no buses, theatres, bars, or milk or bread deliveries operating. And no newspapers published.

Only Federal-licensed Station WAZL carries news of the holiday and the activities of the labor organizations. Vic Diehm, manager of the station, arranged a deal so that six union musicians were permitted to continue work and are the only ones of more than 20,000 union members in the city who were not called in the strike.

Along Press Lines

Taking advantage of the unique opportunity, Diehm quickly reorganized his staff along newspaper lines. Commercial staff became the reporters, he himself served as the editor and the station announcers took turns handling the news on the air. William Beck and Thomas Tito were the star reporters and with other commercial members covered the entire city.

Acting in the capacity of an advisory news editor is Llewellyn Richards, director of publicity for the United Mine Workers, who has a desk at the station. Arrangements were made to broadcast the entire labor parade following strike (Continued on page 48)

Sense of Humor Test Applied to Seattle Politicians by KJR on Election Eve

Rosy Extempore

Cincinnati, Sept. 17. Not Rosenblatt's remarks to the N. A. B. convention on Wednesday (19) will be extempore. NRA administrator for amusements will speak without preparation.

Sustainers Exchange Next Step of Quality Group; Starts Shortly

Detroit, Sept. 17. Discussions are reported in progress looking to the exchange of sustaining programs between WXYZ, Detroit, WGIN, Chicago, WLW, Cincinnati, and WOR, Newark. These stations constitute the largest-powered regional web yet organized but up to now the stations have devoted attention chiefly to getting commercials.

It has been figured that the telephone tolls on a four-way hookup will work out cheaper on sustainers than would the cost of each station producing four programs apiece. In other words, producing one show and being fed three figures an economy. Hence the stations are receptive and will shortly start a production exchange of fairly extensive scope.

Still another factor is the need to buck the network program quality.

Chicago, Sept. 17.

After a month of negotiation the new 'quality group' regional web of WXYZ in Detroit, WLW in Cincy, WOR in Newark, and WGN here, is set. Horlick's malted milk will go on this four-transmitter spread on Oct. 1. Will hit 15 minutes nightly for six times a week.

Show is Lunn and Ather which has been on WCCO in Minneapolis, and lately on WGN for Horlick's. Lord & Thomas agency handling the business.

Not Censors, Don't Want To Be, Communications Member Tells NAB

Cincinnati, Sept. 17. Harapson Gary of the Federal Communications Commission told the N.A.B. convention 'we have no powers of censorship over radio and we desire none. We want broadcasters themselves to maintain, for the sake of their own continued existence, a clean, wholesome American attitude and balance, the kind that good taste and common sense suggest.'

Gary made the further declaration that 'nothing revolutionary is in view.' There will be no drastic readjustment spree on wavelengths he implied.

William Purnell has joined the staff of WTMJ as an announcer and production man. Comes from WIBA, Madison.

A.F.L. INTENT ON CORRALING 11 MORE RADIO ASSIGNMENTS FOR EDUCAT'L USE

NRA Angle in Organized Labor's Desire to Add to Its Key City Radio Strength—Educational Propaganda for Employers in Labor Relations

Washington, Sept. 17. Planning to far both commercial broadcasters and other non-profit interests seeking radio facilities, as well as Federal Communications Commission, organized labor intends to present demands for 11 assignments at next month's hearings on educational use as radio facilities, it was revealed here today.

With all factions ironing out cases and members of the F.C.C. growing jittery over possible political repercussions, notice was served on all parties Saturday (15) that rigid time schedule will be prepared to speed up and insure orderly procedure in hearings. Sessions begin Oct. 1 and preliminary conference is set for next Monday (24).

Attempting to capitalize on discussion and rivalry between various church and educational groups, the American Federation of Labor will spill a detailed plan for building up a nationwide propaganda network for its union cause, it was indicated. Believed A. F. L. already has its eyes on specific assignments now in use but plan is

being kept as quiet as possible to prevent others from stealing labor's thunder.

Having only one outlet at present, WCFL in Chicago, union labor organizations feel they are entitled to additional facilities at key points throughout the nation. Will demand opportunity to get in on broadcasting at most big cities, it is understood, and contemplate using the air freely in drive to bring employees into the fold and consolidate gains made under the NKA.

Although surprised at tipoff on labor plan, industry leaders shrugged their shoulders and took the view that such a move would, in the end, tend to their advantage by precipitating a heated fight with other non-profit organizations. Also pointed out that if other groups come in with similar demands, the commission will find itself deluged with requests for more facilities than are available.

The prospect of taking one side or the other in the revived education fight is putting wrinkles in brows of the four new members of the commission whose appoint-

ments have yet to be confirmed by the Senate. Believed Judge E. O. Sykes and Commissioner Thad Brown are likely to turn thumbs down on the scheme, regardless of consequences, but the stand of the four newcomers is a matter of much speculation, especially with the threat of Senate retaliation hanging over their heads.

Although it is doubted that the educational bloc can corral enough votes in Congress to put over the proposition to set aside 25% of all facilities for use by non-profit groups, the presence of organized labor in the situation complicates the outlook. The A. F. L. is admittedly one of the strongest bodies in the country and if it should team up with religious and educational forces, conceivably could enlist enough support to put over such an amendment to the present law as well as block confirmation of any commissioner who opposes the proposition.

Advocates of statutory allocation are regarded attempting to sidetrack Senate consideration of the six appointments until after the report on the educational matter has been sent to Congress. This threat may prove the deciding influence in some cases, it is feared, and the newcomers, realizing they are on probation, are likely to decide the issue on a matter of political expediency rather than practicability of the scheme.

Seattle, Sept. 17. A 'Political Circus' on the eve of Washington's primary elections was put on last week over KJR for all candidates who had leased political time on either station KJR or KOMO.

Whole program, designed to relieve tension 'just before the battle,' was one of levity.

With 'The Man on the Flying Trapeze' as the theme song and with the 'Ananias Party' spouting its platform, the office seekers had a hard time being serious in the one minute's speaking time allotted each of them. There were 30 or so who spoke.

Cutting up was by prominent politicians. Judge Charles Moriarty acted as chief ringmaster. Judge Joe Sweeney, burlesquing a political talk, opposed putting a chandler in the city hall 'because these dumb guys that work there wouldn't know how to play one anyway.'

Finale of hour's program was singing of 'Flying Trapeze' by audience of 200.

Fred Warwick, KOMO-KJR political chief, responsible for the works. His recent addition to the commercial staff as specialist in this line has shown great results.

WHB-WDAF FEUD OVER PROGRAM

Kansas City, Mo., Sept. 17. Latest feud that has sprung up between WHB and WDAF, the Kansas City Star's mouthpiece, involves the local rights to a musical clock program. Situation reached the boiling-point feature on WHB and switched the radio business to WDAF, and the Star's outlet built a replica of the clock idea for the account. WHB originated the early morning show for Kansas City eye-bucklers in 1931, importing Hal-lowen Martin, the original musical clock announcer of KYW, Chicago, to train the WHB staff.

When the Katz chain changed stations it ran a three column ad in the Star announcing the program. WHB came back with spot-light ads in both local papers reminding listeners that the 'original musical clock' was still coming on that outlet. Star ran the ad for two insertions and then notified WHB that the thing was no longer welcome. Daily continued, however, to print the ad telling about the Katz Musical Clock on its own station.

Question now occurring to local broadcasters is whether consistent newspaper plugging can alienate an audience from a long established radio feature. WHB is continuing the musical clock, unsupported.

WBAL Stymies WICC

Baltimore, Sept. 17. At the request of WEAL, Baltimore, the Federal Communications Commission has deferred the application of WICC, Radiopoint, Conn., for more wattage.

Local broadcaster asked, and was granted, a forbearance in which to make tests to discover for a certainty whether or not there would be any interference between the two stations if increase in power is given WICC. A 500-wattage which wants its strength doubled during specified periods each day.

VARIETY

A NEWSPAPER for BROADCASTING



Currently the National Association of Broadcasters is holding its 12th annual convention in Cincinnati. Which seems to be a good spot in which to say a few words on the subject of a trade newspaper for broadcasting.

A newspaper is quite different in organization, purpose and usefulness from a magazine. VARIETY is a trade newspaper. Its radio reporters are located in over 200 towns and cities. Every week a panorama of activity in broadcasting is unfolded in VARIETY's radio news columns. This news is gathered, edited and presented with the sole thought of packing into each issue as much information concerning the complex, diverse, far flung and rumor rife industry of broadcasting as the enterprise and alertness of these 200 radio reporters can supply.

From VARIETY its radio advertising readers derive an information service that should help them in the conduct and guidance of their business affairs. VARIETY does not presume to tell anybody how to run his business, but VARIETY, in fulfilling its function of reporting the news, does provide information on where money is being spent, what program tendencies are developing, what trade politics or policies are formulating and, in short, what's new and news in broadcasting.

VARIETY's freedom from entanglements or commitments qualifies it to render the broadcasting industry newspaper service. If VARIETY has an editorial bias in regard to radio, it is primarily the conviction that salesmanship and engineering, stressed so much in the past, is only half the story of broadcasting. The other half, VARIETY maintains, is showmanship.

There is nothing mysterious about showmanship, but it seems odd that some station men continue to choke on the word. Showmanship simply means the ability to put together effective programs, to hold audiences (circulation) to satisfy the advertiser and to stay inside the frontiers of good taste (the terms of the broadcast franchise), and to make this pay.

VARIETY links the advertising agencies and network centers with the regional stations through a weekly news digest of the entire industry. And the advertising agencies reading VARIETY offer the regional stations the best argument in favor of stations using VARIETY to reach the time buyers.

VARIETY has urged radio men, and now repeats the suggestion, that they read and use VARIETY in the widest possible sense. Few station men will dispute that broadcasting's chief competitive amusement is motion pictures. And from the older amusements of vaudeville, legitimate and night clubs there is much that can be learned, borrowed or adapted. Why should a broadcast executive restrict the scope of his interest to radio and attempt, ostrich-like, to ignore the forces competing with broadcasting for public favor and popularity?

VARIETY is a newspaper, not a magazine. VARIETY seeks, it does not wait for news. There's a difference.

Read and use VARIETY as a trade newspaper, the only one, of broadcasting.

SPONSORS CULLED WEB ACTS

Numerous Position Shifts Among Chicago Advertising Agencies

Chicago, Sept. 17. Advertising agencies are cleaning house and settling up new personnel in their radio departments in one of the biggest drives for radio build-up and business since other shows began. Practically every agency is making some change in personnel locally, and many are tearing their offices apart in order to put in control booths, studios and audition rooms.

Among the latest changes in agency radio departmental set-ups has George Conner moving out of the Carroll Egan Murphy agency to head the radio division of the Sellers Service, an agency which previously concentrated largely on outdoor advertising. James Schelb, former free lance program man, comes into the Murphy office in charge of other.

Vic Lowry is no longer radio top at local McCann Erickson agency, having last week been named account executive for United Airlines. J. V. McCormick, from the Cleveland branch of the agency, comes into the local Erickson office to head radio.

Several additions were made to the radio department at Kestor last week, particularly writers. New setup has Ben Frost in charge of all radio, with Cecil Widdifield, Charles Newton and Hugh Johnston making up the personnel.

Johns-Manville Discs Gibbons For KSTP Only

St. Paul, Sept. 17. KSTP, local NBC affiliate, has set a precedent in radio with the signing of an account to a special platter job as a substitute for special line services.

Deal is with Johns-Manville Co. for a weekly broadcast for 26 weeks, J-M, which starts its new NBC network show Thursday (20) with Floyd Gibbons, wanted KSTP as part of its national hookup, but no liked post of the Northwest group of NBC stations. When NBC suggested running a special line to St. Paul for the KSTP outlet, sponsor demurred at the line charges, some \$250 per broadcast.

It was then that the KSTP sales dept. jumped into the threatened breach and sold J-M on the idea of putting the program on transcriptions for KSTP only. Since saving over special line charges was considerable, Johns-Manville okayed the idea, and will now have extra discs made for spotting in remote places where they want to create new markets for their products. Program is in furtherance of the new home modernization idea.

Incidentally, the new team, which begins on KSTP simultaneously with the national airing, marks the first appearance of Floyd Gibbons on wax.

New Medicine on WCKY

Cincinnati, Sept. 17. Indo-Vin, Inc., new Cincy medicine firm, will plug its product via WCKY with series of Tuesday 7:15-8:30 p. m. vocal programs, starting Oct. 3.

Warbling by male quartet, formerly heard on this station as the Commanders. Foursome includes John Dodd, Herbert Mercer, Erwin Myers and Maurice Thompson. Bert Little at the piano. Ballads, featured by special arrangements, to be main dish.

TEXAS WEB'S 1ST

Morton Salt Account Baptizes 4 Station Hook-up

Chicago, Sept. 17. Pioneered through the local Ed Petry office, Morton Salt Company will take a ride on the newly formed Texas four-station network starting Oct. 21. Will hit for 30 minutes each Saturday night with Texas talent in song and music. WGN agency here has the account.

Hearst Seeks More Time, Kw. For WINS, N.Y.

Bid made by WINS, New York, for an increase in power and the privileges of full time operation comes up for an airing before the Federal Communications Commission next Monday (24). Boost requested is from 500 to 5,000 watts. Other eastern outlet on the same wavelength is WMAZ, Macon, Ga., with a licensed power of 500 watts.

"Spokesmen for Hearst's interests aver that the quest for added power in WINS' behalf has no network implications. All the publisher is seeking to do is obtain such facilities that will enable him to improve his air standing in New York.

In the broadcast trade WINS has always been looked upon as the key to Hearst's network aspirations. If he has intentions of hooking up his radio holdings it would be essential that he first solve his New York problem, that of obtaining full time and ample power.

TEXTILE BITTERNESS ENDS COMMENTATOR

Macon, Ga., Sept. 17. Because some of his customers among the mill owning contingent squawked about a news item on the textile strike which Ken Kimbel, newspaper columnist and newscaster for WMAZ, aired last Wednesday (12), the local Chevrolet agent has called off his contract with the station. While doing his nightly stint for the auto distrib Kimbel remarked that a local textile mill had received a shipment of guns and ammunition that day.

In explaining his action the dealer averred that as much as he liked the newscasting idea he couldn't afford to antagonize the many customers he has among mill executives, and that the best way out of the predicament was to lay off the program until the heat arising from the strike was dispelled.

DeWolf Hopper's Job

Kansas City, Sept. 17. DeWolf Hopper will be the narrator in the broadcasts of the Kansas City Philharmonic Orchestra, which will start over the NBC chain, October 14. Orchestra will give 26 weekly concerts for 30 minutes every Sunday at 3 o'clock.

Hopper will describe the musical selections for the radio listeners, giving a brief story of the music and composers. Hopper will come to Kansas City from his home in Chicago each Saturday night before the radio concerts.

Walter Craig, on behalf of Street and Finney agency, representing the sponsor, United Drug, was here last week.

COMMERCIALS SET 80% DIRECT

Latest Canvass Discloses Shrinking Minority Representation of Networks Artists Booking Services On National Hook-up Programs

AD AGENCY SLANT

An purveyors of talent for commercial programs both NBC and Columbia have this season reached an all time low. Hit harder by the practice among clients and agencies of doing their shopping for talent on the outside is CBS.

Of the 65 accounts on its list only six are obtaining their performing material through the CBS Artists Bureau. With NBC the percentage is slightly better than Columbia's, but even at that it's negligible when compared to the general talent picture.

Of the 61 network accounts originating out of the New York studios NBC's talent bureau is servicing eight. These are A. C. Spark Plug, Rabbitt, Cities Service, General Tire, Gillette, Wheatena, American Union Bosch and Conoco. Because of a lack of significant competing talent agencies, the situation in Chicago is far more favorable to the web. Of the 24 commercials originating from that point NBC collects a booking toll on 14. Only one of these that comes within the big salary brackets in Armour, and that is while Phil Baker is part of the program.

In the line of major money bookings CBS can lay claim to two programs, Campbell Soap, which starts Oct. 7, and the Westerner series, slated to resume Oct. 1. Others for which the CBS Artists Bureau is responsible are Brillo, Ex-Lax, Barbasol (with Edwin C. Hill) and the Pinex Co., which has signed Little Jack Little for an Oct. 21 starting date.

Who Books

Talent sources for the other NBC commercials originating out of New York are as follows:

| ACCOUNT | SOURCE |
|--------------|-----------------|
| A. & U. | Paris & Hart |
| Bayer | Sound Studios |
| Brillo | Brilliant |
| Campbell | Miller & Lewis |
| Conoco | Pedder & Ryan |
| Ex-Lax | Young & Holcomb |
| General Tire | Young & Holcomb |
| Gillette | Young & Holcomb |
| Hill | Young & Holcomb |
| Pinex | Young & Holcomb |
| Spark Plug | Young & Holcomb |
| Wheatena | Young & Holcomb |
| Armour | Young & Holcomb |
| Bosch | Young & Holcomb |
| Conoco | Young & Holcomb |
| Ex-Lax | Young & Holcomb |
| Brillo | Brilliant |
| Campbell | Miller & Lewis |
| Conoco | Pedder & Ryan |
| Ex-Lax | Young & Holcomb |
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for a couple of solo times. In all, a pleasant 15-minute morning shot that must earn good-will for Sears Roebuck if not in active selling.

COMEDY STARS OF H'WOOD.
Brown and LaVelle, Biltmore Orchestra
15 Mins.
Sustaining
WGL, Chicago
Pleasant radio platter for Alka-Seltzer. Crossfire comedy by Brown and LaVelle is on a par with the general radio standard for laughs. However, the disc makes a big error of having the laugh responses of the studio audience much too vociferous and too hoarse. So enthusiastic is the laughter that it comes over the loudspeaker as a plow.

Other items is the staidness of most of the songs. It is dangerous to use popular numbers on platters since the month or so between recording and release is sufficient time in radio to make a popular tune a moth-eaten one. It would seem the better judgment to record standard numbers, particularly sound-foundations tunes of hit musicians, and give them a new lease of life in the future.

These two items of comment are merely additional remarks. The program must not be construed as damning the program itself. Platter is well-constructed, timed nicely. The music is good enough and the chatter of Brown and LaVelle can get across in any home. Commercially aimed at the youthful section of the population, it has a good chance of getting its sales angle across. *Good.*

THE EDITOR'S SPOTLIGHT
News Analysis
15 Mins.

Sustaining
WGN, St. Paul-Minneapolis
St. Paul Dispatch, co-owner with the Minneapolis Tribune of station WTCN, inaugurated on Thursday night a special news analysis program by its editorial director, Herbert Lefkowitz. Object of this sustainer, which goes on weekly at 8 p.m., explain Thursday, is to analyze and explain in language understandable to the masses the big, non-controversial news of the day.

Program inaugurated dealt with two subjects: the signing of the reciprocal trade treaty and Secretary Morgenthau's speech about the nationalizing of gold.

Lefkowitz' analysis proves surprisingly like-worthy for a personality hitherto unassociated with radio, and it goes without saying that grasp of the subjects handled left nothing to be desired. Program strikes a welcome note in these days when most big news goes over the yoke's heads. Should build for a big weekly following. *Trackless.*

JERRY CROWLEY'S SPORTS TALKS
15 Minutes
COMMERCIAL
WIP, Philadelphia

With the sports job left vacant by Andy Stanton's sudden dismissal, Jerry Crowley, WIP program chief, has taken over the nightly show sponsored by a local clubbing house. Though Crowley's jumping into the breach was calculated to be only temporary, neat handling of the job will keep him there until the studio can find a professional successor. Besides giving the usual racing run-down dose, baseball scores and added sports info, Crowley is recruiting friends from the gridiron and diamond for nightly interviews. Each show offers an especially written color story, and the entire broadcast is delivered sensibly. Spieler does not profess to be an expert, preferring to take the average sports fan's ideas on current sports questions.

WIP has so far led the local field in building sports shows, and Crowley may hold the job through the year for a build-up if he is not supplanted. *Good.*

OSBORNE B. BOND
Talks on Philately
15 Mins.
Sustaining
WBFR, Baltimore

Once weekly (Tuesdays, dinner-hour) period which station has been using as sustainer has been snaring a sponsor. Presents Osborne Bond, authority on philately and well known in stamp collecting circles, as well as his weekly newspaper column on subject, which is syndicated in about 15 papers.

No doubt about having plenty to subject, but his palaver is so (perhaps necessarily) full of interest is of little conceivable interest save to stamp-maniacs. For most part strictly trade talk aimed at collectors, though he does insert occasionally a brief sidelight spiel on historical derivations of some strange insignia found on foreign postage that could be construed as of general interest and enlightenment. Possesses agreeable pipes and chats smoothly and authoritatively.

Lewis like it will require a Socrates search to unearth commercial backing for this sort of staid. Avid collectors and neophytes undoubtedly embrace the fare, but general listening public probably won't take it. There just aren't enough collectors around to give it a broad range of radio sets, and philately hasn't given over to much advertising.

JOE RINES NOVELTY ORCH.
With Linus Travers
COMMERCIAL
15 Mins.
WNAC, Boston

Joe Rines has apparently set out to prove that a dance orchestra on the radio is just as necessary as a dance orchestra. Novelty is the keynote for the early-evening quarter, which is to persuade listeners to buy John Iving shoes at three to a hundred.

Program is fast paced throughout. The Rines crew is a versatile one, and each man is called on to prove his worth in the intricate arrangements used. Savi Cavichio, ace xylophonist, had a solo spot on the program reviewed and went to town nobly.

Tempo of the orchestra is maintained in the ad-plug, done by a trio of voices in rapid-fire style to match the pace of the rest of the show. Announcing is done by Linus Travers.

Show has a whole pat of a lot of pep in the early evening schedule. Might be tiresome in the longer period, but in a quarter-hour is a good contrast to other program types.

CRUSADE AGAINST CRIME
Drama
30 Mins.
COMMERCIAL
WABC, New York

Heftily plotted by Bernard Macfadden's True Detective Mysteries in this Wednesday night series over CBS is the old drama of appending a novel chapter to the highly spiced example. First projected by the mag's program is a sizzling dramatization of one of the more infamous recent crimes, and then comes the epilog, with the usual homily that crime doesn't pay and the call to the public conscience that something must be done about it. Crime pays the magazine quite well, however.

Effectively retold on the initial story of the series was the story of the William Giettle snatch. Though sticking closely to the formula that marks the crime drama in radio, the sketch had every element in place. Dialog was crisp and lively, the direction showed evidence of an experienced hand and the acting was uniformly good. Current interest in the subject was based in part of the mag's current issue.

Supplementing this piece of sampling is a telegram from Macfadden, which the announcer read, and a talk by George L. Harvey, prez of the Borough of Queens, New York. The latter was reported with a run into several hundred words, was a plea for the underprivileged boy caught in the toils of crime. Harvey dealt with the problem of youth in lawbreaking.

Advertising copy held out two sources of reward for the readers of True Detective Mysteries. For the capture of Baby Face Nelson and the other, amounting to \$1,000, for something referred to as 'crime clues.' *Good.*

ARTURO DE FILIPPI
With Edith Friedman
Tenor, Pianist
15 Mins.
Sustaining
WGN, Newark

Sturdy tenor with conventional repertory is accompanied and relieved by able lady keyboard-pounder. Combination can be multi-toned and give a fine picture of the typical radio filler-inner on sustaining call, which all too often means on the cuff.

It might be just as well to Americanize the Arturo de Filippi into Arthur Phillips, as the name is hard to catch. Announcer's rendition without the confirmation of the program listings would never get the singer any correctly-spelled fan mail.

In the absence of something novel to attract attention, the mere fact that de Filippi has a good voice and his accompanist is expert is likely to translate itself into spon-dulicks. It just isn't the sort of talent that gets sponsored. And no reflection against the talent. *Land.*

JOAN LOWELL
Adventure-Film Talk
10 Mins.
Sustaining
WGV, Schenectady

WGY's mike in Albany studio for an early-afternoon talk-interview, which plugged her 'Adventure Girl' film and the advent of Philippi into the room after Jim Henley had begun his daily news broadcast, but the 'Colonel' stepped aside for Miss Lowell's ten-minute chat about the film adventure and the long-exploratory cruise to islands in the Caribbean sea and to countries in Central America.

Talk was sprightly, albeit something more bookish, not quite likely air permeated it. Gave impression that she is a woman of unusual resourcefulness and spartan-like courage, and that she is acutely aware of the adventure.

Troupes well before the amplifier. Has a pleasant voice, a clear delivery, a world of aplomb and a good command of the English language. Mixed romance, pathos and comedy skilfully. *Good.*

CHARLIE FLAGLER
Songs, Chatter
10 Mins.
Sustaining
WSGU, Birmingham, Ala.

Undoubtedly one of the best lay-outs to hit here since the depression, the radio comes from Des Moines, Louisville and other points. At the first named city he remained on the same commercial for two and a half years.

Here for an attempt to go commercial. The promotion boys at the station are making a valiant effort to interest some sponsor in the song and chatter man. If sold, Charlie will remain; if not, he will probably skidoo.

Strictly a personality. Flagler does his own announcing. His library of songs from early appearance is large and every one of them fast moving. Between numbers he sings out words addressed to hundreds but aimed at individuals. In other words, he makes that word 'you' mean everything. So far there has been no sign of a record.

Program, and talk has run to mother, sandwiched in between chit-chats to the younger folks too. The purest of the pure. His singing and chatter has hopes of interesting a bread company as sponsor, and ma buys bread in most families. Flagler has been begay in his secret, fast offering them a mother song for writing. He wants something to show to his prospective sponsor.

To date he has been spotted three times daily, once the morning, afternoon and evening. This may be working an act a little overtime, but the idea is to sell, and sell fast.

BUDDY CANTOR
Film Gossip
15 Mins.
Sustaining
WBN, New York

This guy means whose name may or may not be spelled that way (indefiniteness being due to sloppy enunciation on the part of the announcer) sets himself up as an authority on film gossip and flimdon in general. Without bothering to explain just why or how come. He chatters blithely away, and his studio gossip and criticisms a couple of films and bows out.

Curiously enough he has a pretty good command of the subject, and sent out a few items of studio gossip that were fairly hot and a few items that had not yet been printed in the daily press. He has an annoying habit of labeling things exclusive, however, and he may, possibly believe that they are. Which would make him a bit too naive to be a real authority. He is a real New York, but he ought to realize that the phony exclusive characterizations spoil the effect of the entire thing.

Has a pleasant voice and, except that he's inclined to use Winchisms, is okay.

Towards the end he gives alleged criticism of a couple of pictures, which probably mean it's advertising matter since the two theatres involved are the Loew's Paradise and the Rialto. His criticisms are described as well nigh perfect. *Kauf.*

WYNNE GIBSON
Dramatic Sketches
COMMERCIAL
WAF, New York

In Wynne Gibson Fleischmann Yeast last Thursday (13) had another guest from flimdon to equip with a dramatic tale. For the second time this season it picked on a dramatization of Ring Lardner's 'The Love Nest.' This sadistic fable had Hollywood background did well by Miss Gibson and Miss Gibson did equally well by the fable, even though the general packing of the story was a thing but an expert directorial hand.

One item that the director could have warned the actress about is the sensitivity of the transmitting equipment when it comes to receiving a gusty feminine shriek. Miss Gibson started off her big scene with a momentum that must have taken even the control man un-awares. When she let loose with the 'imatic string of shrieks it was as much loud as a tub. Whether on the sending or the receiving end, could stand. As reproduced by the loudspeaker it was an ear-shattering blast rare to network broadcasting.

Two males that were cast with her each rendered a nicely far-fetched interpretation. *Good.*

'THE UPTOWNERS'
Singing Trio, Music.
15 Mins.
Sustaining
WQWO, St. Wayne

Smoothly paced is this early fall sustainer over station. Three male voices, with musical threesome in accompaning such current ditties as 'Here Comes the British' and 'Saw Stars', Arrangements neat, and are done by group itself.

Middle number is allotted of course to the male trio, and they sing with stress the mandolin in their offering. The singers have been spotted periodically on other programs, but this was the first time for them to blend together. Wally Nchling announcing. *Good.*

KITCHEN GOSSIPERS
Cliff Grey and Violetta Weacher
10 Mins.
Sustaining
WGAL, Lancaster, Pa.

This daily program combines housekeeper's lore and song and patter. It's one of the most popular broadcast periods on the station schedule. Each week-day morning at 10:40 the Kitchen Gossipers are turned loose on the air.

Success of show lies in informality of presentation. Cliff Grey and Violetta Weacher, two members of the WGAL program staff, sing request duets, take turns in reading recipes, and carry on a supposed romance over the air. Their personalities are woven into the program nicely.

Two tickets to a local theatre are given away each day to the person writing the letter containing the most helpful hint for housewives.

Program has a wide day-to-day following. Cakes, pies and other delicacies are sent in almost daily to the Gossipers for sampling. Mail response is good.

TERRY LAWLER
With the Merry-makers Quartet
Leo Kahn, conducting
Songs, Band
COMMERCIAL
WNEW, New York

Terry Lawler's voice may lack the qualities which go with good warbling, but this slight impediment does anything but disqualify him for the role of singing for the New York Evening Post. The daily has just gone in for a 'game of names' contest, with \$10,000 the prize, and the role assigned Miss Lawler is that of a 'come-on-and-win girl.' The job entails heaps of enthusiasm and an ingenu pair of eyes with which to sustain the power that only cheer leaders are heir. Miss Lawler fits the bill completely.

For this nightly bit of ballyhoo the Post has WNEW and WOR linked up, with the program originating from the former's studios. Terry Lawler's exhortations and songs constitute only a minor portion of the plug. The announcer has a message for every interval between dance choruses by the studio combo. Ballyhoo, nevertheless, sticks up a neat example of expert direction. Effectively carried out, particularly, is the teaser angle. *Good.*

DRAMA OF THE HIGHWAYS
With Fred Adams
Sketch
5 Mins.
COMMERCIAL
WAZL, Hazelton, Pa.

Program is unique because it is a one-man show. Fred Adams is doing all the work. Sketch is in its second year, with Adams doing a Phil Cool with nearly as wide a range of voices and dialects. Sketches are short, fast, fast episodes with lots of exciting action and sound effects. There's always an accident, and in practically every case they are localized. Listeners prize the extra localized and can appreciate the cause, which is generally neglect. A sinister chuckle not unlike that of 'The Shadow' is injected at the close of each program. The close of 'Old Man Neglect.' So familiar has the voice become that 'Old Man Neglect' has become a byword in the Hazelton region.

Allen's work in handling all of the characters is very creditable. He swings right into the spirit of each episode without hesitation or delay. By the time the episode is over, time to get the entire story over and in many scripts as many as eight or ten characters are portrayed with very effective realism. All acclaim for the series, which is sponsored by Myers Service Garage, is written by Adams himself, who has a positive knack for creating dramatic climaxes of high voltage.

AROUND THE WORLD IN A DAY
Drama, 15 Mins.
COMMERCIAL
KGW, Portland, Oregon

This miniature drama is now entering its third successful year. Successful for the dramatic, and a commercial view point. Third fifteen-minute show, sponsored by the Portland Cleaning Works, offers music, lyrics and adventure. All acclaim for the series, which is sponsored by Myers Service Garage, is written by Adams himself, who has a positive knack for creating dramatic climaxes of high voltage.

Opened uninvited with chatter by characters playing Grace Moore and Tullio Carminati roles. Wally Nchling announcing. Telling what it's all about. Carried on from there, announcer using logical spots to warm up attendees further in seeing the picture. New Haven photo-engraving company, apparently the firm that prepares the art for the theatre. Natural bit of showman-ship at that. *Müller.*

EDMUND BREES
Backstage Tales
15 Mins.
COMMERCIAL
WBWB, Chicago

Twice weekly for thirty rich chocolate drink this Columbia outlet spins a wax platter while Stan Thompson spills about the healthful and delicious properties of the chocolate milk drink, and the old stage and picture trouper, Edmund Breese, chatters off some tale at the early days of the drummer.

It is a weak show commercially; there being little commercial tie-in for the product. Show job itself is not above reproach. Story of the old rep show days has little meat, guts or humor to carry it for any audience. By a stretch of the imagination the children may go for it; but that is not likely when the competition of more exciting though bloodier, shows is considered.

Show falls into the category of those wraithlike, manby-pamby backstage chatters off some tale at the early days of the drummer. It can never pull listeners; it can only hope to catch 'em on the fly when they're too comfortable in their easy chairs to tune to some other program.

Program is routine in the stereotyped fade-in and fade-out system with the regular flashbacks. The story opens with that novel introduction of the little girl urging her uncle (Edmund Breese) to tell us a story, Uncle Ed. To which Breese replies with a simple story of how he almost missed an engagement for the early days of the mellerdrummers.

Breese himself is somewhat of a name in the legit and picture profession, and his photograph may be recognized by a good section of the picture-goers. But it's doubtful if many of the public can place that name by itself. Aimed at women primarily, this show has little attraction for the general public. All in all, a simple show that's mechanically correct, perhaps, but meaningless commercially or theatrically. *Good.*

JEWISH VAGABOND SINGERS
Singing
15 Mins.
COMMERCIAL
WMCA, New York

Presented by Maxwell House coffee for Yiddish patronage and sponsored by the Yiddish quarter-hour interlude that should command attention. (On once a week, Wednesday nights) Program is half Yiddish, half English, and all vocal.

Started, night caught, with a lovely medley of Yiddish tunes as a lovely by an indeterminate number of Jewish vocalists. Nice range of melody and vocal effects obtained. Then a Yiddish announcer put in his spiel, brief and to the point, which was followed by a language program and the language switched to English for another medley of tunes. A baritone and a soprano stood out in the singing, talking solo bits, but neither is given billing on their own.

Program is well thought out, colorful and has the unusual quality of being superbly versatile and intriguing to hold listeners whether understanding Yiddish or not. Fact that there is no trace of sentiment in the singing voices, of course, helping a lot in this direction. *Kauf.*

'ONE NIGHT OF LOVE'
With Edgewood Players and Carlton Weidenhamer
Film Excerpt
15 Mins.
COMMERCIAL
WICC, New Haven

Perfect tie-up all the way: Full theatre, New Haven, currently and showing Columbia's 'One Night of Love', hired Edgewood Players to dramatize outstanding dialogue sequences supplied by Columbia, with Carlton Weidenhamer, announcer, interlarding with sales talk for run of flicks.

Opened uninvited with chatter by characters playing Grace Moore and Tullio Carminati roles. Wally Nchling announcing. Telling what it's all about. Carried on from there, announcer using logical spots to warm up attendees further in seeing the picture.

New Haven photo-engraving company, apparently the firm that prepares the art for the theatre. Natural bit of showman-ship at that. *Müller.*

VOICE OF ROMANCE
Singing
15 Mins.
Sustaining
WENR, Chicago

Program for the after 10 o'clock flicker sitters. The songs are romantic. Royce's tenor voice is the smooth kind to put it over. Program is a good one, but the smooth way it's put over makes it attractive for those wanting soothing music before bedtime.

Example was his closing number 'The Song My Heart Sang' was announced that he would sing it with his own interpretation. He did, with a beautiful twist for the romantic voice, what the program wants to put over.

RESUMING
September
Nineteenth

WHITE OWL CIGAR PROGRAM
WABC Wednesday, 9:30 P.M., E.D.S.T.

GEORGE
BURNS
and
GRACIE
ALLEN

presenting
"THE ADVENTURES OF GRACIE"

direction
Lester Hammel
WM. MORRIS
Agency

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THOMPSON COMPANY

Chi NBC Sets Up 'Reviewing' Service; Offers 'Constructive Criticism' to Locally Produced Comm'l Shows

Chicago, Sept. 17.

NBC here is instituting a policy of giving all sponsors a complete reviewing service. All members of the program board, which includes the artists' head, the program chief, publicity director and musical chief, listen to three commercial programs each week, and, at a special meeting, discuss the presentation, talent, merchandizing angles, sales copy and other angles with the salesmen who are handling the account.

Endeavor is for 'constructive criticism,' program board submitting its idea for the betterment of the program to the salesman, who in turn takes it to the advertising agency, if any agency is in on the deal.

Reviewing service is indicative of a new policy of the network, and the increasing desire of the web to keep a stricter watch on shows that go out of its white. Being unable to come out and write bluntly and review sponsors' programs, network believes that it will be able to accomplish this end through the medium of 'reviews.'

NBC is known to be skittish about agencies and sponsors preparing their own shows, and using NBC merely as a mechanical institution. Network is not particularly happy locally over a couple of new shows this year which have been prepared totally in the agency's audition rooms, with NBC having nothing at all to do with the building or presentation of the program.

Mistletoe Renews on WJJD Horse-Racing as Station Adds New Biz

Chicago, Sept. 17.

Mistletoe Gin company last week renewed its contract for sponsorship of the horse racing broadcast over the Ralph Atkins station, WJJD. Despite early fears that the racing broadcasts might raise some squawks, show has proved a click with the public in the midwest, which have apparently gone completely horse-conscious. Although the broadcasts have been in 13 weeks the station has not received one yelp. Also adding to the revenue on the horse race broadcasts is Humphrey Brewery, which goes on the show for six-times-weekly plugging.

Other sponsors set last week through Herb Sherman, advertising manager, were the Eaton Paper Mills and the Muncie Oil Company. Eaton Mills will hit once weekly with a graphologist, telling the public what their handwriting shows, while the oil firm will spread a 30-minute session of orchestral and vocal music.

WHK, Cleveland, 9-Man Unit Okayed by Union

Cleveland, Sept. 17.

WHK, Cleveland, Inc. concluded its negotiations with the Cleveland Musicians Union for the season. There will be nine men on the station staff. These will include Louis Rich, who will continue to act as the station's musical director.

WHK group will be versatile. Besides acting as a straight ensemble to the group will be capable of dividing into dance, hot or string units.

Renew Gunnar, Sept.

Gunnar, Sept. 17.

Gunnar, which general manager of station WHKQ, Rochester, is completing seven years' broadcasting. Red Wing minor league baseball games with the playoff series this week. Doyle Texaco, sponsor already has been signed for next season by Hart-Conway agency. Manager Wiig has made it a highly popular live show during the playing season, handling both games at home and abroad.

Doyle Texaco has signed up for a 15-minute sports review by Manager Wiig every evening at 7:30 from Oct. 15 to the opening of the baseball season. Chevrolet has had this program during the summer.

Sponsors-Agencies

Household program, only jointly-sponsored broadcast at WHAM, is now on Monday, Wednesday and Friday mornings at 9:45, added day following pickup in client interest. Mary E. Freeman has conducted this co-operative program since 1927. Monday program uses music of the World Program Service, Wednesday novelty orchestra, Friday concert group.

Current sponsors are Bond Bread (Batten, Barton, Durstine, and Osborne, New York City), Scott Tissue (J. Walter Thompson, New York), Colorshine (Van Sant, Dugdale, Baltimore), Oakite (Rickard, New York), Scott's Emulsion (Marschall & Pratt, New York).

H. J. Heinz resumes its 'Hostess Counselor's' series with Josephine Gibson over NBC's blue (WJZ) link Oct. 15. Program will have three a. m. spots a week.

Eileen Douglas will handle the stanza for the Maxon agency.

Old Gold has aligned itself with NBC for the first time in the city's career on the air. Account, which has always been on the Columbia books, will usher in Oct. 6 a Saturday evening football review with Thornton Fisher as the commentator.

Benson & Hedges cigarettes now handled by Moresales Associates, New York.

Tasty has a new by-product, Vitamin, along with its candy and gin products. Samuel Herman and Eli Green have the top berth in the corporation, recently revamped. Dorland International Agency, New York, handles.

Gale & Pietsch agency gets the poultry-dairy feed portion of Quaker Oats account.

Ferry-Hanly agency, Kansas City, plotting radio activity for Fruitless Stars.

Doremus agency, Boston, has Martha's Vineyard Clam Chowder account.

William Rankin agency, New York, may place some radio business for Nu-Deco wallfinish.

Ruthrauth & Ryan agency, Chicago, nursing radio possibilities of Kansas City overall firm, H. D. Lee Co.

Underwood Deviled Ham account, which is represented by Richardson Alley and Richards agency, New York, is displaying concern in a radio program to employ juvenile talent.

Rose-Martin, Inc., agency is placing time contracts for the Lewis Hotel Training Schools.

Zinn and Meyer, Inc., agency, New York, is handling International Vitamin, whose product, I.V.C. Pearls, will again sponsor Uncle Don over WOL, Newark, starting Oct. 1 on a 26-week series of half-hour programs.

Williams-Saylor agency, New York, is trying radio for L'Oréal d'Arny & Co.'s 'Style Set Hair Lotion.' Will use Paul Gulick, the Man Who Knew Hollywood, over WOL, Newark, starting Sept. 23.

Wax Works

Milkweed Facial has new 15-minute discs, titled 'Through the Looking Glass with' Frances Ingram. The discs have been purchased for their use on morning broadcasts over various stations (including WGY, Schenectady). Ingram has been dislocated this by Miss Ingram and her assistant, Marlow. The pair worked briefly on the previous platters.

KSTP'S 3 SPONSORS FOR NEWS BULLETINS

St. Paul, Sept. 17.

Only one news period—the newly-created 7:30-7:35 a. m. spot—is open to sponsorship over KSTP.

This station has been singularly fortunate in selling its news time, with Nevens (dry cleaners) on for four daytime periods, Maurice L. Rothschild, (clothing) on the 10 p. m. spot, and now Petroleum Service Co., through the McCord Co. agency, buying the 6:25-6:30 period.

Besides these seven major periods, KSTP sprinkles in bulletins whenever news is of sufficient importance to warrant a break-in.

TACOMA SEES RADIO-PRESS TRUCE

Tacoma, Sept. 17.

Complexion of the radio-news-paper 'setup' is rapidly changing color in the Pacific Northwest with indication that newspapers and radio stations will sign pacts of mutual non-aggression.

Frank S. Baker, one of the West's largest publishers, has broken the ice with his new tie-up with the local KVI (CBS) station. Similar tie-ups in Seattle and Spokane are in the offing. Portland stations and newspapers are already tied in and are getting along nicely.

Local station KVI has already begun to cash in on its tie-up with the largest Tacoma newspapers and expects to offset in a short time any public sentiment created by the press against broadcasting.

Roy Durstine a Daddy

Roy Durstine head man at Bailten, Barton, Durstine & Osborne, became the father of a son last Saturday (15). Arrival was at the Doctors' Hospital, New York.

Mother and youngster both reported to be feeling tip-top.

WCAU Engineers' Must Not's

Under date of Sept. 10 regulations governing the conduct of engineers at WCAU, Philadelphia, have been codified in 16 clauses. Negotiations are reported pending between the station and its technical crew with regard to the acceptance of a working agreement.

Official regulations are as follows:

1. Every man is to report ready for work at the time specified on the watch list and is not to leave the building until the time shown on the watch list as being the end of his period for the day. If any man is late in arriving for work, he is to report it by office communication on that same day.
2. Every man is to report to man on watch in master control when he leaves and re-enters the building for lunch periods or for any other purpose. Master Control will make notes on this and forward to this office each morning.
3. There is to be no smoking at any time in any of the studio control rooms. For the present, smoking will be permitted in master control.
4. There is to be no liquor used by men on watch—either in or out of the building—nor are they to report for duty with liquor on their breath.
5. Every broadcast technician when answering a telephone will give first his location and then his name—regardless of what phone is being answered.
6. Your badges or keys are not to be loaned to anyone for any purpose. If they are lost, it should be immediately reported to me by office communication. Men will be held responsible for loss of company property in their possession.
7. There is to be nothing thrown from the windows of the building at any time.
8. There is to be no personal work done during your hours of watch and there is to be no work done on radio sets in our shop without proper authority. The broadcast technicians will not enter the employ of any other organization while working for WCAU in the capacity of agent, solicitor, etc.
9. Suit coats will be worn by all men at all times in this building with the exception of men working in the shop.
10. Coats, hats or other articles of wearing apparel are not, for any reason, to be left or kept in the master control room. Lockers are provided for this purpose.
11. Personal telephone calls are not to be made or received by the broadcast technicians in this building, except in an emergency.
12. The men will not receive visitors in the master control room or any other place in the building during their hours of watch.
13. When men are not engaged in programs or other work, they will not loiter in master control, reception room, the 8th floor or the corridors. There is a room provided on the 8th floor for that purpose.
14. The men will not read newspapers, magazines, work crossword puzzles or anything of that nature during their hours of watch.
15. The technicians in master control will not loiter in their chairs with their feet on the desk but will, at all times, present an orderly and business-like manner to the spectators in the 5th floor corridor.
16. The technicians in master control are to see that this room is kept clear at all times of persons who have no business therein which refers to both members of this organization and those persons outside of it.

Package Medicine Industry Looks For Downbeat as Stations Insist On New Copy, Time Restrictions

Chicago, Sept. 17.

RADIO-PRESS BUREAU SET UP IN SEATTLE

Seattle, Sept. 17.

Installation of the Radio-Press Bureau program in the State of Washington, long delayed by the recent longshoremen's strike conditions, went forward last week when leading radio station heads of the state met here for a conference.

Following are the stations in the set-up, which starts operation immediately: KOMO-KJR, KOL, Seattle; KMC, KVI, Tacoma; KUT, Walla Walla; KIP, Yakima; KPQ, Wenatchee; KHY, Olympia; KKRO, Aberdeen.

Most active in news deal is KOMO-KJR. The two stations, combined under the staff and banner of Totem Broadcasters, Inc., are forming a regular newspaper of the air ('The Totem News-Reporter').

With a local city staff of four: Albert Balch, publicity director; Ralph Jones, editor; Helen Stryker, society; and Ruth Holton. Scandal and divorce news is definitely out. Other stations in the set-up it is thought, will put at least one man to gathering and editing the news reports, which will go on each station simultaneously three times daily.

In what might be looked upon as the first actual operation of the system, though not a Radio-Press function, the stations of the chain, plus three others, co-operated extensively by means of a telephone conference to bring almost continuous reports of Washington's primary election results last Tuesday eve.

REGINALD DENNY SHELLS

Los Angeles, Sept. 17.

Reginald Denny will be the film guest star tonight (Monday) on the NBC coast Shell Show.

He will appear in an air adaptation of the one-acter, 'Drums of Oude.'

Patent medicine situation is worrying both the stations and the manufacturers this season. That certain changes are coming in the copy and style of selling cure-alls is unquestioned. But the worry is whether or not changes will injure the sales job for the patenters. Stations are generally taking the out-and-out stand that patent medicine copy must be cleaned up and toned down, following the setting of this policy by the NBC offices locally. Stations feel that with the recovery of general business they are not dependent on patent cures for revenue and can therefore be more high-handed with these sponsors.

All 'feet' copy is being torn out by the roots. Clean-up is thorough, especially on the major transmitters. This clean-up has been influenced considerably by the recent Legion of Decency campaign in regards to motion pictures, and the stations seem to feel that such a drive may also include radio if the latter does not immediately do a little scrubbing on its own. Accounts which previously got by without any difficulty are now being scrutinized as to the style of delivery and copy content.

Brinkley in Cold

Doc J. R. Brinkley has been generally refused entirely, although he has offered to buy six 30-minute sessions right across the board on an irrevocable year's contract. Cysteine, having contracted for time, is now having difficulty getting all its copy through, several changes having been ordered in the spiel by the stations. Willard Tablet has run up against almost a concrete wall in its use of the 'Willard Messenger' and use of medical language. This happened early this summer when stations generally insisted that the Messenger not mention the word 'ulcers.' Elimination of the fear word, 'ulcers,' resulted in an immediate drop of 20% in the amount of inquiries to Willard, a serious decrease for a product which depends solely on letters and inquiries.

Copy Rewriters

Aderika has already settled for most of its time, but the stations are now anxiously awaiting the copy. Plots are running into difficulties generally in placing its spread of spot programs throughout the country. Not only having trouble with copy but the stations are making it as difficult as possible by refusing one-minute and even five-minute spots to the product. Insisting, in many instances, on 15 minutes or nothing. Stations feel they can afford to be as skittish as they want about the patent medicine accounts.

Not only are the stations changing copy, insisting on full 15-minute schedules, but are now even refusing any guaranteed time to the packaged doctors. Stations are negotiating deals with these medicines only with options permitting the station to move the show at will, most of them angling to shove these accounts into the mid-afternoon and late night periods.

Even-Up Providence Is WPRO Idea; All Three Stations Store-Owned

Providence, Sept. 17.

WPRO, Cherry and Webb station and George Storer affiliate here, the smallest of the three outlets in Rhode Island, is expanding its operations, and within a fortnight it is expected that two other stations will come under its wing. Plans call for the operation of units in nearby Taunton, and Fall River, Mass. For purposes of transmission, WPRO has built plant towers in the town of East Providence.

Allen Martin, program manager of WPRO, has been given charge of the expansion. Idea is to give WPRO a more even break with WJAR and WEEA. All three stations are operated by department stores.

New Business

BOSTON

Ranitas Spring Sales Corp., 13 15-minute programs, started Sept. 7. Through David Chance, Boston. WNAC.

Maryland Pharmaceutical Co., 725 announcements, starting Sept. 30. Through Joseph Katz Co., Baltimore. WNAC.

R. H. White Co., 42 announcements, started Sept. 16. Through Chambers & Wiswell, Boston. WNAC.

Houghton & Dutton Co., 52 half-hour programs, started Sept. 9. Through Salinger & Publicover, Boston. WNAC.

Spencer Shoe Co., 78 participations in Musical thymester and 78 temperature reports, started Sept. 12.

Through Chambers & Wiswell, Boston. WNAC.

Boston Evening American, 10 15-minute programs, started Sept. 11. WAAI.

Clark's Tavern, 730 announcements, started Sept. 8. Through Harry M. Frost Co., Boston. WAAI.

Louis R. Sullivan, six 15-minute programs, started Sept. 16. Through William McNasters, Boston. WAAI.

Mitchell Dairy Co., 34 15-minute programs, started Sept. 6. WICC.

CHICAGO

Gardner Narcary Company, Osage, Iowa, additional six 15-minute programs, (Northwest Radio Adv., Seattle). WLS.

Purina Mills, St. Louis, Mo., for a dozen 50-word announcements, three times weekly. (Gardner Adv. Co., St. Louis). WLS.

Map-in-Wax Paper Company, St. Paul, five minute programs three times weekly for 13 weeks. (Erwin Wasey, Minn.). WGN.

Hamilton's Wizard Oil, Chicago, two one-minute announcements daily for 13 weeks. WLS.

Judge Brothers, account of Bears professional football games, each Sunday, starting Oct. 14. (Ruthrauff and Ryan, Chicago). WGN.

Walgreen Drug Company, Chicago, collegiate football games, every Saturday, starting Sept. 29. WGN.

Rival Packing Company, "Whistler and Dog" show, 15 minutes each Tuesday, starting Oct. 2. (Charles Silver Agency, Chicago). WGN.

Puff Trading Company, three times weekly for 15 minutes, starting Sept. 17. (C. Wendel Munch Agency, Chicago). WGN.

CEDAR RAPIDS

Atlas Sales Co., Danceland, three 15-minute remote broadcasts a week for 20 weeks. KWCI.

Holz Brothers, five one-minute announcements a week for eight weeks. KWCI.

Clark's Clothing, 30-word spot announcements, 12 a week for 20 weeks. KWCI.

Hollywood Permanent Wave, 60-word spots, six a week for nine weeks. KWCI.

Indiana Consolidated Coal, 52 one-minute spot announcements. KWCI.

Louie's Clothing Co., three five-minute programs a week for 52 weeks. KWCI.

Pine Co., 60-word announcements, six a week for 26 weeks. KWCI.

Russell Miller Milling Co., one-minute transcription, five a week for 10 weeks. KWCI.

White Eagle Coal Co., 60-word announcements, six a week for 26 weeks. KWCI.

Cedar Rapids Gas Co., two 10-minute programs a week for 26 weeks. KWCI.

Colonial Baking Co., two 10-minute programs a week for 26 weeks. KWCI.

BRIDGEPORT

Bullard Furniture Company, New Haven, "Distinctive Furniture Drama," 7:45 p.m. Thursdays for 13 weeks, transcription in drama and music. WICC (New Haven studio).

Mitchell Dairy Company, Bridgeport, "Memory Song Man," Joseph Lopez, with Lou Weiss at piano, renewed to end of year. WICC.

CINCINNATI

American Rolling Mill Co., Middletown, O., resumes Sept. 30 for series of Sunday 6:30-7 p.m. band concerts by 45-piece combo directed by Frank Simon. Account placed through H. Harold Greiss Agency, Chicago. WLW. Over NBC Red.

Early & Daniel Co., local feeds, grain and hay concern, renews Sept. 27 with Smiley and McConnell for Wednesday 8:45-9 p.m., songs and burles. Account through Keeler-Stites Agency, Cincinnati. WLW.

French Link Springs Hotel Co. (Photo Water), started Sept. 11 and will be aired on Tuesday nights from 7:30-8, features dance ork batoned by Joe Brattain, Mary Elizabeth Woods, soprano, and Franklin Bena, tenor, all Crosby talent. Contract by William D. Kastor Agency, Chicago. WLW.

Utko Fred Co., Cincy, assuming sponsorship of Cousin Bob and His Kinfolk, sustainer that has been on WLW for two months, starts Sept. 28 and will be on Friday afternoon from 12:30-1 for 52 weeks, all Crosby talent, consists of Bob Albright,

m.c.; Pa McCormick and his fiddlers, Charlie Wayne, tenor; Sara Wayne hillbilly blues; Rhythm Jesters, vocal and instrumental foursome, and the Brown County Revelers, guitar and fiddle team. Account through Fred Jay Agency, local. WLW.

DENVER

Woodley Elliott Co., 365 one-minute announcements. KOA.

Rocky Mountain Ford Dealers, 17 15-minute programs. KOA.

Denver Public Service Co., 14 one-minute announcements. KOA.

Denver Junior Chamber of Commerce, six five-minute, "Get Out the Vote" talks. KOA.

Larson-Nash Motor Co., 26 announcements. KIZ.

Dundee Clothing Shop, 52 announcements. KIZ.

Robert Collier Tours, six announcements. KIZ.

Denham Theatre, 30 announcements. KIZ.

Cyclo, 26 15-minute transcriptions. KIZ.

San Francisco Examiner (American Weekly), 25 15-minute transcriptions. KIZ.

Cobb's Dress Shop, 39 announcements. KIZ.

Grayson's Apparel Shop, one 15-minute program and four announcements weekly, nine nos. KIZ.

Gump Glass Co., 26 announcements. KIZ.

Roby Auto Co., 26 announcements. KIZ.

Pine Cold Bread Co., two announcements daily, one month. KIZ.

Scott Battery Co., 26 announcements. KIZ.

Wells Littlefield Auto Garage, 26 announcements. KIZ.

Motor Supply, 13 15-minute sport programs. KIZ.

Republic Drug Co., 26 announcements. KIZ.

Silfro, spot announcements, indefinite. KIZ.

Intermountain Appliance Co., 26 half-hour programs. KIZ.

Cottrell Clothing Co., 13 announcements. KIZ.

Fremont Jewelry Co., 10 announcements each Sunday, 11 Sundays. KFEL.

B. K. Sweeney Electrical Co., three announcements daily, one month. KFEL.

Collateral Bankers, Inc., four time signals daily, one month. KFEL.

Mystic Tailoring Co., five announcements. KFEL.

Harry G. Saunders, two five-minute political talks. KFEL.

Madame Sero Beauty Shop, one announcement daily, one month. KFEL.

Lakewood Grange Hall, four 15-minute programs. KFEL.

City and County of Denver, two announcements. KFEL.

Broadway Country Club, 250 run of schedule announcements. KFEL.

Sam Frank Drug Co., 500 run of schedule announcements. KFEL.

Nelson's Appliance Shop, one announcement daily, two months. KFEL.

PHILADELPHIA

Moskin's (Ladler) Wear, five 15-minute periods weekly, for indefinite period. Placed direct. WPEN.

Liberal Clothing Shop, 13 spot announcements weekly. WPEN.

Lowell's (Dromed), 12 five-minute fashion talks weekly. Placed direct. WPEN.

Shoe Repair Association, three spot announcements weekly for 13 weeks. Direct. WPEN.

John Davis Co., 15-minute period twice weekly. Placed direct for 13 broadcasts. WPEN.

Margaret Penn Candies, three quarter-hour programs weekly for 52 weeks. Placed direct. WPEN.

Harbor City Foods, six spot announcements weekly for 52 weeks. Placed direct. WPEN.

A. H. Dorsey Agency, WPEN.

General Baking Company, 24 spot announcements for 14 weeks. WRAX.

Datum Donuts, six announcements weekly for 26 weeks. Placed direct. WRAX.

Imak Rug Mills, six announcements weekly for 52 weeks, renewal. WRAX.

V. La Rosa, seven half-hour programs weekly for 52 weeks. Direct. WRAX.

Kandel, 30-minute period weekly for 42 weeks. Placed direct. WRAX.

Mark Tailoring, spot announcements for 26 weeks. Direct. WRAX.

HARTFORD

Lever Brothers, Lifebuoy Soap, three transcriptions weekly, five minutes each. Placed by Ruthrauff and Ryan. WTIC.

American Coal Company, Hartford, 13 quarter-hour "Musical Highway" transcriptions, advertising AC 70 and 80 gasoline. Placed by Goss Agency. WTIC.

Outlet Millinery Company, Hartford, 13 quarter-hour programs musical and fashion talks, fashion expert, Rosilyn Horrup. Placed by Goss Agency. WTIC.

C. E. Wilson Company, Manchester, series of announcements on nursery products, on Clarion hour. Placed direct. WTIC.

Kay Jewelry Company, Hartford, six announcements, a.m. and p.m. hours. Placed by Hammer Advertising Co. WTIC.

Blue Hill Nurseries, Bloomfield,

series of announcements on Clarion hour. Placed direct. WTIC.

Capital Motor Car Company, Hartford and Providence, series of one-minute announcements. Placed by Goss Agency. WTIC.

Taber Cadillac Company, Hartford, 18 one-minute transcriptions. Placed by J. B. Neefe Company advertising Oldsmobile. WTIC.

Supply Outlet Company, Hartford, 26 announcements on Radio Bazaar. Placed direct. WTIC.

Stearns, Inc., department store, Hartford and Springfield, 29 one-minute announcements for 1st Shimmer Hosiery. Placed direct. WTIC.

Onk Products, advertising Oakle, 26 daytime announcements. Placed by Radio Broadcasting Co., of Boston. WTIC.

New England Laundry, Hartford, series of announcements on Women's Radio Bazaar. Placed direct. WTIC.

Blenchthal's, Inc., style and dress shops, 39 announcements, Women's Radio Bazaar. Placed by Wilbur Randall Agency. WTIC.

Kay Jewelry Company, series of announcements, totaling 15, every half hour Sunday and Saturday, Sept. 14 and 15. Placed by Hammer Advertising Agency. WTIC.

Durkee Maurer Company, 26 quarter-hour broadcasts, starting Sept. 30. Placed by Frost Agency, New England network, with WTIC.

Strand Theatre, Hartford, series of night-time announcements. Placed by Hammer Advertising Agency. WTIC.

KANSAS CITY

Bond Electric Co., 15 minutes Saturdays at 5:30 p.m., "The Adventures of Tom Sawyer," transcribed drama. KMBC.

Cheapeake & Ohio R. R., five-minute popular music nightly, except Sunday, 9:30 p.m. KMBC.

LOS ANGELES

Basicrulan Order, a Wednesday 8:45-9 p.m., Wilbur Hatch's stringed orchestra. (Virgil L. Rankin). KXN.

Libby, McNeil & Libby, Monday, Wednesday, Friday, 5:30-5:45 p.m., discs, starting Oct. 22. (J. Walter Thompson). KXN.

Conqain Co., six nights a week, 7:30-7:45 p.m., "In-Laws" comedy domestic serial. (Lockwood-Shellock). KXN.

SEATTLE

Gilmore Oil, series of 13 five-minute discs, started Sept. 10 over KOL. Five discs, started Sept. 14, on KOMA.

Bristol-Myers, series of 13 quarter-hour wax programs, one a week; started Sept. 2. KOL.

Westerman's (clothing store), two 100-word spots on Sept. 11. KOL.

Associated Oil Co., football broadcast (Washington State vs. Detroit) on Dec. 1. KOMO.

Happy Motor Co., 26 announcements, between Sept. 10 and Oct. 9. KOMO.

Crazy Wells Water Co., quarter-hour disc each Saturday, starting Sept. 15 to run indefinitely. KOMO.

Becknutt Packing Co., 24 announcements, between Oct. 1 and 26. KOMO.

Roach Fisheries, series of 13 15-minute programs every Wed. morning, Oct. 3 to Dec. 26. KJIT.

Puget Sound Navigation Co., renewal of weekly "Fish Plashes" program, Sept. 7 to Oct. 13.

WHITE PLAINS N. Y.

Hulbert and Hyde, Inc. (Hot Springs, Crystalux), three quarter-hour transcriptions a week. Direct. WFAS.

Fifth Avenue Gold Buyers, four announcements weekly for five weeks. Through Associated Broadcast Adv. Co. WFAS.

Rantini Bros. (warehouse, movers), two announcements weekly for 10 weeks. Through Associated Broadcast Adv. Co. WFAS.

William Goldberger (men's clothing), five hours weekly for 52 weeks, discs. Through Ross & Schill, Inc. WFAS.

SAN FRANCISCO

Shell Oil Co., program three days a week begins Sept. 19 till forbid, football broadcasts by Rush Hughes. Placed by J. Walter Thompson Co. CBS transcriptional.

Phusey Division of Lane and Fink, Inc., talent, 15-minutes one day a week, beginning Sept. 16 till forbid. Placed by Gilsberg Adv. Agency, San Francisco. KPBC.

Barle C. Anthony, advertising Hudson Torrapine, talent, 15-minutes, once weekly, began Sept. 6, runs indefinitely. Placed by Olympic Advertising Agency, Los Angeles. KPBC.

V. Gray & Co., funeral directors, talent, 15-minutes, one a week for one year, beginning 8-25. Direct. KPBC.

Thomas J. Lipton, Inc., talent, one hour once a week for one year, beginning Sept. 18. KPBC.

gan Sept. 10. CBS-Don Lee System. Albert Samuels Jewelry Co., announcements daily till forbid. Placed by William Russell Agency, San Francisco. KPBC.

Borden Sales Co., talent, half hour, once a week for 26 weeks. Placed by McClann-Brickson Co. CBS-Don Lee System.

PITTSBURGH

Mantle Lamp Co. of America, farm market and produce reports five days weekly until Jan. 11, 1935. Placed by Philip O. Palmer Co. KDKA.

Reyce Laboratories, Inc., weekly 15-minute stage-screen chatter session by Harold W. Cohen, Post-Gazette columnist-critic. KDKA.

ATLANTA

Canore, two 15-minute periods weekly, daytime. WGST.

Bond Electric Company, 13 15-minute programs, one each week. WGST.

Provident Mutual Life Insurance, (Continued on page 48)

CHARLES PREVIN

Featured Conductor for
**REALSILK'S SILKEN
STRING CONCERT**

NBC Sundays 6-6:30 P.M. CDST

WANTED

Real Box Office
Headliners and Attractions
for Bookings
in England

Apply for interview—
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ATTENTION

Sponsors—Advertising Agencies

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EASY TO HEAR
FEATURED
COLUMBIA BROADCASTING SYSTEM
UNIVERSAL PICTURES
"GIFT OF GAB"

WORLD TRANSCRIPTION
This Week, RKO PALACE, New York
September 14th
Open for Engagements
For Information
Hollis Wooten—Nov. 8-1029

Columbia Broadcasting System
Presents
THOMAS "FATS" WALLER

"Radio's Harmful Little Armful"
On Entire Columbia Network
3 TIMES WEEKLY
ALSO IN THEATRES
Headlining Week Sept. 14
RKO PALACE, NEW YORK
Sensational Victor Record Release
Direction
PHIL PONCE

FOR THE THIRD TIME
**EDDIE
PEABODY**

Radio's Most Versatile Entertainer
GUEST STAR
SHOW BOAT HOUR
THURSDAY, SEPT. 20
NBC—Coast-to-Coast—9 P.M., KINT
Personal Direction
HAROLD F. KEMP
NBC Artists' Service

**GRACIE
BARRIE**

HELD OVER
CASINO DE PARIS

Sole Direction
HERMAN BERNIE
1619 Broadway, New York

**LEITH
STEVENS
HARMONIES**

Leith Stevens Conducting a Program
of Unusual Color
Thursday 8:30 P.M., WABC
COAST TO COAST NETWORK

Exclusive Management
COLUMBIA BROADCASTING SYSTEM

fred allen's

"TOWN HALL . . . TONIGHT!"
an
HOUR OF SMILES
with
PORTLAND HOPPA
JACK SMART
LIONEL STANDER
JOHN BROWN
MINERVA FLOUR
EILEEN DOUGLAS
Mastered by Fred Allen and
Harry Tugend
Management, Walter Batchelor
Wednesdays
9-10 P. M., D. S. T.—WEAF

HOTEL PIERRE

**JACK
DENNY**

AND HIS ORCHESTRA

Conoco Oil
Wed., 10:30 P.M.
WJZ
Wed.
Sat., 12 Midnight Mon., 11:35 P.M.

**KEN AND
HIS BANJO
HARVEY**

RUDY VALLEE'S GUEST STAR
Completing 10 Week Run
Paradise Restaurant, New York
OPENING DORCHESTER
HOUSE, LONDON, OCT. 1st
Inductivity
Radio Direction Cofe
Phil Ponce Henry Hoffman

**Jesse BLOCK
AND
Eve SULLY**

We take pleasure in announcing that we have Signed
to broadcast over CBS-Coast-to-Coast Network for
EX-LAX

You are Cordially Invited to Listen to Our First Broadcast

MONDAY, SEPTEMBER 24TH
9:30 P. M., 1934—6:30 P. M., 1935

Direction: WM. ROBINSON AGENCY

"IN THE MODERN MANNER"
CONCERT PROGRAM CONDUCTED AND DIRECTED BY
JOHN GREEN

WABC—COAST-TO-COAST NETWORK, NEW YORK
COMPOSER OF "OUT OF NOWHERE," "I WANNA BE LOVED"

RADIO SHOWMANSHIP

(Program-Building and Merchandizing)

Outstanding Stunts

PROGRAM BROCHURE
REALSILK CO.

HOUSING TIE-IN
KOMO, SEATTLE

ALTERNATE ANNOUNCERS
WKBB, DUBUQUE, IOWA

Realsilk's Showmanship

In a booklet distributed among old and prospective customers, the Realsilk Hosiery Mills gives assurance that the musical numbers that make up its Sunday night program over NBC are not played because they are the favorites of some executive of the company but because they have been suggested by listeners. The booklet, a four-color affair, describes the history and personnel set up of the program, makes the reader privy to some of the mechanical insides of a broadcast from the studio angle, imparts the info that the face value of 20 instruments used by the orchestra comes to \$200.00.

Inserted in the booklet is a post-card questionnaire. Following is a list of the queries:

Please name something you remember from Realsilk commercial messages.

Who is your favorite woman singer on the air?

Who is your favorite comedian?

Has the Realsilk program influenced you to purchase Realsilk hosiery?

How often do you hear the Realsilk program?

What day do you have your radio tuned on most?

What is the most convenient hour of the day for you to hear a radio program?

Stimulate Remodeling

Tying in with the Federal Housing Program, KOMO recently broadcast of the home renovating campaign in Seattle which centered around a little shack set down in the heart of the business district. House, vintage of 1899, antiquated

**Jack and Loretta
Clemens**

WEAF

9:30-10:30 P.M.
Saturdays

IVORY SOAP

Direction

NBC Artist Bureau
and
Don. Roche Productions

THE GREEK AMBASSADOR
OF GOOD WILL

**GEORGE
GIVOT**

Every Tuesday 10 P.M.

Coast-to-Coast

Columbia Broadcasting System

Personal Direction

HERMAN BERNIE

1010 Broadway, New York

CLIFF SOUBIER

(OL' PAPPY)

"FIRST NIGHTER"—Fri., 9:30 P.M.,

CBS.

"SINGALAIR MINSTRELS"—Mon.,

9:30 P.M., CBS.

"TALKIE PICTURE TIME"—Sun-

days, 2 P.M., CBS.

WILDHACK

The Sound Professor

WINTER GARDEN

Available for Radio

Mail—410 W. 58th

RAY

HEATHERTON

Roxy, N. Y., This Week (Sept. 14)

SECOND RETURN ENGAGEMENT

Broadcasting

Mondays and Wednesdays, 11 A.M.

Pein-Naptha, WJZZ-NBC

Direction NBC Artists Bureau

and worn out, is to be rebuilt, inside and out, the plan being to stimulate interest in the national program.

KOMO's part came in when it broadcasted the beginning of the work in a half hour program on which appeared dignitaries of the federal, state and city administrations and of the local trust company backing the project.

Handware, paint, household appliances, utility, and numerous other would-be radio advertisers can conceivably be attracted by this sort of campaign.

No Self-Successors

Dubuque, Ia.

While tough on the announcing staff in that they have to stick close to the studio, the long policy of WKBB has proved a welcome innovation to listeners and indicated in more than one comment going unnoticed to the average listener. It is that of changing announcers with every program.

Back of the idea is the thought that with a change in program there should be a switch in those handling the mike. Even those sponsoring have caught the idea and in some instances have gone in for one announcer to handle all their other stuff.

Small Time's Smallness

Jersey City.

Between 6:15 and 6:45 p.m. on a recent evening the log of WAAT, Jersey City, constituted a rather typical example of the smaller radio station in actual operation. And arousing the usual doubts as to how listeners can be held when such a minimum of entertainment is vouchsafed.

Here was the line-up:

Rickey's Restaurant—long-winded announcement about a nifty 90c table d'hôte.

Armstrong's Race Returns—Winners and prices.

New Jersey Chiropractists School—Where to go when your feet making going anywhere a hardship.

Phonograph Record (incomplete)—Ray Noble.

Labor Bureau Speaker—Joseph Vincent occupied a few minutes explaining how department works in getting work for workers.

Delco Oil Burner—Announcement.

Harneys—Announcement of day-and-night clothing store that now has more tailors, salesmen and space and is open Sundays until 3 p.m.

Armstrong's Race Results—More winners and prices.

Phonograph Record (incomplete)—Eddie Duchin.

Benson's Studio—Genuine professional models of fur coats.

Phonograph Record—Ray Noble's other side.

Baumann's—Announcement of the place to buy mattresses.

Another Restaurant.

WTMJ's Cocktail Hour

Milwaukee.

To fill the long-felt need for a high-class afternoon program, WTMJ, Milwaukee, will broadcast daily a full hour of "The Cocktail Hour," starting today (17).

Large cast, together with dramatic skits and blackouts, and music by the 16-piece "WTMJ" Orchestra, conducted by Wm. J. Benning will be used. Guest appearances of chefs and mixers from Milwaukee's bright spots will broadcast recipes for their favorite cocktails and appetizers.

Prevue Service

Cedar Rapids.

Doug Grant, KWCR program director, has new dialog series called "Radio Prevues." Gives complete information on programs scheduled over local station that evening, and also lists outstanding shows on NBC and Columbia nets as well. Prevue angle is worked out by playing several musical selections which are actually included on network programs later that evening. Series is attracting much favorable comment from local audiences as it supplies information not otherwise available.

Football Lunch Pick-Up

Cedar Rapids.

KWCR, Cedar Rapids, had a mike in the Montrose Hotel Ballroom Saturday, Sept. 15, to pick up talk by Ossie Solem, University of Iowa football coach.

Luncheon meeting was one of 50 throughout the state, celebrating Iowa Football Day.

Minor League Reports

Albany.

Press Bureau of the National Association of Professional Baseball Leagues has sent its final regular release of the 1934 season on minor league players to stations which have been using the "Dope," compiled by Leroy H. However, an accompanying letter stated that a copy of interest would be mailed at intervals throughout the fall and winter months. The communication, headed "Minor League Reports," stated that station managers who felt

that the feature had been of service to write a letter or post card to such effect.

The service was inaugurated this spring, and proved so successful, from the viewpoint of the National Association, that directors of the latter plan to enlarge it next year. Three pages of copy were mailed from headquarters in Durham, N. C. weekly to transmitters located in all parts of the United States.

Romance of Silk

Schenectady.

A new and more elaborate form of program for a local householder was turned on the Tuesday morning "Rice's Sewing Circle" over WGY, sponsored by A. H. Rice Company, silk-bread manufacturers of Pittsfield, Mass. Instead of straight talk plugs by "Betty Lennox" (Patricia Sheldon), supplemented at times by the musical specialties of various artists, dramatization of "Story of the discovery of silk, in China long before the era of Christianity, and of present method of manufacturing the thread, was presented. Miss Sheldon authored the sketch, (two scenes and an epilogue), and played her usual radio role, as needed. A cast of four assisted, but none drew much notice.

Scene No. 1, set in the Imperial Garment, during the reign of the mythical Emperor Huang-ti and Empress Si-Ling-chi, not only packed the story-telling punch but lent a different atmosphere to the broadcast. Episode No. 2, in which Betty Lennox is guided through spinner's factory on an inspection tour, was permeated by a distinctly commercial air, albeit a slight story-sketched it.

Scene in which the Empress tells her care-worn, slightly-anxious husband of the importance of the discovery she has made with regard to a worm from an Imperial Garden mulberry tree which turned into a moth-cocoon and then she beautifully-colored strands (silk), was a fine bit of narrative, as it came from the lips of Florence Sanford and Chester D. Vedder. They did not essay a Chinese dialect, but spoke in the "ceremonial" style language used by members of that race. Miss Sanford was particularly impressive in this bit.

Bridge between discovery of silk in the Orient centuries ago and present-day methods of manufacturing thread was gapped by a reference on part of Narrator Robert Riesling to the later smuggling in the secret by American missionaries. More time could have been given to this episode and less to the second scene, with its direct addressing. Miss Sheldon and Douglas McMillen handled the latter story smoothly, and Riesling played his role well.

Continuity and production were good. Idea is suitable for use on other householders, now.

Live-Canned Voices

Newark.

Use of live voices interspersed with transcriptions is being tried by three commercials over WOR. Kopfer's Gas and Coke, F. Duff Gliner, Milk and Dreama-Kream are the accounts employing the dual system of program presentation.

Waxed portions are tuned down to allow the live voices to break in. Sponsors and station believe this authenticates the programs, takes away some of the curse of the "this is by electrical transcription" tagline.

Mattress Show Tie-Up

Baltimore.

WBAL—secured a show-window in a new department store this agent here for Simmons Mattresses, mounted an inflated mike, together with a large picture-portrait of Mrs. F. D. Roosevelt, over a simple framed placard, reading: "We in the Simmons' broadcast, via WBAL." The store filled in rest of window with display of merchandise.

Window was very striking and entirely in tone with character of program and fact that the First Lady is connected with it. Thought around town was that the reserved manner in which plug was handled—Mrs. Roosevelt not being directly named—was at once considerate and conducive to extra impressive.

Lost and Found Dept.

Cincinnati.

Free service on exchange of lost and found notices being rendered via WCKY by Drs. Buchanan and Cummins, dentists, in new series of Tuesday and Saturday morning five-minute bluffs. Missing or recovered articles or pets described on air and second parties make contacts through the station.

'Wrinkle Chasing'

El Wayne.

Popular housewife program known as "Wrinkle Chasing" now appearing several hundred fan letters weekly. Comes on Tuesday morning over WOWO from 9 to 9:30 o'clock and is being held in reserve by station as a pure good will feature, the station's hard-core stores have put in a bid after hearing of its drawing power.

First grew out of a freak mail program which Director Medford Maxwell hurried into form early in the summer. Recordings are made very sprightly, with speaker

ad libbing for the most part. Talk is semi-humorous and aims at the legion of itching, beard shavers.

General texture of chatter, however, concentrates on giving a kind thought to the kitchen drudge which is thought to be the real reason behind this customer-catching on. A prize was announced first as going to the winner picking the best label for the morning hour.

"Wrinkle Chasing" is the result, and since then station has come forward with money for prizes each week. No special schedule is followed in this line, however, the latest stunt bears mention.

Listeners were to submit a dozen home-baked cookies with final judging to expert dietician from Perfection Baking company. The winner received an electric clock for her kitchen.

Another recent feature incorporated into program was that all women ironing the week's wash at the time of presentation, were to iron in time with the current recording. Tenacious line of speaker proved that many did and acknowledged their interest by personal note.

'Cheerio' on Stage

Portland, Ore.

Crazy Wells Water Company program, "Cheerio," presented daily over KGW, Portland, recently tried an innovation.

Ordinarily a morning release, produced at the Hollywood Theatre with Glenn Shelley organist, at the console of the theatre's big Wurlitzer, and Clarence Tolman tenoring, innovation was presenting program from the Hollywood theatre stage before regular film audience. Introduced with a sponsor credit line—regular commercials being tied onto the remote pickup by a booth-man at the KGW studios—"Cheerio" presented its regular popular routine supplemented by the presence of Ray Tower, Crazy Wells' "Texas Cowboy."

Reaction of the audience to witnessed radio program being fed into the mike was enthusiastic. Sponsor has decided to continue the Thursday night stage originations.

Grabbing The Bands

Charlotte, N. C.

WSOC claims "unbroken record for broadcasting every name" band that has played in this vicinity since the station opened. These broadcasts, most of them originating in the barn-like Armory-Auditorium here, are very successfully handled with three condenser mikes, used in conjunction with a public address system.

Little "nemo" unit gives all the quality of a studio pick-up. Recent bands picked up from this dance floor by WSOC include Claude Hopkins, Cab Calloway, Hal Kemp, Jan Garber, Earl Hines, Duke Ellington, and Louis Russell. Two of these are exclusive CBS orchestras, making their first broadcast from NBC affiliates here with WSOC.

WSOC has carried the advertising burden for several of these cent dances, in addition to having the exclusive pick-up rights.

Ker-Choo Club

New York.

Lowell Thomas has a topical slant for August-September in his Ker-Choo Club, devoted to the funny (to others) side of hay fever.

On the Sunoco program (13) he spoke of various claims of violent sneezers. Gent that explicated his orchards 10 feet from the power of a kerchoo, the man whose sneeze caused horses to run away, the tell-tale sneeze that caused a card player to topple over just in the act of putting down a winning hand are facetiously mentioned.

More Style Stuff

Seattle.

Sponsored by a local clothing store, a series of style shows are being broadcast remote from the Olympic Hotel, Seattle's swankiest over KJR.

Wilton Hoff, KOMO-KJR announcer, whose commentary describes the stuff over the air as the models strut before the audience on the floor. Undoubtedly effective to radio audience, as some have an uncanny knack of being able to see clothing styles with their eyes shut. Programs run half an hour.

Pithy Ultimatum

Charlotte, N. C.

WCT served as a spokesman for J. C. B. Buchanan, governor of North Carolina, following the first disorder in the textile strike. Through the station the governor broadcast to the state one of the shortest gubernatorial messages in history. It was: "Violence will not be tolerated. It must be put down."

How To Eat at College

Iowa City.

WSTP has spotted a new night program at the College of Iowa City University of Iowa, called "How to Eat at College." It is to be a series of short, humorous sketches, and but at least one



**columbia
broadcasting
system . . .**

**wednesday
3-4 P. M.
thursday
8-8:30 P. M.
e.d.s.t.
coast-to-coast**

**Management
TED COLLINS**

COMMERCIALS

WEEK OF SEPT. 18

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); S (Saturday).

ACME PAINT
9:30-Su-WAHC
12:30-Th-WAHC
Smiling McConnell
Heard, H. & McEl

A & P
9:30-M-WAHC
Harry Horlick
Frank Barker
Paris & Pearl

ARMOUR
9:30-F-WAHC
Flory Gibbons
Irene Beasley
Trevellins

ATWATER-KENT
10:30-M-WAHC
G. B. Moore
J. B. D. O. & Co.

B. T. HARRITT
1:30-Su-WAHC
Mary Small

Wm. Wierse
Irvine Kaufman
"Peck"
BAUER & BLACK
Capt. J. P. Barker
H. A. Adamson Ore
Corn Flakes
4:15-Tu-F-WAHC
Wade Booth
Dorothy Day
Nedham, L. & B

BIRDOL
9:30-M-WAHC
Everett Marshall
Elizabeth Lennox
Obman & Arden
Victor Arden's Ore
"Blackie"

BORIKEN
10:30-M-WAHC
"45 Min. in Hillyard"
Mark Warnow
11:45-M-WAHC
Jane Ellison
Young & Rubicam

BROOKS
9:30-M-WAHC
Fred Allen
Portland Hoffa
Jack Smart
Lionel Stander
Lionel Douglas
Irene Delmar
Minerva Pious
James Minton
Lionel Stander
Horton & Bowles

BROWN SELLER
10:30-M-WAHC
WABC
Harold Sherman
J. M. Mathes

CAMPANA
6:30-Su-WAHC
Ann Seymour
10-M-WAHC
"First Night"
June Meredith
Don Ameche
Carlton Brickett
Cliff Roubert
B. Sagerquist Ore
"Aubrey Moore"
CARMAN MILLS

CHERRY
10-M-WAHC
Gene Arnold
Lulley Lady
M. L. Easton
Jean Paul King
Erwin Wasey

CITY SERVICE
6:30-M-WAHC
Jessica Dragontone
Rosario Bourdon Ore
"Lord & Thomas"

COLGATE-PALM
Colgate Dentifrice
Colgate Soap
Cliff Roubert
Joe Cook
Don Voors
Frances Langford
Don Voors
Young & Rubicam

CONTEGAL
10-M-WAHC
WABC
W. B. Backer, Dir.
"Portune Teller"
John Barclay
Nat Shikret
"Benton-B"

CONTINENTAL
OIL CO.
10:30-M-WAHC
Harry Richmond
John B. Kennedy
"Tracy-L"

CITIZEN
10-M-WAHC
Phil Harris
Lush Ray
J. W. Davis
"C. D. Frey"

COOK
10-M-WAHC
WABC
"Black Knight"
Curtis Allen
Adele Ronson
William Shelley
Klaine Melcher
Joseph Granby
Marion Allen
Fred Utey
Walter Teitel
Louis Hector
Paul Stewart
Quibbrauf & R

ENNA JETTICK
10-M-WAHC
Dennis King
Louie Egan
EX-LAX
9:30-M-WAHC
Lud Glaser
Block & Sully
Gertrude Nissen
Kate

FEEN-A-MINT
9:30-Th-WAHC
Nights
Carson Robinson
John Mitchell
Bill Mitchell
Pearl Pickens
John Hattie
Ann Elmer
Kenneth Dalgarno
Wm. Kaito Co

FLITZ
7:15-Su-WAHC
Wendell Hall
"K. W. Ramsey"

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FLITZ
7:15-Su-WAHC
Wendell Hall
"K. W. Ramsey"

BOSCH
5:30-Su-WAHC
"Explorers" Pro-gram
Capt. J. P. Barker
H. A. Adamson Ore
"Direct"

BREKIDOL
9:30-M-WAHC
Everett Marshall
Elizabeth Lennox
Obman & Arden
Victor Arden's Ore
"Blackie"

BORIKEN
10:30-M-WAHC
"45 Min. in Hillyard"
Mark Warnow
11:45-M-WAHC
Jane Ellison
Young & Rubicam

BROWN SELLER
10:30-M-WAHC
WABC
Harold Sherman
J. M. Mathes

CAMPANA
6:30-Su-WAHC
Ann Seymour
10-M-WAHC
"First Night"
June Meredith
Don Ameche
Carlton Brickett
Cliff Roubert
B. Sagerquist Ore
"Aubrey Moore"
CARMAN MILLS

CHERRY
10-M-WAHC
Gene Arnold
Lulley Lady
M. L. Easton
Jean Paul King
Erwin Wasey

CITY SERVICE
6:30-M-WAHC
Jessica Dragontone
Rosario Bourdon Ore
"Lord & Thomas"

COLGATE-PALM
Colgate Dentifrice
Colgate Soap
Cliff Roubert
Joe Cook
Don Voors
Frances Langford
Don Voors
Young & Rubicam

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"Portune Teller"
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Curtis Allen
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William Shelley
Klaine Melcher
Joseph Granby
Marion Allen
Fred Utey
Walter Teitel
Louis Hector
Paul Stewart
Quibbrauf & R

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10-M-WAHC
Dennis King
Louie Egan
EX-LAX
9:30-M-WAHC
Lud Glaser
Block & Sully
Gertrude Nissen
Kate

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GEN. BAKING
5:30-M-WAHC
Julia Sanderson
Betty Moore
Frank Crumit
B. B. D. & O.

GENERAL CIGAR
(White Owl)
10-M-WAHC
Burns & Allen
Thompson

GENERAL FOODS
11:15-Th-WAHC
Frances Lee Barton
Young & Rubicam

9-TH-WAHC
(Maxwell)
Chas. Winniger
Lanny Ross
Don Thibault
Muriel Wilson
Molasses 'n' Jam
Chas. Winniger

10-M-WAHC
"Byrd Expedition"
Mark Warnow Ore
Young & Rubicam

GENERAL MILLS
5:30-Daily-WAHC
Jack Armstrong
All American Boy
"Aubrey Moore"
CARMAN MILLS

CHERRY
10-M-WAHC
Gene Arnold
Lulley Lady
M. L. Easton
Jean Paul King
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"Byrd Expedition"
Mark Warnow Ore
Young & Rubicam

GENERAL MILLS
5:30-Daily-WAHC
Jack Armstrong
All American Boy
"Aubrey Moore"
CARMAN MILLS

CHERRY
10-M-WAHC
Gene Arnold
Lulley Lady
M. L. Easton
Jean Paul King
Erwin Wasey

CITY SERVICE
6:30-M-WAHC
Jessica Dragontone
Rosario Bourdon Ore
"Lord & Thomas"

COLGATE-PALM
Colgate Dentifrice
Colgate Soap
Cliff Roubert
Joe Cook
Don Voors
Frances Langford
Don Voors
Young & Rubicam

CONTEGAL
10-M-WAHC
WABC
W. B. Backer, Dir.
"Portune Teller"
John Barclay
Nat Shikret
"Benton-B"

CONTINENTAL
OIL CO.
10:30-M-WAHC
Harry Richmond
John B. Kennedy
"Tracy-L"

CITIZEN
10-M-WAHC
Phil Harris
Lush Ray
J. W. Davis
"C. D. Frey"

COOK
10-M-WAHC
WABC
"Black Knight"
Curtis Allen
Adele Ronson
William Shelley
Klaine Melcher
Joseph Granby
Marion Allen
Fred Utey
Walter Teitel
Louis Hector
Paul Stewart
Quibbrauf & R

ENNA JETTICK
10-M-WAHC
Dennis King
Louie Egan
EX-LAX
9:30-M-WAHC
Lud Glaser
Block & Sully
Gertrude Nissen
Kate

FEEN-A-MINT
9:30-Th-WAHC
Nights
Carson Robinson
John Mitchell
Bill Mitchell
Pearl Pickens
John Hattie
Ann Elmer
Kenneth Dalgarno
Wm. Kaito Co

FLITZ
7:15-Su-WAHC
Wendell Hall
"K. W. Ramsey"

FLITZ
7:15-Su-WAHC
Wendell Hall
"K. W. Ramsey"

FLITZ
7:15-Su-WAHC
Wendell Hall
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Wendell Hall
"K. W. Ramsey"

FLITZ
7:15-Su-WAHC
Wendell Hall
"K. W. Ramsey"

GEN. BAKING
5:30-M-WAHC
Julia Sanderson
Betty Moore
Frank Crumit
B. B. D. & O.

GENERAL CIGAR
(White Owl)
10-M-WAHC
Burns & Allen
Thompson

GENERAL FOODS
11:15-Th-WAHC
Frances Lee Barton
Young & Rubicam

9-TH-WAHC
(Maxwell)
Chas. Winniger
Lanny Ross
Don Thibault
Muriel Wilson
Molasses 'n' Jam
Chas. Winniger

10-M-WAHC
"Byrd Expedition"
Mark Warnow Ore
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GENERAL MILLS
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7:15-Su-WAHC
Wendell Hall
"K. W. Ramsey"

FLITZ
7:15-Su-WAHC
W

Coast Feudists, KNX And KWFB Fighting Again Over Talent

Los Angeles, Sept. 17.

Those ancient feudists of the coast lanch, KFI and KWFB, are at each other's throats again. This time it looks like the skirmish will be carried to a point of blood-letting. Both sides are digging in for a finish scrap and the heavy artillery has been drawn into position.

Current breach was caused by the CBS outlet again aping the Warner spot's crack serial, 'American Caravan,' now in the third of its 26-week swing. No sooner had KWFB announced that the Kay Van Ripper air drama would be scripted around incidents in the life of Ben Franklin than KFI got Edward Linn busy on an epic titled 'Benjamin Franklin.'

On the Air!!! WABC-CBS (Sept. 13)

Excerpt from N. Y. "Post"
Sept. 14

"A new comedy team turned up for a guest appearance on WABC last night. They are known as Jay Mills and Sally Parker. Miss Parker used to be a partner of Eddie Craig, Jr. The material they are using is much brighter than the average, and they deliver it expertly. The pair should be on the brink of a radio career. The simplest way of describing them would be to say that they are like Burns and Allen, but that would make you jump to the conclusion that they are an imitative team. It happens that they are not. Miss Parker is creating another type of entertainingly exasperating duopoly. Aaron Rich.

In the Theatre!!!

JAY MILLS

WITH

SALLY PARKER

ROXY, NEW YORK
(This Week, Sept. 14)

Management
Theatre—MEYER NORTH
Radio—MARTIN GORMAN



MGM-STUDIOS
CULVER CITY, CALIF.

ROY FOX

AND HIS

BAND

ON TOUR

B.B.C. NETWORK

EMERSON GILL

AND ORCHESTRA
HIS
ANTLERS HOTEL
COLORADO SPRINGS
MCA DIRECTION

VIVIAN JANIS

"ZIEGFELD FOLLIES"
CHICAGO
Radio Direction
HERMAN BERNIE
1619 Broadway
New York City

COULDN'T FOOL 'EM

Amateur Touch Couldn't Be Faked
By Professional

Charlotte, N. C., Sept. 17.

Experimental laboratory period over WPT, where all newcomers are given a try, established its ability to select talent last week when a professional radio entertainer filed in along with the amateurs and was immediately singled out for a program.

Jane Bartlett, pianist and blues singer, late with WIAM, Rochester, N. Y., and other stations, sought an audition on the experimental laboratory. The program department called her in for some questions. The boys just didn't see how her radio technique could have been acquired over night.

She admitted professional experience and said she just wanted to test out the laboratory.

She is now booked regularly for the 'Whentles' six-times-a-week show.

TIE NBC-CBS LINKS FOR 1-TIME PROGRAM

Cincinnati, Sept. 17.

Crosley's smallie, WSAI, a link in the NBC red net, and WKYC, local CBS outlet, were used at same time by May Stern & Co., Cincy furniture store, for one-time shot celebrating sponsor's golden anniversary.

Program originated at WSAI and had following Crosley talent: William Stoess and His Flying Dutchmen ork, Charlie Dameron, tenor, Mary Elizabeth Woods, soprano, Jack Zoller, m. c., and McCormick fiddlers. Piping process was complete and marked first time for a chain station here to announce name of opposish wave.

Baltimore, Sept. 17.

Precedent was established in radio broadcasting last Sunday (16) night when the Schulerberg-Kirde Packing Co. bought a 30-min. slot on all four local stations, WBAL, WCAO, WCBM and WFER, and tied 'em in together for a solid city-cornering broadcast in honor of the firm's 79th annl.

Program, which emanated from studios of, and was framed by staff of, WIAA, comprised resume of highlights of nation's history since packing company's embryogeny.

Felice Iula batonned an ensemble, top-voiced by Earl Lippy; Poughington Tall penned its script; Bus Klenm arranged the score.

Now They Know

Charlotte, N. C., Sept. 17.

WPT forced a showdown regarding the broadcasting of fall football games. Station had arranged to cover all important southern conference games. Then came the argument back and forth that closed with this ruling:

'The Southern Conference prohibits the broadcasting of all regular season football games played in Southern Conference territory in which a Southern Conference institution is a participant.'

WFBR Signs Tompkins

Baltimore, Sept. 17.

WFBR has signed for series of sustaining spots, Raymond S. Tompkins, former European newspaper correspondent, and currently mag scrivener on current events and p.a. for local street transit company.

Will conduct an original news-embroidering idea, he terms 'Surprise-o-grams.' Consists in spicler delving out of daily news arresting and odd events and embroidering upon 'em.

For Tompkins' convenience, WFBR has subscribed to its first other-news service, Trans-Radio Press, out of N. Y.

Ruth Keeler Back

St. John, N. E., Sept. 17.

Ruth Keeler, of NBC, New York City, has returned to Gotham, after partly recovering from severe injuries inflicted in a machine accident on the dirt roads of New Brunswick. She was in hospital at Newcastle, N. E., for several weeks following the mishap, and plans on finishing her recovery at her home. She returned to New York by rail.

New Ryan Program on WGN-for Thompson's

Chicago, Sept. 17.

With the World's Fair drawing to a finish, Quin Ryan will change his show on WGN for Thompson's restaurants. Previously concentrating on World's Fair reporting, Ryan will become an inquiring reporter for a short survey of 'interesting people in interesting jobs.'

Will interview the weather man, the man who handles Lake Michigan water supply 'crib for Chicago, the police announcer on radio patrol calls, and others of that type. This style of reporting has been done in newspapers but Ryan's experiment will figure as the first time this stunt has been pulled in radio.

Hartford Looks Good

Hartford, Sept. 17.

Both WTIC and WDBC, Hartford's two stations, report that most of their available time for nights, starting October 1, has been filled with sponsored broadcasts.

Stations have available only a few spots after six o'clock, and are turning away time requests, including short announcements. WTIC has assumed the policy of refusing to take flashes after certain hours in the evening.

B. Charles-Dean, Danny Malone's manager, has placed a time for publication with Harms. Title is 'My Old Irish Lover.'

HAL COHEN ON KDKA FOR FACE LOTION ACCT.

Pittsburgh, Sept. 17.

Harold W. Cohen, theatre columnist and critic for morning Post-Gazette, has landed an air commercial over KDKA. He goes on for Seabreeze, face lotion, on a Friday night weekly spot with quarter-hour of chatter about stage and screen personalities and reviews of current films.

First time for him on air. Reed Advertising Agency of Pittsburgh spotted Cohen on Seabreeze account. Starts Friday (21).

REMICK MUSIC CORPORATION

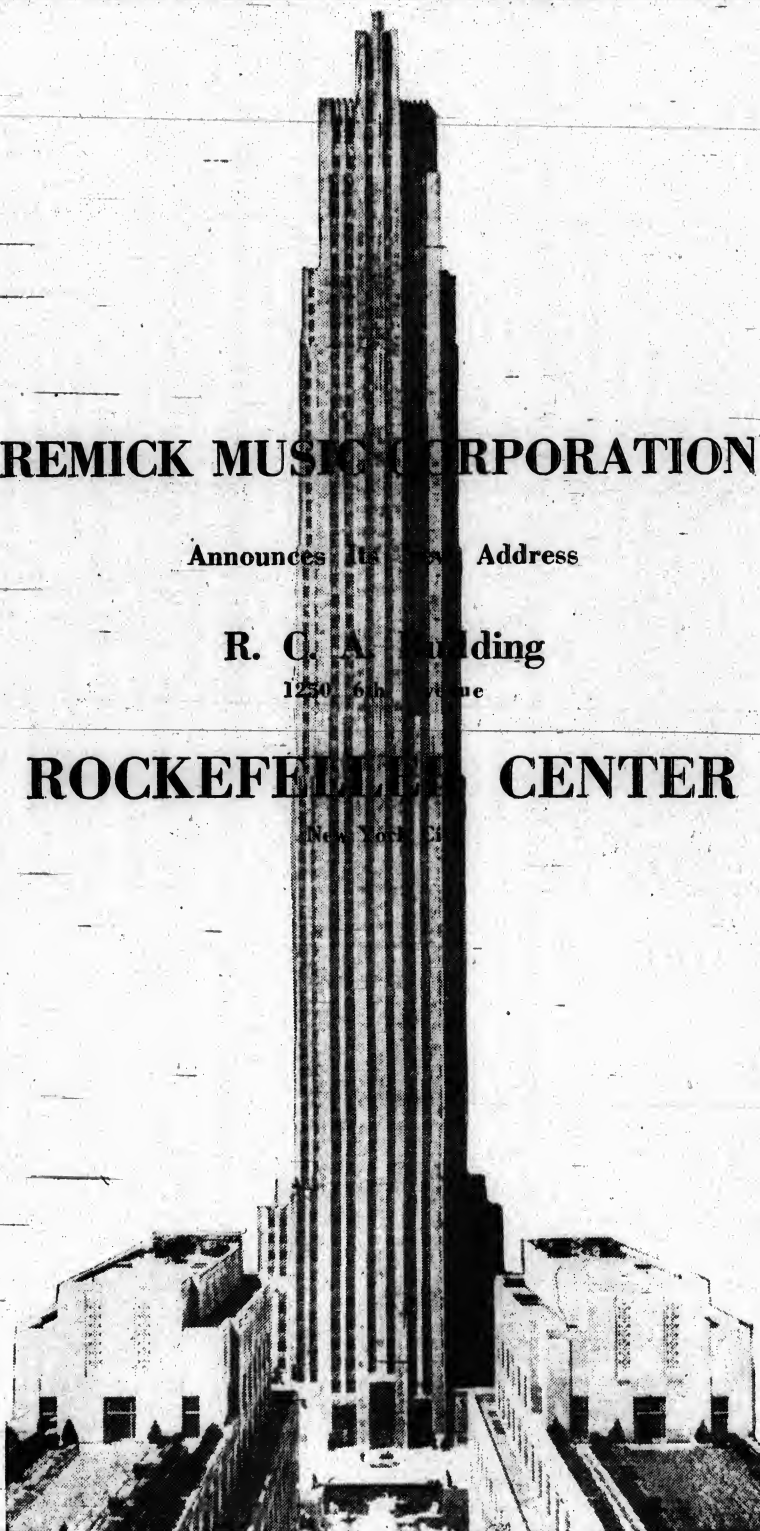
Announces Its New Address

R. C. A. Building

1230 6th Avenue

ROCKEFELLER CENTER

New York City



Radio Chatter

New York

Station WHAZ, Troy, celebrated its 12th anniversary Sept. 10. On the program were entertainers who broadcast on the first night. Chief Operator H. D. Harris has a new assistant, Warren C. Stoker.

Warren Fair interviewed Joan Lowell, making a p. a. in Glens Falls over WGLC, Hudson Falls. Wally Allen, manager of the Keweenaw theatre, Elmira, is the "Movie Man" in a film chatter broadcast over WBSB.

After a two months' absence the Ferguson Kiddie Kabaret has returned to WFSB, Elmira. Blossom of May, is a new program on WFSB, Elmira. Composing this vocal and instrumental group are Clarence P. Lewis, Ruth B. Lewis, Florence Johnson and Ida Thomas.

Otto Samoilovich, radio singer, yawned while visiting friends in the Adirondacks. And his yawn continued for most of the day. Two physicians had to be called to set Otto's dislocated jaw.

Allen Burgess and John McKernan of Hudson Falls used a six-meter shortwave portable broadcasting set to tell the story of a Glens Falls golf tournament.

Annie Judy and Zeke headlined the vaude bill at IKKO Proctor's, Troy.

Mary and Johnny Lee sketch over WOKO, Albany, is nearing its 60th broadcast, which is something of a record for WOKO. Mary is Miss Jane King, and Johnny is Johnny Lee, staff announcer.

Henry M. Neeley, "The Old Stag" is back on the air with "Two Seats in the Balcony," NBC sustainer.

Howard Clancy again announcing the "Camay" program, featuring Harry McKinley, baritone, and Ray Singer's orchestra, over the NBC red loop. Ben Grauer had the assignment for a time. A young woman is working with Clancy on a build-up of the letter writing contest and.

Irving Lehrer back with Dave Green's pub staff.

Johnny Green's program over CBS, "In The Modern Manner" will broadcast from the CBS Radio Playhouse on 45-minute schedule after Sept. 21.

Easy Aces will say something about bridge in their scripts when they resume for Jai Sals on CBS Oct. 3.

Kay Macrae's soprano now gets an airing over four New York outlets, WINS, WBNX, WNYC and WAAT.

Abe Lyman returns Friday (21) from a swing of Toronto, Chicago and Minneapolis, bringing with him Vivienne Segal, Frank Munn, Oliver Smith and Howard Clancy. Bandman trouped them along for his Phillips Magnolia broadcasts, supplying all expenses. Also line charges.

Ford Frick will give sustaining play-by-play reports of Columbia University football games over WOR. He also has a sporting session four times weekly bankrolled by Mennena. Another sponsored sports commentator on this station is Gabriel Heller, Bruno-New York, Inc., is his buddy.

Lila Lee and Ethel Merman celebrity-guests of Bide Dudley this week over WJLB, Cleveland.

Dave Green's radio p. a. staff now includes Milton Rubin, Irving Kohrer, Jack Sheuster, Hush Wedlock, Jr., Howard Snyder and Ralph Berson.

Ohio

Paul Gershman, violinist from Philly, joining WTAM, Cleveland, this week as concert master.

Walberg Brown, former concert-master of WTAM, becomes new music director of WJLB, Cleveland, besides doing violin recitals Sunday. Staff's reorganized orchestra now includes Ted Hauenstien, Ben Silverberg, violinists; Charles McBride, cellist; Henry Pickner, Earl Rohlf at pianos.

Musicians' union and WJLB, Cleveland, finally settled station band troubles by agreeing to staff of nine: Louis Rich as conductor; Paul Shofie, Harvey Steingraber, George Klein, Harry Walker, Ray Shannon, Lawrence Bruhl, Vincent H. Terry.

Ann Heath, Cleveland, awarded first place in WJLB's Vicksa auditions for CBS contests next month.

Wisconsin

Don Gordon, a new arrival at WTAM, has been with KFAB, KMOX and CBS Chicago stations.

Francis Butler Ayer, prominent in Milwaukee social circles, handling WTAM's daily woman's feature program, "What's New in Milwaukee."

WTAM has closed its seventh consecutive season of broadcasting

baseball and is ready to start the seventh season of football, with the most extensive schedule to date, including all University of Wisconsin Big 10 games, all Green Bay Packers professional games and some of Marquette University games. Of the total of 23 broadcasts, all but four will be taken direct from the field of play. Russ Winnie, WTAM's ace sports announcer, will handle all games.

Seven remote control points now serve WTAM listeners, with an interesting variety of late evening music from the pick of Milwaukee entertainment spots. They are the Schroeder Hotel dining room, T.V.'s (Chinese) Restaurant, Vanity Cafe, Futurist and Wisconsin Roof ballrooms, Chateau Country Club and the Old Heidelberg Restaurant. The Eagles' Club ballroom also will have a wire when it opens, the end of September.

Gifford Trading Company over WTAM, Milwaukee, with four programs daily. Three five-minute stock market quotations are spotted throughout the day and a 15-minute program, featuring Fire-side Quartet, is broadcast from 6:15 to 6:30 p. m.

Texas-Oklahoma

Pat Shannon has joined KOMA as announcer, succeeding Jack Kessler, who goes to Birmingham.

Bob Green, from Los Angeles, is KOMA's new continuity, etc., writer.

Odon Sutton, Tom Banks and Bruce Howard, all KOMA transmitter technicians, vacationed in such spots as Mexico, Missouri and Chicago.

Ralph Nobles, manager of SBC's San Antonio outlet, KTSB, is back after two weeks' illness.

Ray George, one of the soft voiced Georges, was transferred from KNOX to KTSB as an announcer.

Orvin Haim, formerly with KONO, San Antonio, left an advertising agency to take an announcing position with KTSB.

Walker Hancock has returned to WFAA, Dallas, music staff after a year in which he played and sang in theatres.

Illinois

P. T. Shield, NBC, Chicago, music director, wrote a football march that is to be used by Notre Dame for timing in the shifts during football practice.

Armour hour guest artist list includes Donald Novis for the 21st and Jimmie Melton with Ruth Lyon and the Song Fellows Quartet for the 28th.

Bill Ray of NBC press dept. on a visit to Donald Novis for the 21st and Jimmie Melton with Ruth Lyon and the Song Fellows Quartet for the 28th.

Judith Waller, NBC educational director, on a tour talking to societies about fall programs.

Sinclair Minstrels to celebrate the 100th program Oct. 22.

Willis Gray back from vacation.

Kay Downey, CBS hostess, engaged.

KYW studios have been repainted.

Hugh Robinson, Harold Barnes, P. T. Shaw, Ashley McKinley and Harry Von Zell in from New York to ready the Byrd broadcast over CBS.

Pacific Northwest

Fred Warwick, KOMO-KJR, Seattle, commercial man in charge of politics, leaving the fate of his political charges in the hands of the voters, as he departs on Election Day for an Olympic Peninsula vacation.

Violet Garrett joining the KOMO-KJR, Seattle, staff as the new day hostess, taking over the duties of Alice Corlett, chief songstress, who is going to spend more time singing.

Robert McCaw, formerly director of radio of University of Southern California, has joined the publicity staff of KORN.

Mayor Carson spoke over Station KFOR in the interest of the investment value of insurance.

Edna Mae Jacks, of KJW-KBX, Tacoma, will be the Monday auditions wherein would-be announcers and embryo radio talent, ages six months to ninety years, appear before the mike to hopefully audition, with dreams of future radio glory.

Highlights of KORN's special events last week was the Pendleton Roundup, which was released to the entire CBS network.

Oregon Journal Juniors resumed the two-program schedule last week at KJLB, broadcasting on both Tuesday and Thursday evenings.

Michael Aronstein, staff cellist of KJLB, returned to the air last week after an absence of a couple of months during which time he visited Alaska.

Network Premieres

(This Week)

Sept. 18—Bing Crosby (Woodbury, WABC, 9:30).

Sept. 18—Lawrence Tibbett (Packard Motors, WJZ, 8:30).

Sept. 19—John McCormack, William L. Hall (William Warner, WJZ, 9).

Sept. 19—Burns & Allen, Bobby Dolan's Orchestra (White Owl Cigars, WABC, 9:30).

Sept. 23—"Grand Hotel" with Ann Seymour (Campana, WJZ, 6:30).

Sept. 23—Albert Payson Terhune (Spratly, WJZ, 5:45).

Sept. 24—Grace Moore, Joseph Pasternack (Atwater Kent, WABC, 8:30).

Sept. 24—Just Plain Bill (Kolyons, WABC, 7:15).

Chevrolet on CBS

Chevrolet has contracted for the 8:30 to 9 Tuesday evening spot on Columbia, with Oct. 2 the tentative starting date. Program is being devised by the network.

It will be the first time that Chevrolet has cleared through any link other than NBC.

Reopen KICK Plea

Davenport, Ia., Sept. 17.—Federal Communications Commission has taken under advisement the reopened application of the Palmer School of Chiropractic for transfer of the KICK, Carter Lake, Ia., ether outlet, to Davenport, Ia., under WHIO designation. WHIP, Rock Island, Ill., outlet is opposing on the grounds that the Tri-Cities will not support two stations.

George H. Hill, examiner, has approved the application of the Palmer School of Chiropractic, which asks for a frequency of 1,370 kilocycles, call letters of WOC and unlimited time on the air. Should approval be given by the commission, the station will be ready to go on the air between Oct. 1 and 15.

WDRC Power Boost

Hartford, Sept. 17.—WDRC, Hartford, has been granted permission by the Federal Communications Commission to increase its power, starting October 1, from 1,000 watts to 2,500 watts during the daytime and decreasing to 1,000 watts after six o'clock each evening.

Equipment has already been installed to take care of the increase at WDRC transmitter at Bloomfield, Conn.

Kassel Band on Sept. 18.

Art Kassel broadcasts over NBC and CBS starting Sept. 30 for two 15-minute periods each weekly.

Sponsor, Paris Medicine Company (Bromo Quinine), had the program locally with Pat Kennedy last year. Kennedy features again this year.

Wayne Kennedy is the only orchestra on a commercial show on both major networks.

Grunow's Orchestra

St. Paul, Sept. 17.—Starting Sept. 25, the Minneapolis Symphony orchestra goes back on the Columbia network under sponsorship of Grunow.

Ork's personnel will be considerably changed from last season, with Henry Woemppner, vet. first flutist, replaced by 21-year-old Emil Opava, and first bassoonist Henry Cunningham replaced by Elias Corman.

Other newcomers will be Albert Ruud, violinist, and three double-bass players: Benjamin Schlossberg, Warren Bonfield and Fred Huchard.

As the rider to the announcement issued by the orchestral administration office, engagement of the new men is still contingent upon raising of \$30,000 for the 1931-35 maintenance fund.

Ork is under baton of Eugene Ormandy, who, however, does not return from his European trip until Oct. 2. Paul Lemay will sub until Ormandy's return.

Peto Woolery to N. Y.

Philadelphia, Sept. 17.—Peto Woolery, WCAU, tenor, has been signed to open the Park Central hotel, N. Y., Oct. 2.

Here and There

Joe and Batoese, French-Canadian dialect team, have been signed again by WJZ, Boston, for a fall and winter series.

Duke Dowe and his Hickory Nuts, who have been hibernating through New England all summer with a tent show, are back on WJZ, Boston.

Paul Hodges, announcer of WNRA, Muscle Shoals, Ala., was injured in an automobile accident when his automobile plunged off a 40-foot bridge, near Corinth, Miss., last week. He received several broken ribs, a spinal injury and shock. Before going to WNRA he was with WREC, Memphis.

Connie Callahan, Pittsburgh girl, and Ben orle's former unmasked tenor, Pat Kennedy, have set the date. They'll tell it to a preacher Thanksgiving Day.

Howard Price, tenor at WCAE, Pittsburgh, is set to WINA, New York. His wife, former Gene Lowelwyn and WCAE's staff pianist, will accompany him.

Sid Dickler and his band back on WWSW, Pittsburgh, to headline weekly Wuritzer Revue each Thursday.

Harry Bixbee, chief engineer at WCAE, Pittsburgh, vacationing in New England.

Archibald S. Grinalda, Jr., has been added to the announcing staff at WBT, Charlotte. He is a newspaperman.

Robert McCaw is a new member of the publicity department at Station KORN, Portland. His introduction to radio was at KKRO, Aberdeen, Washington, where he started as operator.

WHEC, Rochester, will dedicate its new organ and studio Sunday, Sept. 30, with Ann Leaf, Columbia network star, on program sponsored by Gulf Refining Co. Support will include two orchestras, a mixed quartet and soloist broadcasting from the stage of the RKO Palace theatre. Organ numbers will be played in the studio and fed to the theatre to combine with the program there. Then Miss Leaf will go to the theatre and play several numbers on the theatre organ.

The air show running from 10 to 11 p. m. will be part of the theatre's Sunday evening program.

Jack Kalbert, who has tenored over WSB, Atlanta, broadcast last week on "Air Breaks," NBC's new talent program originating in the studio of WEAP.

Eddie Rubin, brother of Benny, has been boosted to production manager of Hollywood on the Air with Perry Lieber now drawing the title of producer.

Pauline Lord didn't show on last Thursday's (13) Maxwell House Show Boat session. Announcer said she had been delayed by mechanical difficulties.

M. H. Aylesworth attended the Ivory Soap soiree at the Waldorf Astoria last Tuesday (11). Event developed into a homecoming week between himself and the old contingent of New York radio stars.

Pickens Sisters guesting on the Sept. 23 Buh-O whirl.

Nick Kenny, the N. Y. Mirror columnist, went postulate at George Hall's party last Thursday (13) night, Bob Taplinger, CBS p. a., as his opponent. Mike Porter, Journal radio ed., did the prefacing honors.

Rocky Austin, last with WAU at Columbus, O., has joined WSYR (NBC) as announcer and master of ceremonies, and will further triple air breaks as publicity contact man for Syracuse station.

Eddie Peabody will guest star for the first time on Maxwell House Show Boat hour next Thursday (24).

Greene at WMCA

Another ex-Columbia network employee joins George Storor's AIS network. He is Paul Greene, ex-music manager at CBS, who will function as production manager of WMCA and affiliates.

Paul Houston from Sound studios, N. Y., comes in as Greene's assistant.

New Business

(Continued from page 44)

Ains 15-minute programs beginning in October. WGST.

Capudine, a daily 15-minute program for one month, test campaign. Through Dillard Jacobs. WGST.

G. B. O. (foot remedy), six 15-minute programs per week for one year, daytime. WGST.

Brook Shafterly company, six five-minute programs weekly, contract run, indefinite. WGST.

Ernest Brandy (local Ford dealers), five five-minute programs weekly. WGST.

Foot Saver Shoes, 26 transcribed announcements. Placed through George Muse Company. WGST.

Brass Rail, six five-minute programs weekly, continuous contract. WGST.

Lang & Fritz, five five-minute programs weekly. WGST.

General Electric Company, six five-minute programs weekly, contest. WGST.

Building & Loan Association, one 15-minute program weekly. WGST.

Developers, daily announcements for one year. WGST.

Kellogg Cornflakes (renewal), one month announcements. Placed locally. WGST.

Southern Oil Stores (Dixie Vim Gasoline), renewal, one month announcements. WGST.

Sau's Department Store, announcements for one month. WGST.

Walworth and Hood, announcements for one month. WGST.

Radio Huddle

(Continued from page 35)

casting Code Authority whose procedures and rulings it is claimed have leaned strongly toward the networks; (2) the N.A.B. Board of Directors, who are called not sufficiently partial to or representative of the regional broadcasters; and (3) the movement to put Henry Bellows in permanent charge of the industry's Washington fight, which is objected to on the grounds that his lack of popularity with Democratic politicians which caused his resignation as a CBS vice president is sufficient barrier to him acting for the N.A.B. in the capital.

Hotel lobby luddies Sunday and Monday were a-buzz with rumors of all sorts of new network angles. It's nothing new of course for an N.A.B. convention to resemble a political party convulse in the plots and counter-plots. This year the boys seemed a little more earnest and receptive.

Leading the rumors was one named Edward Petry. This station representative is the No. 1 steamer-upper of delegates at the convention. His latest endeavor is understood to be a grouping of the 35 or so outlets on his list into a cooperative web of their own with Petry as network wix, and talent commission-taker.

Still another conversational item in the Netherlands Plaza concerns the formation of a network composed exclusively of newspaper-owned stations. Hearst would not be among them, but the could be certain obvious attractions to publishers, the majority of them Republicans, to weld themselves into such a body.

Strikers' Radio

(Continued from page 37)

and by the time the line moved, temporary broadcast lines had been strung out from the marquee of the Hotel Astor and the old lines were in place. The broadcast lasted for 1 hour and 42 minutes.

In the absence of the newspapers, whose printers were out in the general holiday, WAZL stayed on the air all day keeping a close contact with the mine workers' office and kept the employers informed as to the progress.

There were a digest of Governor Pinchot's speech on relief measures to the legislature given that day, current and up to the minute sport flashes, other local news items; the working schedule of the collieries; weather forecasts; and other items of interest to the entire anthracite region covered by the station. All this was interspersed by bulletins from Mr. Hartman.

Big Philly Show

Philadelphia, Sept. 17.—Gay Lombardi heads the new Arca International show, opening Thursday night (19).

Others in the show are Evelyn Dean, Caprice, and Columbus, Arca's Radio Thelma Nevins, and Danny Walsh, m. c.

Ten Weeks Set for Unit Nitory Floor Shows Booked Out of Balto

Baltimore, Sept. 17.

National Agency of this town has worked out 10 weeks of unconflicting dates. Pre-season idea of agency of interesting the nite spot operators in ballooning their budgets till they could carry large units of three acts, an m. c. and line of gals at around \$800 per show has fallen through. Budget at that figure would have been unprecedented for area through which units will leave, and represented to operators too sharp a rise in entertainment costs.

As arranged, agency is lining up six-people units at around \$300, and the first breaks the barrier this week at the Mayfair, Balto. Thence it is routed out of the city through upstate towns and into Pennsylvania as far as Reading. Only one local date is played in all the 10 weeks, though agency handles half a dozen or more accounts around town. Spot booking will prevail at these sites, as will also in a like number of out-of-town clubs in which either has more than one account.

At present starting pace, which witnesses unequalled number of niteries unveiling or reopening in these parts, acute shortage of acts looms if the lengthy starting line-up of places largely sticks. In excess of 15 are either blasting away or about to go in Balto alone, which nearly doubles the usual list. Reported same activity characterizes surrounding territory.

Settlement Nixed By Rose; Prepares Suit on Niteries

Billy Rose may go ahead with his threatened suit against the Casino de France and Billy Rose's Music Hall, Inc., enterprises. Preliminary gestures to settle the issues out of court have borne little fruit. Proposal to pay Rose in full to date and call everything off aren't satisfactory to his attorney, Julian T. Abeles, who insists on a further royalty for the Rose script material and production efforts at both cabaret-theatres up until such time as Lew Brown, Harry Akst, et al. get their own new shows on for public view.

Nathan Barkan is acting for the Casino and Music Hall syndicate. Yennie Stern is president of both. Brown, who also has a new musical, 'Culling All Stars,' in prospect, may not have a new revue for the niteries ready before Nov. 1. Meanwhile Rose's shows are continuing, with Rose out as the general production factotum.

Except for periodical switching of specialty acts, no immediate changes will be made in the floor shows at Casino de France or the Billy Rose Music Hall under Lew Brown's direction. At the Casino Brown will retain the present Rose show until doing his own opus around Nov. 1.

At the Music Hall Jack Lewis' 'Small Time Cavalcade,' current feature number, will also be returned at least until New Year's.

Remick, Witmarks Move Into Radio City

Remick and Witmarks, music pub firms, move into Radio City tomorrow (Wednesday).

Completely new equipment throughout, including a flock of Tonk pianos, tin pan alley favorites, although every piano firm in New York was bidding for the large order.

Weeks Shifting

Anson Weeks shifts from the Waldorf Astoria, New York, to the Hotel Astor, Boston Oct. 4 for four weeks. He is being routed in monthly shifts around the east, as Weeks has some radio commercials out of New York in view.

When Weeks ends at the Waldorf, Guy Lombardo returns for the winter season. Velloz and Voland, dancers, stay under at the W.-A.

Ray Noble Due in N. Y. To See AFM on Permit

Ray Noble is slated to arrive in New York from London Friday (21). With the British arranger-conductor on the scene there is a possibility that his case will be reviewed by the American Federation of Musicians. Several weeks ago the union turned down a request that he be permitted to baton an orchestra composed of local musicians for Bromo Seltzer on NBC.

Refusal occurred while Joseph Weber, A. F. of M. prez, was in Europe. Weber returned last week.

HYLTON HERE HUNTING ACTS

Jack Hylton will take in Chicago and other key spots during his American sojourn in a search for attractions he plans to take back to England.

Hylton's own American debut depends too much on red tape with the American Federation of Musicians to hold out much promise at present.

London, Sept. 8.

Jack Hylton has sailed for New York, taking with him his musical arranger. Hylton's visit will last about a fortnight, and object of trip is to line up some acts for England for his and his wife's units, as well as for several indie houses.

Hylton is especially interested in getting Fred Waring and his Pennsylvanians, and there is every likelihood he will sign the band for a London and provincial tour.

Saratoga Springs Hotel, Nitory, Sold for Taxes

Saratoga Springs, Sept. 17. Smith's Interlaken, night spot on Union avenue near the city limits, was sold for taxes. Ruth E. Wallace, of Saratoga, bought it for \$947.94.

J. E. Gorman, R. C. Morrison and M. Bynes were listed as owners of the property. It was long a favorite haunt of the sporting crowd coming to the Spa for the racing season.

The United States, one of Saratoga's two largest hotels and a local landmark, also was sold for taxes, the city taking it for \$11,625.45, amount of unpaid assessments. There were no bidders for the ancient, once world-famous hostelry.

Major Pubs Delaying Soc. Membership Sigs

None of the major publishers had by the end of last week signed their membership renewals with the American Society of Composers, Authors & Publishers. Total number of approved contracts received from the publisher faction of the organization by Friday (14) was 14.

Over 550 writers have turned in their extended membership agreements with the signatures duly affixed.

104 Decca Waxings

Hollywood, Sept. 17. Joe Terry is back from a scouting and waxing tour of Texas and Mexico for Decca Records. The Pacific Coast rep for the company made 104 waxers on the trip and signed several artists to exclusive contracts.

Heading the list was Amelia de la Cruz, Mexican blues singer who has broadcast for the past few months from Juarez.

Troy Spot Open

Troy, N. Y., Sept. 17. Club Cafe has opened in the Hotel Troyan, with Charles Lundells on the orchestra.

Rockwell Brothers are the proprietors and T. J. Walsh manager.

Expensive Pleasure

Baltimore, Sept. 17.

Gang out of show biz was chatting. Mostly talk dwelt on reputed one-hoss quality of Balto. Gang was almost of unanimous opinion that town was forebodingly and irrevocably cheap, snail-paced and dull, when Reggie Childs, ork pit pilot current at the vaudeville Hipp, said, 'Nuts!' The most expensive afternoon's pleasure I ever found was accorded me right here in Baltimore.

Group wondered 'Where?' Out at Pimlico, sighed Childs.

Cherniavsky Gives

B & K 4-Week Notice

Chicago, Sept. 17.

Josef Cherniavsky has handed in his notice to Balaban & Katz, stating he is resigning from the organization as director of the Chicago theatre orchestra at the expiration of the four-week notice clause.

Reason for the resignation is understood to have followed a row over principle in the method of handling certain B&K exploitation. Cherniavsky has been leading the ace B&K orchestra for almost two years.

Harry Scenick's combo opens at the Arlon ballroom, Hollywood, Sept. 25.

ELLINGTON EN ROUTE TO COAST FOR 1 PIC

Duke Ellington is being routed coastwards for another Paramount picture.

En route Ellington will fill some vaudeville engagements to coincide with the bookings of the Mae West picture, 'Belle of the Nineties,' wherein colored maestro also participated.

His proposed return to England for another fall and winter concert-dance tour has been stymied by British Labor Ministry objections.

Dave Kapp is now with the Decca record company in Chicago.

M. WITMARK & SONS

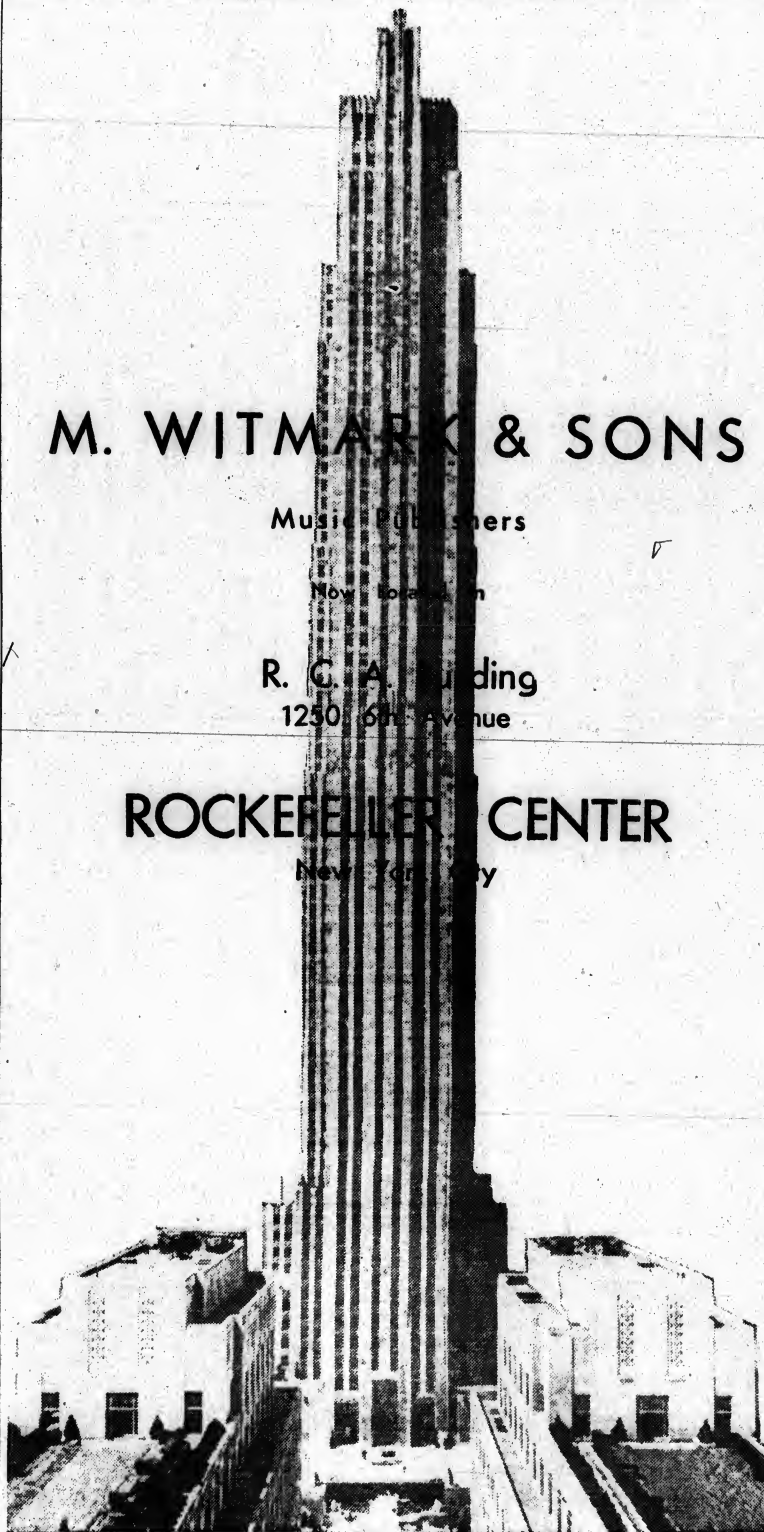
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New York City



Look for Price Slashing War in Discs; Bruns. Cuts Crosby-Lombardo to 25c

What is regarded by the trade as the precursor to a price-slashing war among the mechanicals was the announcement last week by Brunswick Records that the Bing Crosby and Guy Lombardo discs in its library would hereafter be available for 25c. Previously the stenclilons of these two retailed at 75c. Both Crosby and the Lombardos are now allied with American Decca.

Stated for similar tabogganing into the quarter class is the Casa Loma band, whose contract with Brunswick expires Oct. 1. Casa Loma moves over immediately afterwards to Decca.

Viewpoint of the trade is that the price clips derive more from an attempt to anticipate a Decca move than from a desire to retaliate for the loss of these attractions. Impression current is that Decca proposes to retail its popular stuff at 35c. Decca sales policy will be revealed next week when the Edward Lewis enterprise releases its initial list, effective with Oct. 1 as far as the counter is concerned.

Col's Changes

Meanwhile, Brunswick, whose popular artists' setup has been effected most by the entry of Decca, is assuming a watchful and waiting attitude. M. E. Siegel, Brunswick prez, declared last week that he intends to make no change in the policy of his company. There would be, however, he said, a shift in policy for the Columbia Phonograph Co., which is now owned by the Brunswick interests. Columbia list, avowed Siegel, is due for considerable improvement, but the details of the moves here were not given.

Siegel returned the week before from a four-week stay in England. His purpose in going over was to find a new British release for the Brunswick masters. This franchise had been previously held by the Decca Co., of which the American firm is a subsidiary. Siegel, in commenting on his trip, said he had not planned for a substitute (deup since the situation was not a pressing one with British Decca's contract with Brunswick, stated Siegel, had an other year to go.

Understanding is that Decca had some months ago turned in its notice of contract cancellation to Brunswick and that the British recorder is under no further obligation to accept any of the Brunswick masters.

Riviera's Spot Booked Names; Richman Back

Harry Richman comes back tomorrow (Wednesday) night to Ben Madden's Riviera for a week, at the same time that the Dorsey Bros. band debuts with Bob Crosby among the personnel. Latter is Bing's brother.

Richman follows Eddie Garr and Morton Downey. Helen Morgan follows Richman. Marden will spotlight names for the Englewood, N. J., roadhouse, for weekly or fortnightly changes.

Ted Koehler and Rube Bloom (composing in Harold Arlen's place) authoring the new Cotton Club revue, N. Y. Arlen and Koehler for several seasons fashioned it. Lucky Millinder and Mills Blue Hylton band staying at the Harlem nitty. Cab Calloway returns there Dec. 1.

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 of the songs most played on the major networks last week, in relative standing, according to the number of combined plays on WJAF, WJZ and WABC.

I Saw Stars
Cigarettes in Dark
For All We Know
Only Have Eyes For You
Pardon Southern Accent
Moon Over Shoulder
I'll Close My Eyes
Love In Bloom
I'm In Love
I'm Lonesome Caroline
Moonlight Learning
Here Come British
Very Thought of You
Can You Face Me
Never Had a Chance
I'm Getting Sentimental
Say It
Panama
Sweetie Pie
Then I'll Be Tired

Upstate N. Y. Town To Get Music Hall

Schenectady, Sept. 17. Preparations are being made to open old Hudson theatre here as Hudson Music Hall on or about Sept. 26. This new venture marks the return to active theatrical business of William M. Shirley, former president and general manager of Parish Theatres. Shirley is to be the z. m. of the Music Hall, and incorporators are Leonard Ash, local head of NRA and well-known advertising man; M. B. Ping of Chicago; Shirley's brother; and Owen Begley, local attorney.

Workmen are erecting new floor over old theatre orchestra section, removing seats and installing new fixtures. Plans called for presentation of "The Brunkard" as part of the Music Hall entertainment program, singing waiters, and many other features. Admission set for 90 cents—also to include one bottle of beer and a sandwich.

Cleveland Goes Harlem

Cleveland, Sept. 17. Don Redman and his band coming in Tuesday (18) at \$1,000 per week to premiere Bernie Bernstein's Cotton Club, which will be the first night spot opened in local Harlem sector on such an extravagant scale.

Club will have large stage for touring asia shows, rooms on two floors and Homer Lattimer as m.c. First show includes Bobbie Gaston, Red and Struggle. Bernstein also owns Patent Leather Club, an all-white spot.

AL JOHNSON REPS D.D.&G.

Los Angeles, Sept. 17. Al Johnson, at one time representing the Sherman, Clay music catalog on the Coast, but inactive in recent years, has come here from San Francisco to represent Donaldson, Douglas & Gumble.

It's first local representation for the publishing firm.

H'wood After Names Till Vallee Returns

With Rudy Vallee not due back at the Hollywood restaurant, N. Y., until November, because of his Warner Bros. picture, Joe Moss will spot-book names into the Broadway nitty to fit into the new revue. Gertrude Niesen and Hal LeRoy started this series of shifting.

Sophie Tucker was due into the Hollywood, but is still lingering in London. Belle Baker was wanted, but she's sailing for London. Helen Morgan refused to work in such a large room.

Charlie Davis bank continues until Vallee's return.

Quiet Albany

Albany, Sept. 17. Albany's new anti-noise ordinance even extends to night club orchestras. Three musicians in a hot spot were arrested at 3 a.m. on a charge of making their music too loud and the proprietor, Daniel Desare, also had to face the judge.

In police court, the musicians, Benjamin Panetti, John Goldstein and Arthur Helmit, were dismissed, but Desare had to fork over \$50 on a charge of disorderly conduct.

NIGHT CLUB REVIEWS

Waldorf-Astoria, N. Y.

Starlight Roof of the swank Waldorf-Astoria marks its fall season with the return of Velox and Yolanda, ultra ballroomologists, and Anson Weeks and his orchestra. It's a return for Weeks, too, although only for four weeks at this spot, as Guy Lombardo, after a busy stage to the big burg, After the Waldorf's month's stay he carries on to the Statler, Boston, for another month, etc.

Weeks has been rotating in the several keys, heading from the Mark Hopkins, Chico, his old standby, in easy stages to the big burg. After the Waldorf's month's stay he carries on to the Statler, Boston, for another month, etc.

He has a tip-top dance combo, per usual, including a highly personable songstress, Kay St. Germain, who's a looker and suggests lancing possibilities. Ben Grae is another new and added attraction, coming from western U., picked up by Guy Lombardo, and taking up the void left by Bob Crosby, Bing's brother. Grae, too, has a nifty vocal style on the sals, but he's not yet switched over to the Dorsey Bros. combo.

As for Weeks' top music he's sweet 'n' hot, mixes up the newest with some corking oldies which sound swell under new orchestration and treatment.

Velox and Yolanda also are back-patters after a Coast sojourn. Their new 5-4 dance is a heritage of a routine they created for a Metro film production. It's a pin novelty in broken time, a sort of waltz. It's 4/4, wait a time, then an orthodox four-four rhythm and then waltz again, etc., producing an odd rhythmic effect. Nacio Brown, m.c. of the Metro tunesmithing staff, wrote it for 'em and it's liable to become a new national dance vogue. Nothing new in rhythmation but the world's ballroom dancers for years. This is their second encore and, unless salvaged, they skip it after their assortment of tangos, waltzes and exhibition foxtrots. Many fine nifties to their routine and they still rate tops on personal appearance. Certainly Velox and Yolanda are among the foremost three or four dance teams in America, but in a niche all their own with their sartorial effectiveness.

Horacio Zito's tango-rumba orchestra, what a corker! Zito's is the dance music and also plays for the dance team. And no chieftain either. Ralph Napoli of the Zitoites is a vocal outlander with his guitar-ballerdeers.

The Waldorf of course is the Waldorf—one of the town's top spots.

TABARIN, PARIS

Paris, Sept. 8. All-summer this spot has had the rep of giving the only show in town. With everything else, both theatres and night clubs, either shut down or languishing, Tabarin has kept on doing big business.

Formula of the summer show, put on by Pierre Sandrini, is the same as that which kept the place going throughout the season. It's the same last winter season: lots of flesh, well picked, molded together with artistic but not too expensive costumes and sets and skillful music expressing continually changing moods. Stripping is always combined with good dancing—a Tabarin show is really a sort of ballet. Show runs from 11:50 to 1:15, with relatively short intervals for

A Legal Friendship

Mills Plasters Hylton at N. Y. Pier on Latter's Arrival from London

Baton Octette

Hollywood, Sept. 17. Swink (Clever Club, in getting orchestra for the place, had eight leaders show up, wanting the job. Management finally decided to hire all of them.

Spot switches leaders every other night or so, with no squawking.

Frank Burke West

Chicago, Sept. 17.

Frank Burke, manager of the Andrew Karzas ballroom here for the past year, has resigned to go to the Coast.

First job will be p.a. for the opening of the Harry Sosnik orchestra at the Rainbow Garden, L. A., Sept. 27.

As back Hylton debarked Wednesday (15) from the boat that brought him over from London he was served with a summons and complaint in suit for \$10,000 filed by Irving Mills in the New York Supreme Court. Mills says that he is taking Hylton's case as an occasion to return some of the amenities which the British handman showed him with while Mills was in England earlier in the year, when he was similarly greeted by a progress server, with Hylton the suing party.

Day after Hylton had Mills plastered with a summons at the pier the British leader invited Mills out to lunch. When Mills at the time pressed Hylton for an explanation the latter remarked that business was one thing and an old personal friendship was another. The process had to do with business and the luncheon was in honor of a still warm friendship.

Instead of making it a luncheon, Mills the day after having Hylton served sent him a box of American Beauty roses. The card enclosed read: "In honor of a still warm friendship."

But Friendly

Friendly feud between the pair started when Mills booked Cith Warner in England through the Harry Foster office. Hylton termed this move a violation of an agency contract he had with Mills and the former resorted to the courts in both New York and London. When Hylton through his American counsel failed to obtain the ban from leaving the United States, he started a similar injunction proceedings on his home ground. There also the court failed to uphold his claim, and the band played the contracted tour.

Mills' counter-litigation has to do with Duke Ellington's British tour in 1932. Those dates were handled through Hylton. Mills now contends that Hylton booked the Ellington combo for one price and paid the latter off according to another and much lower figure. In addition to retaining the difference Hylton, Mills charged, deducted a commission of 5% through his complaint Mills is asking the court to order Hylton to give an accounting.

Weber in Rochester

Rochester, Sept. 17. Joseph N. Weber, president of the American Federation of Musicians will come to Rochester Sept. 22 to address the New York and New Jersey state convention.

First visit to the city in 25 years.

MAYFAIR CLUB

Cleveland, Sept. 15.

Easily the town's smartest night club in expensively tasteful appointments, cuisine, entertainment and novelties, the Mayfair officially launched the fall season here when Harry Propper and Joe Hoch opened it with a bang. The place is playing a long shot by running up such a heavy nut, especially in these times, but the spot has all of the earmarks of a hit success.

Once a Chinese spot, new ops have given it a distinctive New Yorkish flavor by lining it with a rich mignon, accordion-pleated wallpaper and miring by making the bandstand look like a draped royal box and by giving the cocktail lounge some glittering art-deco decorations and unique lighting by Frank Boerdtje, who has anything else on the local rattle for swank.

Another novel flash is offered by two bands, Van Osham, featuring three changes of tempo for different dance sessions, and Ray Carlin's string ensemble on cocktail mazzing.

Coley Worth does a lively piece of work as the m.c. for the first floor revue, but his log-breaking acrobatic stunts as well as his breezy gabbing make one of the best acts. Also Zinette and Minnie have a suave, highly stylized ballroom dance number that is better than their rhythmic. Martha Rye puts a lot of pep and zip into a song-and-step act.

Gayle Gaylor, vocalist with Osham's Band, has an appealing voice, and there's also Ruth Land's Texas—or Texan—strutters, who display quite a bit of class besides some shapely gams.

Propper plans to change show every night, importing some bands for six-week stretches. Mike Speciale booking. Hoch, his chief partner, introduces his \$150 a night week-days and the drinks are top notch.

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ARTHUR H. PADULA, President

Venezuelan Gov't-Owned Theatres Opening Up 8 Weeks' Vaude Time For U.S. Acts; Freeman Booking 'Em

South America, the one foreign haddock on the playing of U. S. talent on a consistent scale, will finally be opened up in December. In that month Charles J. Freeman will start booking the government owned theatres in Venezuela, placing units on eight-week, straight salary guarantees, out of New York.

First show down will be headed by Ruiz and Bonita, Spanish dance team originally hailing from S. A. Three or four more acts, a 40-piece band and a line of 12 girls, swelling the cast to around 30, will augment the team.

Budgets of the theatres have been tentatively set at \$4,000 for the units, with the Venezuelan government paying the fares down and back for the American talent. Freeman will probably accompany the first unit.

Besides the Venezuela tour, Freeman has practically set for weeks in Porto Rico, to be played by the units on their way back from South America. Further time in the Argentine and Brazil are also being negotiated for. Freeman, formerly head of the RKO booking department, is at present booking occasional attractions for the Interstate houses in Texas.

U. S. vaude talent has never actually gotten a break in South America, although that territory has been exceptionally fruitful for New York Yiddish legit stars, Molly Picon and Maurlee Schwartz being two examples who mopped up below the equator. In the past, the American bookers in S. A. have been a few specialists and now and then an acrobatic act.

Freeman's intention is to book units of eight-comedy, dancing, singing or along broad comedy lines that the natives can understand. He will buy independently produced shows if suitable, or else set the shows in N. Y. himself.

VELOZ-YOLANDA \$3,000 IN CHICAGO

Veloz and Yolanda return to the Palace, Chi., Oct. 12, at \$3,000 a week, the highest vaude salary for a straight dance team since the Vernon Castles.

Dancers, currently at the Waldorf-Astoria, N. Y., were at the Chi Pal a fortnight ago at \$2,000.

From Chi., Veloz and Yolanda head for Hollywood to double between Universal's 'Great Ziegfeld' film and RKO Radio's (Lou Brock) forthcoming Argentine operetta production.

Loew's Poli Policy to Be Straight-Pix, Stage Shows Now 'n Then

Loew will play straight pictures in all Poli houses as a regular policy, but spot stage attractions here and there wherever available and suiting. Circuit has just taken over the chain officially, although it has been unofficially operating ever since last summer with Lou Sagal as general manager.

Several houses which have been closed are being reopened. The Palace, Hartford, put on the lights Friday (14), while the Loew, Bridgeport, opens Sept. 28 and the Poli, Meriden, sometime in October.

Indie Reps. Meet

Independent Variety Artists' Representatives' Association (Indie avas) held its first meeting of the season last night (Monday) in New York.

Organization, first ever to embrace the indie reps, was formed during the license litigation last year.

Albany's Sundays

Albany, Sept. 17.

Always a good show town for burlesque in the old Columbia circuit days, Albany, saw the return of burley at the Capitol last week with Supreme Wheel's 'Cocktails of 1934' first, followed by 'Streets of Paris'.

Opening day now set for Sunday, first time for burley on Sabbath in town. Last winter the State, playing burlesque, tried to play Sunday vaude, but police said no. Capitol has only stage show in town and is going heavily after business from central New York towns where films are the only theatrical entertainment.

WESLEY EDDY'S ATTY PROBES M.C.'S DEATH

Although Wesley Eddy has been officially declared a suicide in Bridgeport Sunday (16), the m.c.'s New York attorney, David Garrison Berger is making demands that the case be reopened. He wired the medical examiner at Bridgeport yesterday (Monday), asking that further investigation be made and followed that up by going to Bridgeport himself to look into the situation.

Before leaving yesterday afternoon (Monday), Berger declared that as the m.c.'s counsel and friend for more than five years, he knew Eddy was not despondent, that he was financially in good shape and domestically happy.

In addition to being dubious about the news stories which indicated the gun with which Eddy was shot was found some distance from the body, Berger is suspicious about the letters which it was said were written by the m.c. to his brother, Joseph Gargiulo, the family name. Berger stated that the brothers were involved in litigation against each other. Joseph has a suit against his m.c.-brother, attorney Berger states.

At the inquest, Bridgeport authorities declared Eddy a suicide. While at first inclined to a murder theory, this was held to be dispelled by the suicide notes which it was said were written to the brother.

Eddy was to have opened a return engagement at the Roxy, N. Y., this Friday (21).

Eddy was one of the few successful picture house masters of ceremonies the past few years. He committed suicide Saturday night (15) over the graves of his father and mother in St. Michael's cemetery, Stratford, Conn. Eddy, who was 31, had been reported despondent since the death of his mother in 1926, further aggravated by his father's demise in 1932.

Eddy was the most consistently working emcee in the past three years, recently completing a run at the Roxy, N. Y. He appeared in films 14 years ago and also had a berth in Charlie Dillingham's musical, 'The Dolls' Shop'.

Eddy lived with his wife and son, Frank, 12, in New York, at the Cardinal hotel.

NELSON SET AS M. C. AT LOEW'S VALENCIA

Charlie Nelson will m.c. the shows at Loew's Valencia, Jamaica, when that house reverts Sept. 21 to the stage-band style presentation as an experiment.

House band goes up on the stage, with Nelson conducting. Starting policy calls for medium-priced specialty acts, with no names.

FOKINE BALLET AT 7C GIVEN MORE LOEW TIME

Fokine Ballet has been spotted by Loew in its Washington, Pittsburgh, Cleveland and Buffalo deluxes, opening Oct. 5 in the first named and following in that order. Salary is same as for its two engagements at the Capitol, N. Y., \$7,000 weekly.

Loew has also taken options on the ballet for further time in the N. Y. deluxe theatres.

More Names for Loew; B. Bernie, J. Cooper, B.&A.

Loew is continuing its stage name buying campaign for New York and out of town, with a flock of new ones added during the past week to the long list already set.

At the Capitol, on Broadway, next week (21) the Loew office will do one of its heaviest name spreads in a long while, show including Jackie Cooper, George Jessel and Ed Sullivan, latter the New York News 'B'way columnist. At the State the same week will be another columnist, Paul Yawitz of the Mirror, and with both featuring gratis appearances of 'guest' celebs.

Jackie Cooper is in on his Metro studio salary on a deal arranged by the William Morris office, which is now handling the kid star both in and out of Hollywood.

For the week of Oct. 12 the Capitol goes in for its heaviest coin, in a long while with Ben Bernie at \$7,500 and Burns and Allen at \$5,000. For B&K this is a \$1,500 raise.

Both big name bills at the Capitol go in to bolster the screen. In intervening weeks the Cap figures in films bookings strong enough to play minus name help on the stage.

DILLINGER 'GANG GIRL' GETS WIS. BREAK-IN

Chicago, Sept. 17.

Mary Klinger, the Dillinger 'gang girl,' opened a two-day tryout at the Majestic in Beloit, Wis., with an act called 'Crime Does Not Pay.'

Authorities in Michigan and Wisconsin, who were ready to object at first, decided later that her act may accomplish some good.

Fred Keating Stages

Hollywood, Sept. 17.

Fred Keating, on Columbia's contract list, does two weeks at the San Francisco Warfield, starting Wednesday (19).

Morris-Megley Mull Producing \$3,500 Nameless Units for Vaudfilm

William Morris office is making an effort to enter the nameless-unit production field, presently negotiating with Macklin Megley, once head of RKO's now defunct production department, to head such a branch in its agency. Deal was to be settled late yesterday afternoon one way or the other after a conference between Abe Lastfogel, Morris' g.m., and Megley.

Last season Megley's units were the most successful produced, Megley staging them for other producers. These included the Morton Flewmen and Rex Samuels' revue, Johnny Perkins and others. As a member of the Megley & Moore firm, Megley became known as one of vaude's best production stagers.

If the deal goes through, it will mark the Morris office's first attempt as regular producers, although in the past it put out shows now-and-then, mainly big-name productions.

Type of productions Morris office wants Megley to direct could be sold on an average of \$3,500. It's the type of shows, however, which the majority of major-circuit book-

Circuit Attorneys Dispute N. Y. License Comm'r Moss' Powers on A Uniform Booking Contract

PERKINS INAUGURAL M.C. AT ALVIN, PTSBG.

Johnny Perkins will establish a stageband policy at the Alvin, Pittsburgh, former legit theatre, recently reopened after extensive alterations by Johnny Harris. House has been playing straight pictures and, with stagehands, will be in competition with Loew's, Penn., the Pitt (Indie), and Warner's Stanley. Perkins goes into the spot Oct. 5 for one week with options. If he clicks he sticks. O. L. Oz set the deal with Harris, who is booking the house himself.

FROM ACROBAT TO CONCERT ARTIST

Al Trahan thinks he'll revolutionize the concert biz when he debuts Nov. 1 at Town Hall with Yukona Cameron (Mrs. Trahan), Fowler and Tamara, dancers, and Yascha Bunichuk's string ensemble for one concert under Herman Schand's management.

The revolutionary idea comes from the vaudeville comedian's belief that concert patrons are no different than any show-going mugs—that if the truth were known, they'd prefer their straight music mixed up with some real entertainment. Trahan thinks this variety combo has got it for the platform addicts. He's been breaking this theory amidst slapstick to vaude audiences for several years, meanwhile taking singing lessons.

Trahan started out in show biz as an acrobat.

Cap. Ottawa's 3 Days

Lawrence Goldo, of the William Morris office, starts booking at the Capitol, Ottawa, Sept. 28. Theatre will play stage shows for three days, opening on Friday and not including Sunday, necessitating a one-day layoff for acts before they can complete the date on Monday.

First show in the spot will be 'Hiss on Parade,' colored unit produced by Jack Klotz.

Circuit attorneys are studying the General Business Statute applying to employment agencies in New York to learn whether License Commissioner Paul Moss is within his rights to draw up what he deems a uniform talent contract and foist it upon the booking offices. A cursory examination of the law, according to some of the lawyers, proves that Moss can only approve contracts, the statute not mentioning that he has the power to dictate to the booking offices what they must use.

According to the law, all contracts used by employment agencies must be first approved either by the License Commissioner or the Mayor of N. Y. Moss can continue mixing circuit contracts (which he has not done as yet, except verbally), but, lawyers claim, has no power by law to draw up a uniform contract to be used by all offices.

Another meeting on a uniform contract was held by Moss on Friday (14), but it didn't get very far. American Federation of Actors' executive secretary, Ralph Whitehead, submitted the first contract and, after the second clause was read, there were so many arguments that Moss postponed the discussions until probably next Saturday.

Yesterday (Monday) Moss declared that he may invite the circuit attorneys to the next contract hearing, but so far he has only asked five theatrical lawyers and reps from the Theatrical Democratic League and the AFA to sit in.

Almost all the contracts in use at present by the N. Y. vaude booking offices have been declared inequitable by Moss, especially that clause which gives the theatre a right to cancel an act in the event of unforeseen circumstances, but does not give the act the same power.

125TH ST. FIRST TO DROP VAUDE

First of the RKO vaudeville revival spots to give up is Proctor's 125th St., New York, which returns to straight pictures after the next week-end (22-23) bill. It has been playing films only for three years up to three weeks ago, when, with six other RKO houses in the New York district it took on stage shows.

The six others—Coliseum, Franklin, Chester, Madison, Fordham and Union City—are doing enough business to warrant holding the vaudeville.

Variety Club Banquet In Pittsburgh to Be National Round-Up

Pittsburgh, Sept. 17.

Annual banquet of the Variety Club, slated for Oct. 14 at the William Penn hotel here, this time takes on a national aspect. Chapters organized during the past year in Columbus, Cincinnati, St. Louis, Detroit, Cleveland, Buffalo, Albany, Kansas City, Indianapolis and Washington will participate.

An entire floor of the hotel will be taken over for the affair to accommodate 1,000 members. This year's affair is in honor of Harry Goldstein and Harry Kalmine, retiring chief bankers of the Pittsburgh chapter.

Chairman of the banquet committee is John A. Harris, founder of the original Variety Club here and president of the national order. The organization of local showmen's clubs is non-profit and strictly charitable.

Duents, \$10.

Vaude Runs Afoul of Sun. Blue Law in W. Va.

Wheeling, W. Va., Sept. 17.

An attempt by George Otte to stage a vaudeville show at his Virginia theatre here last week ended when Otte and a number of his employees were arrested for violation of the ancient West Virginia blue laws. Otte, a ticket seller, and 15 performers were taken into custody, arraigned and held for the grand jury, which convenes next month, under bonds of \$50 each.

Under an agreement between local officials, Sunday movies are permitted, but stage attractions are banned. In staging a Sunday show, Otte indicated he would make a test case, of the routine.

Set Burly Code Cost at \$21,700 Yrly; Izzy Hirst Objects to High Salaries

It will cost \$21,700 yearly to administer the Burlesque Code under the budget presented by the code authority manager-members to Washington for the N.R.A.'s okay. Largest item is \$10,400 salary for an executive officer.

Preparatory to hearings on the proposed budget, Izzy Hirst of Philadelphia, one of the three code authority members not holding membership in the National Burlesque Association (managers), is sending out an open letter objecting to the expense items. "I can go into each and every expense item as presented and show facts why it should not be as much as asked for, but space does not permit it," the Hirst letter states.

As his chief objection Hirst singles out the executive's salary on the grounds that it represents an outlay of 50% of the total budget. Opinion of the majority of burlesque code authority members is that the job rates at least \$200 a week of the budget assessment, due to responsibilities involved and time it would consume. I. H. Hark, chairman of the temporary burly code authority, has been designated by the members as the most likely candidate for the exec spot.

The nine-member temporary

authority operating at present consists of Hark, Joe Weinstock, Max Rinduck, Jack Barger, Warren Irons, Vic Travis, all members of the N.B.A.; Jimmy Lake, Anthony Romana and Hirst.

Fredrick Ullman of Pathe is the N.R.A.'s representative in burly code matters.

Proposed itemized budget for the code administration is:

| Salaries: | |
|----------------------------------|-----------------|
| Executive officer | \$10,400 |
| Legal counsel | 3,000 |
| Clerical | 2,500 |
| Traveling expenses | 3,000 |
| Rent | 1,000 |
| Telephone, telegraph | 600 |
| Postage | 350 |
| Stationery and supplies | 150 |
| Printing and mimeographing | 100 |
| Accounting fees | 200 |
| Other fees | 300 |
| Total | \$21,700 |

All burlesque theatres would be required to pay \$10 per week each for maintenance. There are about 50 theatres usually operating throughout the country at the peak of the season.

Orchs. on Trains

(Continued from page 1)

Contractors, 75% extra.
Sub-leader, 50% of contractor's fee.
Per man per month, \$175.
Contractors, 75% extra.
Sub-leader, 50% of contractor's fee.
Maximum service, six hours per day.
Overtime, \$1 per half hour or fraction thereof.

Michaux on B'way

(Continued from page 1)

talk things over with kirkfolk in Harlem.

While most of those expected to attend Michaux's meetings will be colored, audiences may at least be 30% white. That is the proportion at Elder Michaux's open air meetings in the ball park in Washington.

Thanks

At the Palace, N. Y., last week, Johnny Perkins was approached for a hand-out by a seedy but corpulent down-and-outer. Perkins suggested he come back the following day for an overcoat, the comedian did not need, but which was almost brand new, getting as a reply:

"What color is it?"

Frisco Vaude Resents Nitery Act-Raiding

San Francisco, Sept. 17. Theatre men here are taking talent for stage presentations or vaude shows are whetting their tomahawks for chiseling night clubs and spots. With vaude talent not too eager to find for purely local work, theatre men are yelling at developing acts for the hot spots.

Night clubs are raiding theaters for their acts, and execs are tired of having their theaters used as a showcase for the drink sites. They are considering writing in a clearance in contracts on all acts. Contracts now prohibit doubling, and theaters are going to demand 90 day clearance on acts going to niteries.

Wall Evolves Thorough System for Chi Actor And Musician Relief

Chicago, Sept. 17. Chicago figures as the first city in the United States to be completely organized for employment relief in the theatrical profession. Under the direction of Dr. Simeon Wall, the Illinois Emergency Relief Commission is now taking care of 250 performers and 150 musicians weekly on a regular show route among tax-supported institutions, philanthropic organizations, recreation centers, small parks, C.C.C. camps, shelters for unemployed and locations for shut-ins.

Thoroughly trained showmen are backing Dr. Wall in the project. Walter Hawley, formerly chief of the Chicago office of N.Y.A., has charge of the interviewing and the selection of performers. Henry Schuler, formerly advance agent, is in charge of contacting locations for the shows. Emory Ettelson, formerly booker with the Western Vaudeville and Orpheum circuits, is booking director.

Only old-timers in the business are getting this employment relief, which figures at \$2.50 a day for one performance. Show is a seven-act layout, plus a short playlet to take care of the unemployed legit artists, and an old-time afterpiece. Orchestras of five pieces, one stagehand and an electrician go to make up each group.

Dr. Wall, besides handling the above line-up, also is handing out employment to musicians, having organized three concert orchestras. In this field he is assisted by Robert Burke, formerly of the London Symphony and lately with Balaban & Katz. Burke directs the symphony group of 50 musicians, while the two other bands are led by Franklin Crazzia and George Kowalski.

B&K-Rand Salary Tiff

Chicago, Sept. 17. Balaban & Katz is holding up Sally Rand's salary for the last week of her fortnight's engagement at the Oriental. B&K wants to deduct coin for the use of an additional stagehand for staging of the bubble routine and also for additional costumes and props for the girl line.

Mina Rand is refusing to accept the reductions.

New Acts

Biddle Hanley and Co. (3), with Louise Gay.
Cy Seymour, Bob Lang and Gene Kelly have formed a three-act, using comedy songs by Koa Nichols.
George Owen (formerly Rhys and Owen) has split with Frank Wright and partnered with Armand Valente.

\$5,000 Budget for Sidney-Lowry Loew Unit; L. K. Sidney Producing

BURLESQUE IN PHILLY BUT NO BOOZE SERVED

Philadelphia, Sept. 14. Shubert Theatre will reopen on Monday, September 14, for its second season of burlesque. House will be Philly member of newly-formed Supreme Burlesque Circuit.
Stace has been rebuilt and lobby remodeled. Management still hopes to have chairs and tables and serve refreshments on lower floor, but license can't be obtained. Several groups, including Billy Rose, considered doing the same thing at the Belanger, but Philly officials won't stand for the Polies Berge, idea here.

First show at the Shubert will be 'Cocktails of 1934,' with Jack Greenman and Sid Fields, staged by Paul Morokoff. One week each.
George Melzel is to be house manager, with Mark Wilson handling press.

BURLESQUE CODE GOES INTO SERVICE PRONTO

Washington, Sept. 17. Burlesque code authority will begin functioning sometime this week as soon as election of three indie representatives is formally ratified by the National Recovery Administration.

Announcing that three unopposed contenders had emerged victorious from their grueling struggle in the final election, Deputy Administrator William P. Farnsworth said today he expects initial session will be called in New York without delay.

'New Faces' in Vaude

Jack Bonney, producer-lawyer, is building a tab version of the recent Broadway production, 'New Faces,' to play vaudeville.

He will be assisted by Ken Nichols and Billy Greedon in forming the unit. Leonard Gillman, owner of the stage production, will aid in staging the unit.

Loew has placed a \$5,000 budget figure on the George Sidney-Lowry combination vaude unit, which Louis K. Sidney is personally producing for the circuit. It opens Sept. 21 at the Metropolitan, Brooklyn.

Along with Sidney, brother of the Loew producing hotel, and Lowry, former picture house m.c., unit will contain Eleanor Powell, Lillian Dawson, Aileen Arden and 16 Dainty Dare girls.

For Sidney the unit job will be his first in vaude in about 10 years, during which time he's been in pictures, mostly co-starring with Charlie Murray.

This will be the second in Loew's intended series of office units this season. First was the Bob Murphy show, budgeted at \$3,500, of which Ned Dobson was nominal producer. While entering the production field once more, Loew does not figure on restricting itself to its own shows, but will continue buying outside units. First of the latter under consideration for the Loew line is the O.L. Oz 'Melody Mail Parade,' with Johnny Perkins.

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Vol. 116 No. 1



15 YEARS AGO

(From VARIETY and Clipper)

Louise Glauco finally managed to shake off the tag of "vampire." Theda Bara was less fortunate.

Goldwyn started the first studio film library. Announced it had more than 1,000,000 feet of scenic film.

Call went out to all theatres to cooperate through their screens and by direct action to obtain abolishment of war theatre taxes.

Los Angeles studios agreed with IATSE to pay \$7 a day to studio prop men, carpenters and electricians. Only Famous Players was still holding out.

Loew picked up three more Dixie spots, getting into Nashville and Knoxville.

Cora Youngblood Corson, who had been a militant White Rat, got Poli bookings to prove the blacklist had been dropped.

Vaude agents were turning down Long and one-nighters on the plea they can't pay them to bother. Welcome, now, when they come.

Wisconsin had a law prohibiting dogs from being shipped out of the state unless they had a health certificate from a veterinarian. Headache for dog trainers.

Scenic artists in N. Y. won their 18 months' fight for a 44-hour week. Got \$150 per hour.

Chorus Equity booted the Hippodrome payroll by \$2,600 a week. Stage hands added \$5,800 to the burden. Getting tougher all the time.

50 Years Ago

(From Clipper)

Louis Lombard was musical director of Ida Simmons' burlesque troupe. Later founded a musical conservatory at Utica.

Billy Birch revived the San Francisco minstrel title, but it was not the old S. P. troupe. Billy Emerson was also reviving his troupe for California.

Dan Rice was framing a small circus for the southern route. Veteran clown had been out of the running lately.

Fannie Louise Buckingham received 'Mazeppa', in which she had been starred for years. But 'Mazeppa' was no longer the draw it was when tights were considered daring.

Mariand Clark took a benefit in New Orleans. A novelty was three scenes from 'Hamlet' played by opera singers.

Sitting Bull, the bad Apache, was put into the Eden Musee, N. Y., to bolster business. Musee generally had some live attraction to bolster the waxworks. Sylvester Z. Poli was doing the wax sculpting.

Navy Dept. shut down on enlisted men who had been with the Greely relief party from appearing in dime museums. Held indulged.

Forerunner show hit Canada rather late in the season, but big big as it was the first tent-show above the line for the year.

Hyde & Bohman, who owned most Brooklyn theatres, put out a minstrel show. Harry Kernell, Irish comedian, was one of the 10. Anderson, McIntyre and Heath also with the show.

Inside Stuff—Pictures

Owner of a Chicago theatre outwitted himself of \$20,000 on a lease and he doesn't know it yet.

Angry at his tenant who still had a year before the lease expired the owner dickered with a new party. He stated that the present tenant wanted to drop the lease. As inducement the prospective tenant was offered the house for \$2,000 a year less than the rental being paid the residing tenant.

Residing tenant heard of it and came to an understanding with the new man to take the house on a 10-year lease. That was done. Then it was rented back to the residing tenant for 10 years at the lower rental. Owner doesn't visit the theatre and so doesn't know that he outsmarted himself.

Monogram, three times during the past two years reported virtually in the Hays organization, now seems to be undergoing another siege of doubt at the last minute.

There are advantages and disadvantages and Monolites are still weighing the scales. In their present indie status they receive all of the legislative benefits of the Hays lobbyists without having to contribute a centime. In the Hays office they may gab with all the big fellows and work that in for Mono pictures into big time bookings, excepting that if the picture is there it will get bookings whether the maker is a Hays member or not.

Playing safe against any possible entanglement with immigration officers Colin Clive, English actor, withdrew from the lead role in 'Journey's End' (legit) at the Playhouse in Hollywood, and footed it for Mexico across the line.

With a new quota coming in, Clive wanted to make sure he got there before all the numbers were taken up. Then again, his residence permit was about punched out and with several film offers in the making he wanted to be sure that his picture work would not be interrupted.

With appeals for charity and miscellaneous campaigns shaping up as greater this winter than any other, and with all such charities more or less looking for box office support, major circuit heads last week mapped out a general policy for themselves at a Hays office meeting.

Instead of one group of theatres supporting one fund and others taking up the causes of still more charities, as has been the case in previous years, the circuits now are set to lend uniform co-operation to those causes which they choose to back.

Carl Laemmle makes a stout defense of clean pictures in the October issue of Real America. Under the sub-heading, 'I Am Against Panatical Reform,' the veteran producer asks that the public be tolerant in its judgment of current films and promises that the dark spots will be cleaned up. In commenting on federal censorship he declares that such a setup would not only ruin the industry but would put all means of public communication and free assembly and entertainment under straining supervision.

Although few foreign operas have copyright protection in the United States, Columbia had to pay around \$100,000 for the rights to use arias from five operas and a non-operative song in 'One Night of Love'. Trouble came when the picture was set for foreign release. Owners of production rights in European countries had to be paid off for the use of the numbers. Arias are from 'Traviata', 'Carmen', 'Madame Butterfly', 'Lucia' and 'Martha'. Non-operative number is 'Ciri Biri Bim'.

New correspondent of a Berlin paper in Hollywood is reported to be also payrolled on the side from the Hitler government to report on film colony Germans.

Stated that his government assignment is to tipoff as to the viewpoint of the various Germans and Teutonic-Americans in Hollywood as to the Hitler regime. Also he reports as to the material in any picture that might reflect on the present German setup.

Hollywood alone doesn't pay high picture salaries. Cecil Courtneidge and Jack Hulbert receive jointly \$9,000 a week from Gaumont-British 32 weeks a year. Team only makes about three pictures a year.

Courtneidge-Hulbert pictures are the biggest money-makers on the G-B schedule, despite that neither of the stars is specially well known in the U. S.

Although Metro execs throw up their hands when it is suggested that the studio is looking for another Marie Dressler, it's a fact that the studio is hunting a character woman to step into the shoes of the late star.

Studio is showing interest in applicants having the general physical and facial characteristics of the late star.

Universal Will tag 'The Raven' as a special when the Poe yarn goes into work next month. Chiller will have one of the heaviest production schedules of the year with the studio going overboard on names. Already spotted are Bela Lugosi and Boris Karloff with Chester Morris a possible added starlet. Femme lead being muled.

Circuits and exhibitors playing 'Bothschild' are setting it down for extended runs in neighborhoods and getting behind picture with campaigns which in some instances are the biggest ever attempted. Artists starlet held over a second week at the Metropolitan, Brooklyn, the first time any picture has played that house more than a week in many years.

Exhibitors, particularly in the nabes, are heavily booking the two-reelers in which Shirley Temple was spotted before given a contract by Fox for features.

Exhibits are playing up the shorts to utilize the child's name for marquee flashes.

Metro's 'Chained' had two different finishes produced so that the staff could decide which was best. Ending picked was Otto Kruger volunteering freedom to his wife (Crawford) that she might join a pre-marital sw. theart.

Former picture star, who got a chance to do a comeback may find himself defendant in a \$100,000 damage action brought by the company which, if taking action, will allege he was more or less responsible for the picture running three weeks over schedule.

Joe Brown receives around 100 fan letters daily from radio listeners since his Hays office purity seal broadcasts. Around 95% of them knock the industry.

Allied pickets in New York are picketing the houses with an appeal placard fore and aft with a small banner sign reading 'We want bread for our wives and families'.

Last tending of Russ Columbo before his tragic passing was at Consolidated. Film is a single episode with the groomer being a comedy picture burm with Fannie Piller.

Paramount is distributing 'I'll Be A Star' now by Joe West in 'Belle of the 90's' as the advance hotel for the West pic.

Inside Stuff—Radio

With the wedding of Elizabeth H. Irvine, debutante daughter of Horace H. Irvine, St. Paul big biz man and sociolite, to William Huntington Forbes, Jr., impending, Papa Irvine found himself back of the eight ball—in hospital—on the big day.

Too sick to attend the splicing, but wanting to hear the ceremonies, patient was obliged by station KSTP setting up special paraphernalia in swanky St. John the Evangelist church, the going-on to its studio and then piping it directly to Irvine's hospital bedside, where a special amplifier carried the doings privately to the devoted parent's eager ears.

Broadcast was not on air publicly—and marks the first instance in history of this station of a broadcast being put on for the benefit of one individual.

St. Paul newspapers—which seldom give radio a clean break—lavished praise on KSTP for its kindness.

Singers with the hotel bands, etc., manage to warble the original lyrics of the current pops as they're written, including all the effectiveness of any sophisticated lines. But when these same bands and singers get a commercial, the same songs must be re-edited often to take the ginger out of some of the lines.

Warblers know that now and come to rehearsals with two sets of lyrics. It's at the dress rehearsal that the program authorities listen carefully and order a switch into the acceptable lines for home consumption.

Idea apparently is to offend nobody if there's a community salesmanship angle to a program. When they sing otherwise, sustaining, around dinner or midnight sessions the networks don't seem to care.

Ready and willing to throw its full star power into a commercial air hookup, Paramount is still shopping around for a sponsor who'll lay it on the line for a one-shot transcendental. Tentative deal with Borden's has been nixed by Bill Pine of the studio advertising department. Considered an anomalous situation what with radio advertisers offering fanciful figures for any kind of a film name. Joker is P.A.'s insistence that the trick be pulled on peak time with webs turning a deaf ear to one timers.

There is a growing doubt in Chicago whether KYW, the Herald and Examiner station, will get out of town much before June, 1935. According to the Federal Communications commission permit the station should move to Philadelphia, Oct. 23. But there is no question at all that the station won't get out of town on Oct. 23. Last week the removal date was expected to be Jan. 1. But now the insiders don't think the move will come, if at all, until the late spring of next year.

Recruiting of talent and the setting up of a permanent roster of radio artists by the Hollywood NBC outlet has revived talk of the web concentrating its production activities on the Coast Radio lot. Swing from the north will be gradual, it is believed, with the new setup accomplished before the end of the year. For the first time auditions are being held with Cecil Underwood, production manager, in charge. Network execs pass this off as a preparedness move in anticipation of a heavy fall ahead.

Inside Stuff—Legit

William A. Brady, Jr., has been interested in military matters since serving in the army during 1918-19, at which time a friendship with Charles L. Clifford, who authored the novel 'Too Many Boats', began. Clifford was an army officer, the junior Brady likewise. When the former's book was published last February young Brady obtained the stage rights.

'Boats', which closed after five days, is an army play and a father and son presentation, the elder Brady giving the son full credit for the production. There was, however, a lively argument between Brady, Sr., and Owen Davis, who dramatized the novel, after a dress rehearsal. Davis insisted the show was not ready, with the veteran manager opposed to postponement. Being friends for 30 years the dispute was squared, but the show's premiere was set back.

Understand that one picture producer bid for the screen rights shortly after the book reached the stands. Sale was refused.

Admission scale at the Hippodrome for Max Baiboff's eight-week season of opera will be \$2 top. Tickets will not have federal tax added, grand opera being rated as educational by the Internal Revenue Department. Exemption was obtained by the Metropolitan Opera directorate when the present admission tax law was adopted. Previously pop opera at the Hipp had the tax added (39 cents top) management not seeking the exemption. Baiboff has secured a number of names, including Gagli and Jertak.

He recently re-entered show business after several years in the government service. Baiboff formerly managed tours of Pavlova and Daniloff.

'Salut' is almost a new show. Has an almost completely new second act and later changes, so much so that it is a re-act (Arthur L. Jr.) is thinking of asking for a re-review of his Milton Berle musical. Show virtually opened cold at the Imperial, as the show that was first introduced in Atlantic City was completely discarded and a new book put on within eight days for the Broadway bow-in.

On the theory that the show should be built up among the general public to a greater extent, management of 'Salut' is now concentrating on foreign language and sectional and suburban newspapers. Has asked all of those who were not present previously to review the play now figuring that the second notices ought to help considerably.

Robert Willbach, who rated attention from N. Y. critics for his comedy smoring routine in 'Life Begins at 8:10', though touted as a discovery, is not a complete stranger to Manhattan. He was a cartoonist on both Puck and Life, for which he drew a series of animal cartoons 20 years ago and about 15 years ago went to California for his health. When health came in he started to do cartoons over the air. Idea was along the lines of chaff talk. Later he joined station KLU's Merry-makers in Los Angeles as a comic. On several occasions he revised his present routine. Willbach also made a life for Victor many years ago. On the Coast he organized the Carbonists' Club which rated in Los Angeles about as the Dutch Treat Club does in New York.

First attempt in years to stage a three-person cast show is 'Waltz in Fire' which goes into rehearsal next week under the direction of Sidney Hamann and James Ullman. Players selected are Zita Johann, Tom Powers and Howard Phillips. Last previous short cast show was the two-person 'Jellyfish', which made the grade to moderate business.

Bill will have in off-broadway first attraction in 'The First Legion', being teamed by Bert Lytell and John Henry Meera.

HOW TO CUT SALARIES

Shuberts Quietly Buy Up Rights of 'Rose Marie' Sans Hammerstein

Shuberts propose reviving 'Rose Marie' but may be frustrated by the authors of the former musical smash, who are reported seeking an injunction restraining its presentation without their assent. Revival idea came as a shock to Arthur Hammerstein, 'Rose Marie' producer, and opened up a breach between him and the Shuberts, who failed to advise him of their intention.

First intimation that Hammerstein had of the proposal came when the Shuberts went into court seeking an order directing the revocation of a Hammerstein production corporation to accept \$500 for the stock rights for 'Rose Marie'. When the producer went into bankruptcy, the production rights to a number of former Hammerstein productions were purchased by a Mrs. Greener, whose attorney is William Klein, Shubert lawyer. This fact became known to Hammerstein only recently.

Hammerstein lost the production rights to 'Marie' because he did not pay continuing royalties, but his contract with the authors—Oscar Hammerstein, Jr., and Otto Harbach, who wrote the book, and Rudolph Friml and Herbert Stothard, who composed the score—stipulated the show shall not be presented in stock or repertory without their consent. Hammerstein's attorney, Meyer Kurz, contends no other type of presentation of the show is permissible without the authors' assent. Shuberts apparently have a legal claim to 'Marie,' but Hammerstein points out that after booking his shows with the Shuberts for 25 years they should have given him the chance to participate in its revival.

Hammerstein previously refused to disavow the 'Rose-Marie' rights. He figured on reviving it himself and, after financial trouble, had arranged with the authors to send the show to the road under his management. He hoped it would provide a comeback financially and otherwise, which is the reason he resents the idea of the Shuberts putting out the show.

'Rose-Marie' was produced at the Imperial, N. Y., in 1924 and proved a big-ringer. It earned \$2,225,000 for the manager. Most of the profits were expended in the building of the Hammerstein theatre and office building at Broadway and 53d street, N. Y., erected as a memorial to his father, Oscar Hammerstein. When the property was foreclosed by the Manufacturers Trust it meant a loss to the showman of \$1,800,000. House name was changed to the Manhattan and is now the Billy Rose Music Hall.

MRS. CARTER PRODUCES OLDTIMERS ON COAST

Hollywood, Sept. 17. Name of Mrs. Leslie Carter will appear as producer of the next show at the Hollywood Playhouse. Veteran actress, who opens Wednesday (19) in a revival of 'The Circle,' will finance the production of several of the old-timers to which her name has been linked.

In the new setup with E. E. Clive she will cast her own shows, supervise production and take the leading role. First, on the list probably will be 'Zaza.'

Despite her 72 years, Mrs. Carter believes she's still a part of the theatre, and declares she has no intention of retiring.

M. C. Ballet to Philly
Philadelphia, Sept. 17. Monte Carlo Ballet Russe gives three performances at the Academy of Music on November 7 and 8. Ballet had two highly successful engagements here last year, one at the Forrest.

Irish Players' Tour

Portland, Ore., Sept. 17. Abbey Theatre players of Dublin, Ireland, will visit Portland next February. Group will begin a schedule that will take the entire company to California, playing en route at St. Louis and Kansas City at that time.

Will play first in Los Angeles, then come north to San Francisco and Portland. From here they will go to Seattle and then east, playing in several Northern cities.

'Life' May Return Production Cost Within 10 Weeks

'Life Begins at 8:40,' Winter Garden, N. Y., may pay off its entire production nut in 10 weeks, if holding to its present pace. Revue cost over \$130,000, weekly gross to date being around \$40,000, with the operating cost around \$23,000. House and show are operated by the Shuberts.

Combined profits probably account for the anticipated quick recovery of the investment, which is something of a record on Broadway. Most major musical shows do not climb out of the red until the latter stages of the run, even when rated hits, which fact has deterred production of high cost attractions recently.

'Life' is the first success of the season, having first call in the agencies. To date it has had little opposition, musical or dramatic, and nearest prospect of another revue is more than a month off. Next important musical will be 'The Great Waltz,' due into the Center Saturday (29), next week, but this a type of show not figured to affect the drive of 'Life.'

Shubert office is said to have shaken off the gloom of the past several years, encouraged by the click of 'Life' and the strong start on the road of the 'Follies' in Chicago. Half a dozen attractions are in preparation, mostly dramatic, with Leo Shubert supervising and Milton Shubert in active charge. After six months or more of inactivity, J. J. is handling 'America Sings' (musical), which recently went into preparation, with his son, Johnny, aiding. Jake formerly was in charge of the firm's musicals, but Lee handled the 'Life' production.

Mae West and Timony Planning Coast Legit

Hollywood, Sept. 17. New legit producing firm on the Coast will have Beverly West, sister of Mae, associated with James Timony. Sister Mae is reported financing the venture, with negotiations on for one of three downtown theatres.

New producers hope to secure plays on reasonable royalty for starter, and later will produce originals which they will endeavor to take into New York.

KARSON'S BROWN CHORE

Nat Karson has been slated to do the decor for the Lew Brown musical, 'Selling All Stars.' Karson just completed sets for 'Vivia,' in Phil's next Harmon & Uman drama.

EQUITY LAYS DOWN THE LAW

Cuts Board Formed and Managers Must Account in Full for Desired Slashes—Individual Actors Cannot Accept Salary Trims—Meetings Must Be Held at Equity with Equity Always Informed

MGRS. RESENT MOVE

When and how managers can cut salaries and under specific conditions, is now prescribed by a set of rules arranged by Equity. Actors say they have been taken advantage of in the practice of salary slicing for years and, at the urging of the younger group in Equity, the matter was finally acted on.

On their part the managers feel that Equity has overstepped the mark by adopting stringent rules without conferring with them. Originally, however, the rules also set forth restrictions covering concessions such as lay-offs when a new show is being rewritten or recast. That portion of the rules was deleted and concessions will be ruled on by the Council as heretofore.

Recognized that reduction of salaries may be necessary to prolong engagements when attendance drops, but Equity wants to know all about it under the new rules. Manager is not permitted to propose cutting individually nor collectively. Company deputy is to be advised of the manager's intention, he then arranging for a meeting between the managers and the players in the offices of Equity and nowhere else.

Rules provide for a 'Cuts Board,' which shall be in charge of the meetings. Manager shall submit a written statement and an accounting of the show's business to back up the reason for reduction of salaries.

(Continued on page 63)

REVISED CODE ALMOST READY

Washington, Sept. 17. Job of revising the legitimate theatre code, which was started last April, was nearing a finish today with the badly battered document under consideration by various industry groups in what Deputy Administrator William P. Farnsworth hopes will be the final revision.

Although there is still a possibility that ticket control provisions will undergo further renovation, pact seems pretty well set. Real changes have been made since the much-revised revision was returned with objections by the code authority from New York a month ago.

Ticket plan has been untouched, except for remodeling the population clause which originally would have restricted the scheme to New York, pending further conferences with brokers.

'Fields' Quits Chi

Chicago, Sept. 17. After 10 weeks of good trade, 'Fresh Fields' folded Saturday (15) at the Blackstone. Show will lay idle for about a month before heading into New York. Probably an entirely new cast will hit Broadway. Margaret Anglin left the 'Fields' show two weeks ago and was replaced by Gladys Hanson. Other featured performer, Alexandra Carlisle, will not go into New York, but will remain in Chicago to do another show.

Production Dep't Added to Free Legit Circuit; 30,000 Attended 1 Performance on Staten Island

Ted Wing's 'Teddy'

Ted Wing has formed a producing partnership with Stewart C. Whitman and will produce a musical comedy entitled 'Teddy' during the fall. Casting will start in about three weeks.

Book is by Ted Wing and musical score by Edward Blake. Lead has been offered to Joe E. Brown, film comedian.

Whitman is the owner of sound patents used in motion picture production.

Lucienne Boyer Revue 7 Nights Weekly at \$5.50

Aiming for class patronage, first show with a \$5.50 top on Broadway in two seasons will be 'Continental Varieties,' second attraction on the schedule of Arch Selwyn and Harold B. Franklin. Opening Oct. 3 at the Little, N. Y., Lucienne Boyer and Vincente Escudero will be the principal attractions, with Nikita Baillet the m.c.

Performance will begin at 9:15 nightly including Sunday, running until 11:30 with one intermission. Saturday matinee only. Drinks will be on the house between acts and that goes also when 'The Harman' is in action. Latter pours anything from brandy to milk from the same water pitcher. He works among the audience, several rows of front seats being removed to afford access to the stage. Among other specialists are the daughter of Chaliapin in songs, and Raphael, who gained note with a concertina. Miss Boyer will double into the Stratosphere, Radio City's new night club. She will receive \$3,500 weekly between show and cafe.

Little will have 250 seats on the lower floor and 200 in the balcony, capacity being 450,000 weekly.

Selwyn & Franklin's following attraction will be 'Conversation Piece,' due at the 44th Street Oct. 23, production and company coming over virtually intact. 'Conversation' will be offered in association with C. B. Cochran, as will also Elizabeth Bergner in 'Escape Me Never,' slated for Broadway New Year's eve.

New duo's first attraction, 'Lady Jane' ('Old Folks at Home'), opened last week at the Plymouth.

PLAY ON COOLIDGE, ANGLING FOR ROGERS

Will Rogers is wanted for the lead in 'The Lonely Man,' by Richard Maibaum, labeled a dramatic biography of Calvin Coolidge.

Benjamin David, radio agent, will present it. He last produced on Broadway 'An Affair of State,' about three seasons ago.

Lou Irwin's 'Own' Play

Hollywood, Sept. 17. Harry Green and Lou Irwin have purchased the stage and screen rights to 'Show Business,' play by Alex Rubin of the Los Angeles 'Times.' Product to be being arranged for New York by Irwin.

Though Irwin read and bought the play, he did not know that he was one of the central characters in it.

Presentation of free shows in New York's parks, schools and institutions and in Civilian Concentration Camps in the Eastern states in which the city, state and federal government are aiding unemployment among professionals, is an expanding project. Newest phase is a production department where costumes are made, set designs painted and stage equipment readied.

It was estimated that 500 applicants for jobs in the CCC shows appeared for auditions in a single day last week. That applied to dramatic units, vaudeville show companies not yet having been chosen. But some former standard acts are known to have applied for relief jobs in the federal project, which will cover a three-month period.

First of the new CCC units, which will start on or before Oct. 1, will be the New Jersey circuit. It will include four or five camps and one institution. Prison camps the six performance week. Arrangements have been completed to transport the players and sets in lorries over hauls of about 35 miles.

Arrangements were made by experienced advance men who journeyed to the camps and gave detailed information as to requirements for the camp theatres. List of those doing this work include agents formerly in advance of legit shows, same applying to borough managers of the 'park circuit,' which will move indoors when the weather ends the outdoor season.

Advance Agents

Several agents are now upstate covering the camps and will be shifted to other territory in the area to be covered. Duties of the advance men include making arrangements for the boarding of the players, each camp to make provision.

Shows which started last winter under CWA control and which came under the wing of New York's Public Works Division, Emergency Relief, will continue indefinitely. Free performances now include Long Island.

While the city and state pay off on the original group of 12 units, federal government funds are used for the CC camps of 20 shows which are readying, both projects being supervised by the same bureau.

New high attendance record was made recently on Staten Island, when 30,000 attended one evening. Show given curiously enough, was 'Skinner's Dress Suit.' That was 10,000 more than recorded at any one performance in any of the other five N. Y. city boroughs. Attendance at the outdoor shows was high at 247,000 during a single week.

Government and city have come forward readily enough in supplying funds to pay actors' wages, but there is no way to secure further money for production necessities. To solve that problem there is a body known as the Drama Committee, formed by Paul N. Turpe and Emily Holt, Equity counsel, to raise the extra cash needed. Committee takes regular donations and solicits aid from other sources.

Through this committee a building on east 27th street was secured rent free and there the production department for the city and CCC shows is functioning. Seamstresses work on costumes, scenic artists paint settings and property men assemble the furniture and other stage dress for the various units.

Most of the workers have been assigned to the drama projects from other public relief projects. Some federal departments have been requisitioned for various materials. Means no little labor on the part of those on the payroll or volunteer to help, but despite delays, the expanded relief for professionals is being begun in doubt.

Haddon Mason has done a huge job in staging "Episode," a directed London production, as is over here to ditto. He has taken a glove-tight cast and kept characters moving, nothing at all throughout the action. Sets by Wayne are appropriate, but seem allow little room for stand-out product in this direction.

Plays deals with underground at Oxford among middle-class students. Authors have taken a whole about every phase of student life which, like our own American university curriculum, includes

(Continued on page 53)

Mrs. Gardner was successful in her four ventures last year with exception of Walter Hampden's offerings, which hit the dust pretty badly.

But up crops daughter-in-law Sybil, married to the son, Elliott Kingdom. Although she has two children, Sybil thinks she is in love with Douglas Alleuby, a novelist.

ms. were not the plundering Jews,
law two other people, Protestants,
lott the lovers are free to wed with
two as much religious difference. He
love the author, girl, however, turn
list, from the arms of her maid to

to picture illiterate hillbillies for this play are chances for this play are. It has no screen possibilities. Idioms and jargon of the in the locale of the piece,

studies. Authors have taken a look at about every phase of life which, like our own American university curriculum, is

Continued on page 5

Panning Critics Panned

(Continued from page 1)

lieve that the reviewers have been generally right on their prognostications, but the absence of a click among half a dozen premieres is distinctly under average. There was a difference of opinion over "Judgment Day" at the Belasco, several reviews being favorable, while the others were the reverse. Elmer Rice, who wrote and presented this show, went to bat with extra space ads and declared the show would live down the notices. Another manager stated that couldn't be done these days.

Not only was a wide critical discussion revealed in the notices on Rice's play, but opening was followed by unusual situation of inter-newspaper feuds on the matter. Four New York dailies allowed various departments of the papers to verbally knock down the regular critics.

After show received a severe panning by Percy Hammond, in the Herald Tribune, Richard Watt, Jr., film commentator, devoted considerable space to it in a special Sunday column, taking the opposite point of view. Watt went so far as to say that the play was "the most stirring and exciting evening in the theatre since the screen took most of the stage's excitement off to Hollywood."

Two writers on the Evening Journal took issue with John Anderson, paper's critic, who wrote: "I have only one neck and Mr. Rice's play has given me a pain in it." Louis Sobel, paper's columnist, next day called it "swell melodrama," and Gilbert Seldes, who runs an essay column on the sheet, wired Rice a long congratulatory telegram and is devoting a complete column today (Tuesday) to praising it.

The Evening Post, likewise, two scribes voluntarily wrote pieces disagreeing with the paper's drama critic, John Mason Brown. Latter compared "Judgment Day" to "The Drunkard" in quality, but Leonard Lyons, Broadway columnist, said the meller was "vivid, striking portrayal," and Samuel Chittloff, music critic, devoted an entire column Saturday (15) to praising it, although there is no music in the piece. Further rebuke for Brown was also seen in that the paper printed a "letter to the editor" which called Brown "all wet." Letter was given a two-column-box space on the Post's editorial page.

"The Mirror's" second-string reviewer estimated the play as "foolish drive," but Mark Hellinger, columnist on the same paper, described it as "one of the most gripping melodramas of any season."

Raves on the play from the regular critics came from Gabriel of the American, Lockridge of the Sun, and Pollock of the Brooklyn Eagle, all three papers naming it several times.

"Lady Jane" drew tepid reviews, getting about \$5,000 the first week at the Plymouth; not enough. "Tight Britches" could not entice the critics and was very light at the Avon after the premiere. "The Bride of Torozka" was regarded as light-weight at the Miller. "Strangers at Home" looked doubtful at the Longacre, while "Too Many Boats" was smothered at the Plymouth.

"Life Begins at 8:40," Winter Garden, was the only show generally commended by the press and, without opposition, is cleaning up. Gross more than \$40,000 again last week. "Saluta" improved to \$11,000 last week, while the resumed "Dods-worth" got \$18,000—top money at the dramas new and old.

Next week six more new shows hit the boards, including "The Red Cat," postponed from last week. Three premieres were yesterday (Monday) in order to duck Yom Kippur.

Next week has an opening card of five attractions: "The Distaff Side," Booth; "Dream Child," Vanderbilt; "Merrily We Roll Along," Music Box; "Small Miracle," Royale, and "Yesterday's Orchids," house to be named.

"She Loves Me Not" winds up at the 46th St. this week, not being slated for the road because of general release of the picture version.

Estimates for Last Week
 "Alley Cat," 48th St. (1st week) (C-965-\$3.30). Presented by Margaret Hewes; written by Lawrence Cline, Alan Dinehan and Samuel Shipman; directed by Mervyn LeRoy.
 "Are You Decent," 49th St. (2nd week) (C-10-\$3.30). Moved here Monday instead of closing; limited

cast one-seater gets by at \$2,000 mostly cheap admissions.
 "Bride of Torozka," Miller (2nd week) (C-914-\$3.30). One of last week's premieres, one of which drew a break in the press; opened last Thursday (12); lightly rated.
 "Dods-worth," Shubert (2nd week) (C-914-\$3.30). One of last week's premieres, one of which drew a break in the press; opened last Thursday (12); lightly rated.
 "Erant Lady," Fulton (1st week) (C-914-\$3.30). Written by Harry Albert; written by Nat Dorfman; opened Monday (17).

"Judgment Day," Belasco (2nd week) (D-1,000-\$3.30). Opened mid-week; press divided, with most notices unfavorable; better line on chance this week.
 "Kill That Snake," Ambassador (3rd week) (C-1,065-\$3.30). Although taken off by original producers, resumed Monday under different management (Albert Bannister); present date for cut rate purposes.

"Lady Jane," Plymouth (2nd week) (C-1,036-\$3.30). First nighters undecided; English comedy. "Gold Police at Home" got around \$5,000 initial week.
 "Life Begins at 8:40," Winter Garden (4th week) (D-1,493-\$3.30). Second week of new season's arrivals so far; virtual capacity; gross approximated \$41,000.
 "Roll Sweet Chariot," Cort. Postponed.
 "Sailor Beware," Lyceum (51st week) (C-923-\$3.30). Holdover still making some money; weekly pace around \$5,000; road plans in ayeance.

"Saluta," Imperial (4th week) (M-1,468-\$3.30). Perked up again and sold out Saturday (15) with a rate of \$1,000; takings around \$11,000, a record for this musical.
 "Strangers at Home," Longacre (2nd week) (C-1,015-\$2.75). Opened late last week (Friday) drawing unfavorable notices; indicated chances doubtful but better line this week.

"She Loves Me Not," 46th St. (4th week) (C-1,112-\$2.75). Final week; trade dropped after picture version was released here; \$6,000 required for even break.
 "Ship Nemo," Morosco (1st week) (C-961-\$3.30). Presented by Richard Herndon and John C. Mayer; written by Joseph Anthony; opens Wednesday (19).

"Tight Britches," Avon (2nd week) (C-530-\$2.75). Better notices might have helped; mountaineer drama light first opening; about \$3,500 in first seven times.

"Tobacco Road," Forrest (4th week) (C-1,075-\$2.75). Moved here from 46th St. and Monday and dated through autumn; around \$7,000 average to profit.

"The First Episode," Hitz (1st week) (C-1,112-\$2.75). Presented by the Hitzes; written by Terrance Rattigan and Philip Himmelman; opened Monday.

"The Great Waltz," Center (1st week) (M-2,700-\$3.30). Presented by Max Gordon; Radio City debut with legit Saturday (22); "Waltzes From Vienna" was the original title in London; American version by Moss Hart.

"The Red Cat," Broadhurst (1st week) (C-1,116-\$2.75). Postponed from 46th St. slated to open Wednesday (19).

"Too Many Boats," Playhouse. Withdrawn Saturday; opened last Thursday; drew average press.

Other Attractions:
 "D'Oyly Carte Opera Company": London-Gilbert and Sullivan specialists drawing virtual capacity all performances.
 "The Drunkard": revival in seventh month; spotted in former east side church.

Molnar's 'Fairy' Starts
Omaha Playhouse Off

Omaha, Sept. 17.
 Omaha Community Playhouse, city's only possible legit spot during coming season with exception of a few staggered roadshows, opens its season Oct. 1 with a six-day run of "The Good Fairy." Molnar comedy will have Mary U'Pike in the part which will soon be taken by Margaret Sullivan on the screen.

Other important parts are taken by names well known to Playhouse fans, Franklin Judd, who has played connections with Metro; Virgil Sharpe, Howard Flaher, William Jones and Mary Elizabeth Jones.

Productions this year again will be directed by Richard Schickel and scenery will be done by Bob Brinkema.

Vancouver Stock

Hollywood, Sept. 17.
 Leyland Hodgson, managing director of the International Players, wound up his talent hunt by signing four performers for the stock season at Vancouver, B. C., which gets going Oct. 1 with Lombardi Ltd.

They are Nola Luxford, Marian Shockley, Michael Whalen and Bruce Riley.

Shows in Rehearsal

"Lost Horizons" (Laurence Rivers) St. James.
 "Bridal Gilt" (Vera Murray) Lyric.

"Divided by Three" (Guthrie McClintic) Haymorne.
 "Orders Please" (Fisher and Tach) Playhouse.

"Continental Varieties" (Sedwyn and Franklin) Little.
 "Yesterday's Orchids" (Mark Hilliard) Vanderbilt.

"Merrily We Roll Along" (Sam H. Harris) Music Box.
 "America Sings" (Shuberts) 44th Street.

"A Sleeping Clergyman" (Theatre Guild) Guild.
 "The Distaff Side" (Dwight D. Wiman) Booth.

"Sexes and Sevens" (Shuberts) Music Box.
 "The First Legion" (Lytell and Morris) Geneva Hall.

"Dance With Your Gods" (Lawrence Schwab) Mansfield.
 "Small Miracle" (Courtney Barr) Lyceum.

"Jayhawker" (John Hammond, Jr.) Hammer.
 "The Great Waltz" (Max Gordon) Center.

"The Green Pastures" (road) (Laurence Rivers) Avon.
 "Roll Sweet Chariot" (Margaret Hewes) Cort.

"Spring Song" (Max Gordon) Music Box.
 "Chinese Nightingale" (Lazar Galtner) Children's Theatre (Cosmopolitan).

Walter Hampden (Repertory) New Amsterdam roof.

L. BROMFIELD'S

TWO FRENCH

PLAYS

Paris Sept. 8.

Louis Bromfield, novelist, is coming up as one of the most sought-after adapters of French plays for the American stage. After being signed to do a version of Verneuil's "Bank Nemo" as a show for Gregory Ratoff, he is now asked by Bourdet to fix up "Les Temps Difficiles" for Broadway.

Dickering for this piece, one of last season's big ones, has been going on for some time between Bourdet and Ray Goetz, with Ervin Marks standing between them. Goetz is supposed to be acting for the Theatre Guild.

Deal has been prevented from going through by two hitches, first being Bourdet's insistence on checking over the adaptation. This has now apparently been ironed out by Bromfield's willingness to do the job. Bourdet says it's ok if he handles it.

Other hitch is on film rights. Bourdet is to get 1.3 of proceeds; other cuts to go to Bromfield and producer, and he is holding out for a guaranty that this cut will be at least \$15,000. That might be all right, only, prompted by Alfred Bloch, his agent in the French authors' society, he wants this to represent only the non-French film rights, and insists on a clause that the English version not be sold in Paris. Buyers no like this.

Bromfield's share in the bicker is unexpected, because he has been known chiefly as a fictioneer. He now reveals, however, that he has been secretly interested in the stage all his life. He has a play, "De Luxe," in New York this season in Chester Erskin's hands and is working on another. Also, he once adapted one of his own novels for the stage. Says he'll never do that again.

ENGAGEMENTS

Haine Cordier, Claudia Morgan, Frederica Simmons, Lester Van Hosen, Phelps, James Todd, Fred Leslie, Eleanor Lynn, Lawrence Johns, Frederick and Horace Sinclair, Bridal Gilt.

Edw. Broadbent, "Alley Cat," Helen Chandler, "Say When," Jules Biedsoe, Hall Johnson Chorus, "America Sings."

Jas. Rennie, "Divided by Three," Glen Anders, "A Sleeping Clergyman."

Harry Plummer, Paul Leysale, Ethel Cull, "L'Aiglon."

Glen Hunter, Sullivan play, Hancey Castle, Hunter Gardner, Vera Hurst, "The Great Waltz," Hots, "Divided by Three."

'Follies' Chi Standout at \$27,000; Fresh Fields' Folds After 10 Wks.

Turner III

Paul N. Turner, chief counsel for Equity, was forced abed last week with an intestinal complaint.

He was reported in favorable condition Monday.

Coast Shells Out Only \$10,000 for 'Mary Scotland'

Los Angeles, Sept. 17.
 Two foldings over the week-end leave the town with only one attraction, "Mary of Scotland," at the Belasco, until Wednesday (19), when Mrs. Leslie Carter opens at the Hollywood Playhouse in a revival of "The Circle."

Henry Duffy's "Goodbye Again" closed at the El Capitan Saturday night after three weeks. House will stay dark for about two weeks while Duffy reads "His Master's Voice."

"Journey's End" wound up six weeks at the Belasco to ordinary grosses. Disappointment of the week was the failure of Homer Curran's "Mary of Scotland" to click for a substantial take on its initial week downtown, after five healthy stanzas in San Francisco. Unless biz does a sudden upturn, piece will likely be withdrawn next Saturday night.

Estimates for Last Week
 "Goodbye Again," El Capitan (43d. final week) (C-1,571-\$1.65). Take on this opus nothing sensational, with final week garnering around \$6,000. "His Master's Voice" likely opening Oct. 1.

"Journey's End," Hollywood Playhouse (6th-final week) (D-1,152-\$1.65). Managed to grind out six weeks, aided by 40c service charge passes for gross around \$2,300.

"Mary of Scotland," Belasco (1st week) (D-1,103; \$2.75). Opening stanza was a big disappointment, and take of \$10,000 left little for Curran, due to heavy nut of the show. One more week all that is certain.

Broach Casino Policy For Carroll; Radio Idea Goes Flopper

The Casino (the Earl Carroll) theatre is again up for discussion as one of those cabaret-theatres. The Radio Theatre of the Air idea went cold. This was Crosby Gaige's plan for the Casino, with in-view radio broadcasts, but after much advance hallyhoo it failed to materialize.

The "Follies Bergettes" revue from Chicago is now being talked of for the Casino, and this may necessitate a kitchen, calaret atmosphere, tables in lieu of seats, etc.

HEDGEROW THEATRE EXTENDS ROAD TOUR

Philadelphia, Sept. 17.
 Western tour of Hedgerow Theatre outfit already announced has been extensively lengthened. In addition to the six weeks of one-night and three-night stands in Nebraska, Kansas, Oklahoma, Arkansas and Texas, this ambitious art group from Rose Valley has definitely decided on a long journey eastward through the southern states, Mississippi, Alabama, Louisiana, Georgia, Florida and then up the coast.

Lutius Pryor lecture hall will handle the tour west and Abern Wickes, same lecture outfit that has the Irish Players, will handle southern trip. Entire journey will probably take four months.

An aluminum stage designed by Adriane Fanneker, cycloramas and dance back-grounds will be taken along in a truck.

One section of the Hedgerow organization will remain at Rose Valley to present a repertory of about eight plays three nights a week.

Chicago, Sept. 17.
 One folder and one opener mark the Chicago legit week. Folder was "Fresh Fields," which quit at the Blackstone after 10 good weeks. Business was at no time bad, but fold was necessary because of internal strife, Margaret Anglin blowing suddenly and others of the cast switching in cast was not a help. Show will lay dormant for a month or so with plans to open in November at the Cort in New York.

Opener is "No More Ladies," which comes into the Harris but night under the Lee Shubert banner.

"Follies" is doing stand-out business at the Grand and daily in the gross is in sight. Capacity rate is keeping the mark up to \$27,000 weekly and show should stack at this figure for another two weeks anyway.

Estimates for Last Week
 "Fresh Fields," Blackstone (1,200; \$2.50). Closed Saturday (15) after 10 good weeks, going to a fine stand at its peak and down to \$8,000 for the week-end. Figures on going to New York shortly with a new cast.

"Zigzag Follies," Grand (1,200; \$3.30; 3d. week). Smashing trade for this musical revue. Biggest take for any legit show in a year in this town. Waking up the legit trade looking at the powerful take of \$27,000, which means to the doors.

"No More Ladies," Harris (1,100; \$2.00). Opening (17).
 "Elephant Shepherd," Newlyn (1,200; \$2.50). Opens on Sept. 24 with Chic Sale started.

8G'S FOR 'ALLEY CAT' STARTS PHILLY OFF

Philadelphia, Sept. 17.
 At last Philly's slow-starting legit season is showing signs of action.

No more shows open this week, but two more bow in next Monday and another on Oct. 1, with good chance that a fifth will join the procession by that date.

Broad got a break last week when several of the critics estimated the dirt of "Alley Cat," Sam Nirdlinger's first indie offering. Business was good and indicated that Philly is still responsive to the cut-rate and 40c-tax-on-all-passes racket. "Alley Cat" got nearly \$6,000 and would very likely have equalled or bettered that mark in a second week but New York opening prevented.

Same house—Broad—has Pursuit of Happiness this week and hopes to hold it next week. This comedy, as originally produced, opened the Walnut's season last year and despite glowing notices, did two miserable weeks.

Next week's openings are "Spring Song," Max Gordon try-out, at the Garrick (one week only) and "Anne Hildie" (formerly "Trix") with Irene Rich at the Erlanger. Latter house is also managed independently by Nirdlinger on same system as the Broad. Garrick is under managing directorship of Mrs. Constance Wolf.

On Monday, Oct. 1, Shuberts, who have finally reached an agreement with studios—have, upon the Forest with the new Shubert musical, "America Sings," with Alice Faye and Julia Elsdore. Shuberts' other house, the Chestnut, is quite likely to have a show on same date or earlier.

"Sexes and Sevens" was first mentioned.

Second Max Gordon try-out, "The Farmer Takes a Wife," Mace Connolly adaptation of a novel, comes to the Garrick on Oct. 8, and "Mary of Scotland" is slated at the Chestnut on Oct. 29.

IA DRAMA LEAGUE STARTS

Davenport, Ia., Sept. 17.
 Civic Drama League makes its bid for the season at the Grand this month in the George S. Kaufman comedy, "The Butler and the King." League is the little theatre of the Quad-cities and has achieved considerable success this far.

Scheduled for this season are "Olympic" by Fennell, Molnar, Art and Mrs. Bottle, Benn W. Levy, a mystery play, drama and revival. Ruth Rogers is directing with a cast of 26 available.

Now It's Francis Mangan

'Folies Bergere' U. S. Rights More Muddled Than Ever, with N. Y. Rights Now On Sale

Paris, Sept. 8. 'Folies Bergere's' American rights tangle is now further complicated by entry on the scene of Francis A. Mangan, who is dickering for the name, intending to use it for a Broadway show.

Mangan is working through Jim Wittered, his rep here. He's in London now, and expected here next week. Wittered first got Paul Derival of the 'Folies' to state that Clifford Fischer had only the right to use the name for his Chicago show, and general legit rights were still open. Deal with Mangan's practically set—only waiting for him to come over the channel and sign the papers.

Mangan would take principal Folies ideas, including some costumes, and put on a new show on Broadway, with an American cast. Unlike the Fischer show, it would make no pretensions of being French, except in name.

Mangan has been trying to get the Rex, Haik de luxe film house, but Haik and Gaumont bankruptcies leave situation so muddled that there is no chance of that deal materializing. There are so many receivers and creditors in on the situation that no one knows who to turn to, to do business.

GAIETY, N. Y., BACK TO LEGIT WITH 'MURDER'

The Gaiety, N. Y., will again revert to legit this autumn, after being principally used for picture exploitation in recent years. 'House' will get a mystery drama, 'The Fullman Murder', to be produced by Harold Berg, formerly with Loew's. Gaiety tried stock burlesque last season, then went into grind pictures.

Berg is said to be the backer of 'Errant Lady', which opened Monday at the Fulton, although the presenter is billed as Harry Albert.

CLEVE DRAMA CRITIC ON UNIVERSITY STAFF

Cleveland, Sept. 17.

First case of a local dramatic critic becoming a college drama professor in his spare time is that of William F. McDermott, play reviewer for Cleveland Plain Dealer, who is joining Western Reserve University's staff as a dramatic director and teacher.

McDermott will set up a laboratory in university's school of the theatre, in which plays will be written, discussed and then staged by students. Special course is inspired by Prof. Baker's success at Yale along that line.

Charge 'Romance' Paid Choristers Only \$10 a Week

Chorus Equity, through its head, Dorothy Bryant, placed nine code violations before the N.R.A. Compliance Board in New York since last March, two being partly adjusted and the others not being acted on so far. Latest complaint is against Meyer W. Weisgal who staged 'The Romance of a People' at the Roxy last week. While 16 singers in the ensemble received the regulation code minimum for choristers of \$30 for the week, it is charged that 33 ballet dancers were paid only \$10.

Howard S. Culman, operating receiver of the Roxy, investigated the complaint and advised Miss Bryant that the facts were correct. He explained that most of the people in

the spectacle were volunteers, as 'Romance' was originally staged in a Bronx armory last season. Spec was staged under the sponsorship of the New York Daily News. Weisgal having quarters in the daily's publication building.

Culman stated that, although the theatre was not responsible for the 'Romance' code violation, he is willing to pay the dancers an additional \$20 each if Weisgal could make up the difference.

Culman, in a letter to Miss Bryant, wrote: 'We cannot display the Blue Eagle and knife it in the back at the same time.'

BALTO LEGIT OUTLOOK DULL; 'QUILT' FIRST IN

Baltimore, Sept. 17.

Legit gets its next local look-in week of Oct. 1 at the Maryland, when Vera Murray, former g.m. for the late Charlie Dillingham, breaks in her initial managerial enterprise, 'Bridal Quilt', penned and staged by Tom Powers, actor.

Currently rehearsing in N. Y., cast includes Eleanor Phelps (local lass), Claudia Morgan, Frederica Simmons, Lester Vail, James Todd, Fred Leslie, Eleanor Lynn, Lawrence Johns, Frederick Herlick, Horace Sinclair and Robert Porterford.

Aside from 'Quilt', nothing is definite on the books. Ford's UBO site, is still shrouded and opening attractions not yet announced by the N. Y. office.

Proposed session of stock under guidance of Raymond Moore at the Maryland, which was to break around Oct. 1, has been set back indefinitely.

'STORY' REOPENS AFTER A-D CLOSE IT AT BOOTH

'Kill That Story', which Abbott & Dunning yanked at the Booth, N. Y., after a brief engagement following adverse notices, reopened at the Ambassador Monday. Show was taken over by Albert Bannister under a royalty arrangement.

Understood Bannister is not to participate in the picture rights. 'Story' failed to stick long enough for the original presenters to share in the film coin, if the rights are sold. However, Philip Dunning will share, having collaborated on the play.

Bannister also operates 'Are You Decent?' which moved from the Ambassador to the 49th Street. Both shows will depend on low price admission, alias pass money.

FIRST EPISODE

(Continued from page 56)

gambling, women, etc. Four English youths, with four entirely different character makeups, live together in an Oxford dorm. They are helping to put on an amateur show and have roped in a couple of pro actresses as guest artists. Weak sentimentalism of the quartet (Tony) falls for one of the stars (Margot), a looker around 35, who finds she really loves the youth and ends up in a clandestine week-end with the 20-year-old, against the advice of David, one of his older and more cynical roommates who figures the infatuation for an older woman will do Tony no good.

Hatred builds up between Margot and David, with both trying to beat Tony. David has arranged a hotel bedroom alliance with Joan, second actress. In a fit of rage Margot informs the proctor of the university of the meeting. David is caught in the room and expelled from college. Play ends as Margot steps out of the students' lives, after squaring herself for her vengeful act, and David prepares to quit Oxford, leaving Tony pretty much on his own.

Patrick Waddington, as David, and Max Adrian as Bertie, who eventually marries chorus girl Jean, have been brought over to carry on their original roles of the London production. Both score heavily in made-to-order parts. John Halloran does a neat job as Tony, and Stana Cotsworth is nicely easy-going as Philip, number four of the roommates.

Cerrie Worthing looks and acts as the chorus-girl beau. Leonie Maricle has the top femme spot as Margot and she fits it perfectly. Displays exceptional range of ability in swinging from sentimental passages with Tony to fiery accusations in a word battle with David.

Play has excellent film possibilities, too.

McLaughlin Moves

Cleveland, Sept. 17.

Robert McLaughlin, local stock producer for 20 years, is moving his baggage from Loew's Ohio to the rival Hanna, owned by Carl Hanna, who is backing his latest venture.

Hanna, newspaper publisher and coal mine magnate, intends offering stock between engagements of roadshows booked in by UBO. 'Folies' and 'As Thousands Cheer' are first ones listed.

Theatre was scheduled to reopen next week, but is being held up by controversy with local stagehands, who demand an agreement on number to be used during road show dates.

McLaughlin's last stock venture was at the Ohio this summer, where he was angled for about fourteen weeks by Charles Briggs, wealthy physician, society leader and father of three stage-struck youngsters.

Protect 'Waltz' After Suspected Sabotage Efforts

Several mishaps during the preparation of 'The Great Waltz' at the Center, N. Y., caused apprehension among the show's management, with some fear of possible sabotage. It was reported that two detectives have been assigned back stage to check on any further unexpected happenings.

Office of Max Gordon, who is producing the show, denied the dicks had been hired. Falling scenery and the jamming of the pit elevator are among the disconcerting events. 'Waltz' will intro legit to Radio City Saturday night (22). Three dress rehearsals of the operetta are carded during the week.

GUILD'S 'CLERGYMAN' STARTS PITTS. ATS

Pittsburgh, Sept. 17.

First American Theatre Subscription play at the Nixon will not be 'No More Ladies', as previously announced, but the Guild's 'Sleeping Clergyman'. It comes in Oct. 8 for a pre-Broadway showing with a cast headed by Ruth Gordon, Ernest Thesiger, Helen Westley and Glenn Anders. 'No More Ladies' follows it.

Nixon season gets under way tonight (17) with the Chic Sale show, 'Elephant' On His Hands, and nothing is slated to follow it until 'Clergyman'. Harry Brown is again managing city's only legit site. He's been at the Nixon for years.

Drake U Stock Starts With New GB Shaw Play

Des Moines, Ia., Sept. 17.

'You Never Can Tell,' George Bernard Shaw play, will be the first of the season when the Drake university department of drama, sponsored by the Drake Alumni association, gets under way this season.

Boyd Smith's, 'The Patriarch,' play of West Virginia mountain folk; Rose Brancaren's, 'Another Language,' and Martin Flavin's 'The Criminal Code,' will round out the early season, with an early spring, outdoor performance of Shakespeare's 'The Tempest' in Drake stadium also scheduled.

Each play is to be presented on three consecutive nights, Wednesday, Thursday and Friday.

I. U. Plays

Iowa City, Ia., Sept. 17.

Experimental production of new plays at the University of Iowa will get under way during the fall semester, two playwrights, Virgil Godes and Fred Kleibacker, Jr., having joined the drama staff of the university.

Two other playwrights are to join the university staff later in the year.

Yiddish Stock Split-Weeking Cleve.-Ptsbg.

Pittsburgh, Sept. 17.

Hebrew Actors' Union is forcing through a Yiddish stock company enterprise to rotate between here and Cleveland. Ruben Gaskin, business manager of HAU, has just closed for Center Square theatre in Yiddish district and will get under way first week in October with a company headed by Betty Frank. Present plan is to present shows first half of week in Pittsburgh and take them to Cleveland for last half. Musical director is to be Ben Blank, son of late Leon Blank.

Salaries, rental, etc., will be guaranteed by Hebrew Actors' Union, which is seeking to revive Yiddish productions all over the east. Jewish stock has been tried here before but never got over in a profitable way.

Current Road Shows

Week Sept. 17

'As Thousands Cheer,' Shubert, Boston.
'Circles,' Playhouse, H'wood.
'Coming Spring,' Plymouth, Boston.
'Elephant Shepherd,' Nixon, Pittsburgh.
'Follies,' Grand Opera House, Chicago.
'Gibber and Sullivan,' troupe, Studebaker, Chicago.
'Mary of Scotland,' Belasco, L. A.
'No More Ladies,' Harris, Chicago.
'Pursuit of Happiness,' Broad, Philadelphia.

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- *Wm. A. Brady Too Many Heats
- *H. B. Franklin and Arch Selwyn Lady Jane
- *R. A. Reppil . . . Saluta and Dorothy Burgess in "Gambling"

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Protecting Dailies
Fight for the welterweight title between Barney Ross and Jimmy McLarin, continuously postponed since Sept. 4 until Monday (17) was not broadcast from ringside. Promoters rejected an offer of \$10,000 for the rights, Bill Farnsworth and Eddie Frayne acting for the N. Y. American Christmas Fund, sponsor of the match, decided that the dailies would get a better circulation break with the event kept off the air.

How radioing fights affects circulation was indicated by one tabloid which sold 70,000 additional copies when a recent championship fight was not broadcast as against 10,000 papers after a major match which went on the air from ringside.

John consideration also figured in turning down the radio bid, because most of the radio money would have gone to the fighters.

F & R's Show Biz Touch
John Farrar again goes in for exceptional methods for buildup and exploitation of a book with *The Folks*, which is the October Literary Guild selection. One of the stunts is the reprinting in pamphlet form of *The Folk Idea in American Life*, which Miss Suckow had published in Scribner's Magazine in 1930. From that she went on to write the novel, and F&R is shipping the pamphlet article around to give a foretaste and build up interest.

Company also had the forthcoming title announcement printed as a bottom line on stationery used for general purposes. This is an old film company stunt, but now adapted to book business. Farrar has frequently adopted show methods of exploitation and generally to good results, although most other publishers still carefully make believe they're avoiding 'undignified' sales methods.

N. Y.'s Free Writing School
What may halt the activities of some of the pseudo literary experts in New York, who allegedly teach various phases of the writing craft is the Free Evening School of Journalism, inaugurated yesterday (Monday) by the New York State Department of Education. Instruction is not only free, in contrast to the stiff fees demanded by the self-claimed literary experts, but the courses are conducted by proven authorities.

School's name is really a misnomer, as instruction not limited to journalism. Subjects taught, in addition to journals, are short story, writing, publicity, radio continuity writing and motion picture scenario writing. Classes meet nightly from Monday to Friday.

School will maintain a free employment agency whereby it is hoped to place the 'graduates.'

Films After Mysteries
William J. Fadiman, of the Leland Hayward agency, completely discusses the matter of book-possibilities as films in last week's *Publisher's Weekly*. States that in 1933 about 200 books were bought by the major film companies, figure not including tie purchases, books still held on options, or short stories either from magazines or from short story anthologies.

Says that mystery yarns are more in demand by the picture scouts entirely than for some time, and classics, or neo-classics, are more in demand than previously.

Fadiman is writing another piece for the mag on 'Selling Books to the Movies,' which will tell about the methods used for film story purchases.

R.C., Waldorf Get Throwaways
Town to get a couple more throwaways. One will glorify Radio City and will be known as the Rockefeller Center Weekly. Other will be the Waldorf-Astoria Magazine, for guests of that hostelry only.

Rockefeller Center Weekly being prepared by Marie Crowell, who used to edit the American Magazine. Crowell's connection only temporary, however. Will step out as snoop as the mag is set to devote itself to Rockefeller Center publicity as to be.

Publisher of the Waldorf-Astoria Magazine is Martha Houston, by arrangement with the hotel. Letitia Chaffee editing for Miss Houston.

Margaret King-Hall has dropped the pseudonym of Cleone Knox and will use her real name on her next tome.

Fortune's Multi-Coverage
Fortune seldom has articles written by any one person. Generally a matter of several members of the staff working together on pieces. Usually as many as half a dozen persons concerned with the authorship of articles, some on research, others on actual writing, still others on check-up.

Technicolor article in the next Fortune has been covered on the California end by Lynn Root and Gertrude Sayre, but put together in New York by the regular staff.

More Fiction
Greenberg, book publisher who used to content himself with cook books and the like, has discovered there's money in fiction. Hence he's increasing his output on the fiction end, with an imposing list of novels lined up for the new season.

Formerly Greenberg put out a novel only if he thought it had an unusual angle.

Is Conroy Proud
Jack Conroy bellowing like a champion hog-caller among the corn fields of his tiny Moberly, Missouri, farm because his bi-monthly, *The Anvil*, is the only one of the recent horde of proletarian mags to get a story reprinted in the new Edward J. O'Brien anthology, *Best Short Stories of 1934*. Tale in question is Louis Mamet's 'The Pension.' Four other yarns printed by Conroy made the three-star Roll of Honor.

Missouri Jack unique among the title mag editors in that he has never published one of his own yarns in his journal. Places his own stuff in the *American*.

Marcus Also Movie Struck
Henry Marcus, reported as giving up his sex mags, going in for a screen mag. It's the vogue in new mags just now, two starters of the same kind having hit the stands within the past two months.

New Marcus mag will be known as *Reel Movie Fun*. Nominal sponsor will be the Edgar Publishing Co. The Marcus mags were gotten out under the firm name of the Nuregel Publishing Co. First issue of *Reel Movie Fun* now in preparation for a possible November publication date.

Readers Getting Air-Minded
Indication of a revival in interest in air stories is the conversion of Wings into a monthly, and upstage in the sales price of War Birds from 10 to 15 cents.

Wings had hitherto been issued every other month.

Dell Ups Pulp Prices
Dell, which at one time thought mag sales prices too high and experimented even with nickel pulps, has reversed its stand. Has decided that ten cents is too little for a good pulp, with the result that four of its publications go to 15 cents with the current issues, All Detective, Sweetheart Stories, War Birds and Danger Trail.

However, not all the publishers are of the same mind as Dell. Eltinge P. Warner recently raised the price of his Black Mask Magazine, and others have also taken similar action.

Reich-Promotion Mag in U.S.
To promote a better German-American understanding, the Carl Schurz Memorial Foundation to sponsor a new quarterly mag to be known as *The American-German Review*. Mag will be sold away from membership in the society.

Wilbur K. Thomas editing, with an editorial board comprising Helen Appleton Read, Harry W. Pfund, Hanne Gramm, Harold E. B. Speight and C. R. Walther Thomas. Plan is to make the publication unusual from a typographical viewpoint.

Elimak's Plans
Lee Elmak making plans to replace *Pictorial Review*, which he sold recently to the Hearst interests. Elmak, who still has *Woman's World*, among other publications, has formed a new subsidiary, Actual Publications, which is planning a brace of periodicals within the next few months.

Interested with Elmak in Actual Publications is John J. Butler, one of the Elmak's exes.

After three years off the book lists, Samuel Elan is punching the keys at break-neck speed again to finish a new novel, *Bloody Thursday*, for Harper. It's about the bonus marches and the Kentucky labor battles.

| Best Sellers | |
|---|---------------------------------|
| Best Sellers for the week ending Sept. 15, as reported by the American News Co., Inc. | |
| Fiction | |
| 'So Red the Rose' (\$2.50) | By Stark Young |
| 'Lamb in His Bosom' (\$2.50) | By Caroline Miller |
| 'Anthony Adverse' (\$3.00) | By Hervey Allen |
| 'Maiden Voyage' (\$2.00) | By Kathleen Norris |
| 'Strange Borders of Palace Crescent' (\$2.00) | By E. Phillips Oppenheim |
| 'Appointment in Samarra' (\$2.50) | By John O'Hara |
| Non-Fiction | |
| 'While Rome Burns' (\$2.75) | By Alexander Woolcott |
| 'Stars Fell on Alabama' (\$3.00) | By Carl Carner |
| 'Life Begins at Forty' (\$1.50) | By Walter B. Pitkin |
| '100,000,000 Guinea Pigs' (\$2.00) | By Arthur Kallet and F. Schlink |
| 'Nijinsky' (\$3.75) | By Romola Nijinsky |
| 'English Journey' (\$3.00) | By J. B. Priestley |

Book Reviews

Pity the Poor Heavy
Hugh Walpole has the quality, more than anyone among the current literati, of painting unpleasant portraits pleasantly. This quality—if that's the word—he uses to the fullest in *'Captain Nicholas' (Doubleday-Doran; \$2.50)*.

Title character is a rogue, the kind of rogue who steals from his sister and blackmails his brother. Wherever he goes, sure destruction and deep unhappiness follow. Unrest is his constant shadow. And yet one reads about his exploits with a constant sense of more-to-be-pityed. There's light-heartedness and fun and pleasant reading in the book, and one enjoys it with a definite good taste in the mouth, which is so unusual these days as to almost deserve top-lining on its own.

It won't do for films, however.

Hope Again Clicks
Ed Hope wrote the novel, *'She Loves Me Not'*, from which the play, and later the film, were adapted. Which gives him enough redemptive as a writer of farce. But he doesn't need credentials. His newest book, *'Calm Yourself' (Bobbs-Merrill; \$2)* can stand on its own without diplomas.

It's sheer farce, highly exaggerated, wildly improbable, but well-light reading. It deals with the activities of a young man who sets himself up in business to take over other people's worries. If anything embarrassing, or nuisance, comes along, just phone 'Confidential Services' and they'll handle it. It could, like its predecessor, make a play. And it could also make a film.

Newspaper Girl
Kathleen Norris makes a newspaper girl the heroine of *'Maiden Voyage' (Doubleday-Doran; \$2)*, which is far from being her best work and yet by no means uninteresting. Has a trick finish, and that does much to save it.

The girl, who's a society editor, is in love with her best friend's husband. Up to near the finish the chief question seems to be how to get rid of the wife, but that's obviated by a sudden switch. Hardly enough action for the screen, but plenty of plot movement and sustained interest for library purposes.

Liberty Mag Winner
Winner of the Liberty Magazine's recent first novel contest, Mary Bickel's *'Brassbound'*, is now issued between covers (Coward-McCann, \$2). Murder story, in which the dead man is a artist who keeps his finances waiting more than a decade. Not a pleasant theme, but gripping in spots. Story is told in alternations of the trial record and the past action which leads to the questions. Miss Bickel has handled the device smoothly, but it robs the book of narrative value. *'Brassbound'* is no exception. Might be worked into film material.

Poor Stuff
For some urge writers persist in doing books about homo-sexualists, and for some obscure reason a few find their way into print. The latest is *'Butterfly Man'*, by Lew Levinson (Macaulay, \$2). No objection can be made to the language of the book, but the story revolves around a thoroughly useless youngster who gets drunk in the early chapters and isn't sobered up when he walks into the Hudson river about 300 pages too late. Soiled, rather than dirty, and absolutely without interest to the normal mind. Certainly not a picture.

Mae West Influence
Vaudevillians in particular will be interested in *'Mother of Five' (Minton, Balch & Co.)*, written by Henrietta Leslie, who authored *'Mrs. Fisher's War'*. 'Mother' tells of a Mae Westish sort of person who has five kids by different fathers, but only one husband. Could be a She makes them into a quintet and they tour with varying fortunes, while she takes time out to make an honest man of a small, provincial manufacturer. Not highly dramatic, but vivid sidelights on the English music hall. Could be a picture, with the question of paternity adjusted by Joe Breen.

Island Saga
'Dangerous Paradise' (Macaulay; \$2) had its origin as a serial for Woodbury Soap on NBC last season. After it had run 28 weeks, the author, Carl Lyndon Bixby, turned his scripts over to Macaulay, and the novelization became an inside job for the publishing house. Replete with anything but commendable. Background for *'Dangerous Paradise'* is a South Seas island, with the action framed around an American newspaper woman, a Royal Canadian Mounted cop in quest of his man, and the usual fauna that the writer of S.S.I. stuff has come to include as an integral part of the props. Dull reading.

More So. Amer.
There seems to be something about South America which leads soldiers of fortune to romp around the pampas and then come back and write books. And generally they are pretty interesting books, too.

Newest is *'Land of Far Distance'*, by Black Bill Craig (Farrar & Rinehart, \$2.50). He starts as a cowboy, and of course gets into plenty of scrap. Told in a simple, natural style that will intrigue those who do not absolutely demand sex romance. Girls are purely incidental here, but the book is thoroughly readable.

Dame Stuff
The title page of *'A Woman at 30' (Harcourt-Brace; \$2)* indicates that the book was written by Ernest Pascal, who is, of course, male. But had the author's name slipped off it would have been a safe ten-to-one bet that the book was written by a female.

'Woman' is a good female book. It's the story of a pendleton, Inc., successful advertising lady, who, beneath the powder and rouge, was a romantic girl with a one-man urge. The usual complications and Cinderella windup. Not much new or original in it, but it could be made into a film—after a hearty apologetic job—and it ought to be good circulating library fodder.

British Pitchman
Philip Alingham is named the author of *'Cheap Jack' (Stokes; \$2.50)*, a rambling story of a well-to-do young Englishman who took to the road as a palimpsest, but found his greater success as a 'mounted' pitchman selling hair wavers.

A broad survey of fair and road pitchmen, interestingly and convincingly told. Truly its prior will keep it out of the hands of American outdoor men, but it holds its keenest interest for them. But it's anybody's book if they like a different style. It's worth while.

Title is a corruption of 'Cheap Jack,' originally applied to street salesmen of a collection of inexpensive novelties. Now more generally applied to all pitchmen.

Chatter
Sixth printing for *'Goodbye, Mr. Chips'*.
James Norman Hall back to California.
Second printing for *'Roman Spring'*.
Scott O'Dell in New York for a look-see.
Fourth printing for *'The Road to Nowhere'*.
Eleanor Berg now handling Macaulay publicity.
Swedish rights of *'Thin Man'* sold to Skoglund.
Edith Sitwell, the poetess, admits she no like poetry.

Second edition before publication on *'Now in November'*.
Two photographs in the October Story, a new departure for the mag.
Arthur Stringer to the Hudson Bay country for data for a new novel.
News Week doing so well the mag has taken additional office space.
Fifty years in the book biz for W. E. Barnes, partner in Barnes & Noble.
Hendrik Willem Van Loon at his Vermont farm at work on a book of the arts.
Doubleday, Doran has a new script for Philip Gibbs, called *'Eugene Journe'*.
Helena Fox, the newspaper gal, not only wrote that first novel, but also sold it to McBride.
Roy Heltson's *'Nitchey Tilley'* will get British publication soon. Cassell has the English rights.
Eugene Manile editing a volume for Simon & Schuster to be called *'The World's Great Plays'*.
Alex Woolcott wrote a preface for Stanley Walker's novel, *'City Editor'*. Stokes publishing on Oct. 11.

Real name of John Jervis Conington, listed as the author of *'The Brandon Case'*, is Alfred W. Stewart.
Edmond Taylor, of the Chicago Tribune foreign staff, in N. Y. for a few days before hopping back to Paree.
Lange Strasse in Leipzig, Germany, has been changed to Baedekerstrasse in honor of the guide book.
Hallett Abend, far East correspondent of the New York Times, back to his post after a couple of weeks in N. Y.

Thomas Wolfe's new book, *'Of Times and the River'*, which Scribner is preparing for publication, runs to 450,000 words.
Samuel Hays taking a year's leave of absence from the U of Wisconsin. Will spend it in France writing another novel.
Wally West, from the home office publicity department of Faramount, joining Engel & Van Wiseman, publishers, as managing edit of *Roto Magazine*.
Fred Gronich returning to the book biz with a new organization, the Bookhouse. Plans now being set and expects to get going in a month or two.

Sherwood Anderson gets in town shortly for a huddle with Raymond Moley preparatory to a tour of the Midwest for a series of pieces for Today, the mag.
Random House will publish a new Gertrude Stein book in November, on the day she arrives in New York for a lecture tour. It'll be a series of sketches about people.
Alfred H. King has had more than 1,000 requests for review copies of Leon Dennen's *'Where the Ghetto Ends; Jews in Soviet Russia'*, which he's publishing at the end of the month.

George Jean Nathan finishing up *'Tassling Judgment'*, his next book. May be ready for Knopf in January.
Knopf issuing cheap reprint of Francis Brett Young's *'My Brother Jonathan'*.
Although none of the literary markets want for contributions, the United Feature Syndicate has sent out a call for short-shorts of around 1,000 words each. Frances Raul doing the picking.
Volume of P. Scott Fitzgerald's short stories, postponed by Scribner until next spring, will undergo a change in title as well. Is to be known as *'Taps at Reveille'*, instead of *'Tales of the Golden Twenties'*.
To make certain no other publisher gets to him, Maxwell Aley, the Longmans editor, has taken Irving White on a motor trip. Story writing *'Last for Life'*, one of the best sellers on the Longmans list.
Page Cooper points out that Brooks Atkinson was omitted from the list of drama critics who're on the current book lists. 'Times reviewer' authored *'Criminals in Prison'*, which Doubleday-Doran will publish soon.

East

Mrs. Adele Schwartz, once prominent on the Jewish stage, committed suicide by gas poisoning in her Brooklyn home Sept. 10. Jewish New Year emphasized the bleak outlook for the future.

McIntyre and Heath's 'Georgia Minstrels' go into 'America Sings' for the Shuberts.

Maurice Monier, held under the 'Lundborg law' for kidnapping threats to Mrs. William Fox, pleaded not guilty last week (10). His counsel says that before the trial comes up (24) he will test the validity of the law.

Michael Steedman, Rus musician, to conduct for Rabinoff season at the Hippodrome.

Committee from Actors Emergency Relief called on Home Relief bureau last week to protest asserted favoritism and unfair cutting in placing relatives and friends on the free theatre casts.

'Cemetary' bars 'Baby Take A Bow' (Pax). Said too many gangsters for the kids.

Charles A. Levine, trans-Atlantic flyer, made an unsuccessful attempt to take his life Wednesday (12).

Johanna Hirschke, Viennese dancer, suing Richard Reynolds for failure to obtain employment for her, posts a bond with immigration authorities. Charged she's overstayed her leave.

Mrs. Louis B. Mayer, wife of the Metro exec, ill in Paris. Under care of King George's personal physician. City ostensibly free from 3 to 9 p.m. last Thursday (13) on account of election. Didn't inconvenience anyone.

'Equity' fines Stanley Jessup one week's pay for quitting cast of 'Julie' in Woodmere and Westport last month. Dropped out after five days of rehearsal.

Legit Theatre Code Authority had to postpone a meeting Wednesday (12) when a quorum failed to show up. Meeting now put off until code is signed by the President.

Widna Bennett will have a small part in 'Merrily We Roll Along'. Lew Brown's 'Yokel Boy Makes Good' now is 'Calling All Stars'.

Stewart H. Whitman and Theodore H. Wing, Jr., formed a producing combine. First will be 'Teddies', musical, by Ruby Blake, Jack Scholl and Ted Wing.

Betting on pup tracks again banned at Linden (N. J.) track.

Lucy Bori demonstrated a new type of high fidelity recording for phonograph firm last week. Event was broadcast.

League of Workers Theatres group to convene here September 21-23.

Theatre Guild has bought 'Storm Song' from Dennis Johnston. He did 'Moon on the Yellow River'.

George Sidney in town to join a Loew unit.

Jackie Lorene, six-year-old, signed by Hecht and MacArthur for their next picture with Jimmy Savo.

Vinton Freedley introduces new musical by P. G. Wodehouse and Guy Bolton. Some of the scenes treated farcically of a marine disaster. Will be edited on account of the Morris Castle burning.

'Soft drink makers seek permission of NIRA to lower prices. Held that prices are too high for present conditions.

'Park Department stages a carnival on Central Park lake. Introduced Vegetarian 'Marriage of the Waters'. Three nights last week.

Dancehall owners made formal

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.

protest against new rule that dancers may not sit on numbers. Told that about half the take is from tickets not used for dancing. Protest to be passed along.

At Smith the big noise at the second night of Coney's Mardi Gras. 'Patience' to be added to the list of operas being done by the Savoyards at the Beck. Scenery and costumes cabled for.

Sam Wren out of 'Yesterday's Orpheus' during rehearsal.

N. Y. University announces a special course in the theatre. Washington taxmen drove a fare to N. Y. last week. Told to wait in front of the Hotel Astor for his \$42.75 fare. He didn't know the hotel has entrances on three streets, which may serve as exits.

Sam Ruyburn, who helped draft the new Communications rules, first to break 'em. New law forbids personal communications and he said good night to his sister at the end of a broadcast.

Bryant park given back to the citizens after the Washington Bicentennial fiasco. Reopened Friday.

Indians ask NRA to crash down on alleged Indian curios produced in quantity in eastern factories.

Greenwich Village plans sixth open air art show late this month. Hope Hampton back with her husband, Jules Brulattour, after winning beauty contest at Cannes.

About 20% of current liquor placed in the State 30, with more stringent regulations of the new law. The others just discouraged.

Leviathan taken off her run after fifth of seven required trips. Losses on the big boat too heavy. On last trip she carried fewer than 60 first-class passengers.

Rudy Vallee asks court to probe the sanity of Frances Singer, who is suing him for breach of promise. Offers incoherent letters to back up his assertions that she's dotty.

Orchestra of 1,000 will provide the music at the United Jewish Appeal benefit at the Yankee Stadium, Thursday (20). Said to be the largest ever assembled. Several noted leaders will conduct. N. Y. Mirror auspices.

Lydia Chailapin, the basso's daughter, to sing with 'Continental Varieties'.

Hecht Hopper to return to the stage in McIntire's 'Divided by Three'.

Joseph Ross, instructor and manager at a dance hall at 158 Broadway, to face a vice charge in General Sessions, Thursday (20). First case under the new dancehall regulations.

'Equity' announces establishment of the board to pass on managerial requests for salary cuts. Managers' book will be examined and cuts permitted if receipts are below the norm.

Albert Bannister to revive 'Kill That Story' after cast changes.

John McArthur, charged with guilt in Brooklyn court of having stench-bombed Sanders theatre. Up for sentence Friday (21).

Courtney Barr spots the Royale for 'Sam McGee'.

Rowland G. Edwards to be general stage director for Lawrence Weber. He staged the Castle shows at Loew's.

Theatre Union readying the Civic Rep for renewal of 'Stevendore' around Oct. 1. Play may be done in Shubert Theatre if Broadway having purchased the rights.

Wayne Sutton, Colorado cowboy, trodden by a steer at a rodeo at Bridgeton, N. J. Fractured skull and possible internal injuries.

Standard Oil station LPU, Argentine, closed by the Argentine Gov't because it claimed violation of neutrality. Claimed it sent messages to Bolivia which concerned the war.

Dorothy Thompson (Mrs. Sinclair Lewis) back home to tell about being bounced out of Germany.

Venice picture exposition accredits Katharine Hepburn and Wallace Beery as star players. 'It Happened One Night' as most entertaining play and Fairbanks Sr.'s 'Don Juan' best world premiere.

British actress jumper lands atop a lion's cage at Chessington. Horse turned on the cats to drive them off.

McClintock's 'Divided by Three' to do it at New Haven for three days starting 27.

'Red Cat' opening jumped from last Saturday to tomorrow (Wednesday).

Sidney's suit against shoe concern for alleged use of her photograph in its ads. Accepts the corporation's partial defense that the ad agency arranged the deal.

Arthur Guy Empey, author, has been sued for divorce in Los Angeles by Marguerite Empey, former actress.

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Divorce from Lorraine Carroll, actress, is asked in a complaint filed in Los Angeles by Owen J. Slack. In another complaint, the wife asks custody of their two children.

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Mrs. Christine Higgins, actress, divorced in L. A. from Robert H. Higgins.

Mary Wynn, actress, divorced in L. A. from Robert Dean Watson, mine operator.

Leonard Abrahams, film producer, divorced by his wife, Jessie Abrahams, in Mexico.

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Petition of probate for the estate of Russ Columbo valued at \$20,000, is being prepared for filing in Los Angeles.

Hollywood police prevented Jack Seinfeld, 40, actor, from committing suicide in his garage. Found him in a semi-coma, with the car motor running, following a tiff with his wife.

Beverly Hills police are seeking a \$10,000 diamond ring Joan Bennett left in an office.

Mike Lally, Hollywood actor, rescued Fred Welsh, boxer, from the Pacific near Santa Monica.

Alvin Karpis, gangster, Mrs. Edna G. Bancroft, former actress, away all money at the present time, Superior Judge Valentine in Los Angeles ordered her husband to pay her \$4,000 to facilitate the prosecution of her separate maintenance suit against him.

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Chi Trib's Grunt Jury

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Black Forest leads Fair villages in attendance, with a total of 1,750,000.

Henry Ames visiting with her family in Chicago for several weeks.

Mrs. Adolph Zukor was sought by summons bearers for her to appear in court in Chicago to be judged for her \$62,500 in jewels.

Dutch Village at the Fair was sold out completely for \$3,000.

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Man ticked in Chicago for a day.

BAD BOOZE IRKS B'WAY HABITUES

Flock of bad booze around town with much public complaint. The class and the cheap spots are equally effected.

Selling from refilled bottles has been suspected, and a pinch at one of New York's smarter eat side hostilities substantiated that.

Show opinion, however, is that some of the Broadway and nearby third parlors might be better target for official action than the better class hotels, which, as a general thing, charge enough and can dispense a fairly decent brand.

The wise 'uns around town always insist on brands by name—and bring the bottle over.

Hotel and night spot operators herabouts are squawking loud and plenty over rigid interpretation of the state liquor laws that lays them open to a pinch and heavy fine for serving so-called setups consisting of ice in tall glasses, or ginger ale, to their guests.

—Besides the grief, it's costing the night spots plenty in loss of revenue. Take at the Hotel Ambassador, dropped \$3,000 last week following a pinch.

State voters—in November will ballot on a referendum which will permit sale of liquors with meals in hotels and night clubs.

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MARRIAGES

Lydia Roberti has announced she'll wed R. A. Golden, assistant director at Metro on the Coast, sometime this month, probably at Las Vegas, Nev.

Foodles Herriman to Jack Wagner at Yuma, Ariz., Sept. 8. Bride was a Los Angeles artist and daughter of George Herriman, author of a newspaper cartoon strip. Groom is a Hollywood writer.

Douglas Ellison to Robert Reeve, in Hollywood, Sept. 8. Bride is a non-pro. Groom is son of Arch Reeve, Fox Film advertising exec and is in Paramount studio's still department.

Dudley Gazzolo, son of Frank Gazzolo, who formerly operated a number of Chicago theatres such as the Kedzie and Studebaker, to Teresa Mirohail, non-pro, in Chicago, Sept. 11. Gazzolo was formerly a member of the Chicago staff of Vanity.

Catherine Joan Jaccard to Stewart James, at Los Angeles, Sept. 11. Bride is screen actress and former wife of Jacques A. Jaccard, film director. Groom recently arrived on the Coast from England where he had been doing stage work.

Katherine Bennett to George Farr, Sept. 13, in Santa Barbara, Cal. Bride is former vaude actress, groom is hotel man.

George Heller to Clara Mahr, in Greenwich, Conn., June 3. Groom is in 'Sailor Beware'. Bride was in 'Amorette' last season.

Betty May to Charles Spelman at Tin Juan, Mex., Sept. 13. Bride is a picture actress and groom is non-pro.

Joan Lee Donovan to Stanislaus Szukalski at Los Angeles Sept. 16. Groom is a Polish sculptor.

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87" ST. 19 to 21
88" ST. 22 to 24
89" ST. 25 to 27
90" ST. 28 to 30
91" ST. 31 to 33
92" ST. 34 to 36
93" ST. 37 to 39
94" ST. 40 to 42
95" ST. 43 to 45
96" ST. 46 to 48
97" ST. 49 to 51
98" ST. 52 to 54
99" ST. 55 to 57
100" ST. 58 to 60

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Pathe Reorg.

(Continued from page 5)

Pathe also was indicated as thinking about going back into production but there apparently depends on that. The final attitude the company assumes to the outstanding indebtedness still due Pathe from RKO. These notes are in default but under conditions of the notes Pathe has to stay out of production over some certain period of years. However, the notes being in default may provide Pathe with an out on such conditions.

Stockholders also squawked against certain sharing features of the proposed plan.

BIRTHS

Mr. and Mrs. William Goetz, daughter, Sept. 14, at Los Angeles. Father is vice president and executive assistant to Harry Zannek at 20th Century Pictures.

Mr. and Mrs. Larry Spier, daughter, Sept. 12, in New York. Father is g.m. of T. H. Harms, music publishers.

Mr. and Mrs. Lester Lee, son, Sept. 5 in New York. Father is a vaude producer and lyricist.

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Broadway

Dayton Stodart back in town.
Harry Marx as dapper as ever.
Lora Hayes due in from Paris any day now.
Charlie Yates to Chi for Yom Kippur.
Bob Ritchie due in soon from Hollywood.
Tina (Mrs. Harry) Rapt around Broadway.
Jack Butler in town after the Saratoga season.
Dave Fairman weekendend in bed with a cold.
Maurice Golden shipped off to Chicago last week.
Arthur Mester manager of Judgment Day.
Julius (Journal of Commerce) Cohen's moultin'ch.
George Givet going into the new Lew Brown musical.
Lillian Asher and her daughter will winter in New York.
Tony Minto, Hays agent, is a survivor of the Vestrils disaster.
Mrs. Len Ehrlich of Chicago visiting Fred and Estelle Goldman.
Robert Stevenson, Mr. out of hospital after treatment for infected leg.
James Dunn came East to see pal Jimmy McLaughlin battle Barney Ross.
Captain Harold Auten back from honeymoon in England and Scandinavia.
Mrs. Morris Green (Corone) and daughter Joy sailed Friday (14) for Europe.
Grace Menken may dress Rowland Stephens' new show, 'Lost Highway'.
Frances Haddley has died down to the 18-year-old limit, but still not giving up.
Sam Ornitz working on a play, a book and several other things while in New York.
Eddie Craven back from visit here in Memphis, off tomorrow for Paramount lot.
Harpo Marx delayed by a cold joining Groucho and Chico on coast for new picture.
Edna (Blotch) Stone will manage the Hippodrome during the autumn season.
Mrs. Mark Ostrel will be over next the end of the month to tie her family back home.
Joe Sisk being farewelled with a party at the St. Moritz Sept. 20, by his friends.
Friedrich Winkler to Havana to get some native music attractions for Billy Rose's Music Hall.
Raney Rapp's New Englanders to a Warner musical short, Rose also starting his work for WB.
John Daily News full-length featured on Grace Moore and 'One Night of Love' sure went to town.
John Bradford, Fox contractor, going to Pratt, W. Va., for a visit with the folks before returning to California.
Wynne Gibson has been unable to find a coffin who can keep those cunts from straying. Returns to Coast about Oct. 1.
Louis D'Arcy, who did the Mervyn LeRoy menage in Beverly Hills, will also do the George Arliss home in Hollywood.
L. P. Williams, British & Dominion art director, to Hollywood to talk things over with U. A. art men before going back to England.
Gertrude Cohen of United Artists, former luxury secretary, was on that Morro Castle and was in the water eight hours before saved.
John Brennan, formerly with Crosby Galge, is now with Thomas Mitchell, who has legit production quarters in the Morocco theatre.
Nat Liebeskind, Warner manager in Singapore and the Straits Settlements, arrived in New York from East India for confabs at the home office.
George Jean Nathan has his suit made with the handkerchief breast pocket on the right-hand side to offset the orthodox left-side boutonniere.
The man Paul Gallico had quite a Saturday, flying from the golf contest at Brookline to take a peek at the south coast, and getting Belmont in time for the Futurity.
If Kealey Allen doesn't know every face and name in a place or a first night it annoys him until he finds out his antecedents. Allen has the tallest show biz memory and they're urging him to put it down in book form.
Marc Lockmann nearly didn't sail for that Bernadette rest-cure.
The Morro Castle disaster almost completely wrecked his nerves, but when the clips on the monarch of Bermuda's sea heroism came in that bolstered the P. A. and he didn't cancel his sailing on that boat.
Plenty of nifty and drinkery squawks at the 8-9 p. m. embargo on wine, beer and spirits sales during last Thursday's primaries. All headwaiters said they never did before prohibition, they may to what of any kind on Election Day, but claimed it hurt their sales badly during primary day.

Paris

By Bob Stern

Tarysis recovering from auto accident.
King Vidor coming to Paris from London.
Lucius Bremer back again from Scandinavia.
Marcel Achard sending off against purity wave.
Herald enticing Ham Russell back from Chi Trib.
Gladys Rogers giving gala at Juan les Pins Casino.
Helena Rubinstein to Vienna and Berlin, then to Russia.
Michael Farmer doing heavy entertaining at Deauville.
Winfield Sheehan and Louis B. Mayer back from Carlsbad.
Max Dearly working on adaptation of Edgar Woolf's 'Lied'.
Nouveautes reopening Sept. 4, still with 'Hortensia Sisters'.
Can't take love out of films. Carl Laemmle tells girl reporter here.
Eleventh annual radio show opening Thursday (16) at Grand Palais.
Five Hot Shots, negro hoovers well known here, playing at the Rex.
Leo Marchant showing 'Comte Obligado', musiker, at Gaumont studios.
Mrs. Lucy Kastner at her Les Andelys farm, probably until October.
Elmer Roberts and family at George V prior to return to Montclair, N. J.
Chevremont passion players denying they'll come to Paris for Jeff Dickson.
Charlotte Greenwood and Martin Brown coming through on way from South to London.
Bill Shiller leaving Paris Herald to go to Berlin for Universal Service with Arno Joseph-Meaurio.
John Stuart Hamilton of Columbia School of Journalism here on way back from German survey.
Gianna Walska bringing Frances Marion back with her from Venice to stay at Mme. Walska's chateau.
Sophie Tucker singing in Paris at benefit for Genes Cassees—boys who got their faces torn up in the war.
Sarah Bernhardt theatre to open Sept. 7 with adaptation by Ruccia of Somerset Maugham's 'Letter'.
'Banque Nemo', film holdover for seven weeks at Elysees Gaumont; 'Lac aux Dames' in 15th week at Cite.
Montparnasse theatre reopening Oct. 15 with Simon Gantillon's 'Cyclone' and Jacques Chabannes' 'Cirque d'Alger'.
Oleg Petrova doping out some radio lectures for New York. She'll tell 'em about the simple, integral life on the Riviera.
Second Congress of Science and Film, showing use of pictures by savants, to be held Oct. 4-12 at 'Pedagogic Museum' here.
Bernard Travenco, actress, 32, signed to play with Marcelle Chantal in 'Antonia, Hungarian Romance', to be made by Milo-Film.
'Blue Thistle' operetta by Willemetz, Mouezy-Eon, Christine and Richepin picked for next Chatelet show, after 'Rose of France' runs down.
Winston Churchill threatening to sock Heine Zimmerman of A. P. photos for mugging him in Ghandi costume at Maxine Elliott's villa near Cannes.
Beulah Livingston back at Paris home, after Spanish trip, visit to the Kastner farm and stay with Mr. and Mrs. Harry Wright Worthington at Les Grottes aux-Corbeaux.
Ruth Putnam Mason in jail at Brest on charge of ignoring expulsion order which followed imprisonment at Les Grottes in 1932. Her trouble followed attempt to produce 'Gizelo' play, here.
Berlin
'Charlie's Aunt' is in its fourth week at the Atrium.
Karl Rosen, stager, has been named boss of the Plaza (left).
Directors Ewald-Weininger and Kiebler will be back at the Staats Oper this fall.
Koerner's 'Zriny' will open the Theatre of the Youth season at reduced prices.
Prof. Clemens Schmalchütz wrote the music for 'Regine', which is to go into production Sept. 12.
'Dick and Do', Germany's names for Laurel and Hardy, are parking their cars in the Reichstag.
Europa has cast 'Die Englische Heirat' with Renate Mueller, Adele Sandrock and Hilde Hilbrandt.
Josef Wenter's 'Der Kanalar von Tirol' is doing well in the provinces and has been sold to a Viennese group.
Anny Ondra (Mrs. Max Schmeling) finished 'Little Dorrit'. Hilde Hilbrandt and Otto Stockel play along with Anny.
Fritz Graubert is doing the lead in Pavlov's 'Die Spruck'schen Lecker'. Fourth straight film he has been playing the role of a Lieutenant.

CHATTER

Paul Graener's 'Prinz von Homburg', Humperdinck's 'Koenigsminde' and Heppigh's 'Eunomia' are on the boards for the coming months.
Wilhelm Bendow put 'Zurueck zur Natur' into rehearsals preliminary to reopening his 'Bendow's Bunte Buchne' for the nineteenth season.
Ritta Posch replaced Klara Mayr as Magdalene in the Oberammergau Passion Play because tradition dictates only unmarried women may appear in it.
Bernard Count Solms, new boss of the Volksbuehne, will start his season with Renate Uhl's 'Hafen-legenden', followed by 'Midsummer Night's Dream'.
Der Staehelne Strahl', Pallas, went into the works. Karl Ludwig Diehl and Dorothea Wiecek, back from the land of boundless opportunities, have the leads.
Karl Kreyler, Jessie Vilhrog, Kaete von Nagy, Brigitte Helm and Hansi Knoteck are the busy girls these days on the UFA lots.
Hans Steinhoff is doing 'Lockvogel'.
Rudolf Berg, Germany's Hollywood, is all in a sweat in the midst of the UFA fall production schedule. Related heat wave slowed up production somewhat, but not enough to endanger the program.

Vienna

Rose Barszonyi here to star in first Wien film talker.
Wien Film Co. planning 'an Austrian Casablanca' talker.
Teatro del Piccolo to give marionette show here in October.
Sylvia de Bettini, now playing vaude, signed up for Reinhardt's.
Gaumont British negotiating for Tauber's 'Singing Dream' (musical).
Lauritz Melchior to sing Tannhauser and Tristan at States Opera.
'Tyrannion' to be re-adapted into Viennese dialect for Raimund theatre.
Cine-Alliance talker 'My Heart is Calling You', starring Jan Klepura doing well.
10-year radio station celebrating 10 years' existence with special programme.
Free entry for two mat. performances at Volkoper's introduce and attract trade.
Kinotheatras says there is no conflict between States Opera and Bruno Walter.
Negotiations pending to have Max Reinhardt direct 'Fledermaus' at States Opera here.
States Opera opened with transfer of Salzburg's Fest presentation of 'Wedding of Figaro'.
'Broadway' and 'keyhole' (UA) launched here in English at Burg and Rotenturm pic houses.
Haas Film planning Josef Schmidt talker under Max Neufeld prior to making 'Waltz Dream'.
Dr. Max Glass, former chief of Berlin's Terra, now controlling two pic houses in Paris and launching Film Co.
Grand Guignol to be tried out at Theater Saal in the Prater Strasse, under Karl Forest. Theater to be called 10 x 10 = 100, indicating that 10 sketches lasting ten minutes each will be presented.

Chicago

Dudley Gazzolo got married.
Terry Turner in on way to the Coast.
Douglas George p.a.'ing the 'Fleeta' unit.
Anna Stack back from vacash in Michigan.
Otto Shafer is agentine acts in the Woods Building.
H. and K. Bowers' unit to be out of production soon.
Block and Sully stopped in town on way to New York.
Midjet Village goes to vaude when the Fair winds up.
RKO offices moved to the seventh floor of the State-Lake Building.
Jane and Katherine Lee were in town on their way to the Coast.
LaSalle theatre, undergoing repairs, is due to open week of Oct. 1.
Perdi Simon and Johnny Hyde looked over some of the local units.
Sally Rand signed up with the Italian Village till the end of the Fair.
Harry Goodman shifted from the Garrick to assistant manager at the Apollo.
Madame Badini circus playing the Italian Village, booked by Tommy Sacco.
Rhoades Nowbell's frau in hospital under observation for appendicitis.
Art Linick and frau tossing a party with Harry Sonick as guest of honor.

London

Irving Marks over from Paris.
Len Urry in slight motor accident.
Dave Apollon to do a picture for British Lion.
Fanny Holzmann off to Paris for a couple of days.
Loris Hilditch turning down a Hollywood contract.
Marjorie Moore and George Harrie talking over their Gus Edwards days.
Lupe Velez likely to do a picture for a British film company if price is right.
Edward Lewis 'Blackbirds' outfit likely to be made into a British film.
Val Parnell, General Theatre booking chief, taking a tonsil cut in hospital.
H. J. Fink drawing caricatures of Will Mahoney and Dick Creen at the Criterion.
Arthur Dent offered the vice-presidency of the Kinematograph Football League.
William Beaudine to direct 'Dandy Dick', Will Hay's second for British International.
'The Maltlands' moves from Wyndham's to the Criterion, replacing 'Sixteen' Sept. 17.
Radio Pictures has acquired screen rights to J. B. Priestley's play, 'Dangerous Corner'.
Mack Bennett with his manager, Al Rosen, here to line up bankroll to produce English pictures. If possible.
Daniel Massey, son of Adrienne Allen and Raymond Massey, won first prize at recent seashore baby show.
Lord Beaverbrook taking party occupying two rows to see 'Affairs of Cellini' (UA) at the Leicester Square.
Aracy and Vinnie dog-baying in the West End, with Tracy fancying an Irish terrier, as it reminds him of home.
Francis Mangan Productions, Ltd., formed here to produce picture theatre presentations under Mangan's supervision.
Joseph Schmidt to do a personal when his picture, 'My Song Goes Round the World', is shown at the Regal in late October.
Diana Wynyard and Mrs. Galsworthy present at trade show of Universal's 'Over the River' at the Prince Edward Sept. 2.
Jack Doyle, Irish champ, gets \$1,500 per week, with four weeks' guarantee, in 'McClusky, the Sea Rover', for British International.
Harry Fow planning New York trip in October to line up plays for his recently formed Lynn-Steele-Poer play producing corporation.
Richard Tauber broadcast at Vienna being relayed over five land-lines, and in turn relayed at the Regal where Tauber's picture, 'Blossom Time', is having West End premiere.

Philadelphia

By Arthur B. Waters

Two Joes, Wradley and White, again in the b.o. at the Broad.
Al and Mort Schwartz again p.a.-ing Arch Street (Jewish) theatre.
John Jamieson, p.a., stopping over in Philly briefly on personal business.
Irving Blumberg, formerly of the Stanton, now managing Victoria for Stanley Warner.
George Young announcing big Fall campaign at Pierre's, eating and dancing spot 6th street.
Eric Knight, film critic on the Ledger, out in Hollywood on vacation and rumored as maybe staying there.
Edward Benedict in ahead of Max Gordon's 'Spring Song' and Beau Fox due with Schubert's 'America Sings'.
Ledger shake-ups still continuing. Three out last week. Rumors still strong of its sale to outside interests.
Charles J. (Bill) Hoban, last year managing Keith's here, handling dance direction for Eddie Dowling's new musical.
Bill Shugart, veteran theatre-advertising man of the Press and Ledger, strongly considering writing reminiscences.
Larry Mackey, popular manager of Arcadia, class film indie house Chestnut, entirely recovered from knee-cap injury.
Conway's oldest and best-known of Philly's ticket agencies, has given up one stand and is looking for new in Bellevue-Stratford lobby.
Thomas M. Love, now associated with Mrs. Constance Wolf in managing the Garrick, is out of the hospital and ready for the theatre's opening.
Dorothy Hecksher, in the society department of the Public Ledger, will be guided, doing a special high class exploitation for soon-to-open Arcadia, Philly's most ambitious entry.

Hollywood

Nat Deverlich east on biz.
Dolores Del Rio fitting to Mexico City.
Lucien Hubbard back from Europe.
Hal Hall working in U's publicity department.
Milt Howe back on publicity staff at 20th cent.
Claudette Colbert at a hideout for two weeks.
Leon Gordon has defeated a throat infection.
Bill Dennett joining Geary Street Pictures.
Al Green bringing back seven race horses from the east.
Preston L. Shope back from Chi to look after his 'Drunkard'.
Maurice Goldberg in town mugging celebs, for Vanity Fair.
Archie Mayo used 490 full dress ex-lens in 'Mum's' pilot week.
Gene Fowler has added 30 pounds to his gross by special diet.
Garrett Fort got a cracked gam when wild waves hit him at Malibu.
Bobby MacMahon on for a four weeks' visit with her husband, Clarence Stein, New York architect.
Herman Rosenblatt, brother of the Code film maker, leaving to finish school at Nebraska university.
Mel Murphy took a pet skunk home and his five-year-old son wanted to know if it had been destroyed.
Metro has bought Ringling's Hippo, and will bill it as 'Tarzan'. Animal was brought from Germany for a picture.
After playing in 'Journey's End' in Hollywood for 10 days, John Warburton, who replaced Colin Clive, finally got his cognomen on the boards, just four days before closing.
Grace Ford came out of the Oklahoma wilds with a couple dancers for 'Midsummer Night's Dream'. Instead, she has tested and received Warner's pact.
Betty Furness was not dropped by Radio. Player asked for her release to go to N. Y. for stage training. After three months, returned to MGM contract, then borrowed for three assignments by Radio.
George Bancroft and Octavia Panning were on 10 days to answer charges contained in Edna G. Bancroft's complaint against the actor and his wife that the complainant was married to and never divorced from the player.

Riviera

By George Axelsson

Buster Keatons at Cap Martin.
Ray Kavanagh miking at Monte Carlo Beach.
Lily Pons returns to her home town Cannes.
Tommy and Danny, jazz singing team, off to Buenos Aires.
Only surefire publicity for film stars here these days is engagement rumors.
Nice auto race, annual event, was financial flop and may be canceled next season.
Einar Axelsson, one of Sweden's film idols on the Riviera resting between pictures.
Swells of the Coast flocking to Frederick's Knickerbocker, Monte Carlo night joint, to hear Zaldis Jackson, color American warbler.
Something film germen have overlooked: At 'La Soupe a la Syngre', Nice slum eatery, soup at three cents per is dished out with a syringe.
Eddie Meritz dickering with an unnamed London producer on 'Magic Isle', his first musical comedy.
Book, in three languages.
Robitschek, who owned the Kabaret der Komiker in Berlin, sunning himself on the Riviera. Now runs the color theatre and holds music hall in Paris on out rates.

Mexico City

By D. L. Grahame

'Viva Villa' (MG), 'Little Man, What Now?' (U), and 'Scarlet Kiss' (Par), current cinema hog.
Teatro Regis, silk stocking first run house, has become joint show window here for Metro, U. A., RKO Radio and U.
Teatro Regis, long a stage house, has made its debut as a cinema with exhibitions of a series of nationally produced talkers.
Mexican companies to run ball fight here during season which opens in October. Spaniards formerly almost monopolized the biz.
Public education ministry, custodian of the Palace of Fine Arts (National Theatre), has appointed Miguel Wimer, ace local dramatic actor and theatrical director, administrator general of the theatre.

OBITUARIES

DAVE MARION

Dave Marion, 73, the "Snuffy the Cabman" of American burlesque and vaudeville, died of complications Sept. 15 at Bellevue hospital, New York. He was stricken in his room at the Flanders hotel and taken to Bellevue as an emergency case by his life-long friend, Gus Hill.

Marion has been in show business previously, but did not gain attention until creating his "Snuffy" character in 1902 or thereabouts. As "Snuffy" he became one of the brightest burlesque stars of all time, eventually branching out as a combination actor-manager, and was also regarded as a name when playing in vaudeville.

Marion was married three times, each time to an actress. His first wife, Minnie Bell, was also his stage partner in variety and later in a Gus Hill hit show. Marion split with his wife (temporarily) following a tour of Australia to team with a man partner in an act known as Marion and Keene, this turn going to England for engagements there. Upon his return Marion reunited with his wife, but they were divorced shortly after.

The second Mrs. Hill was Fannie Bedder, soubrette, and the third was Agnes Beecher, a prima donna. The latter died last year.

Marion's last appearance was about five years ago on the Columbia wheel in "Dreamland," a burlesque show which he operated in partnership with Tom Miner and played in for many years. Prior to that, and in between "Dreamland" and vaudeville appearances, he held a partnership franchise with Drew & Campbell of Cleveland in two shows on the old western Empire wheel.

Marion's River House, a large resort hotel at Toms River, N. J., was built by Marion at a cost of \$180,000, and was still operated by him up to the time of his demise.

Two sons by Marion's first marriage survive, but their whereabouts are unknown. Funeral services to day (Tuesday) at 2 p. m. at Campbell's, New York, and interment Wednesday (19) at Toms River. Marion was a life member of both the Elks and the Shrine.

IVAN ABRAMSON

Ivan Abramson, 65, once a well-known figure in picture production, died in St. Sinai hospital, New York, Sept. 13.

Born in Russia, he spent his active years in this country, originally as a newspaper man and founder of several Jewish publications. Later he operated a grand opera company, then turned his attention to the films, organizing the Ivan Film Company, in which William R. Hearst was for a time his partner. He wrote many of the productions himself and for a time was successful in the somewhat limited state rights field. He did more than 25 features, including a silent version of "Today."

Growth of such companies as Paramount strangled the chances of the independent field and he brought several suits against the major companies, almost all of which resulted in a restraining order of trade. In furtherance of this endeavor he also wrote a fiction story which was a thinly disguised history of the early days of the pictures and spilled plenty of dynamite. It was all old stuff, however, and did not attract wide attention. Of late years he has been inactive.

His widow, Liza Einhorn, Rumanian prima donna, a sister and a brother survive.

NAT SOBEL

Nat Sobel, 52, Keith and RKO agent for 30 odd years, died Saturday (15) in Sydenham hospital, New York, as a result of a paralytic stroke suffered two weeks previously.

Sobel was probably best known and beloved for extensive and unselfish charitable work which he carried on through prosperous and lean years. He played the role of good samaritan, helping out all of the institutions in Greater New York and the nearby New Jersey towns, regularly recruiting shows to play the poor houses, hospitals, prisons and insane asylums and, from his own funds, providing the inmates with tobacco, books and magazines. Even in the last few years, when his business dwindled to almost nothing, Sobel's philanthropic deeds continued.

For 25 years of the 30 he was an agent, Sobel was a franchised

Keith representative. He started as an independent agent and, except for a brief period as partner of Joe Sullivan, was always by himself. Interment Sunday (16) in Bayside Cemetery, L. I. He is survived by a widow, mother and three brothers, one of whom, Eli, was formerly a small time booker.

WESLEY EDDY

Wesley Eddy, 31, master of ceremonies at the Roxy and other theatres, shot himself at his mother's grave at Stratford, Conn., Sept. 16. Grief for his mother, who died in 1926 is believed to be the reason for his act. He was to have returned to the Roxy Sept. 21.

Further news story elsewhere in this issue.

HELEN H. HARTT

Helen Harrington Hartt, 61, died in New York Sept. 15. She had been ill since last fall. She studied at the American Academy of Dramatic Art and in Paris under Coquelin. She appeared in numerous productions, including "Hazel Kirke," "Inco's" and "The Price of Jennie," later becoming associated with the Coburn players in Shakespearean repertoire. She left the stage in 1915 to take up writing and lecturing, becoming an authority on Browning.

In 1921 she married Rollin Lynde Hartt, who survives. Two sons, John and Frederick, also survive. Funeral yesterday (Monday) and interment in Kensico.

DEMENICO VALENTI

Chester Demenico Valenti, 42, conductor of the National Fascists' Band (Mussolini's Black Shirts) died in Chicago Sept. 11 of bronchial pneumonia.

He organized the band about seven years ago in Chieti, his home town, and two years ago was decorated by King Emmanuel for his work. The band had been in this country in August and gave a concert at Carnegie Hall before going to Chicago to play at the Century of Progress. Ranked by critics as one of the best of the military bands.

GRANT C. MELROSE

Grant C. Melrose, 54, general manager of station WJAY, Cleveland, died in his office Sept. 19 from a heart-attack brought on by acute indigestion. Melrose had been in radio business for 10 years and while at WJAY developed many acts.

Survived by his widow, Edythe Fern Southard Melrose, and a sister, Interment at Grayville, Ill.

SUZANNE WOOD

Suzanne Wood, veteran actress and authoress, died Sept. 12 in Hollywood following an illness of several weeks. Lately she had appeared in pictures. She started her stage career in Paris and Berlin. Among her novels were "Love's Purple," "Kay Wood's of Chicago," "Shibboleth" and "Tekel."

Funeral was held on the Coast.

SAM ALLEN

Sam Allen, 73, a veteran character actor, died in Los Angeles Sept. 12. Allen, a native of Maryland, started his stage work in 1880, and joined the old Biograph company of New York in 1910. He worked in Hollywood from 1913 until three years ago. Survived by a stepson.

Funeral was held on the Coast.

DAVID M. CALLIS

David M. Callis, 46, stage and screen actor, died in Los Angeles Sept. 10. Of recent years he had appeared in Warners pictures on the Coast. He is survived by his widow, two children, a brother and a sister. Funeral services were held in Glendale, Cal., and burial was made there.

ATTICO BERNABINI

Attico Bernabini, 49, chorus master of the Chicago Opera Co., died in New York Sept. 16 of stomach trouble for which he had been under treatment for several months. Survived by his widow and two children resident in Italy.

WILL ALLEN DROMGOOLE

Miss Will Allen Dromgoole, playwright, author and literary editor of the "Nashville Tennessean," died at her Nashville home Sept. 1, after an illness of several weeks. She had been in ill health for some time. Her best known play was "The Tennesseean" several years ago.

ADELE SCHWARTZ

Mrs. Adele Schwartz, 44, once prominent on the Jewish stage, killed herself in her Brooklyn home Sept. 10. Unable to obtain employment and dependent over the loss of her savings through the Bank of the U. S.

Survived by her husband.

EMIL SHY

Emil Shy, 30, of the comedy team of Moore and Shy, died in Chicago on Sept. 12 after being ill in the hospital for several weeks with a heart ailment.

He was not married. Burial in Chicago.

JEAN CUNNINGHAM

Jean Cunningham, 60, died in New York, Sept. 11, after an illness of several years. She was well known in burlesque as support to Edmond Hayes and other comedians in the more prosperous days of burlesque.

W. C. KYLE

W. C. Kyle, manager of Academy Theatre, Selma, Alabama, died on Sept. 9 following operation. Had been connected with R. B. Wilby theatre chain for many years.

Survived by his widow and two children.

JOSEPH J. BALL

Joseph J. (Joe) Ball, 74, a pioneer showman in New York State, died Sept. 7 in Utica, N. Y. Over a period of many years he had operated theatres in Albany, Amsterdam, Schenectady, Utica and Syracuse.

SIR GEORGE HENSCHER

Sir George Henschel, first conductor of the Boston Symphony orchestra, died in Aviemore, Scotland, Sept. 10. He was also the organizer of several prominent British musical societies.

Willis Morgan, negro proprietor of Chicago Inn, in the rue Duphot, Paris, died Aug. 29 at the American hospital of Paris of a burst appendix. He was 59 years old, and known to most American visitors to Paris. He never refused a meal to an American caught here without money.

Archibald Joyce, 31, employed at the Paramount studio in Astoria, died at his home in that borough Sept. 14.

Father of Mrs. Kleanor Horsley, wife of William Horsley, head of the Hollywood Film Enterprises, died in Los Angeles Sept. 6.

Mother of William Connelman died at Glendale, Cal., Sept. 9.

U. S. Pix

(Continued from page 17)

and runs—will begin at a date undetermined but not far off at the Lord Byron, which will start out with "Cellini."

When this has run out UA will play its ace, Fairbanks' "Don Juan." This pic will get one of the regular United Artists sendoffs for British films, which Curtis Meinitz, UA's chief exploitation man, has the firm, puts over with real class. British ambassador and all the hot shot crowd will be there, ushered in by Republican Guards in dress uniforms and all that sort of thing.

Third on the program for the Byron is "We Live Again," which will get its original title, "Resurrection," over here. UA hopes "Don Juan" will last long enough to throw this opening well into the season.

At the Avenue, UA's second first-run house, the opener will be "Blossom Time," English made Schubert operetta, with the German tenor, Richard Tauber. Next will come "Our Daily Bread," a picture of which the Paris office thinks a great deal. It is believed possible here that the Paris opening may be the world premiere of this picture. Depends on the American release date and also to some extent on how long "Blossom Time" runs. If this picture actually is shown here before anywhere else, it will probably be the first time for a Hollywood picture, although it happened with several English films, notably "Henry VIII" and "Catherine." In those cases it was done deliberately for publicity value, and highly exploited.

"Catherine's" New Try

"Catherine" will, get its second Paris run in English at the Aubert Palace, the picture being the beginning September 21. This, from the point of view, will virtually be

CALENDAR OF CURRENT RELEASES

(Continued from page 31)

Oded the Wanderer (Palestine) (Hebrew). Life in Palestine. Dir. C. Halahmi. 65 mins. Rel. July 15.

Ore y Plata (Sp) (Inter-Continent). Romantic tragedy. Dir. Ramon Picon. 80 mins. Rel. July 15.

Parade (Sp) (Capital). Military musical. Dir. Michael Wasynek. 75 mins. Rel. May 1.

Petterson & Bendel (Swedish) (Scandinavian). Comedy-drama with music. Dir. Carl-Axel Hagen. 80 mins. Rel. Feb. 15.

Problem of Fatigue (Rus) (Amkino). Scientific study. Dir. I. P. Pavlov. 60 mins. Rel. Aug. 15.

Prokurator (Pol). Tense court drama. Dir. M. Wasynek. 80 mins. Rel. May 15.

Quick, Koenig der Clowns (Ufa) (Ger). Comedy. Lillian Harvey, Hans Albers. Dir. Robert Siodmak. 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) (Bavarian). Nazi propaganda. Dir. Frantz Sutta. 85 mins. Rel. May 15.

Saison in Kairo (German) (Ufa). Musical comedy. Renate Mueller, Willy Fritsch. Dir. Reinhold Schunzel. 80 mins. Rel. Dec. 15.

Sang d'Amour (Rus) (Amkino). Jean Cocteau's idea of modern films. 60 mins. Rel. Nov. 1.

Schickel der Renate Langen (Ger) (General). Domestic drama. Mady Christian. Dir. Felix Langer. 70 mins. Rel. Oct. 15.

Simple Tailor (Rus) (Amkino). Drama of Jewish life. Silent with sound track. Dir. V. Viner. 70 mins. Rel. Feb. 15.

Sobre Las Olas (Mex) (Cinoma). Historical romance. Dir. Ramon Picon. 70 mins. Rel. March 15.

Serment, Le (Fr) (Hrexet). Heavy drama of love. Dir. Abel Gance. 80 mins. Rel. March 15.

Sohn Der Weissen Berg (Capital) (Ger.). Alpine drama. Luis Trenker, Renate Mueller. Dir. Mario Bonnard. 75 mins. Rel. Oct. 15.

Sombrerito (Sp) (Capital) (Ger.). Life of the Mexican bandit chief. Dir. M. C. Torres. 70 mins. Rel. March 15.

Soviet Closeups (Rus) (Amkino). Newsreel compilation. 60 mins. Rel. May 15.

Spy, The (Polish) (Capital). Drama. 80 mins. Rel. March 15.

Storn von Valencia, Der (Ger) (Ufa). White slave traffic in Europe. Liane Haid. Dir. Alfred Zeisler. Rel. April 15.

Sturm auf die Zitadelle (Ger) (General). Lil Dagover. Dir. Herman Kosterlitz. 80 mins. Rel. Nov. 15.

Tannenberg (Ger) (Europaeum). Military drama. Hans Stuwe. Dir. Heina Ruhl. 85 mins. Rel. March 15.

Tante Gusti Kommandiert (Ger). Romantic comedy. Hansi Niese. Dir. Max Adnabert. Dir. Carl Heinz Wolf. 70 mins. Rel. May 1.

Tausend Jahre Eine Nacht (Capital) (Ger.). Farce. Trude Berliner. Dir. Max Mack. 70 mins. Rel. Feb. 15.

Teicher Der Regiments, Die (Ger) (General). Military musical. Anny Ondra. Rel. April 15.

Trenck (Ger) (General). Military drama. Dorothea Wieck. Dir. Hans Paul und Ernst Neubach. 80 mins. Rel. April 15.

Und der Leuchter (Ufa). Musical romance. Wolf Albach-Retty. Dir. Heinz Hill. 80 mins. Rel. Jan. 15.

Unsere Fahne Flattert Uns Voran (Ger) (Ufa). Hitler propaganda. Heinrich Heine. Dir. Hans Stiehl. 60 mins. Rel. July 1.

Verkaufte Braut (Ger) (Kinema). Smutty opera diluted. Jamila Novotna. Dir. Max Ophuls. 80 mins. Rel. April 15.

Vi Somar Krokavagen (Swedish) (Scandinavian). Musical. Rel. April 15.

Volga Volga (Ufa). Adventure of a Cossack. Robin Hood. 70 mins. Rel. Dec. 15.

Wandering Jew (Jewish American) (Yiddish). Terror of Hitler regime. Ben Hur. 70 mins. Rel. Dec. 15.

Wie Mann Maenner Fesselt (Ger). Franziska Gual. Musical comedy. Dir. Carl Boese. 75 mins. Rel. May 15.

Wie Sagt der Weisse Mann (Ger). Farce. Renate Mueller. Dir. Reinhold Schunzel. 70 mins. Rel. Jan. 15.

Wenn Die Liebe Macht (Ufa) (Ger). Comedy with music—Renate Mueller. 80 mins. Rel. Nov. 1.

Key to Address
Aeme, 54 East 14 St.
Amkino, 127 Seventh Ave.
Bavaria Film, 439 Fifth Ave.
Blue Ribbon Film, 150 56th St.
Capital Film, 630 Ninth Ave.
Embassy Pict., 127 Seventh Ave.
Europa Film, 150 56th St.
Filmchoice, 509 Madison Ave.
Garrison Films, 127 Seventh Ave.

General Foreign Sales, 725 7th Ave.
Inter-Continent, 50 E. 42nd St.
Jewish American, 630 Ninth Ave.
Kinematograph, 127 Seventh Ave.
Paramount, 150 56th St.
Edward Riedl, 66 Fifth Ave.
Palestine-American Films, 189 2d Ave.
Scandinavian Films, 220 W. 42d.
Ufa, 725 Seventh Ave.
Worldkino, 1501 Broadway.

Censorship

(Continued from page 5)

that every film has to comply with a series of production codes.

In Chicago, where film folk estimate taxpayers turn over \$50,000 yearly for censor upkeep, the politico cutters delete anything that shows a machine gun. Official government films of the army, for instance, if they show a "tommy" gun are subject to surgery.

And in Pennsylvania, where taxpayers are estimated to contribute about \$100,000 per annum for censor maintenance, no feature picture can contain a sequence dealing with rioting, despite the fact that newsreels, can tell their story in the same state without touch.

In Kansas where some \$50,000 more of taxpayers' contributions go for censor jobs, the cutters are so strict on the dry subject that the industry record shows they have deleted lines of dialog referring to a night club bar, even though no bar is shown in the feature in question.

New York State cutters require top money, with over \$200,000 yearly turned over to them from taxes. In Ohio censors cost the state an estimated \$75,000, while in Maryland and Virginia they average around \$50,000.

LETTERS

When sending for Mail to VARIETY Address Mail Clerk. POSTMASTER: ADVERTISING IS CIRCULAR LETTERS WILL NOT BE ADVERTISED LETTERS ADVERTISED IN ONE ISSUE ONLY

Adams Todt D'Auvergne Bayst
Bowers Frederick Parker Robt
Barrie Caroline Strauss Waldemar
Czapelski Ruth Thomas Augustus

DOROTHEA ANTEL

226 W. 72d St. New York City
CHRISTINA
and Sonnetry
especially to suit the personality of the Professor.
Agents wanted to sell my cards and literary. Write or call for details. Editorial commission.

EXPO INDUSTRY LOOKS UP

LINCOLN FAIR PAYS OFF PART CASH AND NOTES

Lincoln, Sept. 17. Nebraska's Eightieth Birthday celebration, namely, the State Fair, awoke the morning after with a \$7,000 headache deficit. However, even in this bad drought year the cerise balance sheet was better by \$10,000 than last year. Premiums and race prize were guaranteed, because it would have been impossible to get anyone here after the payment of 60% on everything in 1933. In 1934, only the attractions suffered. Barnes & Carruthers who had a \$1,400 contract for three acts, the Five Harlequins, Lizarded Arabians and Panchinello, were paid \$840, but refused to work the final day when announcement of pet payments was made. The "Harlem Midnite Frolic" (colored revue) were in for \$650, got \$390 cash and a note for \$260; The Vincennes 12-girl line bought that was paid in full, \$300; Art Tackman's "Echoes of Broadway" revue in for \$350 was 60-payed. All other acts were bought at a minimum figure and paid off.

Fake Circus Wild Man Acquitted of Murder

Waynesburg, Pa., Sept. 17. Ed Jones 67 year old Las Vegas (N. M.) circus sideshow performer was acquitted of the murder of Omar Edgings of Salem, Ill., elephant caretaker, whose skull Jones fractured when Lee Bros. circus appeared here July 23. Jones pleaded self defense stating that Edgings had attacked him with a pitchfork. Jones struck Edgings with a mallet. The trial attracted much attention here, Jones having been billed as the "Zulu man" in the sideshow. After being acquitted Jones broke down and wept for several minutes in the court room. Jury deliberated nine hours.

TROTTERS TO FORE

Dubue, Sept. 17. County Fair associations, sensing revived interest in horses, both from a work and pleasure standpoint, since the depression and crop curtailment programs, drought included, spotted racing on their cards this fall. The interest was such that a great many, who failed to anticipate interest, are now staging post date fair days for racing purposes only, with every chance that a circuit will be established.

Bainbridge

(Continued from page 1)
employed in such place shall serve as a performer or entertainer. Entertainment hereafter shall be limited to an orchestra and one vocal soloist, vocal duo, vocal trio or vocal quartet, the order continues. Dances of all types by entertainers, performers, waitresses, waiters and others employed is hereby prohibited entirely. The order also prohibits performers, waitresses, waiters and other employees from working among the tables and provides that "entertainment of the type permitted must be confined entirely to the orchestra platform or the dance floor provided for patrons." It is decreed that "costumes to be worn by entertainers, musicians, musicians, waitresses, etc., shall be left to the discretion of the proprietor, who employs person; for such work, but any complaint from patrons or from other sources which indicate that any proprietor has overstepped the bounds of decency in connection with costumes worn shall be just cause for revocation of license." Before becoming mayor, Buzz Bainbridge had been a showman almost all his life, having operated a dramatic stock and musical stock here for many years and, prior to that, having been back and ahead of Shubert shows and a circus press agent. Prior to entering politics he always had been known for his liberal views, but shortly after his election he threatened censorship of all amusements.

How to Cut

(Continued from page 55)

aries and shall answer questions on the subject. Manager then shall leave the meeting, after which the Board will recommend whether the reduction shall or shall not be allowed. Individual actor, however, is not compelled to take a cut, regardless of what the Board's recommendation may be, nor shall players accept a cut after the Board disapproves.

Only N. Y. Rules are to apply to New York, a plan for companies operating in other cities being yet to be worked out.

If a show is on tour and cutting is proposed, the players are instructed to hold a meeting without the presence of the manager or any person affiliated with the management. Latter must telegraph the Cuts Board the reason for cutting. Board acting when receiving the result of the players' meeting.

In considering requests for cuts, the Board shall be guided by the following general rules:

"Cuts shall only be permitted if the manager's receipts have fallen below his reasonable weekly production and operating expenses, as same are decided by the Board; such expenses may include a reasonable weekly salary to the manager and a reasonable office expense. Word 'reasonable' shall be according to the interpretation of the Board.

Weekly Statements

"While cuts are in operation, weekly box office statements shall be delivered to Equity by the manager.

"No requests for cuts intended to begin the following week will be considered if brought to the Board later than Friday of the current week.

"No principal, i. e., actor playing a speaking or individual part, receiving \$50 a week or less shall be asked to take a cut, and, because of any cut, no individual salary of a member of Actors' Equity shall be reduced to less than \$50 a week. In general, any cut may be stated that the Council has no desire to make these rules so rigid as to create a mass of difficulties. It is, however, felt that the policy of cuts as practiced heretofore has brought many abuses and it is the aim of the Council to correct this."

Board Makeup

"The Cuts Board will consist of either the President or the Executive Secretary or the nominee of the President or, in case he does not act, the nominee of the Executive Secretary, a member of the legal department and a member of the Equity staff, and also the Executive Secretary of the Chorus Equity Association, or her nominee, whenever matters affecting musical comedy or members of the Chorus Equity Association are involved.

Current stars at their option may be exempted from the above rules since their contracts frequently involve percentages of the gross of the box office, which makes them directly or indirectly a partner of the manager. However, stars who make individual cuts are required to file same with the Association.

Managers deny that salary cutting abuses are general, applying only to isolated cases. There is some resentment among showmen over the rules and the Theatre League will discuss the situation at a meeting this week. Basic Minimum Agreement between Equity and a small group of managers was voided last season and, in the absence of any specific pact, Equity is not required to huddle with managers before adopting rules.

Circus Routes

Week of Sept. 17

Al G. Earnes Sept. 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, Oct. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, Nov. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, Dec. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, Jan. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, Feb. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, Mar. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, Apr. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, May 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 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24, 25, 26, 27, 28, 29, 30, 31, Sept. 1,

*"I keep my
Complexion
lovely this easy
way"—says*
VIRGINIA BRUCE



Star of Monogram's "JANE EYRE"
(Courtesy of M-G-M)



**"I remove every trace of make-up with pure Lux Toilet Soap—
this protects me against unattractive Cosmetic Skin"**

Like other girls, Virginia Bruce uses cosmetics—nearly all screen stars do. But she doesn't let stale make-up choke her pores—run the risk of getting unattractive Cosmetic Skin.

For Virginia Bruce knows a thing or two about beauty care. Her complexion

is too precious for her to risk it—she protects it the Hollywood way!

**Cosmetics Harmless if
removed this way**

"Use all the cosmetics you wish," Virginia Bruce says. "But don't risk *clogging your pores* by leaving the tiniest bit of stale rouge or powder on your face! I remove every trace of old make-up with Lux Toilet Soap."

Stale cosmetics left in pores day after day choke them, enlarge them. Then dullness, blemishes—even blackheads—warn of Cosmetic Skin!

Don't risk it! Lux Toilet Soap's rich, ACTIVE lather sinks deep into the pores, removes *every trace* of dust, dirt, embedded powder or rouge. Every time you put on fresh make-up during the day, and ALWAYS before you go to bed at night, use this gentle care!

Nice to be popular, get compliments, have dated
You will, if you're *lovely* enough! Keep your skin
exquisite the modern Lux Toilet Soap way!



VARIETY

PRICE
15¢

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Vol. 116 No. 2

NEW YORK, TUESDAY, SEPTEMBER 25, 1934

64 PAGES

SEE 5 SUPER AIR STATIONS

CHI DAILIES GET MORAL; BAN NUDES

Chicago, Sept. 24. Local newspapers have gone pure, word going around that they will not use any photos of nudes or pictures of anyone with whom nudity has been associated.

Particularly is this no-nude edict noticeable on Saturday, when all theatres, World's Fair spots and nite clubs have been going overboard on nudist pictures. Such burlesque houses as the Star and Garter have been forced to use only face photographs, with some of the papers banning the words "gorgeous body," "naked" and "fun dancer." The State-Lake theatre wanted to book Faith Bacon for a repeat engagement, but dropped the idea when the papers informed the theatre that they would not use any pictures on Miss Bacon because of her

(Continued on page 25)

Denver Police Court Has a Sponsor and Bar Assn. Is Piqued

Denver, Sept. 24. A fight has developed between the Denver Bar Association and Judge Alvin H. Pickens of the police court over the daily broadcast from the court over KJLZ and sponsored by the Homestead Bread company. The bar association passed a resolution, saying: "The conduct of the police court over the radio is, among other things, to wit: Contrary to legal and judicial ethics it reduces public confidence in the police court and discredits all courts."

Judge said the broadcast would continue, at least until either the mayor or the company that pays the bills said otherwise.

Omaha, Sept. 24. Traffic police court is broadcasting over KOIL 5:30 to 10 p. m. every week day. Judge Lester Palmer acts as his own radio technician and m. c., so that the program is without expense or trouble to the station.

Judge is a former announcer at WOW and still works at the station on Sundays when not dispensing justice.

Mae Goes Social

Hollywood, Sept. 24. Mae West's next at Paramount is an original story by Marion Morgan based on the social dynasty of Mrs. Jack Gardner of Boston.

West has the screen-play two-thirds finished and also the dialoguing with production set for November.

The Waltz' Comeback?

Society orchestra leaders have long been championing the return of the waltz as a popular ballroom dance. Most of 'em attended the Radio City Center theatre premiere of "The Great Waltz" and the general first-night opinion was that the return of the waltz into popular vogue was clinched by the beauty of the Johann Strauss (pere and filia) score.

2 OZONE TRICKS GET \$300,000 IN H'WOOD

Hollywood, Sept. 24. Giving the lie to any financial depression in the Hollywood area, two major outdoor attractions in the past two weeks have piled up grosses aggregating more than \$300,000. Ringling Bros.-Barum & Bailey circus, on its first visit here in several years, mopped close to \$150,000 in 10 performances two weeks ago. During the past week the Max Reinhardt production of "Midsummer Night's Dream" in the Hollywood Bowl topped that gross on average of six performances by rolling up around \$150,000, out of a possible take of \$200,000.

Dunkin' in the Sticks

Minneapolis, Sept. 24. Doughnut dunking contest will be chief entertainment feature at community corn show at Kenyon, Minn., near here, Oct. 5. Championship crown and cash prize will be awarded to contestant consuming the most coffee-dunked doughnuts.

U. S. RECREATION RATES (1) READING, (2) RADIO, (3) FILMS—BUT PIX COST COIN

Churchill in Shorts

London, Sept. 24. London Films has concluded a contract with Winston Churchill whereby the British statesman will produce a series of 12 one-reel shorts for United Artists distribution.

Churchill has held every important political post in Britain except that of premier. He will make the shorts according to his own ideas, and they will be of topical nature, insurance of current conditions. Churchill will talk, with some action back of him to illustrate his points.

PREDICT MORE 500,000 WATTERS

KNX, L. A. Indie, Latest to Apply—Engineers Believe 5 Sections of Country Soon Will Have One Each.

5 G'S FOR PROTECTION

Washington, Sept. 24. KNX, Los Angeles, is laying the groundwork for applying to the Federal Communication Commission for permission to build a 500,000-watt transmitter, according to local report. This outlet, which has no network affiliation, is currently licensed for 50,000 watts.

Expert opinion in the trade inclines toward the belief that KNX would have little difficulty obtaining a boost of superpower dimensions. Transmission in this case would be so directed as to sweep and confine itself to the entire Pacific coast area. Leading radio engineers aver that eventually assignments of 500,000 watts will be held by at least five stations spotted in sparsely settled parts of the country. WLW, Cincinnati, at present is the only outlet operating at that power.

One advantage that a 500,000-watt license will give its holder is security. Superpowered outlets would have little chance of being called on by the commission to defend their channels against application bidders. Legal fees entailed in protecting the licensee's rights to a clear channel averages \$6,000 a year.

Sponsors' Refusal to Waive Time May Halt Ford Co. Airing World Series

R. C.'s One Miss

Radio City's Music Hall is generally regarded as having the finest and most completely equipped stage in the world. But, Thurston the magician had to turn down a date there because his inspection of the stage revealed there isn't a trap door in the place.

Possible that the coming World Series may not be commercialized on the air. Refusal of several advertisers to give up their afternoon time on NBC is jamming up the baseball intent of the Ford Motor Co.

At a conference slated for today (Tuesday) the car maker will either agree to take what stations he can get on NBC and CBS or give up the idea altogether. In such case the Series will be broadcast by the net works, as in previous years, on a sustaining basis.

The radio code authority dropped another fly in the Ford ointment when it announced last week that it would seek to have NRA authorities issue an order to broadcasters cautioning them against taking the Series gratis until they are permitted to exclude the commercial credits.

Toughest situation that the webs have to contend with in clearing their schedules for Ford and the Series is the matter of Sunday, Oct. 7. NBC on its red (WEAF) chain has 10 commercial programs following.

(Continued on page 25)

CAPITAL HEARS JOHNSON FOR FILM JOB

Washington, Sept. 24. Reports that Gen. Hugh Johnson is slated for a film job were denied in well informed circles here today (Monday), but rumors that Blue Eagle tamer will take a post with an unspecified film producing company, are around.

The General's days with the Government are admittedly numbered, and official admission of resignation is expected momentarily. Rumors, however, do not name the picture company reputedly seeking the General's services.

Similar rumors were around concerning NRA Deputy Administrator Sol A. Rosenblatt but nothing happened.

Possibly the Johnson report is also just one of those things.

Mono Ribs Film Biz With Pic Based on Gobbling of Kids

Hollywood, Sept. 24. Monogram will make a picture, "Million Dollar Baby," kidnapping the story of the industry for its current urge to get kids under contract as a result of the Shirley Temple popularity.

Yarn was written by Joe Santley who will direct, production starting Oct. 20. This picture takes the spot on the schedule previously filled by "The Healer" which goes over on account of casting trouble.

NAUGHTY CHILDREN SPANKED BY RADIO

Madrid, Sept. 24. Naughty Portuguese children have a new bogeyman—the radio. Station CTGL, Lisbon, is broadcasting a program at 9:30 p. m. daily (when most kids ought to be in bed) addressed to children. Announcer gives the names of disobedient brats with observations regarding their particular faults. Remarks aren't any too kind.

Speaker tells 'em to be good or he'll take another crack at them over the air. Apparently wants to shame them into goodness. Seems some parent thought she could get her offspring to behave by having her radio station rebuke the kids' crimes and the vice spread.

Route Television Act

Portland, Ore., Sept. 24. Television machine owned by C.R. Spencer of L. A. is being routed as a h. a. attraction. Outfit is being booked into northwest houses for week stands.

House advertised for local females, who wanted to be televised. Special screens are set up on either side of the stage. The television production is not crystal clear but gives a fairly comprehensive if rough idea of how the new whirling disc reproducer will work cinematically.

(Continued on page 4)

U. S. Thinks Some \$200,000,000 Income Taxes Due; Checking Back to 1920

Washington, Sept. 24. Intensive drive to collect amounts owed the U. S. in back taxes has been initiated by the Treasury Department and will result in assessments against various individuals and picture companies, it was learned here last week.

Seeking to round up \$200,000,000 believed due but never paid, Treasury agents are checking income tax returns back as far as 1920 and preparing for court proceedings in a number of cases based on fraud charges. The recent grand jury investigation of Andrew W. Mellon was the forerunner of a series of moves to convict prominent individuals who have never come clean with Uncle Sam, it is said in official circles.

A flock of fies against noted stars and executives recently was fied in Los Angeles, directly attributed to the intensive checking being done in the Internal Revenue Bureau. Many more assessments are expected in the immediate future.

The back-tax campaign has been stimulated by disclosures before Congressional committees during the past two years that numerous big-shots, advised by smart attorneys, had managed to escape kicking in a cent for Federal support although having been running to six and seven figures. Records of the Senate Banking and Currency Committee probe of Wall Street and reports to the Federal Trade Commission of salaries, dividends, and bonuses paid industry executives are receiving a fine-tooth-combing to throw added light on suspected evasions.

FAST NEWSREEL WORK ON LINDY SITUATION

Newsreels worked nearly as fast as the dailies' photos and reporters on the Lindbergh case.

By Thursday night, a few hours after the story of the ransom money man had broken in headlines, many of the reel folk were busy in their labs. Friday the Broadway houses showed the news clips.

TAYLOR-ROACH

Director's Old Home Reunion on Roach Lot

Hollywood, Sept. 24.

Sam Taylor, who started at the Hal Roach studio as a writer at the same time Harold Lloyd was there, and who spent most of his directorial career with Lloyd, returns this week to the old lot as a supervisor and director.

Roach will produce several features more this year, which Taylor will supervise and direct.

U Drops June Knight

Hollywood, Sept. 24.

Universal has dropped its option on June Knight, contract player at Miss Knight's last appearance for the company was in "Gift of Gab."

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Dutchee

Hollywood, Sept. 24.

Fox has Joseph Cawthorn, Al Shean and Lee Kohlman in Music in the Air directed by Joe May, German import. All three work straight, sans their usual Dutch bregue.

Reger Imhoff also cast, does Dutch.

WB Film Names May Commute to Lew Brown Show

With Lew Brown's "Calling All Stars" all set for Warners' Hollywood on Broadway, the WB home office in New York is understood to be dickering with the picture studio on the Coast for a loan of Warner contract players. As the last decision makes the show a revue, there would be sufficiently elasticity to care for the commuting film names. Opening is slated for Thanksgiving Day or thereabouts.

If the picture name idea goes through, according to present accounts, Joe E. Brown, if available then, will lead off the parade of WB players on the Hollywood theatre stage. Others mentioned as under consideration for engagements of a month or more each between pictures are James Cagney, Dick Powell, Ruby Keeler and Jean Blondell.

Regular stage cast will be headed by George Jessel and includes up to now Mary Brian, Everett Marshall, Patricia Bowman and Peggy Taylor (Kitchen Sinks). Isoco Adia may be in also, unless Joe Brown is available.

Report persists Warners is backing the revue in whole or in part, although the theatre deal is on a rental basis. Warners is spending considerable money remodeling the Hollywood, a former straight picture house. Property to the rear has been purchased and the red wall is being torn down for more stage depth. Dressing rooms are also being installed.

Brown is first doing his musical before putting on a new show for the Casino de Pares, where he and Harry Akst and Ballard Macdonald succeeded as the co-author-producers of the new revue.

That's not to happen until Dec. 1, after his "Calling All Stars" musical is out of the way. Meantime Brown is merely supervising the shifting of some new acts into the present Billy Rose structure. Al Bernie is the newest addition. Al Trahan and Yukona Cameron go into the Casino de Pares this week.

Metro Seeks Another Dressler To Play In a Couple of Scripts

Hollywood, Sept. 24. Metro needs a character woman with starring possibilities to replace the late Marie Dressler. Studio several weeks ago put the question on the idea, but with two stories ready for production "Tish" and "Cemina" Round the Mountain, both written for Miss Dressler, decision is that it will perhaps make the program lap behind if the pictures are not produced.

Negotiations are on between Metro and Par for the loan of Frankie Ford for both yarns, but it is figured that the appearance in both pictures would make any character woman a star. Costing office and talent agents have been told to be on the lookout for someone to step into the Dressler shoes, as studio would prefer to build up somebody under contract to M-G.



WILL MAHONEY

"The Star" in England said: "Anybody needing a tonic should visit the Palladium. Will Mahoney, one of America's greatest comedians, is not on the stage many minutes before he has the whole audience rocking with laughter. No audience could have shown more appreciation than they did last night."

Direction
Wm. Morris Agency
Mayfair Theatre Bldg.
New York City

BEAUCCOUP SHOW BIZ TO CALIF. - GOV. RACE

Hollywood, Sept. 24.

Striking at Upton Sinclair's own campaign of radio and theatrical stumping, and incidentally, to cover up on the personality of its own candidate, Frank Merriam, the Republicans have enlisted the aid of picture and show biz to plan a campaign to land Merriam in the Gov's chair.

Idea is to illustrate through radio plays and stage presentations the hypothetical effect of Sinclair's 'epic' movement on the people of California one year hence.

Republican party has the backing of the picture industry, which fears exorbitant taxation if Sinclair takes first place. Former Socialist has made no bones of what he intends to do to large picture incomes if elected. To this end, names and writers for the plays and air acts are a cinch from practically all studios.

To this extent, Warners finds itself straddling the fence. Strictly a Democratic plant, it is duty bound to support the party. With Sinclair standing a good chance, Warners would be okay for patronage, but would be censored in on any of the radical taxations Sinclair proposes. On the other hand, Warners apparently can't go against the Democratic party by supplying any help whatever to Sinclair, no matter what the result of his election would mean to the industry.

Metro probably will lend the greatest aid to Merriam, it being practically assured that MGM names and writers will be used heavily for the acting Governor's campaign.

Eddie Craven West

Hollywood, Sept. 24.

Eddie Craven, from the legit east of "Sailor Beware," arrived here yesterday (Sunday) to go into Paramount's film version of the play. Film gets a title change to "Lady Beware."

RYSKIND, LEDERER EAST

Hollywood, Sept. 24.

Morrie Ryskind, who has been working on the script of Metro's "Repenal," has left that studio and will fly to New York Sept. 30.

Charles E. Lederer, another Metro scenarist, flew back Saturday, but is still on the pay roll, writing an original, which he will work on while in the east.

RKO Gets \$315,000 Tax Rebate, but Gouv Morris Is Socked \$16,750 Extra

Quartet of Burns

Hollywood, Sept. 24.

There's a four-way burn going on between Paramount, Columbia, Gene Raymond, and Cary Grant. Raymond, on a three picture contract at Columbia, was practically set to do the male lead in Paramount's "Red Woman" with Sylvia Sydney. As he was about to sign the contract Saturday (23), Columbia notified him to be on hand at that studio Oct. 1 for "Sure Fire." Raymond burned at Columbia, figuring the studio had double-crossed him by calling him on that date, making it impossible for him to do the Par picture.

With "Woman" set to start Monday (24) after four postponements in the past month, Paramount did a healthy burn at Columbia, claiming also the double-cross. Studio immediately called Cary Grant, told him that the Sidney picture was his next assignment. Grant called for the script, gave it a once over and refused the part, saying he needed a vacation. Grant played opposite Miss Sidney in "Madame Butterfly."

Paramount then did a double-burn, for the picture has proved somewhat of a jinx. R. B. Schuchman, the producer, has had four scripts on the yarn so far, still has the script in the work, hopes that it will be completed when the next start is scheduled, and hopes it will please the next actor assigned as the male topper.

NO FIND VALLEE FEMME FOR WB'S 'SWEET MUSIC'

Hollywood, Sept. 24.

Tests for femme lead in the forthcoming Rudy Vallee picture, "Sweet Music," at Warners, have not yet filled the spot. June Knight, who had first call, failed to make the grade, and it seems likely the studio will go outside the contract list to fill.

Vallee is due here in 10 days for his broadcasts, and picture is being readied to go soon after the crooner's arrival.

RIAN JAMES-METRO

Contract With U Nullified By Mutual Consent

Hollywood, Sept. 24.

Universal and Rian James have mutually cancelled the latter's contract as a producer-writer and James swings over to Metro. He will write an original story aimed for Wallace Beery and Jackie Cooper.

James is currently in Cedars of Lebanon hospital under observation for a stomach ailment. He expects to report to M-G the end of this week.

Spot Kathleen Burke

Hollywood, Sept. 24.

Paramount has set Kathleen Burke for the lead in "Bengal Lancer." Miss Burke, a former contracter on the Par lot, replaced Katherine DeMille.

Bernard and Meiklejohn arranged the deal.

AGENTS VS. BIRNSKI

Los Angeles, Sept. 24.

Leo Birnski left for New York just ahead of an attachment which Frank Joyce-Myron Selznick and Leland Hayward attempted to plaster against him for \$176 in assertedly tardy commissions.

Chief item in the agency's claim is \$166, allegedly due on sale of Birnski's story, "Tornado," to Fox.

MAYFAIR RESUMES OCT. 6

Mayfair supper club, popular with the stage-ecren contingent, in the Ritz-Carlton hotel, New York, resumes its winter season Oct. 6 with Pancho's music, again being discontinued.

Jack Rumsey at the helm, as usual.

Washington, Sept. 24.

Fat wad of tax abatements was granted RKO and subsidiaries last week by the Internal Revenue Bureau, while a noted-Hollywood scribbler was held deficient \$2,556 on his personal bill to Federal Government.

Aggregating more than \$315,000, abatements included \$59,700 for 1929 and \$169,386 for 1930 to RKO, and \$36,516 each to B. F. Keith Corp. and Opticorp Corp., Inc. for 1930. RKO also received credit of \$12,447 on account of overpayments in 1930. Action followed ruling of board of tax appeals in cases brought by RKO and Keith and decision by the bureau in dispute involving Opticorp.

Governor Morris, may and scenario writer, was held by Tax Appeals board he cannot settle with his wife income from stories written before his marriage. Ruling on application of California's community property law, board held that writer's income report was \$16,750 short in 1930 as a result of the division of earnings from sale of sound picture rights to two magazine yarns.

Stories involved were "The Penalty," sold to Metro for \$25,000, and "The Better Wife," sold to Paramount for \$15,000. Agents took \$5,500 of the gross.

COURT REFUSES NAME CHANGE TO IAN KEITH

Los Angeles, Sept. 24.

After using the name Ian Keith professionally for 15 years, he can't use it legally according to a decision of Superior Judge McComb. Keith petitioned the court to change legally from Keith MacCraley Ross.

Judge ruled on the ground that once the actor went through bankruptcy, and although he has been discharged, the courts still regard his debts as unpaid.

Crawford, Powell, Tone Set in Metro Musiker

Hollywood, Sept. 24.

Joan Crawford, William Powell and Franchot Tone will have three-way billing on a musical at Metro, based on an original by Oliver Jeffries but titleless as yet.

Picture will be produced by David O. Selznick, following "David Copperfield." Gus Kahn and Walter Donaldson are writing the music, with three songs for Miss Crawford.

SAILINGS

Sept. 25 (New York to London), George G'Brien, Mr. and Mrs. Sol Lesser, Eddie Glavin, Robert Hitchcock, Jack Hayton, Ray, Billie & Lillian, George Prentiss, Norman Timberg and Timberg, Jr., Ed Ford, Laipe Velez, Johnny Weissmuller (le de France).

Sept. 26 (New York to London) Belle Baker, Bertha Walker (Monte Carlo).

Sept. 22 (New York to London) Sydney Howard, Adrienne Ames, Phillips Holmes (Hercules).

Sept. 22 (New York to London) Yacht Club Boys (Admiral, Kelly, Kern and Mann) (Champion).

Sept. 22 (London to New York), Sam Smith, Michael Balcon, Jack Hulbert (Empress of Britain).

Sept. 22 (New York to Genoa), Walter Lippman (St. George).

Sept. 22 (New York to Paris), Richard Halliburton, Charles Houssey (Champion).

Sept. 21 (Paris to New York) Wm. Shuchart (le de France).

Sept. 19 (New York to London) Richard Collett (Europa).

ARRIVALS

Penny Hollman, Robert H. Hays, John E. Myers, David Fairbank, Isaac M. Rosenberg, Ralph Hays, Fred McSwain, Compt. John Matthews, Victor Lohr.

Will Rogers, Robert Ripley, George Kewsey, Lillian, Peter Robert, R. Sherwood, Victor Lohr, Evelyn Herbert, Emil Coleman, Susan Fisher, Jack Linn.

H'WOOD CUTS OWN THROAT

Blue Book Questionnaire for Hollywood Extras by Coast NRA

Hollywood, Sept. 24.

An extra in pictures under the new NRA setup requires more than an aptitude for shuffling around in a mob or totting a spear. Now listing will comprise as fine a body of men and women as is to be found around the studios; a regiment of worthies who can match private lives with anyone.

At least such are the requisites as compiled in the questionnaire which last week hit the mails. First printing of 10,000 sheets will be more than enough to go around as the printing by Major Joseph Donovan's staff has cut the mob down to around 8,000. That means the elimination of better than 2,000 day workers who had been listed with the various employment agencies.

Among the questions to be answered by those who would qualify for the new listing are:

Do you own your own home?
Are you an American citizen?
Are you married or divorced? Do you live with your husband or wife?
State your husband's weekly income? What allowance do you receive?

Are you related by marriage or otherwise to anyone employed by a picture company?

Have you ever been arrested? If so, how many times?
Have you ever been under the influence of intoxicating liquor or had such in your possession while working in a picture?

What have your earnings from extra work averaged in the last three years?
What other remarks, in your opinion, entitle you to extra work as a preference?

Footnote warns that shuffling committee has the right to reject any application where the statements are proven false or made in an attempt to mislead the committee.

The real job lies just ahead for the Code Authority office. After all of the returns are in Maj. Donovan's crew must sort and arrange the classifications. Squawks a plenty are anticipated, which means a heavy sled in the offing for the grievance board.

Misplacing of the word "questionnaire" caused a delay of several days in the mailing of these qualifying sheets to Coast extras. Entire batch of 10,000 was returned to the printer.

Vic and Cyril McLaglen Sued for \$15,000 in Calif.

Los Angeles, Sept. 24. Charges of assault have been laid against Victor McLaglen and his brother Cyril, also an actor, by R. C. Mann, who complains they beat and ejected him from the Breakfast Club for what the McLaglens are said to have termed insubordination and misconduct. These accusations against Mann, plaintiff states, were subsequently posted at the club and for his described anguish he demands \$15,000.

Handling by McLaglen brothers, Mann avers, humiliated him in the presence of his friends.

Boles on Gotham Trip

Hollywood, Sept. 24. John Boles and his wife leave here tomorrow (25) for New York for the player's first vacation in seven years.

They'll return via the canal, and Boles then goes into the land of Red Hoods and Lasky hospital at Fox.

KEN MAYNARD HURT

Hollywood, Sept. 24. Ken Maynard landed in the Hollywood hospital Thursday (23) when a pack of bulldogs used in "Mack" in old Santa Fe nudged the western star out of his saddle and tore the ligaments in his left leg.

He was out of the picture for two days, meanwhile company continued shooting around him.

Standard Time

Next Sunday (30) all localities with daylight saving time revert to Standard Time. The change occurs at 2 a.m. that day.

All tickers go back one hour.

Col. House Wants Arliss to Do His Picture, If Made

London, Sept. 24.

Warner Brothers is in negotiation with Col. Edward M. House, member without portfolio in Woodrow Wilson's cabinet, for permission to film his "Intimate Papers of Colonel House." Universal has also made overtures to the Colonel on the same proposition, but this effort may now be cold.

Understanding is that Col. House is sufficiently interested to have made known his wish that if the film is made, George Arliss impersonate him (House) in the picture. But Arliss is unavailable and this may nullify everything. Acrop was previously under contract to WB.

Arliss is currently doing "The Iron Duke," for Gaumont-British, and is a day and a half ahead of schedule. This is attributed to his insistence upon adequate rehearsals before starting a feature. He is due back in Hollywood following this picture, but goes back to London for two more G-B's after that.

Mrs. Mayer Recovering In Paris; Her Illness Delays L. B.'s Return

Hollywood, Sept. 24.

With the condition of Mrs. Mayer, ill in Paris, still unchanged, return of L. B. Mayer to the studio is indefinite.

Producer originally planned to be back at his desk this week. Meanwhile final copy on several production are being held up. Mayer phones his local office regularly from Paris.

Paris, Sept. 24. Mrs. L. B. Mayer is now at the American hospital at Neuilly near here, reported recovering nicely.

Lord Borden, physician in ordinary to the Prince of Wales, and Lord Dawson of Penn, physician to the King of England, were summoned from London to attend the film man's wife.

Bulgakov Starts

Hollywood, Sept. 24.

First directing assignment at Columbia for Leo Bulgakov, former Moscow Art Theatre director, will be "White Lies," starting around Oct. 1.

Bulgakov has been getting an insight into directing by sitting on the set during the filming of a couple of films.

FOSTER GRIDS IT

Culver City, Sept. 24. Preston Foster spotted as lead in Metro's footballer, "Backfield."

Russell Mack directs from script written by Harvey Gates and Bernard Schubert.

BOOST WALBURN

Hollywood, Sept. 24. Columbia has torn up his contract with Raymond Walburn. Had two more months to go.

New pact calls for a boost.

SWANK DENTS LOCAL THEATRES

Example of Town's Attempt to Put It On Is \$160,000 for Reinhardt's 'Dream,'

SQUAWKS

Hollywood, Sept. 24.

Theatre men, belatedly, are burning against the picture colony for swanking it a bit. Example is the production of "Midsummer Night's Dream," which closed a seven-day stand at the Hollywood Bowl last night (Sunday) and took close to \$160,000 from a picture going public.

Although the Reinhardt production was sponsored by the State Chamber of Commerce, affair would never have gotten to first base had it not been for the support given it by the picture business. Meanwhile, Los Angeles picture houses are battling, and during the past two weeks the Ringling show also left town with \$160,000, and currently the County Fair will grab \$500,000, and no one knows what the horse racing at the fair will gross. In addition, there are nightly auto, motorcycle races, and a current

(Continued on page 14)

JACK HULBERT, OTHER GB PIC NAMES OVER

Jack Hulbert, G-B's ace comic, will arrive in New York Friday (28) for a several weeks' buildup program in the U. S. Gaumont has hired Lou Goldberg and assigned him to handle special publicity for the star.

It's the first step in an extensive buildup program: GB has laid out for itself. Same boat will also bring over Nova Pilbeam, child star, and Michael Balcon, company's studio production chief. Last week Robert Flaherty, director, came over and other talent will follow at regular intervals.

Chaplin May Do Talker, Giving Tramp a Near-Oxfordian Brogue

Hollywood, Sept. 24.

Charles Chaplin probably will start work on a talker as soon as his current synchronized comedy is completed. "Come has decided to write and direct a feature and is toying with the idea of appearing in the film. Trouble is Chaplin can't decide what type character to play.

Chaplin figures that for a talker he must appear in some characterization far removed from his established tramp. He's had a yen to produce with gab for some time. Thing that has held him back is what type dialog to give himself in the tramp role. Latest decision, while not affecting that character, may lead to eventually giving the tramp a voice. Chaplin's idea of the tramp has always been that of a once noble figure who is on his uppers. In this respect, his cultured English accent would fit. But the comedian has always figured that the public may refuse to accept the character as such and in such event it would be killed. Idea now is to first appear as himself in a picture, which might lead to the acceptance of the tramp in future pictures with the near-Oxford delivery.

Frank Scully Sits In with Sinclair, And Has a Few Things to Say

Sinclairing

Hollywood, Sept. 24.

For the first time, studios allowed registrars to invade their hallways to question everyone regarding registration for voting.

Idea is to get as many votes as possible against Upton Sinclair.

By FRANK SCULLY

Hollywood, Sept. 24.

I've been around. I've seen dictators make monkeys out of people, picture people included. I've seen picture people make monkeys out of people, themselves included. So the latest threat of some unidentified dictator of the picture industry to close the studios and move out of California if Upton Sinclair is elected governor is just another animal shine that means nothing to either Sinclair or the pic biz.

I heard Sinclair announce the other night at a meeting that a quartet of companies threatened to close their studios if he were elected. He told them to go ahead and close, and if they did hell open them the next day. Six thousand people cheered the threat, and 6,000 hurried his solution.

Wall Street threatened to move to New Jersey if New York City taxed stock market transactions, and N. Y. C. backed down. But the Federal government taxed stock transactions and Wall Street didn't move to Bermuda. And it wouldn't have moved to Jersey either if New York City had stuck to its guns.

Neither Wall Street nor Hollywood is operating out of love for either Wall Street or Hollywood. They're operating where they are because the place seems the best spot to do it, and would move in a minute if the biz didn't pay there. They might even threaten to stay, and even that would mean nothing.

It seems to me (don't squawk, Heywood) that the industry ought to mind its own business out its own house in order, and stick to making pictures, the only thing it knows how to do. If it does that well enough, Sinclair's election won't make any more difference to its income than the fact that Shakespeare was an anti-monarchist made to his plays.

Byron Replaces Stone in 'President Vanishes'

Hollywood, Sept. 24.

Arthur Byron replaces Lewis Stone in top spot of "The President Vanishes," initial Walter Wanger production for Paramount release.

Switch was made before Stone had appeared in a scene, producer figuring a lesser known player would be more readily accepted by the public in the role.

INHERITS \$250,000

But Grace Bradley Will Continue in Pictures for Par

Hollywood, Sept. 24.

While Grace Bradley, Paramount contractee, munched her 21st birthday cake Friday (21), she was legally inheriting a \$250,000 estate from her grandfather.

A New England home and a summer spot in Florida are included in the fortune, but she's staying on in films.

GAYNOR IN 'EAST END'

Hollywood, Sept. 24.

Fox will star Janet Gaynor in "East End-West End," by Lilwelyn Hughes.

Latter goes to Fox to script and Al Rockett will produce.

Miss Stickney Ready

Hollywood, Sept. 24.

Dorothy Stickney has arrived from New York under contract to Radio. She will be in "Little Minister."

Her last picture was at Paramount.

Too Many Comedians, So W. B. Cuts Antics Of Its Mixed Sextet

Hollywood, Sept. 24.

Fearing a boomerang due to the casting of too many stock players in too many pictures, Warner is cutting down the length of the Paris assigned to Hugh Herbert, Frank McHugh, Hobart Cavanaugh, Ruth Donnelly, Allen Jenkins and Guy Kibbee. Studio feels that if the players have minimum parts, their popularity will be preserved.

Sextet of comedies has appeared in a large percentage of the pictures turned out at Warner's. While there is no indication of their falling off in favor, studio wants to forestall what it feels is the inevitable. Comedies will be held down to minimum roles for at least the next four months following which they will get feature assignments again.

Buzzell Back at Col

Hollywood, Sept. 24.

Eddie Buzzell returns to Columbia as a director on term contract, and will be loaned if required to Bill Rowland when latter makes "Girl Friend."

Buzzell started here as a director three years ago and then went to Universal for a year.

Dietrich, McCrea Teamed In Par 'Espagnole'

Hollywood, Sept. 24.

Martine Dietrich and Joel McCrea are topstars in Paramount's "Espagnole."

John Dos Passos has finished the script and is off the Par payroll.

Indie Bondholders' Reorganization Plan for Fox-Met May Succeed If Skourases-Randforce Back It

Early reorganization of Fox Metropolitan theatres is feasible should a plan now being set up by independent bondholders through Attorney Archibald Palmer be approved by the Federal Court. It is figured that Palmer's plan has the support of various parties to the Fox Met situation, such as the Fox Met operators, and possibly Fox Film also. Without the support of the operators no plan is feasible, so that, therefore, the Palmer plan, if including Skourases and the Randforce (Rinzler & Frisch) people, could become almost immediately operative if accepted.

The operators through their operating companies control all the film franchises for Fox Metropolitan. Support of Fox Film means that a major company franchise would be virtually guaranteed to Fox Met.

Additionally, it is understood the operators are willing to co-operate in every way with Fox Met. Were the Palmer plan accepted, it is held these operators not only would consent to forego all stated salaries which they are now receiving but additionally would also provide a substantial and sufficient amount of cash for operating capital for the reorganized company.

In salaries alone this would mean a saving of around \$125,000 annually. The independent bondholders apparently have the chance of succeeding in revamping the operating conditions of Fox Met where the downtown noteholders committee affiliated with Halsey, Stuart company, has failed.

3 New Issues

There would be a new bond issue under the Palmer plan and two new preferred stock issues. These issues would be devoted to part payment of bondholders' claims against Fox Met. Fox Met has around \$2,500,000 in cash so that, additionally, bondholders would get around 30c on the dollar in cash. This would guarantee 100% payment with interest to bondholders in time.

A second preferred stock issue would be devoted to payment of present outstanding unpaid interest due on the bonds.

There would be a first preferred stock issue for payment of 50% of the bondholders' claims. Thirty percent of the bondholders' claims would be paid through issuance of new 4% cumulative interest bearing notes.

In its comprehensive inclusion of all Fox Met factors, the Palmer plan, according to accounts, would also include Fox Theatres. Virtually the plan would make Fox Theatres and Fox Film partners in Fox Met by turning over all of the new common stock of the reorganized company to these two firms.

Fox Theatres presently owns all of the Fox Met common stock, generally held up during the past two years as worthless. Recently Fox Theatres is asking for its own reorganization under Section 77B of the new Corporate Bankruptcy Act, placed a stated value on this Fox Met of \$17,000,000. This value is under control by various parties in the picture.

Under the Palmer plan, Fox Theatres would be getting virtually a 100% on its claim.

However, it is figured that the downtown noteholders' committee in opposition to the indie bondholders will attempt to block the Palmer plan. In this attempt they are likely to have the co-operation of Fox Theatres.

Fox Theatres' bankruptcy proceedings are under the jurisdiction of Judge Manton of the Circuit Court in New York. While the case of Fox Met is under Judge Juran Mack's jurisdiction in the Federal District Court.

At a hearing held Thursday (20) before Judge Manton, the suggestion was made that Fox Theatres and Fox Met should merge.

In the meantime, former Judge Kelly, who is also among counsel for A. C. Blumenthal, is said to be figuring on an offer for the Fox Met stock as held by Fox Theatres. Understood such an offer would be around \$200,000. That is far under the stated value given the stock by Fox Theatres itself.

In the meantime, it is held that

Cover-upper

Hollywood, Sept. 24. Universal execs notified actors and actresses in 'Night Life of the Gods' to eat in their dressing rooms.

Meagrely attired it was stated that eating in the studio commissary, filled daily with tourists, was giving too much of a show.

VISUAL EDUC. IN PRACTICE

Bigsbyville, Ill., Sept. 24.

Seven schools in this area will have access to some 115 reels of motion picture during the coming school year as an aid to educational instruction, grades, high school and the general public being included in the plan. The films are arranged in a schedule of 15 units, each unit being made up of a three or four reel literary classic with which have been included some educational features. The service, once every two weeks, will continue over a 30-week period.

Included in the films are 'Julius Caesar,' 'Rip Van Winkle,' 'Life of Christopher Columbus,' 'Uncle Tom's Cabin,' others geographic, general science, nature study, etc. Schools making possible this presentation to students and the general public include New Boston, Joy, Alledo, Little York, Monmouth, Kirkwood and Media, all in Illinois.

4 More Hoffmans

M. H. Hoffman, having completed eight for Liberty is returning to the Coast to do four more pictures.

Hoffman and H. H. Yates of Consolidated Film Labs huddled today the producer's New York sojourner, the decision to make four more for the 1934-35 program eventuating.

Hoffman primarily came east for vacation and a possible European trip.

MISS WONG QUILTS CAST

Hollywood, Sept. 24. Anna May Wong left here last night (Sunday) for New York, she has completed her part in 'Timehouse Nights' at Paramount. Chinese girl is due for London and Italy.

YATES' COAST HOP INDEF

Herbert Yates who finances considerable independent production has set no date for his proposed trip to Hollywood to check into this and that.

May not be able to shove off for a month.

McLAGLEN HURT

Jured Monday (24) when broke jured today (Monday) when broke failed on office building elevator and it dropped several feet.

Six people sent to hospital for X-rays.

scheduled for Oct. 4 on the question of certain claims against Fox Theatres as represented through Judge Kelly on behalf of the latter's clients.

At that hearing a lively session is likely to ensue as various Fox Film and Fox Theatre officials besides members of the downtown noteholders' committee may be called upon to testify.

As the Fox Met situation stands however, the downtown noteholders committee has about 45 days left in which to offer a reorganization of its own, under Section 77B of the new Corporate Bankruptcy Act. Fox Met was shoved under Section 77B on the involuntary petition of indie bondholders as represented by Attorney Palmer.

'War' Pic Shelved

Hollywood, Sept. 24. Scheduled to start this week, 'War Is Declared' has been shelved by Paramount execs, who figure the picture might have unsatisfactory reactions abroad due to the international aspects of the yarn. Picture was to have been produced by B. P. Schubert.

BERNERD STAYS OVER, CAN'T FIND SALES HEAD

Jeffrey Bernerd will remain in New York at least until March to head Gaumont-British expansion proceedings in the U. S.

Over here for what he thought would be a short stay, the company has been unsuccessful in finding a chief executive to handle matters, so G-B's g.m. is sticking to the job on a more permanent basis himself.

Move was arranged via transatlantic telephone by Mark Oster, of the G-B board, who is now in New York, and C. M. Woolfe, company's managing director in London.

Company has contacted practically every available top exec in the U. S. but has failed to find anyone mutually satisfactory. One prospective deal was with James R. Grainger, Universal's sales manager. Maurice Silverstone, United Artists' European rep and Sam Eckman, Jr., Metro's London chief, were also spoken to, but neither felt himself in a position to discuss it.

GB has closed a circuit product deal for all the Skourases houses.

FORD WILL DIRECT 4 FILMS FOR FOX

Hollywood, Sept. 24. John Ford has accepted a directing contract at Fox deal providing for him to direct four pictures over a period of two years. Ford is currently at Columbia to make 'Jailbreak' with Edward G. Robinson, following which he moves to Radio for one and then to Fox to start the new ticket. It's a return to his lot for him.

In addition to the quartet to be made for Fox, Ford holds prior commitments with Radio covering three productions. These will be spotted in between his Fox assignments. 'Steamboat Around the Bend' is apt to be Ford's first for Fox.

EXPOSITION YEN

Lynchburg Wants One in 1936—Would Play Up Warner Bros.

Lynchburg, Sept. 24. Lynchburg has started planning two years ahead for its sesquicentennial celebration in 1936. Chamber of Commerce has voted to form a stock company to finance the exposition in October of that year.

Plan is to make the event of national interest because of the city's part in Revolutionary and Civil War history. Notables who have called Lynchburg their home at one time or another will be invited back for a program especially in their honor.

Among these are Willard Huntington Wright (S. S. Van Dine), the Warner Brothers, Samuel Untermyer, J. Rives Childs and Dr. Douglas Freeman. Senator Carter Glass, one-time secretary of the treasury, makes Lynchburg his home and owns the town's two newspapers.

MISS AMES' CHORE ABROAD

Hollywood, Sept. 24. Adolene Ames sailed Saturday (22) from New York for London, where she will play the lead in 'Bill's Abdul Hammed'.

Miss Ames will be in England for eight weeks.

BONELLI VISITS GOTHAM

Hollywood, Sept. 23. Richard Bonelli, Metropolitan Op. singer, brought here for Paramount's 'Enter Madame,' has left for New York.

He'll return to pictures in December.

ZION MYERS EAST

Hollywood, Sept. 24. Zion Myers, Radio producer, goes east tomorrow (25) for the Broadway opening of 'Gay Divorce' which he produced.

Also a two-week look at the new shows.

K. C. Theatres Ban Journal-Post Critic from Previewing Pictures

WB Halts Wm. Gargan By Cable for Early Pic

Hollywood, Sept. 24. On instructions from William Gargan under long term contract by cable to London, with request that the actor return to the Warners studio at his earliest boat connections.

Deal resulted from Gargan's showing in 'British Agent' and negotiations were carried on through Mike Leovee. Player, who is with Leslie Howard, was due back here around the middle of October. First assignment on the new ticket not yet set.

PATHE REORG. MEET IN JAN.

Should Pathe be successful in getting permission of the N. Y. State Supreme Court to call an extraordinary meeting of company stockholders for purpose of considering the company reorganization plan, the likelihood exists that such a session would be had probably in January. That's because such an extraordinary meeting under the corporation statutes of New York requires 90 days' notice after the court order before the meeting could be held.

Petition for leave to call such a meeting was filed Friday (21) by Attorney George Montgomery, of the downtown law firm of Couderd Brothers, counsel for the company. A hearing on the petition is scheduled for Oct. 1.

Under the N. Y. statutes only two-thirds of the shares present would be required to pass the reorganization plan in an extraordinary meeting. The plan is in abeyance because ordinarily two-thirds of all company shares is required to approve the plan before it can become effective. The company has been unable to muster this required two-thirds of all company shares as was indicated at the recent special meeting of stockholders when the reorganization plan was up for consideration. This failure to gather the two-thirds of all stock strength impelled the company to seek prosecution of its plan under the N. Y. statute.

Aug. Show Taxes Up

Washington, Sept. 24. Government take on admissions taxes ran \$50,000 ahead of last year during August, Treasury Department revealed Friday (21). Collections amounted to \$993,717 as against \$943,381 in 1933.

V. S. Recreation

(Continued from page 1)
The fact that pictures are close behind these two forms of leisure, the figures indicate a markedly strong hold for screen diversion on the public.

Report is based upon a detailed study of leisure time and activities in which a total of 5,002 persons in 29 cities of different types and sizes were contacted. Returns were secured through many types of organizations and a wide range of occupations. More than 80% of the replies were from persons 21 years of age or older. A total of 43% were employed full time, 28% part time and the others either occasionally or not at all.

Report also breaks down figures into activities or amusements which are indulged in frequently or against those indulged occasionally or not at all. In this recap pictures ranks eighth, though on the total on activities the rating is third.

Because there is little or no expense involved, leisure activities in or about the home are increasing away above everything else. Home activities as against outside activities has increased 64%, outside entertainment group going up only 5%.

While it is indicated sports and outdoor activities are increasing, and that there is a marked increase in the number of people who are going to the movies, the figures also indicate that

Kansas City, Sept. 24.

An open break has developed between the managers of the Mainstreet and Newman theatres and Lowell Lawrence, picture reviewer for the K. C. Journal-Post with the result Lawrence has been asked to see the pictures at a regular showing instead of at the press previews. The action of the managers was taken after the paper printed advance reviews, the day before the opening, of 'British Agent' and 'Scarlet Empress' which the managers considered were injurious and unwarranted.

This is the first time in the history of the town where a picture reviewer has been denied previewing.

Immediately after being advised of the action of the managers Lawrence in his column printed—A reliable critic must be unbiased and uninfluenced by the business office of his newspaper. And, in order to be fair and impartial in his appraisals, he should temper his opinions with the actual evidence of audiences reaction to the picture under discussion.

In keeping with that policy, I will review no more pictures after having seen them only in preview in projection rooms, as is the usual custom for newspaper critics. My reviews will not be written until after I have seen the pictures at their opening performances in the theatres where I may gauge the public's acceptance of them. Furthermore, in order to be under no obligations whatever, I will pay my admission at the box office like the average moviegoer.

The above is another chapter in the negotiations of the Newman, Mainstreet and Midland theatres, with the Journal-Post in an attempt to secure a reduction of advertising rates. To date the paper has refused to grant any concessions and for the past several weeks the theatres have been cutting down on display space, with the paper retaliating by not giving the current pictures any showing in the Sunday amusement page art strip.

FELIX YOUNG JOINS RADIO, ASSOC. PROD.

Hollywood, Sept. 24. Felix Young for the second time leaves the Columbia ranks as a producer next week.

Goes in a similar post at Radio, working in association with Landre Herman.

Seymour Produces 2

Hollywood, Sept. 24. Warners has handed James Seymour two titles to produce, 'Tight Lipped' with Josephine Hutchinson and Colin Clive in the first.

Second the Jos E. Brown 'Earthworm Tractor' flicker.

NO PLANE GOODBYE

Jeannette MacDonald Trains Ahead to Bon Voyage Ritchie

Hollywood, Sept. 24. Jeannette MacDonald left here for New York by train Friday (23) to bid bon voyage to her manager, Bob Ritchie, who left Sunday by plane. Miss MacDonald took rails as her contract does not allow her to plane.

Ritchie is heading for Europe on several tentative production deals. Returning from New York after the goodbyes, Miss MacDonald will do 'Naughty and Nice' and 'Inches of Delmonico' for Metro.

SUES ELISSA LANDI

Los Angeles, Sept. 24. Elissa Landi is being sued in Municipal Court for \$1,600 claimed by Joyce Payne as assignee of the Ad Schulberg-Charles K. Feldman agency.

Summatorily represents secured titles since the date the agency filed a previous action against Landi, and open which it recently secured judgment.

FILMS, BEHAVE!--NRA OR NO

No Par Theatre Dept. Letouts Because of Dembow; Several Upped

Not expected that there will be any changes of import in the Paramount home office theatre setup under Y. Frank Freeman, designated by George J. Schaefer to take complete hold after Sam Dembow's resignation. Dembow is now in National Screen Service as general manager.

Jack Bannon, assistant to Dembow at Par, in charge of personnel, left Par, Friday (21), to join Dembow at National.

Leon Netter, in charge of film buying and contacting distributors under Dembow, moves up a peg. Louis Notarius, also attached to film buying, including booking of the N. Y. Par, remains as is, together with others.

Boris Morros continues managing director of the N. Y. Par in charge of music and stage talent. He was offered a Paramount film production spot on the Coast, but has decided to stay in his present chair, on reported request of Freeman. Morros' operating staff also remains undisturbed and unchanged.

Executive setup of Paramount's home office theatre dept. as set under Freeman includes besides Netter also Monte Gowthorpe, Paul Phillips and Joe Walsh. All the shifts are from within the ranks.

Gowthorpe, while continuing as assistant treasurer of the Par home office theatre subsidi will assume a portion of the Dembow duties. This includes contact with the Par partners in the field.

The permit Freeman greater freedom of supervision Phillips, one of Par's attorneys, will take over certain real estate work. Part of Monte Gowthorpe's former financial duties are to be assumed by Walsh.

N.Y. HUDDLE ON SAENGER REORG

R. V. Richards, head of the Saenger circuit; Barney Halaban, of R. & K., and Leo Spitz, former home office Par executive, also of Chicago, are in New York huddling on various matters. Among other things, Richards is expected to consult considerably with the Par trustees and others in connection with reorganization plans for Saenger, which are now proceeding from New Orleans. Original plan worked out in New York by the Par trustees was laid to one side to permit reorg measures from New Orleans.

Halaban is here on one of the many frequent trips he is going to make in future as chairman of an Inter-Par executive operating committee which stands above the unit of six Par partners set up last spring and early summer. Film contract matters also call Halaban here.

HECHT-MacARTHUR MAY DO MORE THAN 4

Ben Hecht and Christie MacArthur may become regular producers for Paramount, with room for release of more than their originally scheduled four films for this season. First Hecht-MacArthur item, "Crime Without Passion," came through at around \$185,000 on cost.

Hecht and MacArthur are now in production on their second, "Laugh, Little Clown."

Par has also committed itself to distribute six from Walter Wanger who has just begun his first, "The President Vanishes." The Hecht-MacArthur quartet and Wanger's sextet will not increase the Par production company having left a less size of announced productions to take care of these and several more on the season.

M. Fleckels' Illness Hastens Laemmle West

Hollywood, Sept. 24. Illness of Morris Fleckels, brother-in-law of Carl Laemmle, in the Cedars of Lebanon hospital was the reason for Laemmle's sudden return here yesterday (23), as Mrs. Fleckels had accompanied the Universal head to Europe.

Fleckels, former raw stock distributor, is now doing well from an internal ailment.

Laemmle is due back in New York in about a month. Joe Weil, who was to have returned to the Coast with the Universal prez, is remaining in New York for about four more months to supervise special exploitation on new U product. He then switches to the Coast again.

WANGER WHIPS FIRST PAR FOR NOV. BREAK

Hollywood, Sept. 24. Walter Wanger started his independent production unit at General Service Studios last week with "The President Vanishes" as his initiator for Paramount release. William A. Wellman is directing, carrying a three-week shooting schedule in order to get the flicker out by Nov. 1 to take advantage of exploitation values of the national elections. Wanger has 22 players in speaking parts, besides 35 stunt men and 2,000 extras to be used for mob scenes.

In getting "Vanishes" under way, Wanger has set "Private Worlds" as his second picture. Instead of Ann Harding in "Peacock Feather." Latter was dropped down to the third spot, and is due to go about Dec. 1. "Private Worlds," from novel by Phyllis Botome, will go before the cameras early next month. Chandler Sprague is writing the screen play, and hurry call has been sent Charles Boyer to return from Europe the first week in October for a part in the production.

Wanger also has signed Peggy Conklin to an exclusive contract. Player is the first on his contract list, but it is expected he will gather at least 10 other artists before Jan. 1.

A. J. BALABAN AS PRODUCER

Hollywood, Sept. 24. A. J. Balaban, who has moved here permanently, starts today (Monday) at Radio preparatory to becoming a producer.

Former theatre man (Balaban & Katz) has no definite assignment but will study all phases of production before taking over a unit.

This is a return to activity for Balaban, who announced his retirement from show business some years ago.

WARNER BACK WEST

Completing home office conferences back to Warner plant back Friday (21) to Burbank.

"Anthony Adverse" will be rushed into production with view to having it completed in three months for spring showing.

INDUSTRY WISE MEN SO COUNSEL

Regardless of NRA's Future, the Pic Biz's Lobbyists Favor Self-Regulation from Within, or Else

GOV'T THREAT

No matter what happens to the NRA between now and June 15, 1935, when the present act expires, filmdom is being quietly cautioned by its overseers that the old days will never return.

At the same time diplomatic parts of pictures are busily quelling all propaganda which might hook the business up with other industries whose intent, already publicly announced, is to curb, if not totally eliminate, the Blue Eagle.

Channels reaching into Washington and all key city and state political machine shops are confident, right now, that Congress during the winter will pass a new act providing for what might be termed an improved NRA.

If anything, they are advising filmdom, this provision will make NRA doctrines and policies more specific.

Through the Code Authority, such spokesmen describe the Government as coaching filmdom on regulating itself. The outcome of this coaching during the next year is going to mean the difference in regulatory policies for filmdom, they believe. And they see the C.A. as a permanently retained body, not one that will pass out with the new year as is an opinion widely expressed today throughout the business.

Prior to Congressional action, picture advisors see Washington too busy, at least for the next two months, making revisions in the headquarters set-up of the present act, which has another 10 months (Continued on page 10)

ZUKOR EAST ON REORG MATTERS

Adolph Zukor in spending the major portion of his time at the Paramount coast studio will come into New York now and then when important administrative matters call for his presence in the east. This idea, started last Spring, will be permanent, it's said. The Par president returned east Sunday (23) for another visit.

He may remain longer on this trip with a view to being close to reorganization plans for Par which are getting well under way.

U.A. Declares Dividend

Fairbanks and Mary Pickford Meet to Hear Joe Schenck's Announcement

Hollywood, Sept. 24. Declaration of a substantial dividend was announced by Joseph M. Schenck at a meeting of United Artists stockholders Tuesday (18) attended by Mary Pickford, Douglas Fairbanks, Charles Chaplin, Samuel Goldwyn and Darryl F. Zanuck, associates with Schenck on the board of directors.

Mary Pickford and Fairbanks, meeting with their conferees for the first time since the start domestic trouble, were photographed with the group by press lensmen, but refused to pose together.

Gov't Loans for Dark Theatres Out; Fed'l Succor Only to Actual Landlord-Exhibs Which Are Few

McNicholas' B'dcast

Speaking over an NBC hook-up Friday night (21), Archbishop John B. McNicholas, of Cincinnati, commended the picture producers for responding so effectively to the morals drive launched by the League of Decency. He declared that the industry in its determination to cleanse itself had shown a fine sense of responsibility and he predicted that the boxoffice gains from a purified product will prove to the exhibitors' good.

Archbishop McNicholas averred that the Catholic Church had no desire to meddle in the diversion of its people as long as this diversion was not subversive of the teachings of the Church. He scored 'evil pictures' as projecting a wrong philosophy of life and contended that stories dealing with the normal pace of the average man's life can be made as interesting as those reflecting the 'evil doings' of an abnormal few.

NOT 1 CHICAGO CENSOR CUT IN 4 WEEKS

Chicago, Sept. 24. The millennium has arrived according to film row—in the past four weeks the local censor board, admittedly the toughest in the country, did not make one cut on any picture.

Board explains it merely on the fact that the pictures coming through have been cleaned up considerably in comparison with previous releases. However, the board is still holding up two Warner pictures, "Dr. Monica" and "Side Streets," though now there is talk that the prints will be okayed shortly with 'adults only' tags.

SHEEHAN IN THIS WEEK

Winnie Sheehan gets in Thursday (27) after spending around six weeks abroad, mixing business with vacation, including a visit to the Caribbad baths.

Fox production head will not tarry long in New York before returning to the Coast.

If the Federal Government, under its repair-your-property loan policy, will advance money to leaseholders then there stands to be considerable borrowing by exhibitors throughout the country. But, according to major theatre spokesmen, if the exhib has to own his house outright then there shapes up to be little touching of Uncle Sam. According to statistics, only one out of every 10 theatre owners actually owns his box office. The others are all on lease blanks.

The vast majority of lessee-exhibs would, if this turns out to be true—and spokesmen already are certain Uncle Sam will demand substantial collateral—have to brace their landlords first. And landlords are regarded tougher right now than exhibs, in the opinion of film salesmen.

Another wet blanket is tossed on Federal press agency—that at least 6,000 theatres will seek loans. This is the doubt that Washington will advance money to closed theatres. Execs figure the Government will help only going theatres with proven receipts, if, by any chance, the average theatre owner can overcome the handicap of not being a theatre owner, in the literal legal sense of the phrase.

If these barriers can be overcome, so that an exhib who leases his house can get a loan on his own, then figure the theatre overseers, quite likely at least 3,000 box offices will be repainted on the Government borrowing plan.

But the Government, the spokesmen are certain, has no intention of letting itself get into the theatre business. This means that the exhib with the closed house will have to go about the old routine of lining up a bankroll if he wants to get himself back into the running.

3 AT \$500,000 BY WARNERS

Hollywood, Sept. 24. Warners will have four flickers, three each having a budget of \$500,000, in production within four weeks.

Three big films are "Gold Diggers of '35," starting Sept. 25 on 12-week sked, Busby Berkeley directing; "Sweet Music," Rudy Vallee picture with Al Green directing, and "Cassino de Paris," Jolson picture.

Fourth picture is "Flying Marines" with Pat O'Brien and James Cagney teamed, Lloyd Bacon directing.

Warners recently has been keeping many films down around \$200,000.

50,000 Catholic Kids Parade in Chi Legion Picture Campaign

Chicago, Sept. 24. Catholic Legion of Decency steps out from the newspapers in its picture campaign and goes directly into a spectacle demonstration when on Thursday (27) it will march 50,000 school children down Michigan avenue as part of the crusade.

Parade will include all children from the seventh grade up and all members of the 43 Catholic high schools, six colleges and two universities. Legion has created a regular reviewing stand on the boulevard, with Archbishop McNicholas of Cincinnati, chairman of the national theater, here to see the parade.

Olmstead Sits In

Ed Olmstead is acting director of advertising and publicity for Columbia pending final decision on a successor to George Brown, who leaves the company Oct. 1.

Olmstead has been exploitation head for Col. He continues in charge of exploitation for the time being. No other staff changes are contemplated.

Miami Ordinance Vs. ASCAP Will Go on Exhibs' Bill, Says Society

Miami, Sept. 24.—Directly aimed at the American Society of Composers, Authors and Publishers, an ordinance calling for the payment of an annual license fee of \$2,500 by the local agencies for copyright organizations was passed last week by the Miami City Commission. Miami theatre men are taking credit for slipping the \$2,500 tax provision into an emergency measure.

Ordinance describes royalty and copyright agents as the representatives of another in any capacity, collecting or attempting to collect, or receiving money for rights, royalty, rents or fees on copyrighted music, books, recorded music for mechanical reproduction, radio programs and patents. Violation of the measure carries as penalty a fine of \$200 or 60 days in jail, or both.

R. C. Mills, gen. mgr. of the Society, said yesterday (Monday) that he had already addressed to Miami's legal department a letter asking for information about the ordinance. Mills averred that, although ASCAP maintains no agent in Miami, the local theatre men may be interested in knowing that the Society, in order to pay this tax, might have to raise appreciably its royalty rates among Miami theatres. In the end, he added, all such taxes would find themselves on the exhibitor's bill.

License legislation as exemplified by the Miami ordinance, said Mills, is nothing new to the Society. States of Washington, Louisiana and Mississippi have enacted similar statutes. In Washington ASCAP obtained an injunction from the Federal courts enjoining the state authorities from collecting the tax and also an order vacating any garnishment placed on the Society.

Mississippi censured attempt to tax ASCAP funds after similar injunction proceedings. Averred Mills, had been brought. Washington law provided for a tax of 5% on all performing rights fees collected, while the Louisiana statute made it a flat tax of \$5,000 annually. In either instance the Society contended that since its members came under Federal authority, the state license law was without jurisdiction, and that since the measure was conceived in spite and malice, it was unconstitutional.

THINK WB MAY GO INTO N. W.

Hollywood, Sept. 24.—That Warner may extend its theatre operations as far north as Seattle is in the wind, Len Halper, head of WB theatre operations on the Coast, and Frank Blount, real estate boss for the firm on this end, took a hurried trip to the city. Neither would give details other than to say it was a business trip.

Halper's scheduled departure for New York next week strengthens the report that Warner will spread out here following failure to get together with Fox-West Coast on an operations deal which involved several WB houses.

Also understood that Fox-WC turned down a Warner deal on product.

F-WC DEAL FOR 6 MORE HOUSES RESTS WITH N.Y.

Los Angeles, Sept. 24.—Acquisition by Fox West Coast of six of the seven houses operated in Southern California by Pacific National Theatres, Inc., hinges upon acceptance by New York execs of that circuit.

Houses that would pass to F-WC control are the Plaza, Superior, Mission and Aztec in San Diego; Palace, in Long Beach, and the Nile in Eureka.

B'KLYN BANKRUPTCY

Westcott Theatre, Inc., formerly operating the Orpheum and Kauffman in Brooklyn, started a liquidation in bankruptcy last week in the Brooklyn federal court.

Schedule attached to the petition lists liabilities of \$21,923, assets none.

1st Runs on Broadway (Subject to Change)

Week of Sept. 28

Paramount—'Pelle of Nine-ties' (Par) (2d wk.).

Capitol—'Barrett of Wimpole Street' (MG).

Music Hall—'Caravan' (Fox) (27).

Strand—'British Agent' (WB) (2d wk.).

Roxby—'Chu Chin Chow' (Fox) (2d wk.).

Rivoli—'Count of Monte Cristo' (UA) (26).

Rialto—'Gift of Gab' (U) (25).

Week of Oct. 5

Paramount—'Pelle of Nine-ties' (Par) (3d wk.).

Capitol—'Barrett of Wimpole Street' (MG) (2d wk.).

Music Hall—'Tower' (G-B) (4).

Strand—'British Agent' (WB) (3d wk.).

Roxby—'Pelle of Nine-ties' (Par) (3d wk.).

Rivoli—'Count of Monte Cristo' (UA) (2d wk.).

Rialto—'Our Duddy Heav' (UA) (2).

CROSS-PICKET MPLS. BY 3 UNIONS

Minneapolis, Sept. 24.

A factional fight within the independent union of both operators has split the organization into two groups of members, each of which claims to be the official body. The fight is subjecting exhibitors employing independent union both operators to picketing by the alleged 'outs' of the union along with picketing by the A.F.L. union, with the result that they are the most picketed theatre owners in the city's history.

This was disclosed when S. T. Halper, as counsel for the Buzon, Paradise and Heights theatres, large independent houses, began court action to halt picketing by independent both operators. A temporary restraining order to halt the picketing was granted and new arguments are being heard on the motion for a permanent injunction.

Halper contends that the operators employed by his clients are members of the official body and that the men undertaking the picketing belong to a minority group which has broken loose from the union. Picketters, of course, contend that their group is the real union.

Independent union has been in frequent conflict with the A.F.L. union here during the past several years and brushes have been frequent. The two unions often have picketed theatres employing members of the rival organizations.

ISOLATED WOMEN SEE SHOW ON 3-YR. DUCATS

Hollywood, Sept. 24.

For three years two show-starved women, registered on the Mojave desert, hoarded a pair of tickets to the Orpheum, Los Angeles. A few days ago they came in and excitedly presented them at the turnstile. Sherill Cohen, manager, honored the postcarders despite the fact that the Orpheum had changed hands since then. The sun-tanned girls explained they had been unexpectedly called away to the sandy wastes in 1933, and that this was their first chance to see a picture.

N. Y. to L. A.

June Collyer.
Stuart Davis.
Elizabeth Hill.
M. H. Hoffman.
George Lind.
John Myers.
Joe Shea.
Kurt Vidor.
Jack L. Warner.

LITTLE % IN N. W.?

That's the Claim of Allied States in New Deals

Minneapolis, Sept. 24.—Northwest Allied States here claims that its fight against percentage bookings has been partially victorious. Officials assert that such bookings are fewer than at any time during recent years.

They declare that a number of accounts have been able to make flat deals with several major companies and that the local companies demand percentage deals on only a few pictures.

PAR TOLEDO SETUP STRAIGHTENED OUT

Another step toward reorganization of Paramount was approved yesterday (Monday) by the courts with authorization to the Par trustees to pay \$150,000 in cash on a sale of the Toledo-Paramount Corp., operating the Par, Toledo, in return for compromise of claims against Toledo Par. Trustees were also given permission to pay \$15,000 as compensation to A. E. Reuben and Walter J. Kouritz, receivers of the Toledo-Par Corp.

In return for the \$150,000, plus \$15,000 receiver fees, Par retains title to the Toledo theatre and delivers release of a claim against the corporation amounting to \$1,036,449. This claim was held by Public Enterprises and transferred on reorganization of that subsidiary to Famous Theatres Corp. Another claim to be released is by the Par trustees for an indeterminate amount against the Toledo-Par company. In connection with release of the \$1,036,449 claim assigned to Famous the Famous Theatre subsidiary is to be paid \$5,000.

Philly Exhibs Squawk Over Info Giveaways

Philadelphia, Sept. 24.

First fall meeting of the newly formed I.E.P.A. (Independent Exhibitors' Protective Association) was convened by exhibitors against the Ross Federal Checking Service. Several members of the association claimed that checkers were giving out information other than that of receipts, and that distributors were getting hold of this information.

J. A. Kinker, local manager for the checking service, denied the charges and insisted that any man discovered giving out unauthorized information would be fired.

L. A. to N. Y.

Adrian Ames.
Mary Astor.
Lud Parker.
John F. Ferrero.
Ben N. Bernstein.
Lee Hirsh.
Richard Fendell.
Gilmer Bryan.
John Carroll.
Yvra Crayner.
Harry Chetner.
Eddie Cline.
Mrs. Walter Connolly.
Mrs. Taverich.
Harry Englander.
Barbara Fritchell.
John T. Goodrich.
Lou Halper.
Helen Hayes.
F. P. Heggie.
David Hertz.
Harry H. Hicks.
George Hurliman.
Phillips Holmes.
Bob Kerr.
Maurice Kirkland.
Charles Lederer.
Mr. and Mrs. Abe Lehr.
Sol Lesser.
Mr. Buddy Lubin.
Jennette MacDonald.
B. Fort Major.
Frank McHugh.
Joseph Montgomery.
Joe Moskowitz.
Charles Munroe.
Zion Myers.
Marshall Neilan.
Marian Nixon.
George O'Brien.
Harry Rait.
Robert Ratchell.
Dore Schary.
Joseph M. Schenck.
George Selzer.
Anna May Wong.

PETTING ON COAST

Hollywood, Sept. 24.—Charlie Pettigrew, of the Haye office, has reached here to sit in on Haye matters.

Amusement Stocks Included in Rally; Group of 12 Close Week Around 203 1/4

Yesterday's Prices

| Sales | High | Low | Last | Chg. |
|--------------------|--------|--------|--------|-------|
| 400 Gen. Elec. | 24 1/4 | 23 3/4 | 24 1/4 | + 1/4 |
| 100 Con. Film. | 3 1/4 | 3 1/4 | 3 1/4 | 0 |
| 100 East. K. | 8 1/4 | 8 1/4 | 8 1/4 | 0 |
| 100 Gen. A. | 12 1/4 | 12 1/4 | 12 1/4 | 0 |
| 4,400 Gen. B. | 18 1/4 | 18 1/4 | 18 1/4 | 0 |
| 2,200 Loew | 27 1/4 | 27 1/4 | 27 1/4 | 0 |
| 4,000 Par. eff. | 4 1/4 | 4 1/4 | 4 1/4 | 0 |
| 1,800 Pathé A. | 14 1/4 | 14 1/4 | 14 1/4 | 0 |
| 6,000 RCA | 6 1/4 | 6 1/4 | 6 1/4 | 0 |
| 200 RKO | 2 1/4 | 2 1/4 | 2 1/4 | 0 |
| 5,000 W. B. | 4 1/4 | 4 1/4 | 4 1/4 | 0 |
| CUMULATIVE | | | | |
| 500 Tech. | 12 1/4 | 12 1/4 | 12 1/4 | 0 |
| 100 Trans-L. | 1 1/4 | 1 1/4 | 1 1/4 | 0 |
| BONDS | | | | |
| \$5,000 Gen. Elec. | 7 1/4 | 7 1/4 | 7 1/4 | 0 |
| 1,000 Loew | 10 1/4 | 10 1/4 | 10 1/4 | 0 |
| 91,000 Par. eff. | 56 1/4 | 56 1/4 | 56 1/4 | 0 |
| 12,000 Par. eff. | 50 1/4 | 50 1/4 | 50 1/4 | 0 |
| 25,000 W. B. eff. | 55 1/4 | 55 1/4 | 55 1/4 | 0 |
| 20,000 W. B. | 57 1/4 | 57 1/4 | 57 1/4 | 0 |

TRAGEDY ENDS EXHIBS' FEUD

Cleveland, Sept. 24.

Film row is paralyzed over the business quarrel among three Cleveland exhibitors, all partners in a name house, which ended in the murder of R. Z. Levine, on Sept. 22, serious gun wounds to Ernest Schwartz and a police man-hunt for Abraham Knopp who escaped after shooting them in their downtown office.

Levine, part owner of the Broadview Amuse, had a few minutes after being rushed to the hospital. Schwartz, his partner and president of the Cleveland Motion Picture Exhibitors' Association, was wounded four times and injured so critically that a bullet in his head and another in his chest that he is not expected to recover. Friends of Knopp, who had a half-interest in their Broadview and was said to have been depressed by business losses, fear he may attempt suicide before capture.

Tragedy started in Schwartz's law offices when Knopp came to discuss a lawsuit against the partners over the operation of the Broadview. Three had formed partnership in 1926, with Knopp investing \$30,000 for a half interest in theatre, the other two putting up \$15,000 each. Although he had lost a fortune in the depression, his lawyer said Knopp had got \$22,000 in dividends and still has an investment of about \$150,000 through earnings and company's improved condition. About the first of the year Knopp's suit to dissolve the partnership was dismissed, with federal court ordering Levine to pay him a share of profits. As a compromise, Levine and Schwartz also agreed to discharge Broadview's manager Sept. 1. When they failed to do so, Knopp brought suit for breach of contract. Case was scheduled to come up Oct. 1.

Early Saturday afternoon, Sept. 22, the suing partner looking somewhat depressed, approached his associates and told them he would drop all court action if they gave him a settlement, full accounting report and a change of managers. When Levine, the secretary and treasurer, replied he couldn't pay him the money immediately because of hard times, according to a statement made by Schwartz, Knopp pulled out a gun and began firing.

Police estimate at least six bullets were fired, with Levine never regaining consciousness, dying from a bullet in his head. Schwartz, wounded in three places, was still conscious enough to accuse Knopp as his attacker, swear to a statement and give a description of him. Knopp, 60, walks with a limp, and escaped by rushing past the frightened secretary the street and disappearing in the crowds. Although his home is in Waterbury, Conn., where his wife and daughter live, he has been residing in Cleveland for several months.

All three have been pioneers in Cleveland's theatrical business. Despite fact their circuit now includes four major name houses, Levine, a widower is said to have been a brother-in-law of Knopp. Schwartz, whose wounds are expected to be fatal, has a wife and two children, a son of 16 and a married daughter in Chicago.

Market about held its own yesterday (Monday), with net gains and losses nearly even, and both fractional. Amusement group acted well, Paramount certificates, Radio common and Warner Bros. common below features. All three were traded in volume in a rather dull market and were strong leaders of group. Large blocks of WB appeared in last hour, stock rising to 4 1/4 at close. Market seemed to have discounted textile strike settlement, announced late Saturday (22).

Stock market prices staged a smart recovery the middle of last week, strongly holding to close Saturday (22). Dow-Jones industrial averages closed at 91.08, an advance of 3.74 points over previous closing figures. These averages touched the high of the week Saturday at 91.55, but closing was slightly under Friday's. On the other hand, Dow-Jones rail and utility averages wound up higher than previous day and at peak of week.

Amusements were in van of recovery, group of 12 representative amusement issues closing 1.375 points higher at slightly above the 20% mark. Group never dipped below 18 1/2 in averages and closed just below the best level of week of 21. The support, mentioned as being necessary to hold up group, was forthcoming during week, aided, of course, by betterment of sentiment throughout list. Manner in which amusement group net selling in previous week seemed an encouraging feature, and these stocks stamped back with marked vigor once there was any show of strength in general list of stocks.

Fox A stock, leaving out the theory that it was not under pressure, held well above the critical 10-point level all week and made a snappy recovery. It climbed to 12 and closed at this price, where it was up 2 points net.

Warner Brothers common stock's action sustained the theory that it was considerably behind the amusement group and that it appeared to have formed a base around the \$4 level. Result was that this issue rose to 4 1/4 and closed week with net gain of five-eighths of a point. It never sank below 3 1/4. Radio Preferred B also advanced, getting up to 25 1/4 and winding up at 26 for a net gain of 2 1/4. Pathé A was in a similar category, closing near the top at 13 1/4 for an advance of 2 1/4 points.

Loew's common again acted well and wound up at 23 1/4, where it was up 1 1/4 points on the week. It never fell below 22, and advanced to its largest volume since latter part of August. Paramount certificates, the most active amusement stock on the stock exchange last week, rose to 4 1/4, but slight profit-taking near close permitted it to fall back to 4 1/4 at finish for an advance of nearly half a point. Paramount Public went up on produce exchange was up half a point of week, close being at 4 1/4.

Columbia Pictures certificates, on big board, showed biggest gain of group, rising close to year's high and finishing at 33 1/4 for a net advance of 3 1/4 points. Coincidence with this show of strength Saturday, Columbia Pictures stock on curb exchange was quoted for first time in several weeks. It rose to new high for year at 33 1/4 on an exchange of 100 shares. Recent earnings statement and fact that Columbia Pictures is now paying \$1 in cash, plus stock dividends, undoubtedly responsible for display of strength.

Eastern Knopp gained 5 1/4 points on week, closing at 58 1/4. This issue appeared to be oversold early in week when it dipped to 52 1/4. Manner in which it surged upwards in closing days renewed faith.

Overdue

While a technical rally seemed to be overdue there also appeared to be an increasing tendency on part of traders to realize that business generally was on upturn in many sections of country. With settlement of textile strike pending, there was a marked pickup in the optimistic spirit in the Street.

After advancing four successive days few expected market to act as well as it did Saturday. Even in face of profit-taking in some sections of market, rise in both rails and utilities more than balanced slight dip in industrial averages. Ruling by federal court at Kansas

(Continued on page 31)

PAR PLAN ALL SET--BU

Mpls. Exhib Threatens to Test NRA's Rights Because of Gift Nites

Minneapolis, Sept. 24. Machinery has been set in motion here to carry through to the courts a fight to prevent the local grievance board from banning lottery gift nights from all Minneapolis theatres and to attack the constitutionality of the film code and its procedure under the NRA.

Representing Harry Dickerman, owner of a chain of neighborhood theatres, and Charon & Levy, who also operate an uptown house, S. P. Halpern, local film attorney, has announced the formulation of plans to carry up to the U.S. Supreme court, if necessary, a test of the film code's validity. Henry Green of the Lake Amusement Co., also operators of a large chain of neighborhood theatres, complained to the grievance board against Halpern's clients for holding lottery gift nights.

Eight other independent exhibitors, having theatres in the same section of the city as Dickerman, anxious to have lottery gift nights prohibited from all local theatres simultaneously by official code authority order, will appear voluntarily as witnesses before the board to testify against themselves after rulings have been made on the Dickerman and Charon & Levy cases.

As the initial step in the fight, Halpern has filed with the board an affidavit alleging prejudice against his clients in the present matter by all board members, excepting Manager Emil Franke of the Orpheum. He claims that board members have made statements to the effect that they "would put an end to potterly gift nights," thus showing biased minds in the matter at issue.

Halpern's clients are members of Northwest Allied States, which has been combatting the code.

TO THROW FILM CODE OPEN NOW

Washington, Sept. 24. The film code will be thrown open for signature at any time, it was said today by Divisional Administrator Sol A. Rosenblatt. An amendment will be put through, without formality of a hearing, removing the time limit and simplifying administration. Objectors may file protests until Oct. 4.

"We are in favor of this proposition," Rosey said, "because of the frequent openings and closings an arrangement of this sort is highly desirable."

Some arrangement will be worked out to permit proportionate assessments in the case of latecomers, it was indicated, although details have not been discussed. NRA will not expect individuals who sign in the future to pay for operation of C.A. during period they were not sharing in code benefits.

General revision of exhibitor assessments also is under consideration in connection with the mailing of notices for the second half-year. A number of changes in categories will be made to eliminate hardships and provide for more equitable distribution of the burden of supporting the Code Authority, while levies for rest of the year will be held up until the producer assessment plan, now being revised by a Code Authority committee, has been approved.

Hardy Loses Again

San Francisco, Sept. 24. Second hearing on charges brought by Hardy's Fresno theatre against Fox West Coast for overbuying and monopoly resulted in tossing out of charges by the local C-Z body. Board had already disallowed Hardy's charges as unsubstantiated, but on Sept. 17 this C.A. in New York ordered a rehearing. Board again held that charges were not proved.

F-WC Legalites East For L. A. Z-C Hearing

Los Angeles, Sept. 24. Atty. John B. Bertero of the Fox-West Coast legal department, and E. Port Major, circuit's chief booker, are due in New York today (Monday) as the vanguard of a Code delegation that will appear before the Code Authority next week, when hearings are opened on the proposed Los Angeles zoning-clearance schedule.

Ben N. Bernstein and Harry H. Hicks, president and v.p., respectively, of Associated Exhibitors, affiliated with MPTOA; Harry Ghossein, president of the Independent Theatre Owners of Southern California, and Lou Halpern, Warner's coast theatre chief, are due to leave here later this week for the hearings.

C.A. BANK NIGHT TABOO STANDS

The Code Authority will not back water on its dictum against all forms of theatre lotteries. The C.A. feels that its anti-banknight stand is the most constructive the NRA has checked off to the American box office.

The C.A. was revealed yesterday (Monday) to stand ready to prosecute any distributors which serve theatres on boycott lists because of lottery violations.

Defiance of the lottery stand, such as is being staged by Los Angeles exhibitors, will get such exhibitors only additional grief, C.A. aides declared. In the first place they signed the code with full knowledge of its contents, agreeing to abide by interpretations of the Authority.

Theatres that continue such defiance, however, will not have to close because of picture hold-outs. They may book all-pictures made before the code became effective, according to formula experts.

The exhibitor sentiment throughout the country at the same time is claimed by the NRA to favor the elimination of give-aways with a lottery taint. The C.A. during its nine months in office has had to consider only 30 appeals dealing on the lottery angle.

Los Angeles, Sept. 24. In spite of defiance of cease and desist rulings by the local Grievance Board, upheld by the Code Authority, two southern California exhibitors are continuing to operate "bank nights."

Shutoff of film service, ordered by the Grievance Board, did not serve to stop picture hold-outs. They may book all-pictures made before operating Friday (21) at their San Fernando house, though the film attractions was two independent talkers produced in '32. The Ventura, at Ventura, also continued the banking gag with 10 acts of vandeville.

Meanwhile a move is under way to prepare charges against 75 exhibitors who persist in the use of cash giveaways. Hoped through this proceeding to bring matters to a head.

Espy's F-WC Berth

Hollywood, Sept. 24. With the taking over of the Hollywood West Coast circuit by Fox-West Coast today (Monday) Cullen Espy was brought on from 81 Locust Street, district manager of Pasadena. Glenday, Huntington Park and Golden Gate, a pub-

LEGAL FACTIONS MAY GUM IT UP

Banks O.K. \$5,000,000 on Account of the \$13,000,000 Film Hypothecation Deal, Other Details Are Out of the Way, but New Legal Threats Crop Up All Over Again

MYSTERY SUIT

Paramount's reorganization plan is set, but may not be put into effect for some time. Cautious zealotism of attorneys involved in the Par situation alone may delay the company's reorganization.

This they aim to do by the preparation and filing of a new suit against one Paramount official among other things. Included in the latter is a determination by the minority group to force an immediate prosecution of the suit filed by the trustees against certain present members of the Par board and certain former directors of the company. This suit is presently pending in the N. Y. state court and consists of allegations that directors' negligence caused Paramount impairment through certain stock repurchase guarantees made in certain theatre deals of past years. The trustees seek to recover around \$13,000,000 from these defendants involved.

To delay reorganization until this particular action is tried and cleared could mean that rehabilitation of Paramount would not be had for many months. Such a suit would eventually go to the U. S. Supreme Court, anyway; in which event the delay to reorganization would be irreparable.

Additional delay and serious disruption to the company's presently healthy condition would be had were the contemplated suit against the Paramount official taken up by the lawyers presently.

Actually, without injuring the chances of action involved in either case, the directors' suit and that other case which may be contemplated could be prosecuted after the company's reorganization. Presently, among other things, to prosecute both actions would only pile up lawyers' fees.

\$5,000,000 Cash Is O.K.

Under the settlement with the banks in the \$13,000,000 negative hooking case, the banks agree to accept \$5,000,000 in cash. The balance of their claims they agree to accept on an equal footing with general creditors.

Such general creditors will benefit through a new debenture issue which will be offered in part payment of these claims and a new preferred stock issue for the balance. As the thing stands general creditors would get 50% in new 6% debentures and 50% of their claims in a new 6% convertible preferred stock issue.

Included in the category of general creditors are the banks, debenture holders, commercial creditors and all provable debts.

It is aimed to settle non-provable debts through a new second 6% preferred stock issue.

Stockholders would be assessed \$2 per share. This assessment cannot be regarded as a tax so much as a right to stockholders for them to get second preferred stock and half a share of the new common.

The committee is still working on details surrounding this plan and also on a feasible new directorate setup. In addition to the board of directors the new company setup will include an advisory committee composed of the high management officials and Par partners in field. That Frank A. Vandervip, chairman of the debenture holders' committee, will be a member of the new board is very likely.

Clearing Up 'Right to Buy' Phase Of Code Leaves Block Booking As Lone Political Sore Spot

So. Calif. Z-C Member Fite Carried to C. A.

Los Angeles, Sept. 24. Code Authority next week will be asked to give representation to members of the Independent Theatre Owners of Southern California on both the Los Angeles clearance-zoning and grievance boards. This would entail the removal of members presently affiliated with Associated Exhibitors, an offshoot of the parent organization.

Harry Chotiner, recently elected president of the ITO, who plans to appear before the C. A. next week at the L. A. C-Z hearings, intends to force the issue, following up a telegraphic demand of a like nature, which so far has been ignored by the C.A.

Battle for representation on the enforcement boards is an outgrowth of the recent split in the ITO, about a dozen of its most active members withdrawing to form Associated Exhibitors and affiliating with the MPTOA.

Associated has three of its exes on the zoning-clearance board in Harry H. Hicks, Russell Rogers, and George Hanes. On the grievance board are two A.E. members, Ben N. Bernstein and Lou Halpern, latter Coast operating chief for Warner.

Bernstein, if appearing before the C.A. next week, will lead a fight to have the tribunal set back the hearings on the 1935-36 C-Z schedule for L. A. from November until February. Said is made that by the latter date the new 1934-35 schedule will have had a tryout of at least two or three months and will give the local board the benefit of observation as to how the new setup is working.

PUBLIC HEARING ON AGT-NRA ARTICLE

Hollywood, Sept. 24.

Expected that a date will be set this week for a public hearing on the proposed code of fair practice for agents and intended for inclusion in the NRA film code.

Agency committee—composed of five producers on one side and an agent and four employee representatives on the other—was unable to agree on all provisions of the article and threw the matter into the lap of Divisional Administrator Sol A. Rosenblatt, who in turn tossed it back to Hollywood and ordered a public hearing.

After scores of red hot sessions, a draft of the article containing 13 clauses was passed by a vote of six to four. Producers and technician members stood on the affirmative side with agent and talent reps opposed. Dissenting four, however, turned in a minority report to the effect it would favor the code as written if one article, limiting the power of agents, were changed.

This section caused all the rumormongering in meetings. Producers want the article to read that agents can represent clients only in matters of salary, while the others are holding out for full representation on any matter.

In main, the new board, however, will comprise representatives of all creditor "classes."

Both Eugene W. Locke and Charles E. Richardson, present (Continued on page 27)

Washington, Sept. 24.

Statement of principles governing formulation of clearance and zoning schedules under the NRA film code was received here last week with varying reactions. Independents and majors continued to disagree over the "right to buy," while in government circles it was felt the code authority has taken a significant step toward eliminating one of the worst sources of friction.

Satisfaction with the code's attempt to iron out the clearance tangle was displayed by Divisional Administrator Sol A. Rosenblatt, who asserted that as a result of the principles "the problem is entirely solved and pointed out significantly 'no such action would have been possible without NRA'."

Although still far from satisfied, Abram F. Myers, president of Allied, agreed that "on paper at least" the code authority seems to have granted concessions to indie exhibitors, but repeated demands for a Congressional probe of the writing of the code.

"As long as administration of the code is in the hands of a producer-controlled code authority and producer-controlled boards, the independents remain in their mercy," Myers said. "The code authority has sought to overcome a bad impression created by efforts to arrange clearance schedules. On paper at least this marks an improvement over anything they have done in the past."

Saying exhibitors should not take too much for granted, Myers said that the Allied spokesmen said indie should persist in their efforts to obtain a sweeping investigation and not give up the fight until more adequate representation is provided on the code authority and the C-Z boards are deprived of power over the granting of runs.

The C.A.'s efforts to end price-cutting drew unanimous approval. Myers said that "the admissions statement marks progress" and Rosey remarked that "the clearance and zoning principles probably will do more to check price-cutting than anything else."

While it was admitted that the statement of principles still does not grant the "right to buy" in the manner demanded by indies, it was generally agreed in government and political circles that the C.A. action has struck a telling blow at the criticism of industry opponents. The declaration that any theatre shall have the right to buy without restriction "may run it is able to negotiate for was construed as the closest approach so far to the principle." (Continued on page 25)

No C-Z Again in N. W.

Minneapolis, Sept. 24.

Local zoning and clearance board is non-existent again because it hasn't a non-affiliated exhibitor member and apparently can't get one to serve on it. Vacancy was created by the automatic withdrawal of Eddie Tunstall when he sold his Southern theatre here and quit exhibitors' ranks.

Because of Northwest Allied States' opposition, to the industry code and its decision to prohibit members from serving on any of the boards of penalty of expulsion, both the grievance board and the zoning and clearance boards had great difficulty in getting organized. Numerous exhibitors named as members refused to serve.

Phillips Holmes Abroad

Hollywood, Sept. 24. Leaving New York Saturday (22) for London, Phillips Holmes will have the main lead in the British-made "7-11 Minute Affair." Picture is to be directed by Bernard Vorhaus, former Hollywood writer.

Mae West Ties Up L. A. for \$28,500, 'Richest Girl' After \$13,500 in 2 Houses; 'Gift of Gab' Neat \$5,000

Los Angeles, Sept. 24.—'Belle of the Nineties' is way in the lead this week at the Fox Opening day in excess of anything anticipated and house is loading them to the rails on the first of a double stanza engagement. State is back to life with 'Chained', but is not as strong as expected. Theatres have been battling windup of the Hollywood Bowl, County Fair and other civic events, but business seems to hold in good proportions.

Warners Hollywood and the RKO are especially not exciting with 'Richest Girl in the World' but doing all right. Downtown, with its double bill and an exclusive on the McLarin-Ross fight pictures, jumps a bit.

Criterion reopened with 'Night of Love', which moves over from Paramount at the same scale, failed to campaign the town and result is ordinary biz.

'Buildup Drummond', in for two weeks at the United Artists, is doing nicely, while 'Gift of Gab' is above par at the Pantages as a lone feature.

Estimates for This Week

Criterion (Tally) (1,600; 30-40-55)—'Night of Love' (Col). Re-opening of house without advance ballyhoo hurt a bit. Looks like around \$8,000.

Downtown (WB) (1,500, 25-40)—'Dragon Murder Case' (WB). McLarin fight pictures helping to around \$5,000, ok. 'Night of Love' (WB) (FN) and 'We're Rich Again' (Radio), inaugurating the double bill policy, with its pictures coming in on end of week \$4,000.

Hollywood (WB) (2,250; 25-35-40-55)—'Richest Girl' (Radio). Will come home with around \$7,500, nice enough. Last week 'British Agent' (WB) healthy at \$1,600. Los Angeles (Wm. Fox) (2,800; 15-25)—'Beyond the Law' (Col) and 'Romance in Rain' (U) split. Not so hot and probably \$3,300. Last week 'Hedge' (Honor) (Mayfair) and 'One More River' (U) nice sailing to \$4,000.

Pantages (Pan) (2,700; 25-40)—'Gift of Gab' (U). All star studio and screen combo in this one helping for close to \$5,000, neat. Last week 'Wake Up and Dream' (U) and 'Two Heads on a Pillow' (Labe) brought house corking \$5,800.

Paramount (Partmar) (3,595; 30-40-55)—'Belle of the Nineties' (Par) and 'Chained' (WB) show strong for Mae West and big \$28,500 a cinch for week. Last week 'Night of Love' (Col) on second week, fine \$2,850; first week better than \$2,000.

RKO (2,950; 25-35-40)—'Richest Girl' (Radio). Healthy going in contrast to biz house has been doing. Will come home with \$6,000. Last week 'British Agent' (WB) \$6,500.

State (Loew-Fox) (2,024; 30-40-55)—'Chained' (WB) (MG) will do around \$15,000, good, but not what expected. Last week 'Servant's Entrance' (Fox) \$7,600.

United Artists (2,100; 30-40-55)—'Buildup Drummond' (UA). Good campaign for two weeks' stay. Initial stanza figures around \$8,000. Last week 'Rottschild' (UA) on final four days of three weeks \$3,000.

MELODRAMA \$3,500

Only Pic On Own and Okay in Tacoma

Tacoma, Sept. 23.—Music Box has a dual this week in radical policy change, using British Agent (WB) with 'Romance in the Rain' (U), and prices cut to 25c, top.

Roxie is going, it alone with 'Manhattan Melodrama' on top of three weeks of ace product, to introduce the price tilting.

Blue Moose comes out the split this week, going for full time with a show that rates at the prices.

Estimates for This Week

Music Box (Hamrick) (1,400; 25)—'British Agent' (WB) and 'Romance in the Rain' (U), dual at cut rates, should get \$2,000, good. Last week 'The Fountain' (Radio), got \$3,200, good.

Roxie (J-VI) (1,300; 25-35)—'Manhattan Melodrama' (MG). Looks like about \$3,500, good. Last week 'Handy Andy' (Fox), good going at \$3,900.

Blue Moose (Hamrick) (650; 15-25)—'Million Dollar Ransom' (U) and 'Desirable' (WB) dual, making nice combination and looking to get \$1,800, good. Last week 'Side' (U) and 'When Rangers Meet' (LAb), dual, split—with 'Shoot the Works' (Par) and 'Once to Every Bachelor' (Lab), dual, fair \$1,600.

'Belle' Rules Denver as \$16,000 Mark Is Set; 'Hideout' Gets \$7,000

Denver, Sept. 24.

Mae West doing business of town at Denham and will hang up house record for money but last Mae West film will still hold house record for number of people. Recent boost in prices caused of this paradox most days showing four holdouts, two matinees and two nights; fans giving film unusually favorable word-of-mouth plugging.

Estimates for This Week

Aladdin (Huffman) (1,500; 25-35-50)—'Charlie Chan in London' (Fox). Around \$2,500. Last week 'Murder on the Blackboard' (Radio), had what it takes to pull in the mystery fans along with the Aladdin regulars. Closed with \$2,500, average.

Denham (Cooper) (1,500; 25-35-50)—'Belle of the Nineties' (Par). Reverberating sock at \$16,000. Last week 'Now and Forever' (Par), got \$6,000, ab average.

Denver (Huffman) (1,500; 25-35-50)—'British Agent' (FN). Anticlimax \$8,000. Last week 'Chained' (MG) turned in \$9,000.

Orpheum (Huffman) (2,600; 25-35-50)—'Hideout' (MG). Skipping in with \$7,000. Last week 'Servant's Entrance' (Fox), got \$6,000.

Paramount (Huffman) (2,600; 25-40)—'Tomorrow's Child' (Foy) and 'Chained' (MG). Latter moved here from Denver. Figure \$3,000 for eight weeks. Monday engagement. 'Chained' in for five of the eight. Last week 'Straight Is the Way' (MG) and 'The Human Side' (U) split, did just what average, closing with \$2,000. 'Straight' was scheduled to go the full week, but didn't stand up, and was pulled after three days.

The M's Have It In Cincy; Miriam, Mae and Marlene

Cincinnati, Sept. 24.

Mae West is doing right by the Palace, her 'Belle of the 90s' pulling \$23,000 on a nine-day run. Next best is 'Richest Girl in the World', linked with 'La Cucaracha', at the Albee for \$10,500. Fans and press ga-sa over the Technicolor subject to extent that it's pulling applause each showing. 'Scarlet Empress' the third money-getter at \$6,000, with 'Dragon Murder Case' a grand behind.

'Count of Monte Cristo' moved over by RKO from Capitol to Grand for second week. Admish at latter stand boosted from 20-30 to 25-40 for this engagement.

Mayfair, 400-seater in Masonic Temple, reopened with return grand of 'Be Mine Tonight' as pre-season stand. 'The Blue Light', which opens Thursday (27) with two night screenings.

Estimates for This Week

Palace (RKO) (2,600; 35-44)—'Belle of the 90s' (Par). In for nine days and ringing loud at \$23,000; theater's best. Last week 'Now and Forever' (Par), \$12,000; smiles.

'Richest Girl' (Radio) (3,300; 35-44) and 'La Cucaracha' (Radio), plugged as added feature. Miriam Hopkins hurried over title in former pic. New Technicolor first greeted with substantial applause at finish and given top honor of screen show by reviewers. Should hit \$10,500, nice. Last week 'The Fountain' (Radio) \$9,000, moderate.

Lytic (RKO) (1,400; 35-44)—'Scarlet Empress' (Par). Dietrich had it as a marvelous production, sans story. Getting \$6,000, not bad. Last week 'She Loves Me Not' (Par), second week, \$4,500, all right, following \$15,000 in initial week at Albee.

Keith's (Libson) (1,500; 30-40)—'Dragon Murder Case' (WB). (Good picture. Adventure tale for long, for \$5,000, okay. Last week 'British Agent' (FN) \$6,500.

Capitol (RKO) (2,000; 35-44)—

'One More River' (U). English dialog limits appeal to close customer. A fair \$4,500. Last week 'Count of Monte Cristo' (UA), \$9,500, season's best here.

Grand (RKO) (1,300; 25-40)—'Count of Monte Cristo' (UA). Moved over from Capitol for extended run, and scaled up from 20-30. Should hit \$3,500. Last week 'Kiss and Make Up' (Tat) at 20-30, \$1,700, slow.

Family (RKO) (1,000; 15-25)—'Notorious Sophie Lang' (Par) and 'Hose-McLarin scrap shots. In for full week, \$2,500, fine. Last week 'Adventure Girl' (Radio) and 'Among the Missing' (Col), split, \$2,300, good.

Strand (Ind) (1,200; 15-25)—'Shock' (Mon). World war epic featuring \$1,200, so-so. Last week 'Kelly of U. S. A.' (Mon) \$1,300.

'BELLE' SOCKS MPLS. FOR \$11,000

Minneapolis, Sept. 24.

Frontal attack on the pursestrings currently by a bang-up array of attractions. 'Belle of the Nineties' and 'The Cat's Paw', among others, are causing the natives to shell across the simoleons in a manner calculated to cheer managerial hearts. Total loop takings promise to be the largest in some time.

'Passing Revue', World's Fair stage unit, sold like a circus and it's delivering a grand style for the Orpheum. In conjunction with 'Side Streets', feature film; the Ross-McLarin fight pictures and Pathe News, at 50c top, this show affords an outstanding bargain and the folks are taking advantage of it.

Mae West's box-office drag seems to have lost a little of its potency since all the purifying agitation because of its strange hold, but there's still enough left, apparently, to give the State a healthy getaway on 'Belle of the Nineties'.

Harold Lloyd, too, is still a box-office leader for the Lyric, so 'Straight Is the Way' is going along nicely there.

Franchot Tone and Gladys George are box-office fodder for the Lyric, so 'Straight Is the Way' is going along nicely there.

Estimates for This Week

Century (Publix) (1,600; 25-35-40)—'Cat's Paw' (Fox). Nifty sell-out, first week. Opened Tuesday (18) three days ahead of time, when 'Crime Without Passion' (Par) was yanked in mid-week. Will come close to fine \$7,000. Last week 'Crime Without Passion' (Par), four days to \$1,500, bad.

Orpheum (Singer) (2,850; 25-35-50)—'Side Streets' (FN). Ross-McLarin fight pictures and 'Passing Revue', stage shows. Lots of entertainment for little money. Stage show responsible for most of biz. feature little all. Looks like first-rate \$11,000. Last week, 'British Agent' (FN), \$4,500. Disappointing.

State (Publix) (2,400; 25-35-40)—'Belle of the Nineties' (Par). Not in the clicking class with preceding run. 'Belle' West pictures, but plenty box office just the same. Seems to be headed for a good \$11,000.

Last week, 'Desirable' (WB), and 'The Human Side' (U) stage, \$13,000. Good, but disappointing and \$3,000 under original estimate. Band entirely responsible for draw.

World (Steffes) (350; 25-35-50-75)—'One More River' (U) (second week). Highly praised pic and on way to good \$1,600. Last week, \$1,800, good.

Uptown (Publix) (1,200; 25-35-50)—'She Loves Me Not' (Par). Found \$2,500 indicated, ok. Last week, 'Handy Andy' (Fox), \$2,500, good.

Time (Johnson) (280; 25-35)—'Finishing' (WB) (Radio). Not likely to top \$1,200, fair. Last week, third for 'Lost Patrol' (Radio), \$1,800, fine. On three weeks \$7,100, great.

Lyric (Publix) (1,300; 20-25)—'Straight Is the Way' (Metro). Nice cast line-up to pull. Grace George, erstwhile stock leading lady here, a card on second week appearance. Should top \$2,800, ok. Last week, 'You Belong to Me' (Par), \$2,000, fair.

Grand (Publix) (1,100; 15-25)—'Baby Take a Bow' (U). Should land very satisfactory \$1,500 for second run. Last week, 'Here Comes the Navy' (Fox), second run, fair. 'Furnished' (Fox), first run, split \$1,200, fair.

Aster (Publix) (600; 15-25)—'The Key' (WB). 'Personality Kid' (WB) and 'Midnight Alibi' (Par), second run, should get \$1,000. Last week, 'Shoot the Works' (Par), \$1,000, and 'Make Up' (Par), second runs, and 'Paris Intimide' (MG), first run, split \$700, high.

'Richest Girl,' \$18,000 at Palace; Holdovers for Loop Pictures as Grosses Continue Improvement

'Judge' Looks Like

Bako. H.O., \$7,500;
Band-Diamond' 19G's

Baltimore, Sept. 24.

Business continues to bound all over this burg. Notwithstanding the nearly incessant rainfall, populace is still tumbling over itself to get to the theatres.

Century is out to top the town again this week with 'Death on Diamond' and 'Ted Lewis on Stage'. Latter is indisputably the instrument in effecting this feat, and is supplying the shove that may reach \$19,000.

'Night of Love', after its shimmering \$18,500 first session, is holding over at the Hipp. All new stage roster with it this week, helping Century to follow. 'Death on Diamond' should do around \$15,000 currently.

'Judge Priest' is giving the New its biggest week in more than a year. Had been locked out in the lobby three nights, a rare sight for this house. Of late Will Rogers has become one of the best box luminaries this town knows. A second week looker.

Century (Loew-UA) (3,000; 15-25-35-40-55-68)—'Death on Diamond' (MG) and 'Ted Lewis on Stage' (MG) subordinate to stage both in ads and draw. Sweet \$12,000. Last week 'Girl from Missouri' (MG) and 'Little Jack Little' headlining, splendid \$20,000.

Gaiety (Rappaport) (2,200; 15-25-35-40-55-66)—'Night of Love' (Col) (2d week) and stage show. Smart \$15,000 this week after \$18,500 first session. Plenty.

Keith's (Schanberger) (2,500; 15-25-30-35-40)—'Always Tomorrow' (U). No names able to cope with opening elsewhere. Under \$4,000 will not induce cheering. Last week, second of 'Monte Cristo' (U), nice \$5,300. Fortnight total \$13,100.

New (Mechanic) (1,800; 15-25-30-35-40-50)—'Judge Priest' (Fox). Will Rogers running ushers for fine \$7,500. Will probably hold over. Last week 'Chin in London' (Fox) fainted away at \$2,700.

Stanley (WB) (1,500; 15-25-35-40)—'Desirable' (WB). No more more than a fair \$4,000. Last week 'Dames' (WB) nice \$8,500.

Valencia (Loew-UA) (1,600; 25-35)—'Straight Is the Way' (MG). Lots of hits, one of the best. Last week, Loew has been holding film some weeks looking for time to shoot it in. Heading nearer an even break than a mid-week. Last week, \$13,000. Last week good \$3,700 for second showing of 'Chained' (MG).

Native N.O. Goes Big for 'Belle,' 18G Year's Best

New Orleans, Sept. 24.

Dwarfing everything comparatively, Mae West in 'Belle' will top \$18,000 at Saenger this week. Heavy draw is hurting 'Death on Diamond' at Loew's State across the street.

Orpheum, getting something of a break through having Ross-McLarin fight pics to prop 'Age of Innocence'. St. Charles is sponsoring 'Return of Terror' and the Tudor, with 'Now and Forever', trying and hoping.

Estimates for This Week

Saenger (3,550; 40)—'Belle of the Nineties' (Par). West still screen-dom's biggest b. c. bet here and will grab \$18,000 for year's best gross. Last week 'Death on Diamond' (MG) dropped to \$7,000.

Loew's State (3,210; 40)—'Death on Diamond' (MG). Militated against by Mae West across street, but should wreck \$8,000, weak. Last week 'Monte Cristo' (U) got smacked \$11,000.

Orpheum (2,400; 35)—'Age of Innocence' (Radio) and 'Age of Innocence' (Radio). Both good. Last week 'Richest Girl' (Radio) kinda poor at \$5,000.

St. Charles (2,200; 25)—'Return of Terror' (WB). May make \$11,500, weak. Last week 'Human Side' (U) ditto.

Tudor (700; 30)—'Now and Forever' (Fox). Should grab one past fair \$1,700. Last week 'Grand Canary' (Fox) did \$1,800.

Chicago, Sept. 24.

There hasn't been any red ink used on Loop theatre ledgers for more than a month now and currently the color of the ink remains pleasantly dark. No question that the loop is perking up and looking like its old self again. The night play is upping considerably, even the old-time smart crowd is hitting it back to the Hullo after a three year absence. Noticeable not only in pictures but in legit. The Hullo is on its way back to hey-he and hotcha. There's a certain picking-up tempo in the loop at night that reminds of the 1924-1929 era.

Estimates for This Week

Apollo (B&K) (1,200; 35-45-65)—'Judge Priest' (Fox) (2nd week). Turning out to be the best Rogers grosser in several years. Getting excellent notices and word of mouth. Building right along with B. & K. not even yet planning on 'Servant's Entrance' (Fox) with go three weeks easily at present clip. Galloped to fine \$13,100 on first session and will likely stick above \$9,000, powerful current.

Chicago (B&K) (3,900; 35-55-75)—'Belle of 90s' (Par) and stage show. Socked over \$58,000 first week of a two-week booking. Went for one show, pulled out for an initial session but currently cuts down to five a day on lessened turn-over. Still far on the money side, however, at \$38,000 prospect.

'Servant's Entrance' (Fox) with Rudy Vallee band on stage will follow next week.

Garrick (B&K) (900; 25-35-50)—'Crime Without Passion' (Par). Opened on show (22) and is capable to holding house to good \$5,000 for a first-runner. Last week 'British Agent' (WB) managed okay \$4,100 on a hold-over loop session.

'Personality Kid' (WB) and vaude. House has been doing nicely lately except for a couple of weak sessions. Currently holds to better than \$18,000 in the box. Last week 'Drunkard' (Lab) aided 'Dragon Murder Case' (WB) to \$19,100, fine gross.

Palace (RKO) (2,500; 25-35-55)—'Richest Girl in World' (Radio) and vaude. Another house which has noticed the general perking of business in the loop lately. Regular program line-up this week but the regular line-up is a plus.

Good \$18,000. Pace has picked up all down the line. Last week was powerful at \$22,900 for 'There's Always Tomorrow' (U).

Roosevelt (B&K) (1,500; 35-55-65)—'Dames' (WB) (3d week). Slumped off rather quickly after smashing start. Will finish to okay \$9,300 for final week, after taking good \$13,800 on second session.

'Chained' (MG) in tomorrow (25). State-Lake (Jones) (2,700; 20-25-35)—'Embarrassing Moment' (U) and vaude. Line of vaude headlining and counting for business. House heads for \$17,000, excellent. Last week 'Charlie Chan Courage' (Fox) held to good \$16,100.

United Artists (1,700; 35-55-65)—'Monte Cristo' (U) (3d week). Three weeks of pleasant trade for this picture, getting fine reports and holding a remarkably steady pace. Last week, after building-up, will hit at least \$10,000 for final session after garnering melodious \$13,100 for second week. Will be replaced on Thursday (27) by 'Last Gentleman' (UA).

Trenton Assessments
On Theatres Trimmed

Trenton, Sept. 24.

Four Trenton theatre properties benefit by curtailment of assessments announced following hearings conducted by the county Board of Taxation.

RKO Lanch assessed at \$463,600 before an appeal was taken. The county board decided on a downward revision and set the assessment at \$438,000. The decrease of \$25,600 was taken from the building value rather than the land.

RKO Capitol obtained a slash of \$25,960 from its building assessment, the new figure is \$620,000, while the city assessed it at \$645,600. Trenton-New Brunswick Theatre Co. is the owner.

RKO Broad St., with the same owner, applied for a cut in its \$169,300 property valuation as set for taxing purposes. The county board lowered the figure to \$146,900, taking \$22,400 from the building value.

The Palace theatre property dark for two years, should have assessment cut from \$95,050 to \$39,600. The same owner is involved.

95% OF U. S. DUAL BILLING

Paris Gets Going; 'Empress' Wow \$35,000; 'Little Women' in 6th Mo. Good \$3,500; 'Cellini' Slow \$4,350

Paris, Sept. 16. New fall heat wave has socked American pictures opening up the new first-run season here. Encouraged by cool weather, local officers of the majors started putting out their product, and then it got warm on them, prolonging the vacation season a bit and keeping those who had come back to Paris out of doors.

Best resistor of the new ones is Paramount's 'Scarlet Empress' in a dubbed version, which has pleased local Par tycoons by its showing on the boulevard screen. Estimated that first week ran well over \$35,000, which is no record, but not so bad these days. Show has good word-of-mouth publicity among Parisians and seems to be a justification of policy of showing dubbed versions first, as instituted by John W. Hicks, Jr. Marlene Dietrich is still a draw here.

Paramount's prolog, worked up by Jacques Charles, is at least as good a draw as the film, too. Theatre is back in its place as the leading program house, although real stage shows have not yet started.

Another good venture seems to be Metro's 'Viva Villa' at the Madeleine. This is a type of picture Europeans like, as attested by its success at the Venice biennial show.

Double Bill

United Artists' 'Cellini' is doing so-so at the Lord Byron with estimated gross of \$4,350 for its first week. This is a bit too terrible for this 600-seater, but it could have been better. UA is inaugurating a double feature bill at the Aubert Palace, its second-run house, with 'Catherine the Great' and 'Moulin Rouge' starting Friday (21). 'Blossom Time', a Britisher, opens at the Avenue Thursday (20).

RKO-Radio's only current offering is 'Little Women', which is certain to last a month more at the Edouard VII. Heat here knocked the gross down to around \$3,350 last week, but the exhib thinks it worth while going on. House is a 700-seater. If month is played out, picture will have run 26 weeks, which compares favorably with 'Back Street's' run of more than a year in a house seating only 300.

Warners' 'Man with Two Faces' and 'I've Got Your Number', dual bill at Apollo, is doing fair hot weather business, and Fox's 'Baby, Take a Bow', combined with 'First World War' at Agriculteurs and Bonaparte, is taking in enough to make a good run probable.

Universal's 'Invincible Man' continues a success at the Vivien, and Par's 'Poker Party' is a sophisticated (to the French) laugh hit at Studio 24.

GAYNOR-FARRELL BEST IN OMAHA AT \$9,000

Omaha, Neb., Sept. 24. Colder weather has become a fixture and coal companies are the ones taking in the coin. This is okay with theatres, though, as it brings their big back money to normal. But is the only disagreeable element in the current weather situation, and that was quite frequent last week.

Current week, Orpheum remains the leader. 'Servants' Entrance' is the drawing card. Opened stronger than its predecessor and bidding to top it slightly.

Brandsie's branch at McLannin-Ross light pix is middle of fall current week. This extra, added to 'Richest Girl in World', will probably account for another \$5,000 week the third straight for the house.

Estimates for This Week

Orpheum (Blum) (2,976; 25-40) — 'Servants' Entrance' (Fox) and 'The Human Side' (U). Another of the line of solid pix seen here all sum-

mer and reason enough for another of those cheering grosses. Opened strong enough to beat \$3,000. Last week 'Bulldog Drummond' (UA) plus 'Great Flirtation' (Par), were good for a mite over average, but disappointing at that, \$3,700.

Brandsie (Singer) (1,200; 20-25) — 'Richest Girl' (Radio), 'Big Moment' (Radio) and McLannin-Ross light pictures, Triple line-up started out like the two preceding weeks and, if holds up, \$5,000 will be about it. Last week 'British Agent' (FN) and 'Name the Woman' (Col) did okay as a team but better when the fight pictures were added the last two days. In all, \$5,250, very good.

World (Blank) (2,100; 25-35) — 'Hide-Out' (MG) and 'Fast Lightning' (WB). First flicker in the drawing card and started out like just that. Headed for \$4,250, better than usual. Last week 'You Belong to Me' (U) and 'Twinned with Pursued' (Fox) did okay, topping average slightly to \$4,100.

ARLISS \$9,500, WEST \$11,000, SEATTLE

Seattle, Sept. 24.

It's Mac West vs. George Arliss this week. May is intriguing 'em at the Fifth Avenue in 'Belle of the Nineties'. George is very much the actor in 'The Last Gentleman' at Hamrick's Music Hall.

With school resumed, normalcy is likewise, and fall weather again makes week-end biz up, but there is an inevitable reaction as the week wanes. Sunday again takes its place as a day for the theatres, after the summer slump on that day, due to outdoor attractions and competitiveness.

Coleman this week has two strong pix, where the dual policy usually calls for one working. So that means more b. o.

Estimates for This Week

Blue Mouse (Hamrick) (1,000; 25-35) — 'British Agent' (WB). Hot release. From Music Hall, appears to land around \$5,000, good. Last week, 'Dames' (WB). Third week of M.H. and B.M. runs, nice \$3,700.

Coleman (Evergreen) (1,800; 15-25) — 'Phob' (M.H.) and 'Dr. Monica' (WB) dual, looks strong combo, and some coin in sight. Expectations for nice \$4,300. Last week, 'Many Happy Returns' (Par) and 'New 111 Toff' (Fox) dual, split with 'Little Miss Marker' (Par) and 'Murder in Car' (MG) dual, last four days, former getting \$1,400 in 3 days; latter \$2,600, big, for okay \$4,000 on week.

Fifth Avenue (Evergreen) (2,400; 25-40) — 'Belle of Nineties' (Par). Big campaign, plenty of bally and ink, makes Mac West's return auspicious for an excellent \$11,000. Last week, 'Chained' (MG), okay pace, but sagged slightly for good enough \$9,100.

Liberty (J-V) (1,900; 10-25) — 'Crime of Hotel Stanley' (Col) and 'Crimes of Divide' (Mon), dual, expects an okay \$4,000. Last week, 'Hell Cat' (Col) and 'Beyond the Law' (Col), dual, \$3,900, good.

Music Box (Hamrick) (950; 25-35) — 'Howling Wolf' (FN) and 'Adventure Girl' (Radio), dual, looking for \$2,700, satisfactory. Last week, 'Always Tomorrow' (U) and 'Midnight Alibi' (FN), dual, slowed to \$2,700, fair.

Music Hall (Hamrick) (2,100; 25-40) — 'Last Gentleman' (UA). Getting heavy barrage of exploiting with Arliss. Strong following. Should get a big \$9,500. Last week, 'British Agent' (WB), \$3,900, good.

Paramount (Evergreen) (2,100; 25-40) — 'Hillbilly' (MG) and 'The Robert Montgomery' played up in lights and ads, and stage show, anticipates a good-week at \$9,000. Last week, 'Scarlet Empress' (Par) and stage unit, closing, \$4,300, good.

ALL TIME HIGH OF 2-FOR-1 B.O.'S

7,500 Good Accounts Double-Featuring—NRA's Accentuation of Dualism Issue Cited for New Exhibition Record

NRA OK'D IT

Double features have reached their all-time quantity peak. The country literally has gone dual, according to industry spokesmen, who estimate fully 95% of all the theatres in competitive areas—the theatres that represent the bulk of the U. S. gross—are doubling today.

In numbers this means approximately 7,500 theatres right now are doubling, or the total of what distributors figure as good accounts. This means that the remainder of houses in operation now, some 6,000, are the only theatres still singling. Of these, however, some 5,000 are estimated to be in small or isolated situations where bookings, double or single, represent only a comparatively small trickle in distributor income. According to the latest estimate, the double feature market is complete with the exception of about 1,000 box offices.

The virtual nationalization of doubling, it is observed, arrived with the entrance of the NRA in filmdom. Up until then various methods attempted to subdue dualism succeeded temporarily here and there, but in the end seemed to have the final effect of only fanning the flame.

Unusual publicity given double features since the Eagle took hold, with this centering in many of the most important maneuverings in the Code Authority, is also credited with waning the double flag before exhibs.

Indie producer leaders are anticipated now there is nothing the industry can do to cast a blight on the two-for-one. The policy is held legal by the NRA.

'Servants' Entrance' Aided by Stage Show Big \$23,500 in Wash.

Washington, Sept. 24.

Nice weather, nice pics and nice biz sending this week along the merry road. Almost everything on both stages and screens is natural for exploitation and lads are ballying product to the skies.

Fox is using lesson learned in recent all-local show and has an anniversary week revue filled with hometown talent. Family-friendly angle plus longest and most elaborate stage show has seen in months in carrying 'Servants' Entrance' to nice \$23,500.

Met stuffed handbills in local Liberty mags and is collecting nicely on 'Howling Wolf' which ran as serial in nickel mag. Keith's got continuous raves from critics on 'Monte Cristo' and second week will top usual figure for oke first run.

Estimates for This Week

Earle (WB) (2,424; 25-35-40-50) — 'Dorabie' (WB). Last week, well received but Dick Powell personal is big draw. Looks like for \$18,000. Last week 'Dames' (WB) pulled into sock \$20,000.

Palace (Loew) (2,351; 25-35-60) — 'Barretts of Wimpole Street' (MG). Sold heavily and filling press pages with pro and con discussions on film's artistic merit. Heading for \$21,000. Last week 'Colin' (UA) started big and seemed to go over in big way, but critics were disappointed and it reacted. Result good however, \$16,500.

Fox (Loew) (3,434; 25-35-60) — 'Servants' Entrance' (Fox) — and vaude. Timberlake-Rosney plus local talent heading 17-day anniversary show helping toward nice \$23,500. Last week, 'Death on the Diamond'

(MG) and Ted Lewis pulled nice \$23,000.

Keith's (RKO) (1,330; 25-35-60) — 'Monte Cristo' (UA) (2d wk.). Beautiful notices and word-of-mouth carrying second week toward smash \$10,000. Last week took wow \$16,500.

Rialto (U) (1,853; 25-35-40-50) — 'Million Dollar Ransom' (U). Break of Lindy, a long-adding added interest to kidnap film, but won't better satisfactory \$4,000. Last week, 'Always Tomorrow' (U) took good \$5,000 to open house for season.

Met (WB) (1,532; 25-40) — 'Howling Wolf' (WB). Rep of story plus natural pull of house in mysteries setting big \$7,000. Last week, repeat of 'She Loves Me Not' (WB), from big week at Earle took nice \$4,000.

Columbia (Loew) (1,263; 25-40) — 'Chained' (MG). Repeat from two nice weeks at Earle collecting nice \$4,000. Last week, 'Springtime for Henry' (Fox), merely satisfactory \$3,000.

LINCOLN FIRST TO USE SNOW AS ALIBI

Lincoln, Sept. 24.

Statistical graphs of grosses here are full of curves in one spot at least, and the curves are upward on the present pace of Mae West's 'Belle of the Nineties' at the Stuart. Opening day suggests that seven-day play is apt to reach \$3,700, which is a lot of people at 25c-40c. College opening and general summer schedules behind them, students will now have a chance to grab off mats, which ought to help.

Freezing weather, with snow falling in nearly all parts of the state, especially to the west, is causing a great many patrons, whose blood was thinned by 110-degree summer weather, to hibernate. Temp dropped in one day last week from 32 to 48 during daylight and on to 35 in the night.

Estimates for This Week

Colonial (LTC) (750; 10-15) — 'His Greatest Gamble' (Radio). Looks oke for nice play with \$360. Last week 'When Lightning Strikes' (Sec) (3 days) were good. 'Fox' (4 days) did all right, \$300.

Kiva (Westland) (500; 10-15-25) — 'Jane Eyre' (Mono). Will do about \$550. People are out of the habit of going here. Last week 'Defense Rests' (Col) not popular, and dived to \$450.

Lincoln (LTC) (1,000; 10-15-25) — 'British Agent' (WB). Will keep the house in the average class with \$2,200. Last week 'Servants' Entrance' (Fox) did right well for \$2,300.

Orpheum (LTC) (1,200; 10-15-25) — 'Kiss and Make Up' (Par) and 'Went out Sunday' (23) in favor of 'The Key' (WB) for 4 days. Whole take to aggregate \$2,100, nice. Last week 'Sophie Lang' (Par) and vaude followed by 'Romance in the Rain' (U) did \$1,800, all right.

Stuart (LTC) (1,900; 10-25-40) — 'Belle of the Nineties' (Par). Hitting a nice pace, and if able to hold for 7 days, \$1,800, very topping top and welcome, too. Last week 'Treasure Island' (MG) was strong on the mats, but chilled by the evenings and got up to about \$3,200, which was sweet.

Col's '34 Sked Ending With 'Fugitive Lady'

Hollywood, Sept. 24.

Columbia flushes its 1934-35 schedule with completion of 'Fugitive Lady', formerly 'Criminal Within', now in production.

'34 also has been considerably delayed has several on the new season list having been finished first.

A Saturday night (22) rain hurt Broadway some this week but ticket machines all over are churning overtime.

Among the new arrivals, British Agent' (Strand) and the Mae West picture (Paramount) are leading. Agent' opened Wednesday morning (19) in time for the Yom Kippur holiday and should end up with a big \$42,000. Four weeks are expected. Picture was to have opened Sept. 13 but was held back to give Warner Bros. further opportunity for advance exploitation.

The West picture will get \$65,000 or over. While this is under expectations to some extent, in view of the house being straight pictures, sans stage shows, it is big business. Probably a three weeks stay for this one.

Up at the Capitol 'Death on the Diamond' has Jackie Cooper, George Jessel and Ed Sullivan on stage. Indications point to around \$50,000 but what it's over, House seems to be getting its strongest pull on matinees instead of nights. Reverse is the case at the Par.

Music Hall looks for \$30,000, perhaps a little over, on 'Richie Girl in the World', nice while the Rixy steps up with 'Chu Chin Chow', first of the Gaumont-British picture series in here. A handsome \$35,000 or more is visioned for the first week. This picture holds over along with the Strand and Par, making a total of three that stay on.

George 'Sparks' Rogers, chief wireless operator, Morro Castle, on a p.a. at the Rialto, upped the take there to \$12,000 on the week ending last night (Monday) with 'Million Dollar Ransom' the picture. 'Gift of Gab' the successor.

Mayfair ended 14 days of 'Charlie Chan in London' also last night (Monday) to best result this house has had in some time, \$25,000 on the fortnight. 'Servants' Entrance' now current.

Estimates for This Week

Capitol (5,400; 35-75-85-110) — 'Death on Diamond' (MG) and stage show. L.A.'s of Jackie Cooper, George Jessel, and Ed Sullivan strengthening chances for \$50,000. Good. Last week, 'Scarlet Empress' (Par), and return stage date of 'Fugitive Lady', \$40,000, all right.

Mayfair (2,200; 35-55-65) — 'Charlie Chan' (Fox) (2nd week). Got \$10,000 on holdover week for total of \$25,000 on fortnight, fine. 'Servants' Entrance' (Fox) opened last night (Monday).

Palace (1,700; 35-50-65-75) — 'Last Yacht' (Radio) and vaude. Little draw and probably \$9,000 or under. 'Dames' (WB), and 'Ed Sullivan' (Radio), \$10,000, with Rosamund McLannin light pictures.

Paramount (2,564; 35-55-75-85) — 'Death on Diamond' (MG). Behind Mae West's previous pace, in view of house now having no stage shows, but very big at \$65,000 or over. 'Hills', last week, second of 'She Loves Me Not' (Par), \$11,000, good.

Radio City Music Hall (5,946; 40-60-85-99-110) — 'Richest Girl' (Radio) and stage show. Holding its own and maybe over \$30,000, good. Last week, second of 'Night of Love' (Col), a swank \$104,000. Around \$209,000 on two weeks.

Strand (2,900; 35-55-75-85) — 'Million Dollar Ransom' (U) and George 'Sparks' Rogers in person. Morro Castle radio operator helped this film to a \$12,000 week ending last night (Monday). Succeeded by 'Gift of Gab' (U).

Rivoli (2,200; 40-65-75-85) — 'Cellini' (UA) (3rd week). Ends third week tonight (Tuesday). Grossed inately \$21,500, satisfactory. Second was \$30,500, fine. 'Monte Cristo' (UA) opens tomorrow morning (Wednesday), to be followed on completion of run by 'We Live Again' (UA).

Roxey (2,200; 25-35-55-65) — 'Chu Chin Chow' (G-B) and stage show. OT tonight and weekend. Favorable of topping big \$35,000. Holdover. Last week house also fine with 'Human Side' house around \$30,000.

Strand (2,900; 35-55-75-85) — 'The Human Side' (U). Looks like mother good run here as picture starts but for a first week of \$42,000, very big. Final six days of 'Dames' (WB) was \$26,200.

State (2,200; 35-55-75) — 'Cleopatra' (Par) and vaude. DeMille spec will probably hit around \$20,000, excellent. Last week 'Cat's Paw' (MG) \$22,000.

Mae West Pic Grabs \$16,000, Holdover; Radio Goldbergs, Thurston Help Phila.

Philadelphia, Sept. 24. A general sliding off in business in the downtown film sector is indicated for this week, but in one case—the Stanley—a sharp upward tilt is forecast. Latter house has Mae West in 'Belle of the Nineties' and it got off to a strong start which should produce a \$16,000 gross for the week if not a trifle more. A second week is likely.

Howard Thurston is attraction at the Fox which has 'Charlie Chan in London' on the screen. This combination figures for \$16,500 or \$17,000. The Earle with the Goldbergs on the stage and 'The Case of the Howling Dog' on the screen ought to get between \$17,000 and \$18,000.

Estimates for This Week

Aldine (2,000; 40-55-65)—'Count of Monte Cristo' (U.A.). Ought to hit \$5,000 or better in second week on strength of first week's line of \$15,000. Stays three weeks.

Arcadia (600; 25-40-50)—'Paris Intrigue' (MG). Not so forte and will only play four days. \$1,000 indicated. Last week, 'Treasure Island' (MG). Fine \$2,100 for this second run.

Boyd (2,400; 40-55-65)—'Chained' (MG). Plenty hot. Ought to get \$5,000 in second week. Last week \$15,000—best house has had in long time.

Earle (2,000; 40-55-65)—'Case of the Howling Dog' (WB) and vaude. Gaining family big stake attraction. Figures between \$17,000 and \$18,000 and may top that. Last week 'You Belong to Me' (Par) and vaude. Dick Powell was real magnet for a route of \$23,500.

Fox (3,000; 30-40-60)—'Charlie Chan in London' (Fox) and stage show. Howard Thurston getting the big billing. \$16,000 ought to be better. 'Servants' Entrance' (Fox) and stage show. Second week and \$14,500 was very satisfactory.

Karlton (1,000; 30-40-50)—'There's Always Tomorrow' (U). Expect \$2,500—no more. Last week 'Down to Their Last Shout' (Radio). Planned plenty Week \$2,300.

Stanley (3,700; 40-55-65)—'Belle of the Nineties' (Par). Figure \$16,000 and a hold-over. Last week 'British Agent' (WB). Fair to mid-dlin' \$10,000.

Stanton (1,700; 30-40-55)—'Death on the Diamond' (MG). About \$5,400 likely. Last week 'Crime Without Passion' (Par). Got good notices generally, but biz not so hot, \$5,500.

Pix Behave

(Continued from page 5)

to live, to turn an eye to individual industries and their codes.

Filmfod's moral mills will grind as long as Will Hays is in the saddle. Because, according to industry leaders, they have met the test. In the three months of its activity it has passed upon some 400 features and shorts. And the return from these—representative of all types of product—is definitely satisfying.

Even before Cardinal Muehlestein's broadcast of Catholic peace with the American film industry, picture savants had completed a reckoning of their own morals stewardship. They were confident that reaction substantiated in advance what the attitude of the church would be.

Also significant is the commercial success of self-censorship. To high spokesmen this is all-significant, since it removes all possibility of the morals machinery just being an emergency setup. They now hold it as a permanent fixture in filmfod.

Looking ahead a year, picture strategists see, as the result of continuance of self-censorship, a broadening in attendance. Already they are predicting filmfod itself will be amazed at the changes to come. They see a range of patronage wider than the business ever in the past has been able to realize.

No H'wood Relaxation

Although the emergency situation is over, film leaders already are guarding against any relaxed attitude on the part of Hollywood. The same rigid observation and enforcement must continue. The fact that censor leaders now can slash box-office returns on pictures bearing seals and show that such pictures nationally have yielded the business from 15% to 20% more than over the same period in 1933—that fact, almost alone, is being counted upon to place an indelible mark on the Hollywood production genius.

They state that there is no comparison. A year ago producers were virtually on their own initiative; the

Hays office then was only in a position to advise and not forcefully impress its own widely culled moral responses upon many Hollywood makers.

If, without this compulsory self-regulation, producers were unable to bring their product anywhere near the commercial standard of seal-proof pictures, then how can there be a vestige of doubt as to which the better course? The morals' mentors ask.

Statisticians long following the national charts of box-office receipts and trends, knowing to the penny what is being taken in, are at the same time emphatic in describing current better business as unimprovement as steady, one which should continue throughout the winter, and point out that it all has been accomplished with clean advertising as well.

Cincinnati, Sept. 24. First Legion of Decency program on the NRC blue net, with Archbishop John T. McNicholas, organizer of the screen clean-up movement, as the speaker, originated at WCKY, whose prez, L. B. Wilson, is also the main exhibitor of Covington, Ky., opposite Ciney.

Wilson safeguarded that McNicholas' talk against spot announcements, fore and aft, containing commercial blurbs that might be construed as offensive.

WOULD-BE SHOW AD SLASH FLIPS

Rochester, Sept. 24.

Attempt of five Comerford theatres to slash \$1,000 a week of newspaper advertising floundered when the newspapers retaliated by ordering out all free reading notices and reviews of films. Also shifted theatre news from a definite page to just anywhere in the paper.

William H. Cadoret, city manager for Comerford, quickly arranged a conference with newspaper officials and agreed to use more advertising in exchange for restoration of notices and reviews.

Cut in advertising already had been felt at the box office with distinct falling off in business. Loew's Rochester played with the Comerfords in the ad slash, but the nabbers rushed in and copped business, frequently using larger displays than the downtown first run houses.

FOX'S 'EAST RIVER'

Fox has bought picture rights to 'East River', new novel by Borden Chase and Edward Doherty.

Story starts in serial form in the October Argosy magazine.

Stage Shows Aid Brooklyn Grosses

Mal Hallett Orch, with Weak Film, \$12,000, Sidney-Lowry Revue, 'Drummond,' \$17,000

Brooklyn, Sept. 24.

The heavens have been any one kind to this borough. It's rained kittens and puppies every other hour. The b. o. biz at the downtown houses hasn't been affected, however, by the heavenly downpours. Steady attendance at the Loew's Metropolitan and Pabian's Paramount.

The Met has 'Bulldog Drummond Strikes Back' (20th) and stage show featuring Ed Lowry's Revue. Will do a fine \$17,000.

Estimates for This Week

Paramount (4,000; 25-35-50-65)—'She Loves Me Not' (Par). Large orchestra in pit and Bob West-Houston at the organ. Good notices, attendance and looks like a sweet \$23,000. House was scheduled to play the new Dietrich pic next week but is going to flash instead. 'British Agent' Joe Lee making things hum. Last week 'Dames' (WB) did

DIETRICH, ARLISS HOTCHA IN P'LAND

Portland, Ore., Sept. 24. Two strong pix hold the burg's b.o. spot this week. UA leading with 'Last Gentleman', plenty strong and indicates holding. Other big winner is 'Scarlet Empress' at the Paramount.

'Dames' ended its three week run at the Music Box (Hamrick) with biz falling off rapidly toward the finish. Replaced this week by 'No Ransom', just fair. Chalk up for the burg's long distance record. It happened One Night, now in its 14th week at the Blue Music (Grind).

Hamrick's Oriental continued recent policy of picking heavy winners for second showing. 'Vergie Winters' went in this week following 'Human Bondage' last week. Biz hitting the pace above that house's usual first run averages with program pix.

Par's indie manometer folded last week with 'Daphne and Leno' and sex lecturer, Prof. Howard Young, getting some mild attention on the sex angle. House is now dark for alterations pending Hamrick's reopening at the Orpheum.

Small Taylor St. house, only 400 seats, did a fair biz with 'World in Revolt'.

No opposition and all b.o. grosser generally upish.

Estimates for This Week

Broadway (Parker) (2,000; 25-40)—'Girl of the Limberlost' (Mono) (2d wk). Registered well. House failed to get Ralph Morgan in person as planned, but biz big at \$6,800 first week and \$3,000 on holdover.

United Artists (Parker) (1,000; 25-40)—'Last Gentleman' (U.A.). Easily setting the burg's b.o. pace with first week getting \$7,500, dandy. Last week 'Chained' (MG) was a big two-week ticket seller for this house. First week got \$7,300, second \$3,600.

Paramount (Evergreen) (3,000; 25-40)—'Scarlet Empress' (Par) and 'Crime Without Passion' (Par). Both drawing 'em in for a bumper \$1,000. Last week 'World Moves On' (Fox) and 'You Belong to Me' (Par) did just fairly around \$3,800.

Music Box (Hamrick) (1,400; 25-35)—'No Ransom' (Lab). Registered fairly and above average at \$4,000, okay. Last week 'Dames' (WB) had a poor third week for \$2,600; second fair \$3,800, first \$5,700.

Oriental (Hamrick) (2,500; 25-35)—'Vergie Winters' (Radio). Second week after first at Music Box going nicely for good \$2,500. Last week 'Human Bondage' (Radio) second week good \$2,200.

Doane Washes Up

Hollywood, Sept. 24.

Warren Doane starts production today (Monday) on a Sterling Hollywood two-reeler for Universal, 25th and last shot on his group for the 1933-34 program, James Horn directs.

Doane contemplates making a series of comedy features for a major release during the coming year.

AL SHEAN IN 'MUSIC'

Hollywood, Sept. 24. Al Shean goes to Warners for a part in 'Sweet Music', the Rudy Vallee film.

Deal calls for an option for one more and a probably term contract later.

Comparative Grosses for September

Total grosses during September for towns and houses listed as previously reported weekly. Dates given are the closing days of the week.

NEW YORK

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|--|-----------------------------|--|-----------------------------------|
| CAPITOL (3,400; 35-55-75-110) High. \$110,400 Low. 10,000 | Missouri \$22,000 (2d wk) | Treasure Island \$35,000 | Hideout \$36,000 (Pokane Ballet) | Chained \$60,000 |
| PARA-MOUNT (3,500; 35-55-75-90) High. \$95,000 Low. 10,000 | Dark | Cleopatra \$68,000 | Cleopatra \$48,000 (2d wk) | Cleopatra \$33,000 (3d wk) |
| MUSIC HALL (3,515; 40-50-85-90-110) High. \$118,000 Low. 44,000 | More River \$36,000 (Stage Show) | Cat's Paw \$81,000 | Paw \$70,000 (2d wk) | Fountain \$102,000 |
| ROXY (6,200; 25-35-55-65) High. \$173,600 Low. 5,200 | Handy Andy \$25,000 (2d wk) | Andy \$19,000 (3d wk) | Chan's Courage \$25,000 | Rich Ansin \$33,600 |
| RIALTO (2,900; 40-48-75-85) High. \$72,000 Low. 5,200 | Adventure Girl \$9,000 | Defense Rests \$9,000 | Dragon Murder \$12,000 | Crime Without Passion \$16,000 |
| STRAND (2,900; 35-55-65) High. \$81,200 Low. 6,500 | Housewife \$10,000 | Dames \$41,200 | Dames \$30,000 (2d wk) | Dames \$23,200 (3d wk) |

CHICAGO

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|---|---|---------------------------------------|--------------------------------|--------------------------------|
| CHICAGO (3,900; 35-55-75) High. \$75,000 Low. 18,500 | Loves Me Not \$37,700 (2d wk) | Two Faces \$36,000 (Stage Show) | More River \$11,800 | Now, Forever \$14,800 |
| PALACE (2,500; 35-55-65) High. \$34,700 Low. 7,000 | Hat, Coat, Glove \$13,800 (Vaude) | Lady's Willing \$14,300 | Last Yacht \$23,500 | Vergie Winters \$23,200 |
| UNITED ARTISTS (1,700; 35-55-65) High. \$45,500 Low. 3,300 | World Moves \$7,800 | Cellini \$17,800 | Cellini \$12,000 (2d wk) | Cellini \$11,100 (3d wk) |

LOS ANGELES

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|---|-------------------------------------|-----------------------------|-------------------------------------|--------------------------------|
| DOWNTOWN (1,800; 25-35-40-55) High. \$38,500 Low. 1,700 | Comes Navy \$5,500 (2d wk) | Navy \$5,500 (3d wk) | Circus Clown \$6,300 (8 Days) | Dames \$16,100 |
| HOLLYWOOD (2,750; 25-35-40-55) High. \$37,800 Low. 3,100 | Comes Navy \$6,000 (2d wk) | Two Faces \$6,500 | Circus Clown \$5,600 | Dames \$18,000 |
| PARA-MOUNT (3,800; 30-40-55) High. \$55,000 Low. 5,500 | Loves Me Not \$11,500 (2d wk) | Empress \$16,900 | Now, Forever \$19,600 | Forever \$11,800 (2d wk) |
| STATE (2,024; 30-40-55) High. \$48,000 Low. 4,900 | Stamboul \$10,000 | Treasure Island \$19,000 | Treasure \$11,000 (2d wk) | Cat's Paw \$14,000 |

BROOKLYN

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|--|---|--|--|
| FOX (4,000; 35-55-75) High. \$46,600 Low. 8,900 | Handy Andy \$10,000 (Stage Show) | Defense Rests \$9,000 | Chan's Courage \$12,000 | Cleopatra \$26,000 (Reopening) (Stage Show) |
| ALBEE (3,000; 35-55-65) High. \$45,000 Low. 9,000 | More River \$16,000 (Vaude) | Lady's Willing \$14,000 | Cat's Paw \$14,000 | |
| PARA-MOUNT (4,000; 35-55-75-90) High. \$57,800 Low. 5,600 | | Treasure Island \$23,000 | Rothschild \$22,000 | Rothschild \$17,000 (2d wk) |
| METRO-POLITAN (13,000; 25-35-50) High. \$39,500 Low. 13,000 | | Side Streets and Personality \$3,000 | Housewife and Happy Landing \$7,000 | Dragon Murder and Ladies Listen \$6,000 |

PHILADELPHIA

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|---|------------------------------|------------------------------|------------------------------------|
| EARLE (2,000; 40-55-65) High. \$33,000 Low. 10,500 | Sweeney \$12,500 (Vaude) | Housewife \$12,500 | Hat, Coat, Glove \$12,000 | Romance in Rain \$18,000 |
| FOX (3,000; 30-40-60) High. \$41,000 Low. 10,500 | World Moves \$20,000 (Stage Show) | World \$15,500 (2d wk) | Cat's Paw \$23,500 | Paw \$15,500 (2d wk) |
| STANLEY (3,700; 40-55-65) High. \$48,000 Low. 3,750 | Bondage \$12,000 | Treasure Island \$11,000 | Dames \$14,500 | Dames \$4,500 (2d wk—4 days) |

BOSTON

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|---------------------------------------|----------------------------|------------------------------------|--------------------------|
| KEITH'S (2,000; 35-40-55) High. \$13,000 Low. 4,000 | More River \$6,000 (8 days) | Romance in Rain \$5,000 | Last Yacht \$7,000 | Fountain \$14,000 |
| ORPHEUM (3,000; 30-40-55) High. \$23,000 Low. 4,000 | Paris Interlude \$9,000 (Vaude) | Missouri \$12,800 | Hideout \$10,500 | La Cucaracha \$14,500 |
| METRO-POLITAN (4,500; 35-50-65) High. \$69,000 Low. 2,500 | Loves Me Not \$25,000 (Vaude) | Dames \$35,000 | Handy Andy \$12,000 (Waring) | Now, Forever \$34,000 |

(Continued on page 23)

'Belle' Bully in Boston, \$45-50,000, But 'Barretts' Bang-Up, Too, \$20,000

Boston, Sept. 24.
The Met and State are pushing out the walls. The Met has 'Belle of the Nineties' and 'Lash Minnie' and a month-long organ game on stage; extra shows Friday and Saturday and \$45,000 is sure anyway, maybe more.

Customers are coming out of hiding also for the house which has 'Barretts of Wimpole Street.' This bill got off to a socko \$10,000 on its first two days, and a handsome \$20,000 should certainly be the result when the coin is finally counted. This would be plenty over o.k. \$11,500, the take with 'One Night of Love' which fell slightly short by about a grand of its expected gross, probably due to miserable weather.

'Count of Monte Cristo' at Memorial went just a hair over its hoped for \$20,000, and holds over. Looks for between \$12,000 and \$14,000. Sister house, the Boston, has 'Scarlet Letter' and might better the \$12,000 hit last week. 'The Girl of the Limerlock' and vaude. Ross-McLarnin fight clips extra support.

'Chained' is at the Orpheum after playing the State a fortnight ago, and still will fetch \$13,500, great. 'Cellini' last week got only \$10,400, but is still a little over for 'Dames' and 'Desirable' last week, and not more than \$6,000 is looked for.

With 'Mae West' keeping up the good work at the box office for a second week and three other theatres in for some nice money, the local picture situation can be described as entirely satisfactory. West won't garner nearly as much at the Ambassador this week as last, but there will still be plenty profit.

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slipped from its recent pace on this one to \$5,000, only fair at best. Last week 'Dames' (WB), was good at \$5,000.

Lyric (Loew's) (2,000; 25-30-40)—'Case of Howling Dog' (WB) and vaude. Ross-McLarnin fight films for last four days of the week. Hitting a fast clip and will touch \$7,000, dandy. Last week 'Jane Eyre' (Mono) and 'Howery Polles' unit was fairly good at \$6,500.

Palace (Loew's) (2,800; 25-40)—'Barretts of Wimpole Street' (MG). Best business in almost a year at this spot with \$10,500 indicated. Last week 'Death On the Diamond' (MG) was puny at \$3,000.

WEST, 2D WEEK, 15G, ST. LOUIS

St. Louis, Sept. 24.

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'SHE LOVES,' 'CHAINED' 18-20G, NEWARK'S TOPS

Newark, Sept. 24.

Looks like a nice this week between 'She Loves Me Not' at the Newark and 'Chained' at the State for a top of \$18,000 to \$20,000. 'Not' is larger capital with a bigger orchard and the Newark has a slightly higher scale.

Bransford with 'British Agent' and 'Proctor's' with 'Charlie Chan in London' are both to be okay but not hitting. 'Should be okay but not hitting with over \$9,000. 'Cimarron,' revived at the Terminal, means nothing, according to the opening.

Shubert announces it will open with legit Oct. 15. Fritz Leiber and Shakespeare will raise the curtain.

Estimates for This Week

Bransford (WB) (2,960; 15-55)—'British Agent' (WB). Started as somewhat of a disappointment, but looks as though it would be okay with \$9,500. Preparing already to let 'em know they have 'One Night of Love' coming Friday. Last week 'Limerlock' (WB) (2,000; 15-40) and 'Ransom' (U) held up at \$3,100.

Capital (WB) (1,200; 15-25-35-40)—'Rothschild' (UA) and 'No Ransom' (U). Arliss after weeks at Loew's seemingly hasn't much pull left downtown, but will be likely to keep above \$4,000. Last week 'Dames' (WB) and 'Lone Captive' (U) fine at \$4,300.

Little (Franklin) (2,90; 25-50)—'Luegen auf Rügen' (General) and 'Desgraebnis' (Ufa). Germans, of whom there are thousands here, don't seem to want to go out, and a house will not play them steadily any more. This week about \$350, with last week's bill 'Abel Mit der Mamelon' (Ufa) and 'Lachende Erde' (Ufa) good at \$400.

Loew's State (2,730; 15-75)—'Chained' (MG) and vaude. Going great and with a good stage bill should be a money maker. Last week 'Hideout' (MG) fair at \$13,000.

Paramount-Newark (Adams-Par) (2,240; 20-30)—'She Loves Me Not' (Par). Such a mob last Saturday night they put on an extra show and ran Sunday morning till 1 o'clock. Holds over. Will probably hold with \$19,000. Last week 'Crime Without Passion' (Par) held down towards end and came in with nearly \$11,000.

Proctor's (RKO) (2,300; 15-55)—'Life in London' (RKO) and 'Down to Their Last Yacht' (Radio). Bill liked and should be okay over \$9,000. Last week 'Fountain' (Radio) and 'Among the Missing' (Col) came.

Terminal (Skouras) (1,900; 15-25-40)—'Cimarron' (Radio) and 'Scarlet Letter' (Maj). Had trouble with censors over 'Letter' revival of 'Cimarron' in flag and neither picture drawing much. If they pull, hold a week, but looks doubtful. Maybe \$10,000 or less. Last week 'Shock' (Maj) and 'Hat, Coat and Glove' (Radio) with 'Moonstone' (Fox) and 'Bachelor Daff' (Radio) split, only \$3,100.

Providence, Sept. 24.

Best biz in town is at Pay's, combos house, with 'Housewife on the Loose' and 'The Spices of 1934.' Girl show also with the boys, and gross here should be close to \$2,400 before the week is over.

RKO Albee, other variety houses in town, is okay, too, but not as strong as Pay's. Stage attraction here is 'Dance Gaieties Revue' with George West. Screen fare is topped by 'Age of Innocence' and 'Spices of 1934' in the nab of \$7,500.

Modern theatre, old burlesque stand, reopened today with a conditional permit from police. 'Night Club Girls' is opening show. Theatre has been warned to keep shows clean or else.

Estimates for This Week

Fay's (2,200; 15-25-40)—'Housewife' (WB) and 'Spices of 1934.' There's no doubt of the strength of this show; however, stage portion of the bill is responsible for the nice showing. Things look like at least \$3,000; great. Last week 'One More River' (U) tipped \$7,000; o.k.

Loew's State (2,300; 15-25-40)—'Barretts of Wimpole Street' (MG). Only film house in town playing solo picture. Pace hard to figure. Providence never has been accused of being highbrow and the film is just now it looks as though picture will see \$10,000. Not bad. Last week 'Death on the Diamond' (MG) and 'Our Daily Bread' (MG) was one of the poorest things in town at \$5,000.

Strand (RKO) (2,500; 15-40)—'British Agent' (WB) and 'Love-time' (U). First picture going over nicely, cast possessing plenty of drawing power. Looks like at least \$10,000; great. Last week 'Servants' Entrance' (Fox) and 'Charlie Chan in London' (Fox) was also good at \$7,800.

RKO Victor (1,500; 10-15-25)—'Rain, Rain, Rain' (Radio) and 'Their Big Moment' (Radio). Looks like \$1,100 on split week. Last week 'Girl in Danger' (Ind) and Tracy Rides Alone' (Ind) on split, too, was seen.

RKO Albee (2,500; 15-25-40)—'Age of Innocence' (Radio) and vaudeville. 'Dance Gaieties' headlining. Opening nice, but opposition is plenty strong. Last week 'Spices of 1934' (WB) and 'Love-time' (U) was another disappointment, big dropping down to \$6,300; 50-80.

Estimates for This Week

Palace (Fay) (2,700; 50)—'Belle of the Nineties' (Par). Started counting from the opening minute and held up well on the week-end. Fine \$13,000, maybe more. Last week 'Hills Out' (MG) and 'La Cucaracha' (Radio) (Par) held up towards end of week for \$4,000.

Capitol (EP) (2,700; 50)—'Of Human Bondage' (Radio) and 'Bachelor Daff' (Radio). May gross \$10,000. Last week 'Girl from Kenton' (MG) and 'Midnight Alibi' (FN) started well and faded \$3,000.

Loew's (EP) (2,300; 50)—'Their Big Moment' (Radio) and 'Harden on Parade' unit will likely top town at \$14,000, 30% of which will be for the vaude. Last week same gross with 'One Night of Love' (Col) and 'Howery Polles' unit, split the same way.

Princess (GTY) (1,100; 50)—'Down to Their Last Yacht' (Radio) and 'The Spices of 1934' (WB). Last week was all British 'Agent' (WB) and 'Sup of Kinloath' (WB) at \$3,000.

Imperial (Ind) (1,000; 40)—'Hill Out' (MG) and 'La Cucaracha' (Radio). May gross \$1,500, after \$1,000 for last week's 'Shock' (Maj) and vaude.

Cinema in Paris (Paris-Pho) (200; 10)—'Gaieties' (Radio) and 'Dance in Paris' (Ind) after grossing some figure last week.

'Barretts' \$10,000 in Low-Brow Prov.; 'Night of Love' Disappoints, \$8,000

'Scarlet Letter' (Maj). Had trouble with censors over 'Letter' revival of 'Cimarron' in flag and neither picture drawing much. If they pull, hold a week, but looks doubtful. Maybe \$10,000 or less. Last week 'Shock' (Maj) and 'Hat, Coat and Glove' (Radio) with 'Moonstone' (Fox) and 'Bachelor Daff' (Radio) split, only \$3,100.

MAE, SHEAPER OK B.O. IN K.C.

Kansas City, Sept. 24.

The Newman, with 'Belle of the Nineties,' is leading the parade this week and headed for a handsome gross, with the picture likely to hold over. Manager George Baker pulled one of his fast ones when he opened the picture at Wednesday midnight and ran it for 23 1/2 hours without a break.

In the next block Loew's Midland has 'Barretts,' getting a nice play. Mainstreet with 'Rich Heat Girl' only fair. Last week the Tower was the leader in the race for gross. A cold rainy spell hurt everyone and the takings in all of the first runs were down.

This Week's Estimates

Mainstreet (RKO) (3,200; 25-40)—'Rich Heat Girl in World' (Radio). Pictures of the Ross-McLarnin fight, and the 'La Cucaracha' feature short added, making a smart amusement program. But big mild, light \$5,000. Last week 'British Agent' (WB) ditto.

Midland (Loew's) (4,000; 25-35)—'Barretts of Wimpole Street' (MG). Best picture opening yet packed up and the picture likely to gross \$14,000, o.k. Last week 'Count of Monte Cristo' (UA) held a little better than advance estimates for \$9,000.

Newman (Par) (1,800; 25-40)—'Belle of the Nineties' (Par). Opening at 12 o'clock Wednesday night and the picture likely to gross \$14,000, o.k. Last week 'Count of Monte Cristo' (UA) held a little better than advance estimates for \$9,000.

Continued on page 23

Pitt Tough To Figure

'Cristo' Fine \$18,000; 'Death' and Maestro \$20,000; 'Night' Disappointing \$10,500

Pittsburgh, Sept. 24.

This town's getting tougher to figure than the proverbial woman. What's more, it's a change of change. Openings last few weeks have given the boys plenty to think about, and they're thinking too.

General business in the past few Fridays were boom days all around and gave a good index of what to expect. Now they're nothing of the sort. Without exception, openings have been poorest days of the whole week.

Great openings were expected all over this week, but with possibly one exception none of them materialized. However, the stuff is there and should come out as the week progresses. One exception was Fulton where, behind a cracker-jack campaign, 'Count of Monte Cristo' got away to flying colors and should have no trouble rolling up a neat \$10,000. That's business here, particularly in face of generally stern competition.

One Night of Love' got away to a disappointing start despite an ice campaign and will have to get some to sub about \$10,000. At the Penn. Theatre, 'Death On the Diamond' is anything but encouraging at the start, with 'Belle of the Nineties'—he played steadily only two months ago—being a right tough nut to crack and got away to a hot start there and built briskly and will no doubt be some thing here, safe prediction would be about \$12,000, fair.

Alvin (Harris) (2,000; 25-40)—'Servants' Entrance' (Fox). Cynical crowd here, being 'one in' but hardly measuring up. Looks like \$5,000, and may hit slightly above that.

Stanley (WB) (2,300; 25-35-50)—'One Night of Love' (Col). No accounting for poor stay-in face as all the picture is picture elsewhere on a picture a campaign that requires no apologies of any kind. Will have to hustle to break \$10,000, which is all right, but certainly not up to expectations. Last week 'Scarlet Letter' (Maj) and 'Howery Polles' unit, split the same way.

Warner (WB) (2,000; 25-35-50)—'Fountain' (Radio) and 'Bachelor Daff' (Radio). May gross \$10,000. Last week 'Girl from Kenton' (MG) and 'Midnight Alibi' (FN) started well and faded \$3,000.

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'BARRETTS,' \$10,500, INDIANAPOLIS' HIT

Indianapolis, Sept. 24.

'Barretts of Wimpole Street' is giving a sensational \$10,500 at Loew's Palace for the town's biggest hit, but the picture is being tough at all first-run spots with four of the five downtown houses splurging in the newspapers with extra big national assist ads. Ann Harding in 'The Picture' is the biggest disappointment of the week with a meagre take of \$4,000 indicated at the Circle. Leslie Howard and Kay Francis aren't doing what was forecast for them in 'British Agent' at the big Indiana and the gross won't go over the \$5,000 mark, which is something of a drop in business for the recently reopened downtown.

'One Night of Love' with a bang-up six-act vaudeville bill combined with 'Case of Howling Dog' and the Ross-McLarnin fight films are an extra attraction for the last four days of the week, is hitting the high spots and will tally a rousing \$7,000, which is plenty okay. 'Count of Monte Cristo' is doing moderately well at the State.

Estimates for This Week

Asolo (Fourth Ave.) (1,100; 25-40)—'Count of Monte Cristo' (UA). Serious schoolroom grade but not enough to push the gross above a mid figure at \$3,000. Last week 'Servants' Entrance' (Fox) was fairly good at \$4,000.

Circle (Katz-Feld) (2,500; 25-40)—'The Picture' (Radio). Despite huge national assist, this one is doing weekly at \$4,000. Last week 'Belle of the Nineties' (Par) moved over from the Indiana for a second week, finished satisfactorily at \$4,500.

Loew's (Katz-Feld) (1,100; 25-40)—'British Agent' (WB). House

slipped from its recent pace on this one to \$5,000, only fair at best. Last week 'Dames' (WB), was good at \$5,000.

Lyric (Loew's) (2,000; 25-30-40)—'Case of Howling Dog' (WB) and vaude. Ross-McLarnin fight films for last four days of the week. Hitting a fast clip and will touch \$7,000, dandy. Last week 'Jane Eyre' (Mono) and 'Howery Polles' unit was fairly good at \$6,500.

Palace (Loew's) (2,800; 25-40)—'Barretts of Wimpole Street' (MG). Best business in almost a year at this spot with \$10,500 indicated. Last week 'Death On the Diamond' (MG) was puny at \$3,000.

WEST, 2D WEEK, 15G, ST. LOUIS

St. Louis, Sept. 24.

With Mae West keeping up the good work at the box office for a second week and three other theatres in for some nice money, the local picture situation can be described as entirely satisfactory. West won't garner nearly as much at the Ambassador this week as last, but there will still be plenty profit.

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MUSIC HALL, N. Y.

Although the Music Hall stage show attempts only to bridge a few hours of time in "From Dusk to Midnight," the small-paced progress from cocktails to dinner to theatre to night club is a bit too slow. The proverbial Philadelphia week-enders. As an evening's outing the make-believe on the big stage might be described as a "week-end," yet the current presentation does seem to embody and personify the weaknesses in which Music Hall stage entertainers are heir. Faults stand out this week more than the compensating virtues are practicaly absent. To be sure, there was a remarkably good eccentric dance man spotted just before the end who managed to disturb the depressingly unresponsive audience. But that was a pathetically small score for so much time. The week in "Production" department relied almost exclusively upon the dancing girls. And the dancing girls danced for what seemed like hours. After a chorus of "My Blue Heaven" after brigade doing setting-up exercises. Squads rights, left, oblique, pivot, first position, second position, tourgee, round, and Tra-la-la and how have you been.

This extravagant surplus of dancing failed to justify itself as some weeks it does. This week applause broke through the phlegmatic silence with which the whole stage endeavor was greeted. Even the demurest Rocketeer failed to win in that salute which they almost invariably earn. Heat was turned on too late and too briefly. The spark just wasn't there. And so, after chasing the boys and girls for uncalculated miles through imaginary orchards and varying this maneuvering by gambling in the wake of a red-headed alternative ballerina, the whole thing turned out to be a stage waltz in four scenes.

Vamp tilt ready seemed grossly overdone. Scene shifts, scene beginnings, the mass movements of the elegantly gowned mannequins and their stiff-jointed hammer-clawed male escorts had all the air and snap of a derelict ponderously completing its appointed orbit. Stereotyped announcements on the drapes such as "That's the show for 'The Five Senses'—captioned 'Cocktail Hour' first. That divided the dancing girls, red and blue, to emerge from cocktails to match. Dinner was a far less exciting evening's big thrill for the feminine portion of the audience.

At dinner, a Russian restaurant, that bang-up bassoon, Kutzenoff, sang a bit. Not much but he was recognized. In the night club scene a woman tossed off a carol. This was a far less exciting evening's big thrill for the feminine portion of the audience.

Waiting for that "something" which never happened, the presentation carried on for a while, and a feeble conclusion which a flashy ostrich feather tableau could not quite hide. From start to finish no effort was made, no thought was given, to comedy. If those girls in tulle had chased that redhead much longer that might have gotten funny, but the dainty dolly fluttered away still safely classed.

Comedy may perhaps be omitted. Its unorthodox, but then operettas get along with a few bits of humor in buffoonery. But at least insert a little lightness and gaiety instead of the sombre parades. The slow march, the stately and prolonged convolutions and the same patterns.

Surely daily happenings in this frantic era, suggest new fields for the choreographic imagination. For instance, what about the stratosphere flights and the Perle ocean descents?

PALACE, N. Y.

Something novel about the Palace bill this week. It doesn't open with acrobats. Has been done before, but not often. Initialers are the Reed Brothers, and before the third Reed is taken out of the entrance it's no secret to the audience that the second Reed brother is a girl. They swing into a nice tups threesome and then a quartet of the girl stripes to fight for a single. Two boys back for precision hoofing which is pretty exact except that one of the boys has lesser force than the other. Not important, but it takes away something from the precision. Then it's a threesome again with challenges. Great impromptu dancing and they collect for their seven minutes.

Second act is Red Donahue and "The" though the present one is not that good. He's a bit of a slow start. But they warmed 'em and the male got a hand all to itself on its peculiar double kick. Please to have the boys and girls and is no handicap to the boss. Considerable new chatter in the act, but the standard stuff with the crowd. Hazy and a bit short. Broadway face, but it went out to reasonable applause.

Only other comedy is Melts, Kirk and Howard and a bit of short. Boys seem to be working more for comedy and less for face slapping,

and they are getting so they can handle it. No particularly good about the boys and the boys are less he's a friend of theirs. Probably they could get over as well without. If he stays in his routine about the boys and the boys are going for the mienish stuff this time is wise to work away from it.

In between is Grace Barrie, who sings four or five songs and that's something. Not much voice, but plenty of expression and she sells the quartet of tunes for plenty. Closing the evening with a singing duo and a dance pair. Four pieces, worked with a revolving stage which is not so good. In setting the pieces the movement shakes the backing in view and creates the impression of the girls moving. And half the act is right of pace. It might as well be a black the stage during the changes and flash the tableau instead of making a merry-go-round of the changes and flash the tableau better, and a nice closer, particularly as it is just ahead of the new members of the congregation who are in it.

Feature is "Down to Their Last Yacht" (Radio), the Ross-McLarnin light and the newsworld for about a lot of things and perhaps shots seemed to be drawing them on the week end, for business was excellent.

It is similar in design to its immediate predecessor. Patterned in the wake of a red-headed alternative ballerina, the whole thing turned out to be a stage waltz in four scenes.

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ROXY, N. Y.

Show this week is a curious mélange out of two portions. First half is only fair but second half exceptionally fine. Audience can take no risk.

First half of stage show runs exactly a half hour. It starts with the line of girls in a nicely routine number and ends with the girls in another new number, so that's something. In between is a curious mixture. A pretty good boy and girl hoofing team is followed by another new number, the team not bad on its own, but the two, stuck in between dances by the line, are a bit too much. Then Steve Evans does some imitations, and the stage show. This minutes' more comedy and excitement—except, of course, that the girls are having a good time and are in good form.

Nowadays and trawlers are in for 15 minutes, too long, and the show continues. This time it's a prolog for the film, "Chu Chin Chow" (G-13) and sundry other things. The prolog is a lot of things and perhaps shots seemed to be drawing them on the week end, for business was excellent.

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was a cinch. Exiting, he even went a little further. In place of his former shyne, Sullivan now possesses a professional manner. But he retains the knack of kidding himself about his showmanship, and that helps him on forward in his singing, monologing on the phone and reminiscing, the most intellectual (that's a plug, George) of American stage comedians had the audience in his mitt all the way.

The line girls have two chances, in both of which the Capitol's ballet traditions are completely tossed aside in favor of Broadway precocious work. They're brightly costumed. The three visiting specialty girls have one spot apiece. Stage and numbers with the leader boys just accompanying the show when needed and otherwise laughing at Jesse's jokes.

Sullivan's first of the first evening show were Dorothy Mackail, Richard Himber, who took bows, and Bela Loblov. Latter, a violinist in gypsy garb with an accordion-playing accompaniment. Sullivan for three numbers and it looked like somebody told him he was in for the week.

Pathe rounds up otherwise competent coverage, with a demand of the death penalty for those convicted. The subject is well handled. The views of the baby being out in here and there.

Hearst is used for the most interesting developments of the strike situation during the past week. It provides views of picketers in internment camps surrounded by armed guards, and its reporter loudly calls out against the treatment of the picketers. In particular subject is the group view of women prisoners.

By contrast, General Hugh Johnson thunderously denounces strikes, accusing labor of a break in agreement. Unlike Embassy audiences, there was no reaction to any of the strike subjects Saturday afternoon.

One of the liveliest and most gory of rodeos is afforded by Paramount. In covering the Oregon meet its cameras included plenty of heavy action, which cowboys received from horns.

Usually polo baseball on the screen is a mystery to patrons. But this time Pathe provided the game with a commentary following the ball from goal to goal.

Joe Green's second subject on picture morality is better, technically at least. He shows the subject in rounds himself with his staff, and when he underdoes the close-up ordeal he gets over the fact that more than one make up the industry's picture policy.

ALHAMBRA, LONDON

London, Sept. 11. Scenically the Alhambra management is making determined efforts to stage better shows. Last week there were six American acts on the bill, while this week there are five, including two holdovers, and Max Wall, who has played in America.

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NEWSREELS

(EMBASSY, N. Y.)

Emb is using only Pathe coverage on the Landberg case. The big disappointment to audiences is that Hauptmann never gets into the recording, which puts the story very much in the clouds. It is outlined earlier by the newspapers. Once during questioning Hauptmann's lips are shown to move, but the view is through a shot of a general. The cup decays with the arrangement is too muddled with flashlights to enable the average spectator to detect whether or not the defendant is lying.

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ORPHEUM, N. Y.

Surrounding conditions serve to enhance the entertainment value of an otherwise moderately graded amusement layout which is presently performing on the stage of the Orpheum. There seems little doubt that the house tried to save expenses on the stage end, the usual "bait" of a high and leg-trick b.o. draft, such as the Orph is experiencing from the screen end with "Cleopatra" (Par).

But the bookers tried to rescue them; they couldn't have done a better job. Before a packed house and in the face of unexpected boisterous applause, acts which otherwise usually draw little interest, are better than they really are. That's the Orph this fall.

Three comedy acts follow in a row. The first is a comedy duo, Harry Howard and Bert Nagle's act. The trio form a clincher on a five-act spread which opens with a neat balancing trio. Three Jackson Brothers. The boys work in "one" under a blue spot that makes a colorful play on their red trunks, which are embossed in silver with a high and leg-trick in various formations. Few turns that open receive the favorable reaction this one got when caught.

An Al Siegal protegee, Lillian Carmichael, has a high and leg-trick, credits Siegal with one of her arrangements. The girl is known via the air and isn't altogether new in vaudeville. Her high and leg-trick makes it difficult to figure whether she really has a voice or whether she is just an expert Siegal pupil. Siegal has absorbed that somersaulting, high and leg-trick, and she's pretty, and here we're over with a bunk.

Every show nowadays must have its "bait" of a high and leg-trick under the guise of a dancer. Bert Nagle offers one. Used to be a profusion of adagio dancers on every bill. Now it's the girl costumes with a barrage of heated brass in displaying how she can twist her arms and legs around her body. The customers here went for it strong.

Nagle, who cheers also offers a (Continued on page 25)

PARAMOUNT, N. Y.

Maybe the house staff figures Mae West's "Belie of the Nineties" is so heated it requires the cooling line with the 80° weather. It is officially here. That's the only explanation for the unnecessary chill in the theatre Friday night.

Otherwise the "Par" under its bright lights policy is the same formula of an overture, feature and shorts—nothing on the rostrum besides that. Instead of Sevitzky tonight, Ed Paul now wields the baton over the orchestra who give out a medley of "Harlem Melodies," probably the most complete assortment of "dirty" music, and well in line with the 80° weather. A Florida motif of the feature. A torrid fiddle specialist and a couple of hotcha traps manipulators, along with a barrage of heated brass makes the overture stand up and out.

Par News, a Poyeye cartoonish and another short supplement the West-features. The latter is a panic opening night and the show all through the day.

(Continued on page 14)

stage of the Baltimore theatre to kiss
the hem of Rachel Muller's skirt.

You may love antiques!
...but PROFITS come only from
PROGRESS!



Interesting in a museum



Hot stuff in 1905



Looks romantic in pictures



Better than the old gray mare



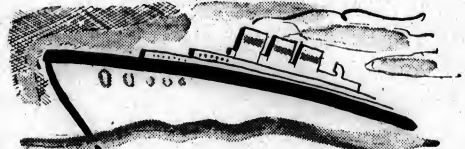
You sneaked into a theatre like this



BUT this is the way to travel today



BUT you use this for speedy mail service today



BUT this takes you to Europe a whole lot quicker



BUT these are the kind folks buy today



BUT crowds proudly go to this theatre today

So...

FOX REVOLUTIONIZES so that you may

Bringing you box-office names...introducing daring,
the news of the day. Dramatized by Laurence
fame as a newspaper, stage and screen writer.
commentators ... favorite of millions. A subject
... an *entertainment* important to your theatre



LAURENCE STALLINGS



LOWELL THOMAS

The *New* FOX

Everything new but
*and that's the envy

THE NEWSREEL..... **profit from progress**

modern methods...injecting showmanship into

Stallings...whose vital imagination has won him

Narrated by Lowell Thomas...ace of radio news

of punch and wallop. More than a newsreel

for its drawing power!

MOVIETONE NEWS

the trade mark[®]

of the world!

KEEP PACE WITH PROGRESS

- Give your patrons the *modern* newsreel... the newsreel of TODAY! Keep abreast of the times with the newsreel of personalities... of showmanship... of entertainment... of drawing power. Get the *only* newsreel with Movietone's EXCLUSIVE WORLD COVERAGE.

Watch for the first issue

Released October 2nd

Vol. 8, No. 5

New FOX MOVIETONE NEWS

Produced by Truman Talley

Edited by Laurence Stallings

EXPLORATION

By Epes W. Sargent

Paris Publicity

Three American concerns pulled fancy openings here this week—Metro with 'Viva Villa,' Paramount with the 'Scarlet Empress' and United Artists with 'Celine.' Metro and Par did their introducing by way of the lunch for the press, a frequently used device in this town. Metro did a Mexican luncheon at Vies, next to the Mudeleine theatre, which is their showcase. Paramount made their lunch picnic with a morning review of the dubbed version of the newest Dietrich at the Paramount theatre, and gave it to the Capucines Restaurant most done. Their meal was strictly French, and the boys lapped it up, especially as there were a couple of goodlooking actresses present to help. Henry Klarsfeld, Pur boy boss, and Raymond Lanette, distrib leader, spoke.

United Artists, retrenching, gave nobody anything to eat and held a boxoffice opening at the Lord Lyron, inviting only a few select friends. The public paid for a capacity house.

Constance Bennett, here at the moment of the opening to see her marquis, ilk, pulled a Kati Hepburn on the local UFA outfit and refused to cooperate with the publicity department for the opening. When she landed here she told Curtis Melville, local pur boss, that she knew some other time at what hotel she was stopping, and she wasn't interested in appearing at the opening of her picture.

Melville decided to worry along without her.

Balto Stunts

Ted Roubison of the Hipp secured space in a dept. store window by his with a display of rhinestone gowns. Talked the hook-in into the store's display-man by reminding characters in 'Night of Love' (Col) ran off a such such creature. Invited display-man to screening of flick and proved it to his satisfaction. Secured a slew of stills, plus some large color prints as supplied by exchange. Taped all by pharad, 'You'll wear rhinestone this Fall. Miss Grace Moore demonstrates its smartness in 'The Night of Love,' now playing at the Hippodrome.'

For the Pete Smith store, 'Taking Care of Baby,' current at the Century, Herb Morgan did a display in dept. store in idea of flitting babies on certain, specified afternoon in lounge of store. Store heralded scheme in daily ads, theatre paid the peanuts necessary for flitting by local reelmen. Pictures were shown at morning performance on named date, late in week. As some 800 tots were mustered in action, figured, by returns at h.o., that some five or six payees were on hand expressly to view each kid. It's a dated idea, but always a winner when backed by a good picture for uncranking it. People are interested in nothing so much as their babies, and uncles and aunts of infants are as mad as hatters almost as mad as pa.

Cosmetics in 'Rain'

With 'Romance in the Rain,' a lightweight flicker, supplementing his vaude, Lou Golden of the Orpheum, stepped out and tied in with a local makeup artist, J. L. Sinykin, who turns out high-priced line called 'Cinderella cosmetics.' Although it developed that Sinykin had spent two weeks in New York building up the audience via the sales office on a national tie-up, the St. Paul stunt was the first actually put into work.

Golden lined up the three local class department stores which handle the Cinderella line and got 'em to go for newspaper ads linked with 'Romance.' Also got 'em to put in window and counter display. Lou then got Sinykin to dress up his foyer with a lavish exhibit, and two lookers to give counsel on proper make-up, etc. No samples for passing out. Whole tie-up was on a class basis.

Since the pic menims (producers) at the time film was made didn't know a Cinderella line existed, Cinderella cosmetics, a Cinderella rouse, Cinderella lipstick, the flicker is practically an accidental plug for the St. Paul line of cosmetics, plus having the salutary effect on the audience via the tie-up of bringing make-believe to actualities.

For Early Season

Waterloo, Iowa, State and Palace theaters resented the benefit of a 'Rain' picture, the Junior Chamber of Commerce sponsoring a 'know Waterloo' drive. In a business editorial vein the introduction pointed out that Waterloo's theaters going blank have five theaters to which seven major picture companies will submit some 350 pictures for showing this year.

Pictures released and those scheduled for showing by the majors were listed.

Probably the unique feature of the exploitation was the amount of space given to the various houses. It was the first time that publicity has been so frank and so much interest to the reader. In the case of the Paramount, Tri-States Theatres corporation, Des Moines, ramifications of the chain were outlined. Then seating capacity of the house, 1,843, comforts and conveniences, a spurge on wide range sound, ventilating system, equipment for presenting stage shows, policy of double features and ending with resident management, A. G. Stille.

Other theaters in Waterloo were similarly treated and from the standpoint of being readable, interesting and informative nothing like it has been seen in this section. And the Chamber footed the bill.

Plugged 'Dames'

Wallace (Doc) Elliott, manager Warner Bros. Alhambra here, is credited with the most extensive exploitation campaign ever given a feature picture in this section of the state. 'Doc' stressed the attraction of free tickets, never letting up a minute. Outstanding of many stunts in connection with the film's run was landing 340 inches of free newspaper advertising in the Canine, a local co-operative merchants' campaign.

Included in this was a full page spread tying up with 'Dames' and stars of the picture by women's and men's apparel and department stores. Four downtown confectionery stores labeled a sundae for an entire week 'Dames Sundae.' On the night the film opened Market street was ablaze with reflection from a Neon sign, with four-foot letters, the most expensive yet used by a local theatre. A 50-piece band parade through the downtown section on the night of the premiere and played in front of the theatre when the house was opened for the film's run.

Drive on a Serial

Al Zimbalist, in St. Louis, has been urging the local managers to go overboard with the first chapter of 'Young Eagles' and under Zone Manager Leto J. Hill they dug in deep. The star stunt was getting the Mayor to launch the doings at the Maplewood theatre.

His Honor was worked into a special trailer which was tied to the supplied flick, and he lapped this up by getting over to the theatre and making an introduction to the film. The police department turned out and escorted the local Boy Scouts, and Henry Hiegl blew it up big enough to crash KMOX when he returned to the city as the feature as well as the chapter play.

Most of the theatres worked on the Scout angle, with William Reid, of the Palace, turning his lobby into an imitation of the Avenue of Flags from the Chicago fair. That's an idea for any big picture.

Martin Suter, of West End Lyric, made his bid with a collection of Shirley Temple pictures, and that was a knockout, though it had no direct bearing on the film.

Rebecca White, who is to be continued feature over in a big way on the theory that one big splash would last a number of weeks. A serial must have to be just a filler. Zimbalist knows it.

Pleased the Town

Howard Waugh, of the Warner Memphis district, sends a report of some nice work by Burgess Walton, of the Orpheum, Fulton, Ky.

Fulton is too small to possess a radio station, so Walton spotted a band which went out through a Memphis spot and persuaded it to do a radio program for him. He blessed all over to hear Fulton mention 'Dames' at the Orpheum, promising a flock of tuner-inners. Then he advertised it through the paper (gratis) and the whole town lit up. He also got the Fulton mentioned over the air. Good for 'Dames' but also good for the Orpheum and its manager long after the picture will have passed on.

Novelty

Harold B. Franklin has always had a fondness for good advertising and good printing. In his first approach on 'Hambling,' he uses a cover off booklet with a ten-cent center page which shows a box of office on a lobby floor studded with coin and bills.

Enough of a novelty to attract attention even from those who are a bit blasé on trade advertising.

Done at the instance of A. P. Walwyn as the first of a bag of tricks.

Booming Beautiful

Al Sherman, who does the publicity for Mascot, sends in a two-page report of the stunts worked by Kenneth McGaffey, of the district. A. S. with some help from Jack Gross of the producing company. Some of the stuff is too purely local, such as the use of the masks used in the song in the picture and the air chair of Judith Allen, but the Max Factor make-up hook-in is indicated in any spot large enough to possess a drug store.

With a raft of pretty girls, there is a good chance for a photographic spurge, and also a good chance to put on a local beauty contest which, for a change, might be centered on the faces instead of the legs of the contestants. The fashion show is another open and shut proposition, but few can follow McGaffey's stunt of using models from a modeling school.

In most spots 'Beautiful' will take some selling, for the Wampa is not well known in the trade, but there's plenty to work with.

Men's Wear for 'Dames'

The usual procedure in merchandising teens as between theatres and clothing stores for picture and clothing promotions was copied by the Stran recently through a promotion of men's wear, 'Dames' being the vehicle.

Dolson's store played up a new tie 'The Dams' as being worn by male stars, touting the play plenty. Off the theatrical page it was just manna for the house and at the cost of a few paces.

Exhibitors are watching clothing at the present time in this neck of the woods with exploitation through merchandising ads a simple matter if the publicity and promotion ends are on their toes. With advertising appropriations down, a shot here and there, with down to the minute appeal, what merchants are looking for.

'Villa' in Paris

Metro in Paris is going in for characteristic national luncheons in order to help put over its films with the newspaper boys. Encouraged by good effect of trick lunch introducing 'Eskimo,' at which whale steaks and other Arctic foods were served, Sam Wegner, M-G-M p.a., got up a Mexican lunch to intro-

BEHIND the KEYS

Wheeling, W. Va. Fred Hinds, manager of Liberty theatre, succeeding Frank A. Linn, who returned to the Capitol as assistant manager.

Los Angeles. H. A. Holzberg, who works with A. H. Blank circuit, now managing Warners Ritz, San Bernardino.

Schenectady. Erie Theatre, Farshaw pool arranged here, now closed. House was second run, double-feature, with many of the weaker first-run pictures. Proctor theatre, here thrown in for good measure, find done fairly good business during past year.

Plaza, RKO house, is to reopen Sept. 20 to take place of Erie so that RKO-Farshaw pool will continue to have three houses operating in downtown business section. Plaza has not been open in over a year, except for one Democratic political meeting and one symphony concert. This house was erected by RKO during the Brown-Plunkett regime and cost around a half million to put up.

Newark. Changes in Warner theatres include the transfer of Frank Linn from manager to the district, to the Garden, Paterson, Bobbie Clark goes from the Royal, Bloomfield, to the Claridge. Royal is now being run by Kapf & Rudin. Garden closes for week while the Regent, Paterson, opens this week.

Chicago. Gregory circuit opened new Boy theatre in Loganport, Ind. Brings total to eight houses.

Des Moines. Roy Lepovitz, operator of the Iowa theatre in East Des Moines, is having his troubles with his landlord, who happens to be a minister. The Rev. Wm. Miller and his daughter, they have filed suit in district court for \$1,050 alleged rent due. According to Lepovitz a reduced cash rental had been offered the Millers monthly since June 15 but had been refused, so Lepovitz is suing the Millers for alleged failure to remodel and equip the theatre as agreed.

He filled the reporters full of tortillas, tamales and similar hot stuff, giving them plenty of French wine to wash away the burn. Revva Reyes, Mexican singer, was brought up to the stage, where he was playing, to be guest of honor. After Alan Byre, local sales chief, has said his piece Miss Reyes talked in Spanish and English—always a hit here, because the reporters like to think they know foreign languages—and did a couple numbers with her guitar. Part of the build-up also was story that she was a goddaughter or something of Pancho Villa.

Phone Co. Helped

Local telephone company proved a soft spot for one of E. A. Patten's promotional concerts. The wire outfit had given each one of their tradesmen-clients an occasional break in the ads, such as: 'Your dentist has a phone, call him for an appointment' or 'In the middle of the night, when you need him most, your doctor has a telephone,' etc.

Patten went to the boys with a picture of Mae West at the phone, and they're going to put it in an ad just ahead of 'Belle of the Gay Nineties.' The gag line will be 'Don't ruin a good show. Call the box office and find out what time the feature starts. It has a telephone.' Purely a mutual aid gag, which helps balance the advertising budget.

Here's An Idea

Neat glass cabinets of the type used by photographers to show off their best pictures were bought by the Paramount to be hung on downtown store fronts to advertise current attractions. House tied in with business firms to buy part of the space inside the frames for commercial ads.

Cabinets hadn't been in place 24 hours before somebody squawked to the city fathers that the zoning law was being violated. The frames projected an inch or so over the property line of the stores, complainants claimed. City officials took exception. The frames are still in place, but their status is in doubt until city finally passes on whether they can stay. Meanwhile they're attracting considerable attention.

Bailing It Up

Manager Lester Pollock of Loew's Rochester took full advantage of baseball season by putting on the film 'Death on the Diamond,' with the Red Wings in the International League playoffs and the big leagues in the home stretch. Manager Pollock arranged with President Giles of the Red Wings and The Rochester Journal to conduct a contest on picking the mythical all-star team of the International League. President Giles' choice for the best 12 players to be the goal of the contestants. Chief prizes are 30 league baseballs authorized by such stars as 'Smootie' McGraw, Mickey Vernon, Bill Terry and Blonny Ryan. Fifty theatre passes awarded as additional prizes.

For the companion feature film 'Take a Pet,' Manager Pollock distributed 5,000 envelopes carrying that slogan and each containing two candy hearts. Both films were advertised on the envelope.

Free Cigs Again

Taking advantage of the current national ad campaign for Gold Cigs, printing star endorsements of the weed, E. A. Patten here originated a nice plug for 'Dames.'

Making a card slit to hold a single cig, 10,000 were passed out to the patrons on the door. The caption was made to read: 'Dick Powell and Joan Blondell, both of whom "Dames" features, are endorsers of Gold Cig Cigarettes.'

Since this type of handout hasn't been used here in a long time, it attracted considerable attention. Besides Patten held out a carton of the fags just to sell himself on the idea.

Old Newsreel

Aztec struck a new angle in the current movie memory fad by re-viewing newsreel clips made here in the 1910's. It was to good results. Clips were taken from prints of former newsreel cameramen, substituted here. New angle was substantiated by a voice at music in place of dubbing and sound. House drew on Earl Abel, former organizer, who scored the picture and interpolated running commentary in the past. 'Dames' was a heavy from older residents most of whom date on the old days. Tie-in with paper was highly successful, many of them using pictures in addition to usual readers and reviews.

Speedy Amateurs

Amateur nights with a new slant have been revived at the State every Friday night. Bolstering two short features, the acts, six in number, are sandwiched in between two shows. Ties are tied on time with the usual encouragements, fact stressed by the management, because of putting on the pics according to schedule. The patrons are asked to cheer loudly for return engagements. All the acts in town get a whirl at the stage, management picking out the program weeks ahead and with always someone on hand to guide the performers on time routine.

Idea has gone over big because of the unusual smoothness and dispatch with which the amateur presentation goes over.

Baked Treasure

Most of the campaigns on 'Treasure Island' run pretty true to form, with the stunts pulled out of Bill Ferguson's press book, but here and there some variant has appeared. Local St. Paul newsreel, for example, persuaded a baker to make a treasure chest out of cake and this was sliced for presentation to patrons a day before the opening and for two days thereafter. Stunt also pulled 50 wagon sides used by the bakers all over the country.

A furniture store routed out a genuine antique sea chest for a window display and 1,000 copies of a local paper were red inked. Plenty of other stunts, but these were different.

Local Minnie

Getting something new for his kid club, a manager has contacted the owner of a 14 mm. camera to make a new movie. He has written by members of the club. Picture writing will be started on October when the club officially opens the fall season. All children are asked to bring in a letter or idea for the picture, the children to turn in their suggestions at the first meeting.

Manager will pick out the best idea and make it over in a 16 mm. film, ideas from all the kids.

(Continued on page 27)

(Continued on page 24)

Victory Seen for Natan in Ouster Battle; Both Sides Now Together On Fight for Lowering of Taxes

Paris, Sept. 15.
Victory so far seems to be for Fernand Natan in the underground row which has been going on between him and enemies in the trade who wanted to boost him out of control of Pathe. A fight he by no means over, and it is reported that banks to which Pathe owes money may eventually take a hand, but the issue which Natan made in certain newspapers against his enemies is at least momentarily effective.

Quarrel was carried on in dailies without any of the parties being mentioned by name, but in small trade papers, not of great weight, articles specified Paul Charles Elvler, secretary general of Henri Clerc's independent trade association, and Robert Dblor, Pathe stockholder who started suit, as naughty boys. Hints were made that Clerc, who is a member of Chamber of Deputies, did not realize what kind of men were working with him.

Clerc finally came back in Comedie, trade daily, with a semi-capitulation, in which he said that while his association wanted to clean up the industry and while firms and persons who had done wrong would automatically not continue in the purified film trade, the independents were not trying to eliminate the head of any firm from the picture. This amounted to a disavowal of the attacks on Natan.

Clerc even went so far as to say that if any of the people working in his outfit did not yield to 'association discipline' the association would 'take up their cases.'

Not Over Yet

This is intended to pour oil on the waters and keep the Natan force quiet. It does not mean, however, that the fight is over.

Tentative result has had two main effects on American business here: First, it has scared any American firms which may have had the idea of hooking up at the moment with the Clerc outfit, which has been flirting with them. Attacks on Elvler, founder or not, had the effect of making them feel that maybe he was a dangerous man to deal with. Second, it has encouraged the old Pathe-backed Chamber Syndicale, headed by Charles Delac, which for a time was hard pressed.

Delac is now thinking again of reviving the notorious Vandal plan for prohibitive tariff restrictions on imports of foreign films, which was canned last spring. In accordance with the unofficial understanding reached by various French interests during summer negotiations, Delac is soft peddling the quota idea, but he's playing once more with a high tariff project.

This is only the beginning of the new development. All Delac is doing is coming out of the shell into which his enemies had driven him. What he and his outfit will do later on is another question. And it's still a deeper question what will be done by the government, which has been the last say.

American Angle

Anyway, American interests here do not expect any real developments until October. Big question before French trade leaders right now is to get cinema taxes reduced. French parliament is about to reassemble, and Finance Minister Germain Martin has repeatedly promised that as soon as things get going again he would take up the question of giving relief to theatre.

Three trade association leaders, Belac, Clerc and Raymond Lussiez, chief of the exhibitors, who are more or less united on this one subject, have for their double task getting the government to do something and keeping the rate and file of the trade quiet. Theatre strike movement, much talked of during the summer, seems to have been got under control by these three chiefs, but they'll have to produce some genuine tax relief if they are to avoid trouble later.

French exhibitors are looking anxiously at their Italian pals, who just obtained a small tax cut, new government takeoffs being from 4 to 15% in that country. Also the individual fights of small-town exhibitors are meeting with a certain

NO MORE SWASTIKA

Casche Ban German Emblem Even on Posters of Shows

Prague, Sept. 13.
German swastika is now completely taboo in Czechoslovakia. A German actress, E. von Krindler, found this out in the little city of Weiskirchen, Moravia, where she was advertised to appear with a travelling company in the opera. 'The Flower of Hawaii.' Posters on billboards showed her wearing a German Hakenkreuz emblem on the lapel of her dress, so the police authorities ordered the posters removed.

VAUDPIC ENTRY IS BUDAPEST HEADACHE

Budapest, Sept. 13.
Managers' Association and Actors' Association are having a fight over the question whether actors should be allowed to perform in mixed programs in picture theatres, which in this country have heretofore confined themselves to showing pictures only. Bad business is making exhibitors try to mix programs with cabaret performances.

Managers protest, arguing that this will take away more of their public, already decimated through pictures. Actors' Association, on the other hand, maintains this is the only way to help unemployed and badly paid actors. Chances are that the authorities will decide in favor of exhibitors and withdraw the order which has up till now prohibited appearance of actors in cinemas.

Suburban theatres, three of which have sprung up in the course of last year, are also making life of legit managers a burden. These little stages, with highest admission 30c, have taken to engaging one guest artists of high repute, to act with their cheap, but fairly good companies. First-class managers fear that no one will come to their expensive theatres if the public can see favorites at one-fifth the usual price this way.

However, they can't do anything about it except cut their prices themselves, which they are all doing.

LAVISH PRODUCTION FOR PASSION FILM

Paris, Sept. 15.
Father Raymond, French priest, and Julien Duvivier are getting more and more ambitious in their plans for a Passion Play film, titled 'Golgotha,' which they will start shooting Sept. 25 in North Africa, 10 miles from Algiers.

Big outdoor sets, representing the walls of Jerusalem, the Temple, Calvary, etc., have been built in the desert. M. Perier, who made the sets for 'Les Misérables.' Five thousand extras have been hired for the crowd scenes.

Charles Vanel, w. k. local heavy, is cast as Judas. Jean Gabin will do Pontius Pilate. Alcega will play Herod. Germaine Godey will be Herodias and Juliette Vernouil, of the Odeon troupe, has the part of the Virgin Mary.

amount of success. At Nancy the embattled theatre owners succeeded in making the town abrogate the rule that each house had to hire a policeman and a fireman and pay down away with by agreeing to put their exit lights on an emergency storage battery system so that they wouldn't go out if the city lights failed. This combine will mean a saving of about \$1,800 a year for each theatre in the town.

Vindicated

Berlin, Sept. 13.
Dolly Haas and Karl Stepanek, film stars, playing guests performances at the Deutsches Schauspiel theatre in 'Scampolo' were called upon to produce evidence of their pure Aryanism. They did.

Informant against them was fined 25 marks for giving false information.

Cecile Sorel Plans 'Sappho' Production In Modern Version

Paris, Sept. 15.
Cecile Sorel plans to do a Max Reinhardt at the Sarah Bernhard theatre, which she is running this year, by putting on Alphonse Daudet's 'Sappho' with all the latest modern trimmings. Comedie Francaise, at her request, has surrendered its rights to 'Sappho,' which was in its repertory, to enable her to try the stunt.

Ms. Sorel's idea is that old plays should be supplemented by sound and light effects which have been developed in the modern theatre, in order to please contemporary tastes. She'll add a prologue in which Panny Legrand, the latest heroine, poses; she'll put Provencal music into the act which is set in the south of France, and she'll use old Parisian songs to pep up the café scene. She's dicker with an unnamed old-time singer, said to be Yvette Guilbert, to appear in this scene.

Sorel doesn't know when she'll be ready with this. Somerset Maugham's 'Letter' seems set for a good run at the Bernhard, and, anyway, she has a lot of preparing to do. If her 'Sappho' experiment works she plans similar spectacular treatment for a Victor Hugo play.

WASHINGTON FAVORS TREATY WITH SPAIN

Washington, Sept. 24.
State Department announced last week its intent to negotiate a reciprocal trade agreement with Spain, one of this country's best film customers. While U. S. exports to Spain dropped \$23,000,000 between 1929 and 1932, foreign film business held up strongly, and both volume and value of shipments from American producers rose. In 1929 U. S. exporters shipped Spain 8,072,404 feet of films worth \$177,429; in 1932 shipments comprised 17,220,279 feet worth \$359,914.

Persons desiring to be heard may file written statements until Nov. 5 or make oral presentation Nov. 12.

Dies Sticking to Booth When Fire Breaks Out

Paris, Sept. 18.
Francis Giordano, president of the Marseilles film operators' union, was killed when he was stuck in his booth after fire broke out, in an attempt to extinguish it. Two other operators got away.

Giordano stayed to the end, and then, to escape suffocation, put his fist through a glass window. He cut an artery of his wrist and lost so much blood that he could not be saved when rescuers finally reached him.

Fire confined to booth.

Smith Over

London, Sept. 15.
Sam Smith, head of British Lion, sails for America Sept. 22. He goes to Canada first as representative of Gaumont-British International, London Films' Associated Talking Pictures and his own company.

Will get to Canada in time for the staging of G-B's 'Jew Sues,' in Toronto, Oct. 4, and will supervise the staging of the film. Then proceeds to New York to dispose of some of his own product and purchase any available American pictures from indie producers.

Betty Low's B.&C. Deal

Ottawa, Sept. 24.
Betty Low, Ottawa danseuse, has secured a two-year contract with the British & Continental Films of London, featured as an importation from Canada.

New Madrid Legit Season Starts With 14 Plays, and More to Come

MEXICAN BROADWAY

Actors Want All Theatres Centered for Better Flash and Biz

Mexico City, Sept. 22.
Proposals that the main pit upon which Palace of Fine Arts (National Theatre) is situated be converted into a 'Broadway of Mexico' by concentrating all stage houses there, has been made by a group of Mexican actors and composers and is being considered by civic government.

Proposers contend that the theatre must not perish here, as it is in peril of doing with most playhouses going cinema and that making the main stem a Rialto like Broadway will encourage those who prefer stage to screen to attend thespian shows more easily and often.

Actors may scattered location of playhouses is a factor in the decay of theatre in these parts.

Capt. Auten Goes Distrib with 12 Basil Dean Pics

With a releasing and distribution plan in process of formulation, Captain Harold Auten has taken over the entire output of Associated Talking Pictures, Ltd., of London.

SIX ATP productions have been delivered and are ready for immediate release, with a minimum of 12 to be completed and delivered to Captain Auten within the next 12 months.

Basil Dean and Reginald P. Barker are the joint managing directors of Associated Talking Pictures, Ltd.

'Loyalties,' the Basil Dean production adapted by John Galsworthy from his play of the same title and featuring Basil Rathbone, has been booked into the Mayfair theatre, N. Y., following 'Servant's Entrance,' the Fox picture. It is the first step in Auten's spread. Other pictures are—'Java Head,' adapted from Joseph Hergesheimer's novel, featuring Anna May Wong, Elizabeth Affan, John Loder and Edmund Gwenn, directed by J. Walter Ruben; 'Autumn Crocus,' directed by Basil Dean, featuring Ivor Novello and Fay Compton; 'For Love of You,' musical comedy with Venetian locale; 'Going Gay,' musical comedy with Viennese locale, featuring Magda Schneider.

Brock Williams WB's Lon. Scenarist Editor

London, Sept. 15.
Brock Williams has been appointed scenario editor of Warner Brothers Teddington studios. He has been sent to Hollywood by Irving Asher to acquire American ideas.

Ferry Moves

London, Sept. 15.
Felix Ferry, who staged several shows for Clifford Whitley at the Dorchester hotel, has switched over to Grosvenor house. He has been sent to acquire American ideas. Carlo floor show, which opens in a couple of weeks there. If show is a hit Ferry will go to New York to line up talent to stage these shows regularly at Grosvenor house and then take shows over intact to Monte Carlo.

Radio-Glucksmann Renew

Renewal of a South American distribution contract between Radio Pictures and Jacobo Glucksmann, covering the Radios in Argentina, Uruguay, Paraguay and Chile, was signed Thursday (20) in New York.

This will be the fifth season that the Glucksmann people have had Radio produced for the four S. A. countries.

Madrid, Sept. 16.
Full legit season underway with 14 houses offering new and old bits. Most important openings so far, at the Comedia and Coliseum, didn't have much luck with the critics. Various companies still out in the provinces so by the time mid-October rolls around a good many more theatres should be lit up.

Present lineup is:
Comedia theatre—'El Escandalo' ('Scandal'), by Munoz Seca and Perez Fernandez, with Maria Mayor and Manolo Dileceta.

Coliseum—'Colores y Barro' ('Colors and Clay') by Alvarez Quintero brothers with music by Guerrero.

Calderon—'La Chulipena' ('Woman of Madrid'), by Romero and Fernandez Shaw.

Latina—'La Embriaguez de la Gloria' ('The Intoxication of Glory') presented by Angellito stock company.

Astoria—Lope Rivas Chulo stock company presenting pop-priced comedies.

Maria Isabel—'La B.M.R.' by Munoz Seca.

Chueca—'30,000 Duros' by Leonardo Navarro and Adolfo Turiso, presented by stock company, headed by Enrique San Miguel and Curmen Frenandes.

Ideal—Lyric company.

Esblava—'Cuando los Hijos de Eva no son los Hijos de Adam' ('When Eve's Sons are not Adam's') by Jacinto Benavente, presented by cast headed by Nini Montlani and Lulu Rosas.

Maravillas—Musical company headed by Celia Gamez, scheduled to open late in September with 'Las Inseparables' ('The Inseparable'), with music by Maestro Luna and lyrics by Leonardo Plancor and Alfonso Lapuente.

Espanol—'Usted Tiene Ojos de Mujer Fatal' ('You've Got the Eyes of a Fatal Woman') by Enrique Jardiel Poncela, presented by Leptia Melia-Benito Cibrilan stock company.

Munoz Seca—'Orestes, No Te Molestes' ('Orestes, Don't Bother'), by Ramon Lopez Montenegro and Ramon Pena, scheduled for late September, with Blanquita Pozas and Miguel Ligerio stock co.

Benavente—'El Alfiler' ('The Pin') by Pedro Munoz Seca, scheduled for presentation Sept. 21 by Jose Isbert's stock company.

Martin—'Peccati Mundi' by Carlos Arniches and Estremara, with music by Guerrero. Cast including Margarita del Castillo, Blanquita Suarez and Amparito Taberner.

ANOTHER CO. FORMED TO FIGHT AFR. THEA.

Capetown, Aug. 26.
Another concern, Elstree Theatres, has joined the ranks of Schlesinger's oppositions. This company has acquired Markham's Bio-Café, Capetown, hitherto run for a number of years as a silent, with programs supplied by African Theatres. Show was losing money. Owners refused to sign a further contract, and sold it to Elstree Theatres. Extensive alterations will be made, and a talker outfit installed. Show will be continuous, without the café.

Capetown will be the starting point of the new concern, probably extending to other towns, plans including a film renting business in the near future. This house is the last of the silents in Capetown. I. A. Goldberg, previously associated with Kinemas, Ltd., is general manager.

2 Mex Specials

Mexico City, Sept. 21.
Native producers are preparing two more super historical pics.

One is 'Corazon de Bandito' ('Bandit Heart'), elaborate tale of road agents who flourished around here in the '70s, produced by Mex Films, megged by R. J. Sevilla with Alex Phillips, late of Hollywood, doing the camera work. Has cast of 50 and 5,000 extras were employed.

Other is 'Vida Mexica,' depicting principal events of Mexico's independence war. This production has a cast of but 15 and 3,000 extras. Produced by Cinematografica Mexicana and megged by Miguel Contreras Torres.

London Legits Healthy; 25 Shows, Most to Profit; 'Blackbirds' Sock \$22,000, 'Shining Hour' Around 10G

London, Sept. 14.
Despite persistent summary conditions, 25 West-End legit houses are open, with most of them doing fairly good business.

Biggest surprise is line-up of attractions due in West-End shortly, with every likelihood of a pending shortage of suitable theatres.

Forthcoming productions include 'Josephine', big musical at His Majesty's, presented under the auspices of London Film Productions, Ltd.; new Walter-Hovewas-Hale musical at Hippodrome, titled 'Yes, Madam'; Charles Cochran's comic, 'Streamline', at Palace; 'No More Ladies' at Wyndham's; 'Moonlight Is Silver', Gertrude Lawrence-Douglas Fairbanks, Jr. show at Queen's; Sydney Carroll's Bernard Shaw season at Winter Garden; Charlotte's revue 'Hi Diddle, Diddle' at Comedy; P. G. Wodehouse and Guy Bolton's new play 'Who Is Who?' under Peter Godwin's direction at Duke of York's; 'Bridgman Misbehaves' at Phoenix; Leon M. Lion's 'Headline' at Playhouse; Leslie Henson's 'Lucky Break', the renamed 'Lucky Joe'; 'The House of Strands'; Fred Jackson's new historical play starring Maggie Teyte, the American show, 'The Royal Family', presented as 'Theatre Royal', by the Duke of York's; 'The House of Strands'; Maurice Brown's 'Victory Street'; and a new show sponsored by the Tomson Brothers.

There is no doubt the 'out-rate' thing is helping the West-End grosses. New company has just formed under the title of 'Privilege' Tickets Ltd., with interested parties being Payne, Jennings-Killick, Leon M. Lion and A. E. Abraham. Company is understood to have a membership list of 250,000, and sells two tickets for the price of one. This line-up of attractions, however, is doing so well that it is shortly producing its own shows in a big way.

Estimates
(For week ending Sept. 15, at rate of \$5 to the £.)

'Admirals Alibi', Shaftesbury (7th week). Did fairly but has dropped. New line-up of attractions. Ticket plan. Doing nicely at about \$5,000. Started as smash and is keeping up pace. Came in for four weeks with option, on \$5,000 guarantee, but is averaging \$22,000. There is plenty profit for Sir Oswald Stoll. Lew Leslie and Harry Foster, who promoted deal. Show will stay eight weeks, and then stage a new edition.

'Clive of India', Savoy (34th week). Came here some months ago, after a healthy run at Wyndham's, and is keeping up air. Ticket plan. Doing nicely at about \$5,000. 'Family Affairs', Ambassadors (7th week). Doing a clean-up, with capacity at practically every show. House is small. Ticket plan. There is even smaller, and with weekly intake at around \$7,000 looks like staying for a long while.

'Laburnum Grove', His Majesty's (12th week). Here for a month, after a healthy run at Duchess, but still averages around \$5,000 per week, which is fair. 'Moonlight Is Silver', Lawrence Fairbanks, Jr. (11th week). 'Loyal', Aldwych (21st week). Transferred from Playhouse, where it made money, but with two-for-one policy credit record will be profitable. Doing in neighborhood of \$5,000.

'Living Dangerously', Strand (15th week). Fair, doing a smash, but shortly transferring to Piccadilly to make room for the Leslie Henson show.

'Men in White', Lyric (12th week). Going better. Opened slowly, and then built. But picture came along and caused slump. Now around \$5,000, which is about even break.

'Morrie England', Princess (2nd week). One of those old revivals, at popular prices, but not doing much in this out-of-the-way spot. In second week, and will probably linger for a while. Around \$4,500.

'Mr. Whittington', Hippodrome (2nd week). Doing surprisingly well and, with theatres wanted for Walter-Hovewas show, is compelled to go elsewhere. Moving to Adelphi for four weeks. Will gross around \$12,000 despite record which is very profitable for Richman and Walter.

'Mouder in Mayfair', Globe (2nd week). Undoubtedly a smash, but Novello-Beat-Compton combo very popular. Looking in for a long run, and now averaging \$12,000 per week, which is very good.

'Crazy Carrot', Piccadilly (5th week). Despite two-for-one policy, is not doing much. About \$3,500, which is plenty. Not making place soon for 'Lucky Joe'.

'So Shall We Love Music', Saville (6th week). One of those interesting new plays. Ticket plan. Doing well. Has just paid \$10,000 to bank, and now will not tell that is gone.

ONE MORE DENIAL

'Folies Bergeres' Squabble Goes On
And On and On

The 'Folies Bergeres' legal serial has Cliff Fischer denying from Chicago that Francis A. Mangan or Jim Wittered, Paris p. a. who is representing Mangan (American slager now abroad) have any authority to buy the U. S. stage production rights to the French revue. Reported that Mangan-Wittered want to re-create the famous 'Folies' on Broadway, on the theory that Fischer and J. C. Stein, his partner, only own the Chicago rights where the 'Folies Bergeres' is now current.

Instead, it is now averred by Fischer and Stein that they have the U. S. and Canada stage rights on a \$100 weekly royalty arrangement for each company.

Usual legal exchange of letters is now in effect.

HUNG. CENSOR ON RAMPAGE

Budapest, Sept. 12.

Censor Board seems to be in a particularly ungracious mood at the start of the new season. Since the week in August, the following American pictures have been banned: 'Affairs of a Gentleman' (U), 'Her Man' (UA), 'Scarlet Imp' (U), 'Invisible Man' (U), and 'Rothschilde' (UA).

'Storm at Daybreak' (Metro), although derived from a Hungarian play, which was banned, but later permitted with cuts.

Doing about \$2,500, which is less than rental.

'Sixteen', Criterion (23rd week). Managed to keep out of red fairly well, but did not make money. Averaged around \$4,000, to which figure it is estimated it will make room for 'The Maitlands', transferring from Wyndham's.

'Sour Grapes', Apollo (6th week). Doing around \$3,000. Ticket plan. Even break. Never really got started, and just marking time in new Walter Hackett new play, which is due to replace.

'Sporting', Gaiety (21st week). Doing persistently good business, and has never looked back since it was partly broadcast. Averaging \$11,500, which is near capacity.

'Ten Minute Alibi', Phoenix (84th week). Longest run in West-End, for months. First week exceeded two-for-one, and is still making money at around \$5,000, as east and overhead are small. Will probably vacate to make room for 'Bishops Misbehaves'.

'The Maitlands', Wyndham's (11th week). Did not quite survive bad press. But that it has been transferred to Criterion, where overhead is much smaller. Has been averaging around \$3,500.

'The Private Road', Comedy 15th week. Doing well. Ticket plan. Two-for-one policy, but is not making any money. Marking time for Charlie's revue, which replaces soon. Has been doing around \$2,000.

'The Shining Hour', St. James (2nd week). Undoubtedly one of the late hits of the year and looks good for months. First week exceeded 'Christopher Bean' grosses. Looks like grossing steady \$10,000 per week for some time.

'The Wind and the Rain', St. Martin's (19th week). Steady money-maker. With overhead small, looks like continuing indefinitely. Doing \$7,000 per week, which is pleasant for all concerned.

'Touch-Wood', Haymarket, (18th week). Has dropped slightly after the doing big, but is still in the money. Can hold out for quite a while.

'Vintage Wine', Daly's (16th week). Another one that started as smash, but is now on the decline, although not out of the money. Averaging around \$4,000, which is well ahead of the drifter market. Will probably pick up with more seasons.

'Young England', Victoria Palace (1st week). Will stay as long as backing lasts. Type of flag-waving show which has limited appeal. Doing very little, and will just about stay the three weeks contracted for.

Schiller to U. A.?

Paris, Sept. 15.
United Artists is reported flirting with Dr. Paul Schiller, local expert adaptor for the screen, with idea of taking him to Hollywood.

Schiller, considered one of the cleverest in the business, is now looked up with Fox on its local program. His latest job was adaptation of 'Mam'zelle Spahi' for Fred Bacos. Has done all the Bacos pictures since 'Matriecule 33' and before that did a lot for Paramount's French production.

He works with the director right down to the cutting room.

FRENCH PICMEN EYE WASH. ON QUOTA

Paris, Sept. 15.

American film interests here have their eye on Washington to see what is going to happen when Franco-American commercial treaty negotiations reopen in October, as is expected.

In the past, films have been left out of trade treaty deals on the theory that they were art, not commerce. Government thus has done nothing to aid in the fight on quotas and high film tariffs.

This time the local trade hopes it will be another matter, and that the administration, in working out its reciprocal trade pact with the French, will bear in mind that American pictures constitute a French import and should be considered in any bargain.

Swaffer as M. C. Is an Idea of Hylton's to Copy N.Y. Columnists

Jack Hylton saw Broadway columnists Ed Sullivan and Paul Yawitz competing at two Broadway theatres, the Capitol and State, respectively, and is going back to London to do the same stunt.

While there's no such journalistic personalities in the West End, Hylton Swaffer, who more approximates the Alexander Woolcott contact with the theatre, may become one of those columnizing m.c.'s. That's Hylton's idea anyway.

Drury Lane May Do 'Circus Star'

London, Sept. 15.

Rudolf Joss, representing Bard's Music Publishing Co. of Vienna and Budapest, is here to negotiate with A. E. Tennant, general manager for the Drury Lane, to produce 'A Circuzus Chigalla' ('Circus Star'), Hungarian musical, currently in Vienna and Budapest.

Show is by Busa Pekete, with music by Michael Eisemann and Karl Komjati.

This is the show which was bought for America by Billy Rose on his recent European trip. If terms are arranged with Drury Lane, show will be produced there in February, to follow the Julian Wylie pantomime.

Gert-Doug Jr., Own Draw Counting, Lone Click of 3 New London Shows

London, Sept. 24.

Gertrude Lawrence and Douglas Fairbanks, Jr. opened their new play, 'Moonlight Is Silver', at the Queen's Wednesday (19). Play was written for the team by Clemence Dane and was received with enthusiastic applause by an obviously favorable first night audience. It's splendidly written, but unconvincing. Probably will dwindle when it exhausts the popularity of the stars.

P. G. Wodehouse's 20th play, 'Who's Who', opened at the Duke of York's Thursday (20). It was generally panned because of its flimsy plot, but it is amusing and may get a short run.

American Films Got \$26,500,000 In England Last Year; Britons Earned Only \$3,000,000 Abroad

A. K.'s in Paris

Paris, Sept. 15.

Movement to revival of 1930 in local music halls continues. Newest is Casino Saint Martin, renamed Concert Max Trebor after its new director, which stars Alice de Tender, boulevard log-ifter of the early 20th century, who is filling up the cheap seats.

Other a. k. femmes who have been brought back by the revival movement are Cleo de Merode at the Alcazar, Cassive and Esther Leclain.

UNIV. SIGNS UP M. EGGERTH

London, Sept. 24.

Martha Eggerth German girl who has become a Continental film star, will probably sail for the States soon to make two pictures for Universal. Various American film firms have been after her, but now reported deal with Universal has been closed and that she will embark soon after the first of the year.

Miss Eggerth has just completed a picture for Gaumont-British and should be seen shortly in New York in 'Unfinished Symphony' and 'My Song for You', both English versions of German pictures. She's especially well known on the continent for her singing.

NEW NAZI LAW BARS PUBLIC APPEARANCES

Berlin, Sept. 24.

Under pain of being booted out of the Reichs Kulturkammer, to which everyone connected with the stage or films must belong, members have been forbidden to appear publicly except on stages or at functions for which they have been given express permission.

Exemptions from the order can be made only in the cases of Nazi party or official charity affairs.

Antipodes Rep to N. Y.

Hollywood, Sept. 24.

Charles Munroe, president of Hoyt's of Australia, and Fox rep in the Antipodes, left here Saturday (22) for New York after two weeks around the Fox studios.

After New York he heads for Europe.

J. B. Myers' N. Y. Visit

John B. Myers, publicity and advertising head of Alexander Korda's London Films, is in New York for an o.o. of the situation here.

Brought a print of 'Don Juan', Douglas Fairbanks, Sr.'s pic, and will consult with the United Artists p. and a heads here on present and future London pics.

London, Sept. 15.

Some statistics regarding attendance figures and revenue returns in connection with picture houses in Great Britain were disclosed by Simon Rowson, president of the British Kinetograph Society, at a meeting of the British Association at Aberdeen Sept. 11.

Approximately 230,000,000 was spent for the year 1933 on this branch of amusement by the public, entertainment tax taking off around \$33,500,000. There was 958,000,000 attendance (average of 18,500,000 people a week), with price admission averaging 20c per person.

Despite exaggerated statements of remittances paid to the U. S., net value for last year was around \$26,500,000. Against this had to be reckoned \$3,000,000 receipts from British films abroad.

Of 476 imported films distributed in British last year, 320 were registered by nine American film producing companies.

NAZIS EASE ON PROPAGANDA

Berlin, Sept. 13.

Because of a series of loud squawks made in the tax collectors' offices throughout the Reich there has been a letup on the type of material which can be filmed today in Germany.

For a time after the Nazis came to power anything without a large gob of propaganda in it was not exactly barred, but the powers that were frowned upon it. And the larger the gob of propaganda became, the larger grew the number of people who stayed away from the theatres. So now the propaganda isn't a forced issue any more.

FRENCH STRENGTHEN REEL REGULATIONS

Paris, Sept. 15.

New regulations by French government provides that any cameraman taking motion pictures in streets or public places must carry a special identity card, to be issued by prefect or Minister of Interior after investigation. This may be a precautionary measure for control of newsreels if rioting breaks out again this fall.

Announcement adds that special rules in addition can be made to regulate taking of pictures in which public safety is involved or in which public parks, museums or historical relics are to be photographed.

Blumenthal Suing Lukas for \$5,000

Budapest, Sept. 12.

Ben Blumenthal is suing Paul Lukas for \$5,000, which Lukas broke off his engagement at the Viginzhaz theatre in Budapest to go to Hollywood, he owed the theatre, then under Blumenthal's management 8,000 pengos salary advance. This has accumulated with interest to \$5,000.

Blumenthal still owns the theatre building, although he has now leased it to another management.

Play on Mrs. Eddy

London, Sept. 15.

'Miracle in America' a play about Mary Baker Eddy, will be produced at the Gate theatre, Sept. 26, written by Ernst Toller and Hermann Kesten and translated by Edward Grantham.

Lord Chamberlain recently announced he would not license any play about Mrs. Eddy on the grounds the subject too controversial. As the Gate is a subscription theatre and no real care sold to the public, it does not seem under the production of the play would be a problem.

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MAKES LOVE...
AND THEIR LOVE
IS LIKE
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Every heart in every audience will beat faster when the rollicking vagabond thousands of "Caravan" make merry with full-throated song...make love in tempting, seductive melody. Every pulse will beat time to the enchanting tunes of these happy wanderers as they gather wine-filled grapes to tantalizing rhythm.

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EUGENE PALLETTE
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CHARLEY GRAPEWIN
NOAH BERRY**

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Directed by Erik Charell. Screen Play and
Dialogue, Samson. Raphaelson. Continuity
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Your audiences will thrill to the
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**"HAPPY, I AM HAPPY"
"HA-CHA-CHA"
"WINE SONG"**

FOX

Opening at

**RADIO CITY
MUSIC HALL**

on

SEPT. 27th

Comparative Grosses for September

(Continued from page 10)

ST. LOUIS

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|--------------------------------|--|--|--|
| AMBASSADOR (3,000; 25-35-55) High. \$48,000 Low. 4,000 | Handy Andy \$10,000 | Cat's Paw \$8,000 | Bondage \$1,000 (New Low) | Human Side and Romance in Rain \$7,000 |
| FOX (3,000; 25-35-55) | Handy Andy \$15,000 | Cat's Paw \$8,000 | Bondage \$9,000 | World Moves and Ghost Trains \$7,000 |
| STATE (3,000; 25-35-55) High. \$31,500 Low. 8,000 | Missouri \$8,000 (2d wk) | Treasure Island \$12,000 | Hideout \$11,000 | Cellini \$14,000 |
| MISSOURI (2,500; 25-40) High. \$29,500 Low. 5,000 | Dark | Helen Stanley and More River \$5,000 (New Low) | Greater Glory and Murder on Blackboard \$5,000 | Campus Mystery and Try Again \$8,000 |
| SHUBERT (2,000; 25-35-55) | Dark | Comes Navy and Ladies Listen \$12,000 | Housewife and Loves Me Not \$12,000 | Housewife and Loves \$12,000 (2d wk) |

BUFFALO

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|---|--|--|--|---|
| BUFFALO (3,000; 20-40-15) High. \$42,000 Low. 9,000 | Missouri \$18,000 (Stage Show) | Old Fashioned \$25,000 (Prod Warline) | Treasure Island \$18,500 | Chained \$25,000 |
| CENTURY (3,100; 25) High. \$21,000 Low. 3,200 | Melody in Spring and Finishing School \$8,000 | Honorable Guy and Laughing Boy \$6,000 | Flirtation and Learned About Sailors \$6,300 | Was Her Man and Private Car \$7,500 |
| HIPPO- DROME (2,400; 25-40) High. \$22,000 Low. 3,600 | Loves Me Not \$9,000 | World Moves \$6,200 | Dames \$14,000 | Dames \$5,000 (2d wk) |

CINCINNATI

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|--|--|---|--|
| ALBEE (3,300; 25-41) High. \$33,500 Low. 5,800 | Romance in Rain \$8,500 | Treasure Island \$14,000 | Cellini \$12,000 | Chained \$20,000 |
| PALACE (3,500; 35-41) High. \$28,100 Low. 4,500 | Missouri \$13,500 | Cat's Paw \$13,000 | Hideout \$12,500 | Last Yacht and Servant's Entrance \$7,500 (Split) |
| LYRIC (3,100; 35-41) High. \$28,800 Low. 2,900 | Handy Andy and Hat, Coat, Glove \$5,000 (2d wk-Split) | And Hat, Coat, Glove \$5,000 (2d wk-Split) | Treasure Island \$5,500 (Repeat) | Cat's Paw \$5,500 (Repeat) |
| KEITH'S (3,300; 35-40) High. \$22,100 Low. 3,200 | Two Faces \$4,500 | Dames \$14,500 | Dames \$4,000 (2d wk) | Dames \$4,000 (3d wk) |

PITTSBURGH

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|-------------------------------------|---|--|---|
| PENN (3,300; 25-40-55-60-75) High. \$41,000 Low. 3,750 | Stamboul \$6,750 | Treasure Island \$20,000 | Cellini \$13,000 | Chained \$19,000 |
| WARNER (2,600; 25-40) High. \$29,000 Low. 2,000 | Key and Big Moment \$6,500 | Hat, Coat, Glove and Personality Kid \$4,800 | Side Streets and Romance in Rain \$6,500 | Dragon Case and Elmer, Elsie \$4,500 |
| STANLEY (2,600; 25-40-55) High. \$48,000 Low. 3,750 | Two Faces \$7,000 | Housewife \$5,500 | More River \$6,500 (5 days) | Dames \$17,000 |

WASHINGTON

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|---|--------------------------------|--|-----------------------------------|
| EARLE (2,124; 15-25-40-60) High. \$27,000 Low. 5,000 | Housewife \$13,000 (Vande) | Two Faces \$15,000 | Ladies Listen \$14,000 | Loves Me Not \$17,000 |
| FOX (2,124; 15-25-35-60) High. \$41,500 Low. 11,000 | Old Fashioned \$20,000 (Vande) | Hideout \$32,000 | Missouri \$29,000 (Myrt and Marge) | Belong to Me \$27,000 |
| KEITH'S (1,500; 25-35-60) High. \$21,000 Low. 3,500 | More River \$9,000 | Jane Eyre \$4,000 | Lady's Willing \$7,000 | Last Yacht \$3,000 (5 Days) |
| PALACE (2,300; 25-35-60) High. \$35,000 Low. 5,000 | Handy Andy \$8,000 (2d wk) | Treasure Island \$21,000 | Treasure Island \$9,000 (2d wk) | Chained \$17,000 |
| COLUMBIA (1,200; 25-31) High. \$19,000 Low. 1,100 | Take Bow \$4,500 (Repeat) | Chan's Courage \$3,800 | Handy Andy \$4,500 (Repeat) | Hideout \$4,000 (Repeat) |

DENVER

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|---|---|-----------------------------------|--|
| DENHAM (1,500; 25-35-60) High. \$16,000 Low. 2,000 | Empress \$2,750 | Ladies Listen \$3,500 (6 days) | Cleopatra \$16,000 (6 days) | Cleopatra \$6,500 (2d wk) |
| DENVER (2,500; 25-35-60) High. \$27,700 Low. 3,000 | Missouri \$6,000 | Dames \$10,500 | Treasure Island \$9,000 | Cellini \$6,000 |
| ORPHEUM (2,600; 25-35-60) High. \$20,000 Low. 3,750 | Two Faces \$9,000 | Grand Canary \$8,000 | More River \$7,500 | Cavaliers \$5,900 |
| PARA- MOUNT (2,600; 25-40) High. \$22,000 Low. 1,200 | Wild Gold and Housewife \$1,700 (Split) | Paris Interlude and Sing Like It and Try Again \$1,500 (Split-Doubles) | Dames \$2,500 (Repeat) | Treasure Island and Was a Lady \$1,800 (Repeat-Split) |

SAN FRANCISCO

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|---|---|--|-------------------------------|--------------------------|
| PARA- MOUNT (2,400; 30-35-40) High. \$37,500 Low. 5,000 | Private Car and Ladies Listen \$12,000 | Two Faces and Belong to Me \$12,000 | Lady's Willing \$12,000 | Last Yacht \$13,700 |
| GOLDEN GATE (2,644; 30-35-40) High. \$22,500 Low. 5,400 | Greatest Gamble \$13,000 (Stage Show) | Romance in Rain \$12,500 | Cat's Paw \$23,000 | Now, Forever \$22,000 |
| WARFIELD (2,700; 35-40-65) High. \$57,400 Low. 8,200 | Missouri \$21,000 (Stage Show) | Loves Me Not \$20,000 | | |

KANSAS CITY

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|---|--|---|------------------------------------|--|
| MIDLAND (4,000; 25-40) High. \$35,000 Low. 5,100 | Straight Is Way \$7,500 | Hideout \$12,700 | Treasure Island \$19,000 | Chained \$18,700 |
| MAIN- STREET (3,300; 25-40) High. \$35,000 Low. 3,300 | Two Faces and Bachelor Bait \$6,000 | Return of Terror and Big Moment \$5,000 | Dragon Murder \$5,000 | Hat, Coat, Glove \$9,500 (50c top) (World's Fair Scandals) |
| NEWMAN (1,800; 25-40) High. \$33,000 Low. 4,000 | Sophie Lang and Try Again \$4,800 | Call It Luck and Ladies Listen \$4,500 | Loves Me Not \$14,000 | Now, Forever \$13,000 |
| UPTOWN (2,040; 25-40) High. \$9,000 Low. 1,500 | Learned About Sailors \$3,200 | Romance in Rain \$2,000 | World Moves \$2,500 (5 days) | Handy Andy \$7,800 |

MONTREAL

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|---|--|--|---|
| PALACE (2,700; 50) High. \$18,000 Low. 4,500 | Wonder Bar and Rich Again \$12,000 | Bar and Rich \$6,000 (2d wk) | Cat's Paw \$7,000 | Now, Forever and Kiss, Make Up \$9,000 |
| CAPITOL (2,700; 50) High. \$30,000 Low. 5,000 | Stamboul and Talk It Over \$6,000 | Give My Love and Danube Nights \$5,500 | Treasure Island \$7,500 | Loves Me Not and Sophie Lang \$10,000 |
| LOEW'S (3,500; 50) High. \$18,000 Low. 3,000 | Sweeney and Two Faces \$4,000 | Private Car and Men Are Enemies \$3,500 | Parade Interlude and Greatest Gamble \$3,000 (New Low) | Elmer, Elsie and Crime Without Passion \$3,500 |
| PRINCESS (1,900; 50) High. \$25,000 Low. 3,500 | God's Destroy and College Coach \$4,500 | Drummond and Greatest Gamble \$10,000 (2d wk) | Drummond and Gamble \$10,000 (2d wk) | Cellini and 9th Guest \$5,000 |

MINNEAPOLIS

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|---|--|--|--------------------------------|---|
| STATE (2,400; 25-35-40) High. \$28,000 Low. 2,500 | Loves Me Not \$8,500 | Dames \$8,500 | Treasure Island \$12,000 | Now, Forever \$10,500 |
| ORPHEUM (2,800; 25-35-40) High. \$25,000 Low. 2,000 | Hat, Coat, Glove \$11,500 (World's Fair Scandals) | Lady's Willing and Blind Date \$2,300 (Split) | Dragon Murder \$4,000 | Last Yacht \$10,500 (Duncan Sisters) |
| LYRIC (1,300; 20-25) High. \$17,000 Low. 1,200 | Chan's Courage \$2,500 | Learned About Sailors \$2,800 | Beyond Bengal \$1,200 | Sophie Lang \$2,200 |

PROVIDENCE

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|---|---|---|--|
| STATE (3,200; 15-25-40) High. \$29,000 Low. 2,500 | Straight Is Way \$10,000 (Vaude) | Treasure Island \$14,300 | Cellini \$9,200 | Chained \$14,000 |
| MAJESTIC (2,200; 15-25-40) High. \$17,500 Low. 2,500 | Handy Andy and Upper World \$3,700 | Sweeney and Two Faces \$4,100 | Comes Navy and Was a Lady \$8,100 | Dames and Pursued \$8,500 |
| STRAND (2,200; 15-25-40) High. \$18,000 Low. 2,000 | Happy Landing and Ladies Listen \$2,800 | Loves Me Not and Comes Groom \$10,000 | Loves and Green \$4,800 (2d wk) | Belong to Me and Fugitive Road \$3,800 |
| ALBEE (2,000; 15-25-35) High. \$20,000 Low. 1,900 | Blind Date and Romance in Rain \$4,400 | Big Moment and Hat, Coat, Glove \$3,300 | Black Moon and Name Woman \$2,900 | Last Yacht \$3,300 |

NEW HAVEN

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|--|---|--|--|---|
| PARA- MOUNT (2,348; 35-50) High. \$21,000 Low. 2,500 | Loves Me Not \$7,300 | Loves \$4,100 (2d wk) | Belong to Me and Marriage on Approval \$4,200 | Now, Forever \$6,900 |
| POLI'S (3,040; 35-50) High. \$20,000 Low. 4,200 | Drummond and Name Woman \$7,800 | Among Missing and Treasure Island \$9,000 | Cat's Paw and Straight Is Way \$7,000 | Chained and Girl in Danger \$12,500 |
| SHERMAN (2,200; 35-50) High. \$16,000 Low. 1,500 | Housewife and Comes Navy \$8,500 (8 days) | Dragon Murder and Jane Eyre \$3,900 | Hat, Coat, Glove \$4,200 (Stage Show) (6 days) | Dames \$6,800 |

PORTLAND, ORE.

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|---|--|----------------------------------|--|----------------------|
| B'WAY (2,000; 25-40) High. \$21,000 Low. 2,500 | Romance in Rain and Straight Way \$5,500 | Drummond \$6,500 | Drummond \$4,000 (2d wk) | Hideout \$1,800 |
| UNITED ARTISTS (1,000; 25-40) High. \$13,200 Low. 1,200 | Missouri \$3,100 (2d wk) | Treasure Island \$7,300 | Treasure Island \$4,100 (2d wk) | Cellini \$1,500 |
| ORIENTAL (2,500; 25-35) High. \$24,000 Low. 800 | Little Man \$1,600 | Stingaree \$1,800 (Repeat) | Housewife and Adventure Girl \$1,800 | Cavaliers \$1,300 |

LATEST CENSUS ON 7 MORE STATES

Washington, Sept. 24. Final figures on amusement enterprises in seven more states were published last week by the Census Bureau, providing detailed statistics on 1933 operations for film and legit houses in 23 states. Series shows so far that 2,331 houses had receipts of \$57,098,000 last year.

First place in point of business volume now is occupied by Connecticut, which reports show has 141 houses which took \$7,672,000 last year. Previous high was Iowa with 318 houses and \$5,558,000 receipts.

Latest tabulations were for following states:

Colorado—161 film houses with receipts of \$1,997,000; 22 legit, opera and film-vaudeville houses with receipts of \$602,000.
Montana—72 film houses, \$780,000; 12 other houses, \$756,000.
South Carolina—70 film houses, \$1,306,000; 7 other houses, \$331,000.
District of Columbia—24 houses all types, \$4,792,000.

Oklahoma—254 houses all types, \$1,409,000.
Connecticut—125 film houses, \$5,512,000; 16 other houses, \$1,260,000.
Georgia—147 film houses, \$3,912,000; 11 other houses, \$213,000.

Importance of Connecticut cities as trout locations for legit productions was revealed in the breakdown for the Nutmeg state. Receipts for legit and film-vaudeville houses were largest recorded in any state for which reports have been published to date.

Considering larger cities, Census survey revealed Denver had 29 theatres which took \$1,142,000; Charleston, S. C., 8, which took \$500,000; Savannah, 8, which took \$353,000; Atlanta, 20, which took \$1,383,000; Bridgeport, 17, which took \$985,000; Hartford, 17, which took \$1,420,000; New Britain, 6, which took \$297,000; New Haven, 14, which took \$1,100,000; and Oklahoma City, 15, which took \$635,000.

McMURRAY'S BREAK

Hollywood, Sept. 24. Fred McMurray, Paramount contract juve, gets his film break on a loan out to Radio.
He's being borrowed for 'Portrait of Laura Bayles.'

Detzer Scripts Orig

Hollywood, Sept. 24. Paramount has bought 'Car 99,' Karl Detzer Satevepost story, and has the author here scripting it with C. Gardner Sullivan.
Yarn is one of Detzer's series of state police stories.

Contracts

Hollywood, Sept. 24. Ross Alexander optioned for six months at Warners.
Marion Dix picked as writer at Radio.

Ann Morrison Chaplin writer, ticketed at Paramount.
Sam Coslow ticketed to new pact as member music-writing staff at Paramount.
John Ford ticketed for year at Fox, and first spot will be directing 'Steamboat Around the Bend,' Douglas Hickley, Virginia Walker, seven-year-old, and Jack Cox, hommed in by Paramount.
Elizabeth Cook, Mildred Unger, Melba Snowden, Virginia Carroll, Emily Remond, Richard Fitzgerald, Louise Allen and Jean Ashton, ticketed as specialty dancers, 'Sweet Adeline,' WB.

Title Changes

Hollywood, Sept. 24. Metro switched 'Live While You May' to 'Paris to New York,' a film based for Harmon Navarro and Jeanette MacDonald.
Warners has changed tag on 'Half Way to Heaven' to 'Maybe It's Love,' picture now in production, with Gloria Stuart and Ross Alexander topers.

STORY BUYS

Universal has bought rights to edited Hummel's story 'On the Edge.'
Charles Kravens, 'Gone with the Wind' book, has been sold to Warners.
Roy Landa, 'Author will script

IMPORTANT NOTICE TO THE TRADE!

WARNER BROS.

beg to announce that they will

SPECIALIZE

exclusively in the production of

COMEDIES

such as "Here Comes the Navy"

MUSICALS

in the manner of "Dames"

ROMANCES

like "Happiness Ahead", which
previewers call "grand"—"a sweet
picture"—"100% entertainment"

AND DRAMAS

such as "British Agent", which has
just done 2 weeks' business in its
first 5 days at New York Strand—

FOR 1934-'35

Variety House Reviews

ORPHEUM, N. Y.

(Continued from page 12)

Line of five girls who do ordinary dance routines in simple but neat costumes, with the stage swinging from "three" to "four" feet as the routine. For the finish, Nagle and another assistant trot out their cat simulations in fur costumes, and as usual, trot in a large audience thrill on the orchestra floor. As good reception for this as any of the preceding acts.

Next to shut is Harry Howard with a flock of storks in time-tested gag stuff and stunts, including the Howard dog. The act speeds through various stages until, as a finale bit, one of the bigger of the storks carries a number. It gets over.

Ross Wyse, Jr., performs with the assistance of a blonde girl in the middle seat, who does a comedy motion and chatter stuff. The girl tries a song number or two besides, but Wyse is the act with his pinwheel spread that does a knee and his head rolls while dancing. Wyse satisfied lustily.

The show runs over three hours, plenty long, but due to the time of the 100 minutes. Apparent "Cleo" is on release in full length without apparent cutting of footage after Broadway. "Isaac" and "Shaw" and Metro newscast round out "Shaw."

ORIENTAL, CHICAGO

Chicago, Sept. 21.

Get-together singing with eldes and the organ got the audience happy with a few minutes of music. Then the stage show opened with a bang that didn't slow down till the Mills Brothers closed. The show was with the standard act, a comedy. There were a couple of humor acts that had the customers laughing out of control. Little Joyce Reimer put with some outstanding acrobatics. The Mills Brothers finished them. It was harvest time for the actors, but they were worth it because they made their own break.

Mills Brothers came on last after the closing revue and finished on a raised platform with the line of girls. The brothers better up to the high standard that made them such a success. They sang two numbers, then the two encores "Sleepy Head" and "Hold Tight." The girls got much applause that it was necessary to announce that the quartet would return with the line of girls. They took them to the stage following, and they're going strong.

There were three more rock spots. Carver and Holmes came on second. It took them time to get going, but they did better up to the normal chatter that accompanies an act. They did something of everything and got rounds of applause. They sang "I'm a Fool" and "I'm a Fool." Al Norman started his act stunt with the different ways of sleeping. It was hysterics for everyone who took that. That to some worked from the audience, drawing more belly ticklers, and still more later in front of the band. Joyce Reimer worked with a comedy act, and the revue. There were many things in acrobatic dancing that the child didn't do. The rope climb was her best and as good as they come.

Business good the first show. Feature, "The Personality Kid" (WB). Loop.

PALLADIUM, LONDON

London, Sept. 11.

Plenty of juggling with the acts after the first show, and most of the spots closed with a bang. It kept his position, closing half—was Dave Apollon.

Penslow Trio, posing acrobats, made class balancing feats of strength, made class balancing feats of strength, made class balancing feats of strength.

Radcliffe and Rodgers, switched from Number 12, held the spot nicely. Boys now dress as couple of douchy boys, and a dancing act of affecting class English dress as on their last trip. Look more natural and get unforged laughs. Radcliffe's pines are also in good trim.

Helett and Lamb, old holdover on the bill, proved worthy and garnered laughs. Ideal comedy act for London, with enough slight stuff to make them snore for the continent.

G. S. Melvin, local favorite in two character cameos, with expert make-up, in which he appeared as "Revised his 'Stoker Joe,' and unloaded some fine soft shoe work.

Dave Apollon with his bunch of entertainers held the house for 45 minutes with no let-up. His showmanship sells what would be deemed ordinary fare elsewhere as a 21 carat. Got his crooner to sing "The Very Thought of You." Ray Noble's latest, is a sort of international gesture.

Raymond Smith, a ventriloquist of the modern school, goes the

second half. Despite plenty of walk-in held them. Joe Phillips, with Maholyn Kileen in support, gets quite a few laughs as a whole is disappointing. Some of the acts are good, but which makes it incomplete. Also suffering from very weak finish.

Freddy Craig, Jr., "The Boy with the Index Brain" fully deserves the title. Craig does several things at the same time, and at one time actually did 10 things simultaneously, an act perfectly. There has been nothing like Craig here in the last 11 years; last being that clever Jap, Kajiyama.

Freddy Forbes, assisted by Angelo Barrie, in a comedy act, with his touring shows, held them despite the late hour.

Three Miller Brothers, in some good dancing, closed.

PALACE, CHICAGO

Chicago, Sept. 21.

Two acts saved the bill from being mediocre. They were Lillian Shade and J. Fred Coats, in third spot, and the closing 12 Aristocrats in smooth footwork. Change of pace came from Clyde Hager. The pitchman seems to have died out with the last few years. At least there seemed to be many in the audience to whom the act was not only good, but a novelty surprise.

This theatre has been fluctuating since returning to the old policy of vaudeville in the old admission. One act it will have a top show to prove that it is living up to the standard set when the Palace was the highest priced theatre of the loop, the next few years, either because the acts aren't for this audience or because the budget is being balanced. The last two weeks, the act cycle again. The DeCuch Japs open. Their acrobatics are the fast leg-toeing and tumbles that gives them flash. The girl, teamed with the four men, was liked. The act was second with his gags, contrivances and stunts. Lillian Shade and J. Fred Coats followed. They mean something to the audience. They made some of Coats' latest songs for her top piece. Coats played some of his best compositions. Applause went up spontaneously as he went into a bar of each.

Stuart and Lash took fourth position. They were applauded for their act. They made some of Coats' latest songs for her top piece. Coats played some of his best compositions. Applause went up spontaneously as he went into a bar of each.

Business was good. Flicker, The Richest Girl in the World (Radio). Loop.

STATE, N. Y.

Broken up and ragged show at the State Friday, due to the uncertainties of running time and guest appearances for the Paul Yawitz turn. For that first evening performance the participating visitors included Nick Kenny (inevitably), Betty and George, Chaz Chase, Edna Sedwick, Chic Farmer and Hal Letty. There was a list on an easel out front with spaces for filling in names as they showed up for the edul.

With Ed Sullivan simultaneously at the Capitol, the looks as if the guild of celebrity-mongers will keep the boys and girls who date upon publicity riding on bicycles. Yawitz is a beginner at the start, obviously nervous, and relying a good deal upon Bob Murphy and Charlie King. Particularly Murphy. He's somebody to lean on, a robust personality calculated to ally self-doubt and engender a healthy approach to any mere mundane problem.

Yawitz writes for unteem hundred thousand Mirror readers (Sun days) and to these the Loew advertisements are addressed. For additional bait the ability to deliver an assorted selection of colloquialisms is the Capital. It makes for a disorganized show, rehearsals that never end the week through, and a lack of the things that a good vaudeville bill are supposed to possess.

Against that is the topical angle, the "in the swim" glamour, and the Broadwayesque environment that he has. Yawitz, who is always upon the underdog adagio. Before that, Yawitz at a desk with a secretary to talk to and a boy to rush in telegrams. This gives him a chance to introduce Charles (Sun) William and Joe Mandel and Murphy. All these turns are pared down. Murphy probably clipped two-thirds off his customary platform pauses.

Show ends full stage, with Yawitz receiving entertaining guests at his dressing room. On the screen is Paramount's "Cleopatra" (WB).

FOX, BROOKLYN

This is the first show here in many months that looks above the other, a low stage budget; also it's the first show by Zsa Zsa Friedman, Fox's new managing director and producer, since he took over the spot. With Friedman's past staging experience, especially as assistant to Roxy and then Leonidoff at the Radio City Music Hall, it's probably not an accident.

The presentation is a smooth-running affair and almost 100% entertaining. Any flaws are minor, easily repairable. In the near past at the Fox the spots that bogged down were usually the most important in the shows. Friedman escaped them in his laydown, and in the past the last show on hand, he should escape them in the future.

It's band is on the stage all the way, led by Charles Stein, former maestro at the Palace. Show opens with the Cecil Mack Choir (mixed, colored) interpreting "Louisiana Blues," with the Big Boy Girls (16) portaying the number on a platform behind a scrim over the band.

Four Stepp Brothers, also colored, swing into their hot hoofery following the choir for sustained applause, especially in the challenge dancing. They give the show snap and dash, and with the Big Brothers (4), next to closing, are the reception and laugh leaders of the show. Rios are strictly for non-sensationalists. Little bit of dancing spots, but on the whole a good act. To say the least, they do go in for some originality, which is a rare thing among acts of their type these bit-biting days. George Lloyd's "Russian Guard" bit especially tickled this crowd.

Headliner of the show is Betty Barthel, a blonde, who comes from CBS. In the closing portion, the choir again steps out for a medley of pop songs done in spiritual fashion, ending into more of "Louisiana Blues." Presentation is running 50 minutes, but its steady entertainment qualities make it seem even briefer than the 50 minutes. "Romance in the Rain" (U). House three-quarters Friday evening. S.H.O.

ORPHEUM, ST. PAUL

St. Paul, Sept. 21.

By this week's steady work, whizzes by at such speed tempo it seems all over before you're settled back in the cushions, yet there's an even 60 minutes of the show. The m.c. and it's probably his smooth functioning that gives the effect of speed and cohesion. Queenie, a blonde, who comes from CBS, who click solidly as an artificial dance duo, the show deuces with the O'Connor family, clever enough, but overdone. The sister, Patsy, Kidlet is bright, but has leagues to cover before being an original Shirley Temple. Young Don is a comedian, and when he's not doing his act, he's a good dancer. He's a sparkie and spontaneity put them across socko. And Mrs. O'Connor is refreshing and talented as the band's mother.

Four Albee sisters, two of whom (Harriet and Aileen) have made Ripley's "Believe It or Not" strip, are comedians. When they're not rocking the house with goofy fun, they're doing a "Believe It or Not" strip. All four are lookers and oblige by not being too good. They're a good act, but their stunt here wearing brown robes and handle-bar moustaches, warbling "Man on the Flying Trapezoid" in unison with masculine contortions that were the bookers. Michon Bros.—Joe and Pete—closed the bill. They're a couple of penurious tumblers, whose likeable mannerisms kindly take the curb off that old chestnut, "Hope all your kids'll be acrobats."

"Romance in the Rain" and official "Romance in the Rain" picture completed the bill. Raschke.

PARAMOUNT, L. A.

Los Angeles, Sept. 23.

For the fifth week in a row, house has the Al Lyons band on stage as a background for a Fanchon & Marco variety show, with the Paramount orchestra to offset what it lacks in name talent. Lyons and combo have clicked solidly with the Paramount clientele, and seem to be filling a long-felt gap that house has lacked in connection with its stage diversions.

Currently, the band and the girls provide the main fare, with the latter executing a couple of routines staged by Ada Broadbent that are sure applause-bringers. Opening has them cavorting while doing the "Pomp and Circumstance" of fans carried in each hand, and with Tommy Jones, a new baritone acquisition to the band, underlining a voice that registers vividly.

Later in the proceedings the 18 girls, six garbed in red, six in white and six in blue, do some effective training. Kinda take the curb off that old chestnut, "Hope all your kids'll be acrobats."

"Romance in the Rain" and official "Romance in the Rain" picture completed the bill. Raschke.

lively. Patter by the duo is mostly ancient, but good for plenty of laughs.

DeVere sisters do some effective acrobatic dancing and Jones warbles a couple of numbers that put him across nicely. The show is a high, buoyant, gag using a large American flag for a background, with an impersonator of Mae West posing in front of the emblem while everybody else concerned is dancing.

Screen feature is Mae West in "Belle of the Nineties" (Par.) with "Cinderella" color short and News-Biz at opening show had lower floor crammed and bare about two-thirds filled. Edna.

STATE, MINNEAPOLIS

Minneapolis, Sept. 20.

Albe Lyman demonstrates forcibly that presentation need not cause any undue worry for the impresario, who surrounds himself plentifully with outstanding talent. His stage act, "The Story of the State," the orchestra, on the customary platform amidst unrelieved black drapes and coverings. Entertainment was unimpaired by customary routine fashion without any fancy emcee. Yet, despite the absence of flash and novelty, the show clicks like a million dollars. And the answer is "Yes."

This Lyman orchestra plays like a symphony orchestra and sings like an opera troupe. Here are real musicians and socially who handle jazz and semi-classical assignments alike with ability par excellence. And each of the numerous specialty performers is a star in his own right. Orchestra, in the midst of a lively number, a modern arrangement of "Farewell Blues," as curtains swing aside. The act is no preliminary. Lyman and his girls immediately getting down to their entertainment business. Ray Barrett, former local night club performer, and five of the boys rock the stage high with comedy vocalizing. "Piccolo Pete" being the object of their efforts. Lyman does the announcing, simply and effectively goes into one of its own original numbers, "Play Me a Blue Song." Apparently all of the boys have voices, and a number have comedy talent.

Buddy and Vilma Ebsen are youthful eccentric dancers with their peculiar and versatile act. Ella Logan, a blonde, singing, sizzles as a blues singer. Gene Marvey scores at the mike with his singing, and Gertrude Riefer keeps up the good work with acrobatic dancing.

On the screen, "Desirable," a Will Mahoney and several other shorts, and "Paramount News." Lots of good show for the money, but only a fair house at afternoon performance night. Rees.

MARIGOLD, LINCOLN

Lincoln, Sept. 14.

Ted Cooper, who has been a dancehall man around here for a number of years and for whom the Marigold pretty much a white elephant, has gone into this club idea to change his luck, and it looks good. It's more after the rest of the beer-dance place around town, although it's done up on an elaborate scale and has a floor show. On regular nights, to eliminate the one-night riffraff, he has a 10-cent night, and on the 10-cent night, when he has a big org, which is about twice a week. Place has accommodations for about 150 people and is an ok layout for the college boys who'll be in town.

Floor show is fast and short, going on three times a night. Cooper acts as emcee and his daughter, Donna Rae, local fav songstress and comedienne, is a specialty. A six-girl line contributes about three numbers on each show. Kenny Nelson, vocalist, gives four numbers, Ork backing the performance is "Franky Young's."

There's no cover charge and no minimum stick, an ideal layout for tightwads who don't like to drink with men in overalls—and that's the sum-up of college trade. Business has averaged capacity about three nights a week, which is mighty good. Work is being done to put game rooms and lounges in the place. Barney.

BARSKY QUILTS ARGOSY

Dispute with Goldstone—Hopes to Produce on Own

Hollywood, Sept. 24.

Bud Barsky has bowed out as executive producer for Argosy, following disagreement with Phil Goldstone over production budgets and the fact that company in its program of live serials and 21 features.

When Barsky resigned he had a dozen writers preparing stories and scripts for the pictures to be made by Argosy for the 1934-35 program. Barsky plans to go ahead with his original intention of making a group of features for the state right club of producers and writers, and again using his brother Orson, Par, for nifty hooding. Paramount, a playing voice, but seems to be affected at times in his production.

Series B'cast

(Continued from page 1)

ing one another in close order between the hours of one and six p.m. that day while CBS has obligated itself to six accounts for the same period. One NBC account which has adamantly refused to step out of the way for the commercialized Series broadcasts is Procter & Gamble. Artistic expression by the P&G organization is that it would readily give up its time for a sustaining show of public interest but that it sees no reason for granting favors to a commercial program.

From the N. W. Ayer agency yesterday (Monday) it was learned that an effort would be made to sell Ford on the proposition of taking whatever stations are available to him on either cross-country. In no case would it be possible for the series to be broadcast over the Columbia web alone. Deal which the Ford company made with Judge Landis stipulated that the broadcast would have to be made available to both NBC and Columbia, as has always been the case in previous years when the event has been on a sustaining basis.

Broadcasting code authority came into the situation when it learned that Ford had advised stations that he was not interested in Columbia that they could splice in the series provided there was no time charge and that they would air the commercial credits. Understood that the auto maker has been prevailed upon to make an exception on the gratis angle. Exception to the WGBX Chicago, which squawked to the Chicago authorities on being excluded from the list of assigned outlets.

For the exclusive rights to the series, obtained for the first time, Ford has agreed to pay \$100,000 to the contending clubs. Sports writers have estimated that the Ford coin would not the winning players about an extra \$1,000 apiece. So the ball hawks can worry about it, too.

No decision to date as to who will announce the games on either network in event the Ford proposition is carried through.

Right to Buy

(Continued from page 7)

able index instead should be recommended in the code. Granting that the statement contains elements of reassurance for exhibitors, Myers emphasized the difference between ability to purchase any run desired and any run which may be "negotiated for." The statement, that no prohibition may be placed upon the run which an exhibitor may purchase seemed to meet general approval in all quarters as did the assertion that new and reopened houses shall be permitted to negotiate without restriction for any run.

Investigation Averted?

The general feeling is that, by taking such a stand, the exhibitors have done more to avert threatened Congressional investigation than any other move that could be made. While industry spokesmen pointed out that the primary motive was to straighten out the snarls and establish uniform procedure for the c-b boards, was admitted that the declaration will prove valuable as counter propaganda. Observers believed that the "right to buy" issue has been pretty well disposed of in view of the legal protection given "the right to sell" and that the only issue now likely to prove serious is a political war that of block booking.

Moral Dailies

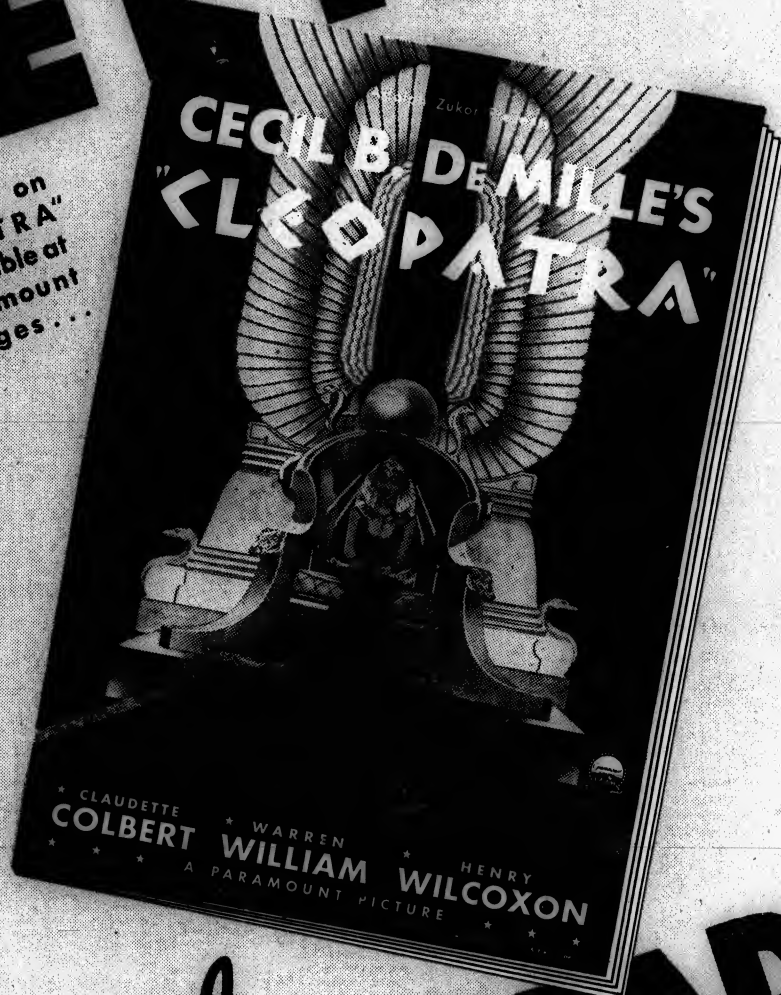
(Continued from page 1)

long association with the fan and gardenia dance. "Folies Bergeres" is now running a picture of a fully clothed Cossack girl in its ads.

And where some nudity slips in, the paper, in its painting, is a cover up. This is an art drawing, however, where there are no names mentioned. Known strippers and fan dancers can't even clash with their names, much less their pictures. The most puritanical of the dailies is "The Tribune," while the easiest, but still plenty tough, is the "Tab." "The Tribune" was among the first in the country to attract attention via photos of nudes.

GET THIS!

Press book on
"CLEOPATRA"
now available at
all Paramount
Exchanges...



and
GET READY
...for big business!

Exploitation

(Continued from page 19)

will loosely assemble the general idea and have this mimeographed. It will be divided into five sections, and the children will fill in one section of action every second week. This will be done by scenes, with no definite number of scenes to be written, each child carrying forward the action as suggests itself. When all of the scenes are in, the manager will select from the best of these ideas, adding his own, if necessary. He has had some experience and figures on being able to knit up a play to run about 400 feet, or the equivalent to a full 1,000-foot reel of 35 mm.

Shooting will begin as soon as the script is complete, being done Saturday afternoons, so as not to interfere with the club meets and the members will be tested for parts, the camera owner being the sole judge. He's a bachelor and does not mind being disliked. Ticket prices will be given on the script ideas and each section of the action, with decision being announced at the end of each fortnight. Priced for the children, the idea along for about 15 weeks, which will make for outdoor show stuff, so the script is being written to fit.

Dual Stuff

Double billing is now so universal that it is developing a new technique of management. One house offers two features with the times of showing displayed for each one. Manager has found that people who come to see the real feature do not always care to witness the stuff film which fills the other half. Time-table is carefully figured and manager is careful not to start the features before the announced time, even though this may mean a little disc music. Many patrons have told him they appreciate the idea.

Same result is obtained through the use of the telephone in another house. Patrons can call up and be told when they should arrive to see either picture. The girl always adds, "But — is very good, too." Same idea is carried out with a time-table in the lobby with a clock dial and a space for one title and "now showing," with the other over the clock face announcing the starting time of the other offering.

Third house runs the better offering last and cuts a dime from the price just before the last showing. Hasn't figured yet whether it picks up a little extra money or whether the newcomers would have paid full price for two had there been no cut.

In all cases it is realized that many people do not care for doubles, but it seems to be necessary to offer two to catch the rank and file.

Mirror Caricature

Recent stunt on "Circus Clown" recalls the old mirror peep box. As used, it appears to have been a small box in which the lobby shopper saw himself reflected as the circus clown. In the old form a large mirror was used.

This is placed in a shadow box and fixed with a three-shot with the face out. Lighting is directed against the sheet. Copy on the outside of the box urges the passerby to look in, with a step for the runts if the face opening comes higher. The inserted face is reflected in the mirror, merging into the poster.

For a smaller display just the head and surrounding background can be used.

Newer adaptation is to make just the poster board and let the come-

dians look out at the lobby crowd. Likely to bring out the village cut-ups who will strive to entertain their lobby public. Poster does not necessarily have to be one for the stock paper or a holdover saved for this purpose. Should be used only for comedies. Effect is deterrent when used on serious plays.

Another gag is to mount a 24-sheet on a truck, with holes for the faces, and send this around town as a perambulator. In this case a glib talker should be employed to keep up a running fire of comment about the comedy. Makes an unusual perambulator. On a musical girls' faces can be used if the poster permits and the ladies chirp the film tunes. Faces should be used only on the side nearest the sidewalk. The other side can be pasted without cuts.

Jewels and Books

About the best exploitation angle on "Auntie" is the appeal to jewelers, for he was one of the foremost in his days and examples of his exquisite art are still prized by museums.

Most jewelers of the better class use slow to give their windows over to the often blatant show advertisements, but well-written cards indicate that Collini had nothing on his more modern prototypes and illustrated with some of the store's best product should land the hardest pulled jewelers.

Care should be exercised to keep within the atmosphere. Depending upon the size of the window, from two to dozen displays should be made, each carefully spotlighted, and as carefully displayed as works of real art should be. The exhibits should not crowd each other, but occupy their own placements.

For cheaper shops a better idea might be to suggest that mass production places the work of the goldsmith in the line of Collini, now available in the dollar classics. Best gag is to open a number of books at interesting pages and place them in a line across the window close to the glass, in order to permit those on the sidewalk to read the passages. Can be backed by accessory advertising, but the open books gives the store a chance to do a little selling, too.

Advancing 'Collini'

Blocks of ice with regular cards frozen in them and placed in prominent downtown spots along the curb attracted a lot of business for "Affairs of Collini." The trick was arranged by manager Ray O'Connell of the Capitol theatre at very little cost.

Another exploitation idea which was good for a lot of laughs was several hundred small packs of stage money, done up in regular bank notes and dropped along the streets. Suckers went for it every time, then opened packages to see what it was all about, found slip plugging the clever comedy work in the picture. In some cases as many as half a dozen people dived for the bundles at the same time. Each pack of money was good for several good laughs.

The campaign was rounded out with a special herald and tie-ups with book and jewelry stores. One important jeweler ran a whole law on a tie-up basis and book stores and the public library were good for book-mark inserts in all books loaned or sold.

Used the Masks

San Francisco. Golden Gate had figures on having Wampus Baby stars for opening day personal appearance Wednesday (12) for "Young and Beautiful." When management took a peek at the cost of 13 starlets' train fare and hotel keep, plus \$25 a day per gal demanded as spending money, it scratched the deal and instead sent for the masks used in the picture, and used them on a dozen doozies, who paraded in lobby and in front of house all day. Stunt pulled more comment than personal appearance, which are an old, old story to San Francisco.

Cross-Eyed Comics

Exhibit who got hold of a litho with a full front side worked out a simple animation that got him plenty of attention in the lobby. Paper was a three sheet of a large head. Eyes were cut out and replaced with bits of combboard on which had been painted pupils that were at the nose when pulled over by a spring set between them. Pupils slowly traveled apart until they were grinning east and west then returned.

Effect was obtained by running the strips of board in a loose groove. Spring was in between and opposite ends were held by cords, working over pulleys. Cord hung down and was operated by a projection on a wheel which pulled in the black when it was on the left side of the wheel and left it lax when on the upper side. Wheel was geared to slow movement so as to slowly separate the pupil strips when the full loop was pulled down and permit the two bits to come together when the spring operated. Effect always gets attention and this one was very simply achieved.

Next day a similar stunt is worked, manager plans to have a real tongue slip in and out. Will use a metal strip for the tongue, held out of sight by light springs and pushed out when the sign came that actuates the eyes reaches the low point in its travel. Merely a matter of moving the wheel further down the board.

Used Aerial Projector

Caution, O. Manager Ken Reed at Loew's here stole a march on competitors when he negotiated for a specially designed truck, equipped with a power projection, built along the lines of a telescope, which flashed announcement of the run of "Have a Heart" on sides of tall buildings in the downtown business district. Stunt tied in perfectly with the three-day Fall Style Exposition sponsored by retail merchants and launched the night the film began its run at the local theatre.

Thousands attracted downtown by the truck's exhibition viewed the unusual spectacle. Had it been cloudy it had been planned to extend the "sky writing" to the clouds, according to Manager Reed. Announcement covered the entire side of the largest downtown buildings.

Prize Float

Loew's theatre, Toronto, took third prize for its float on "Treasure Island" in the Labor Day parade, also cashing the expedition for additional publicity. Float was a trailer on which was built a small pirate ship about 12 feet high, with two pirates tossing out hats and masks. Later the float was used around the schools to distribute blotters on the picture for the opening of the school year. A newspaper was a pink slip folded in to cover the printing. On the outside was merely the "black spot" with which the pirates

sought to intimidate Billy Bones. It aroused sufficient curiosity to cause the recipient to read the printing.

Ticket prices were used for an estimate contest as to the number of pennies in a treasure chest in a drug store window, and the papers carried a coloring contest.

About 4,000 pieces were handed out in addition to numerous teapots including a book teap with 25 libraries.

Takes the Cake

Seattle. Teap with local bakery made by Vic Gauntlett, new mgr. and adv. head of Fifth avenue, for dual 15th anniversary of theatre—Mae West in "Belle of the Nineties" (Par) celebration, for a giant birthday cake. This was "ordered" by Mae herself, from Hollywood by wire, and on last day of the pix at the Fifth will be cut up and eaten by theatre patrons then present.

Gauntlett shooting the works for the dual event of the full page, co-operative, in Times, maybe in color, being lined up, bakery company taking big slice of space. Thinning (Life of Mae West) decorated. Some 24 sheeters used in town and along lead roads for 30 to 40 miles. Newspaper space is doubled.

Another tieup is with a local agent's store, where adult soap and worn by Brown and Miljan in pix, are displayed with the modern styles, for contrast. Daily Star is running "Life of Mae West" and has big caris at newsstands telling about the feature. Last week Harry Woodin of Paramount theatre (Evergreen) blossomed with similar story on Robert Montgomery, who is currently in "The Highbury."

Made a Monkey

For Mascot's "The Lost Jungle" S. L. Marmorek of the real theatre, Oneonta, N. Y., made a 10 foot cut-out of a monkey, which was swung from one of the light poles at a busy corner. Not only man as tractor on its own but doubly so because normally swinging signs are not permitted even on buildings fronts.

Grass mats and cat tails used to make a jungle lobby with small saged animals from the local zoo. Stress laid on the approval of a parent's magazine and this helped win bulletins in one church and the Y. M. C. A.

Helps Town, Too

Platteville, Wis. W. C. Tracy, owner and operator of the Avalon, is doing some long distance promoting these days, not only for the theatre, but the town as well. Is hooked in for a spot announcement daily over WKBB, Dubuque, Ia., Hotel Julien Dubuque ether outlet 23 miles away. Figures that the name of Avalon and town linked will sell business when the fans in the trade territory hit his town.

Hit the Library

Baltimore. For world premiere of Universal's "Count of Monte Cristo" at Keith's, Larry Schenberger secured a window in the Public Library. He arranged for it by suggesting to the librarian, not a display of copies of the novel, or even of Dumas' works, but by outlining the vast literary background brought to mind by "Cristo" and of the fascinating historical period contemporary with the fictional life of the Dumas character.

The library permitted a generous display of stills, plus a placarded slip, placed with a selection of books chosen by the librarian as outstanding of the literary output contemporaneous with Dumas' scribbling, and of books both modern and dated giving insight into historical times and events of the period in which Cristo apparently flourished.

Another Dance

There's a special dance in Radio's "Gay Divorcee," so Leon J. Hamberger has circulated 7,000 dancing masters and 1,500 ballrooms on the new step, with an illustrated chart of "The Continental."

Another dance of a tie in to the theatre showing the pix.

Par Reorg.

(Continued from page 7)

trustees at Par, would be included in the directorate.

At the estimated rate of current legal fees which Par may be paying or about to pay it is costing the company around \$7,500 weekly in lawyers' expenses alone. Further lawsuits at the present time would increase this expense considerably and could even double this expense.

On Tuesday (18) at a hearing before Referee John Joyce, there was almost unanimous objection to the interim fees already being sought by the law firm of Root, Clark, Buckner & Ballantine, counsel to the Par trustees. The firm is asking for interim fees of \$350,000 and already has received around \$75,000 from the company on the original equity proceedings for Paramount.

Attorney Arthur Ballantine defended the Root firm's request for the amounts in question. At the same time that creditors generally praised the work done so far by this firm, commending its integrity, there was nevertheless, almost unanimous objection voiced against the size of the fees sought, especially since such fees as sought would be only "on account."

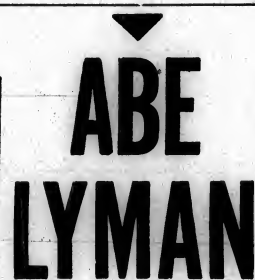
The trustees are each asking for interim fees of \$100,000 or \$300,000 in aggregate, for their work until June 15, this year.

CONSISTENT BOX-OFFICE—WEEK AFTER WEEK

Proves the Worth of a Headliner

Reprinted from "Variety," September 11, 1934

LYMAN BAND, \$42,000, TOPS CH



"Variety" Says
Abe Lyman - - -
- - - Socko 25G
In Sizzling Wash.

Hot weather has hit most spots and ships and grouses are tumbling so fast it has the boys dizzy. Radio has failed for season, Keith's using three pics in six days and Earle is shooting for lowest week in several months.

Contrast, however, is Fox, which looks like excellent 126,000 on combination of Abe Lyman on stage. . . . Lyman act rates as the best-received tune unit this house has ever had. Gratified at start from air fans holds up to top show in finale. . . .
Fox (Loew) (1,131, 25-35 60)
Abe Lyman unit knockout word of mouth

Favorite Band of MovieLand
WITH HIS OWN REVUE

Acknowledging the Fine
Co-operation of

VILMA and BUDDY EBBSEN—
GENE HARVEY—ELLA LOGAN—
HALL MCKEN—PHIL NEELY—
GERTRUDE REIFER
THE MUSKETEERS

WABC

PHILLIPS DENTAL MACNESIA
Tuesday, 8:30-9 P.M. E.D.S.T.

WEAF

PHILLIPS MILK OF MAGNESIA
Friday, 9:30 P.M., E.D.S.T.

BEN BLUE
WARNER BROS. COMEDIES
Personal Appearance
CLIAN V. YATES

W. S. WARREN C. C. GILL C. P. WADE C. A. BANKS
4 FLASH DEVILS
Presenting
EIGHT FLYING FEET—WITH NONSENSE
HELD OVER SECOND WEEK
At B & K CHICAGO THEATRE, CHICAGO
Direction HARRY ROMM

Reprinted from "Variety,"
September 18
'DESIRABLE,' ABE LYMAN 16G IN MPLS.
Minneapolis, Sept. 17.
Loew showhouse currently are lashed for box-office killings. All signs point to the best week in more than a month.
There's screen ammunition plenty, but the real dynamite is a stage attraction, Abe Lyman's orchestra, at the State. It's whamming away with full steam ahead and, helped by a first-rate picture, "Desirable" will pile up a substantial gross.
Estimates for This Week
State (Public) (2,490, 25-35-55)
—Desirable (WB) and Abe Lyman on stage. Lyman act billed as "variety." Strong box-office smash and exhibiting real draw power. Shows Lyman well rounded and picture liked, too.
Box office line \$10,000. Low week. (Closed) (M), \$10,000. (Tue)

WHAT'S HAPPENED IN THIS INDUSTRY SINCE JULY 4th?

(A plain statement by M-G-M)

PLACE a pink ear to the ground
AND you'll hear the
ROAR of a he-lion!
WHEREVER film folks meet
M-G-M tid-bits crowd the talk fests...

"**CAN'T** top that gang..."

"**MARVELOUS** billboard campaign on 'Chained'"

"**GREAT** biz that Gable-Crawford show is doing!"

"**LOOKS** like 'Barretts of Wimpole Street' repeats..."

"**DID** you see the magazine campaign?"

"**40** national magazines...biggest ever done!"

"**SHEARER**, March, Laughton...and a campaign, too!"

"**THAT** outfit's on its toes...as usual!"

"**'MERRY WIDOW'** is the last word!"

"**BIGGEST** show in years for the Astor, N. Y."

"**WASN'T** 'Treasure Island' timed just right!"

"**AND** with the magazine campaign...a smash!"

YES, siree,

THAT leaping Lion Leo is

THE TALK OF THE INDUSTRY

JUST as he's been year-in-and-out since 1924!

CONSISTENT success over the years

THAT'S the reason why 1934-35 contracts

POUR into M-G-M's Home Office

PLEASE don't ask Leo to be too modest...

HE'S so proud of the faith

OF his exhibitor friends

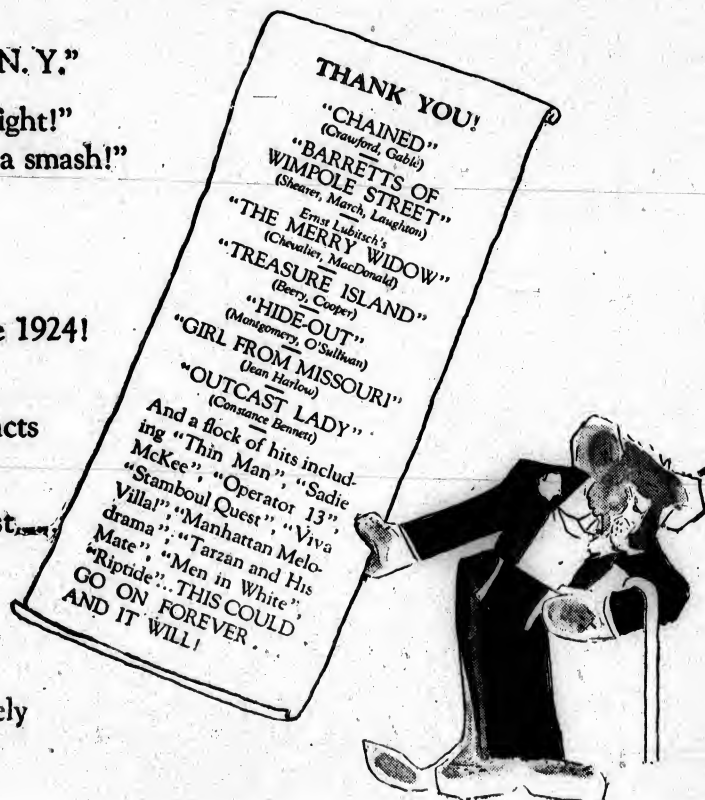
HE'S all pepped up about the

BIG attractions he's got for you

HE believes really and truly and sincerely

THAT this M-G-M year is *your*

BIGGEST!



Comparative Grosses for September

(Continued from page 23)

BIRMINGHAM

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|-------------------------------------|-------------------------|----------------------------|--------------------------|-------------------------|
| ALABAMA (2,500; 30-35-40) | Loves Me Not \$5,500 | Change of Heart \$8,000 | Handy Andy \$9,000 | Now, Forever \$9,000 |
| High.. \$29,000 | | | | |
| Low.. 3,500 | | | | |
| STRAND (1,900; 25) | Lost Patrol \$1,700 | Chan's Courage \$1,300 | Trumpet Blows \$1,900 | Cavaliers \$1,500 |
| High.. \$5,100 | | | | |
| Low.. 800 | | | | |
| EMPIRE (1,100; 25) | Key \$1,700 | Grand Canary \$2,000 | Half Sinner \$1,700 | Circus Clown \$3,200 |
| High.. \$12,000 | | | | |
| Low.. 800 | | | | |

SEATTLE

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|-------------------------------------|--|---|--|-------------------------|
| FIFTH AVE. (2,500; 25-30) | Missouri \$5,500 | Cat's Paw \$5,500 | Treasure Island \$10,200 | Loves Me Not \$5,800 |
| High.. \$28,000 | | | | |
| Low.. 2,500 | | | | |
| PARA-MOUNT (2,100; 25-30) | Old Fashioned \$6,400 (Stage Show) | Grand Canary \$6,800 | Stamboul \$6,100 | Belong to Me \$5,400 |
| High.. \$21,000 | | | | |
| Low.. 1,600 | | | | |
| LIBERTY (1,900; 10-25) | Big Race and Sisters Under Skin \$3,300 | Man from Utah and Monte Cristo \$3,100 | Whirlpool and Morning After \$3,000 | 20th Century \$3,900 |
| High.. \$12,000 | | | | |
| Low.. 2,100 | | | | |
| MUSIC BOX (1,100; 25-35) | Comes Navy \$4,400 | More River \$3,400 | Drummond \$3,700 | Cellini \$3,900 |
| High.. \$17,000 | | | | |
| Low.. 2,000 | | | | |

TACOMA

| | Aug. 23 | Aug. 30 | Sept. 6 | Sept. 13 |
|------------------------------------|--|--|---|---------------------|
| MUSIC BOX (1,100; 25-35) | Monica \$2,900 | Comes Navy \$3,800 | Old Fashioned \$3,650 (Casanova Revue) | Drummond \$3,400 |
| High.. \$10,500 | | | | |
| Low.. 1,100 | | | | |
| ROXY (1,300; 25-35) | Grand Canary \$3,200 (Split-Duals) | Blind Date \$3,300 (Private Car City Limits and Land of Vikings) | Sleepers East Was a Lady and Precious Thing \$3,200 (Penthouse Follies) | Villa \$5,000 |
| High.. \$7,000 | | | | |
| Low.. 2,000 | | | | |

Behind the Keys

(Continued from page 19)

eral Theatre group, of which Harry Weinberg, Des Moines, Ia., is the head. Deal called for the lease and equipment of the Swan and the lease on the Pawnee. Weinberg already was operating the Columbus, which sews up the town.

Mack Berkhimer, of Las Vegas, N. M., will replace Dave Davis, manager of the Paramount, North Platte, as the Par's assistant manager. Davis is leaving the Wesco concern and will take over the Rex, in Rapid City, S. D.

Portland, Ore.

Stanley Lang has taken over the publicity and advertising at the Capitol, succeeding Alan Cushman, resigned, in order to get back into the theatrical-managing field. Cushman, who managed the Hollywood theatre here for two years, has been with the Capitol for nearly four years.

Pantages theatre closed last week preparatory to alterations and renovation by John Hamrick, to open as John Hamrick's Orpheum about Oct. 1.

Stage shows with band and m. c. once more at the Paramount (Evergreen). Double billing will continue.

New York.

Emil Groth back as manager of the RKO Coliseum, which house he opened 14 years ago and managed until 1932.

Easton, Pa.

The A. R. Boyd Enterprises have leased the Colonial theatre in Bethlehem and will change its name to the 'Boyd'.

Newark, N. J.

Bernard Elving is reopening the Metropolitan, which has been dark all summer.

Seattle.

Eddie Rivers passed thru the town from Lewiston, Ida., for Portland, where he assumes management of Music Box and adv. head for the six Hamrick theatres in that town, following acquisition of Pantages, which Hamrick renames Orpheum.

Evergreen Theatres has just started a managers contest, with the incentive to get up and hustle, \$1,000 in cash awards. Basis is best business increase over 12-week period, with the drive now under way.

Montgomery, Ala.

Richard M. Kennedy, manager for the R. B. Wilby theatres in the South, announced the following changes: Jimmie Pepper, mgr. at Noble in Anniston, named mgr. of Strand, while Ray Danewood, assistant mgr. at Tennessean in Knoxville, Tenn., succeeds Pepper; Olin Fikes, doorman at Ritz in Birmingham succeeds Danewood.

Plans for the erection of a new theatre at a cost of \$100,000 for Birmingham was announced today by Richard M. Kennedy, of the Wilby chain theatre organization.

Lancaster, Pa.

Old Sturgis Hotel, Little, purchased by Harry Chertcoff, operator in the Strand here for theatre purposes. Stand was purchased for \$17,000 after spirited bidding in which an attorney participating was believed to be representing other theatre interests. Chertcoff hasn't decided when remodeling shall begin.

San Antonio.

Current managerial set-up of Interstate houses which have annexed the Empire has Raymond Willie as city manager; Al R. Lever, Majestic; Arthur Esberg, Aztec; John T. Floore, Texas; Weldon Parsons, Empire, shifted from State; and M. M. Thomas, State. Erwin Walte, formerly at Texas and Aztec, shifted to Abilene.

Rochester.

M. E. Comerford and Charles F. Walker, representing the Comerford company, renewed the lease on the Regent theatre for five years with an option for an additional five years. The Regent was one of the Eastman group taken over by Public and later turned over to Comerfords for operation. The lease from the University of Rochester was due to run out in April.

Des Moines.

Tri-States Theatres will reopen the Paramount, Omaha, Sept. 26, and the Rialto, Newton, Ia., Oct. 1.

Canton, O.

C. G. Mench has been named manager of the Portage, Akron, operated by Summit Theatres, Inc. House formerly the Park.

M. F. Meyer has taken over the Victoria here and the Rialto, Mansfield, Pa.

Carl Moore, who for some time was operator of the Odeon, Ada, O., has acquired a lease on the Lehr auditorium and has opened it with pictures. He also has taken a five-year lease on the Lyric, Van Wert, Lohigh, Oakmont, Pa., has been

reopened by Steve Hanck after being dark several weeks.

W. R. Rhodes, owner of the Odeon, Ada, O., is reconditioning the house formerly operated by Carl Moore and will reopen it under his own personal management.

Fire in the projection room at the Lyric, Lima, O., did several thousand dollars damage to the interior of the house.

Hartford, Conn.

William B. Fischer, formerly with Loew's Columbia theatre in Washington, D. C., to manumship of Palace theatre, Hartford, inaugurating a vaudeville policy. Stephen Kurpen, formerly with Capitol theatre in Hartford, in as assistant manager.

Ottawa.

Walter F. Davis appointed manager of the Orpheum, Port William, Ont., in place of Fred Robson, who has gone to his native Australia for a lengthy stay. Robson is brother of Clarence Robson, eastern division manager of the Canadian Famous Players.

KANSAS CITY

(Continued from page 11)

early morning hours. Picture advertised 'Presented exactly as produced' and had 'em coming. Wow \$20,000 in sight for a near record. Last week 'Scarlet Empress' (Par), six days, \$4,000, good.

Tower (Rewot) (2,400; 25-35)—'Gift of Gab' (U) and stage show. Stage show proving popular and responsible for a good share of the business. This week looks like \$10,000, good. Last week 'One Night of Love' (Col) and vaudeville hit \$13,000 for a record for the present management.

Uptown (Fox). (2,040; 25-10)—'Cat's Paw' (Fox) (2d week) Lloyd comedy liked, \$4,000, good; last week \$6,700, big.

Vienna Stock Troupes For Antwerp, Luxembourg

Vienna, Sept. 13

Viennese ensemble has been formed by Ernst Weitz as a regular stock company for Antwerp and Luxembourg.

This German theatre in Antwerp has a seating capacity of 2,000 and his venture there will include the first production of R. L. von Wiesemann's 'The Wild Man' in November.

Publisher-Exhib

Paris, Sept. 18

Charles Le Frapier, publisher of the 'Courier' cinematographique, trade paper, has taken over the Pathefrance film house in Montparnasse.

Place, which used to be arty, has been baptized 'Notre Cine' so as to give it the neighborhood family feel, and is opening with 'Judea,' a thriller. Not the publisher's first try as an exhib. He also has the Colosse at Mazand, a tiny town in the south.

Theatre Mgrs. Bankrupt

Alexander Weiss and Gary J. Piccione, both theatre managers, took their financial troubles to the Brooklyn bankruptcy court last week.

Weiss's schedule gave his liabilities as \$4,038 and assets none. The Piccione record showed a tally of \$4,901 on the debit side of the ledger and \$85 in assets. Weiss is a resident of Brooklyn. Piccione gave Rockville Centre, L. I., as his address.

DANNY DARE

Producer

DANNY DARE GIRLS
CAPITOL, NEW YORK

DANNY DARE GIRLS
WITH GEORGE SIDNEY-ED LOWRY UNIT
METROPOLITAN, BROOKLYN
(Week Sept. 21)

Entire Show, Hollywood Restaurant,
New York, Produced by Danny Dare
OPENING OCTOBER FIRST

ENTERTAINMENT

Experience • Service • Organization



F+M STAGE SHOWS
1560 Broadway New York City

A Subsidiary of
FANCHON & MARCO, Inc.



*Must They
Bring Cushions Along?*

● Theatre goers are comfort lovers. If they drive to your theatre in automobile comfort, will they sit contentedly on hard, lumpy, worn-out chairs?

American Seating Company



Makers of Dependable Seating for Theatres and Auditoriums
General Offices: Grand Rapids, Michigan
BRANCHES IN ALL PRINCIPAL CITIES

ASK US,

"How can I reseat my theatre economically?"



What a Girl! what

HAS ALL NEW YORK AT HER FEET . . .

"You will be making a mistake if you do not go to see 'The Richest Girl in the World,' at the Radio City Music Hall. It is an expertly played, deft, sparkling, highly entertaining comedy . . . It is frankly porous-knit and summer-weight nonsense . . . unmistakably alive and chuckling, tinkling and sprightly and sometimes greatly genial and gleeful . . . Miss Hopkins is brisk, lovely and exciting, and proves herself a truly clever comedienne in the part . . ."—*William Boehnel—World-Telegram 9/21*

"Smartly presented, both dialogue and situations are amusingly subtle and the excellent production is benefited both by the direction of William A. Seiter and the trouping of Miriam Hopkins and her capable supporting cast . . . the dialogue is cleverly intimate and pointed. Suspense and fun build to an hilarious climax."

Regina Crewe—N. Y. American 9/21

"Full of joy and the stuff that makes box offices look well fed. Get in back of it and listen to your audiences laugh. The lines sparkle. Miriam Hopkins hasn't been so happily cast nor done such good work since her Lubitsch pictures. The gal looks gorgeous and wears clothes that will enchant the 'femmes' . . . lavish production."

Hollywood Reporter

"Delightfully smart comedy containing all the requisites that spell entertainment. Cast, story, direction, photography—all combine to make this excellent screen fare. Clean, wholesome, with a surfeit of snappy lines and situations, has just about everything to make it box-office."

Hollywood Variety

"Delightful and unusual love story that will charm the femmes, with fine cast and direction. This one is a honey for any showman's theatre. The laughs come frequently in the midst of delightful love situations. Dialogue crisp and clever. Handsomely mounted sets."—*The Film Daily*

" . . . gay and sparkling . . . a breezy and well-sustained comedy which numbers among its virtues the kind of role which Miss Miriam Hopkins not only can but does play better than any one else . . . a spirited and delightful picture . . ."—*Thornton Delehanty—N. Y. Post 9/21*

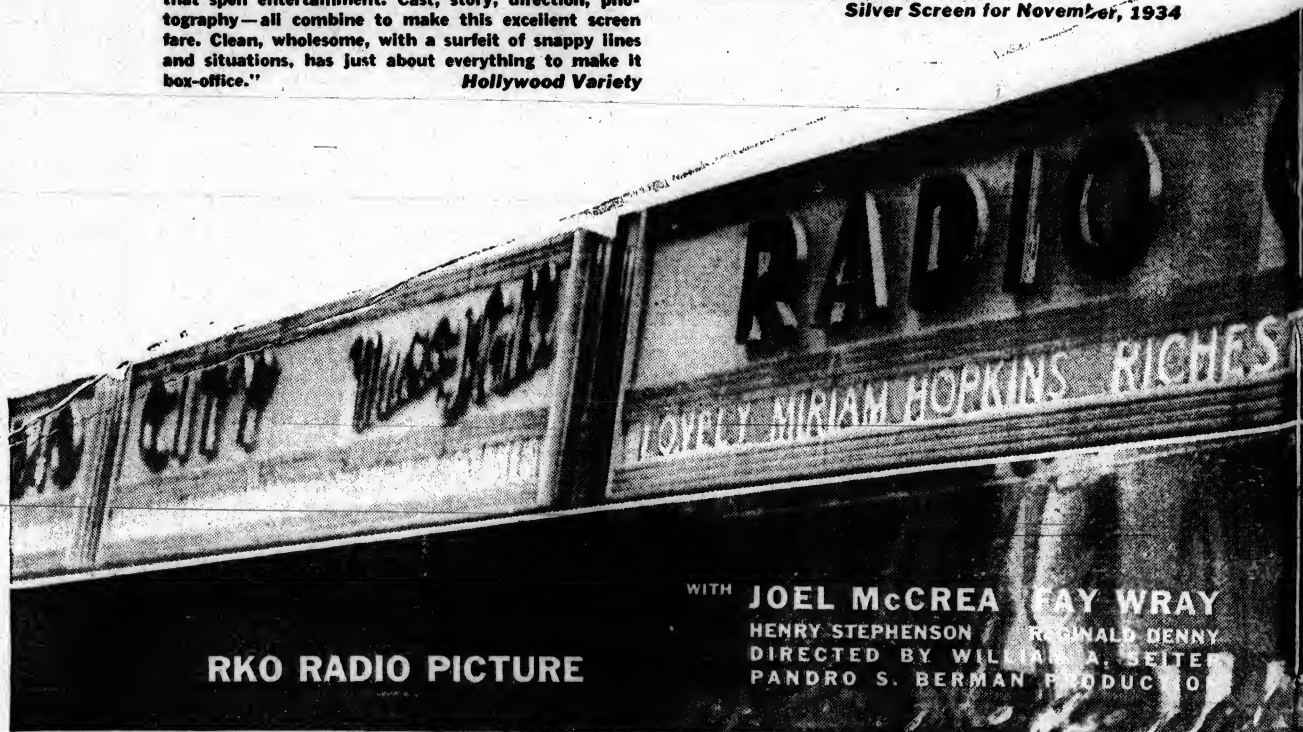
" . . . Amusingly written by Norman Krasna, wisely directed by William A. Seiter and delightfully played by Miss Miriam Hopkins, 'The Richest Girl in the World' proves to be an extremely engaging light comedy . . ."

Richard Watts, Jr.—Herald-Tribune 9/21

" . . . Sparkling film comedy . . . so lightly and cleverly handled that 'The Richest Girl in the World' is an exhilarating comedy . . . delightful dialogue and highly amusing situations . . ."—*Bland Johaneson—Mirror 9/21*

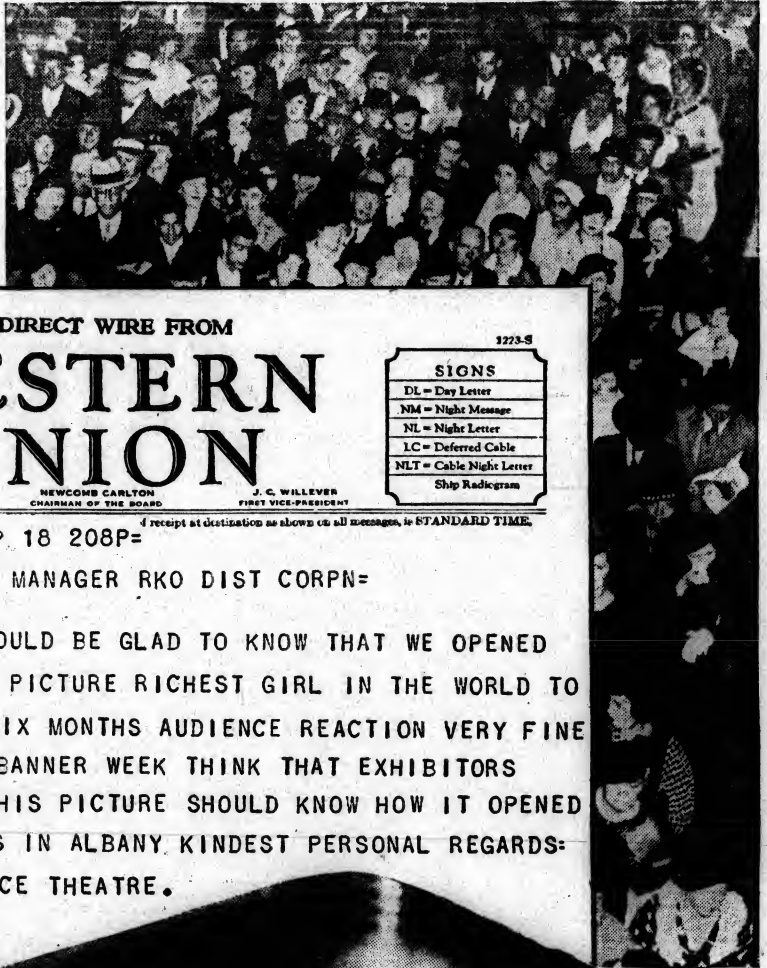
"Not since the delightful comedy of Colbert and Gable in 'It Happened One Night' have you met with such a grand comedy team as Miriam Hopkins and Joel McCrea . . . The picture's a honey from start to finish—just the kind of stuff you like best to see . . ."

Silver Screen for November, 1934



WITH **JOEL MCCREA** **FAY WRAY**
HENRY STEPHENSON **REGINALD DENNY**
DIRECTED BY **WILLIAM A. SEITER**
PRODUCED BY **PANDRO S. BERMAN**

a girl!



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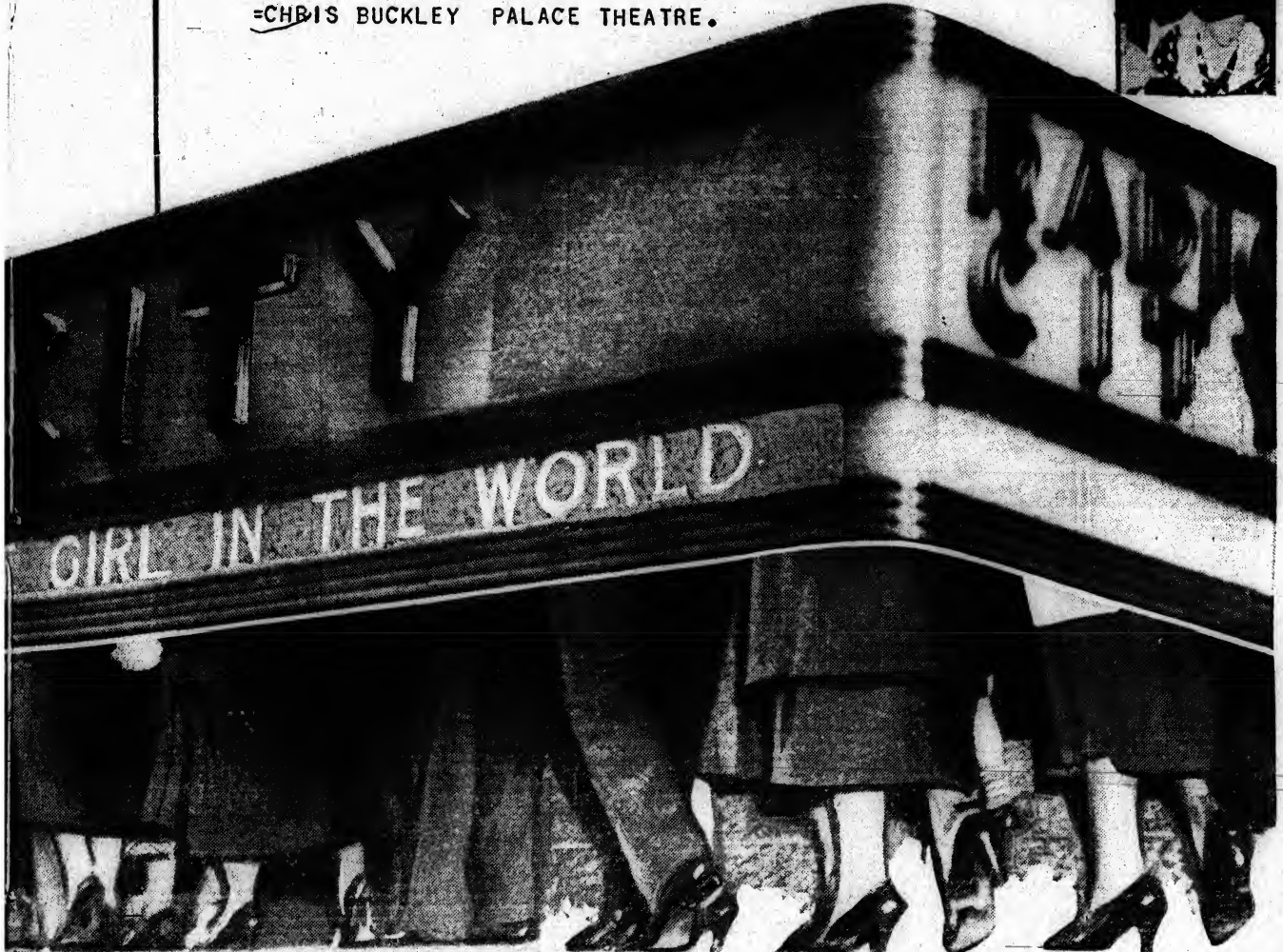
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=JULES LEVY=GENERAL SALES MANAGER RKO DIST CORPN=

=DEAR JULES THOUGHT YOU WOULD BE GLAD TO KNOW THAT WE OPENED UP LAST FRIDAY WITH YOUR PICTURE RICHEST GIRL IN THE WORLD TO BIGGEST OPENING DAY IN SIX MONTHS AUDIENCE REACTION VERY FINE AND I LOOK FORWARD TO A BANNER WEEK THINK THAT EXHIBITORS THAT ARE GOING TO PLAY THIS PICTURE SHOULD KNOW HOW IT OPENED UP TO TREMENDOUS BUSINESS IN ALBANY KINDEST PERSONAL REGARDS=

=CHRIS BUCKLEY PALACE THEATRE.



Among the Women

By The Skirt

Best Dressed Woman of the Week
MARJORIE GATESON
(*'Million Dollar Ransom'*—Film)

Wisenacks Not Enough

"Belle of the Nineties," the new May West picture at the Paramount, has suffered in the cleanup process. Miss West is excellent with her wisecracking but wisecracks alone aren't enough. This picture may be the best as to Miss West staying in pictures.

The early period dressing of Miss West is up to her usual standard with princess gowns smothered in sequins or feathers. Also the large picture hats set high on the platinum pompadour. The hats are trimmed with feathers, agrettes and paradise. There are also a couple of big fat satiras more for comedy than otherwise.

One gown worn by Miss West is a tight fitting model with feathers at the sleeves, and hundreds of these small feathers must have been used in the train. A black sequin gown had meline ruffles at the hem. Velvet ribbon trimmed one dress and was worn with an ermine collar. A black satin had white sleeves. A white fox boa was around the shoulders and the black hat had white feathers. A spangled gown was in white with meline ruffles at the hem and neckline.

Capital Flurry

Excitement at the Capitol this week with a mystery picture plus George Jessel and Ed Sullivan on stage. Sullivan is doing his best act to date. His "Water Under the Bridge" is now done with the aid of old films.

A cafe scene is used as stage setting with the chorus doing a tap routine in silver sequin frocks made very short and trimmed in red with matching caps and slippers. An organdie number was very graceful with some of the girls in white and the other half in rose. Large taffeta hats added to the costumes. As guests in the club the girls were in long black satin frocks edged at the neck line with bands of gold. Gypsy Nina was in a white satin jumper frock with red chiffon blouse. Barbara Blane appeared in a taffeta cloak of a lovely shade of red. She discarded the cloak for her acrobatics and was in the usual short skirt with a gauze bodice. Another miss did taps in white with feather trimming.

Madge Evans is the heart interest in the picture, "Death on the Diamond," and is smartly dressed in mostly sports outfits. A black lace dinner frock had wide white revers. A plaid skirt was worn with a suede jacket and knitted jumper. A good looking white suit was worn with a checked blouse. A dress of unusual model was of white with a dark back. With this worn a short cape. There was a light cloth dress made with tiny puffed sleeves of net. Hats were small with brims.

Modest Kay Francis Wardrobe

"British Agent," at the Strand, is good Leslie Howard fare, but lean material for Kay Francis.

Miss Francis wanders through the picture a much troubled miss, with a set expression and much tear-dimmed eyes. The role calls for no dressing on the part of Miss Francis, and being mostly known for her clothes women will be disappointed. Two raincoats, one leather and the other khaki, and a few cloth dresses comprise Miss Francis' wardrobe. At the very finish she is shown at a train window in a fox-trimmed coat and small hat.

Music Hall Flash

The stage presentation at Radio City Music Hall this week is called "From Dark Till Dawn." "Cocktail Hour" has the large chorus half in red satin one-piece tunics, the other half in blue. The second episode is called "Dinner at Eight" with a parade of furs worth a king's ransom. Sables, ermine, mink and fox. The tall girls carry these furs regally over satin gowns, mostly black and white. "Theatre at Nine" has a ballet done in yellow crinoline with splashes of rose and green. One soloist is in a white ballet costume of white with a silver band from throat to hem. The silver is embossed in red roses. Another specialist is in periwinkle meline with satin bodice. "After Midnight" had the girls in Alice blue satin skirts with flesh-colored bodices. Hilda Kieker dances in a white gown carrying innumerable diamond chains. Joan Britton does a torch song in red taffeta. The feather finale, forming a huge peacock, draws applause.

The picture is "Richest Girl in the World." Miriam Hopkins' best looking gown is a lace affair in check design. In each square is a large sequin, and the dress is modeled with a short bolero jacket. A white satin gown was severely plain. A plaid dress was worn with a hiplength jacket. Miss Hopkins also showed a white lace gown with elbow-length sleeves. White slacks with striped knitted jumper suited Miss Hopkins' slim figure. Fay Wray appears in a light cloth frock with lace inserting the neckline and sleeves. A taffeta dinner frock was cascaded down the back with chiffon ruffles. A black dress was corded at the waist, also around the neck and armholes.

Maintaining a Rep

In "Million Dollar Ransom," a good picture at the Rialto, Mary Carlisle and Marjorie Gateson are the women concerned. Miss Gateson always shows a nice wardrobe, and so again in this picture. A house gown was made of two shades of cloth with a cord at the throat holding the pointed bodice in place. A black dress had a white collar inserted with lace, the cuffs matching. Another black dress had a white collar made in three layers. A black suit was dotted with white and worn with a small tricorn hat and fox fur. There was a print outfit also very much ruffled. Miss Gateson's accessories are pearls for the most part.

Mary Carlisle wore a simple outfit, much too simple for a girl just returned from Paris. A white tulle frock had black revers. A summer print was shown. Miss Carlisle looked her best in a slack outfit of checked cloth.

Not So Good

"Secret Empress" is all Von Sternberg. It shows Marlene Dietrich not at her best, although she has never been more beautifully photographed. Clothes of the Russian court of the period are always flattering, as Miss Dietrich is a silver bride in the wedding scene. One black costume was edged with black and white feathers, and another feathered costume was white. Sables were shown in great abundance, and when viewing her troops Miss Dietrich was too lovely in black velvet with mink and Cossack hat of those furs. A picture without legs wouldn't be a Dietrich picture, so the fields has the honor as an officer of her regiment in white tights, jacket and ermine cape. Louise Dresser may never live down her Elizabeth. Miss Dresser wore the clothes well as did Olive Tell.

Smart Dressing

Clothes worn by the women in "Lady Love," of the Plymouth, are credited on the program to Henri Board, Hattie Carnoy and D. L. Leland. They are the best word in smartness. Miss Frances Starr is seen first in a pink batiste summer frock with only pleatings as trimming. A

Roach Busy Till Xmas

Hollywood, Sept. 24.

Resuming production of "Babes in Toyland" today (Monday) after being held up several weeks through Stan Laurel's leg injury, sustained during production, the Hal Roach studio is now scheduled up to Christmas.

"Our Gang," which has been resting, resumes Oct. 1 and goes in with a second, Oct. 22. Another Todd-Kelly goes in Oct. 3 and another Charles Chase short the week following.

SENTENCE 3 TO JAIL FOR CINEMA BOMBING

Pittsburgh, Sept. 24.

Convicted several months back of bombing Matty's theatre in Wilmerding a year ago last July, three men drew one to two-year sentences in the Western Penitentiary here last week. They were Robert (Ed) Crystal, Tony Cerase and Joe Pont. Crystal also was fined \$500.

A fourth member of the group, John Rule, admitted guilt immediately after sentence was passed on the three others. Assistant District Attorney Jacob Kelson, who prosecuted the case, asked that the court defer sentencing Rule until he had made a written statement involving himself and the others. The request was granted and Rule will probably be sentenced some time this week.

Tiffany Takes Over Its Old Studios for Rental

Hollywood, Sept. 24.

Tiffany interests take back operation today (Monday) of the old Tiffany studios which have been operated, on lease, by Talisman for the past year. For the time being Tiffany will operate the plant as a rental studio for independent companies.

Talisman leased the studio a year ago when that company planned to produce a group of features. Production plans got so further that the formative stage, Talisman then leasing space to outside firms.

Guerin Quitting Mining For Western Lab Job

Hollywood, Sept. 24.

Jack Guerin joins the staff of Western Film Laboratories today (Monday) as plant manager. He held similar post for many years with the old Chester Bennett lab, and continued when latter was absorbed by Consolidated five years ago. He left Consolidated early this year to take care of his mining interests.

It is reported that Western lab is due for reorganization and expansion during the next few months, and will put on an aggressive campaign for independent business.

dinner frock was of pale blue chiffon encrusted in a design of crystal beads. A pale green morning frock was severely plain.

Lila Lee was first in a tennis outfit, consisting of a short white skirt and blue jacket. An evening gown was of taffeta made with one diamond shoulder strap. A bow half way up the skirt in back formed a sort of train. Brown Jodhpurs were worn with a white shirtwaist. Frieda Inescort wore a green tweedy suit with yellow accessories. Her dinner frock was a colored print on a black background. She showed a stunning negligee of a soft pink satin in a striped design. All in yellow was Miss Inescort in the third act. "Lady Jane" a woman's show.

Good Comedy

"She Loves Me Not" comes to the screen via the Paramount. It proves as amusing a picture as it did a comedy on the stage. Miriam Hopkins is at her best as Curly Flagg. The night club costume is of black sequins. Miss Hopkins is a cute boy in trousers. An ermine trimmed dress was well hidden by a huge bouquet of roses and a grey cloth outfit was smothered in grey fox.

Kitty Carlisle is a charming "Midge" and shows a nice array of clothes. A light cloth dress had a lacey front and cape. White cloth pajamas were trimmed with black with a fringed sash around the waist. A tunic of white was worn with a black skirt and cape. White fox was the only part of a costume seen in an automobile sequence. Margaret Armstrong in for one scene was in grey with fox trimming.

After hearing Bing Crosby sing "Love in Bloom" one is convinced no one else should sing it.

Frank Morgan Steps

"The Affairs of Collins" at the Rivoli is a grand picture. Comedy runs riot and Frank Morgan steals the picture, although Fredric March and Constance Bennett, to say nothing of Fay Wray, help proceedings considerably.

Miss Bennett's clothes of the Florentine time must have cost a young fortune. No use trying to describe them. They were of the heavenly materials befitted for the most part with gems. They were becoming to Miss Bennett, especially the tiny Juliet caps. One semi-large hat had the finest of plumes edging the rim. Miss Wray wore the simpler flowing gowns of the period.

Studio Placements

Hollywood, Sept. 24.

Morgan Wallace, "Cheating Cheats," U, and "President Vanishes," Wanger.

Rochelle Hudson, Howard Hickman, "Mighty Barium," 20th Cent.

George Hays, H. B. Warner, "In Old Santa Fe," Mascot.

Vivienne Tobin, "Bordertown," WB.

Arthur Byron, Sam Godfrey, "Consement," WB.

Harry Bradley, "Cheating Cheats," U.

Sidney Miller, comedy, Edna. Laura Hope Crews, Fred Kelsey, John Davidson, Edgar Dearing, Roger Gray, "Lightning Strikes Twice," Radio.

Sleep 'n Eat, "West of the Pecos," Radio.

Margaret La Marr, "Flirting with Danger," Mono.

Marion Dix, scripting "The Gaucho," Radio.

Gertie Purcell, treatment "Sure Fire," Col.

Sidney Buchman, script polishing "Georgia," Col.

Howard Wilson, Allen Wood, Albert Hart, Clara Lou Sheehan, Francis Sales, "Code of the West," Par.

Arthur Housman, "Here Is My Heart," Par.

Lynn Overman, "Red Woman," Schenber-Par.

William Von Brinken, Ernest Hillard, Gino Carraro, Jack Usher, "Flirting with Danger," Mono.

Helen Vinson, "President Vanishes," Wanger.

Barbara Perry, "The Good Fairy," U.

Lawrence Grant, "The Man Who Reclaimed His Head," U.

Joe Cawthorn, Maude Eburne, "Myie It's Love," WB.

Frank B. Adams, scripting "Ladies Beware," Par.

Red Niblo, Jr., and Albert de Mond, adapting "Murder Island," Par.

Ford Beebe, scripting "Alias John Law," Col.

Ralph Graves, adapting "Marines Have Landed," MG.

Lou Brown, adapting "Father Brown, Detective," Par.

Ian Keith, "Crusades," Par.

James Dunn, Shirley Temple, Claire Trevor, "Bright Eyes," Fox.

Norman Krassa, screen play, "Man Who Broke the Bank at Monte Carlo," 20th Cent.

Frank Raymond, Ann Sothorn, "Sure Fire," Col.

Hazel Dawn, Boyce De Gaw, scripting "Right to Live," WB.

Frank Morgan, Alan Hale, Boulton Bond, Anne Daring, Phyllis Ludwig, "Good Fairy," U.

Allen Rivlin, adapting "Paris to New York," for Ramon Novarro and Jeanette MacDonald, MG.

Fay Wray, "Call of the Wild," 20th Cent.

Arthur Treacher, "Bordertown," WB.

Marshall Neilan, directs "Kids on the Cuff," Par.

Joel Sayre, writing orig. for Joe E. Brown, WB.

Andy Devine, "The President Vanishes," Wanger.

Jimmy Butler, "Romance of Manhattan," Radio.

Frank Kohler, Jr., "Portrait of Laura Bales," Radio.

Dorothy Stickney, "Little Minister," Radio.

John Bennett, Claude Rains, Lloyd Hughes, "The Man Who Reclaimed His Head," U.

Jack O'Donnell, treating untold yarn, Mascot.

Ned Sparks, Joe Cawthorn, Allen Jenkins, "Sweet Music," Warners.

Frank Partos, Jack Kirkland, writing "Wings in the Dark," Par.

Nell Hamilton, topser "Criminal Within," Col.

Russell Mack directs, John Condit produces, "Backfield," Metro.

Marilyn Harris, Betty Jane Graham, Robert Taylor, George Hillman, Paul Harvey, "Wicked Woman," MG.

Frank Conroy, "Revelry Prentice," MG.

Irene Franklin, Harry Woods, "The President Vanishes," Wanger.

Queenie Smith, "Mississippi," Par.

Lillian Harris, "Code of the West," Par.

Lumsden Hare, "Little Minister," Radio.

Sidney Toler, "Wicked Woman," MG.

Dorothy Dare, Winifred Shaw, "Gold Diggers of 1935," WB.

Arthur Richman, collaborating with Edwin Knopf, on adaptation and directing of Knopf's orig. "Broken Soil," Sam Goldwyn. Probable for Anna Sten and Gary Cooper.

Madeline Huthyven collaborating with Adele Rogers St. John, script "Kids on the Cuff," Par.

William Hinn directs "Mysterious Mr. Wong," Mono.

Genevieve Tobin, "Right to Live," WB.

Alan Crosland directs "White Cockatoo," WB.

Walter Wolf, topser in musical short, Radio.

Sally Blane, Harle Albright, leads "Silver Streak," Radio.

Fred Kohler, Jr., "Portrait of Laura Bales," Radio.

Jimmy Butler, "Romance of Manhattan," Radio.

Harry Clark, Doris Malloy, scripting "Mr. Dynamite," U.

Dewitt Jennings, Paul Harvey, Tommy Dugan, Harry Woods, Clara Blandick, "The President Vanishes," Wanger.

Rachel Crothers, screen play, "No More Ladies," MG.

John Eldredge, Gordon Westcott, "White Cockatoo," WB.

Colin Clive, "Clive of India," 20th Cent.

Johnny Eppelita, "Sweet Adeline," WB.

Sam Hines, Irving Bacon, "West of Pecos," Radio.

Walter Long, "Lightning Strikes Twice," Radio.

Hale Hamilton, Etienne Girardot, "Portrait of Laura Bales," Radio.

Elly Malyon, Helen Ware, "Tombance of Manhattan," Radio.

Charles Samuels, dialoging "Sacrifice," Par.

Harry Ruskin, script, "One Night Stand," Par.

Ruth Rose, scripting "Last Days of Pompeii," Radio.

Schlesinger Carrying Merrie Series to N. Y.

Hollywood, Sept. 24.

Carrying along the first of his series of Merrie Melody cartoons made in technicolor, Leon Schlesinger hops to New York Oct. 1.

The producer will show the short to executives of the Warner sales and theatre departments, and take care of other business before returning to the Coast around Nov. 1.

England Out, so Indie Goes to Ky. for Scenes

Hollywood, Sept. 24.

Balked, because of restrictions, from making a picture in England based on the old British fox hunting song, "John Peel," Robert Bruce will get the scenes in Kentucky, in co-operation with one of the Lexington hunt clubs, early next month.

"Peel" is part of the series of 13 Bruce is producing for Audio Productions on First Division release, featuring the wide range Western Electric recording in three color. Bruce is currently editing four of the same series he made in Italy and Ireland.

Pictures are written and produced in accordance with previously made sound track of musical subjects.

WATT QUITS ASC POST

Hollywood, Sept. 24.

Resignation of Allen Watt as business manager of the American Society of Cinematographers has been accepted. Watt quit to devote himself to a series of one reorders.

Frank B. Good, secretary of the ASC, will handle the business affairs of the organization until a successor is appointed.

MUIR VICE LINDSAY

Hollywood, Sept. 24.

Leon Muir has been set to play the lead in Warners' "White Cockatoo," vice Margaret Lindsay, previously announced for the part.

Miss Lindsay was held in "Bordertown" with Paul Muir.

INDIES STOP NETS AT CINC

I. D. Levy Enlivens N.A.B. Copyright Pow-wow with a Few Hot Asides

It took I. D. Levy, part owner of WCAU, Philadelphia, and second largest stockholder in CBS, to lift a convention of the National Association of Broadcasters out of its routine doldrums. Levy's performance in Cincinnati came, as it did the year before, during the assembly's consideration of the license fight against the American Society of Composers, Authors and Publishers.

Levy put the usual amount of pyrotechnics into his talk, but it was obvious that his heart and mind were weighed down by a grievance that had nothing to do with ASCAP, and before he left the platform Levy revealed what it was that caused this heaviness of heart. It seemed that the assembled delegates had in turnings down his candidate for president showed that they were not appreciative of the services he has given in the battle against ASCAP. Levy had wanted Alfred McCosker of WOR, Newark, re-elected for a third term.

In the course of his diatribe before last year's NAB convention at White Sulphur Springs Levy conjured up three strawmen as sparring partners for his verbal fist-cuffs. They were E. C. Mills, Nathan Burkan and Gene Buck, all of the American Society. At Cincinnati Levy brought Mills back for a return engagement and picked on Variety as well.

Cause of Levy's burnup against Variety was some comment that the sheet had made when the Government filed its dissolution suit against ASCAP. Comment had been to the effect that the court action was obviously so timed that those invested with copyright authority by the NAB would have something concrete to report when the organization convened in Cincinnati. This bit of observation brought from Levy the assertion before the convention that he 'believes that Variety is the best sheet that Mills has.'

Levy also told the convention that ASCAP's declaration that it wasn't worried about the suit impressed him as just a bluff. He predicted that when the courts ordered the music combine dissolved Variety would 'come out with a headline on the front page reading 'ASCAP DISSOLVED BECAUSE IT WANTED TO BE DISSOLVED.' Levy held up a copy of Variety to give on an idea how this headline would look strung across the page.

Conciliatory

Levy assured his listeners that they needn't worry about running into infringement suits following the dissolution of ASCAP, because the courts would allow them ample time to realign themselves. Soon after this assertion Levy switched to a more conciliatory mood and urged the broadcasters to stop calling ASCAP names. 'The differences between the two factions, he said, must be worked out on a gentlemanly basis. Radio must, no matter what the outcome of the suit, live with music, and for this reason, the broadcasters should stop carrying chips and curl their lip feeling, if any, toward these copyright owners.'

Levy indicated that there was still a possibility of getting together with ASCAP on a new contract. This new agreement, asserted Levy, must be a long-term affair, and the parties concerned should stop compromising on the basis of what a willing buyer is willing to pay a willing seller. How much his own station, WCAU, depends on ASCAP controlled music was attested to at this point by Levy. Of 786 pieces of music used on WCAU during last month (August), averred Levy, only six numbers were not in the ASCAP catalog.

Switching from his ASCAP theme, Levy told the delegates that his spirit had become oppressed by the fact that he had found that the NAB members were not sticking together. They had allowed, he said, outsiders to come in and dictate the candidate to be elected president.

Bachelors' Program

Dubuque, Ia., Sept. 24. Who is going to put on a program for the bachelor. Programs for youngsters, the adolescent, mother, dad, the housewife and family clutter the air, but to date none has been spotted that will fill the niche that is the bachelor's bit in life.

Plaint for a break came via post card to WKBB, local ether outlet, from a bach and has the program department busy trying to figure something out. Dude outlined the fact that it was his belief that there were enough males, following the trail of single blessedness, to warrant a program for their especial benefit.

But figuring out what bachelors want?

COPYRIGHT LAW MUST BE FIXED —SCHUETTE

As suggested by Oswald F. Schuette in his report on the music license situation the National Association of Broadcasters, in convention at Cincinnati last week, voted to petition Congress to change the copyright law so that the courts in penalizing infringers can use their own discretion about the damages. Under the present statute the court has no alternative but to impose a minimum fine of \$250 for each infringement.

Schuette also urged that the NAB's board of directors be instructed to proceed with the organization of a music pool so that in the event the American Society of Composers, Authors and Publishers ordered dissolved the broadcasters will have their own source of sharps and flats. Convention not only okayed this proposal by resolution but agreed to instruct the officers and directors of the NAB to give their full support to the anti-trust suit filed by the Government against ASCAP.

No Change Now

In his report to the convention Schuette admitted that there wasn't a chance of inducing Congress at its next session to revise the copyright law but the sooner the broadcasters started their campaign in that direction, he said, the stronger would be their position when the proposition eventually came up for an airing in Washington. Schuette averred that radio would have the support of the hotel men's association in this campaign.

Schuette said that he had been (Continued on page 36)

Cited by Levy as thereby guilty of 'attempting to drag the organization in the mire' were 'an amusement paper' and 'a firm of station representatives.' Those 'outsiders,' charged Levy, 'went to the nominating committee and said they wanted so-and-so put up for president.' Raising his pipes to his top volume, Levy shouted, 'We must never let outsiders meddle in our organization!'

Back to a mood of restrained sorrow, Levy bewailed the failure of the broadcasters to appreciate what he had done for them. He had flung himself into the copyright fight at the risk of losing some contracts for WCAU. But all his efforts and sacrifices had been in vain. When he pleaded with the nominating committee to continue McCosker in office for a third term that coterie named somebody that wasn't his (Levy's) candidate.

UPSET NBC-CBS AT N.A.B. MEET

Several Resolutions Go Through Against Opposition of Webs—Presidency Fight Routs Network Favorite

'35 MEETING IN JULY

National Association of Broadcasters' convention at Cincinnati last week developed into a complete rout of the network forces. Inurgent element among the delegates not only smashed the NBC-CBS machine, which for years had dominated the nominating committee's choice for president, but obtained passage on the floor of trade policy recommendations that have always been strenuously opposed by the webs.

Networks received their severest setback when the convention, by an overwhelming majority approved a resolution seeking to 'legitimize' the electrical transcription. Riding roughshod over web attempts to vitiate the proposition with modifying amendments, the body voted to ask the Federal Communications Commission to rescind the regulation which requires an electrical transcription made for broadcasting purposes to be announced as such over the air.

Two resolutions on the subject were reported out by the resolutions committee. One favored taking the curse off the disc show by eliminating any sort of announcement, while the other, maneuvered through the floor by the network contingent, was virtually a replica of the resolution passed by the NAB at its 1933 convention in White Sulphur Springs. Latter resolve urged that in place of the e. t. announcement the disc be described over the air as a production of the company that did the stencilling. This recommendation was assailed by the indie broadcasters as primed to give a heap of free plugging to the recording transcription maker. In the field, the World Broadcasting System, and the convention this time voted to scuttle the 'production' tag suggestion and make it an out-and-out request for the announcement removal. As the broadcasting division of the FCC is now represented, leading indie station operators feel that the proposal has a good chance of going through.

Advocates for the networks lost out on two other issues. One of these was a recommendation that the co-operation of stations in merchandising commercial programs be limited to such things that do not entail direct expense and the other had to do with the standardization of units of sale. William S. Hedges, manager of NBC owned and operated stations, was the author of the merchandising resolution. It was his proposal that if the broadcaster incurred any direct expense in the way of merchandising the cost was to be passed on to the advertiser. Those opposing the Hedges proposition described it as ambiguous in that it didn't tell the broadcaster where to stop, and the vote against its adoption was overwhelming. Although the CBS delegates, to a man, voted against the idea of standardizing the time units available to sponsors, the majority agreed to refer the proposal to the NAB commercial committee with the suggestion that the latter send it out to stations as a recommendation of the committee.

Alleged tendency among stations to take advantage of the Code Authority regulation permitting the granting of special rates as long as these rates are filed with the NIA coterie also received attention from the convention. In a resolution offered by the commercial committee it was charged that this special rates provision was being used

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Post-N.A.B. Hearings by Code Board In Cincinnati Bring Out Squawks

N.A.B. Elections

New list of officers and directors of the National Association of Broadcasters follows:

J. Truman Ward, WLAC, Nashville, Pres.
Lambdin Kay, WSB, Atlanta, 1st. V.P.
C. W. Myers, KOIN, Portland, Ore., 2nd V.P.
I. D. Levy, WCAU, Philadelphia, Treasurer.

Directors

H. K. Carpenter, WHK, Cleveland.
William S. Hedges, NBC, New York.

Arthur B. Church, KMBC, Kansas City, Mo.

Frank M. Russell, NBC, Washington, D. C.

E. R. Lounsbury, WGR, KWBW, Buffalo, N. Y.

J. Thomas Lyons, WCAO, Baltimore.

I. Z. Buckwalter, WGAL, Lancaster, Pa.

Alfred J. McCosker, WOR, Newark, N. J.

Leo Fitzpatrick, WJR, Detroit.

Harry C. Butcher, CBS, Washington, D. C.

John J. Gillin, Jr., WOW, Omaha, Neb.

S. Gordon Persons, WSFA, Montgomery, Ala.

Stanley Hubbard, KSTP, Minneapolis, Minn.

Harold Wheelahan, WSMB, New Orleans.

Powel Crosley, Jr., WLW, Cincinnati.

Cincinnati, Sept. 24.

Broadcasters assembled for the NAB convention were given a chance today (20) following the close of the main meet to air their grievances before the radio Code Authority. No action was taken by the latter coterie on any of the complaints. These, along with other problems, will be further considered at a full meeting and hearing of the industry's code committee in Washington Oct. 21.

Topics that received major attention at Thursday's hearing had to do with block sales, the working out of a line of demarcation between local and national rates and local personnel salaries. Several small station owners declared that they were compelled to pay the same union salaries as assigned to the big waters in the same town. J. M. Baldwin, executive officer of the Code Authority, explained that there was nothing that the code administration could do about this situation. He did suggest that the small stations get together with the unions concerned and attempt to arrive at seniles less onerous to them.

Time selling idea that came in for both panning and approval from the attending broadcasters was the block brokerage thing. Some of the radio men complained that the arrangement whereby a broker bought a block of time and parceled it out to local advertisers at rates below the station's card figures had all the earmarks of unfair competition. Discussion on this item developed that the plan found little opposition in the large cities but was a source of severe headaches in smaller towns.

One thing that the hearing did agree on was that the broadcasters ought to get together and define the difference between local and national accounts. It was suggested that the industry in this regard adopt the rate policy toward newspapers as set up by the American Association of Advertising Agencies.

John Shepard, 3d, of the Yankee Network, presided at the Code Authority hearing. Sitting with him were John Elmer, Alfred J. McCosker, Edward N. Noekles, M. R. Ruyton and Frank M. Russell.

NBC May Assign WLBW To James M. Cox and Move Station to Dayton

Erie, Sept. 24.

A new NBC move involves WLBW, Erie. Network has taken over this 1,000-watter with the reputed idea of moving the transmitter to Dayton, O., and turning over the station to former Gov. James M. Cox for operation in conjunction with his local paper, the Dayton News. Application for the shift is slated to come up before the broadcast division of the Federal Communications Commission the early part of next month.

Cox currently has WIOD, Miami, on the NBC list. Another well-length manipulation that the Democratic powers in Ohio would like to have considered is reported the shifting of WALR from Zanesville to Toledo. WALR is a 100-watter.

N. A. B. Humor

Wise cracks that garnered the heftiest laugh during the NAB convention in Cincinnati was one contained in a sketch presented by H. J. Quillan, KOMO, Seattle. He flung one character remark to another:

'If you put your program on a network you'll get a vice-president in charge of your account.'

DAYTIME WEB IN UPPER NEW YORK

Under discussion is the linking up of four upper New York NBC stations into a daytime network. Regular members of this loop would be WSYR—Syracuse; WHAM—Rochester; WGY, Schenectady; and WHEN, Buffalo, while WJZ or WFAF, depending on which had the available time, would serve as the release for the metropolitan area. Group, if and when organized, will take as a tag the 'Empire Network.'

Several ad agencies have recently suggested that a hookup of this sort would be of convenience to some of their accounts. Three of the stations involved are 50,000-watters.

MITTENDORF LEAVES WKRC, CINCINNATI

Cincinnati, Sept. 24.

E. S. Mittendorf has handed in his resignation as president and general manager of WKRC, local CBS owned and operated outlet. His departure will take effect as soon as Columbia has decided on a successor.

Mittendorf, who has been with the station for over five years, advised M. H. Rinyon, CBS treasurer, last Thursday (20) of his decision to quit. He explained that he was anxious to get out on the west coast and settle down there with his wife's family. He also told Rinyon, who was in Cincy at the time attending the NAB meet and Code Authority hearing, that it was his intention to withdraw from broadcasting for a while and devote himself to the art of loafing.

NBC'S TRANSCRIPTION DEPARTMENT HAS INTERNATIONAL EXPANSION AMBITION

NBC has ambitions of developing its transcription department to the point where it will serve as a producer of programs for placement on stations in foreign countries. To facilitate this development the network has asked the Music Publishers' Protective Association to grant it a license covering the world rights to MPPA controlled music. Under such arrangement NBC would, as ERPI did formerly in the picture field, serve as a worldwide clearing bureau for transcription recorded music. John G. Paine, chairman of the MPPA, has, however, advised NBC that his organization would not be amenable to the proposition. Rather than grant this worldwide license, authority to NBC it would prefer to have the web transfer each master to RCA Victor and let that company arrange for the required music licenses with the MPPA. In making the request NBC informed the MPPA that several of its transcription clients were interested in booking their programs with foreign outlets, and that the latter were anxious that NBC first obtain the necessary foreign licenses to MPPA controlled music.

No Favors

Pending the working out of a flat license arrangement NBC has stopped making application to the MPPA for licenses covering the web's recorded sustaining series. NBC's transcription department several weeks ago approached Paine with a request that it be permitted to pay music a lump sum for each master instead of paying according to the number of records turned out. Paine answered that he would be agreeable to any proposition devised by NBC, if it proved fair enough to apply to all other transcription makers. In any event, there would be no discrimination in NBC's favor.

NBC until the Government filed its dissolution action against the MPPA also harbored the idea of setting up a music license clearing bureau in this country for transcription makers. As ERPI once did for pictures, NBC would obtain the exclusive licensing rights in the domestic radio disc field, with authority to sublicense the other transcription makers. This project has been abandoned until the U. S. versus MPPA litigation is settled.

Cantor Bows on Pebecco Hour Sun. Nite, Feb. 9

John and Pink has taken the 9 to 10 p.m. EST segment on Columbia Sunday nights. Eddie Cantor will do his first show under the Pebecco banner Feb. 9, with the comic and his troupe spanning the first half of the hour.

'Hall of Fame,' currently on NBC, will occupy the balance of the stretch.

WAIU Gets NBC Show

First commercial program placed by NBC on WAIU, Columbus, is the Red Davis (Beechnut Gum) serial. Up to three years ago the station was on the CBS list.

It has been without network affiliation until recently.

F.&S. Represent KMBC

Chicago, Sept. 24. Free and Steininger now representing Arthur Church's KMBC, Kansas City.

Means that F.&S. have parted company with WHB, which was formerly their Kansas City spot.

LIBERTY ON CBS

McGadden's Publications has bought 13 Sunday night half hours on CBS for Liberty mag. Program, which starts Oct. 18, will be Edwin C. Hill, Will Neil, Jr., and Arnold Johnson's band. Hookup will take in 22 stations. Erwin, Wasey is the agency.

Liberty was last season represented on NBC with a Friday night quarter hour framed around its editor, Fulton Oursler.

THEY TRY EVERYTHING

But Crashing Radio Still World's Toughest Puzzle

Ben Larson, general production manager of the Joseph Katz agency, New York, was given a telephone audition by an ambitious musician-entertainer who called him up and did his entire routine on the phone. Larson was too polite to bang up P. S.—Nothing happened.

No Commissions By KGW-KEX on Retail Accts.

Portland, Ore., Sept. 24. Radio stations, KGW and KEX of the Oregonian will eliminate the 15 percent commissions paid to local agencies on Portland retail accounts after Oct. 7.

Sectional and animal accounts coming through recognized agencies will continue to receive the customary commission.

Memphis, Tennessee, stations about a year ago established a policy on non-recognition with respect to purely local advertising agencies.

Stokes Joining WGN As Pop Music Leader

Chicago, Sept. 24. Harold Stokes joins WGN, Chicago Tribune station, on Oct. 15 as director of the dance band aggregations.

Stokes comes in after several years with NBC. He will handle pop music assignments while Henry Weber, musical director of WGN, will take care of the symphonic and classical portion of WGN music.

ALL-CLASS OPPOSISH

Sun. P. M. Listeners to Get Plenty Concerts, Symphs and Operas

For the first time in its history the Chase & Sanborn show on NBC's red (WJAF) link Sunday nights is faced with commercial opposition. Not only has Columbia sold its Sunday 8 to 9 p. m. EST spot, but Cadillac is slated to bow into the same segment of the clock on the blue (WJZ) loop Oct. 7. Cadillac is returning with its policy of guest conductors and concert names. Ford, which debuts the same night, will use the Detroit symphony orchestra, headed by Victor Kolar, for an 85-station hookup.

In the event the coffee account goes through with its plan to shift to a policy of talk opera when Eddie Cantor leaves for Pebecco, the 8 to 9 stretch will be an all-classical one as far as network listeners are concerned.

39 Campbell Discs

Chicago, Sept. 24. Campbell Cereal company is making a series of 39 five-minute platters for spotting by Oct. 1 through some 40 stations in the east and midwest.

Almed at kids, the platters toss off fables from the humorous angle. Handled through the local Mitchell-Paust agency and recorded at the Brunswick-Columbia studio here.

P.T.A. NBC LECTURES

Chicago, Sept. 24. National Congress of Parents and Teachers goes on to NBC net with weekly series of half-hour talks by educational leaders on Thursdays starting Oct. 4.

Attempt is being made by the committee to discuss problems confronting parents today. List of subjects includes economic home and school life.

Sadistic Cruelty

Philadelphia, Sept. 24. First WDAS theatrical interview of the season was "managed" by intrigue of another local outfit, Allan Dunhart, appearing in "Alley Cat" was scheduled for a mike-chat with Harold Davis over WDAS. But when the time for the program arrived, Dunhart was among the missing. Three minutes later a phone call from Station WIDG notified Davis that his interviewee had arrived there shortly before. And since he was there already, they were doing the interview themselves, using interview themselves.

Ida Allen 14-City Tour To Launch Wax Series Has Girl in Advance

Syracuse, Sept. 24. Ida Bailey Allen, home-making authority, is due here Oct. 1 to launch a series of radio broadcasts, "Round the World Cooking School," for an oleomargarine manufacturer. Syracuse is the first of 14 cities where Miss Allen will personally appear to start radio campaigns; with her will come "Franz" (Charles Premack), chef.

Save for the introductory broadcast, transcriptions will be used. Programs are set for Monday, Wednesday and Friday mornings at 10:30 over WPRB (CBS) here.

Louise Michell, former fashion editor of the New York American, traveling in advance to handle exploitation and promotion. There'll be a luncheon for 25 Syracuse clubwomen and later a meeting in the Hotel Syracuse ballroom.

Frances Arms with Vallee

Frances Arms, who was Mrs. Rubinoff on the Cantor-CBS show, goes on the Vallee-Fleischmann variety bill on NBC Thursday night (27).

Miss Arms, who headlines in vaude as a singing single, will team with Lou Holtz on the Vallee show.

Air Flashes, Night Resumes of Trial Helped Dailies' Circulation, WSGN Declares, But Papers Aren't Cordial

COPYRIGHT CHANGES

(Continued from page 35) asked by broadcasters what catalogs outside of ASCAP he thought they ought to obtain a license for. To this query he had no answer, but he did urge the broadcasters that if they licensed other than ASCAP music they should make full use of it, if in doing this they at least succeed in making ASCAP controlled music less popular.

Music pool which he organized last year under the tag of the Radio Program Foundation, said Schuette, had 199 subscribing members, this including the networks. The RPF would serve as the nucleus of the clearing house that Schuette has in mind.

C. Hostetter, associated with Newton D. Baker as NAB copyright counsel, told the convention that the broadcasters as part of their campaign against ASCAP should have a representation in each state whose function it would be to explain the copyright situation to each local candidate for Congress. Hostetter indicated that he still had hopes of inducing ASCAP to adjust its contract with radio. He advised the convention that had arranged for a conference with E. O. Mills for the following day (19).

STOP NETWORKS

(Continued from page 35)

to make price concessions which were contrary to the intent of the stabilized rates provision of the code. Convention okayed the committee's proposal that the NAB petition the Code Authority to take steps to amend and clarify or to repeal its regulations permitting the special rates provision.

Delegates also gave their approval to two resolutions having to do with the establishment of central sources of information. Through one bureau NAB members would learn what ad agencies were good credit risks and which were not, while the other bureau would serve as a place where agencies and advertisers could get pertinent data about radio advertising. Turned down by a sizable vote was a resolution favoring the use of standard time exclusively for all programs. Under a resolution that received unanimous assent the NAB's conventions hereafter be held in July or August—instead of September or October. With the summertime giving him lots of leisure, the broadcaster, the resolution suggested, would find a July or August shindig much more to his convenience.

Selection of J. Truman Ward, of WLAC, Nashville, to head the nominating committee's slate was a compromise. Networks, with I. D. Levy as spokesman for CBS, and Frank Russell as political weather-vane for NBC, backed Alfred J. McCosker for a third term. Sentiment in the committee leaned strongly in the direction of Leo Fitzpatrick of WJLB, Detroit. Fitzpatrick had let it be known that if McCosker persisted in running again he would project himself as an opposition candidate. Rather than chance this threat McCosker at the eleventh hour withdrew from the race and it became incumbent upon the network and insurgent elements on the committee to get together on a middle of the course candidate. When the slate was eventually presented to the convention two other nominations were made from the floor. One was H. K. Carpenter, of WHK, Cleveland, and the other, Fitzpatrick. Latter declined the nomination, and in the ballot runoff between Ward and Carpenter it was a count of almost two to one for the Nashville broadcaster.

Ward, in his installation speech, declared that he had not been elected by a clique inside or outside the association. Prior to broadcasting Ward's specialty was policy writing. His title of the roster of Life and Casualty Insurance Company, which owns and operates WLAC, is v.p. and director of radio.

Rural Weeklies Replace Dailies On Station Aid

Dubuque, Ia., Sept. 24.

Out of luck as far as local publicity is concerned, radio station WKBB found an out through tie-ups with weekly newspapers in its territory. Some 20 papers were lined up on a mutual basis with the station. In return for news matter and display ads, the station is devoting time on the air to giving out short news items, properly credited, to the paper of origination and urging listeners to read their community paper.

Costs the station nothing, because of the unusual newspaper advertising and gains plenty of goodwill through dissemination of flash news bulletins in the territory covered by the paper sending it in. More paper interest is engendered because only the highlights are given in the flashes. With press deadlines varying, the station has been able to allocate otherwise unprofitable time to the buildup of its facilities.

WDAS 100% FOREIGN AFTER 7:30 NIGHTS

Philadelphia, Sept. 24.

WDAS, combined with WPRN in Philly's Radio Centre, is now strictly foreign from 7:30 each night.

Programs include German, Jewish, Italian, Polish, Greek, Slovak and Ukrainian. After the Chinese leader, Tait Tink-Kal is interviewed, the station will lack only Sanskrit and the Indian dialects to be real House of All Nations.

Columbo Estate Valued At \$5; Insur. Unlisted

Los Angeles, Sept. 24.

Petition for administration papers in the estate of Russ Columbo, valued at \$5,000, has been filed by his brother, John Columbo. Although the petition did not state anything further except that Columbo left no will, it was understood he had insurance policies of around \$100,000. These did not have to be listed in the petition.

Estate was described as consisting of only \$150 cash, personal effects and royalty interest in musical publications and recordings.

Wax Works

Rival Dog Food is having recorded by NBC transcription department 13 quarter-hour musical programs. Placements through the Charles B. Silver Co. of Chicago.

Hohner Piano Accordion has had turned out for it by the General Broadcasting Co. a series of 25 quarter-hour musical discs. Atherton-Corrier Agency is handling.

Willard Tablet is spreading a number of five-minute discs throughout midwest territory starting Oct. 1 for five times weekly. Old-time songs plus the regular Willard Messenger.

Willard time spotting being handled through Hugh Rieger, Chicago.

Sponsors-Agencies

Edward P. Shurdick has resigned from Station KSTP, Minneapolis, which he managed for four years and has established a twin city advertising agency.

Fern Furniture Company of Albany is sponsoring a new program titled "Distinctive Dramas," over WGBX Schenectady. First sketch, which hit the air last week, called "The Cabinet Maker." A 15-minute affair on Thursday afternoons.

'SIMON PURES' GOING OUT

BIG STATIONS PAYING TALENT

WOR and WMCA Adopt Salary Scale for Everybody—\$5 Per Broadcast Sustaining Average—Smallest Say Can't Afford to Pay Unsponsored Acts

BUILD-UP SLANT

Question of compensation for sustaining talent on the New York stations has been sharply focused by the recent announcement of WOR that nobody performs before its microphones unpaid. At the same time and along somewhat comparable lines the George Storer AHS network key station, WMCA, is putting into operation a policy of 'everybody gets paid.'

At WOR and WMCA it is stated that the rate of pay for unsponsored talent amounts to \$5 per broadcast, although not computed generally on that basis. Stations prefer to contract acts on a weekly basis and splice them into the program schedule where space need filling.

Traditionally the radio stations have paid very few performers. Today the changes started by WOR and WMCA are not prompted by any lack of supply or any shrinkage in the number of turns ready, willing and often anxious to work gratis. Rather it's a question of working in with a business policy.

No Coffee and Cake

At WOR a recently organized artist bureau seeks an exclusive representation contract with all talent broadcasting over the station. To make such an arrangement equitable the station obviously must guarantee all scenarios something tangible. Hence weekly stipends are the rule. While other stations, with characteristic radio cynicism, pooh-pooh WOR's \$5 minimum per broadcast and hint that it doesn't figure out that well, the station makes the positive affirmation that wages and not car fare or coffee money are paid to sustaining talent.

WOR artists bureau collects 25% commission. It is explained that the station pays all booking fees out of its share and the talent pays only the one commission regardless of how many agents, etc., have to be dealt with to consummate any deal whether in theatres, clubs, or for sponsors.

Burt McMurtrie, program boss for WMCA and the AHS chain, is against more than 10% commission from talent and argues that just enough to cover the expense of outside bookings is thereby sought. McMurtrie is of the opinion that broadcasters have injured themselves and driven advertisers to cast programs direct by the multiple commissions that have piled up to as high as 50% and more in some cases.

Smaller stations, like WINS, WINS, WKWV do not expect to follow the examples of WOR and WMCA right now. But program directors seem fairly agreed that they would like to be able to compensate maintainers instead of relying as at present upon the good will basis of negotiations between stations and talent.

Even though a program is sold commercially after a sustaining agreement there is no assurance the advertiser will not eliminate the performers whose speculative gaudy appearances helped sell the show. Sponsors and their advertising agencies are pretty apt to have their own favorites or ideas. Or to make changes just on principle.

WINS Likes 'Em Free

R. L. Ferguson, manager of WINS, takes the position that talent that doesn't attract sponsorship, has no value to a station and therefore there is plenty of talent agreeable to exchange their services

for the publicity and build-up advantages through WINS (and its Hearst press connections), there is no economic or moral need to pay for something that artists are willing to give gratis. Appropos the WOR policy and with respect to its compulsion upon other stations as a precedent Ferguson declared, 'I can't get very heated over that. WINS has an artists' booking auxiliary conducted by an ex-vaudeville, Earl LaVerne, which collects 15% on outside bookings. WINS employs 16 musicians and five announcers.'

There are about 35 sustaining turns on WINS. Plus, of course, the union musicians and announcers who get paid. Less than a year ago, WINS was 'not in a position to pay everybody, but Walter Butterfield, program director, is sympathetic and would like to see universal compensation. But that's vague and far off.

Chicago, Sept. 24.

Talent situation in Chicago as affects sustainers is not unlike New York. WCFL, WJJD, and KWW use gratis turns rather extensively. WLS, which employs large numbers of hillbillies and other talent, has an aggressive artists bureau and is believed to guarantee talent a small weekly minimum.

WHBM has followed the policy of using acts for free sustaining fills without extra pay. Talent gets money from commercials on same station and doubles for the program department on a 'courtesy' basis.

ABS NETWORK FINANCES SET

With the required starting money in the bag and practically all station debts set, the American Broadcasting System expects to have its hookup wires in by Oct. 7. First work of lines will take in 14 key cities extending as far west as Denver, La.

Consummation of the coin angle took place at a meeting of the ABS board of directors yesterday (Monday). Deal required that the web's exchequer start off with \$200,000, with a third of it contributed by George Storer and the balance by the Ryan-Whitney contingent. Later, ceteris paribus, Wall Street seems responsible for the organization of the Federal Broadcasting Corp., which holds the operating lease on WMCA, New York.

Network Premieres

Sept. 30. Lazy Dan, the Minstrel Man (Living Kaufman) (A. S. Boyle Co., WABC, 2:30).

Sept. 30. Bill's Program (Bill's Nose Drops, WABC, 2:30).

Sept. 30. George Gerstwin (Fleen-A-Mint, WABC, 6).

Sept. 30. Pat Kennedy, Art Kassel (Paris Medicine Co.—Bromo—Quinine and Nose Drops, WABC, 1:45).

Sept. 30. Armino Concert Band direction Frank Simmons; Bennett Chappel, narrator (American Telling Mills, WEA, 6:30).

Sept. 30. Jane Freeman, Modern Choir, Frank Black orchestra (Pontiac, WEA, 10:30).

Sept. 30. Rob Becker (John Morrell & Co., WJZ, 2:15).

Oct. 1. Rosaline Greene and James McElhann (Delaware, Lackawanna & Western Coal Co., WEA, 1:15).

Oct. 1. Tom Mix serial (Ralston Purina, WBAF, 5:15 p.m.).

Oct. 1. Capt. Tim Henley (Ivory Soap, WEA, 5:45 p.m.).

Oct. 1. Al Bernard, Paul Dumont; Milton Rottenberg orchestra (Molle Co., WEA, 7:30).

Oct. 1. Mildred Bailey and Willard Robinson Deep River orchestra (Vicks Chemical Co.) WJZ, 7:15).

Oct. 1. Burgess Meredith—Red Davis (Beck-Nut Packing Co., WJZ, 7:30).

Oct. 1. Elsie Hitz and Nick Dawson (Woodbury, WJZ, 7:45).

Oct. 1. The Shadow (Del. Lack & Western Coal Co., WABC, 6:30).

Oct. 1. Fox Scout Program (Libby, McNeill & Libby, WABC, 6).

Oct. 1. Rosa Ponselle (Laggett & Myers, WABC, 9).

Oct. 1. Shippy (Sterling Products, WABC, 5:15).

Oct. 1. Myrt and Matke (Wm. Wrigley, Jr. Co., WABC, 7).

Oct. 2. Ben Bernie and orchestra (Fremder Fabst Sales, WEA, 5).

Oct. 2. Ed Wynn and Graham McNamee (Texas Co., WEA, 9:30).

Oct. 2. The Story Behind the Chair (Provident Mutual Life Insurance Co., WJZ, 9:15).

Co. Organized to Run Radio Show Ads in Dailies for Air Sponsors

NBC Will Not Guarantee Protection If Advertiser Doesn't Use Full Web

Clients holding down split network allocations have with the pressing demand for time become non persona grata with NBC. Web's newly adopted policy is to refuse to guarantee protection to these accounts when their contracts come up for renewal. Agreements will be extended only with the provision that the split link tenants consent to withdraw upon 30 days' notice.

First client to encounter this change of policy was Gulf Refining. NBC was amenable to giving the oil distrib another run of 13 weeks provided that it accepted the 30-day removal clause. Gulf elected to shift the account to Columbia, effective Oct. 7.

NBC PRODUCER'S PAY DOUBLED BY INDIE?

Chicago, Sept. 24.

Wynn Wright, dramatic director at the local NBC office, resigned to join WWJ in Detroit.

Indie station reportedly offered Wright twice as much as he was receiving with NBC. NBC wanted him to stay out but nixed an upper wage level.

Morrison Wood came over from the labor station WCFL to take his place. Wood was formerly in vaudeville, stock and for several years with Sam Gerson.

WCAU's Butcher Joins Lennen-Mitchell Agency

Philadelphia, Sept. 24.

Klayne Butcher, WCAU production man, left last week to begin in similar capacity for Lennen and Mitchell. Butcher was formerly WLW announcer before coming to WCAU two years ago in production.

Was recently appointed CBS editor of the nightly Boake Carter news copy and WCAU night supervisor. Starts with the agency today (24).

SARNOFF TAKES NBC CHAIRMANSHIP; SIDETRACKS MOVE TO PUSH PATTERSON

David Rosenblum, from Trade-Ways, Becomes Vice-President of Web and Will Handle Problem of New Station Competition

NBC board of directors last week resorted to an outside organization for an executive and put into effect the newly devised plan for station compensation. Brought in for the assignment is David Rosenblum, who as executive v.p. of Trade-Ways Inc., has for the past year had charge of that efficiency outfit's prime of the web's sales program and artists' booking departments. Rosenblum has been invested by the NBC board with the title of v.p.

Same meeting of directors okayed for the reform the election of David Sarnoff as chairman of the NBC board. It also re-elected the entire roster of officers. With Rosenblum the lineup of NBC's top has been boosted by 11. Sarnoff's induction into the post one which had been vacant since the death of H. P. Davis over two years ago, over-

rode a slate that Richard C. Patterson, Jr., strongly favored. This was the election of himself to the presidency, the appointment of Rosenblum as executive v.p., and the re-assignment of M. H. Aylesworth to chairmanship of the board. Patterson retains his niche as executive v.p.

Easy Ones First

In an officially framed announcement Rosenblum was described as being loaned by Trade-Ways for one year to assist the NBC management in the network's work on planning and development. Understanding is that among Rosenblum's duties will be that of taking full charge of the new station compensation plan, in whose devising he has played a major part.

First to be approached for signature to contracts based upon the revised scale of commercial program payment will be those associated stations whose strategic

standing is of minor import to the network. After these have been disposed of the web will turn to the tougher element on its roster of affiliates.

Reports mention that the web has arrived at a set scale of compensation with this arrangement calling for the payment of 37½% to the station of the sum collected for its use by a client. With the readjustment of the affiliate divvy the network would also establish as its own rate the local end rate of the station involved. In carrying out this phase of the plan, it is unofficially reported NBC will expect certain affiliates to revise their local rates according to the boosts or reductions imposed by the network.

Under this plan a couple of high-powered stations in the south were slated to have their rates reduced substantially on the ground that their prevailing prices are not commensurate with the market potentials of the regions covered by their transmitters.

Milt Erstein band, due on the Coast this month to do a picture for Paramount, booked by the L. A. West Agency office for the Warfield, San Francisco, week of Sept. 25.

Chicago, Sept. 24.

Radio Announcements company has been forced to run daily advertisements throughout the key newspapers of the country, plugging regular commercial programs on local and national hookups. Other attempts at commercial radio program ads on radio pages have largely failed because of lack of sufficient backing. This organization, it is understood, has behind it key men in the General Foods corporation.

Program ads on radio pages of some 49 metropolitan dailies will start on Oct. 1, carrying a list of commercial paid advertising besides three or four sustaining programs, with space paid for by Radio Announcements. Each program sponsor is allotted approximately half an inch to tell the time of broadcast, the name of the show, the station, a synopsis of cast and type of program and the name of the sponsor and how many times each week the show is on the air.

Radio Announcements, it is understood, is taking a guarantee of 10,000 lines in all key newspapers in order to secure full discount rate. Company is selling the space to the agencies and sponsors at regular space rate plus 15% for doing the detail and legwork.

British Broadcasting Warns Talent Against Foreign Appearances

London, Sept. 14.

British Broadcasting Corporation has issued an ultimatum to English stars to desist from broadcasting for foreign commercial stations. These include Luxembourg, Ecuatop Radio Paris, Barcelona, Juan La Pains, Rome and Toulouse.

Leading names involved are Stanley Holloway, Claude Hulbert, Stanley Lapino, Binnie Hale, Phyllis and Allen, Huntley Wright and Eric Trever.

Christopher Stone, who has been announcing for B.B.C. for several years, quit when it was intimated he would not be allowed to broadcast elsewhere. He has joined with the Luxembourg studios.

MIRIAM HOPKINS, BOLES TO SENDOFF LUX HOUR

Miriam Hopkins and John Boles will be the initial guests for Lux Soap when the account debuts its dramatic round-the-clock on NBC Oct. 7.

Production of the series will be from both New York and Hollywood, this depending where the winners are moved. Shows on the New York end will be directed by Thomas Luckenbill of the J. Walter Thompson agency.

Grange West for Shell

Shell Oil starting this Thursday (27) will feature Red Grange for a 13-time series of football commentaries over a Columbia hookup in the mid-west. Grange will do his quarter-hour bit three evenings a week, the other two days being Friday and Saturday.

Since account has Eddie Doherty doing football talk on an eastern CBS link.

Back Show to N.Y.

Chicago, Sept. 24.

Frank Buck program, changes from the local KDKA station to New York on Oct. 15. Broadcast will be the same.

Show will continue at the Fair till the end of the season.

THANKS A LOT ★

NATIONAL BROADCASTING COMPANY, INC.



A RADIO CORPORATION OF AMERICA SUBSIDIARY

RCA BUILDING

30 ROCKEFELLER PLAZA

NEW YORK



RICHARD C. PATTERSON, JR.
EXECUTIVE VICE PRESIDENT

September 5 1934

It was not until I returned from a trip this morning that I saw a copy of last week's Variety. L. B., you are to be congratulated on your eye-catching promotional material. It won't be your fault if Station WCKY does not hold a prominent position in radio.

Best wishes always

Faithfully yours

Rich.

MORRIS · WINDMULLER & ENZINGER · INC.
A D V E R T I S I N G
Two Hundred Thirty North Michigan Avenue
C H I C A G O

Being in the business of constantly searching for new and original ways of putting over an advertising message, I was very much impressed with L. B. Wilson's 8-page presentation of the selling arguments for WCKY. He is entitled to an orchid, a blue ribbon, or whatever it is you give the advertisers who hit the bull's eye in Variety.

Very truly yours,

MORRIS · WINDMULLER & ENZINGER, INC.
George Enzinger

DONAHUE & COE

A D V E R T I S I N G

1501 BROADWAY, NEW YORK

Just a word of praise for the creation and execution of the series of ads on WCKY in your August 23th issue.

It was a very effective manner of getting across their message -- quite different and should get good results.

Sincerely,

Bruce Gallup

HANFF - METZGER

OF ILLINOIS, INC.

Advertising

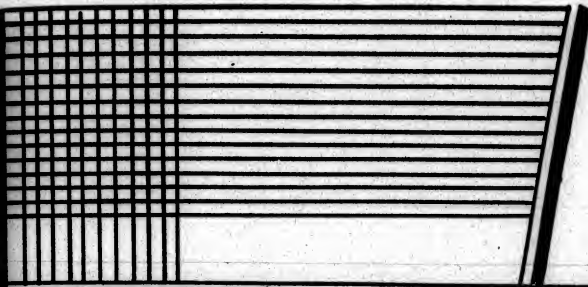
520 NORTH MICHIGAN AVE., CHICAGO, ILL.
NEW YORK · LOS ANGELES · HOUSTON

This is just a note to compliment you upon the magnificent representation your station had in last week's edition of VARIETY. I feel sure that your effort will go a long way to clarify some misconceptions in advertisers' minds about the situation in Cincinnati.

Good luck and best wishes,

Sincerely yours,

S. J. Andrews
S. J. Andrews: J
Vice-President



H.W. KASTOR & SONS ADVERTISING COMPANY

CHICAGO

INCORPORATED

NEW YORK

ST. LOUIS

CHICAGO

LONDON GUARANTEE BUILDING

Nice job in August 28th "Variety."

Regards and - Good Luck!

Very truly yours,

H. W. KASTOR & SONS ADVERTISING CO.

B. DuBois Frost/F

Radio Director

Ben Frost

AUBREY, MOORE & WALLACE

INCORPORATED
ADVERTISING
Chicago

Congratulations on the ads in the August 23 issue of Variety. These are quite the best things of their kind I have seen in many a long day and should certainly prove stoppers!

Yours,

D. E. Wallace
AUBREY, MOORE & WALLACE, Inc.

WALCIEY BUILDING
410 NORTH MICHIGAN AVENUE

LORD & THOMAS

ADVERTISING

247 PARK AVENUE - NEW YORK

Congratulations on the fine series of ads you carried this past week on WCKY. I thought they were in fine taste and reproduction was great. More power to you!

Regards.

Sincerely,

Jack A. Pegler
Jack A. Pegler
LORD & THOMAS

ERWIN, WASEY & COMPANY, LTD.

Advertising

CHICAGO NEW YORK LOS ANGELES SEATTLE
SAN FRANCISCO MINNEAPOLIS LONDON PARIS
ROTTERDAM OSLO STOCKHOLM HELSINGFORS

I wish to congratulate you on your splendid eight-page advertisement in Variety. Coming as it does on the eve of the N.A.B. convention it certainly commands the widest interest and comment.

WCKY has always given the utmost to clients in vigorous merchandising and thorough service and I am happy to congratulate you on the splendid and well-deserved increase in business which you have enjoyed in 1934.

Cordially yours,

William L. Weddell

William L. Weddell
Director of Radio
ERWIN, WASEY & COMPANY

HENRI, HURST & McDONALD, INC. - ADVERTISING

320 NORTH MICHIGAN AVENUE - CHICAGO

Just a note of congratulation on your very smart presentation of WCKY's story in the August 28th issue of VARIETY.

You certainly dominated the issue and you told a swell station story!

Sincerely,

W. L. Hurst
Director of Media
HENRI, HURST & McDONALD, Inc.

★ *L.B. Wilson*

WCKY

BURNS AND ALLEN

With Bobby Dolan Orch.
Comedy
30 Mins.

COMMERCIAL

WABC, New York

From the initial program of Burns and Allen of their third straight year on the air, it seems that the J. Walter Thompson agency, which directs this General Cigar offering, did itself some heavy master-minding during the summer layoff.

It seems that the boys up at the agency asked themselves, "When is a gag not a gag?" and then set out to prove it. If this initial program of the season is the answer, then the boys up at the agency must know by now that you can't sing from a trombone part.

For despite the shagbuds, dolling up, camouflaging and plastic surgery performed in Burns and Allen's behalf, Burns and Allen are still selling jokes, and the jokes were the best, and only really effective part of this program.

In itself the effort to present a comedy program in a different manner is commendable, and the boys up at the agency can take a header for that. But the boys had better not permit the different manner to interfere with or lessen the vitality of the Burns and Allen comedy. The first show's trimmings tended too often to hurt rather than help the serious matter that surely should be stopped.

On their own and over and above the production meddling Burns and Allen were fine. Grace Allen's delivery, being Grace Allen's delivery, is one of the few dependable elements of this unpendable show business. If the agency boys think they can improve upon it, they can try to improve it, but their right to do any damage to a valuable piece of amusement property.

The modish manner of their different manner is to background and blend the Burns and Allen gagging with music. Such as the strains of a Neapolitan air running as an undertone through a brief series of jokes whose locale is Venice. In this metropolis Burns and Allen were making up of several stops on an evening tour of Europe. They wound up next-to-closing at the Palladium, London, which happened in real life last summer.

Burns is a singing and dancing catch line, it appears, for he used it several times on this show. If that's the intention, the judgment is questionable. Burns and Allen have refrained from overworking a particular tag, having a number, but using them sparingly in the past. Of the comedy acts on the air, Burns and Allen have been among the few to steer clear of catch-line identification, and that might be one of the reasons why they are among the few comedy acts to remain on top after getting there.

For the musical interludes on this show the Bobby Dolan orchestra makes the grade.

In spotting its show at 9:30 p.m. New York time on WABC, and on for a half hour, General Cigar waited this late to the hottest competitive spot on radio, with John McCormack on one side and Fred Allen on the other. It's tough, but Burns and Allen are bound to hold up their end of the bargain. Only boys should use care with their impressive stuff, or let 'em alone altogether. *Dips.*

BUDDY FISHER ORCHESTRA

30 Mins.

COMMERCIAL

KPRC, Houston

Originating in Houston's Villa Rosa niterly this is one of the snappiest such presentations of the newly organized, with Fisher doing his own m.c.'ing and announcing, his band, with an unusual instrumentation at least for this area, dishes out a nicely sustained half-hour.

It's minus the usual dullness of routine dances and announcing generally heard on bands airing in Texas. It's a change of pace that does the trick. His gabby, yep me style of chatter, gal singer, unique arrangements. The range of numbers contribute to the appeal of the program. *Keys.*

AUNT KIT'S CHILDREN'S PARTY

With Kathryn Haller

Sustaining

30 Minutes

WAL, Lancaster, Pa.

"Aunt Kit" (Kathryn Haller) conducts this children's juvenile entertainers over WGAL each Sunday at 12:30 o'clock. Languishing from 2 to 16, Lancaster's juvenile singers, dancers and instrumentalists appear before the mike as "the future stars of radio." Program has just celebrated its fourth year of existence and its ways enjoyed wide popularity. An open invitation is extended each week to all talented boys and girls who appear in this period they are mentioned and cheered by Aunt Kit and her boys and girls.

During the past year numerous public appearances have been made by Aunt Kit and her boys and girls.

PACKARD

With Lawrence Tibbett, Wilfred Palletier, John B. Kennedy

45 Mins.

COMMERCIAL

WJZ, New York

Running from 8:30 to 9:15 (an odd chunk of the evening), the Packard program is an easy click. Its vocalists are its money and its followers should be in proportion.

Lawrence Tibbett does quite a bit of talking in addition to his fancy baritone. Tibbett was the devil of weaving a dramatic playlet around Tibbett personally. Applying at a wayside rustic house for shelter from a storm because his auto (not a Packard, presumably) has broken down, the singer is distressed as a possible bandit. So he sings "Wee Toredore!" from "Carmen" to prove he's really Tibbett. It's a different approach.

Show is nicely welded together. It influences in and out of the classes and becomes its own. Palletier's musical support is substantial throughout, and Kennedy's singing is intelligent and smartly edified.

Kennedy's sales talk dwells on the "indefinable signature" of class discernible in all Packard models for three decades back and manifest anew in the 1935 design. It's an aristocracy sales slant, obvious enough for a product in this price bracket. *Land.*

TRIO WITHOUT A NAME

With Jean Westley

Sustaining Novelty

15 Mins.

WINS, New York

A new combination, consisting of a trio and a female singer, which impresses the ear and should go places. The sustaining act, just starting out on a 15 minutes allotment, being given a weekly, is being given a buildup by WINS. Meanwhile, its billing in Trio Without a Name. When foretold on the less-crowded air, the duo and its station announced that suggestions are wanted for name for the triumvirate, while announcement also informed Jean Westley the duo and should consider herself hired.

Miss Westley is a newcomer to radio. She is just up from Dallas and possesses enough of that Southern accent, soft and mellow, comes over the transmitters for good effect. Miss Westley, a contralto, has good voice which lends itself well to popular numbers as well as to old-time tunes of the folk variety, including one which she does that swings in the comedy direction.

Trio doubles between musical numbers and dialog, one of the three boys doing Dutch a la Jack Paar, and the other two, as well as to old-time tunes of the folk variety, including one which she does that swings in the comedy direction. Trio doubles between musical numbers and dialog, one of the three boys doing Dutch a la Jack Paar, and the other two, as well as to old-time tunes of the folk variety, including one which she does that swings in the comedy direction.

HAL AND MURRAY KANE

Comedy and Songs

15 Minutes

Sustaining

WGAL, Philadelphia

Signing on this duo out of a local niterly marks WGAL's first attempt to go all-out for comedy. Local situation has always seen a complete lack of such quality. Kane team is contracted to lend variety to several coming shows. Team is well known, having done witty stanzas via NBC and WOR with fair success. Song reviewed (9) offered the Kane debut locally on the favorable 7:15 Sunday spot. Boys are plenty okay with script and delivery, though tending to become slightly wordy. Song pattern with good arrangements serve to overcome any lack of legit voices.

Program includes everything from comic situations to ballad serenades. Interest is sustained throughout the 15-minute period by virtue of the team's skipper, Kane, who is a real comedian. Kane team is contracted to lend variety to several coming shows. Team is well known, having done witty stanzas via NBC and WOR with fair success. Song reviewed (9) offered the Kane debut locally on the favorable 7:15 Sunday spot. Boys are plenty okay with script and delivery, though tending to become slightly wordy. Song pattern with good arrangements serve to overcome any lack of legit voices.

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CLARA LEFEVRE

Songs

15 Mins.

Sustaining

WGAL, Chicago

Clara LeFevre has been on the air only six months. She was trained to use her coloratura soprano voice for folk and other foreign songs that take the right kind of hit and catch to sound authentic. This labor station goes for the art slant with sentiment, which fundamentally is what makes the average listener melt from her romanticism. The appeal was particularly good because she sang in German and Swedish as well as English.

Good program.

JAN GABER'S SUPPER CLUB

Jan Garber Orchestra, Lee Bennett, Dorothy Page, Elinor Harriot, Bob White, Edward Prentiss, Virginia

Music and Serial

COMMERCIAL

30 Mins.

WGN, Chicago

Misplaced enthusiasm and false judgment is mitigating against an orchestra which is admittedly one of the top 20 in the country today, and running what might have been an excellent weekly 30-minute program for Northwestern Year.

Once a week this show rides over NBC for Yeastofom tablet, and that part's okay. But for those 30 minutes Jan Garber orchestra is forced to play background music for a stupid, inane and amateurish plot. Show is laid in a nite club with the story telling the amazingly original twist of a high fellow in love with a nite-club singer, and the rich young man's father going to the nite club and becoming his own father. After all, such a match is impossible. That's the first couple of episodes, and if the show has any followers after the third installment it will be a wonder. Conceding the low I.Q. of the average radio listener, it certainly can't be that low. That plot was old when Columbus was teaching. Script even follows the usual pattern of including the Broadway columnist and the pert little but cheeky girl.

Not only is the plot a bald hash, but the lines and dialog are irritating, so lacking are they in buoyancy. In the occasional attempt to be cute, they make the listener grit his teeth.

But the wonder is why any sponsor should spend a lot of money on a show that is as good as Jan Garber and then show that band into the background where it means little. Garber plays great music, but it's hardly good enough to spot him between some phony dialog between a columnist and a hot cheek girl.

Only worthwhile moments in the 30 are the times that Dorothy Page or Lee Bennett gets before that mike to croon some tunes. Program then becomes a series of interludes, chorus, back come those other actors talking inanely about an inane situation that sounds like a school freshman's first literary effort.

This is a muddled program that is letting a lot of expensive and good talent go completely to waste. *Gold.*

JANE CARPENTER

Pianist

15 Mins.

COMMERCIAL

WGN, Chicago

Olson Rug Company is paying for this morning program and the rug firm is making a lot of money. That gets the plugging and not the talent or the program itself. Show is an interesting example of how a sponsor can go to build up himself and not his program. There is only one mention of Jane Carpenter in the entire program. She gets a mention in the opening and that's all. And from then on it's all Olson Rug; not even an announcement for the names of the tunes, but a constant reminder that just runs right through a number of pop selections, stopping only long enough for the plugs, which are sharp and to the point.

No question of Miss Carpenter's handling of the ivories. She does a good job. But if she expects a buildup on this program, she's going to be mighty disappointed. It can be only a job and nothing more. If anything is to be sold here it's the rug.

Spooks go at it hammer-and-tongs with plenty of copy about the most of the best for the least. Heavy doses of claims may be hurting the listener's ears, but in any instance, perhaps a quieter boasting would be better than such all-enveloping claims. *Gold.*

LOVE NEST

With Estelle Ayr Johnson, Billy Murray, Betty Murray, Dick Murray and Harry Magill

15 Mins.

Sustaining

KYV, Chicago

This family series will build a following. It's already interested enough to send in mail discussing their own ideas of family squabbles. It's a story of the Tucker family. Pa, who is a doctor, is in the regular family disputes with his wife, Bertha. The same kind of differences that take place in any home, but boiled down to a few minutes of fast action. Jerry the son and Susan, the daughter, play the minor parts with their juvenile worries and problems. Then the four get together on united squabbles, like when they go to a party. They all go because Bertha wants them to go.

That's the drift of the serial that can continue indefinitely. It moves along and the audience can hear heart throbs that makes mama want to tune in at night while knitting and pop stop reading the paper long enough to get mad about another love story, or how the male is the martyred half.

No music or change of pace. It didn't seem to need any. It's a good show and the fan mail should continue to increase.

SLIM TIMBLIN

Blackface Comedian

5 Mins.

COMMERCIAL

WEAF, New York

"Timblin isn't at all new to the air, hence his Vallee Varieties chore on the Fleischmann program should have been better paced. Instead it was a slipshod affair, topped by the mistaken idea of doing a Bert Williams whose disciple Timblin is announced.

What Timblin should realize is that the late great Williams' extraordinary pantomime was the chief asset of the talk-song idea and that the abstract Timblin's mike personality can't offset the absent treatment.

His gags too were too Jockmillish even for the air which condones a diggin' 'em out of the trunk, but quips about a little dew (due) on the flower and making his fat girl skinny walking fast and stopping suddenly goes back a bit too far.

He opened the show and not a good opener. *Abel.*

EMPIRE GOLD BUYING

With John Rogers, Eileen Vance

Sustaining Music

15 Mins.

COMMERCIAL

WEAF, New York

An excellent, if conventional, 15-minute program. And the latest commercial on WEAF. It hits the air at 11 p.m. Thursdays just after the Paul Whitman sign-off. That's really a swell niche so that in doing the commercial the sponsor is not doing anything so terribly daring. Whitman leaves behind a ready-made audience.

Also the late hour may fit ideally the purposes of the sponsor since the late hour is a time when certainly adults and likely to be out of bed at 11 p.m.

Rogers and Miss Vance have been out of the air in their singing, but the Empire Gold buying and music job by an NBC studio group enables them to turn in a quarter-hour of pop melodies in the style the generality will fancy. *Land.*

DON DE GRESE ORCHESTRA

15 Mins.

Sustaining

WCBM, Baltimore

This is a 12-piece crew affixed to the Spanish Villa, atop the Southern hotel. Ails nightly over WCBM and ABS in manner not particularly unusual. The orchestra is a myriad of other outfits. For one thing, the wind instruments are tuned far too bass for best results, or so seemed during brace of broadcasts. These are the classic nifty Knabe-knocking, and fortunately plenty opportunity is accorded him by the orchestration used.

Of two programs caught, but one presented any warbling. And the other suffered comparatively through lack of it. When used, the "Wine of Spain" was a bit of a noteworthy, but a female accompanist to ork (believed to be Peggy Laye, doubling from floor show at times) has wholly agreeable voice, and is an appreciable asset that should be taken advantage of.

Lee Davis, of WCBM, does the announcing for program.

'ON WINGS OF SONG

Music

30 Mins.

COMMERCIAL

WHAM, Rochester

"Of all the air shows carrying the name of song, this one is probably all it has had its longest. Uninterrupted since 1927.

Program has assumed numerous forms in the past, but has been popular with public and sponsor. Rochester Gas & Electric Corporation. Concert music bated by Charles Silverman is the foundation with an eye on the dramatic incidents from the service record of the utility. Authored by Wayne A. Shoemaker, the scripts are timely when possible, but with dramatic services performed by the company, such as pulling stranded kids from the river gorge, keeping city lighted in face of difficulties, dynamiting river jams. When nothing happens between broadcasts the script goes back to a day when something did.

Broadcast is a goodwill builder for the company by inspiring greater appreciation of its services.

SMITH AND McALLISTER

Music, Talk

15 Mins.

Sustaining

WBT, Charlotte, N. C.

Holly Smith, manager of the production department of WBT for the past several months, has been joined at the Charlotte station by an old sidekick of New York days—Johnny McAllister.

Beginning last week the two revealed an act that they worked together in other years; the comedy singing accompanied by Johnny's string instruments, and chatter. Voices of the two blend well together and Johnny's fingers are nimble enough to do things to the tune. They sing solo numbers, too. The chatter is the usual yodaville cross fire.

MAYBELLE ROMANCE

Bebe Daniels, Jimmy Fidler, Maybelle Jordan, Don Mario, Harry Jackson orchestra

30 Mins.

COMMERCIAL

KFI, Los Angeles

There's this much to say for this one—different. While fashioned after some of the standard transcontinentals, it is carried along by a romantic plot that is never allowed to even the plugs and musical interludes. The waves into the pattern with pleasing effect for the flap trade, for which it is targeted.

Number effect is the run of 'eye' numbers, musically interspersed. This ties in with the sponsor's product, which is plugged overlong, although not interfering greatly with the smooth running of the show. Theme is "I Saw Your Eyes" and then for good measure the Great Star, Bebe Daniels, warbles "I Only Miss You."

Miss Daniels' songs are not hard on the ears and have a better tonal quality than most of the fillers. Her routine with Jimmy Fidler is strong for the on man mob and kept from being too treacly by Fidler's breezy style.

Romantic sequence between Don Mario and Maybelle Jordan fails to recapture the interest in the episode for the part. While he has a good singing voice, he fails to convince in the lower role. His voice lacks that soft quality so needed to conjure up a good interest.

This Jordan gal makes a perfect foil for Fidler's goosling and her personality has a dominating force. Her voice is a real asset, and she is the sweetheart role, which perhaps shows up the shortcomings of her visa-vis.

That announcement about Fidler being a different, white columnar must have brought blushes to the local keyholes. Locally he has never done a column, confining his only folder to Screenland, of which he is western editor, and the air lines. Some of the punch is lost in his lowdown recital on account of his speedy tempo.

Highly favored romance will run in continued form and may build in interest. In its favor is the rimed clip, hopping the lanes at 11:30 Monday morning with no opposition on the list. Saturday night guest star will be Gloria Stuart.

Announcer's buildup at the outset sounded like McNamee describing the facilities of the California hills. However, he should wait about so early in the morning and might train down to a Charlie Lyons modification.

Harry Jackson's ork handled the tunes. *Helm.*

BOYS CLUB OF THE AIR

Dramatized Stories

30 Minutes

COMMERCIAL

WIP, Philadelphia

This is one of the ABS web shows originating from the Philly office. Program is written and produced by Frank H. Smith, a well-known writer, who originally did a similar job for Maury via WOR while at manager there.

Just this week it is headed by Cameron King, a decent actor-turer; Bob Gleason, an aviator; Alvin Grauer, brother of NBC announcer; Ben Grauer and Gimbel Brothers' advertising agent, along with Robert Hobart of the same depot. Lamb fills in with character bits. The program is sponsored by Gimbel store, airing once a week.

Almost features a continuous script so arranged as to make each segment complete. The program is supposedly a dramatized series of hair-raising adventure, employing the usual Alaskan, South Seas and under-water locales. Idea is to catch the younger element audience and direct them to the store's purchasing parents into the store. The program is well acted, although slightly amateurish in spots. Production is mixed frequently, which additional preparation and rehearsing can easily cure. Script is often a bit too unreal, but seems to be enjoyed, judging from the flock of mail reactions. *Gorsch.*

S. S. ALL IN FUN

Variety Program

30 Minutes

Sustaining

WPM, Philadelphia

This program is a good example of everything that is bad in broadcasting, with no accounting for the tremendous audience popularity it holds. Conducted by the "Mystery Announcer," the show's basis is comedy a hodge-podge of bits and pieces.

Miller revivals presented no problem in other years; but himself must rebel, wherever he may. Most of the WPM staff uses the All in Fun as a chance to either wail or crack wise over the mike, limiting the show to the staff and their personal friends and those folks who have their names read over the air. The program offers a variety of bits, singers, comedians and instrumentalists, but there is no variety at all in quality. It's all poor.

WPM has auditorium facilities in its Philadelphia office, and this show picks them in to KFO each night. Audience level may well be involved. *Gorsch.*

G. and W. WHISKEY
With Dorothy Adams, Campus Trio and Rex Maupin Orch.
Songs, Music
15 Mins.
COMMERCIAL
KYY, Chicago
G. and W. Whiskey came down below the Canadian border for an entire announcement about the profits. The figure that they could get the best results by putting on a popular program, with material that already knows the mike and the stage. They picked midwest material for a midwest market, which was wise both for the program and the future listeners.
Campus Trio did well with popular songs. The entire program was built along the same lines, so the same thing is true about the orchestra and Dorothy Adams. Down to 15 minutes, they picked midwest material. It didn't have enough zip for the young ones listening in at 10:15 p.m. to join for a dance.

BENJAMIN FRANKLIN
Serial Drama
30 Mins.
Sustaining
KHU, Los Angeles
This is the air trick that caused KFWB attaches to stick out their tongues and holler, "Copy cat." More than six weeks before the program was broadcast, the Warner tribe had it belted from house-tops and by diapole sitters that Kay Van Ripper's newest brain child would lean on just such an act. The caricatured mutterings notwithstanding, the Lee kilocyte stop has done quite well by this yarn of the printer's devil who finds lightning out of a kite and coined philosophical phrases that were to ring down the ages. Backed up by a cast that dovetailed into each niche, the job was an consummately done as any of the riders the networks from these channels.

It was unfortunate that the air drama was slotted in competition to the ivory musical, which was heavily ballyhooed with 20-inch ads in the dailies. Musical shows are preferred far out this way and it's lean pickins for any dialoguer that wants to cut in.
Serial opens in the print shop of brother James, who attempts to stifle Ben's literary ambitions by making him clean up the gutter type. When a police jay James for attacking the church and crown in his sheet, the New England Court, Ben is made head man. A court inman immediately jumps 100% and the hero becomes the youngest yed in America. Romance with a gal contrib was just getting under way when the program was cut in.

Only discordant note in the presentation is the heavy rumbling of the organ at the close. That last long note under the curtain and hee-ho and its effect on the nerves is anything but soothing. *Helm.*

ST. PAUL TWELVE O'CLOCK SHOW
Fivadeville acts, music
30 Mins.
Sustaining
WTGN, St. Paul-Minneapolis
Here's a honey, and a certain class with list. It is one of the program's assured versatility from week to week.
Manager Lou Golden, of the local Orpheum, who's brought theatre back to life, has lined up for airing every Friday from 11:45 to 12:15, the five vaude acts which open at his house that night for a three-day run.

On Friday (21) was program's inaugural and went over smoothly, with local Coronado orchestra furnishing musical background.
George Hordy, who's been the vaude hit, doubled in that chore for the ether and put both himself and his confederates over socko. Four Albee Sisters hit high spot with especially warbling—and, indeed, their home is here, went over doubly strong.

Slick tie-up gives Golden positive guarantee of gratis newspaper plugging, since WTGN is owned by Pioneer Press-Dispatch. *Ruschick.*

STORY OF OUR SONGS
With Reverend E. E. Ryden
Songs, Chatter, Organ
15 Mins.
Sustaining
KSTP, St. Paul-Minneapolis
Here's the revival of a program inaugurated over this station last year—and it's a revival heartily welcomed by all folks interested in soul lore.

Rev. E. E. Ryden, pastor of Gloria Dei English Lutheran church, and one of the country's leading hymnologists, tells the stories behind well-known hymns, folk songs and melodies bearing historical interest. A small boy asks the pastor questions which, answered, introduces the singing. Question-and-answer chat-acts off nicely in a confidential, homesy, non-didactic fashion.

Program airs every Saturday night from 6:15 to 8:30, C.S.T. *Ruschick.*

RADIO CITY MUSIC HALL
With Erno Rapee, Viola Philo, Jan Pearce, Bruna Castagna, Robert Weede
Vocalists, Choral Singing, Sym.
One Hour
Sustaining
WJZ, New York
This is one part of the total exploitation campaign of the RCA-RKO-NBC-Hockefeller tie-up on behalf of the gigantic real estate investment. Radio program has an immediate purpose, publicity for the current week's program at the Music Hall and, a secondary motive, Radio City prestige with particular thought (but unmentioned) of the untended offices in the RCA building.

Musical Hall program is put together by Erno Rapee. It has been considerably modified and changed since last season. And for the better. It is surely as fine an hour without sponsorship as the air can boast. Several orchestra numbers are interspersed with a sunsh-hang vocal solos by such Music Hall standbys as flutist Viola Philo, robust Robert Weede, and aria-singing Jan Pearce. There are no less than a dozen solo duet to the glee club rattling off a musical lampoon on Quakerdom.

Comment on the current feature film at the Music Hall is slipped in by Hazel Flynn, house p.a. But there is an element of deception in the program. Although it is not done on any such end, although no actual misrepresentation is made directly, the radio program must inevitably give listeners the impression that these are tunes in on the actual stage production. Jay Stevens, new script writer for the program, is too vividly realistic in describing the rising of the curtain and the orchestra emerging from the floor to the center of the stage.

This week, for example, it is perhaps not unfair to say that the radio program excels the actual stage show and that persons attending the theatre because of the radio program, and expecting what isn't to be seen or heard in the radio, are being misled. That petty larceny has been committed. *Land.*

HERB GORDON'S ORCHESTRA
Music and Singing
15 Mins.
Sustaining
WOKO, Albany
Herb Gordon's band, playing in the Ten Eyck Hotel Garden Restaurant, has established a following in Albany not only through his present engagement, but also through previous appearances at this hotel.

With Dick Wharton, tenor, doing the vocal work, and a star shines with Gordon has a new summer without any other hotel opposition. WOKO broadcasts the orchestra with Wharton half a dozen times a week. Land has a smooth, easy flowing rhythm that's not hard to listen to, but it seems to lack versatility.

No matter what type of tune, the tempo follows the same range, and the instrumentation seldom is changed, except for a violin and piano occasionally standing out for a few bars. Gordon is the violinist. Wharton has a decided asset in breaking up the same band tempo throughout.

The program caught a tango was well played, but it didn't sound any different than a pop number, due to the apparent lack of flexibility of the band. Gordon usually handles the tango with a tango announcer coming in at the finish to plug the Ten Eyck, a United hotel, and the Hotel Roosevelt, New York. *Chf.*

BREAKFAST CLUB
With Bob Valentine
Songs, Chatter, Organ
COMMERCIAL
WOWO, Ft. Wayne
Representative type of program which seems to get healthy results in this area. On daily from 7:30 to 8:30 every morning, coming as the title suggests at a time when one is fresh for all bits of news and other advice. Bob Valentine handles the full hour broadcast coming in at regular intervals for samples of his sturdy presence.

At present 10 firms sponsor this, getting numerous inserts in the 60 minute program. Each one has his product or store played up in a casual manner with announcer pressing 25 of the highlights on to the listener. Five recordings are included, also a biographical sketch so as to break up the steady flow of news.

The Original Breakfast Club was started over associate station WGL about four years ago and at height of its popularity there averaged 17,000 regular members at a time when there were only 21,000 sets in immediate district. Now, with change over to major station and hour advanced a bit, the drawing power continues to grow with wholesome appeal. *Ruschick.*

'DEAREST ENEMY'
With Helen Ford, Douglas Stanbury
Tabloid Opera
COMMERCIAL
WEAF, New York
Feature of Paul Whiteman's Music Hall (Kraft-Phenix's Miracle Whip) was this tabloid version of the Herbert Fields-Richard Rodgers-Lorenz Hi-Fi opera in which Helen Ford originally starred some nine seasons ago. The story, which is an Irish-American rebel of the Revolutionary War whose deed of heroism brings General Putnam into a strategic victory. At the same time she becomes the titular dearest enemy of the Canadian Capt. John Copeland.

The second act finale with a brief dialogue scene which features Washington calls in person to thank her and incidentally reunites the former enemies who are no longer divided by the war. The scene is between the colonies and the crown. Both principals were in fine voice, backed up by an equally expert vocal choir and a sketchy but sufficient musical tabloidization of the former Broadway success. Runs about a quarter of an hour and holds the interest nicely. *Abel.*

RAYMOND S. TOMPKINS
Chatter
15 Mins.
COMMERCIAL
WFBZ, Baltimore
A smartly tailored program is this, and one certain to attain quite an important degree of popularity. It is a program of the type, as far as this town's knowledge of, and association with, radio runs, Tompkins terms his method chattering news. It is a program of the type, as far as this town's knowledge of, and association with, radio runs, Tompkins terms his method chattering news.

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Program is presented twice weekly (Tuesday and Thursday); 6:45 p.m. Joseph Kats Agency places the account.

OLD MAN SUNSHINE
Philosophy, Poetry and Songs
15 Mins.
COMMERCIAL
WGY, Schenectady
Old Man Sunshine turns on his radio of good cheer philosophy, poetry, etc., at the breakfast and dinner hours, exposing listeners at the former period five times, and at the latter six times weekly. For the past several years he has been a popular WGY's mike, he hit the air at 5:45 p.m., but last week the starting hour was shifted to 6 p.m. Sponsor of this program is the local radio of Lady Betty bread.

A daily broadcast at 7:45 a.m. was added to the artist's engagement sheet last week. Plugging for p.a. dates is a part of the announcer's job, but this time, during one of the air he heard Old Man Sunshine give a shout on service at a grocery store.

Basically, morning and evening programs are similar. However, the menu on the coffee hour consists of philosophy and poetry, whereas songs and piano are added to the big-meal hand-outs. A dog, Bozo, who on the p.m. Old Man Sunshine act, is distinctly of the radio genre, although dinner-hour half, in its rhymed songs and stories in song, shows traces of the single-man old-time vaudeville style. The program, inasmuch as this performer has been on the air for ten years—first worked over WJZ and WOR—it would be unfair to say that his turn either in idea or in presentation, is past century. Such similarities as it bears to programs offered by chain artists may be a coincidence.

Suffice it to say that Old Man Sunshine is at home in this medium; that he recites back-up, all's well poetry effectively; that he usually does not become over-sentimental in closing his philosophizing; and that he talks in a song and rhymed tale agreeably. *Jaco.*

DORSEY BROS. and BOB CROSBY
Pastorinal Program
45 Mins.
Sustaining
WEAF, New York
The National NBC-WEAF choir program was more for the Dorsey Bros. Band than for Bob Crosby, Bing's younger brother, who is an original member of the band. But because it was better copy to ballyhoo Bing and Bob singing on both coasts, it appeared that way.

The decision, Thursday night at 11:30 p.m. and running past midnight, was the Dorseys' debut at the Riviera, Englewood, N. J., roadhouse. The Dorseys are traded around as a crafty combo. The brothers, Jimmy and Tommy Dorsey, and their musicians do many of the top-notch recording and radio dates as members of house bands and thus it was a genuinely warm tribute from the radio-record artists who know more about it than does the average listener.

The x-country marathon opened at the Riviera, thence to Chi for Buddy Rogers from College Inn; thence to Detroit, back to N. Y., at the Waldorf-Astoria for Anson Weeks; thence clear across the continent to Hollywood with George Stoll's band, incidentally Crosby okay too.

Bing Crosby slipped in a little plug for his new movie, "Mr. Woodbury of Cincinnati" (otherwise, his sponsor) and addressed his tribute directly to the Dorseys at the start. Crosby, in the program of mention, Bob and asked the Dorseys to "take good care" of him. Bing did "Love in Bloom"; the Boswells, "Minnie the Archangel's Wedding Day," and Stoll's "My Old Man."

"Dancin' with Anson" Weeks (a good trade-mark, although seemingly casually announced) introduced Ben Glaze and Kay St. Germain of his corps.

Bob Crosby's same resonant deep-throated vocalizing suggests his father's brother, but it ends there as Bob purposely did a hotcha colored number, and wisely, just to get away entirely from any suggestion of similarity.

Buddy Rogers' signature song, "My Buddy," was doubly significant in view of the fraternal salvo to the Dorseys. The program of the Dorseys, past midnight for their own session of expert dunsation, plenty tiptop, and withal a meaty and unique program of music. The other-hopping there must have interested the listeners unusually. And, of course, a nifty NBC exclusive intro for the Dorsey Bros. and Bob Crosby. *Abel.*

With her is Herbie Steiner, a slick pianist who enters the picture vocally in one number. Steiner is credited with putting the quarter hour together. Premiere installment included considerable special lyrics.

"Baby Shoes" is used as a signature song, but, oddly enough, Sugar Kane sings this as badly as she sings any of the other numbers. Consequently the program was most unimpressive at the beginning, and not all at all conducive to continued dialing.

Commercial plug for the show firm is confined to putting over the slogan "good feet deserve them, bad feet enter the picture of the program." Sponsor is proud of 44 years in business, warns that only in three Grossman stores are the Grossman shoes for sale, and recommends citizens treat their footies to a superior note forthwith. It's not unreasonable nor overdone salesmanship.

All in all, program stacks up as a pretty good one. The picture of the WJZ coverage at 12:15 p.m. Mondays. *Land.*

PAUL GALICCO
Sports Interview
15 Minutes
COMMERCIAL
WLWL, New York
Paul Gallico, sports authority of the New York Daily News, in interesting insights on sports through the interview with sport editor of American Magazine doing the questioning. Agreeable, light air diversion, of particular interest to sports fans but okay for others, too.

Gallico is asked a set of questions, starting with what he thinks was the greatest exhibition in sports he has witnessed. He thought it was the Chaney-Brien fight, which he explained in moderate detail. Biggest thrill to Gallico was Cunningham of Kansas breaking the mile record, while the most colorful figure to the latter is Max Baer. Includes a humorous incident in connection with Baer and Carnera. Some angles and thoughts on baseball and football round out.

BING CROSBY, BOSWELL SIS.
With George Stoll Orchestra.
30 Minutes
COMMERCIAL
WABC, New York
Two types of pop song delivery, both in the hands of their line, and first-rate orchestra to round it out. This one sounded sure-fire on paper and lives up to all expectations on the air.

Crosby is Crosby and calls for no comment. His four songs on this initial program rang the bell. The Boswells are more torrid than ever in their close harmony. This sister combination has withstood the competitive radio gaff for a long while now and there are no indications of their weakening.

George Stoll orchestra, a Coast aggregation (program emanates from there), is capable in both accompaniment and in its own moments.

George Stoll here has a Tuesday evening show that's bound to be tuned in on. *Figs.*

'THE GREAT WALTZ'
Frank George, John B. Kennedy, Hassard Short
30 Mins.
Sustaining
WABC, New York
CBS some months ago went across the Atlantic to pick up Johnny Green's newly composed "The Great Waltz" from the hands of Gertrude Lawrence and Jack Buchanan from backstage of a provincial break-in date in Birmingham, England, and NBC probably figured that it was good auditions stuff to go so far ahead it may as well patronize home industry.

For John B. Kennedy made Max Gordon "The Great Waltz" sound equally as important—and noteworthy of advance bally. Kennedy took the audience backstage, described the scenes, the marvels of modern stage mechanics, the moveable stages, etc., and introduced Hassard Short for a brief talk (and a song) about the waltz (a genius) and in between a Frank Tours bated the elder and younger Johann Strauss' most beautiful waltzes. Short's delivery and few words were equally pleasant and impressive, and Tours' Strauss music needless of comment.

Johnny Green's observation that even the stagehands stop in their tracks spellbound by the music and intimate behind-the-scenes small-talk has great force. The occasion was one of the greatest invitational free rehearsals from the Center theatre in Radio City.

Short reviewed how the show was first staged in 1931, developed abroad, nurtured for ultimate re-creation in New York three seasons hence, and all in all the spirit of theatrical hispanism and romanticism vibrantly transmitted through the air. Even the sign-off that the music was being performed by the orchestra with the T. B. Harms publishing company, had a magical flanelletto to it which must have kept the late-dialers up late for a good while. The WJZ-NBC commercial air-channels prevented such a brilliant sustaining interlude from going on the air earlier in the evening for a wider audience appeal.

It's a new type of sustainer and checkbook of showmanship. *Abel.*

FRANKIE THOMAS
'Wednesday's Child' (Playlet)
10 Mins.
COMMERCIAL
WABC, New York
Frankie Thomas is a juvenile player who does a very good job of a scene from "Wednesday's Child," the play by Leopold Atlas in the film.

Thomas is a juvenile player who does a very good job of a scene from "Wednesday's Child," the play by Leopold Atlas in the film. He's back around Broadway for a new lekt. Personating young Thomas, the theatrical parents are his real parents. They enact the roles of the divorced couple, while Richard and Jacques plays the fourth character, that of the boy's roommate at prep school.

In a well-scripted tabloidization one gets the pathos of an adolescent who sees his estranged mother and father but periodically and who, while hypoed by his roommate that in this wise he gets more presents than ever before, the hunger for genuine affection is a powerful factor in his life. The father's \$50 contribution and the mother's gifts stress this phase.

The playlet is an expert as the general technic which includes some very effective back-of-the-mike production effects. *Abel.*

MELODY SERIES
Music
15 Mins.
COMMERCIAL
WABC, New York
This is a very commercialized commercial, sponsored by the Sincera Facial Cream people. Before the brief program is a commercial for Sincera and the face cream and this particular Sincera brand's virtues until dizzy. Has little value as an air interlude but the band, a smooth melody, a smooth melody, a smooth melody.

Program is four orchestra numbers of the standard straight. Before going on there's an ad spot, after the first two band numbers there's another, and finally on the close, a third expatiation on the wonders of this here Sincera facial cream. *Waco.*

Here and There

H. W. Kastor agency has closed and disbanded its New York office. Agency is headquartered in Chicago.

Cream of Wheat will roll in Alexandria, Woodlawn on Oct. 7 and divide him between 32 CBS stations. J. Walter Thompson agency, New York, negotiated.

Monumental Mills, Massachusetts bed-spread manufacturing concern, is now sponsoring a noon-hour commercial over WGY, Schenectady.

with Martha and Hal as the entertainers. Company has timed shots over the Schenectady station during fall and winter months for several years.

Pinex of Fort Wayne, Indiana, climbs aboard 19-station CBS omnibus Oct. 21. Agency is Russell Seeds of Indianapolis.

Stack-Goble agency, New York, reading a Chicago program (WBBM) to embrace 37 CBS out-

lets on behalf of Bromo-Quinine (Paris Medicine Co.).

Wrigley is adding another program. Starting on Oct. 4 will be a beauty hint program with Margaret Brannard six times weekly for 10 minutes, right in front of the five-minute news flashes. On 10 CBS stations in east.

Station WHAM, Rochester, owned by the Stromberg-Carlson Company, is altering its transmission equipment to extend range of its entire facilities to handle all audible sounds from 30 to 10,000 cycles. (Continued on page 47)

JOE FEJER and ORCHESTRA (16) 17 Mins.; Full (Special) Loew's State, New York

With his 13-piece band and two specialty girl performers, Joe Fejer offers a new combination. Fejer knows how to blend music with stage craftsmanship. His lighting is tiptop and Fejer's music always has that subtle flavor of good taste and harmony. Finaled on a five-act bill here excellently.

The band is pyramided in the orthodox stage fashion. Fejer can smile at the simple but yet effective trick of contrasting the boys' costumes with his own so attractively. The lads wear white Etons on top of black trousers. Fejer is clad on the reverse.

Opens with a medley and later offers a Danube Waltz with modern trimmings. Fejer's rendition of waltz, modern or classical can withstand competition. The band goes pop for Carolyn Rich. She's nifty in a tight fitting black velvet gown. First renders one of those hotchas and then sails into a ballad smoothly. Blonde, and with a voice that compels attention, the girl is over, as is Miss Williams, a tap dancer. On in her first number in a purple velvet leotard that's trimmed at shoulders and hips, Miss Williams shows a trim figure. Later, in a long flowing pink gown.

No time is lost in the act, which is an attribute worthy of the musicians and the showman Fejer is. Shan.

(Reprinted from "Variety," Sept. 18)

JOE FEJER

and his

International Orchestra

LOEW'S METROPOLITAN

B R O O K L Y N

Next Week, September 28

Many Thanks to Irving Gellers and Wallace Milam

Direction A. & S. LYONS



New York Radio Parade

By Nellie Revell

Benton & Bowles are sending a complete production organization on to Hollywood to prepare for the opening of the new Lanny Ross commercial, "Log Cabin Syrup." Carolyn Strouse to handle script, Harry Satter and an arranger to handle the recruiting of an orchestra and music, and W. B. Hoblen or Bill Baker to handle the account. Tiny Ruffner, set to do his usual stint on the show, will have to stay in New York to handle other shows and will be replaced by a local station man in Hollywood. The show won't come east much before Dec. 1 since Lanny goes into immediate production with another Parlix. Muriel Wilson of Showboat east who goes to Hollywood to sing with Lanny on that program will probably be on the new show also.

Editors Get Commission?

Vicks show which opens on CBS next month with Freddie Martin's Ork will build the rest of the show about talent recruited from each of the towns on the CBS chain. Young & Rubicam Agency have two men in the field conferring with radio editors of each town. Editors select best of talent that has as yet never appeared on any chain program. So far Cleveland, Boston, Washington and Chicago have contributed a net of three girl singers and a male harmony trio. They will guest star on show and get a network 'break' for recognition, a trip to New York on the cuff and a fee for their services. Local station affiliations do not affect the choice.

WOR Ignores Press-Radio

WOR is the only major station in the New York area not using the Press-Radio New Service. Station press department feels that it has plenty of good news contacts and feel that any big story that breaks can be handled through personal contact. Proof of the pudding is that station has never been caught napping on any big yarn.

Next Generation Sweepstakes

David Carter, night man on the CBS press desk, is first member of the 'CBS Press Dept. Baby Sweepstakes' to file an entry. Baby girl born Sunday, Sept. 16, which happened to be his fifth wedding anniversary. J. P. Gude and Bob Wilkinson are the other members of the sweepstakes cast. Contest consists of 48 combinations based on the time of arrival and sex of the child with ducats selling at one dollar per. In case of twins all money reverts to the lucky father.

Hats to Fit Announcers

Doyle & Black, haberdashers in the RCA building in Radio City, have named a series of hats after various NBC announcers and are featuring the hats and names in their window. Hicks, Havrilla, Clancy, Bond, Wallington and ex-announcer Holbrook are listed. Puns about large sizes have started.

Athletic Author

J. Walter Thompson Agency really has a writer with a punch working for them. Irving Ashkenazy is the name of the lad and he writes copy for the Phil Harris show. Hails from Florida where he was a swell footballer. Took to fighting to pay way through college. Fought heavy-weight bout at the Garden last spring, against Eddie Hogan. Joe Jacobs still has his contract although he's not fighting now.

Scrambled Notes

Chevrolet Motors auditioned almost every band on the CBS lists Friday. Nat Shilkret, Johnny Green, Freddie Rich and Vic Young among those piped to Detroit. Surprise of audition was Isham Jones being piped from Fort Wayne, Ind., to Detroit. Haddon Alagna of the Morro Castle worked for WMCA some seven years back. During broadcast of investigation Alagna retained enough of his radio training to shift the mike whenever he moved. Bob Armbruster Ork joins the Lux show opening Oct. 7. NBC has bought up the radio rights to the works of O. Henry and Richard Harding Davis. O. Henry has been offered to agencies in the past, with no takers. The Buck Rogers show extends its CBS network by 16 stations on Oct. 1. Pete Hilton, former p.a. of Lord & Thomas Agency joins Jay Fagan. 'Lazy Bill Huggins', having left CBS in the recent shakeup is to be heard with Enoch Lights Ork. Briggs Pipe Tobacco (P. Lorillard Co.), goes on NBC starting Oct. 6 in weekly shots about the football games. Show is for nine weeks and on air each Saturday. No announcer set as yet but it may be Ford Bond. Doris Sharpe, CBS hostess guarding the 22nd floor, was a semi-finalist in those Campbell Soup auditions. CBS will set her on a sustaining. Bob Hope auditioned for Buick Motors and Lyons Toothpaste. Broken-shire will work for WMCA also. Is to handle the National American Beauty Pageant at the Garden for the new chain.

Short Shots

Edwin C. Hill takes to the air for Liberty Magazine on Oct. 13 at CBS. Herb Polese and Bob Simon, two Thompson Agency execs, are doing the writing of those condensed musicals being plugged on the Kraft show at NBC. They were to get no credit, but Cole Porter, the author of '50 Million Frenchmen' their first effort, liked the script that much he wanted the boys to get billing. Bill Farron, head announcer at WNEW, is a bit under the weather with a touch of pleurisy. 'Felix' and Ork are back at NBC after a three-year absence. Vaughn de Leath had to dig into her jeans for some shekels to pay for a rug ruined by the guests at the show she had last week. Ernie Holst opens at Black Cat in the Village with a WMCA wire. 'Bill and Ginger' who are Lynn Murray and Virginia Baker off the air have been renewed by C. F. Mueller Co. Their program originates from WCAU. Pete Dixon's new show at CBS opens Oct. 2. Four times a week for Milk Publicity of N. Y. State. Show is a Robinson Crusoe, Jr., script. Mario Braggiotti lost his dad last week. Murray's Tavern, opposite the RCA Building in Radio City, is placing little placards with 'radio names' written on them in the booths. The yokel radio artists think it's swell. Al Grobe, WINS announcer, doubles in the production department of Hershaw, Garfield & De Garmo Agency.

Stand By

March of Time returns to air on Oct. 5. For first 13 weeks of show Time Magazine will sponsor the show, after which Remington-Rand is to take over. Helen Fox, CBS hostess on 22nd floor, had a cab smash a finger on her right hand last week. Pat Barnes will celebrate his 14th year on the air on Columbus Day, Oct. 12. Roger Van Duzer, founder of Cafe Loyale ork on air over WOR, poses for Camel Cigars. Howard Doyle of WLW and WMCA to WNEW as announcer. Caroline Gray of CBS, who was supposed to go to ABS and suddenly decided not to, turn up in WCAE, Pittsburgh, as musical director. Atlanta will be added to Dick Himler's show at CBS on Oct. 4. WNEW will broadcast Manhattan College football games. Nino Martini back from Europe to join the Chesterfield show. Miss 'Contact' Mack of Thompson Agency has a bad wink. Byron Warner of the new Swift show once led a band at the Hotel Excelsior in Venice, Italy. William O'Neal is moving to the Coast for his new CBS commercial. Will visit the folks in New Orleans. WNEW will have wire to CCNY on Oct. 8 and each week after. Will broadcast course in economics picking up broadcast from auditorium in school where class is being lectured by city budget officials. Ed Pinard (Hair Tonic) will audition script show at CBS tomorrow.

WHEAT PIT GOES RADIO

Dailies Eye WLS Good-Will Stunt of Free Expo Trip for 12,000 Poor Kids

Chicago, Sept. 24. Manner in which radio stations are actively competing with newspapers in the matter of public promotional stunts and good-will gestures reaches a new level with the plan of WLS, the Prairie Farmer station, to give some 12,000 underprivileged Chicago kids a free day through the World's Fair.

WLS is starting a campaign over the ether to raise a fund of some \$3,000 of the necessary based on an average cost of 25¢ per child. WLS is going out and promoting other contributions for the kids from the Fair concessionaires themselves. For instance, Ford is providing transportation, Frank Buck is giving the kids a party and a show, Swift is tossing the feed spreads. But WLS gathers the gravy of listener good-will handling the promotion is Homer Griffith, the friendly philosopher of WLS, who will take through 500 kids daily.

Newspapers are watching this development closely, since it is hitting them close to home, following the newspaper stunts of music festivals, charity wrestling matches, orphans' show, etc. It shapes as a hard-pitched battle for public good-will that may end in a general fracas with the public likely benefiting.

There's a Crisis in Hungary; No More Free Phonograph Records

Budapest, Sept. 7. Staple item on the programs of Hungarian broadcasts is gramophone discs, about 40 new ones a week. Station arrangements between Radio Company and gramophone companies here has been an exchange of discs for publicity mention of company name over air. Names of company and number and title of discs announced in all official programs.

Radio's contract with gramophone companies is now expiring, and they wish to renew on the same terms, but gramophone companies, represented here by a lawyer, demand, henceforward, a fee for the use of each disc and royalties for the discs of celebrated performers. In addition to the royalties, Radio pays to the Authors' Societies for the performance of compositions that are subject to authors' rights claims, anyway. Sum which the Gramophone Trust demands as a guarantee is 20,000 penges a month.

Northwest Is Sanguine

Portland, Ore., Sept. 24. There isn't much doubt about improving business conditions and the KOIN office in Portland. Without question this is going to be the biggest season in the history of broadcasting in the Pacific Northwest. Old air advertisers are increasing their expenditures and new ones are joining the ranks.

On the list of those already started or to commence shortly are: Idefield, Rocket, Shell and Gilmore Gasolines; Chesterfield and Camel cigarettes; White Owl cigars, with Burns and Allen; Ford and Studebaker cars, Wasey products, Wheatena, Grape-nuts, Lipton's tea, S. & W. coffee, Woodbury soap, with Ring Crosby; Koolha's meat cream, Alka Seltzer, Elso's, Barbasol, with Edwin C. Hill; Fletcher's Castoria, with Romy Revue; Bond Electric Company, Central Shoe company, Citrus soap, Grumow refrigerators, Wrigley's gum, with Myrt and Marzel Acme lead, Borden's milk, with Funchon and Marco's "Friday Frolics," Carborundum, Peen-a-mint, Vick's products, Old English wax, Hills Bros. Cream of Wheat, Brome Quinine, Aspergum, Campbell soap, with "Hollywood Hotel," "The March of Time"

KSLM STARTS THIS WEEK

Harry Read Will Commute Between KXL and Salem

Portland, Ore., Sept. 24. KSLM, Harry Read's broadcasting unit in Salem, is nearing completion, and the KXL president hopes to have the station on the air this week. KSLM will operate daytime hours, using 100 watts power. Read has applied for permission to operate the station nights. The transmitter is located about a half mile north of Salem on the Pacific highway. Office and studios will be in Salem.

KSLM will be linked with KXL in Portland by leased wires. Remote control unit will be installed in Salem to augment records and outside programs. Read will take active charge of the station, dividing his time between Portland and Salem.

WCAU, PHILLY, FEEDS CBS 38 SHOWS

Philadelphia, Sept. 24. Beginning yesterday (23) WCAU commenced piping a weekly total of 38 programs to the Columbia chain. Twenty of these will be carried by the fall web, and 18 via the CBS Dixie network.

Columbia is resuming its last year's policy of allowing the Philly key outlet the majority of morning and afternoon time, and this season extends further in keeping with the new idea of building the daytime chain shows. WCAU has been allotted four one-hour coast-to-coast shows weekly in this arrangement. On Oct. 1 some 13 additional chain shots will bring the fall total to 51 programs weekly.

Among the acts and shows making a debut this week are the Songsters Male Quartet, Phil Emerson's orchestra, Emily Weyman and the Knickerbockers, Hil and Murray Kane, the Tall Sisters, the Studio Upstairs (sketch), Just Married, Ten Years, Around the Console, the "Mellendrammers," a quarter-hour Western drama and others.

WCAU reorganizes last season's 60-minute morning chain shows in Happy Days, Sunnyside Up, and Cheer Up. Another one-hour program, Skylights, is now in production. The new broadcasts will see a definite attempt to inject comedy, formerly lacking in WCAU programs. On a deal with the station's artist bureau, it is understood that all comic talent placed in local niteries will be utilized on the network.

Philly sponsors are said to be giving local variety shows the o. o. for an early commercial release. Rumors here are that Columbia will air-audition the coming hour programs for chain sponsorship.

Wife Alienation Suit

Albany, Sept. 24. Sydney P. Graham of Shreveport, La., railroad official and radio singer, has filed a suit for \$100,000 charging alienation of his wife's affections by Albert Regia. Regia is a wealthy Middleburg insurance man and a deacon in the Methodist Church.

Graham contends the deacon induced his wife to get a divorce and financed her trip to Rome. He also charges that later Regia refused to marry the ex-Mrs. Graham. Graham formerly lived at Rutland, Vt.

SEEK FARMERS' SYMPATHIES

Chicago Board of Trade First Exchange to Use Radio to Counteract Trend of Opinion Adverse to Buy-Sell Clique

OVER NBC

Chicago, Sept. 24. Chicago Board of Trade takes to the air over the NBC red network starting Oct. 12 once a week for 13 weeks in a series of talks that may have a national influence on politics and the farm situation.

Purpose of the commercial allegedly is to inform the public and particularly the farmers of the Midwest, Northwest and Southwest of the whereabouts of the board. Broadcasts are to follow the regular Farm and Home hour on NBC from 12:30 to 1:30 p.m. C.D.S.T. In that way they will have a farm audience already listening.

Prominent men in the grain and marketing field are scheduled to do the explaining. Though no list has yet been issued on who exactly is to be chosen, the understanding is that besides the regular men who will give the educational parts of the talks there will be a few economists of national reputation. To them will fall the bigger job of explaining to Mr. Farmer out on the plains of Kansas or the owner of a wheat belt in Minnesota of how much good the board is doing him. Subjects will not only include information on the idea behind the board but also how it operates, how the farmers are affected and how the farmers in turn affect the board and national problems of grain farming supply and demand.

Molding Opinion Behind this move to buy a commercial over a net that will cover all of the grain producing sections of the country is seen an attempt by the board to stabilize its position. Farmers have now an idea that they can eventually sail out alone into the open market.

If the Board of Trade has guessed the sentiment rightly it's their move now to avert any bucking. A little propaganda to show how they have been doing their part of the job seems to be the intent.

WJJD PROBABLE ABS CHI LINK

Chicago, Sept. 24. Present indications point to an alignment between the Storer ABS network and the Ralph Atlass station, WJJD, for its local outlet. Fred Weber of ABS has been in almost constant negotiation with Atlass for a couple of weeks now and the deal is practically set.

Figured that the contract will be inked this coming week and that WJJD will be hooked up on the lines by Oct. 15. WJJD has been taking a number of Columbia programs lately and the Atlass station in Gary, WIND, is regularly on the Columbia chain.

Eddie Cantor and Jimmie Grier's work have waxed numbers from "Kid Millions" for Brunswick. They include: "When My Ship Comes In," "Giddy Toots," "Your Head on My Shoulder" and "Barf of Music." Ethel Merman does the last.

Geek orchestra remaking over WOR, Newark, from Cantor's cast MIBurn, N. J.

Raid Cuban Station to Air Attacks On Gov't; OK Sunday Advertising

3,000TH BROADCAST

Doc Dougherty Band Dates Back To Crystal Sets

Philadelphia, Sept. 24. Tying up with the management of the Circus Gardens, local niterie, WIP is planning an Eastern radio editors' party to celebrate the 3,000th broadcast of Doc Dougherty's orchestra—a pioneer unit of WIP, and now playing at the Gardens. Maestro played in old crystal set days when remotes went off and on a dozen times daily.

Henry Patrick, studio baritone, and recent winner of the station's Ring Crosby contest, will m.c. the show.

FOOTBALL IS AT PREMIUM IN WEST

Chicago, Sept. 24.

Sponsors have gone football conscious and are sending their agents throughout the country grabbing up local and national football tussles. Chevrolet added to the list of would-be football sponsors last week and has asked for football sponsorship in eight midwest key spots. Also in the pigskin market are Wheaties, Listerine, Dodge, Standard Oil, Walgreen, Penn Tobacco company and there is still Lucky Strikes and its plans.

Broadcasts of football games on WBBM for the Penn company's Kentucky Winners cigarettes will be piped down to WFPM in Indianapolis, due to the lack of top football games in southern Indiana. WBBM is also making plans for other piping of the Chicago games to such towns as Detroit, Cleveland, Columbus and Omaha. Chicago is figured as the center of football this coming season, having more big name games scheduled than any other city in the country. Chicago outlets will regularly cover South Bend for the Notre Dame games.

Texas Hopes

San Antonio, Sept. 24. With 16 commercials now airing regularly the Texas quality group has bullish hopes for the future. Current line-up and indications as to future tie-ups justify the organization which embraces WOAI, San Antonio, WHPA, Fort Worth; WFAA, Dallas, and KPTC, Houston. All 50,000 watters except latter which spouts at 2,500 in day time and 1,600 at night.

Six of the accounts are niterie pick-ups. The dance spots are loosening up on the advertising budget what with better business most everywhere. Sid Jen, Sam Maceo's Galveston Club which he runs in opposition to his own Hollywood Club; Shadowland, San Antonio road house; Rice Hotel, Villa Rosa and Grove niteries in Houston and Baker Hotel in Dallas are aired regularly by the quality group. Lightstreaks, Doughboys, Crazy Crystals, Chuck Wagon Taps and Galahard Chili Company, "Club Aguilu" are now studio regulars.

SHELL FROM L. A. FAIR

Los Angeles, Sept. 24. Constant NBC Shell Show broadcasts (Monday) from an outdoor stage at the Los Angeles County fair at Long Beach.

Havana, Sept. 18. Station CMQ was again visited by government oppositionists who at the point of guns poured into the mike all their political arguments. Announcer nursing a sore neck since.

Marino Diaz, Radio Commissioner, had to resign on account of the Post Office strike. Nicolas Gonzalez de Mendoza now in charge assisted by Johnny Durland.

Commercial announcements now can be broadcast on Sunday. The bill originally stated that radio stations could broadcast on Sundays, but without any commercial announcements. The bill was revised and now it is okay to advertise.

Five stations with clear channels are grinding 18 hours or else they lose the license. The nine o'clock gun which scares tourists here and which is an old Spanish custom—in the old days it meant curfew—is now broadcast nightly through CMX.

Radio stations were stormed with inquiries regarding the Morro Castle catastrophe.

Musicians union trying hard to stop orkers from free broadcasting, but no go. Jazzbands maintain the \$1-per man (11 and vocalist min.) tariff so none goes on the air. Typical orks of 8 or 9 men glad to broadcast for \$1.50 or \$2 the whole bunch.

264 RCA-Victor Agents Keeps COC, Cuba, Tuned In Daily; Crowds Gather

Havana, Sept. 18. Only commercial shortwave broadcasting station here, COC (49.9) has effected a tie-up with the RCA-Victor dealers throughout the island, which insures the station the largest listening audience of any station locally.

There are 264 agents scattered over the republic tuned in on COC during its six hours broadcast. They all have horns placed on the street and crowds gather in front of each store. This serves as a demonstration stunt for the new all-wave receivers. In Camaguey and Santiago local long-wave stations can't reach and people are anxious to get news from Havana.

Stunt has proved a boom for the all-wave receivers, which are in great demand, specially inland.

Luis Casas, formerly chief radio technician of the Cuban Telephone Company, is in charge of the new equipment of COC the only one which was constructed in U. S., has the latest developments, such as Crystal control, Crystal mikes, "B" double channel pre-amplifiers, etc.

WCAU's 7 A.M. Start

Philadelphia, Sept. 24. Beginning today (24) WCAU extends its daily program operations two hours earlier. Additional programs send the 50 kilowatt on the air at 7 a.m., caused by hundreds of fan requests for dawn patrol broadcasting.

Station realigned daily schedule, with the announcing force tossing a couple of the early hour shows. End of Daylight Saving time lessens the strain on WCAU operators.

WKJ's 3-Yr. Contract

Lancaster, Pa., Sept. 24. One of the most important program contracts sold here in several months is the production "Romance of Music" which begins Oct. 1 over WKJ, with Fred S. Grou, local undertaker as sponsor. Program is set for three solid years. Mr. Harry Sikes, pianist and music director, will script the programs and handle the casting and producing.

RADIO SHOWMANSHIP

(Program-Building and Merchandizing)

Outstanding Stunts

PARENT-TEACHERS PREVIEW

'Red Davis' Program.
Fletcher & Ellis agency.

Parent-Teachers Preview

New York.
Simple program on NBC of the 'Red Davis' series on NBC will be staged before 1,000 delegates to the New York State Congress of the Parents and Teachers Association, Oct. 3, at the Lido Country Club, Long Beach, L. I. Members of the cast who will take part in Beechnut Gum's contribution are: Burgess Meredith, Betty Wragge, Jack Ioseligh and

Marlin Barry. Show will not be broadcast.
Ed Wolfe, of the NBC production department, will direct the affair.

Telemusicon

St. Paul.
Yesterday (24) WTCN stepped out and made a landmark in radio. With Staff Organist Leonard Leigh in the St. Paul Dispatch (newspaper co-owner of WTCN) city room, playing the famed J. C. Deagan carillon, official chiming of a Century of Progress in Chicago, it was the first time that electrical impulses sent as telegraph signals were translated into music in a city so far (402 miles) distant from the player's touch.

Replayed the bells at 8:15 p. m. for the World's Fair crowds in Chicago, and repeated the performance at 11:57 last night as the signal-off for the Columbia network. Later angle also gave WTCN considerable local prestige, since WCCO is the Twin Cities' CBS affiliate.

Device through which the transmitting takes place is called Telemusicon, created by Western Union engineers. Century of Progress chiming is 25 bells. The Western Union telegraph typewriter has 32 keys. The Telemusicon in Chicago is connected to the controls for the various bells and the sending telegraph typewriter constructed like a piano keyboard to permit musicians to use familiar keys) is connected to the selecting mechanism by a W. U. telegraph line. Thus, every time the organist pressed a key in St. Paul the carillon pealed exactly as it would have had Leigh played on the console in Chicago.

Stunt was lavishly front-paged in local sheets.

Kiem's Inventory

Eureka, Cal.
Station KIEM has summarized its claims to special consideration as a community leader in a pithy essay just released.

It mentions, among other stunts, the use of 40 men organized to gather local primary returns and functioning so smoothly that the local newspapers, alerted both evening and morning on partial returns in the first instance and complete returns finally. A tie-up with Chevrolet dealers provided transportation for the special reporters. And the county weeklies cooperated by telephoning results to the station which quickly broadcast them well ahead of the dailies.

KIEM regularly maintains 15 terminals for remote pick-ups, including two hotels, two churches, a night club, a theatre, a high school, and an athletic field. On the 4th of July station handled 10 outdoor remotes.

Canvass of Eureka local advertising gives KIEM four out of five women's apparel shops, two out of four department stores, six out of eight men's stores, all but two automobile dealers, four out of five furniture stores, 30% of food purveyors.

Renaming the Rose

Schenectady.
"Electrical transcription" tag being considered as an accelerator of tuning out by listeners, some stations using discs now employ the phrase, "transcribed in the modern electrical medium."

"This is thought to be a slicker way of informing listeners that the music or dialog is coming off a platter."

Selling Papers By Air

Portland, Ore.
"The Oregonian On Review," a new, fast-moving radio production of KGW, made its initial bow to the radio audience Saturday night, Sept. 15. Designed as a promotion program for following day's Sunday Oregonian, accomplished this commercial end without sacrificing entertainment value or the rapid pace which is the keynote of the show.

Miniature punch dramatizations of Sunday Oregonian magazine stuff blended with excellent band music keyed to the program's rapid tempo, plus flash statements from Oregonian department chiefs, all combined by swift-moving continuity, served to build "The Oregonian On Review" into thirty minutes of fast, snappy entertainment.

Novelty of the program, following the opening march by Abe Hecovitz' 12-piece band, is a 30-second picture from the Oregonian press rooms. Radio listeners hear the giant newspaper presses begin to rumble into action, while an announcer working on the press-room

remote gives a brief vivid word-painting of the huge machinery getting under way. The substance of the big process backgrounding the announcer's short, punch description introduces this program and identifies it colorfully and picturesquely as a newspaper show throughout.

Controls click back to the studios, where a telegraph resonator signals brief, pointed flashes from Sunday Oregonian heads.

Irish Good Stickers

Philadelphia.
Philadelphia's oldest nationally program, the Four Provinces Irish show, is being held for the fifth consecutive year via WIDAs. Irish gram has remained under the hand of Pat Stanton, studio manager-announcer, for the entire period.

Orchestra has made discs for both Columbia and Victor. This unit was formed 16 years ago by Irish immigrants. Program features Stanton's m.c'ing, Jimmy Mullin, the singing insurance man, and the usual round of Irish reels celebrating the authentic atmosphere of the Free State. The musicians come from all walks of life—bar-tenders, clerks, laborers and butchers.

Spot announcements from national advertisers have supported this show continuously, while the program's audience is said to buy product plugged in each quarter, that the broadcast has seldom lost an account. Weekly mail for the Irish goes together in a hedge-podge of real delight.

That Jimmy Allen Technique

Baltimore.

In anticipation of the commencement of the recorded serial program, "Air Adventures of Jimmy Allen," which WJZ-TV will shortly inaugurate in behalf of a gasoline firm, the station has been building up interest in advance by use of spot announcements. As soon as the program begins, the station will promote an airplane-building and flying contest for boys and girls. The affair will be held on a school holiday and upon the grounds of one of the local flying fields. Air-men possessed of a local reputation and prestige will act as judges.

Station is also securing co-operation of the Hearst newspaper here. The Baltimore Post-Tribune, through the periodical's local branch of a national organization fostered by the Hearst chain of papers, "The Junior Birding Club," will, through the affiliation with this club, newspaper publicity will draw much interest toward the contest, and will also probably be productive of interest in the program.

Each Folder A Story

Pittsburgh.
Latest sales promotional output by WCAE, the local Hearst channel, is a series of five folders, each devoted to a separate phase of the station's story. One folder tells of Pittsburgh and the history of WCAE. Another describes the station's transmitter and lists pertinent statistical data about the area, a third deals with the transmitter signals coverage, a fourth lists WCAE's customer-entertainment graphs showing the variation in radio audiences on the average Sunday and weekday, while the final folder contains photos of WCAE's program staff and several of its outstanding programs. Also included in the promotion layout is a reprint of Vancura's Air Showmanship Ratings, last April, which showed WCAE topping the town in that regard.

Hogging the Air

Lancaster, Pa.
Broadcasting four hours of programs a day from a specially constructed outdoor booth at the Lancaster County Fair, proved to be a large plus for station WGLA. Stunt was of special importance since many ruralists had never seen a broadcast before. They soaked up WGLA exploitation for hours on end and skipping most of the fair to watch well-known artists do their thing.

"Up to the program was only one which didn't click. Audiences at the fair had no desire to be uplifted and the program wasn't popular. A half-hour running broadcast of things in and about the fair, handled daily by Eddie Cundaker, proved very good both on and off the grounds.

Crime Problem Seminars

Schenectady.
In view of the current drive for, and interest in law enforcement and crime detection, it might be well for stations to put on a series of programs similar to the group now being presented by WGY, the purpose being to illuminate the various angles of these problems for the listening public, and to point out the ways in which the latter can assist the authorities. Twice monthly, on Saturday afternoon, a round table discussion of the two questions is held. The first broadcast brought Dr. Bradley K. Hirschberg, Science-fiction columnist and lecturer on the staff of the N. Y. State Police School in Troy, the District Attorney of Schenectady County, and another law-enforcement official before the microphone. On subject-

quent shots, a newspaper editor, a showman, etc., will take part in the round table discussion of the crime detection being discussed from the particular viewpoints of the several professions and industries.

Present WGY series is a follow-up of one presented last fall and winter by Captain-Inspector Albert H. Moore and trooper-assistants Dr. Hirschberg, that one transcribing case from the files of the State Police and explaining the method of solution, won wide praise.

Shirley Temple Contest

Philadelphia.
Another attempt to find a double of a movie celebrity will be staged by WIP and the Philly Stanley-Warner flicker company. Contest, which will have definite commercial angles for the Gimbel Store station, will terminate on the opening day of Shirley Temple's "Now and Forever" picture. The local lass is scheduled to receive \$3,000, the young screen star will receive \$50 to be used in purchases in the Gimbel emporium. As a final part of the broadcast, when the winner has been decided, the lucky youngster will talk with Shirley Temple in Hollywood by telephone direct from the WIP studio.

A tie-in with the contest for publicity, shows models of the Shirley Temple dress for kiddies, exclusive, in Philadelphia at Gimbel's.

Manufacturers' Sustainer

Portland, Ore.
Much interest is being shown in the nightly broadcasts over KRX by the Oregon Manufacturers' association as a part of its campaign to encourage the buying of home products. Ex-Mayor George J. Baker, who heads the association, conducts the broadcasts and presents a message pertaining to important industries which are providing the payrolls which make up the backbone of western industry. Prizes being offered each night are bringing excellent response. These include valuable articles furnished by western factories and are announced during each broadcast. The association program is on the air over KRX each night.

Soiree Music Hour

Des Moines.
WOC-WHO will produce a Soiree Music Hour using transcriptions and to be given continually of an opera house atmosphere. Francis Asbury Robinson as music master.

Program will also have a contest tie-up, idea being for listeners to send in sketches on the lives of famous composers, with the winning ones used by the studio. The first of the week program will feature the life of Bach and his music.

Aeroplane Stuff

Albany.
"Happy Landings" is a new 15-minute adventure drama broadcast three times each week by WOKO, Albany. Story revolves about young people aviating in aviation. Idea originated with General Manager Harold E. Smith, who has his own plane and is a flying fan. Juvenile players include Mildred Joseph, 13, Cheryl Hayford, 13; Sammy Faleow, 13, and Ernest Brito, 9.

Helping Mama and Papa

Iowa City, Ia.
WSUI, Iowa City, and WOI, Ames, will co-operate in presentation of three radio courses designed to aid parents in solving problems of child rearing and will be carried out through the Iowa Radio Child study club. More than 1,000 members of study clubs will participate throughout the state. Broadcast schedules will be Tuesday, Wednesday and Thursday. Over WOI it will be at 2:30, while the repeat will be at 8 p.m. over WSUI.

Doctors, Dollars and Disease

New York.
Starting Oct. 1 Columbia network will broadcast a series on the moot question of state medicine under the title of "Doctors, Dollars and Disease." High cost of being sick and the recent agitation in favor of socializing medicine so that poor folks get proper attention instead of neglect make this series of much public interest.

Wrestling Broadcast

Charlotte, N. C.
WSOC broadcast its first wrestling match last week. It was the meeting of Jim "The Goon" Henry and Bill Middlekalk, refereed by Jess Williams, former heavyweight boxing champion. Ed Sims handled the mike at the ringside. In addition to the "hold-by-hoff" account, WSOC put on an interview with Willard.

Veterans' Salute

Troy, N. Y.
WHAZ, Troy, presented a war play, "The Hats," dedicated to 27th Div. veterans who broke the Hindenburg line 16 years ago. Written by Walter P. Swamker, Schenectady attorney and veteran of the 105th Inf.

I. V. C. in Baltimore

Baltimore, Sept. 24.
Services of Nancy Tuner, head of the feminine department of WFBR, has been signed for one year by the International Vitamin Company, sponsor of the 'Uncle Don' programs over WOIC, Newark. Miss Turner will conduct two 15-minute programs weekly. The account was placed by Zinn & Myers, a New York agency, through the Edward Petry firm, representative for WFBR.

Labarski, head of the International Vitamin concern, chanced to drive through Baltimore and, while here, heard the young lady broadcasting one of her three-weekly fashion talks. Interest led to inquiry, resultant in Miss Turner journeying up to WOR, Newark, last week to undergo what proved a successful audition.

Her series of programs will begin Oct. 1.

CHAS.

KING

To Be Featured with

PAUL WHITEMAN
KRAFT CHEESE PROGRAM
Starting Oct. 4

This Week (Sept. 21)

LOEW'S STATE, NEW YORK

THE GREEK AMBASSADOR
OF GOOD WILL

GEORGE GIVOT

Every Tuesday 10 P.M.

Coast-to-Coast

Columbia Broadcasting System

Personal Direction
HERMAN BERNIE
1619 Broadway New York

Jack and Loretta Clemens

WEAF

9:30-10:30 P.M.

Saturdays

IVORY SOAP

Direction
NBC Artist Bureau
and
Ben Rocks Productions

fred allen's

"TOWN HALL TONIGHT!"
AS
HOUR OF SMILES
WITH
PORTER AND HOFFA
JACK SMART
LONEL STANDER
JOHN BRON
MINERVA FLOUS
KILLEN DOUGLAS
Material by Fred Allen and
Harry Tugend
Management, Walter Hatcher
9-10 P. M., D. S. T.—WEAF

ROY FOX

AND HIS

BAND

ON TOUR

B.B.C. NETWORK

EMERSON GILL

AND HIS ORCHESTRA
HOTEL WEBSTER HALL
DETROIT
MCA DIRECTION

GRACIE BARRIE

This Week (Sept. 21)

DOUBLEDAY

RKO PALACE, NEW YORK

AND THE

CASINO DE PARIS

Sole Direction

HERMAN BERNIE

1619 Broadway, New York

LEITH STEVENS HARMONIES

Leith Stevens Conducting a Program

of Unusual Color

Thursday 8:30 P.M., WABC

COAST TO COAST NETWORK

Exclusive Management

COLUMBIA BROADCASTING SYSTEM

LEON BELASCO

Oct. 5th

ARMOUR HOUR

Coast-to-Coast

COLUMBIA BROADCASTING SYSTEM

St. Morris Hotel, New York

Sole Direction, HERMAN BERNIE

1619 Broadway, New York

Tommy "Cecil"

MACK

COLUMBIA'S CREATIVE OMIC

WITH GEORGE GIVOT

EVERY TUESDAY

WABC, 10-10:30 P.M.

COAST-TO-COAST

Management

HERMAN BERNIE

1619 Broadway, New York

RAY HEATHERTON

Broadcasting

Mondays and Wednesdays, 11 A.M.

Fols-Naptha, WAZ-NBC

Direction NBC Artists Bureau

Grant Maxwell

Program Director

K T A B

SAN FRANCISCO

"IN THE MODERN MANNER"

CONCERT PROGRAM COMPOSED AND DIRECTED BY

JOHNNY GREEN

THURSDAY EVENING 9:30

WABC-100 COAST-TO-COAST NEW YORK

COMPOSER OF "LIVING IN DREAMS"—"RAIN, RAIN, GO AWAY"

Radio Chatter

New York

Bill Mcenam, WGY p. a. did not broadcast his 'Scissors & Paste' program last week.

Jim Healey, WGY announcer, back on the air with his daily news broadcasts after a bout with a cold.

Leo W. O'Brien, political writer for the Albany rag of which Healey is Sunday editor, substituted during the 'Colonels' illness.

George Watson announcing the 'Ma Perkins' afternoon commercial over the NBC red circuit.

Norman Brookshire will describe the beauty contest at Madison Square garden over WMCA.

Jolly Coburn gave a three-a-week pick-up from NBC stating in October.

Missouri

It's a boy at the Bob (Texas Rangers) KMOX, at KMBZ, Kansas City. Arrived Labor Day.

Hugh Studebaker, former KMBZ announcer in Kansas City enroute to Arizona, to dry up a bad throat.

Lulu McConnell, in KC on a short visit with radio officials and relatives.

Some twenty radio artists from the KMBZ studio have just returned from Chicago, where they spent several days making World transcriptions. Tex Owens, cowboy singer, remained behind to make more records.

Doe Hopkins and Bunkhouse Bill, hillbilly singers for Crazy Crystals Company have gone to WOW, Omaha, for the same sponsor.

Taking their place at WHB, Kansas City, are Henry and Jerome.

Radio build-up gave a bunch of WHB artists a second sellout when they recently drove 250 miles to appear at the Salina, Kansas, fair. Just a year ago they furnished the amusement at the same fair. The artists were Norvall Slater (Cook Painter Boy), the Rhythmettes, Lora Bailey, Dorothy Lee Riley, and Alleen O'Day, Dixie Lee Martin and his Dixie Lumberjacks — Lloyd Hansbald, and Ted and Mert Palmer, Jimmie Atkins and the blind pianist, Virg Bingham.

Jessie Kirkpatrick's orchestra filling the Muehlebach Grill spot, in Kansas City, broadcasts twice daily over WHB. 'Kirk' has added Blanche LaBow, torch singer, to the organization. Miss La Bow has been a featured singer over WHB for two years.

Jack Todd, program director at WHB, and his wife, formerly one of the 'rhythmettes' have returned from a visit to the Chicago fair and the Chicago radio stations.

Ed Cochran, sports editor of the Kansas City Journal-Post and sports broadcaster at WHB, is in sports clear up to his ears. This year he will referee important university football games, including Illinois, Iowa, Nebraska, Iowa State, Purdue, Missouri, Kansas State.

Wahillau La Hay, woman announcer and continuity writer for WHB is in the hospital. Taking her place as 'Mrs. Bliss' on the WHB Magic Kitchen show is Mrs. Kate Tasker.

California

Ken Carpenter of KFI announcing the Maybelline program emanating from L. A. NBC studio.

Robert Reed switched from NBC Frisco office as production man at the Hollywood studios. Ken Carney returns from Hollywood to the northern office.

Myron Nicoley, NBC singer at San Francisco, on six months' leave from the station, looking around L. A. for some picture work.

Harry Anderson, NBC's Frisco sales manager, in Los Angeles checking up on accounts.

Overcrowding of the NBC stage on the Radio lot as the network now laying a line to Recordings, Inc., for some forthcoming programs. First to go from the new spot will be the Maybelline program, with Dele Daniels featured.

Gloria Stuart and Joan Bennett not for spots on the Maybelline program out of Hollywood.

Shell Show gets its first outdoor airing when the NBC coast chain remotes revue from the county fair at Pomona Sept. 24.

Iowa

Art Shepherd returned from vacation in north woods to take over 'Question Man' duties again. KWCI, inquiring microphone reporter, broadcasting from downtown street corner each noon, is claiming more and more listeners. Easily rates now as outstanding local program over KWCI.

Louislana Lou of the WCC-WHO Barnardance Frolic, is the mother of two new Victor records of hillbilly classics.

Charles Gussman, formerly of

KMOX, St. Louis, is a new announcer for KSO.

WCC-WHO will broadcast all of the big Iowa games with Dutch Reagan at the mike.

Three J's are back for a new season at KSO after spending the Summer doing radio work at Lake Okoboji and other northern Summer resorts.

WCC-WHO will carry the inauguration of Eugene Gilmore as head of the University of Iowa—former president Walter Jessup will speak at the inauguration.

Al Claus and his Oklahoma Outlaws have been added to WCC-WHO Barnardance Frolic.

Orelle Foster, organist for KSO, has a grand new ten piece orchestra on the air with Foster doubling on the vibraphone.

Betty Cook, 12-year old songbird, at KSO after a season at Lake Okoboji.

KSO now using musical backgrounds on chain break announcements.

Fred Joske, WCC-WHO crooner, goes to Chicago to pitch his shoes but doesn't like horsehoes as they are pitched in Iowa.

Helen Holstad now soloist on Standard Live Power program.

WCC-WHO, Former soloist with Bob McGrew's Hotel Fort Des Moines orchestra, she was recently elected queen of the all-Iowa Musical Festival.

'Dutch' Reagan, WCC-WHO sports announcer, to handle the mike on all Drake U. home games.

Darling, KSO warbler, has left for parts unknown.

Ether Fuller Janas, former Reg-later and Tribune writer, handling publicity for KSO.

Page handling 'News of Celebrities' on WCC-WHO for Trade Home Shoe Stores.

Ed Barrett, former program director, KSO, to direct a radio school at Drake U., emphasizing program and business angle, with the school tying up with KSO on occasions.

Dr. Herbert Gould, new dean of fine arts school, Drake U., to be guest soloist on Al Trigg's Sunday

night 'Monastery Garden' program, KSO.

Rddie Truman now at the piano of KSO's studio orchestra under direction of Orelle Foster. Rddie Harper trumpeting.

Texas-Oklahoma

Bernard Macy, announcer, formerly with KVOO, Tulsa, took Pat Shannon's place with SBC's Oklahoma City outlet, KOMA. Mr. Shannon is now with WFIW, Louisville.

John A. Brown & Co., Oklahoma's largest department store, is doing extensive advertising by wax program over KOMA.

Harold Kimmell, formerly with KTAT, is now announcer for associate KAKO, Wichita Falls.

Paul Postaph, KNOX engineer, married June Morse at Dallas, September 2.

Roy George is doing a great amount of KTSA, San Antonio, mike work.

Milton's Brownies staged a show at WACO, Waco, recently, for Mr. Glenn of the Glenn Rubber Company. Studios were filled to capacity and the SRO sign was hung out.

Mildred Glenn of WTK, Dallas, is SBC's Kate Smith.

Alyne Sholes, for several seasons director of dramatics for WFAA, Dallas, has returned after a long vacation spent in Denver.

Harrell Everitt, well known in Texas radio circles, and Lou Keefe tied the marital knot recently.

Natalia Garza, WOAI vocalist, just as good to look at as to listen to.

Fred Mally describes the sports page to regularly all sports for KABC.

Hugh Hall, chief exec of WOAI and one of the welcomers for NAB, due back this week.

WOAL claims nation's oldest commercial, Gebhardt's Chili Powder Co.'s Mexican program. It aired for the 462nd consecutive time this week. It's Mexican more than in name. Talent, comprising 20 artists, except for announcer and pianist, is Mexican.

Looks like a sponsor soon for Ken

McClure, who airs a sustaining news commentary quarter hour on Mondays for WOAI.

New air conditioning equipment for WOAI's studio. Now the boys won't leave the place.

San Antonio announcers taking unionization.

C. L. Riddell, WOAI's vet announcer, begins fifth year and celebrates return from hospital at the same time.

Buster Bryan doing his stuff once again from WOAI's remote dance pickups now that vacation's over.

James Crocker all the way from Massachusetts to join KTSA shift.

New England

New broadcast studios of WTIC, Hartford, which will occupy an entire city block, are nearing completion. Executives, musicians, announcers, librarians, music arrangers and copyists have already moved into their new quarters. Technical staff will follow as soon as the four additional new studios are completed early next month.

Norman Clotier and the Madcaps staff dance band of WTIC, Hartford, are now playing a luncheon spot, 12:30 to 1 o'clock, every day, except Sunday, over the NBC-WEAF chain of 52 stations.

Margerie Waters, the continuity writer for WTIC, Hartford, has returned from a trip to Bermuda, and Laura C. Gaudet, pianist, is back from a six weeks' vacation to Italy and France.

Everett C. Dow, former newspaper man, returns from a two-month vacation to resume broadcasting of odd facts from WDRC each week.

Phil Strong, director and arranger of the Modernaires of WTIC, Hartford, is writing arrangements for Men of Son, chorus of 14 male voices, led by Leonard Patricelli.

Maurice E. Wallen, Hartford tenor, has joined Phil Strong's vocal trip on WTIC, Hartford.

WTIC gives air rights to broadcast political speeches of Postmaster General Farley, U. S. Senator Loneragan and others at a Democratic State Convention, held in New London, fifty miles from Hartford.

Atop the Park Central at the Cocoanut Grove—

When

HARRY A. LANZNER, Managing Director

Sought an Orchestra

Rhythmic, Sweet and Hot

To Play the Topical Tunes of the Day

But Also Schooled

In the Symphonic Tradition—

And Equally Facile with Continental Waltzes, Insinuating Tangos and Zestful Rhumbas

Mr. Lanzner Selected

Harry Salter

and His Orchestra

Featuring Ken Sisson's Arrangements

Opening October First

And Commencing October Third

Harry Salter and His Orchestra Will Be the Feature of
Lanny Ross' Log Cabin Syrup Program

WJZ-NBC Blue Network every Wednesday at 8:30 P.M. EST.

Personal Direction—EDWIN I. FISHMAN (O.C.A.) 1619 Broadway, New York City.

KAT SMITH

wabc

columbia
broadcasting
system . . .

wednesday
3-4 P. M.
thursday
8-8:30 P. M.

e.d.s.t.

coast-to-coast

Management
TED COLLINS

Lombardo Suing on Brunswick's 25c Disc Idea, Disc Firm's Film Angle

Brunswick, which is a subhold of Consolidated Film Industries, takes the film angle on releasing some of the former Lombardo, Crosby, Casa Loma and other recordings on a cheaper label. This is the company's explanation for the announced intention to merchandise these 75c Brunswick record artists on its affiliated 25c Melotone and Perfect disks. Brunswick says that Lombardo and Crosby's sales of last spring can thus be judiciously released now on the cheaper brand and possibly benefit the artist through bringing him into a wider audience scope than heretofore.

Guy Lombardo feels differently and has retained one of the attorneys to sue Brunswick for an injunction and damages. Lombardo's interpretation is that he's soon leaving the Brunswick artist roster to ally with Jack Kapp's new Decca outfit and that the present pique existing between Brunswick and Decca because of Kapp (formerly the g.m. of the Brunswick recording enterprise) allegedly figures in Brunswick's present move to cut-rate his disks.

Spokesman for Brunswick states that the latest Lombardo releases are issued under its own label at the 75c figure. But his lawyer alleges that while there is no contractual proviso that the band be issued at a 75c price, or any specific price, there is a specific clause that calls for Lombardo to record exclusively on the Brunswick disks. It is contended that the Perfect Record Co., a subhold of Brunswick, is a separate entity.

Another record case involving Brunswick is the formal notice which Abeles, on behalf of D. Davis & Co., Australia, must publish and phonograph agency, is serving on that company. Brunswick's "mothers" (from which disks are pressed) are shipped to Australia and released under the Columbia firm name in the Antipodes. Davis Co., as stockholders in Brunswick Australia, Ltd., object to this move as minimizing to his own interests. Actual suit as yet hasn't been started, however.

BREWERY SETTLES WITH MPPA ON FREE FOLIO

Salstaff Brewery of St. Louis has agreed to settle its copyright complications with the Music Publishers Protective Association. Brewing outfit was called to account by the MPPA after it had published a menu folder containing the lyrics of 13 songs for distribution among cafes and restaurants. Settlement is \$250 per song.

Songs involved include "Smiles," "Sweet Adeline," "My Wild Irish Rose," "Tipperary," "Show Me the Way to Go Home," "Down on the Farm," "Happy Days Are Here Again," "Sidewalks of New York," "When Good Fellows Get Together," "By the Old Mill Stream," "Moonlight and Roses," and "In the Good Old Summer Time."

Adolph Marks on Own, Going In for Names

Philadelphia, Sept. 24. Splitting with the Tony Shayne interests at the Walton Roof, Adolph Marks has reopened his old club, the Chess Samkan, booked for an indefinite stay at Jack White's. Jerry Bergon and Lillian Fitzgerald.

Floor show features an eight-girl line and several acts. Marks says he will meet local competition with name acts.

LEMOINE P-P GEN. MGR.

London, Sept. 15. H. M. Lemoine, formerly manager of Associated Copyrights, Ltd., has been appointed general manager of Phonographic Performance, Ltd., recently founded by manufacturers to issue licenses for the public performance of their records. Lemoine assures "moderate" tariffs, for the records in theatres, picture houses, hotels, restaurants, speedways, race tracks, and football grounds.

The companies interested in this corporation has catalogs numbering 50,000 records, and issues 200 new ones every month.

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 of the songs most played on the major networks last week, in relative standing, according to the number of combined plays on WHEP, WJZ and WABC.

1. Saw Stars.
2. Cigarettes in Dark.
3. Very Thought of You.
4. I'm in Love.
5. Only Have Eyes for You.
6. Learning.
7. Pardon Southern Accent.
8. Dames.
9. Love in Bloom.
10. Moonlight.
11. Then I'll Be Tired.
12. They Didn't Believe Me.
13. Moon Over Shoulder.
14. I'm Lonesome Carolina.
15. Isn't It a Shame.
16. Lost in Love.
17. One Night of Love.
18. Out in Cold Again.
19. Sweetie Pie.
20. You're a Builder-Upper.
21. All I Do is Dream.
22. Blue in Love.
23. Dust on Moon.
24. Heart to Sing To.

802 Officially Adopts Local Autonomy by Voting New Bylaws

Membership of the New York musicians union last week adopted a new set of bylaws in order to make the local's charter conform with the local autonomy granted by the American Federation of Musicians in convention last June. Under the convention's resolution, all the New York local's officers, with the exception of the chairman, will be subject to election. Edward Canavan, the present incumbent of the chairman-presidency, is an appointee by Joseph Weber and he has two years to go before this office also becomes a ballot issue for the 802 membership.

New bylaws will give the local a vice-president for the first time. This office will be filled in December, when the membership holds its annual elections.

Several members have submitted for consideration of the governing board a resolution which seeks to ban a band holding down a hotel or cafe apt from also playing a commercial program, or vice versa.

Al Lyons Band Tosses In Sponge; No Chores

Los Angeles, Sept. 24. After nearly 10 years as one of the Coast's outstanding stage bands, the Al Lyons combination, currently in its fifth week at the Paramount here, with at least one more week to go, will probably be disbanded at that time.

Shortage of profitable stage engagements, and the uncertainty of tour, has Lyons ready to throw up the sponge and call it quits.

Rube Wolf, who has been playing at the Edgewater Beach night club in San Francisco all summer, comes to the Paramount to replace the Lyons combo. Wolf is a brother of Mike Marco, operator of the Paramount.

ASCAP Meets

Board of directors of the American Society of Composers, Authors and Publishers meet this Thursday (27) to check over member classifications preliminary to distributing the organization's third quarterly royalty plan.

Publishers' faction have confronting it several bids for classification upping. Writer element on the board put the notes-and-words group through an extensive class revision at the June get-together.

300 Chi Decca Discs For Oct. 15 Release

Chicago, Sept. 24. Release data for the first Decca records has been pushed back from Oct. 1 to Oct. 15, when the Decca catalog will hit with some 1,000 discs. In this territory alone the Decca lab, under Dick Voynow, has turned out more than 300 platters in the past four weeks.

Among the waxings were the orchestra of Louis Panico, Noble Sissle and Earl Hines, and a flock of other race and hill-billy talent.

ROSE-CABARET BREAK IS DEF.

Breach between Billy Rose and the two cabaret-theatres which he started looks permanent. Yermie Stern, president of the corporations backing both the Casino de Paris and the Billy Rose Music Hall, New York, is going through with the idea of producing in America the Hungarian play, "The Circus Queen," but Lew Brown, it is stated, will be the entrepreneur and not Rose. Rose went to Europe specifically to get this play.

Meantime Rose has started three different suits against the Billy Rose Music Hall, Inc., and against the Casino. One suit is for \$11,000 back salary for 11 weeks at \$1,000 a week from June 27 to Sept. 5, 1934, when their relations ceased. Another is against the same corporation for \$500,000 on the theory that their contract called for 19 years and computed on a \$50,000 a year basis. Rose contends that, having demanded payment and being denied it, he walked out because of breach of contract.

Suit against the Casino de Paris is for \$1,500 salary arrears on a \$500-a-week basis. There's also a \$500 note due Sept. 26, 1934, upon which suit cannot be started until that date.

Rose's lawyer is J. T. Ables. Nathan Durkan is acting for the M. H. and Casino outfit.

Attorney Ables states he is also readying replevin proceedings to recover the scenery, costumes and material from the Casino, which allegedly are Rose's property.

Stern, meantime, states that "Circus Star," by Laibalis Bus Fekete and with music by Michael Eisemann and Carl Kometz, will be done by Lew Brown in their behalf after Brown completes "Calling All Stars." Brown presumably will write new music for the circus-drama, as was Rose's intention. Both Rose and Brown are song-writers and producers as well.

TEXTILE STRIKE HIT SHEET MUSIC BIZ

The textile strike hit the sheet music business exceptionally hard. Jobbers reported last week that the orders from the strike sectors had thinned out to the vanishing point. With the strikers now back to work, the distributors anticipate a rush of orders from these sources.

Publishers' salesmen coming in from the road declared last week that the sheet business had been picking up substantially until the mill strike popped. Calling on dealers in these textile districts had become a futile affair the past three weeks. Mill hands have always been recognized by the trade as among the major consumers of sheet music.

Yale's Concerts

New Haven, Sept. 24. Yale will break out its Woolsey Hall concert series Oct. 25. List includes Rachmaninoff, Lily Pons, Boston Symphony Orch. (twice), Tchaikowsky and Spalding (joint recital), and Richard Crooks.

Dusett H. Harris, former treasurer of local Shubert, again managers series.

ROBBINS RECUPING

Jack Robbins is recuperating from the bad stage, but still not allowed out.

Does have ordered a sea voyage for 100% disassociation from tin pan alley and Robbins may take the Canal route to the Coast for the rest of year.

As a Londonite Sees B'way, There's More Action Now Than in 1929

Torch Songs

Tin Pan Alley publicist Dave Green and radio singer Joey Nash (with Dick Hummer's Ritz-Carlton hotel orchestra) have gotten up a list of the best torch songs, more or less complete, which has the Lindy's bunch debating the relative merits. The following song titles are indiscriminately listed:

- 'Night and Day.'
- 'Smoke Gets in Your Eyes.'
- 'My Melancholy Baby.'
- 'Let's Call It a Day.'
- 'Body and Soul.'
- 'Don't Stand Ghost Chance.'
- 'When Your Lover Has Gone.'
- 'I Surrender, Dear.'
- 'The Man I Love.'
- 'Time on My Hands.'
- 'Someday I'll Find You.'
- 'Very Thought of You.'
- 'Soon.'
- 'Alone Together.'
- 'I'm Through with You.'
- 'How Deep is the Ocean.'
- 'Always.'
- 'Living in Dreams.'
- 'I'm Yours.'
- 'Silent Love.'
- 'Sweetheart of Sigma Chi.'
- 'Lover.'
- 'Too Many Tears.'
- 'Two Cigarettes in Dark.'
- 'Love in Bloom.'
- 'Talk of the Town.'
- 'For All We Know.'
- 'Star Dust.'
- 'If I Forget You.'
- 'Then I'll Be Tired of You.'
- 'I Wanna Be Loved.'
- 'My Man.'

Brunswick's Interest Ups Whiteman's Victor Coin to \$10,000 Per

RCA Victor upped Paul Whiteman's cash advance to \$10,000 per annum on his new Victor contract. In addition to this, Victor pays all musicians' costs, etc., and gives the maestro a 3c royalty on his new recording pact.

This is as a concession to keep Whiteman on Victor's roster of artists, although the band leader didn't willingly bid the price up as he told Brunswick he'd rather remain where he is and not switch over.

But Brunswick's bidding for Whiteman's band services influenced the new and improved record contract, as Brunswick was anxious to acquire him in order to bolster its declining list of recording talent. Brunswick's loss of a host of the top name artists on the platters comes from the Decca (Jack Kapp) through Kapp, former general manager of Brunswick, starting his own outfit and raiding Brunswick's stars.

HARRIS DISBANDS OWN ORK IN UNION TANGLE

Union complications are causing Phil Harris to disband his California dance orchestra and he will continue his Cutex radio commercial on the NBC-WJZ Fridays at 9 p.m. with a house orchestra and his specialty songsters, Leah Ray, as co-leader. Harris only retaining his trip, the Ambassadors, and his arranger, Allan Clark.

Instead he will utilize the crack NBC house musicians and possibly later assemble a Local 802 (N. Y.) band in order not to encounter N.Y. union difficulties for local engagements.

COAST ORGANISTS HYPOED

Los Angeles, Sept. 24.

Organ and soloist policy has been put into effect in four Fox West Coast clubs houses, in connection with a b.o. tilt to which became operative last week.

Houses include the Egyptian, Uptown, Figueroa and Elmer. Singers and organists will rotate among the four houses if experiment clicks.

England's two most prominent dance maestros, Jack Hylton and Ray Noble, are currently in New York. Noble will stay on beyond Hylton's return to London. Latter sails Sept. 29.

Hylton's last American a.o. was five years ago and he opines there is more nite life and general show activity in these post-depression days than there was in the halcyon period before the memorable '29 Wall street debacle.

What's most impressive to the visiting bandman is that all the New York nite life is wider open, whereas in those pre-repeal days, outside of a few smart spots like the Central Park Casino and the like, everything that was otherwise considered 'worth while' under the then existing circumstances was sequestered and behind closed doors. Repeal has removed all of that.

Bullish

Hylton admits that his Broadway paise probably take him to the high spots, and hence the boom business he sees everywhere is the possible explanation, but he can't alibi the fact that there are more spots enjoying bullish trade than there were in '29.

Nothing special to Hylton's trip save his every-so-often trans-Atlantic survey. He books attractions abroad now, as well as still rating as 'the Paul Whiteman of England' but, says Hylton, anything that's worthwhile for London booking is seemingly already committed to somebody and generally tied up. He's seen only a few indie novelties, and these he may take over.

Hylton must sail back to London Sept. 29 in order to open Oct. 8 at the Palladium with the 'Crazy Week' variety show. A number of American artists are going over for the Palladium and subsequent variety dates, including Bootsie Baker, George Prentice, Ed Ford and Whitey, Herman Timberg and Itay, Ellis and LaTune.

Hylton will concert tour after his vaude commitments and will go into Germany for the first time since the Hitler regime. He's due in Berlin in late November, booked by the Wolff-Sachs concert management, now subordinated of course by the Hitlerites, but still the most prominent concert bureau in mid-Europe.

TITLE INFRINGEMENT SUIT ON 'LOST FOG'

Dorothy Fields and Jimmy McHugh's song, "Lost in the Fog," first introduced at Ben Marden's Riviera roadhouse production, is the subject of a \$25,000 suit by Margaret N. Taylor (Juanita Ariss, professionally) against Robbins, Metro-Goldwyn-Mayer Corp., which owns Robbins Music, and Metro-Goldwyn-Mayer.

Title infringement is charged; not song similarities. She claims she mailed a manuscript of her number of the same name to Robbins last spring. Latter's lawyer is moving to dismiss the complaint as defective and not stating sufficient cause for action.

Goetz Takes Prez Post Of Col. Phonograph

Ben Goetz, executive vice president of Consolidated Film Industries, is now president of Columbia Phonograph Company. He was elected to the post prior to his recent trip to England to negotiate deals abroad for Columbia.

In addition to the Columbia job, Goetz is a vice president of Brunswick Phonograph and American Record Company. The three discs concerns are subsidiaries of Consolidated.

FIX L. A. CONCERT LIMITS

Los Angeles, Sept. 24. Musicians' local, 47, is certifying members' appearances in concerts before local clubs in which they are situated.

Board of directors has just fixed the limit at four concert appearances in any one year.

CIN NITE CLUBS ON UPBEAT

NAB Revises Performance Royalty Plan, but Still Too Muddled for ASCAP

In a conference last Thursday (20) with R. C. Mills, E. M. of the American Society of Composers, Authors and Publishers, Joseph C. Hostetter, copyright counsel for the National Association of Broadcasters, outlined a revised version of his plan for radio's compensation of music on a per performance basis. Mills advised Hostetter that the idea impressed him as still hopelessly complicated, but that the Society was agreeable to considering the per performance angle if it could be simplified and proven fair to both licensee and copyright owner.

Under Hostetter's plan, each type of composition would be given a letter and each musical work a serial number, both of which would serve as an index to the manuscript. The copyright owner would fix the basic price for his number and the eventual figure for the number would be determined by the wattage of the station broadcasting it. Each station would serve as a sublicense of ASCAP, with authority to bill the advertiser for music used and to remit this royalty money to the Society. The price charged the licensee would be 5% of the net billing for time. Each station would make an entirely separate deal with ASCAP for its sustaining usage, with this annual charge treated as a nominal matter. For spot announcements the outlet would pay a separate but also nominal royalty.

Mills told Hostetter that he thought the per performance method could be worked out, even though it would require a mob of clerical help, but that the index twist could not be acceptable. He said he saw no reason why the numbers couldn't be referred to by their own titles, though it would entail an additional expense in telephoning.

Doesn't Affect Suit

Commenting on his discussions with Hostetter, Mills declared that nothing entered into it with radio would affect either the latter industry's present agreement with ASCAP, or the dissolution suit filed against the Society by the Government. Under no circumstances, averred Mills, would music's current deal with broadcasting, which expires Aug. 31, 1935, be rewritten. Ponderers now going on with Hostetter, Mills pointed out, constitute an attempt to arrive at a license method that could be incorporated in the next agreement between the two industries.

N. O. Niteries Reopenings

New Orleans, Sept. 24.

Former Suburban Gardens is opening Oct. 17 as the Club Embassy. Tables will be terraced giving every customer a ring-side seat. Joe Caparo is bankrolling the niteries.

Roosevelt hotel's Blue Room is being remodeled and reopens in October. Seymour Weiss has not yet booked attractions for the swank mezzanine.

Robison Vice Belasco

After a long stay at the Hotel St. Morris, New York, Leon Belasco's orchestra is being succeeded by Willard Robison.

Robison, with his Deep Rhythm orchestra of 18 men, goes on early in October in the ballroom, which is being redecorated.

Montclair's Show

Felix Ferdinand, sons the last name because there's another Ferdinand, his brother Alex, at the Grand Northern Hotel, New York, has opened at the Hotel Montclair, succeeding Harold Sklar's band.

Others in the show, Laren Crasner, Claire Willis, Marion and Florio and Rosita Ortega, last two acts holding over. Clara La Rue band under direction of Virgil Alonje is alternate maestro.

Frank Ad

Des Moines, Sept. 24.

Music row gagged last week through appearance of an ad that for frankness has about everything in this neck cheated.

Spotted in the help wanted section, it blandly stated, "orchestra wanted, four pieces, to play for tips."

How to handle a situation like that, question of the NIA, and other factors, are making for laughs and lurid language.

MAY HOLD CODE ON WORK HOURS

Although the music industry's code received its final stamp of approval from the trade last Wednesday (19) during a hearing in Washington, there is a possibility that its submission to President Roosevelt will be deferred because of the clause pertaining to working hours. Last Wednesday's meeting gave the standard music faction a chance to air its differences over the discount provisions of the code.

NIA authorities would prefer to have the publishing industry adopt 36 hours as its weekly maximum. As the code now stands, the 40-hour level is 40 hours. The request for a cut in working hours has been prompted particularly by the results of a survey made by the NIA's bureau of research and planning. This probe, which sought to compare 1925 and 1934 conditions, revealed that in order to equal the 1928 employment level the industry would have to put into effect a 28-hour week.

In 1928 the average pop employee worked 45 hours a week and the average standard publisher's employee 44 hours. Publishers in both phases of the industry say that in consenting to the 40-hour proposition they had made a substantial concession to the NIA.

Loaded Exploit Gag

Portland, Ore., Sept. 24.

Characterizing the certificate of nomination presented for Jean Anthony, m.c. at the Columbia Gardens, as an independent candidate for Governor as "spurious and vulgar," as well as an "insult to the state," officials of the state department contemplate turning the document over to the district attorney of Multnomah county for investigation.

The gagline was brought to the secretary of state's office by Anthony, in person, and it alleged that more than 100 names on the certificate were registered voters of the state meeting in an assembly in the Columbia Gardens.

The certificate contained numerous fictitious names, several of which were expressions written in as names and carrying addresses in Washington state. Other names were "Franklin Delano Roosevelt," "Sally Rand" and "Marty Lane."

Cheyenne Niteries Route

Chicago, Sept. 24.

Ministry of the three acts in Cheyenne, Wyoming, made a point booking last week so as to get better talent. By circulating they make an eight-week book: two weeks in the large cafe, one act in the other two, and then a change of routine for repeat performance.

Booking out of Chi with Tommy Sacco.

CAFES SEE LIGHT AFTER 10 YEARS

Niteries Spread in Midwest for First Time Since 1924—200% Increase

SHORT MONEY

Chicago, Sept. 24.

Niteries feel a new tingling sensation running up and down their bandstands, floors and tables. Life is starting to pulsate again in the dine and dance rooms. For the first time since the great nite club era of 1924, when niteries reached their admitted peak in take and attendance, the nocturnal spots are seeing soft money again.

Just 10 years have elapsed since those happy days in Dixie, 10 years of dying nite spots, three-piece orchestras and floor shows composed of a couple of hoofers and some nondescript warbler. Maybe it's a new generation, maybe it's the coming American boom, maybe it's just the return of another cycle. But whatever the cause, there is no question about the result. Business in nite clubs has picked up more than 200% since the first of the year and the take is still climbing. Nite clubs which have been gathering spider webs and dust since the market crack-up back in 1929 are now breaking through those locked doors, picking up the chairs off the tables and again putting the "open for business" sign up on the front gate.

Frolics Start Again

At the close of the year 1933 there were only a dozen recognized nite clubs in this town, which does not mean a number of half-hearted beer taverns. In September, 1934, nine months later, there are 84 established pleasure spots in Chicago. Names which haven't been heard of for years are now once more alive. An instance of this that tells the whole story is the rebirthing of the name of the Frolics cafe. For years the Frolics was the key niterie of the Midwest. Seven years ago it started on the downpath and three years ago folded. Last week they reopened the title, combined with the Club Royal, another great nite club name in this town, which hadn't been used in years. Now known as the Royale-Frolics, it typifies the awakening of niteries around the town and throughout the territory.

There are in the Midwest today approximately 145 weeks of night club route for performers, whereas this time last year it was hardly 35 weeks. With the niteries working on fortnight and monthly bookings, the nocturne performers are finding themselves on steady routes taking them within an area covering from Denver to Dallas to Atlanta to Cincinnati. Like the good old days of vaudeville when an act could spread a lifetime right in the Midwest, the nite club performers are finding the same situation today.

Talent Boom

Demand for acts in nite spots is still on the upbeat with many booking organizations going into this field which never previously considered the after-dark field as worth anything at all. Not only are the established hand booking offices adding talent bureaus, but would agents and bookers are galloping into the night business.

There is one trend in the new niterie field. And that is the spread of a number of little cafes playing acts ranging from \$50 to \$150 weekly. There has been a serious effort to pay by money for acts, in competition with the deluxe theatres. It has come to be a matter of quantity rather than name quality. Niterie field has been a boon to those small-time and family type vaudeville acts. With small and family type vaude completely dead, these acts have found a field where they can sell their type of talent.

Amer. Musicians' Union Won't Budge From Position Barring Hylton, Noble from Real Money Over Here

Eyes Have It

Tin Pan Alley is now giving full swing to the "eye" cycle. DeSylva, Brown & Henderson started it off with "My Eyes Wide Open." Current follow-ups include "I Only Have Eyes for You" (Witmark), "I'll Close My Eyes" (Donaldson, Douglas & Gumble) and "It Happened When Your Eyes Met Mine."

Two world-famous dance masters from London, Jack Hylton and Ray Noble, came to America a fortnight ago, both hoping to break down opposition from the American Federation of Musicians and extend their international activities into the field of American broadcasting. Both have failed. Hylton wasn't as directly keen about the situation, but Noble, through sundry American representatives, came over more or less expressly in the hope of breaking down the barriers.

The host the A.F.M. officials yesterday (Monday) conceded was that Noble may make arrangements for, and, if he desires, coach some orchestra for commercial broadcasting, but the type of announcements permissible would be something like: "The Joe Doakes orchestra, featuring Ray Noble arrangements." Neither Noble nor his representatives favor that. The J. M. Mathes, Inc., agency, handling the Bromo-Seltzer account, which wanted Noble for American broadcasting commercially, might yet be amenable to the announcements on the air going out: "The Bromo-Seltzer orchestra will now play the Ray Noble arrangement of such-and-such song title. But that is unlikely, and unless the A.F.M. relents further Noble may follow Hylton back to England. Later sails Saturday (30), where he opens at the Fulham, London, Oct. 8, for some variety engagements.

A. F. M. further ruled Noble may work in this country, provided that he restrict himself to a single job and that he sign no contracts. If Noble elects radio he is, according to the ruling, barred from holding down a cafe or hotel spot or from doing a phonograph or radio disc recording.

While considering Noble's case the heads of the A. F. M. were appealed to by scores of the British musician's friends on this side, many of them influential figures in business and public office. Union execs advised several of these that what had made it toughest for Noble was the fact that he had come into the country with the intention of filling not only but several jobs.

Hylton's One Chance

Hylton, who came over for a periodic c.o. of matters American in show biz was okayed some time ago to enter as a straight concert attraction, but barred out of vaudeville, picture houses, radio, etc. On a straight concert basis, that's not to Hylton's liking, as commercially it would be too precarious an undertaking. He may, however, accept dates as guest conductor of picture houses like the Paramount or Capitol on Broadway, but without his own orchestra.

In Noble's instance it's different as his reputation as an orchestrator-arranger and Victor (H. M. V.) recording artist, using local musicians, would have to be capitalized.

Hylton also huddled with the union authorities yesterday (Monday) afternoon, but with the same meagre satisfaction as Noble. He insisted on permission for radio engagements.

Slipper Reopens

Cleveland, Sept. 24.

Crystal Slipper, last operated by Phil Schickel, night club owner, is being reopened again Oct. 1 as the "Tron," influenced by Charles Hogue, part-owner of Joan Cocklette's entertainers in Detroit. Under name of "Associates for Entertainment and Attractions," it is headed by Miles H. Knowles and Charles J. Baum, head of Detroit.

Red Nichols or Tommy Christian will open the dance hall, one of the largest in Cleveland. Rehearsal spot is having a double-shoe bandstand and an indoor cafe built.

RECORDS NEED SALES BALLY

Phonograph records need some of that motion picture exploitation stimulus, is new thought among the disk makers. They're out to get reviews, just like the films do, and in general to ballyhoo the artists who in most cases are equally as well known on the air and on the screen. For these reasons, an artist on wax at 75c in the home should have commercial value, in the opinion of the newer recording executives.

One of the chief handicaps is admittedly that of the indiscriminate broadcasting by the small hinterland stations of recorded music. Only new legislation can offset that as otherwise the small stations are within their rights to etherealize records—they pay the ASCAP a royalty for the public performance of the music, and they purchase the disks, and there's no legal redress to halt this practice.

Yet obviously these marathon broadcasts of phonograph recordings hurt the general sales, and likewise affect the artists many of whom are sponsored on big commercial hours and who thus feel they are being unjustly exploited.

Elkort Joins MCA as Talent Bureau Chief

Chicago, Sept. 24.

Eddie Elkort moves to the MCA Corporation of America offices on Oct. 1 to take care of all MCA talent booking into cafes.

Elkort was formerly with the Leo Salikin organization here.

Davis' Cabaret Route

Meyer Davis has booked bands into the Sheraton hotel, Washington, and the Bellevue Stratford, Philadelphia.

Davis, with Bobby Sanford as general manager, will rotate shows and bands in night clubs and hotels.

Booper in Philly Spot

Pittsburgh, Sept. 24.

Etti Cavato and John Magginiotti reopening Plaza cafe next week and with a Billy Arnold floor show starring Helen Kane. Plaza, downstairs spot, has been closed since May and features Cavato's band.

Cavato, who also doubles as the cork tender, had been at Club Electric in Atlantic City all summer.

EEELIN IN CHI

Al Beebe has become the Chicago act for "T. H. Hooton" niterie Phil Miller who has joined Harms, Inc., as assistant to Joe Pizzaro.

After leaving the Chicago office of Irving Berlin, Inc., two years ago, Beebe took a stab at band leading and eventually wound up on the Coast as a music publisher on his own.

'Fats' Waller
Fats' Waller and His Rhythm is plenty that on Victor 21714 will 'Don't Let It Bother You' and 'Georgia May' in which the rosin' mienster gives out tempo as only he can. There are native Harlem esque conversational and vocal idioms which too are unique and confined alone to Waller's own style. First is a picture tune from 'Chinatown', and the latter 'Georgia May' is a pop that must be 'Sweet Georgia Brown's' sister. It's in the tempo.

NIX SYNTHETIC NAMES

Goldens Suing Tic Tocs

**Claim Act Broke Contract When Clicking—
\$250 to \$750**

Maurice Golden and George Golden, his brother, both partners in the agency business, have retained Julius Kendler in a suit against the Tic Toc Girls. They are being sued as Yvonne Monoff, Mildred Link and Bobby Krill, femme trio, which was originally a foursome, when the Goldens, allegedly, took them under personal management last Oct. 23, and spotted them into the Hotel Park Central's Coconut Grove, New York, at a salary ranging from \$250 and graduating up to \$750 at the time they left the hotel, some six months later.

Attorney Kendler's paper set forth that after clicking, the Tic Toc Girls broke away from the Goldens' management. Latter collected 25% of their salary and alleged an exclusive managerial contract until 1933.

Papers set forth that the original deal was made with Bobbie Cook, who subsequently left the act. Barbara Johnstone replaced Miss Cook. Miss Johnstone is not named as co-defendant, but the other three members of the original quartet are being sued.

The Goldens and the Tic Tocs broke relationship Sept. 7, 1934, according to the papers, which state that the Goldens were in the midst of negotiations with Radio Pictures, at \$1,250 a week, when the breach came.

Act is now at Ben Marden's Riviera, Englewood, N. J., at \$475 a week, this being explained that it's a summer engagement.

Goldens allege they supplied the song material, booked the Tic Toc act into the Chez Paree, Chicago, at \$850 a week for five weeks last Spring; got all their commish up until this month and now seek a temporary injunction, damages, etc., to enforce their contract. Argument on the injunction comes up Oct. 5.

Fay Courtney Objects To Robt. Montgomery's Being Billed Over Her

Seattle, Sept. 24. Fay Courtney, at the instigation of her husband and manager, Ralph MacNeil, walked out at the Paramount theatre Friday (21) after playing one day, owing to dissatisfaction over billing. She was given top billing on vaude, with the Swedish Bell Ringers second and equal type as co-headliner, but Robert Montgomery in "Hildegarde" was billed over all.

MacNeil asked Manager Harry Woodin if Montgomery could fill the house, why vaudeville at all? Woodin insisted that he was handling the advertising and so Miss Courtney moved out bag and baggage. Jack Winge substituted and show went on without her.

Miss Courtney just returned from five months in China, with the Paramount engagement closed by radiogram from steamship as she neared Seattle, this also including a week at the Paramount, Portland. Local night club had advertised Miss Courtney to open there unauthorizedly and this may have further upset her.

4 Saxe Towns Open For 13-Day Unit Route

Chicago, Sept. 24. Saxe time in Wisconsin will play units through four houses, giving five-act units a 13-day route to be played in 15. Towns are Kenosha, Madison, Oshkosh and Milwaukee. Milwaukee has three houses, each playing two days.

Houses which may be added are Racine and Janesville.

MOSS' FINALE?

**License Dept. Powwow Hoped to
Clean Up Matter**

What Commissioner Paul Moss hopes will be the final meeting on a uniform contract for the vaude booking offices will be held Saturday morning (29) in the License Department offices. Five lawyers and reps from the American Federation of Actors and Theatrical Democratic League will then submit their ideas on what an equitable contract between a theatre and actor should be.

Moss is going ahead with his plan to force the booking offices to use a uniform contract, though circuit attorneys have pointed out that he only has the power to pass on contracts submitted to him for an okay, and that the employment agency law does not give him the right to order the booking offices to use a contract drawn up by his office.

The circuits themselves were not invited by Commissioner Moss to sit in on the contract meeting, two of which were held previous to the confab sketched for Saturday.

YANK ACTS GET BERLIN COIN

Berlin, Sept. 24. Editor Variety: We, Walter Nilsson and Aussie Czech (American acts), and Frinkson (Spanish act), working at the Scala here, want to contradict the statement in VARIETY, issue of Sept. 4, with reference to not being allowed to take money out of Germany.

We each made application to take \$1,000 out and received a permit within three days. We also have already received full payment in American traveller's checks through the local American Express office. Statement about 22% is correct providing act is booked through outside agents, as Nilsson was booked from Paris. Otherwise the cut is only 12%, which covers income tax, etc. This Czech, booked direct by the Scala, is only paying 12%.

We positively know that Lowe, Burnoff and Wensley, and Dorothy Crocker have received all the money they asked for in full and in dollars.

Walter Nilsson, Aussie Czech.

According to previous reports from Germany, Lowe, Burnoff and Wensley, Dorothy Crocker and other American acts had trouble getting their coin out of Germany. This was explained in VARIETY, issue Sept. 18, as due to some acts having failed to apply for permits in sufficient time, this forcing a delay, but the acts were eventually paid off.

Eddie Dulsberg, managing director of the Scala, was also quoted to the effect that he has governmental authority for assuring all American acts they will get their money.

Cherry Sisters Again

Chicago, Sept. 24. Cherry Sisters are back in town. Put this time in the Nut House nitty instead of burlesque or vaude. Carl White is listed as manager, and pianist.

ALLEN-McGRATH'S SCHOOL

Dubuque, Ia., Sept. 24. Winifred Allen and Alice McGrath teaming again this year, but not for vaude. They're headquartering in this burg, having opened a studio of dancing.

BETTER SHOWS FOR LESS DOUGH

**Reviving Flesh in Central
States by New Type of
Booking—Routes of Two
and Three-Day Stands,
Without Layoffs, Replace
Dead Split Week Time**

UNITS PROFITABLE

Chicago, Sept. 24. Without throwing any bouquets at themselves, the midwest vaude showmen are taking credit for a couple of innovations this year in the booking and playing of vaude in the smaller houses and in towns which were formerly split-week time and which are just returning to vaude after a three-year layoff.

Midwest takes credit for giving show business the presentation, the Paul Ash policy, units and tabs, the old State-Lake policy and the new Aaron Jones policy at the State-Lake. And now it is taking credit for getting playable and profitable routes in one, two and three-day stands without any open time. Previously acts and units playing one or two-day spots would have to lay off at least half a week since most of the bookings were spot handled. But top units in this territory can play three and four weeks on a single route, hitting a town such as Davenport for Saturday and Sunday, another town for Monday and Tuesday, another house (Continued on page 52)

CWA VAUDE UNIT APPLICATIONS VERY FEW

Despite the hue and cry ament the vaude actor, there have been only about 350 registrations for work in the CWA units designed for the relief of destitute variety performers. At this time five weeks ago, when the announcement was first made that the Government relief work would include the vaude performer, it was expected that there would be at least 1,500 applicants.

However, the small registration is attributed to a great extent to the CWA ruling that acts, regardless of the number of people they contain, are only to receive \$24 weekly. Another factor in the small amount of applications is believed to be the actors' reluctance to sign what amounts to a pauper's pledge to qualify for the relief work.

Close to 300 of the applications were received at the headquarters of the American Federation of Actors, with the balance going to the offices of the CWA. First unit, an experiment, is expected to go out around Oct. 4, containing about 20 people. This unit will comprise four or five separate acts and receive at the rate of \$24 a week per act.

N. O.'s Musical Stock

New Orleans, Sept. 24. The Crescent, Branger legit theatre, opened with musical stock and pics Saturday (22). Light rent, light show and light biz.

Roesner Ill

San Francisco, Sept. 24. Walt Roesner, conductor and m.c. at Loew's Warfield (F-WC) here, taken to hospital Tuesday (18) suffering from gastric ulcers. Baton taken over for present by Ducl de Keverfarto.

Code Outlaws Bicycling Acts

**Rules Against Doubling, Tripling Unless
Performers Get \$7.50 from Each House**

THREATEN BELLE BAKER

**Crank Almost Keeps Her From
Sailing for London**

Some crank, phoning threats to Belle Baker at her hotel, upset the comedienne to the degree she almost switched sailings. However, she finally decided to depart tomorrow (Wednesday) as scheduled, with detectives watching her apartment in the meantime, and also supervising her departure, because of the telephone threat concerning some alleged mishap at sailing time.

She's going over for a Palladium opening Oct. 8, via the Morris office.

Miss Baker was to have gone a week sooner, but the religious holidays kept her around Broadway. Her pianist, Bertha Walker, accompanies her.

LOEW'S FASCIST BAND AT \$7,000

Loew has set the National Fascist Band of Chieti, which recently arrived here on a good-will tour from Italy, for its first vaude engagement in the U. S. Opens at the Academy, N. Y., Friday (28) for four days at \$7,000 per week, with Loew holding options for future dates.

Band contains 75 men, and they will comprise the entire show the four days they're in the spot. Booking office figures they can do about 50 minutes without the aid of outside acts. Harry Romm agented the booking.

Academy is in the heart of one of N. Y.'s many Little Italies.

RKO REVIVING VODE IN SYR.; LOEW MAY DITTO

Syracuse, N. Y., Sept. 24. Syracuse gets its first flesh in months next Friday (28) when the Paramount, recently taken over by RKO, goes vaudeville for the three-day weekend period, substituting five acts for one of its customary two feature films. Two-film bills will open on Monday.

First vaude line-up comprises Johnny Perkins, John and Mary Mason, Armida, the Madisons and Al Jordan's Canines. Perkins is also sketched to head the inaugural show at the Alvin, Pittsburgh, Oct. 6.

If the policy clicks, Loew's State is expected to bring in stage shows.

Picks Up Splinters in Head, Acro Sues House

Baltimore, Sept. 24. Edwin J. Michaels, acrobat, filed suit here in Superior Court last Friday (21) against Kappaport Theatres, Inc., operator of the indie vaudeville Hippodrome, in which \$25,000 is asked for injuries allegedly received while appearing at the Hipp on March 25, 1933.

Michaels claims the stage flooring at that time (rostrum) has since been re-floored) was unsafe, and that in course of his act he received splinters in his scalp while executing a somersault.

Yachters at Sea

Adler, Kelly, Kern and Mann, otherwise the Yacht Club Boys, sailed Saturday (22) for London and the Cafe de Paris.

It's a return engagement and booked for eight weeks. They were away last spring.

As a result of numerous complaints, the Code Authority of the Motion Picture Industry is amending the vaudeville section to outlaw the doubling and tripling of acts between two or more theatres at the code minimum of \$7.50 a day per person. The amendment is the first to be tacked on the Vaudeville Code, and will read as follows:

"For any performer employed on a per diem basis and paid either directly or indirectly in any form of compensation there shall be a minimum wage of \$7.50 net for each theatre in which he appears."

Rulings to this effect have been made by the Code Authority in the past, and warnings have been issued that the bicycling of acts is a violation of the code, but in the code itself there has been no clause covering specifically such a violation. With the code found to be inadequately worded in this respect, it was decided by the C. A. to put it in amendment form and thereby make it official as well as clear.

Shoestring booking offices in the east, particularly in the New England district, have been specializing in the act bicycling racket. Under their system acts are required to play as many as three different theatres in one day, with the theatres each getting the acts for one-third the code minimum. In a couple of instances, complaints showed the theatres all paid the \$7.50, but the act received only from one of the three theatres, and the booker kept the difference.

Washington, Sept. 24. An amendment to the film code vaudeville provisions may be necessary to substantiate recent interpretations requiring payment of \$7.50 minimum daily wage to amateur performers, it was learned last week.

While Divisional Administrator Sol A. Rosenblatt said his interpretation will stand as final, from other NRA sources it was explained that since the code contains no reference to amateur vaude actors this matter cannot be settled until the pact is revised. Dispute between Roy and some of his advisors over this technicality makes outcome of attempts to check chiseling in presentation houses a matter of conjecture.

Chi Agent Complains To Ill. Commish About Sidewalk Chiselers

Chicago, Sept. 24. Letter was sent last week by a booker to Wm. Cannon, Illinois Commissioner of the Department of Labor, complaining against bootleg bookers.

States that the affair has come to such a pass that sidewalk bookers without a license are making more money than the legitimate ones with offices. Named several doing it, and stated that it has been going on for some time.

That they have not been stopped yet is due to the fact that efforts from the labor office have been only half hearted.

Loew Folds Murphy Unit; Comic Set for London

Bob Murphy goes back to England in February for vaudeville over there. He starts off with a 10-week stay at the Palladium, London.

Murphy is currently at the State, New York. Last week Loew folded up the unit, which it had built around Murphy a couple of weeks ago. After being in on the producing end, Loew didn't deem it fit for his houses.

NEW ACTS

PAUL YAWITZ
Broadway Columnist
Two and Full (Special)
State, N. Y.

Paul Yawitz, New York Sunday Mirror chronicler of the times and thais of Manhattan and environs, is making a cold and tough break-in at the State. He performs his own part of the date in three sections, punctuated by standard turns. He wasn't talking loud enough himself, and the girl representing his secretary, to whom he dictates items and discusses (kindly) others, was even quieter. He needs to blare out and take command and the gal should assert herself likewise. It's understandable in Yawitz

but the girl, Dorothy Ates (Roscoe's daughter) has had show training. After the natural lack of voice pitch knowledge and with allowance for the first day jitters, Yawitz will get by. Presumably, his acquaintance with the famous and near-famous and those who can do songs or dances, or both, is wide and his importance and popularity sufficient to bring out sizeable and impressive delegations of well-wishers.

He follows other columnists in exploiting the acquaintanceship that columnists inevitably achieve. He's a middle man between celebrities and the public and these pick-up stage dates seem to have become the accepted thing. The middle man's chance to cop some profits. Struggled at by performers and booked by theatres on that basis.

It is known in advance that turns such as this raise havoc with smooth or certain running time. Probably the schedule during such weeks isn't worth a foot from first day to exit performance. Who shows up, how they do, what they do, endures, kibitzing, ad lib, all can extend the time.

For the finale and to introduce the guests, the scene becomes full stage to stimulate a penthouse scene of Yawitz's make-believe "at home." As good a device as the next for rousing an unroutinable set-up.

Some bright chatter spoken and read by Yawitz in his own right wasn't getting the response from the State gathering that will probably develop as he learns the knack of pacing and punching the lines. A disarming tendency to self-joshing was wise. Yawitz made no pretenses to be other than a newspaperman out of his element and a bit over his head. That was good judgment, too.

His voice is pleasant and carries even without the necessary loudness and sock needed for effect. He is modest and self-effacing. Likelihood is that the stunt (for act) pleased the peasants and accounted for some business. Land.

REX WEBER and Co. (5)
Singing and Dancing
16 Mins.; One
Orpheum, N. Y.

Rex Weber will have to try again. This vehicle, written by Al Roscoe, is not going to take him very far. In fact, to retain his standing, he should drive it right to the storehouse before he's ordered to do so.

Floppy characteristics of the act lie not only in the material, but also in the construction. There isn't a new, nor even laughable, gag in the script, while Weber himself gets no opportunity to fully dispense his trick ventriloquism and mugging which put him in the near name class. Surest sign of this act's weaknesses is that most everything it contains was greeted with stony silence at this house, although, in the troy spot, it was preceded by laughless turns.

Besides Weber there are a hoof-boy, oke; a warbling girl, weak; an old stooge who doubles from playing the role of doctor in an old bit to hoofing, fair, and a femme stooge who does nothing but play the role of a nurse. The trick vocal effects are indulged in at the opening of the act and the finish, but it's not enough. His talent should have been the act's mainstay, instead, he's doing little more than the nurse.

Dressing of the act is very poor, this especially going for the boy and girl and also including Weber.

DeMARCO SISTERS (3)
Singing
10 Mins.; Two
Orpheum, N. Y.

Harmonious trio in a Boswell group- ing at the baby grand, and using practically a 100% imitash of the name sisters' routine. Without a pep to give them sustained applause, though their vocal work is pleasing enough, their act is slow and sparkless.

Their one deviation from the work of the Boswells is their closing, which entails miming of w.k. radio vocalists, such as Kate Smith, Rudy Vallee, etc. Also, it's their one bid for a strong hand, but it misses. Three songs precede the mimicry number, all of them special pop arrangements.

Grouping of the DeMarco girls is awry, with the shortest of three standing behind her two sisters seated on the bench in such a position as to be almost wholly hidden from one side of the house. All are dressed similarly in plaid and black gowns and the effect against a black house drop is not altogether pleasing. Deuced here to a weak reception.

BETTY BARTHELL
Singing
8 Mins.; One
Fox, Brooklyn

So far as is known, this is Betty Barthell's first stage appearance after a buildup on the Columbia network. Radio angle is evident in that she's headlining the show here, but it's doubtful whether sufficient people know of her to justify the ambitious billing.

On looks and voice Miss Barthell is all there, although any single, even with years of stage experience, is unimpressive on the big Fox stage. After her introduction by the org leader, she has almost a half-mile walk from the wings to the mike, stage-center. And, as yet, she hasn't got the stage presence to make that hike anything but a stage wait. Once she starts the warbling, though, everything is oke, but after three numbers the hike is on again, back to the wings.

That was the only way her entrance could have been done, inasmuch as the pit band is on the stage. Otherwise, she could have stepped through a traveler and out again, and her inexperience behind the foots would probably never have been noticed. With proper stage setting in the future, however, this young lady should go far.

JACKIE COOPER
Talk
8 Mins.; One
Capitol, New York

Jackie Cooper from Hollywood, in a personal on the Capitol stage, escaped the kid letter bug in New York because he doesn't have to sing or dance to do an act. He just talks, gassing a bit with the very helpful George Jessel and reciting brief dialog messages from three of his pictures.

On the stage Cooper has a shy, fluster style that makes him all the more likeable. He's a sweet boy without being fresh and smart-alecky about it. That precocity so inherent in most performing chil-

True York Leaves Mom And Pa to Do Own Act

True York, daughter of Chic York and Rose King, is leaving her parents' act to go out on her own. It will be her first try away from the folks.

Miss York is teaming with Jerry Brown, formerly of Betty and Jerry Brown, in a double act.

Synthetic Names

(Continued from page 51)

for Wednesday, and so on. The old belief that houses playing occasional vaude must use only certain days is now passe out here.

Practically all of the houses have opened to vaude at any time, and are not putting vaude and units under a handicap by tying it in with a bad picture. The houses are spotting units and vaude with cream dickers, finding that in houses with 1,800 seats or more the walls are practically rubber and can stand the extra rate for profit all around. For instance, a first-run house in Sioux City has been running an average of \$3,500 weekly. Itunes added a unit with a sock picture and did \$4,500 on a three-day week-end stay.

Doubtful Headliners

Midwest is largely wised up to the matter of headliners also, and the showmen in this territory have generally decided that synthetic headliners with a doubtful draw can't help. They are doing without these phony names and are making it up by giving them a balanced show that plays fast on plenty of material and talent. Theatres have found this procedure safer and more profitable than depending on a synthetic headliner.

Instead of socking a mess of coin in these synthetic names, the theatres are taking 10% or so of the coin that the headliner would have cost them and are spending the money in additional advertising, exploitation in country newspapers, in stunts, ad sturges and in billboards. These outdoor boards are being used extensively this season, theatres having found that they are powerful in attracting audiences.

Exploitation is going hand-in-hand with the new units, which are doing business in this territory, and are proving far better business-getters than 85% of the so-called headliners who mean something inside the trade only and nothing at all to the public.

Units are spreading this season, particularly those with novelty twists. Among the top money-getters at present are "Bowery Folies," "Platinum Blondes," "Texas Guinan's Scandals," "Fiesta," "Harlem Scandals," and the "Passing Revue," which has been breaking records the few weeks it has been out on the road.

MAJ. PATERSON'S VAUDE

Indie operators of the Majestic, Paterson, N. J., will put a vaudeville polley in the spot in two or three weeks.

Have not decided on a hooker as yet.

TRAHAN AT CASINO

Al Trahan and Yukona Cameron go into the Casino de Parce, N. Y., tomorrow (Wednesday) night for two weeks with options.

They replace the departing Smith and Dale.

don is entirely missing from Cooper's makeup, and that to a great extent must be his secret of success in pictures as well as on a stage. The boy is growing, is getting rather beefy, and his size appeared to be quite a surprise to the Capitol audience, but Jackie overcomes all that with his work and very likeable manner. As an attraction he may not be as hot right now as he was a year ago, but still warm enough.

BROD CRAWFORD'S FIRST B'WAY LEGIT

Broderick Crawford, son of Lester Crawford and Helen Broderick, gets his first legit chance on Broadway in Noel's Coward's "Point Valaine," due to go into production in November, cast headed by Alfred Lunt, Lyne Fontanne and Osgood Perkins.

Young Crawford was in New England stock the past summer, previous to that playing in the London company of "She Loves Me Not."

Taylor Back to Vaude

Billy Taylor and Louise Troche are teaming as a new vaude combo, Marty Rosen putting the act together.

Taylor has been having it in legit, last in "Keep Moving."

CASS-MACK OWEN AND TOPSY

After a successful Hollywood screen engagement in Paramount's "You Belong to Me," returned to Broadway last week (Sept. 14), at LOEW'S STATE, NEW YORK, in a new offering acclaimed by the trade press "THE BIGGEST HIT OF THE LOEW STATE PROGRAM."

"Variety," Sept. 18th

CASS, MACK, OWEN and TOPSY Knockabout Comedy
10 Mins.; Two
Loew's State, New York
As goofy a knockabout act as was ever conceived, Cass, Mack and Owen aren't new, but with Topsy in the lineup they rate an extra notice. Topsy is one of the two girls in the turn. The girls must of the time work as hard and sometimes a little harder than the two boys, but altogether they dish out a 10-minute spree of fooliness in tumbling, prettiness and balancing on a screwy plane probably not to be outdistanced by any other act.

It's a fast paced turn and every minute brings some kind of active laugh point. They play about, of course, with the lights full on overhead.

To acquaint the funny tricks by the girls, the latter wear short skirts. Next-to-shut here and a howl on a fact layout when caught, but if they try to do more than the 10 minutes they ought to be stopped.

Direction
SAM LYONS

"The Billboard," Sept. 19

Cass, Mack, Owen and Topsy scored the biggest hit of the show. This is the gorgeous acrobatic act of two boys and a rubber-ball brunet. Augmented of late by a blonde, who is not traveling in too fast company by any means. Their act stuff is always sensational, and one of the snappiest things we've seen in a long time in Topsy's complete floor split routine in the fashion of opening and closing a fan.

Direction
SAM LYONS

PAULINE COOKE
Presents
HARVEY STEPHENS
M.G.M.
MIKE CONNOLLY, Pilot

TRACY and VINETTE
Sept. 24, New Cross, London

MICHAEL
PALACE, CHICAGO
This Week, 21
Booked by HARRY ROMM
Management
HEN B. (VIOLIN) LISTEN
1350 Broadway, New York

NOTICE—Anybody knowing the whereabouts of Ken Branch, formerly in vaudeville, and last in England, communicate with Box 55, Variety, New York.

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Selling on Ile de France, Sept. 29—Opening Paladium, London, for 6 Weeks' Engagement, Starting Oct. 19th.

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15 YEARS AGO

(From Variety and Clipper)

Greater N. Y. exhibs were planning a strike against high rentals. Exhib secret organization being perfected and membership of 1,200 claimed. Just a habit.

F. G. Nixon-Nirdlinger threw his 15 Phila houses to the Stanley Co. Hailed as the biggest film booking deal to date.

Lewis J. Solznick surprised the trade by making a \$250,000 advertising contract with the Curtis Co.'s Statepost, Home Journal and Country Gentleman. All in one year.

Labor Jan in Los Angeles over whether Building Trades Council or IATSE had jurisdiction over the studios. Still more or less uncertain.

B. S. Moss put back vaudeville in Regent, Hamilton and Jefferson. Had been promised Paramount first runs for film only policy, but Farren when Low kicked. More rentals from the latter.

Still more roadshows than road spots and producers hustling.

Sam Shipman took special space in theatre ads to offer \$100 to anyone who could not find 400 laughs in his 'First Is Last'.

Martin Beck was reported to be in Frisco buying the entire Orpheum circuit. He and Morris Meyerhold, Jr., differed on policy.

Much to do over H. A. Spanuth's idea of one reel vaudeville, with the cream of several acts in 10 minutes. Performers felt it hurt their value. Said they had been told it was to be cut into a feature. Never popular, so no menaces.

50 YEARS AGO

(From Clipper)

Lawrence Barrett went floppo in his Frisco engagement. Town was uncertain spot.

Some road managers contending that they should have charge of the theatres they occupied instead of the house managers. Clipper contended that too many of them were 'snaps.' Idea never pushed very far.

Rice and Barton, later prominent vaudeville managers, were clowning on the Barnum show. Rice had just bought a diamond combination at \$1,500 and stressed the fact the stones were pure white. Could be used for a ring, stud or breastpin.

Ballooning making an ascension at Niagara Falls had trouble with the bag. Fell into the river, but was rescued. Had even discarded his clothing to lighten the load.

'The Fan Girl' was reported as one of the attractions of a Toronto museum, but Clipper does not tell whether or not she danced.

Altosna, Pa., correspondent proclaimed the town as one of the few places where 'Pinafore' had never been played. Just due in.

From the Rockies east the country was in the grip of a heat wave and business was shot.

Charles Frohman announced he would leave the Madison Sq. theatre at the end of the current season. A. M. Palmer was replacing his brothers at that house.

Abu Hattager was advance man for Alice Janisch.

Inside Stuff—Pictures

When Irving Thalberg assigned James McGuinness to write the story for the Marx Brothers he faced considerable opposition in the studio. Disputed was the assigning of a dramatic writer to a comedy of the type necessary for the Marx combo. Thalberg, however, decided that the comedians need a basic story and that in giving McGuinness the job it would save time.

Following completion of the yarn by McGuinness the usual gag men will develop the comedy. Picture, however, will have more plot than former Marx efforts. Thalberg feels that the comedians are capable of carrying a story.

Production schedule for the Marx picture indicates it will be completed by Jan. 1. If so it will be the fastest schedule on which they have worked.

Hardly a month passes now without the Code Authority tacking on some amendment to the formula. As the result the Blue Eagle is regarded as nearing the time when it can call for its book of industry laws and interpretations.

Two newest amendments expected to be added by the Code Authority at its session on Thursday incorporate the agreement on vaude salaries, and define the maximum and minimum for contract labor. The latter is not to be confused with artists under contract. They remain the same as always, it being emphasized by NRA aides that the legal committee, which is presenting these two amendments after a recent session, has not in mind along different lines of the government-abandoned clauses which aimed to regulate high salaries.

After a long fight Larry Cowen, in charge of advertising and publicity at the Fox, Brooklyn, has succeeded in breaking down certain resistance of New York dailies against all Brooklyn film showings. Going to bat for all of Brooklyn in general and the Fox in particular, he has succeeded in getting the World-Telegram and Evening Sun to co-operate. For many years both these Manhattan papers have never given Brooklyn film theatres any kind of a break.

Cowen several months ago also arranged with civic and business men of Brooklyn to put into effect an elaborate tie-up system weekly for benefit of both sides.

In a very serious position on product after Loew had signed up Fox, Columbia and Universal product, as a result of a final conference which lasted until 4 a. m. Saturday, RKO is to get more picture supply. Agreement after much reported wrangling was to turn over to RKO all of the Fox pictures excepting two, and 50% of the Columbia and Universal programs.

Two pictures excluded under the release of Fox pictures by Loew so that RKO can have them in Greater New York are 'World Moves On' and 'Cat's Paw', which have already started out on Loew time.

Newly formed independent company on the Coast has instituted a new low for writers. Scribblers are hired to write 'continuity' at \$100 and then led into a room containing many novels, the writer being told to take his pick as to which one he'll script.

As the company owns no rights to the books, the scribes are expected to disguise the story sufficiently to prevent a kickback. But to make sure they are in the clear, the execs demand a contract from the writer promising an 'original'.

Of the four Gaumont-British pictures that will go into Radio City Music Hall two will star George Arliss. G-B deal with the Hall is for 'Power' (Jew Suss), 'Evergreen', 'The Iron Duke' (Arliss film now in production in London), and another Arliss. Arliss will make one for 20th Century in Hollywood ('Richelle'), immediately after 'Iron Duke' is finished, then returning to London for two more G-B's, stories for which have not yet been decided upon.

Maurice Chevalier is being practically eliminated as a singer in 'Merry Widow' (M-G). Studio has held four previews to clip footage, and as a result Chevalier, originally in for five numbers, has been cut to one number and 16 bars of another.

Chevalier, upon leaving for France, neglected to say goodbye to either Jeannette MacDonald or Ernst Lubitch.

Unusual trailer idea which A. P. Waxman influenced George M. Cohan to make for 'Gambling' the H. B. Franklin indie produced film (Fox release) is specially authored and directed 2-min. short by Cohan as the star-author-director of his own picture. Pic incidentally finishes today (Tuesday), three days ahead of schedule.

Erich Stoll of Fox Movietone in Berlin got a good break which turned out to be not so good. He was granted exclusive rights to film the late President von Hindenburg as he lay in his bier. But then the propaganda ministry ordered Fox to give dupes of the flickers to all competitors.

A decade ago Herb Crocker was holding down his first film job, p.a. for G. C. Burr, indie producer hallyhooning Johnny Hines. Today Burr holds the screen rights to Crocker's first novel, 'Hollywood Murder Mystery'. Crocker is first assistant to Charles Sigmund Einfeld.

Hearing on objections to the Paramount Broadway reorganization plan was adjourned yesterday (Monday) to Oct. 22. Bondholders are the principal objectors to the Par-Bway proposals.

Inside Stuff—Radio

Indications are that radio will this fall come in for bigger chunks of political campaign appropriations than ever before enjoyed by the medium. Two states where the divvy already shows broadcasting down for the lion share are New York and Ohio.

Martin Davey, the tree doctor, who until last year was an NBC standby, has announced that as a candidate for governor of Ohio his radio expenditure will exceed that of any other previous candidate for state office. It is his plan to use state-wide hookups. In New York the campaign managers for Governor Lehman figure on making a specialty of broadcasting.

Des Moines electrical union went on strike the night of Sept. 13 and WOC-WHO was forced off the air from 10 p. m. until 9 the following morning. KSO, on a different circuit, was off the air only four minutes, so got a scoop, with the governor tuned in for strike developments.

Simultaneously with the start of the strike, a large unfinished apartment building in the heart of the town was bombed. KSO had a line at the apartment just four minutes after the explosion rocked the town, providing plenty of work for the station and enough excitement to keep half the town awake the rest of the night.

With a page in an upstate New York morning newspaper thrown open to two vicinity radio stations for publicity, their outlets are not taking advantage of the opportunity. Repeated calls from the paper for ma-

Inside Stuff—Legit

Bequests made by the will of the late Charles B. Dillingham cannot be paid, estate being valued at less than \$10,000 when the document was filed last week.

Former millinaire manager signed the will in 1930 at which time he was still wealthy. Thereafter his financial decline was climaxed by bankruptcy from which he was discharged shortly before his death, Aug. 30, in New York.

One-fourth of the residuary estate was to be divided into many parts, there being a long list of friends and employees named as beneficiaries. Among those listed are H. H. Burnside, Jack H. Potter and Vera Murray, latter his former secretary. His barber and chauffeur are supposed to receive \$1,000 each. Major part of the residuary estate is willed to Mrs. Mabel Newton, a sister, and her daughter, Mrs. Marjorie N. Nolan, of Hartford.

In addition there is a specific bequest to Eileen Kearney Dillingham Allen, deceased's first wife, who was on the stage when they were married and is now residing in Paris. That bequest was made in appreciation of her having released me from the payments to be made to her under the terms of an agreement entered into on April 11, 1934. Latter date was when they were divorced.

Max Gordon-Hassard Short's 'Great Waltz' received more preview attention at its four invitation performances at the Center in Radio City before its formal Saturday night premiere than most shows. Broadwayites went for the duets more enthusiastically than anything else, although Gordon was frankly puzzled by the enthusiasm, as he had in mind what happened with Elmer Rice's 'Judgment Day'. That was salvaged and hurrahed sensationally at the invitation performances before the regular opening, but the critics weren't as kind.

Rice always opens cold; Gordon doesn't as a general rule, excepting that the size of this show necessitated the preview break-ins, in front of some sort of an attendance, so that 'Waltz' might attain its proper gait.

'The First Legion', initial show to be presented by Bert Lytell and Phil Green, has its locale in a monastery, for which reason it will have an all-male cast. Lytell first selected the play and interested Green, who is a fellow Lamb. Latter gathered a group of friends of different religious faiths in his home last winter and read the script to them. That took two sessions and when all returned to hear the balance of the play, Green decided to join with Lytell in its presentation.

Green is in the textile business. John Henry Mears is general manager of the show, but is not concerned with the production end.

'Say When' will probably be retained as the title of the Jack McGowan-Ray Henderson musical due during the fall, although that label was used for an intimate musical presented at the Morosco, N. Y., in 1923 by the late Elizabeth Marbury and Carl Reed. Latter, who devised the title and who handles the former's estate, has withdrawn objection to its re-use.

Original 'When' was adapted by Marc Connelly for musical comedy purposes from a play called 'Love in a Mist', presented at the Gaity in 1924 with Madge Kennedy in the lead.

With the Casino de Paroo-Billy Rose Music Hall, Inc., management's feuding with Rose, over their cabaret-theatre deals, two circus plays may hit Broadway simultaneously.

The C. de P. management announces optional acquisition of 'Circus Queen', Hungarian play, for which Rose went abroad but which is announced to be produced by Lew Brown. Rose, meantime, is going ahead with his own 'Broadway Circus' show, similar big top drama but to be locally authored.

Number of sketches from 'Over the Coals', produced in Pittsburgh two years ago by Bachman-Hanna of Carnegie Tech drama school, have been disposed of to Leonard Sillman for his forthcoming revue, 'Pools of Lush In'. They were authored by Franklin Heller and Herman Liveright, both of whom are now in professional theatricals.

Heller directed summer playhouse enterprise in New Jersey this year while Liveright, who was connected with Pittsburgh Civic Playhouse for a time, is now with RKO story department in New York as a reader.

Group of straight shows being produced by the Shuberts are under the supervision of Milton Shubert, nephew of Lee and John. Credit line to that effect appears in the billing of 'College Sinners', which originally opened as 'The First Episode' at the Ritz, N. Y., last week. Title change came after the premiere.

English play, given little chance by the reviewers, will probably stay four weeks, several imported actors having contracts for that period.

Melvin Tyder, editor of 'Happy Days', is credited with aiding Equity in interesting the administrators of Civilian Concentration Camps in the project of sending free shows into the CCC cantonments. CCC entertainment financed with federal funds is the latest development in unemployment relief among actors—legit and vaudevillians.

'Days' is in tabloid form, printed in Washington and principally distributed in the CCC camps.

Number of sketches have been tried out in 'Life Begins at 3:40', Winter Garden, N. Y., idea being to supply a dialog stretch during the second act.

It is to replace the travesty on Eugene O'Neill's 'Days Without End'.

Marion T. Carter, who backed Arthur Beckhart when the latter entered show business with 'Another Language', is now on her own. Initial production will be 'Hippler's Holiday', first known as 'He Knew Dillingham'. Show will be staged by Alan Williams, also formerly with Beckhart.

Herman Phillips, manager of legit theatres on Broadway for a number of seasons, has resumed his law practice, taking quarters with his brother, Nathaniel Phillips. When first entering show business Herman was associated with Maurice Goodman, former Keith-Albee attorney.

terial appear to be passed up and requests for photographs likewise have gone unheeded, although one chain occasionally does comply.

With the bus and cry raised by radio when the newspapers thumped down the program space, failure of these stations to react to this situation is a puzzle.

When Abe Lyman and his band appeared in Minneapolis last week, his NBC Friday night network program for Phillips Magazine was piped out via KSTP.

Frank Munn flew in from New York for just six minutes of warbling, then hustled back to Gotham for his Buyer Aspirin Sanitary night shift.

WSEN, Columbus, O., has been taken over by the same interests operating WINS. Former outlet will be maintained by this Wolf Bros. strictly as a source of local programs.

New transmitter is being constructed for WSEN, a 122 watt. Studied opening these at WSENs are being built for it. Both outlets come under the management of Fred Palmer.

NEW LOW SEEN FOR STOCK

Broadway's Hi-Cost Splurge

Fall period of the new season on Broadway will see a number of attractions calling for exceptional production expenditure and costly to operate. First to arrive was Max Gordon's 'The Great Waltz,' Center, which doubtless will represent the highest amount of coin both ways. 'Life Begins at 8:40,' first high cost production in, has already gotten back half its investment.

This week another large cast show will debut, it being Sam H. Harris' 'Merrily We Roll Along,' slated Saturday (29) at the Music Box. It will probably be the most costly of the dramas, comparing to musicals in point of people involved. Cast will have 80 persons including extras, while the stage is crowded with settings, requiring 45 stage hands. 'Merrily' will have a top of \$3.55, only straight show at that price on the roster.

On the way in also is 'Conversation Piece,' Noel Coward opera-etta being imported from London by Selwyn and Franklyn. Show will be spotted at the 44th Street where its share must approximate \$20,000 to break even. Salary list is over \$9,000, while 41 stage hands and an orchestra of 34 are required. Royalty and other costs account for the high operating out. 'Piece' will have a top of \$4.40 and capacity at the scale is \$35,000.

'Great Waltz,' \$300,000 on the Cuff, \$40,000 to Operate; Near Record

Exceeding in cost most legit show predecessors, Max Gordon's 'The Great Waltz,' which relocated the Radio City Center theatre, Saturday (22) night, represents an estimated investment of more than \$300,000. This is not a record, because it includes charges for rebuilding the theatre, combination of Rockefeller and RCA coin made this possible. Marcus Helman also is financially interested in the show. Rockefeller investment alone is estimated at around \$150,000. This includes about \$100,000 written down to special repairs and refitting of the theatre and \$50,000 for costumes.

Hazard Short directed the show, the weekly operating cost of which will run to around \$40,000. That's before rent, which is on a percentage basis.

Advance ticket sales were estimated at \$60,000. House seats around 3,500.

Relocating of the Center theatre marks the first approach of legit into Radio City. Center theatre has been dark since around June until reopened last week. Until the closing the Center theatre had been limping under various show policies that started with a combination film and stagemusical program and finally dwindled into a split-week subsequent run film policy.

Original plans for Radio City are stated to have considered a possible legit theatre in Radio City, besides the present two theatres. However, this angle of the project never was realized. It is likely that should 'The Great Waltz' prove financially successful the Centre theatre may definitely replace that original concept.

Gordon almost moved his show into a Broadway theatre but a coin problem was an impediment. An approach had been made through certain bank representatives for some \$10,000. However, when this was denied, Gordon went into Radio City. Rockefeller people had the Center theatre on their hands. It was not meeting its rent while operated by RKO on its picture policy.

For RKO, shifting of the Center policy meant a release from the approximate \$8,000 weekly rent. For the Rockefeller interests it represented a chance to sustain the established prestige of Radio City and perhaps even realize the intended notion of having a legit theatre.

A separate corporation was formed, consisting of the various interests which are directly involved in the undertaking. This corporation is known as the 1276 Sixth Avenue Corporation. It comprises representatives of the Rockefellers, RCA, RKO, Gordon, and Helman.

L. & S. Lewis Play in D.C.
"Playhawker" by Sinclair Lewis and Lloyd Lewis has gone into rehearsals and is due in Washington, D. C., in four weeks.

NOT A SINGLE SHOW IN EAST

Past Season Was Worst
Year in Stock History—
Only 60 Companies in
Entire Nation Up to
Sept. 1

40% DROP IN '33-'34

Slowest stock season within 50 years is indicated. Usually by the end of September a dozen regulation stock companies would have started opening shop in the east. Not one is known to be in preparation, and only several holdover summer stocks are actually in operation. Only 2 fall stocks were opening in the Midwest up to Monday (24).

Situation is viewed with some alarm by Equity, because stock has always been a feeder for the legit stage, in the development of talent. Several reasons for the decline of stock are ascribed, one being that there are few capable stock managers left in the field.

On expert in stock states that the idea of attempting to put on Broadway successes of comparatively recent origin rather than established standbys is one cause of stock's decline. Sticks care little about the newer shows judging from the lack of patronage when such plays are presented in stock.

Another angle is that stock managers have unsuccessfully attempted to compete with picture theatres at the same admission prices instead of commanding a regular clientele with a well-balanced company. Contended that in that way a higher admission can be charged, conforming with the fewer performances weekly.

Direct competition of film and play has been disastrous in a number of instances. Propensity of the Broadway producer to sell screen rights too quickly is blamed. While a release date may be held out protecting the original engagement on Broadway, the balance of the country remains open for picture showings.

Not infrequently, when the local picture house manager learns what show the stock company is readying, the film version is rushed in ahead of the stage date or current with it. Stock managers say that kind of competition is the real reason why stocks are so scarce.

Chicago, Sept. 24.
Legit season of 1933-1934, ending on Sept. 1, proved the worst dramatic stock season in the history of organized legit in this country. According to statistics drawn up by the leading dramatic agencies locally, the drop from the previous season to the 1933-34 grind was more than 40%, and the total number of stocks throughout the country totaled only 59 companies.

Year previous had also hit a new low when the 163 stocks nationally was only 25% of the top number in the boom year of 1927-28. At that time the stocks hit an all-time high mark of 413.

Figures gathered by dramatic agencies again point to the fact that the Midwest continues to lead in the stock business, having almost as many stocks operating as the rest of the country combined. East is second best, while the far west and south are far in the rear. Canada has been spotty in stocks, though picking-up somewhat this year.

MURPHY HONORED BY PAIS

Los Angeles, Sept. 24.
As a memorial to Myles Murphy, a legit manager, The Agents (Coast organization) of which he was treasurer up to the time of his recent death, have prepared a scroll to be presented to the widow.

Document, which includes last 'press notices' of the deceased, has been signed by all members.

Free Shows Now Headed for Dark Theatres as Winter Homes; Legit Showmen Afraid It May Hurt Biz

Gesture

Hollywood, Sept. 24.
Actors appearing in the closing week's show at the Tingle Theatre cracked wide open when they received a 500% increase in pay.

Each had been getting \$1, but the management raised the ante to a tin for a final gesture.

Winter schedule for New York's free legit shows under the Public Works Division of the Emergency Relief Administration includes the possibility of staging the entertainments in dark or abandoned theatres. Expected that if this plan is adopted considerable opposition from show interests will eventuate. Up to now the gratis shows have been spotted in school auditoriums, institutions, city parks (portable stages being used) and Civilian Concentration Camps. Opposition was expressed by theatre managers during the spring, especially from operators of neighborhood picture houses. Answer was that the stage shows were played before audiences which are on public relief and unable to afford theatregoing.

Idea of using theatres, although not finally adopted, however, may arouse more determined protests. Alternative is to spot the shows in armories and auditoriums, rather than strictly school or institutional. Believed that such 'bookings' will create as much opposition from the armories in the outlying districts as if the dark house plan is tried.

Understood that Mayor LaGuardia has favored the use of armories, if not abandoned theatres. Drama Department of the Works Division stands by its survey that 70% or more of its audience never saw a stage performance before, with most

(Continued on page 62)

Equity Confab to Discuss \$1 Road Shows on Friday

First quarterly Equity meeting scheduled under the new rules will be held at the Astor Friday afternoon (28). One of the important matters to be considered is the suggestion of a dollar circuit and the request from managers that two performances daily be permitted, the plan being regarded as a movement to revolve the road.

Meeting is expected to vote for 10 performances weekly, provided at least 10 plays be sent on tour and all of them play at least 10 weeks. Dollar top applies to straight shows, with musicals at \$1.50 top.

Amendments to the Equity constitution to be voted on include one which stipulates that no amendment can be adopted unless by an affirmative vote of two-thirds. Present rule calls for a majority vote. Another amendment to be submitted would stipulate that no special meeting shall be called unless the petition for it has 100 signatures. Present rule calls for 30 sigs.

EQUITY NIXES PERMISH FOR POLISH ACTRESS

When they failed to secure a concession to use the Polish actress, Lili Eisenlohr, for 'Order Please,' George Bushar and John Turk signed up Tala Hirci, also from abroad, after an unsuccessful appeal to Equity last week on behalf of Miss Eisenlohr. It will be Miss Hirci's first legit appearance, although she has been in pictures on the Coast. Managers offered to pay the salary of another actress if permitted to use the Polish player.

Play is a comedy adapted by Edward Child Carpenter and cast calls for a Russian or Continental type. Miss Eisenlohr was chosen, but it was found that she entered the country on a visitor's passport. Playwright and producers put the matter up to Equity, asking permission for her appearance on the grounds of expediency. Council refused to make an exception to its alien actor rule because previous exemptions had aroused objections among members.

Play is due at the Playhouse N. Y., Oct. 8, after showing out of town next week.

Schary Mulls Stager

Hollywood, Sept. 24.
Dore Schary heads for New York early this week to confer with Sydney Harmon on the staging of 'Violence,' which he authored between writing the title script for Jimmy Durante and giving screen treatment to 'Blue Moon Murder' at Warners.

Scrib will also try to get a New York staging for his 'Man of Ideas,' which drew good notices here.

EQUITY DROPS RIDGES CASE

Equity's Council refused to consider charges against Stanley Ridges in the matter of his not appearing in a try-out of 'Dark Victory,' which was scheduled for Ivoryton, Conn., last summer. Alexander McKaig, who tried the play out last spring, complained that Ridges walked out. Council conceded some ground for a technical breach, but dismissed the case without comment.

It appears that when Ridges appeared for rehearsal he received a telegram from his wife of the serious illness of her father, alone with her in a Maine camp. In light of the necessity of Ridges returning to the camp and the fact that he proposed two other actors who could have served in his stead, Council felt McKaig's complaint was hardly warranted.

Katharine Hepburn was also slated for 'Victory,' but on the second day of rehearsal turned in her part. Because the manager did not similarly complain about the film star also weakened his case with Equity.

Reported last week the manager called Ridges to come to his office to read the part, and he may be in the east when 'Victory' is again read.

Pitt 'Drunkard'

Pittsburgh, Sept. 24.
George Sharp, who ran a stock company at the Pitt here for several seasons and later company-managed several Broadway shows, is back in town to put on 'The Drunkard.' He signed for old Towne Club on Craft avenue, at one time an exclusive cafe and gambling spot, and will convert it into a beer garden type of place with one performance nightly.

Sharp has been around for two weeks dickering for a spot, finally closing the deal over the weekend. Expected to open in another fortnight.

front" mikes, that first mezzanine loge w

THE RED CAT

waltz—the immortal 'Blue Danube'

jealousy between father and son more effectively. The rivalry between Strauss, pere et fils, is founded on fact: the beautiful Russian countess who furthered Johann, Jr.'s career, according to the Hart libretto, is legendary.

Whyfore of Marie Burke's imporation for the difficult, sympathetic Russian countess role is well evident, for she is excellent, histrionically, vocally and on general personality impression. Not so, however,

ever, for Dennis Noble—at least from what he was assigned to do. Quite obviously he's of fine voice (in truth he's sung in grand opera) and, with his commanding demeanor for the military role—it's understandable that his more extensive opportunities in the London production of *Waltzes from Vienna* (the foreign title) must have recommended him highly for the New York production. But the new Moss Hart book limited him to

much. Book's shortcomings may account, of course, for Solly Ward, Ernest Cassart, Robert C. Fischer and Richy Ling's almost negligible comedy chances. On the other hand, that burlesque Karl Hirsch of Ambrose Manning could be cut out completely and perhaps more comedy opportunities designated to the facile Ward, for he has long illustrated his Dutch comedy talent. Here his is nothing more than

Another miscasting, somehow was Alexandra Danilova, technically capable premier ballerina from the Monte Carlo Ballet Russes, but somehow not sympathetic, equipped for her assignment. Ba-

let work otherwise is a tribute to Albertina Rasch's choreographic genius.

On trash and spec 'The Great Waltz' re-creates all the glamorous legend of the glory and the grandeur of the Gay Vienna 'before the war.' Somehow Short has even made his large boy and girl group report themselves as if they were to their Eaves Costume Co. get-u-

As a commercial show proper there may arise some mathematical problems which are undeniable, such as the \$35,000 stop figure necessary to break the maximum capacity of \$55,000 at the seats and other elements. Among these elements, of course, are these Center theatres, the too large capacity of 3,700 seats, etc. Echo in that hour is now a well-known construction problem. Working with

ERRANT LADY

Figure 1

(Withdrawn after one week;
printed for the record.)

COLLEGE SINNERS

visit at the inn is Joan Taylor, a dizzy blonde, having an intermittent romance with David.

visit at the Inn is Joan Taylor, a
dizzy blonde, having an intermittent

Patrick Waddington, as Davie, gives the best performance and is especially good in a bedroom scene with Gerrie Worthing, both being stewed. Waddington also stands out in several spirited hits with John Bullman, who plays Tony. The music in *Marie* is given a more important position since she was noticed on Broadway a season or two back.

Play may be an English idea or "She Loves Me Not" in college plays. "She" was a flop over there. "First Episode" has in more than a title of the diversion supplied by the American smash. 1934

A SHIP COMES IN

A SHIP COMES IN

They is told in Vienna. A famous psychologist is the most worships him in town. An American millionaire has offered to give \$1,000,000 for the establishment of a psychology laboratory in Vienna. But no one knows the millionaire or how he will decide to whom to give the money. All hope it will be Dr. Bard. Bard got the coin and sent it back to America with the millionaire's name and his pretty daughter. The girl tries to make a psychologist fall in love with her. I.e., won't they receive a compromising position with a girl trying to seduce the kid?

Continued on page 51

Despite Mixed Notices, 'Waltz' Looks Big; 2d Heavy-Coin Musical; B'way Looking for Dramatic Hit

Broadway now has two big money musicals. "The Great Waltz" joining "Life Begins at 8:40" in indicated long power. Season's first dramatic show such is awaited and it may come this week with two arrivals touted as exceptions. Next week, with seven or more premieres, may add to straight show strength. Actually all the new attractions of that type having disappointed.

"Waltz" premiere Saturday (22) drew a class crowd, introducing the Center in Radio City to legit. It is the smaller of the two Hippodrome theatres, but the largest house devoted to legit shows in New York. Reviewers were agreed that the production is the best of the kind, but, although not in accord with "Waltz" as entertainment, indications are it will draw heavy coin. Center, with the new episode, takes the place of the Hippodrome as the house of spectacles. Other shows on last week's card were regarded mostly as mediocre. "Alley Cat" opened and closed at the 48th Street. "The First Episode" was tepidly received at the Ritz (English show was retitled to "College Sinners" after premiere). "The Red Cat" started fairly at the Broadway. "The First Lady" got little at the Fulton after adverse notices. "A Ship Comes In" doubtful at the Morosco.

"Judgment Day," which provoked a difference of opinion, topped \$300 and may land. "Salute" moved up over \$12,000 and should stick. "Savior Beware," longest run show on list, accumulates a year's run Thursday.

Due in next week: "Divided By Three," Barrymore; "Spring Song," Morosco ("Ship Comes In" may move); "The First Legion," 46th Street; "Dance With Your Gods," Magfield; "Continental Varieties," Little; "Coming Springs Plymouth" ("Lady Jane" may move to 48th Street); "Roll Sweet Charlie," Cort. Also "Yesterday's Orchids" is a possibility. "Green Sticks" is listed for Greenwich Village, the D'Oyly Carte company will present "The Gondoliers" all week and "Stevendore" will repeat at the Clive Repertory theatre, 14th street.

In addition to "Alley Cat" stopping, other new shows yanked were "The Bride of Torozka," Miller, and "Strangers at Home," Longacre. "Tight Britches" will close at the Avon this week.

Estimates for Last Week

"Alley Cat," 48th St.—Withdrawn Saturday (22); drew weak notices and no business; played one week.

"Are You Decent," 49th St. (24th week) (C-7-\$3.30). Shows in town make a bad handicap for business generally. Legit would stand a much better chance if there were four or five shows operating.

"Follies" is doing standout business in its fourth week and "The Great Ladies" gives indications of getting by despite mixed notices. The hoop is on the upbeat and the smoldering fire of returning life to show business generally must be held at bay if the apparent revival is to burst into any sort of a blaze.

Only attraction listed as coming in—Mary of Scotland, first of the American Theatre Society season. "Elephant on His Hands," with "Chile Sal," will not come into town as

mostly second stringers; starting pace had at about \$2,000; may stick for picture rights.

"Judgment Day," Behnson (2nd week) (D-1,000-\$3.30). Difference of opinion aroused some interest, with business chances better than first indicated. \$2,000 or better.

"Kill That Story," Ambassador (4th week) (C-1,066-\$3.30). After being yanked by original producers, resumed last week for cut rate and pass tax money; estimated \$2,500.

"Lady Jane," Plymouth (3rd week) (C-1,036-\$3.30).—Business second week about same as starting pace, not cutting first light coin; around \$4,500; not enough, but may move to 48th Street; "Coming Spring" due here Monday.

"Begin," at 8:40; Winter Garden (5th week) (R-1,493-\$3.30). Broadway leader has contender in "The Great Waltz"; however, revue virtual capacity at \$40,000 weekly.

"Merrily We Roll Along," Music Box (D-1,013-\$3.35). Presented by Sam H. Harris; written by George S. Kaufman and Moss Hart; multi-scened, large cast play opens Saturday (23).

"Savior Beware," Lyceum (52nd week) (C-923-\$3.30). Completes year's run middle of this week; last season's first comedy hit holding over indefinitely; \$5,000 and better.

"Small Miracle," Golden (5th week) (M-1,463-\$3.30). Improved further with good chance to stick; some cut rates, but gross topped \$12,000 last week and made profit.

"Strangers at Home," Longacre (1st week) (D-1,156-\$2.75). Presented by Courtney Burr; written by Norman Krasna; opens Wednesday (26); theatre heretofore called the Royale.

Taken off Saturday after playing one week and two days; notices adverse.

"Ship Comes In," Morosco (2nd week) (D-961-\$3.30). Over time premiere last mid-week with generally unexciting notices; chances doubtful; may move; "Spring Song" follows in next Monday.

"Tight Britches," Avon (3rd week) (C-830-\$2.75). Final week; little doing after tepid notices; house slated for CBS free broadcasting performance.

"Tobacco Road," Forrest (49th week) (C-1,075-\$2.75). Held to profitable business first week in new spot, takings going around \$7,500.

"The Divaff Side," Booth (1st week) (D-704-\$3.30). Presented by Dwight Deere Wiman and Auriel Lee; written by John Van Druten; opens Tuesday (25).

"Strangers at Home," Longacre (1st week) (M-1,075-\$3.30). New contender for Broadway leadership; critical praise over production with show secondary; opened Saturday night.

"The Red Cat," Broadway (2nd week) (C-1,116-\$2.75). Divided opinion upon mid-week premiere; fair trade thereafter; better line this week.

Other Attractions

D'Oyly Carte Opera Company; commanding big attendance at Martin Beck.

"The Drunkard," old meller, continues run in old east side church.

'When' Starts

The Ray Henderson-Jack McGowan musical, "Say When," goes into rehearsal this week, with Harry Richman and Bob Hope in top spots and Taylor Holmes, Cora Witherspoon and Dianne Moore among the principals.

Poor Casting Hurts 'Ladies' in Loop; Opens to \$7,000; 'Follies,' 3d Wk., 25G

Chicago, Sept. 24.

Legit business has a chance in the loop at present. But shows are badly needed. Only Chicago shows in town make a bad handicap for business generally. Legit would stand a much better chance if there were four or five shows operating.

"Follies" is doing standout business in its fourth week and "The Great Ladies" gives indications of getting by despite mixed notices. The hoop is on the upbeat and the smoldering fire of returning life to show business generally must be held at bay if the apparent revival is to burst into any sort of a blaze.

Only attraction listed as coming in—Mary of Scotland, first of the American Theatre Society season. "Elephant on His Hands," with "Chile Sal," will not come into town as

originally scheduled, having folded after a week in Pittsburgh. May reopen, however, after doctoring.

Estimates for Last Week

"No More Ladies," Selwyn (1,060-\$2.50) (2nd week). Opened to mixed notices but getting fair carriage play, lit over \$7,000 last week and looks okay for a month, anyway. Generally agreed that poor casting of show in hurting possibilities.

"Ziegfeld Follies," Grand (1,206-\$3.30) (4th week). Still galloping along at smashing pace. Jewish holiday weakened one night's gross, but business came right back. Above \$25,000 and going strong.

Other Attractions

Showboat "Dixiana." Second attraction, "Convict's Daughter," holding pace on burlesque melo-novelty.

Sale \$4,000 Pitts.

Pittsburgh, Sept. 24.

Poor start for legit season at Nixon, with opening attraction, "Elephant on His Hands," gathering less than \$4,000. Critics all went to town for Chile Sal, but couldn't hand the show anything. Nice opening, but after that trade fell off to almost nothing.

House went dark immediately after Sal's week and doesn't reopen until Oct. 8 when Theatre Guild brings in "Sleeping Clergyman," first of American Theatre subscription plays.

MORE GRIEF FOR PHILLY

Philadelphia, Sept. 24.

More grief for Philly's legit. In fact, it's beginning to look as if 1934-35 is going to mark a new low in this line of the amusement field. "America Sings," which was to have been the city's first musical, has been cancelled and goes to Boston instead. It had been understood that the Shuberts had settled their difficulties with the stagehands which held up the opening of the Chestnut and Forrest, two Shubert houses, but a new tangle appeared because of heavy production of "America Sings" and Shuberts didn't waste time in calling the whole thing off and switching show elsewhere.

Right now they have no definite bookings for either the Chestnut or Forrest, and say they won't get any unless stage hands will play ball. Indications are that this is no idle bluff this time, either.

Garrick opens this week with Max Gordon's "Spring Song." One week only with a \$2 top. Another Gordon production, "The Farmer Takes a Wife," was to have come to same house on Oct. 8, but is now out.

On the other hand, Samuel Nirdlinger's two independently operated houses, Broad and Erlanger, are announced as booked, with few empty dates up to the holidays.

"The Pursuit of Happiness" now, and it's doing well. Indications are for a run of three or four weeks for this comedy, which couldn't get to first base when the original cast opened it at the Walnut last season. Cut-raters are going for it at a great rate, with estimated \$7,000 last week, and chances for a pick-an.

Erlanger opens on Oct. 1 with piece variously known as "Annie Hollis" and "Trio" and now as "Mrs. Quincy Hollis." Irene Hill will star. Noel Coward's "Home Chat" will probably follow.

Talbots' Nebs. Legit

Lincoln, Sept. 24.

Lyle Talbot, screen actor, will appear in a pair of the Players productions during the winter season.

Legit Managers Upset by CBS Ogling Avon as 2d B'way House

L. A. Pickings Slim; 'Mary' 9G; Mrs. Carter \$5,000

Los Angeles, Sept. 24.

Slim pickings for the legit field last week due to the heavy inroads of Hollywood Bowl's "Midsummer Night's Dream." Also an unusual hot spell for several days that had the nearby beaches playing to an overflow.

"Mary of Scotland" wound up a two week stay at the Behnson with house again dark until Homer Curran can ready a new production. Second week hit around estimated \$9,000, disappointing.

"Revival of 'The Circle,'" with Mrs. Leslie Carter, got under way mid-week at the Hollywood Playhouse, advance sale indicating a prospect of first week at approximately \$5,000.

'MEN IN WHITE' POOR 6 G'S AND OUT, FRISCO

San Francisco, Sept. 24.

Two new plays are booked for early production at the Curran theatre here. First is "Mary of Scotland" in an as yet untitled piece, under Henry Duffy's banner. Second is the Behnson and Curran production of "Zoe Akins' Old Maid," with Billie Burke and Helen Menken in leads. Plan is to take this show east if it clicks.

"Men in White," produced by Duffy, folded after second week Saturday night at Curran on an approximately poor \$6,000. Got off to a good start at slightly over ten grand.

Regular legit houses now stay dark until Oct. 22, when Columbia has two and a half weeks of Shakespeare rep with William Thornton.

Only legit entertainment for present is Max Reinhardt's production of "Midsummer Night's Dream," opening in War Memorial Opera House tonight (24) with opening night prices whopped to \$7.50 top, and most seats sold. Local elite has polished off its diamonds and taken the crime out of the campfire. Reinhardt name and bigness of production, of course, are primo draws, but extra gaudy for society is the fact that all femme sinners are from ranks of Junior League. Remainder of performances, four, will be at \$5 top.

Reinhardt will try new stunt when production moves across bay (13) to University of California. All but last act will be in Faculty Glade, natural outdoor amphitheatre. Then, for last act, audience of expected 2,800 will walk an eighth of a mile to Greek theatre, also outdoor, for final act.

Columbia Broadcasting System is ready to lease the Avon, N. Y., which would give the radio concern two Broadway theatres for studio purposes, programs being able to performance played before audiences admitted without charge. CBS already has the Hudson, on 44th street, now called the Columbia Radio Playhouse. Possession of the Avon is dated for next Monday (11). "Tight Britches," a new play, closing this week. Lease is ready for signing.


When the intention of CBS to known to managers interested in theatres on 45th street, which succeeded 42nd in stage popularity, it was suggested that they pool together and keep the gross of "Britches" over the stop limit. Idea was dropped, however, and the leasing deal between CBS and the Immigrant Savings Bank, which controls the Avon, also the Hudson, was virtually set.

CBS disavowed any intention of embarrassing other theatres on the block because of its free shows. It was explained that the Columbia studios do not possess enough space for audiences comparable to that of NBC in its new Radio City quarters. CBS declared that the commercial accounts sponsoring its programs demanded provision for broadcasts before audiences and the theatres were leased to prevent losing those accounts.

Avon was under consideration for some time, it being the intention of CBS to secure possession Sept. 1. Rowland Stebbins, producer of "Britches," however, refused to drop his contract for the house, which provides for a withdrawal notice if the gross is under the stop limit. Closing notice went up Saturday (22) and show management agreed that during this week sound engineers are free to prepare wiring the Avon.

Unable to secure the Avon at the desired time, CBS negotiated for the Maxine Elliott, operated by the Shuberts. House is less desirably located, being below 42nd street and now regarded as outside the theatre zone. Understood a verbal agreement to take over the Elliott was made, although engineers reported that broadcasting from that spot might be faulty because of the adjoining Edison power station on 39th street.

Showmen in on the know regarding the Elliott deal are guessing whether the Shuberts will seek legal redress, although switched verbal bookings are not unknown in the Shubert office.




Thanks, MR. HASSARD SHORT

Your brilliant conception and direction is more apparent than ever in the GREAT WALTZ.

And we like to reflect that more than three hundred pairs of J. Miller shoes dance their way through this amazing production, so magnificently staged by yourself.

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Ducat Provisos Again Hold Up Legit Code; Wash. Now Believes Bookers Will Win Their Points

Washington, Sept. 24.

New York ticket brokers are on the verge of scoring a victory in their protracted fight against right ticket control schemes proposed for inclusion in the revised legit code. It was learned here today.

Further changes in the ticket provisions are anticipated as a result of renewed protests to NRA by brokers and agents demanding resale rights or allocation of pasteboards by a central distribution medium, but so far no definite agreements have been reached to end the bitter dispute which has centered about the NRA pact for more than a year.

Despite the desire to wind up revision negotiations at the earliest moment, Deputy Administrator William P. Farnsworth lent support to rumors the ticket scheme is in for another overhauling. Intimating more delay is probable, the code boss commented "It's a real problem—there's no use trying to dodge the facts." Lengthy conferences with representatives of New York agents were held during the week.

Principal klick, which the NRA will try to meet by making more changes in the code, also has been turned over to the Internal Revenue Bureau and may lead to prosecution of certain theatre managers on charges of evasion of admissions taxes. It was learned on highest authority, Squawk is that certain theatres have a financial interest in various agencies, which results in both discrimination between brokers and avoidance of the 50% tax applied when surcharges are imposed by either managers or their employees.

Shubert Angle

While Farnsworth declined firmly to discuss this phase of the situation, it was recalled in NRA circles that the principal objections to proposals to distribute ducats through a central allocation committee were the Shuberts. Veteran producers insisted that managers must be free to place their pasteboards with agencies with demonstrated ability for wide distribution.

Whether a resale arrangement will be permitted or whether the code will provide for allocation through the code authority remains in the air, pending further discussions with managers and brokers, but it is virtually certain that some means of pacifying the disgruntled agents will be attempted by the NRA and that the Internal Revenue Bureau will cooperate in breaking up any alliances between managers and brokers.

Revenue Bureau is known to have informed NRA officials that any managers who engages in the agency business under disguise is liable to the 50% government levy on tickets sold at more than the stamped box office price. When the

Shows in Rehearsal

'L'Aiglon' (Eva Le Gallienne) (Selwyn and Franklin), Broadhurst.

'Farmer Takes a Wife' (Max Gordon), Alvin.

'Order Please' (Dushar and Tuerk), Playhouse.

'Personal Appearance' (Brook Pemberton), Avon.

'Revenge With Music' (Selwyn and Franklin), New Amsterdam.

'Hippler's Holiday' (Marion Carter), Geneva Hall.

'The Jaywalkers' (Henry Hammond), Avon.

'Ah Wilderness' (road) (Theatre Guild), Guild.

'Bridal Quilt' (Vera Murray), Lyceum.

'Sexes and Sevens' (Shuberts), Elliott.

'The First Legion' (Lyell and Green), 46th Street.

'Sleeping Clergymen' (Theatre Guild), Guild.

'Lost Horizon' (Laurence Rivers), Biltmore.

'Within the Gates' (Dushar and Tuerk), National.

'Continental Varieties' (Selwyn and Franklin), Little.

'American Sings' (Shuberts), 44th Street.

'Merrill We Roll Along' (Sam H. Harris), Music Box.

'Roll Sweet Chariot' (Margaret Hewes), Cort.

'Dance With Your Gods' (Lawrence Schwab), Mansfield.

'Chinese Nightingale' (Lazar Galperin) (Children's theatre), Cosmopolitan.

Walter Hampden, repertory, New Amsterdam roof.

deal is made at the box office for the printed price or by an independent agent the government demands only 10% of the total sale price.

Complaints

Complaints that unless resale or allocation privileges are assured independent brokers will be injured, were filed by William McBride who, in company with his attorneys, Dennis O'Brien and Edward R. Farnsworth Wednesday (19). Discussion convinced "Fuzzy" that the issue is by no means an abstract matter and that some steps must be taken to solve this difficulty.

Possibility that NRA will grant the brokers' pleas has aroused renewed conjecture about the stand which managers will take on the resale issue or what means can be evolved for preventing pyramiding of service charges and gouging of patrons. Resale problem was dodged originally because of general agreement that brokers cannot split the 75c. fee. At the same time, unless drastic control is exercised commercial gouging is almost certain to result.

Otherwise the revised legit pact is all set and in view of this fact it is considered possible the NRA may approve the remainder of the code in present form, putting labor and arbitration principles into operation immediately, but holding up the ticket control method, which will be added later in the form of an amendment.

MINTURN TRIES MIL.

AGAIN; USES 'PASSES'

Milwaukee, Wis., Sept. 24.

Despite the fact his stock company folded after three weeks early in the summer, Harry Minturn is back to take another fling at the Davidson. Not announcing a stock policy and masquerading his show as though the production was a road production, Minturn is offering Joan Peers in 'A Church Mouse' this week at a 50c top.

Theatre got off to a bad start through the issuance of 'publicity passes' first week. Passes were played in every hotel and restaurant in the downtown sector admitting two persons to the theatre on payment of 25c each for downstairs and 20c for balcony seats.

ONE DAY'S REHEARSAL

Edith King Steps Into Chic Sale Show on Short Notice

Pittsburgh, Sept. 24.

Edith King, legit actress, stepped into an important role in 'Elephant on His Hands' last week on a day's notice. When Jean Shelby fell ill in Wilmington, Del., Miss King was called in and went on at Nixon, after learning lines on the train bringing the troupe to Pittsburgh.

Local newspapers all handed her a big break, since she used to be a member of the old George Sharp stock company at Pitt. Another ex-Sharpton in east of Chic Sale show is John Winthrop, who plays small role of the doctor.

MGRS. ENDORSE REVISED CODE

Broadway managers, in a dual session last week of the Theatre League and the National Association of the Legitimate Theatre, endorsed the revised legit code although that document has not been received from Washington. Information from the latter source is to the effect that the ticket control provision will be changed. That followed several conferences between William P. Farnsworth, deputy administrator, and counsel for the ticket brokers.

Despite the claim that the managers have okayed the new code, word was again sent to the capital suggesting that they be given the same privilege of placing grievances before the Industrial Relations Board as granted labor. Latter faction, however, objects to any such change in the code on the grounds that it would mean compulsory arbitration of differences, possibly including wage scales.

Some technical changes in the by-laws of the League were adopted. Most important is the rule that automatically makes any show producer a member of the League; Otherwise the League might become a closed shop in violation of the NRA.

All such new members, however, must pay dues and must be expelled for non-payment upon the vote of two-thirds of the board of directors.

ENGAGEMENTS

James Bell, 'Order, Please'.

Rachel Hartzell, 'Between Two Worlds'.

A. P. Hayes, Harry Meystayer, 'Sleeping Clergymen'.

Ann Pennington, 'Pursuit of Happiness'.

Arthur Donaldson, 'Allure'.

Frank M. Thomas, Jr., 'The First Legion'.

Harry Richman, Dorothy MacKail, Bob Hope, Clara Witherspoon, Taylor Holmes, Dannie Moore, Charles Collins, Nick Long, Jr., Mildred Strauss dancers, 'Say When' (complete cast).

Jean Bellows, 'Small Miracle'.

James Bell, 'Order, Please'.

Libby Holman, Chas. Winniger, Jessamine Newcomb, Kathryn Collier, 'Revenge with Music'.

Humphrey Bogart, Phoebe Foster, 'Good Bye, Please'.

Abbie Mitchell, 'Stevadore'.

Acoustics—And Rain

New York cab drivers averred that Saturday night's traffic jam-up on Madison, 5th and 6th avenues, approaching the Center for 'The Great Waltz' premiere, in a torrent of rain, was the worst in their experience. It so clogged traffic that the scheduled 8:45 p. m. curtain didn't come off until 30 minutes later. That alone saved most of the audience from missing much of the first act.

With the general discomfort having fallen to the lot of almost everybody in the theatre—it was practically 100% dressed up, and hence carriage trade, especially with the torrential cloudburst. Commentary on the theatre's acoustics was wide. It's the former RKO Center, near the RKO Roxy, now just called the Center in Radio City. Capacity is around 3,500, with 35 rows downstairs.

Noticeable also since the inception of the Rockefeller Center project was intensified under the revue policy. Some spots reverberated; others were seemingly dead spots and cause for opinion that microphonic amplification would be apropos. Others observed that they must have had trough and overhead mikes, judging by the volume—this, of course, coming from the good-hearing locations. Actually, no mikes. Acoustic reaction was unexpected.

Ultra turn-out numbered many who had seen 'Waltzes from Vienna', original title of 'Great Waltz', during its 18 months' London stay. There it ran two-a-day, with two sets of principals for the difficult Marion Claire-Guy Robertson roles. At the Center, the usual eight shows a week.

Hassard Short did it in London originally. In that company, the imported Marie Burke and Dennis Noble who created the roles for which Max Gordon brought them to America, had even more extensive opportunities. Particularly Noble; Miss Burke hasn't been curtailed so much.

San Diego Inaugurates

Stock with Keith Topper

San Diego, Cal., Sept. 24.

Players Guild, under management of William C. Walsh, inaugurates a season of dramatic stock at the Sanyo new theatre (29). First in a series of guest stars will be Ian Keith, who will appear in the opening attraction, 'Command to Love', and follow with 'Remun in Vienna'.

Stock cast includes Walter Bonn, Dora Clement, Alfred Cross, Julie Kennell, Lyman Williams, Martha Morton and James Sherman.

FRISCO LEGIT HOUSE

SOLD ON COURT ORDER

San Francisco, Sept. 24.

Historic old Columbia theatre, formerly the Orpheum, home for years of big time vaude in Frisco, was sold Wednesday (19) on court order for \$122,500, leaving holders of \$740,000 worth of mortgage bonds in the crying room.

Theatre, operated by Erlanger Theatre Co., is worth close to a million, considering value of property itself, and ground which is in heart of downtown section. Ralph Pincus, present manager and part owner of the operating company, says present policy will be unchanged, announcing Abbeys Players, Thornton Players, D'Oyley Carte Company, Walter Hampden and others as coming attractions.

Rumor that house was to return to a vaudeville status brought only laughs from theatre men.

Minority group of bond holders attempted to get an injunction halting sale, but court ruled state bankruptcy laws did not apply. Purchaser of record is H. N. Block, who bought for Henry Rosenfeld, shipping magnate.

Bond issue for \$740,000 was made when house was remodelled to become the Columbia. Bonds have been in default several times.

PLAYS OUT OF TOWN

COMING SPRING

Boston, Sept. 18.
Play in three acts, written and staged by Owen Davis, set by Hullo Wayne, produced by Lee Shubert, first performance on any stage at the Plymouth theatre, Boston, Sept. 17.

Cast: Owen Davis, Jr., Esther Dale, Francesca Brunning, Elizabeth Patterson, Alexander Clark, Eleanor Fickers, Lynn Brenner, Viola Frayne, Richard Whorf, Gladys Webster, Sydney Shields, Julia MacMahon, Thurston Hall, Lionel Adams, and Margaret Callahan.

Another drama of the frigid souls of New England with much of the atmosphere of the author's Pulitzer prize play, 'Iceland'.

Owen Davis pounded it out on his over-heated typewriter under the name of 'Spring Frochet', but shortly before opening changed it to 'Coming Spring' and may change it again if it lives into New York. Whatever happens to it, it will always be good material for stock, playing with one interior set and having several actproof roles.

Story is old material, deftly handled. Set in Bucksport, Maine. It deals with a grim Yankee grandmother, wealthy and domineering, who tries to govern the destinies and direct the loves of the younger sons of the family who all live in the old homestead because of the sheltering dollars.

She engineers her grandson's (Continued on page 62)

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Time Makes Free List Pay
Publishers of Time and Fortune begin publication of a new fortnightly mag., to be called Letters, around Oct. 1. How it came into being is as unusual as the publication's content, which will consist solely of letters to Time by its readers.

Letters from readers to the editor of Time had been increasing to the extent that they became a problem some months ago. Most of them too good to throw away, but could not be included in the weekly because of their great number.

Way out was to print an eight-page supplement sent free to those who cared to ask for it. In short order the free list rose to nearly 25,000. Time publishers became interested and queried subscribers whether they would pay for the letters supplement. Got nearly all affirmative answers, many even suggesting that the supplement take advertising.

Decision to make the letters supplement a regular mag. followed, though subscription price asked is to cover the cost of mailing only.

Broun Loses Chief Critic

Heywood Broun's former wife, Ruth Hale, died in New York last week. She had secured a Mexican divorce about a year ago. Broun wrote his daily column in the N. Y. World-Telegram with Miss Hale as chief critic. If she liked the column it would make little difference to Broun what anyone else thought.

There was always a close alliance between the couple, often she would suggest topics for his disquisitions. Towards the last Broun sought to convince her that medical aid was mandatory, but, although she believed in no cult, Miss Hale thought little or nothing of doctors.

Miss Hale was a press agent for Arthur Hopkins, also for the Selwyns for a time, but was essentially a newspaperwoman.

New Pulps on Way

N. L. Pines, who heads the Standard Magazines group, has formed a new affiliate called Beacon Magazines to sponsor a couple of new pulps. Pair of mags appearing under the Beacon trademark are Popular Western and Popular Detective.

Leo Margulies, editorial director for the Standard group, serving in the same capacity for the Beacon mags in addition.

A. Wynn and Warren Angel adding another to their Aces string of fiction mags, this one Western Aces. Will be a companion mag to their Flying Aces and Ten Detective Aces. Pair also have an air-story mag, but oddly enough this one does not carry the Aces in its title. Their aviation mag is called Sky. By the way, Western Aces, which bows in with a November number. Will sell for a dime.

Mags Also Throwing Parties

Specials by book publishers for an author upon publication of a new book common, but first mag to adopt the practice is Redbook, which will throw a dinner at the Ambassador on Oct. 4 in honor of Gladys Hasty Carroll. Miss Carroll, author of "As the Earth Turns," will have a new novel, "A Few Foolish Ones," serialized in Redbook beginning with the November number. Is another attempt by Redbook to interest book readers. Mag has for some time been publishing a full-length novel complete in each issue.

Bodin's New Job

Ed Bodin, who has done about everything in the literary line except edit a mag, has now added that to his accomplishments. Bodin getting out for a new publisher, the Feature Magazine Corp., a new mag called Doc Wizard's Lucky Systems. Understood that the American Fiction Guild, the organization of scribblers, is interested in the publication in some fashion. Initial issue of the mag carries a piece by Arthur J. Burks, one of the leading Fiction Guilders.

Television Tunes Soon

Leon Litt, television researcher, has been gathering material for two years, with another year's labor in prospect for what is expected to be the first thoroughly documented tome on the subject. Book will be titled, "Romance of Television." His material has been gathered from all over the world. He has lectured on television at Columbia University.

How Tough It's Been

McGraw-Hill thinks that its list of publications for the past few years is a perfect history of depression.

In 1929 company published 'Recent Economic Changes' and 'New Levels in the Stock Market'; 1930, 'The World's Economic Dilemma'; 1931, 'Business Adrift' and 'Frankenstein, Incorporated'; 1932, 'Paradox of Plenty' and 'Business Looks at the Unprosperous'; 1933, 'What Is Technocracy?'; 'Inflation' and 'Outline of New Deal Legislation'; 1934, 'Economics of the Recovery Program', 'Codes, Cartels and National Planning' and 'America's Hour of Decision'.

Nat'l Pubs Re-elect Officers

National Publishers Assn., comprising the country's organized periodical publishers, re-elected William B. Warner president at its annual convention at Shawnee-on-Deleware, Pa., last week. Warner is president and treasurer of the McCall Co.

Balance of the officers re-elected along with Warner. They are Alfred D. Mayo, Crowell Publishing Co., and P. S. Collins, Curtis Publishing Co., vice-presidents; P. L. Wurzburg, Conde Nast Publications, treasurer, and Roger W. Allen, Hat Trade Publishing Co., secretary.

Directors for the new term are R. E. Berlin, International Magazine Co.; Stanley R. Latschaw, Lattin Publishing Co.; Roy E. Larson, Time, Inc.; Bernard Macfadden, Macfadden Publications; P. E. Ward, Farm Journal; Fred O. Boehn, Meredith Publications, and Albert L. Cole, Popular Science Monthly.

Busy Man, What Next

Sole figure with a three-way literary career as novelist, publisher and literary critic is Sterling North.

Literary critic of the Chicago Daily News, North also publishes books on his own, not from his own pen, however. Now he's sold a novel to MacMillan, which gives him an added distinction.

There are many novelists who are critics, too. Many publishers who also write. But, so far as known, North is the only novelist-publisher-critic.

N. Y.'s Style Ranking Goes Up

Chicago Tribune syndicate has called Bettina Bedwell to New York from Paris and will keep her in the city for a couple of months as commentator on styles. That's a new departure and may indicate a change of style front for the entire world.

Miss Bedwell is the syndicate's ace style commentator and has been stationed in Paris for a number of years. Idea now seems to be that New York has moved up so much in style importance, Miss Bedwell should split her time between Paris and New York for more complete coverage.

D-D Shakeup

Couple of changes among department heads at Doubleday, Doran. H. A. Stevenson quitting as head of the outdoor book department because of continued ill health. Successor is A. Weston Smith, Jr.

Dorothy Bryan out as children's book editor, succeeded by Margaret Lesser. Miss Lesser was formerly head of publicity and promotion for the Junior Literary Guild.

Syndicating Screen Strips

Capt. Roscoe Fawcett (F. Publications) is being syndicated now by Bell with a 'Screen Oddities' novelty cartoon feature.

King Features vends Peg Murray's 'Seen Stars' cartoon of surreal character. Murray is himself actually a cartoonist; a ghost sketcher does the chores for Fawcett, who's the idea man.

Strictly on Labor

New femine book publisher is Anne Cohen Zaretsky, who, under the name of the Ancon Publishing Co., formed by the combination of her first two names, plans to issue books on labor matters. First will be a volume having to do with clothing workers. Book is now being prepared for publication.

Rush Book By Mayer's Niece

Macaulay's is rushing publication of 'Song of the Flesh' by Ruth Cummings. Dated for Oct. 2. Miss Cummings is a niece of Louis B. Mayer, head of Metro Film Studio.

Uncovering Some Oldies

Big send-off of Paul Engle's 'American Song,' which has made it the first best-selling book of poetry in years, got someone at the Yale University Press to checking off the list of its past publications. Finding confirmed the suspicion that 'American Song' is not Engle's first book of poems, as commonly supposed. Actual first was a slim volume called 'Worn Earth,' published in the Yale Series of Younger Poets. Since the volume is still in print, Yale University Press stands to profit by it nicely, as it may become a collector's item.

Search disclosed that the Yale Series of Younger Poets also included the first book of poems by Harvey Allen, 'Wampum and Old Gold.' Allen has been best known as a poet before writing 'Anthony Adverse.' But Yale Press won't benefit by that, as 'Wampum and Old Gold' is now out of print.

New Publishing Group

Newest addition to the list of book publishers is a group calling itself The Westminster, headed by Cecil R. Murrow. Home offices at Des Moines, Ia., with a publication office in New York. Imprint will bear the New York address.

Westminsters have a book of fiction on the press, and a number of other scripts in preparation.

Ad Monthly Debuts

A new monthly mag. for advertising production managers, art directors and those engaged in allied activities, called 'Ad,' has made its appearance. Edited by Percy Seitel, formerly of the Fairchild Publications, with contributing editors Herbert Holzer, Robert L. Leslie, H. E. Cooke and Irving B. Simon. Art director is Martin J. Weber.

Chatter

Stark Young back in town. The Walter Lippmann to Italy. Isaac Marcossion back in town. Fanny Wollner will stay in Paris. Rebecca Cushman lives in Chapel Hill, N. C.

Granville Hicks does a blog of John Reed.

Third edition for 'All the Skeletons in all the Closets.'

W. E. Novo new assistant treasurer of Macaulay's. 'Shabby Tiger,' by Howard Spring, postponed to January.

Hugh Walpole has started a new novel, 'The Inquisitor.' It won't be long before Jack Campbell's back in town.

Irina Skarlatica back from Russia, Germany and Austria.

Steve Clow has set himself up as one of those 'literary revision experts.'

'What Makes Us Seem So Queer,' by David Seabury, skeddled for Oct. 22.

Frieda Lawrence will enter D. H.'s body finally in America, as per his wishes.

Claude Kendall has contracted Wilson Collison for his future novels.

Eve Pound doing another book of criticism at his summer retreat in Rapallo.

Groff Conklin has quit Doubleday, Doran to join the staff of Esquire, the mag.

Stuart Hawkins 'No Man Is Single' set for British publication by Duckworth.

James Meldon Johnson will be a guest lecturer on the faculty of New York U. this year.

Elmer Rice writing an introduction for Gene Lyons' collection of 'Six Soviet Plays.'

Sigmund Gottlob will publish program magazine for American Children's theatre.

Faraday Keene, author of 'Tat-tarn in Black and Red,' is really Cora Hardy Jarrett.

Hugh Walpole has started a new novel while being inducted into picture writing on the coast.

Robert Briffault, who writes on philosophy, science and sociology, has turned out his first novel.

Sig Snatch back from a two-week cruise to Bermuda. Fifth edition for his 'Art of Enjoying Music.'

Second editions for 'Sweet Land,' 'None But the Brave,' 'The Barter Lady' and 'The Long Day Closes.'

Manuscript of Thomas Wolfe's new novel, 'Of Time and the River,' in the hands of Scribner typesetters.

When a book by Johnson sold his first novel to a mag. for serialization, two chapters were inadvertently omitted from the script. But the publisher never knew it, nor did Johnson until after the complete story was published. Missing chapters went into the story when it was issued in book form, though.

Best Sellers

Best Sellers for the week ending Oct. 22 as reported by the American News Co., Inc.

Fiction

'So Tied the Rose' (\$2.50) By Stark Young
'Lamb in His Bosom' (\$2.50) By Caroline Miller
'Maiden Voyage' (\$2.00) By Kathleen Norris
'Anthony Adverse' (\$3.00) By Harvey Allen
'Appointment in Smarra' (\$2.50) By John O'Hara
'Lightship' (\$2.50) By Arthur Forns

Non-Fiction

'While Rome Burns' (\$2.75) By Alexander Woolcott
'Stars Fell on Alabama' (\$3.00) By Carl Carner
'100,000,000 Guinon Pigs' (\$2.00) By Arthur Kallet and F. Schlink
'Life Begins at Forty' (\$1.50) By Walter F. Dill
'English Journey' (\$3.00) By J. B. Priestley
'Nijinsky' (\$3.75) By Romola Nijinsky

Book Reviews

Broadway, the Hard Way

Now and then a book comes along that so distills the art of Broadway. For example, Wolfe Kaufman's 'Tender Checks' (Covici, Friede, \$2.50) is not exactly fiction nor yet wholly factual. It's a series of keen studies of a certain class of Broadway hangers-on, who seem to exist, but just how, few know.

Kaufman's book is the unvarnished story of a couple of these. Eventually they work out their problems—when they cease to be interesting the story stops. Author has given a picture vivid in its detail of the lives of the hundreds who hang along theatrical Broadway hoping for anything from a good job to a cup of coffee.

It's faithful and stark picture reminding of Dreiser. But Dreiser would have had a lot of women in it. 'Tender Checks' is a novel; if it is a novel, without a heroine. Kaufman is a VANDYVAE muck, and knows all sides of Broadway. It may not, probably it will, not work into the best seller class, but it will likely cause much comment.

Story's Short Stories

Whit Burnett and Martha Foley have made such a splendid job of Story, the monthly mag., that there is no longer needed any comment on it. Now they bring out a book of short stories from it, their second this year, this time from contributions to the American edition. Published by Vanguard (\$2.00) in what has become standard Story form.

Thirty-four yarns in this collection, and included are some of the very finest short story writers of the world. List of names alone ought to make it impressive material, to say the least. Among the American writers included are Peter Newoe, William Faulkner, Gertrude Stein. Book also has a Russian Nobel prize winner, and a Checkov piece, which Burnett dug up somewhere and which was never previously published in English.

Snatching a Prez

'The President Vanishes' (Farrar & Rinehart; \$2), is, of course, immediately recognizable as a stunt book. But it's a swell stunt. It makes exciting light reading; holds more than passing general interest, and is novel. It ought to make an interesting film when Walter Wanger, who owns the rights, gets through screening it.

Book is placed at some mythical time in the future. Whole world is at war and the U. S., too, expected to get into it. Feeling is tense. The gray shirts are sweeping the U. S. Riots everywhere. President is to make a speech announcing his views on the subject. Half hour before the speech he disappears—kidnapped. Who kidnapped him, how and why are the whodunit angles, cleverly handled.

By One Who Knows

There is not a better spinner of circus yarns than Courtney Riley Cooper. He knows the lots from long service with Barnum & Bailey and Sells-Flotso, when the latter was under Bonfils' management. His Old Mom stories have variously appeared in all the leading smooth paper mags.

Now he has deftly woven them into a connected tale that gives little more kick to the various shorts. 'Boss Elephant' (Little, Brown & Co., \$2) is something every circus fan should read, even if he has previously read the shorts. Vivid and absorbing.

Jo Johnson's First

Josephine Johnson is barely 23. She's written a few published short stories, but otherwise is unknown. Now her first novel, 'Now in November' (Simon & Schuster; \$2), is published and it is a book that will immediately skyrocket her to literary importance.

'Now in November' is a quiet, subdued book about life on a mid-Western farm. It is in its simplicity unlike several other more famous female writers, such as Katherine Mansfield or Emily Dickinson, but in the almost Greek fury with which it reaches its denouement it outranks such writing. It is fine prose, but easy reading. Not for films.

Ribbing Fascism

Hard to understand just how 'Pontamara' (Smith & Haas; \$2.50), by Ignazio Silone, managed to keep from being published in the U. S. before this. It's an Italian satire which has already been published in 14 other world spots and is likely to go on being translated for some time to come. It's about as fine a satire as recent years have evolved. It's about fascism, basically, but so true and honest, so well drawn from a character-painting standpoint, that its scope is actually much wider. It will live.

Michael Whart made a good colloquial translation. It's not for films.

Rambling

Basic British humor differs materially from that of the States, and when a book makes its chief appeal on unfamiliar types and seeks to spice it with unfamiliar humor, the result is pretty flat.

'Her Name Was Tokio' (Farrar & Rinehart; \$2) is the work of Charles Eloyd-Jones, a rambling diffuse story about the British countryside, populated by exiles from London rather than fox-hunting squires and hard riding women. Erisk and rather silly in spots, but in general a wordy story about nothing in particular that winds up with everything in the air. Not for pictures and not for the general readers.

Leisurely

Not much plot in proportion to the wordage in 'Luminous Isle' (Farrar & Rinehart, \$2.50) by Elliot Bliss. It's a slowly paced, leisurely told story of an English girl on a West Indian island, presumably Jamaica. Starts with her babyhood and strolls along to her engagement. Finely written, with gorgeous coloring, but too deliberate for the average modern day readers who seek swift action.

But it's a treat to those who like literature and are interested in the black and white question of the British colony.

Writing For the Fun of It

Octavus Roy Cohen is a curious lad. One of the most popular of the name mag contributors, he has also managed to turn out forty or fifty novels. In the quiet of his Birmingham, Alabama, home, he has written some plays also, and some film scripts from time to time. His name is in every sense of the writing game, a name. But his books don't sell well very often.

Cohen's newest story, 'Transient Lady' (Appleton-Century, \$2), is not likely to be any different. It's an okay yarn of life in a small Southern city that doesn't pretend to be literature, but is good light reading. It ought to make an interesting film. 'Unraveled owns the picture rights.'

daughter, Sept. 8, in Omaha, Evans
a commercial manager of Omaha
where he will reside.

Broadway

Joe Zelli's doing the biz of the town.

Arnold Van Leer's turn-turn is on the Fritz.

Charlie Morrison down with a sore gim.

Snappy weather making the niter-ices very hot.

Heau Williams in town after long summer absence.

Steve Christie now manager of the cafe at Hotel Forest.

Barney Bernard off the Mirror and to the Coast as a freelance.

Lon Cowan, Chicago press agent, will visit Manhattan for first time.

Stu Erwins (June Collyer) after some personal apps east back to the Coast.

Doh McEntine, ex-actor, again business managing for commercial illustrators.

Mary (Mrs. Bobby) Crawford playing championship golf in open tournaments.

Helen Broderick is acting in Boston from the strain of 'Thousands Cheer's' long run.

Maurice Speck, Philadelphia lawyer, admitted to bar here and opened a Fifth avenue office.

Abe Lehr of Goldwyn's western forces in New York on sales plans and general look-around.

Madison Square Garden resumes indoor fight cards Oct. 5, with Steve Thomas and Art Lasky topping.

Gladya Currier, highly hibernation in Landing Mich., to return to Times Square haunts.

Broadway and Park Ave. made the 'Great Wall' premiere out of 'The events of 1933' show history.

Pepcy de Albrey's Chapeau Rouge reopens Oct. 4 with Dick Gasparre again mastering the dais.

Redney Bush back at the Park home office after being laid up with intestinal flu in a Mt. Vernon hosp.

Belle Baker wouldn't sail previous Kimpur to South America, sailing for a week later (tomorrow).

Those two does, Michel and Tania, moving to northeast corner of 5th street and Seventh avenue.

Starley Ketch just out of navy, where he was midweight champ. He is Irish and that's his right name.

Sixth avenue eatery opposite RCA this is the rendezvous of radio artists.

Boogie men giving visiting London maestros, Jack Hylton and Ray Noble, beaucoup adulation and attention.

A ninth old well came in last week for Ewey LaRue, a member of Ray, Ellis and LaRue, adagioists.

Pete and Margie Smith went into hibernation in Staten Island to catch up on sleep after arriving from coast by boat.

Laura Carpenter, down from Snowbound, Maine, to introduce her protégé, Shirley Cole, to Broadway casting agents.

Ben Marden retaining his Palais Royal after all; will make it one of those test chicks with your fingers places a in Hollywood.

Mrs. Sol (Fay) Lesser, having put their 18-year daughter into Wesley, is in New York and snails with the film and next Sat.

Elbert Franklin, H.B.'s son, entering Yale Workshop 47 for some academic show tutoring under Prof. Tucker, although he has practical experience under his father's guidance.

The Oscar Oldknews stopped off in Panama on their Canal trip from the Coast, and from there traveled to Savannah, Ga., the home town of the Pathe Smiths and Mrs. H. B. Franklin and her son Elbert came on through to Broadway.

Invitation press preview for the new Rockefeller nitery in RCA Bldg., called the Rainbow Room, formerly the Ernest Trov, will take care of the coffee trade prior to its formal Oct. 3 debut. Gossip columnists will be discouraged, but newspapermen as a class not barred from reserving their like any other concert goers.

Hollywood

Following ad in a local daily:

Queenie Smith in town for work.

Frank Orsatti back from Europe.

Sam Pischell back from Honolulu tick.

Jackson Parks in Radio's pop dept.

Jean Muir escaped in an auto crackup.

Mark Gordon still eating soup for breakfast.

Jeannette MacDonald vacationing in Gotham.

Lucien Hubbard back at his desk in Europe.

Samuel D. Steinberg checking up on the coast.

Raul Roulien back from Havana for a tour.

Robert Lord taking his first vacation in four years.

Marty Cohn has resigned as a supervisor at Maseco.

Gary Cooper looking for a ranch location. Can't go Beverly.

Mevlyn Lefty trekking to N.Y. to looksee crop of plays.

Edith Fretter in for studio work from the States.

Love Wandie has prevailed from

his illness and is agenting again.

Johns, Hiss and Hanson, Cedric Gibbons, to Mexico for a vacation.

Being Crosby's tummy is acting up again and may necessitate an operation.

Picture mob moving in from the beaches, but the weather is still plenty hot.

Plester Billings again handling the pastebards at the Mayan, reopening this week.

Young man, clean cut, honest Al, actor, chauffeur, handy man, water dishwasher for actor.

Charles Laughton eased out of the Cedars of Lebanon hospital yesterday (Monday).

But West doing sailor parts on the stage, goes into Radio's 'Sea Girl', but not in sailor parts.

Karl Kemmer, erstwhile foreign manager for Radio and U.A., has joined the William Morris office.

Virginia George, in chorus of Par's 'College Rhythm', heading to Manhattan for Correll's 'Vanities'.

John E. Goodrich east to parley with Joe Harris on probability of latter producing Goodrich's play 'Guts'.

James Cagney is nursing a broken down, though failing, to observe a swinging boom on his yacht.

Captain and Mrs. Allan A. Sawyer (Dolly Fairman), celebrated their 20th wedding anniversary September 3.

May Robson celebrating her 51st anniversary of entering show biz by going into Radio's 'Portrait of Laura Bates'.

William Seiter and his wife, Marian Nixon, leaving for Boston to catch 'Roberts', which Seiter will direct for Radio.

Harry Lipsitz, former Fox story head, who is 10%ing with Bep Jackson, changed his cognomen legally to Harold B. Leyton.

Josef von Sternberg named an active memb of the ASC, and will be in charge of photography in addition to directing hereafter.

Louis Lewyn is making a Hollywood personality two-reeler for MG release, and part of the proceeds will go to the M.P. relief fund.

Marilee Chevalier, paled out without saying adieu to either Jeanette MacDonald or Ernst Lubitch. They also worked on 'The Merry Widow'.

Vienna

Stadt theatre to remain dark after

'Street Music' 200 up at the Raimund.

Toscanini to conduct Beethoven's ninth.

Iceland music broadcast from local Ravag station.

Projects of turning Salzburg Fest into official Fest States Festival.

Fedor Chaplin under contract to appear in Volks op in November.

Opera fans all hot up at prospect of Reinhard Gleditsch's 'Fledermaus' in Staats Opera.

Max Mack making a driving bolt to secure world's film rights of Hans J. Gleditsch's 'Christina'.

Maria Jeritza wanted for a Maria Theresa talker to be made here as soon as she is available.

Hermann Thimig for first time starting at Burgtheater in revival of 'God Help Those Who Lie'.

'Sun-up' by Lulu Vollmer to be done here in Erich Giese's adaptation of the 'Early' novel.

The 'First Mrs. Fraser' Akademie Theatre reviving E. Langer's 'Came Through Needles'.

Volkoper management looking out for suitable place for Masha Schneider and her future husband Wolf Albrecht-Hetty.

Margarete Melzer slated to star as Jokaste opposite Alexander Moissi in Hugo v. Hofmannsthal's version of 'King Oedipus' at the Volksoper.

William Lichtenberg's comedy, 'Master of Millions', under contract with C. B. Fernald (London), who is adapting play for the U. K. and U. S. A.

Silva worried that there are too many Napoleon plays forthcoming in Vienna, which has hamper chances of his own 'Nap' and the Girl there.

Cuba

By Rene Comares

Amatorium (Gaudi's ex-house) now a dancing hall.

Edith Gahan and his Danquai Orchestra sailing for Panama.

'Compadre' theatre 'safe' rented of \$100 in cash and securities.

Operators strike here averted when patrons and ops got together.

Some Cuban musicians sailed for New York, guided by Machin, captain of the 'Cuba'.

Conchita Estraviz, winner of a local beauty contest, sailed for New York for a Warner Bros. test.

Jose del Moral and Mesta Chaves, two Cuban composers, and tenor here for concerts at the Facade.

Berlin

Heinz in 'Mond', with Hans Radebe, still doing big business.

Arthur Grunwald's Thoma Danna (dignit) expected later in the season.

'Legende von der Arbeit' will be tried out at Dresden prior to Berlin.

Liane Haid has the lead in 'Wien' but for the Viktor Klein-Metropole.

'Die Ausgrabung der Venus' will open the fall season in Frankfurt-am-Main.

Helene Dorrit, with Missus Maxie Schmeling, in the money both here and in the sticks.

Ifa is making much ado about 'The Licker and the erste Eisenbahn' with Karin Hardt.

An untied opera by the late composer Schlegel will be produced at Luebeck this fall.

Allanz about to Endeete eine Liebe' with Paula Wesely, Willi Forst and Gruendgens.

'Charley's Tante', 'Musik in Bint' and 'Masquerade' continue to get the best biz in the capital.

'Chopin's Abschiedswalzer' in production for Abstern-Metropole, with Sybille Schmitz in the lead.

Katharina Hepburn's 'Morning Glory' (Hadi) has been released by the censor, but kids are barred.

'Mary and Lisa', with a new cast and new scenery, will be revived by 'Die Tribüne' here about Nov. 1.

'Was Ich Ohne Dick' brought peons of praise for the performance of the youngster Wolfgang Liebenneiner.

Ralph Arthur Roberts' first venture as a director in 'Der Kuehne Swimmer' received so-so press notices.

Fred Angermeyer sold his piece, 'Anna Kronthaler', to the Staatstheater in Bremen for a premier late this month.

'All Wien' got away to a good start in the Rose theatre here with Ruth Lehnberg, Heinrich Thomas, Rudolf Hofbauer and Hans Meyer-Hansen in the leads.

Heinz Hilpert will operate the Kamperspiel this season as a try-out house for promising young German authors and artists. Plans 14 plays during the coming season.

Racer with which Hans Stuck won the Swiss Mountain race will be used in the 'Boehmerische Strahl' with Karl Ludwig Diehl at the wheel, for the Froehlich-Europe film.

Paris

Jack Lait flying to Paris.

Gaumont Palace reopening.

Clarence Brown on way here.

Grand Guignol reopening Oct. 4.

Elmer Roberts sailing for home.

Geraldine Farrar to New York.

Town filling up, following vacation.

Alcazar reopening with a 1900 revue.

Beatrice Wanger back from South America.

Cote d'Azur, nitery, to open Sept. 28.

Irvin Marke running over to London.

Bellamy flying over to London.

Pittouf troupe playing at Coppel Chateau.

Joe 'Cassacks' playing Rex, after report tour.

'Hortensia Sisters' reopened at Nouveautés.

Alice Joyce and Clarence Brown at Melito.

Mary Marquet and Victor Francen married.

Reginald Armour, of RKO, here from Calcutta.

Karl Bickel calling U. S. strike wave healthy.

Kay Francis in town, hiding out from reporters.

Jack Lait and his son, George, passing through.

Laurence Hilla motoring in Italy and Switzerland.

Paromont 15 at studies at Jeanville continually rented.

Rehine, Montparnasse music hall, reopening Sept. 21.

Le Marceson calling Hitler an exotic leonard.

Cirque Medrano show being broadcast by weekly, 'Vu'.

Cornell's death anniversary to be celebrated Sept. 30.

Warrington Dawson reopening his musicals at Versailles.

Julia Marlowe commuting between Lausanne and Paris.

Andre Breton, once a surrealist, marrying Jacqueline Lamba.

Leop Volterra signing with Pierre Rosenthal to reopen the Lido.

André Lécroix and Jean Granier looked for next Casino de Paris show.

Will Rogers at Ritz for a day, en route from London to Budapest.

'Tel.' Duvernols operetta, opening Sept. 15 at the Parisien.

John Randolph Hearst, after stopping at the Crillon, back home.

'Tommy Thompson' staying for open at Melito's 'Viva Villi' heano.

Lucien Hubbard, film producer, to 'Starlet Empire' at Paramount.

Sao Paulo, S. A.

By Wally Downey

Sarasani Circus from Germany turning them away.

Piano virtuoso Isenthal here for a series of concerts.

Shirley Temple also a draw here for 'Stand Up and Cheer'.

'Folhas ao Vento', waltz written by Milton Amaral, the big local song at present.

Paul A. Dana, the RCA Victor's g. m. for Brazil, in Sao Paulo on an inspection trip.

Walter Thompson office has finally gone radio with the General Motors here in S. A.

In from Rio, Augusto Alvarez, owner of the ace house, the Broadway, of Buenos Aires.

Monroe Isen, Universal's general manager for South America, also up on a visit from the Argentine.

Twelve ago over the contracting of the Casino Uca for Virginia Mears and troupe of Sara Mildred Strauss dancers.

Francisco Mixone, favorite accompanist for Tio Schipa, here in an advisory capacity to the Instituto Nacional de Musica.

All the sidewalk cafes are getting a boost, due to the influx of gobs from the Ronger, U. S. airplane carrier, which has just arrived in port.

Hal Sands' floor show of six girls, which originally in Rio, just opened up for a week's run at the Broadway theatre, Sao Paulo, RKO's first-run house.

Seville Gleditsch, director of Radio Splendid, one of the leading broadcasting stations, is here for a conference regarding the distribution of wave channels in South America.

Chicago

Lord Farrel passing through.

Charley Yates in from New York.

Shannon Dean at the Ill Hat Club.

Sam Bramson back from New York.

Paromont's publicist, Tom Bailey, in town.

Joe Abrahamson now with Freddie Guilford.

Lou Pollack landing the Salici marionettes.

'Chick Castle the Beau Brummel' of music men in Chicago.

Earl Hoffman orchestra now at the Club Seidel.

Ed Levin's 'Monte Cristo' ads directed by him.

Garry Clark in town ahead of the Chic Sale show.

Big K. has gone heavily for sidewalk bankers.

Jim Christie jumping out of town to look at new units.

Mrs. Fred Evans back in town after a long vacation.

Mort Singer back from the coast and making a tour of Iowa.

Phil Davis doing a radio talk for Constitution Day at the Fair.

Marjorie Page made queen of the Missouri Festival at the Fair.

Charley Hiron in town representing U. A. on 'The Last Gentleman'.

Hugh Studebaker had an operation on his throat in a Kansas City hospital.

Ted Shaw changed from the Manor to new assistant manager at the Garrick.

John A. Crawford in and out of town on midwest engagements of 'Tells of the Nineties'.

London

Senator Murphy talking over old times.

Lord Rothermere off on an African tour.

Edie Darling here on his isolated visit.

Charles Woolf and family at the Palladium.

Betty Compton looking around for a local picture hook-up.

Charles Henry through producing units for General Theatre.

Lew Stone and band starts his first provincial tour shortly.

Eric Hakim, former film personality, filing petition in bankruptcy.

'Queen of Scots' closed three months' run at the New Theatre, Sept. 8.

Emsey Hope, author, is ready Grace Cooper, sister of Gladys Cooper.

Yacht Club Boys due at the Cafe de Paris Oct. 4 for one month, with options.

Ivy Tremmond and Nat D. Ayer trying out a vaudeville vehicle in the end.

Film short starring Bill Robinson at the Leicester Square theatre, getting a big hand.

Mac Lynn Foursome off to 'Vivian' for a month for months of October and November.

Morris Goodman, of Mascot Pictures, here trying to dispose of 'Yacht Club'.

Gaumont-British in partnership with Teopitz Productions 'The Dictator' to extent of \$175,000.

Will Mahoney took to smoking a pipe. Some of his snare put wood shavings in the tobacco. Bill is cured.

'Bull Dog Drummond Strikes Back' will follow 'The Private Life of Don Juan' at the London Pavilion.

Talk of changing title of 'The Royal Family', which Noel Coward is producing here, to 'Theatre Royal'.

Reaumont Alexander now in charge of the Cosack restaurant, formerly part of the Prince's restaurant.

Finalists in Gaumont-British beauty competition pay a special visit at the Palladium and get into the limelight.

Three sailors scheduled to sail for home Sept. 13 but staying over to tour with Tomson Brothers 'Why Not Tonight?'

Laurie Hanson's new musical vehicle, 'Lucky Break', comes to the Strand, Oct. 4, after a fortnight's provincial tryout.

Fay Bolton keeping the candle burning and don't think of a plot for a musical for Will Mahoney, to be done in London.

Sidney Burns just appointed booking manager for the Hippodrome, Peterborough, formerly operated with pictures.

Allan Hyman, nephew of our Sidney Hyman, responsible for script of 'Beauty Hall', Allied Film's latest, which stars Charles Farrell.

Sir Oswald Stoll creating a precedent by going back stage of Alhambra to congratulate Sophie Tucker and Senator Murphy.

Ted Shapiro taking Water Rats Initiation Sept. 16. Fourth American to become member. Other three are American. Dave Apollon and Herb Williams.

King of Denmark's own mounted guard and coachmen are used in 'The Dictator', Teopitz Productions, local and down in conjunction with Gaumont-British.

Sophie Tucker wanted to play a return at Golder's Green Hippodrome, but turned down offer as management did not agree with her not playing on the Day of Atone-ment.

The Old Vic and Sadler's Wells threatened to be engaged from entertainment tax on grounds they are educational as they specialize in Shakespearean and opera productions.

Willingale Tickets, Ltd., new company operating cut-rate system, now has a membership of 250,000, and operates live theatres. Intend to lease theatres on its own to produce plays.

Edwin Carewe just landed here to do 'Daughter of India', written by an Indian Purser, for London clubs and other large promised to co-operate with company in every way.

Mexico City

By D. L. Grahame

Raul Roulien visiting here.

Jascha Heifetz here giving a concert series.

Palace of Fine Arts (National Theatre) to present at least one rep function.

Virginia Tucker and Arthur Mahon, American dancers, featured in Forelia Club's floor show.

Cubs and saloons can stay open longer than law allows if they pay tax of from \$2 to \$28 for each extra hour.

P. O. authorities have approved advertising films by automatic colored slide mechanism in the general post office building.

James N. Crofton, former president of the Arca Caliente Co. and the Tijuana Jockey Club, has acquired the law allows in bars and casinos, popular sporting spots, at Cuernavaca near here.

OBITUARIES

PORTER EMERSON BROWN

Porter Emerson Brown, 55, author and playwright, died in Norwalk, Conn., Sept. 20, of cancer. He had been ill since early in June.

He was perhaps best known for his play, "The Bad Man," which ran for a year on Broadway with Holbrook Blinn in the lead. It was later done in pictures. Other plays were "The Spendthrift," "A Fool There Was" and "A Girl of Today." He wrote "Joan of Plattsburgh" for Mabel Normand, "Too Many Millions" for Wallace Field and "The Seventh Day" for Richard Barthelmess. Ill health caused him to go into the desert, but recently he was able to return east and wrote several plays for which he sought production. He also was the author of numerous short stories and full-length books including "Peace at Any Price," in play form, which was published in "Colliers" and reprinted between covers. The theme was suggested by the tragic death of Charles Frohman, with whom he had been associated.

He married Myrtle Suzanne May in 1907. She died in 1922, leaving two daughters, Prudence, unmarried, and Mrs. Suzanne Malkin, both of whom survive. Interment in Norwalk.

DENNIS J. CLARKE

Dennis J. (Daddy) Clarke, for 40 years proprietor of the Argyle theatre, Birkenhead, Eng., died Sept. 11 at a ripe old age, his wife, four sons and three daughters.

Clarke was known throughout the world and every American artist who came to England played a week at his house. Always seeking new talent, he is credited with having given Sir Harry Lauder his first real chance and there is obviously a basis for this allegation because Sir Harry always played for Clarke at least once a year without a contract, and accepting anything in the way of remuneration offered to him. His first salary with the Birkenhead manager was \$20 for the week, and at the end of the engagement he was handed \$25. The second engagement was for \$35 and Clarke paid him \$50.

Clarke was one of the first British readers of VARIETY and was one of its oldest subscribers.

HARRY HAYWARD

Harry Hayward, 81, Pacific coast legit manager, died Sept. 20 in San Diego, Cal., where he made his home for the past 25 years. He is survived by his widow, one son, Ralph, and a daughter, Mrs. Harry Payne. Death followed a lingering illness, brought on by a complication of diseases.

Hayward was a product of the Pacific Northwest and for many years, prior to 1910, played road show attractions in Spokane. Moving to San Diego, he became associated with Jack Dodge, and the pair, at the helm of the Speckles theatre, became the outstanding legit house operators in Southern California.

He retired from active show biz in 1929 when shortage of road shows forced the Speckles into a picture policy.

HORACE WATSON

Horace Watson, 67, theatre manager, died of a heart attack at his home in London, Sept. 18.

He began his career as assistant to Sir Herbert Beerbom Tree then manager of the Haymarket. In 1895 he accompanied Tree to America while the latter was on tour. For a season, Mr. Watson was assistant manager of the Lyceum under Frederick Harrison and Forbes Robertson. He took over full management of the Haymarket in 1905. He was honorary treasurer of the British Empire Shakespeare Society and a director of the Society of West End Managers and of the Theatrical Managers Association.

RUTH HALE

Ruth Hale (Mrs. Heywood Brown), died in New York, Sept. 18, in a coma. She was well known as a theatre publicity worker before

her marriage to the columnist, and as a member of the Lucy Stone league retained her own name. She was separated from her husband several months ago, but it was in his home in London that she was stricken with the coma, her own home adjoining his. She was later rushed to New York. During the war she was in the Paris office of the Chicago Tribune.

Since her marriage Miss Hale had been one of the leaders in feminist movements.

SERAPHINE ASTAFIEVA

Princess Seraphine Astafieva, famous international ballet star, died at her London home, Sept. 13, aged 50, following a stroke in June last. Deceased was a grandniece of Tolstol, and in addition to her own terpsichorean career, she staged ballets for Sir Oswald Stoll and Sir Thomas Beecham, and was the first woman to produce an entire opera.

Of late years she conducted a ballet school and most of the modern stars were her pupils, such as Anton Dolin, Alice Markova, June Phyllis Bedells. She was formerly with the Diaghileff company.

M. BERTHIER

M. Berthier, actor standby of boulevard theatres, died Sept. 10 at his home in Paris. Since the war he had been one of the Theatre Antoine company, and later played in Maurice Rostand's "General Boulanger" at the Porte Saint Martin. He closed his career with Henri Bernstein's troupe at the Gymnase, playing in "Felix" and "Happiness." His last role was Frepau in Bernstein's "The Attack," revived last season.

ISIDORE BRAGGIOTTI

Isidore Braggiotti, 69, voice teacher and father of Mrs. John Cabot Lodge (Francesca Braggiotti), dancer, died in Los Angeles, Sept. 16, of pneumonia. He was born in Florence, Italy, and had been a resident of Los Angeles since 1927.

Survived by two daughters, Gloria and Lily Maria, four sons, Mario (Pray and Braggiotti), Rama Herbert Sabastiano and Darillo. Funeral was held at the Coast, followed by cremation and the ashes were returned to Italy.

MARIE SHOTWELL

Mrs. Marie Shotwell, once a leading figure on the dramatic stage, died in a Long Island City hospital, Sept. 18. She was stricken in the Paramount studios at Astoria, and rushed to the hospital for treatment, but died a short time later.

She was the original Shirley in "Lion and the Mouse," had toured with E. H. Sothern and had been seen in many important productions.

HERBERT WEBER

Herbert Weber, 31, died in Hollywood, Sept. 21. He had been suffering from a complication of heart and kidney trouble for some time, but the end was unexpected. Weber was the son of Harry Weber and associated with his father in the agency business for the past 10 years.

Besides his father, he is survived by his mother, his wife, Mary Gray Weber, and two children.

EGANT TOSOFF

Egant Tosoff, 56, midwest, well known in the theatrical profession, and in later years in the grocery business in Dubuque, committed suicide in his shop.

Dependent because of failing health.

GEORGE F. MEIGHAN

George F. Meighan, 59, died Sept. 17 in Evanston, Ill., after a long period of poor health.

Meighan was general traffic manager for the Ringling Brothers Circus for 15 years. He was also vice-president of the St. Louis and Hannibal Railroad.

Surviving are his wife and a daughter.

CHARLES ASH

Charles Ash, age 50, formerly of Chicago and Helen Ash, died at the N.Y. Lodge, Starnes, of a complication of stomach disorders Sept. 21.

He went to the lodge two months ago from his home, Wilmington, Del. He was a very well-known vaude-

villian, having been booked out of Philadelphia for years.

He also had service in many tax musical comedies and stock companies.

LOUIS RUDOLPH

Louis Rudolph, 43, owner of the Emmet theatre in Chicago, died in that city on Sept. 18, of pneumonia. Rudolph had been in the theatre business some 20 years and at the time of his death was a director in the Allied Association of Chicago. Widow survives. Burial in Chicago.

MISHA VOLGANIN

Misha Volganin, 37, singer with the glee club at the Radio City Music Hall, died in New York Sept. 24 of a heart attack.

Volganin had been at the Music Hall since its opening, having previously appeared at the old Roxy. Widow and son survive.

GEORGE F. MEIGHAN

Geo. F. Meighan, circus executive with Ringlings and Barnum & Bailey and active in the Iowa Circus Fans Association, died in Evanston, Ill., Sept. 17.

Steve Reardon, retired New York policeman, succumbed to a heart attack early Monday (24). Services will be held at Holy Trinity Church Wednesday at 10 a.m. Interment will be made in Calvary Cemetery.

Reardon was a member of the Friars Club. Among his numerous friends on Broadway, George M. Cohan was outstanding. In his book, "My Twenty Years on Broadway," Cohan describes Reardon, and his 20 years on the police force.

Father of Billie Dove died at North Hollywood, Calif., Sept. 16. Survived by his widow, Miss Dove, and a son, C. R. Bohny, Coast cameraman and husband of Mary Virginia Ashcraft, actress.

Mrs. Dorothy Parry, wife of Stepin Fetchit, died Sept. 15 at Monrovia, Calif.

Mother, 78, of Mac De Laire, vaudeville cornetist, died Sept. 21 in New York.

\$5,700 in Albany

Albany, Sept. 25.

First of new Supreme Burlesque Circuit shows did \$5,700 in six days at the Capitol theatre, which is being operated by Max Rudnick and Edwin W. Rowland.

Whereas the number of women patrons could be counted on hands when burley was the State, the patronage at the Capitol.

Midwest

(Continued from page 60)

park. There are to be no Coney Island concessions.

Charlotte Simmons, of European opera and the Philadelphia grand opera, to join the San Carlo Opera Company in Chicago.

Dorothy Southworth, from England, plea for possible film material, by Universal.

Charges of indecency in many of the pep shows at the Fair were made in a report to the Juvenile Protective Assn. by its executive director, Jessie E. Binford.

Alice Jaskowski, winner of the World's Fair contest for Miss Chicago, given a contract with the Ziegfeld Follies.

Jackie Cooper, and the Schid-krants passed through town.

Jimmie Durante appeared at the Fair for two days.

Betty Lihley, appearing with "No More Ladies" (Chicago, Miss Chicago), divorced from her husband, Baron George von Rischkawy, Polish nobleman.

Coast

Burglars ransacked home of J. M. Nicholas, of Metro tech dept., and stole \$1,000 in gems.

Joseph Wild, 63, financial writer, caught in his death from a bridge in San Diego.

Sol Simon, rated a multi-millionaire 25 years ago, is working as an extra in film.

Goetz DeLoz, sued for divorce in L. A. by Harry F. Overbeck, Jr.

Robert Mandel, of Chicago, chairman of the board of directors of the Bros.-Elks theatre, former owners, has bought the late Marie Dressler's home for around \$35,000.

Approval of accounting and distribution of the \$450,000 estate left by George Deba has been made in L. A. by Superior Judge Wood.

Mary A. Duppe, who describes herself as a double for Marlene Dietrich, demands \$1,000 of Albert and Marie Roth, as damages for alleged injuries received in an auto

accident in L. A.

Accused him of being sulky. Ruth Chatterton, has filed suit for divorce in L. A. against George Brent. They were wed in 1932 after she divorced Ralph Forbes.

Norman Kerry, 43, divorced in L. A. by Mrs. Helen Mary Kaiser.

A bandit answering the ad of Christine Lillian, Hollywood artist, to mail a cat, took it over then grabbed it at the point of a gun. Valued at \$250.

Mrs. Oliver H. P. Garrett received a divorce in L. A. from the film writer.

Superior Court Judge McComb, L. A., approved Micky McGuire's contract with Metro.

Efforts to compel Michael Curtiz to support her 13-year-old son were renewed when Mathilde Forster, scenario writer, filed suit against the director, seeking the divorce or as father of the boy.

James A. Cornelius, husband of Ruth Clifford, has filed a cross-complaint in the actress' action to divorce him on the Coast.

Atty. W. V. R. Smith, who recently filed a \$500,000 blackmail and libel suit against Al Toppel and his attorneys, admitted in L. A. court that he had no proof, back his charges. Case dismissed.

Priscilla M. Pryor has filed suit in Carson City, Nev., to divorce Robert Pryor.

Patricia Lee, film actress, divorced in L. A. by James A. Carnal, biz man.

Jacqueline Saunders has filed a voluntary petition of bankruptcy in L. A. Lists liabilities of \$74,340 and assets of \$1,700.

Evelyn Knapp, who weighs about 100 pounds, bought in a 300-lb. mirth off Catalina Island.

COMING SPRING

(Continued from page 58)

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ing yearly events. Spectacle is the watchword of these productions, and as such they have utilized the hills and natural surroundings to their fullest extent. Reinhardt contributed a march of down a 500-foot mountain. It was impressive, but nothing to bring the audience to its feet. Outside of that one contrivance, the performance differed little from the many productions of the same play as offered by colleges.

Biggest disappointment of the evening was the ballet work staged by Theodore Kosloff. It lacked all semblance of definiteness and was little else than a group of jumping young ladies familiar to all followers of newscasts. Solo dances by Nini Theilade were well received.

Miss Theilade, brought here for the play, displayed a technique above average.

Acting honors were taken by Walter Connolly as "Bottom," Philip Arnold as "Oberon," Mickey Rooney as "Puck," and "Titania" as "Helen," William Henry and George Walcott as "Demetrius" and "Lysander," Frank Reicher as "Quince," Olivia de Havilland as "Hermia," Evelyn Knapp as "Helena" and Julie Hayden as "Titania."

Production is a promotion from which it is hoped the world will realize that California is capable of C. of C. contributed \$50,000, and another \$50,000 was raised by contributions from society leaders. Play will run five days in Hollywood, five in San Francisco and three in Berkeley.

Local engagement, though costly, should show a profit. Rental for the theatre included the orchestra at \$10,000 for the five days, plus a 5% of the gross. Reinhardt gets \$25,000 for staging. Salaries for the principals include \$1,300 for Cohan for the week, \$300 each for Hollywood and Miss Venable, and \$200 each for the other principals.

Other expenditures, including advertising and cost of action, on the bowl stage, will run close to \$15,000. A costly expenditure to satisfy Hollywood's esthetic leanings.

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Now San Diego Wants One

Plans in Making for an Encore to the 1915 Exposition Event

San Diego, Sept. 24. San Diego is busy inviting the world to the California Pacific International exposition, scheduled to open here next April.

Last Thursday morning it was announced that the exposition fund drive had exceeded its quota, and directors of the project had received pledges that sent the total to the amazing figure of \$687,016.

President of the expo is Frank G. Lecher, and chairman of the board of directors is G. Aubrey Davidson, both bankers. Executive manager of the project is J. David Ladson. Representatives have been at the Chicago fair for some time, and it is expected that many exhibiting there will move their displays to San Diego in '35.

Displays in buildings already standing in Balboa park (reserved for the 1915 expo here) will be used as a nucleus for the expo, which will be cosmopolitan, with something of interest to every man, woman and child.

Agua Caliente and Tijuana, both expecting to cash in on the expo, have contributed heavily, and hotel owners and merchants in San Diego have subscribed according to their means.

Gift, Gals, Dancers, Nixed in Pa. Annual

Lancaster, Pa., Sept. 24. Revival of Lancaster County Fair after several years of inactivity, turned out to be a glorified carnival with very little spinach in evidence.

Among those who didn't like it so much was the county detective who clamped down on the second day, closing 25 "games of chance," a couple of run-of-the-mill girl shows and a "real and original" fan dancer.

All accepted advice and beat it before the pinch was applied.

Business light throughout the four days with harness and auto races accounting for most of draw.

Strike Folds Tents

Charlotte, N. C., Sept. 24. Gorman Brothers Circus, booked for some Western North Carolina dates, has folded and gone in for the season.

General textile strike, which is having a telling effect on the Carolinas, is thought responsible.

A SHIP COMES IN

(Continued from page 56)

kees the foundation and everything else. However, there's a deep, dark secret in the psychologist's life. He, himself, suffers from a bad neurosis which he can cure, as in this show of dances. He won't allow himself to be found along with them if he can possibly avoid it. That truth straightens things out in the idea and, as developed, it could make a very interesting film. If only it weren't so lengthy and slow paced it might have done for a moderate run on the stage, too.

With the mentioned exception of the star the cast is almost perfect, although Calvin Thomas has himself a piece. Veteran player has never had such a romp as in this show, which is really all his. He's the American millionaire to perfection. Nana Bryant as an old amour of Dr. Kane's is fine and Ann Lawrence milked the play's best scene, the fourth act two, as the doctor's secretary. Margaret Kippen is convincing as the doctor's assistant. Even Korlin earned some laughs in a minor role.

Production is fairly elaborate, with several interesting sets. But "again, too much time" was spent stuffing scenes with seemingly mechanical aid. Thus, not only were the acts overlong but the waits overlaid, the total making for deliberate discomfort on the part of the audience.

Maybe it can be fixed up; the play's faults are none of them insurmountable. But plays, these days, don't often linger long enough in its, and change.

Page Diogenes

Delphos, O., Sept. 24. There is 50 cents in the Van Wert county agricultural society treasury credited to "An Honest Woman."

It came from an unidentified woman who paid an extra 50 cents when she bought her admission ticket to the fair recently and explained the half dollar had been owed the county for 30 years by "someone who crashed the gate."

She declined to give her name.

'OLD' JOHN ROBINSON SHOW TO BE REVIVED

Canton, O., Sept. 24. A new 30-car railroad circus will go out of Teru, Ind., early next spring under the John Robinson title. If plans of a group of prominent midwest showmen materialize it was learned here this week from an authoritative source. Project has passed the rumor stage and announcement of the new show will shortly be forthcoming. It was said "lingering interest" it is understood, failed to renew their option on the old John Robinson title, which show was shelved several years ago, and the new group have acquired the title and have about completed financing details. It is reported that several new bill cards already have been purchased.

Several widely known circus men who have been inactive since being let out of the Klingling-owned unit, will be identified with the new venture.

PARK TAKES BATH

Medina, O., Sept. 24. Chippewa Lake Park one of the major northeastern Ohio amusement parks, playground of thousands of Clevelanders every Summer was placed in the hands of a receiver, Saturday, September 15.

NIGHT OF STARS

(Continued from page 60)

poets" was a standout, with the head of the "Stars and Stripes" Compositors and Publishers actively in charge and making the introductions. Act ran 45 minutes, bringing on a score of popular tunes, written by Berlin and George Gershwin were at one of the dozen baby grand pianos, while George M. Cohan and Gus Edwards sang at another. Cohan sang and danced "Over There" at the finale of the "Parade." Gershwin paraphrased his "I've Got Rhythm," with Berlin and the style in giving Gershwin's Ragtime Band. Theodore Metz, who wrote "Hot Time in the Old Town Tonight," played it on his fiddle and led the sing chorus. J. Rosamond Johnson did his "Under the Bamboo Tree." Billy Hill showed how his "Healing for the Sick" was played. He played and sung. Edwards scored with "School Days." Harry Von Tilzer, Jean Schwartz, Arthur Schwartz and others stepped from the ivories to the mikes for their hit numbers.

Most spectacular number came with the Fokine ballet, up from the stage, with the theatre orchestra. Spotlights were excellently handled for that interlude. Music Hall's last leg was carried but the show was too long.

There were two radio units. NBC brought on the Pickens Sisters, Mary Small, Ben Grauer and James Wallington. Columbia brought on Nick Lucas, Gertrude Niesen and Vera Van. The Cotton Club orchestra with its specialists, including Pops and Louie, comprised a cabaret unit.

Bob Hope was one of the late m.c.'s and Milton Park was the last of that group. He had them laughing at 12:30 and introduced the intermission. He called Louis Sobel, Paul Yavatz, Ed Sullivan and Nick Kenny to the mike. Park using them as steppers.

Meade and Level up from the Hollywood cante were a comedy duo. Jack Benny and Laila Gluskin supplied the hit musical comedy. Other bands reported on hand were not used.

The Britons had their breaking act and then they were lost and shivered as they waited to get paid. Finkle had an ensemble of acrobatic acts 10 times in all with more than 40 people in action.

BARNES SHOW JAM

Elephant Car Derailed Near Clarendon, Ark.

Pine Bluff, Ark., Sept. 24. Al G. Barnes Circus, looked to play here Wednesday (19), due to two weeks en route from Jonesboro, arrived eight hours late. The afternoon show was started at 6 o'clock. Good business for the night performance.

A broken axle at Brinkley and a spread rail, causing derailment of elephant car near Clarendon, caused the delay.

COMMITTEE OF 3 FOR SQUAWKS

Washington, Sept. 24. Complaints of trade practice violations in burlesque field will be handled by a special committee to be created by the code authority and supervised by the NRA under a plan approved Saturday (22) by Deputy Administrator William F. Farnsworth.

Scheme involves creation of a committee of three industry members, not necessarily persons serving on the code authority, who will have authority to make provisional interpretations of all trade practice clauses and to investigate all reported violations. Committee will not, however, touch labor clauses or violations.

Idea is that such an arrangement will simplify work of the C.A. and relieve the NRA of a considerable burden, while at the same time speeding action on complaints and developing more adequate machinery for self-government of the industry.

The committee can engage field investigators and legal advisors, make investigations of violation reports, recommend punitive action or waivers, modifications or exemptions to the code authority, and aid the NRA compliance board in punishing violators.

The committee's power to interpret the code is subject to approval of the NRA, but to provide some interim way of settling disputes over meaning of the pact the committee interpretations will have a "provisional" status until either confirmed or reversed by the government.

Complaints will be referred by both the NRA and the C.A. to this agency, which will be required to make periodic reports of its accomplishments to the compliance division and to codists. Right of appeal is assured by NRA qualifications to scheme.

Committee will respect anonymous complaints and will be forbidden to reveal names of signers to kicks without written permission of complainant.

Big and Black

Spencer, Ia., Sept. 24. Only once in 17 years, 1931, has the Clay county fair gone into the red, with the 1934 fair to rank with the record-breaker of 1930 when the total attendance was 130,599, and total profit amounted to more than 20 grand. As an indicator of the pull this year, auto races drew more than 20,000 at one sitting. And in the northwest sticks, that's some jam.

Canadian Pinch

London, Can., Sept. 24. Admitting they operated gambling devices at the Western Fair midway, two Canadians, Ohio, men, David Pined, aged 32, and Harry Mosser, aged 64, were each fined \$50 and costs or 30 days in jail when they appeared in city police court here.

They were arrested by city police on the exhibition grounds.

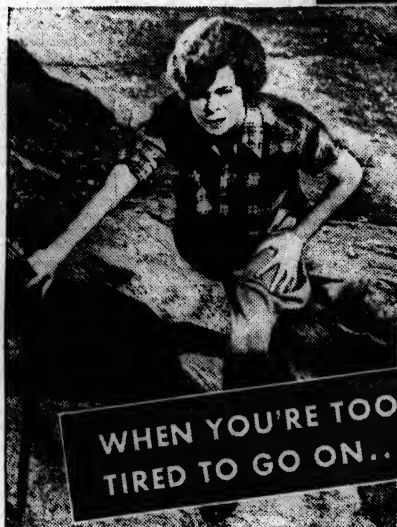
CIRCUS ROUTES

Al C. Barnes
Sept. 24, Norfolk 25, Longview 28, Henderson 29, Palestine 29, Henderson 29, Galveston.

Hagenbeck-Wallace
Sept. 24, Norfolk 25, Rocky Mount 24, Kinston 25, Greenville 26, Washington 22, Wilson.

Ringling Bros. B. & B.
Sept. 24, Norfolk 25, Norfolk 26, Norfolk 27, Norfolk 28, Norfolk 29, Norfolk 30, Norfolk 31, Norfolk 1, Norfolk 2, Norfolk 3, Norfolk 4, Norfolk 5, Norfolk 6, Norfolk 7, Norfolk 8, Norfolk 9, Norfolk 10, Norfolk 11, Norfolk 12, Norfolk 13, Norfolk 14, Norfolk 15, Norfolk 16, Norfolk 17, Norfolk 18, Norfolk 19, Norfolk 20, Norfolk 21, Norfolk 22, Norfolk 23, Norfolk 24, Norfolk 25, Norfolk 26, Norfolk 27, Norfolk 28, Norfolk 29, Norfolk 30, Norfolk 31, Norfolk 1, Norfolk 2, Norfolk 3, Norfolk 4, Norfolk 5, Norfolk 6, Norfolk 7, Norfolk 8, Norfolk 9, Norfolk 10, Norfolk 11, Norfolk 12, Norfolk 13, Norfolk 14, Norfolk 15, Norfolk 16, Norfolk 17, Norfolk 18, Norfolk 19, Norfolk 20, Norfolk 21, Norfolk 22, Norfolk 23, Norfolk 24, Norfolk 25, Norfolk 26, Norfolk 27, Norfolk 28, Norfolk 29, Norfolk 30, Norfolk 31, Norfolk 1, Norfolk 2, Norfolk 3, Norfolk 4, Norfolk 5, Norfolk 6, Norfolk 7, Norfolk 8, Norfolk 9, Norfolk 10, Norfolk 11, Norfolk 12, Norfolk 13, Norfolk 14, Norfolk 15, Norfolk 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WHEN YOU'RE TOO
TIRED TO GO ON...

MISS GEORGIA ENGELHARD has scaled 90 major peaks, 38 in one season, including such giants as Mt. Victoria, which towers 11,365 feet...a peak she climbed in record time. Slender, but a marvel of endurance and energy, Georgia Engelhard says: "When people tell me of being tired out, or lacking 'pep,' I don't know of better advice to give than you'll find in the suggestion 'Get a lift with a Camel.'"

Get a
LIFT
with a
Camel!

YOU'LL ENJOY this thrilling response in your flow of energy!

In light of the recent scientific confirmation of the "energizing effect" in Camels, note what Miss Engelhard, champion woman mountain climber, says:

"Mountain climbing is great sport, but don't try it unless you have plenty of energy. Many

times up there above the timber line, within a short climb of the goal, I have thought 'I can't go another step.' Then I call a halt and smoke a Camel. A Camel lifts me up in just a few minutes and gives me the energy to push on."

People in every walk of life have found that Camels increase their energy. Perhaps you have observed this among your own circle of friends.

You'll like Camel's matchless blend of costlier tobaccos. Mild—but never flat or "sweetish"—never tiresome in taste. You'll feel like smoking more...and you need not hesitate about it!

For with Camels, you will find that steady smoking does not jangle the nerves.

ANY TOBACCO MAN WILL TELL YOU:

"Camels are made from finer,
More Expensive Tobaccos—
Turkish and Domestic—than
any other popular brand."



SALESMAN. E. W. Davis says: "I'll say this for Camel's costlier tobaccos—they taste better! And when I'm tired, a Camel revives my energy!"



MOTOR-BOAT RACER. Mrs. Florence Burnham says: "For a long time I have been a Camel fan. Camels, being so much milder, never disturb my nerves so I smoke them all I want."

SIGHTSEER. Carl Johnson says: "I agree with what has been said by Camel smokers who bring out the fact that you do get a 'lift' with a Camel... Camels helped me at the World's Fair when I was 'all in.' I always smoke a Camel when I feel 'low' or out of 'pep' to bring back my energy."

Camel's Costlier Tobaccos never get on your Nerves!

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